Nathaniel Lichfield and Partners

Planning Design Economics

# TRAFFORD OTHER TOWN CENTRE USES STUDY

Final Report

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**Nathaniel Lichfield & Partners Ltd**
3rd Floor
One St James's Square
Manchester M2 6DN

T 0161 837 6130
F 0161 833 3741

manchester@nlpplanning.com
www.nlpplanning.com

Offices also in
Cardiff
London
Newcastle upon Tyne

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# 1.0 Introduction

1.1 This 'Other Main Town Centre Uses Study' was commissioned by Trafford Metropolitan Borough Council (MBC) to form part of the evidence base for the Local Development Framework (LDF), including the Core Strategy and Land Allocations Development Plan Document. As requested by the project brief, this study considers the main town centre uses covered by the lower two numbered points in paragraph 7 of PPS4, namely: -

- Offices; and
- Arts, cultural and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).

1.2 The Study does not assess retail, leisure, entertainment facilities, and the more intensive sport and recreation uses, which have already been considered by the 2008 Trafford Retail and Leisure Study.

1.3 In summary, the Council's aims for the study are as follows:

a A review of the quantitative and qualitative need for office development in Trafford;

b To establish the quantitative and qualitative need for hotels, conference facilities, theatres/concert halls, museums and art galleries in Trafford;

c An assessment of the suitability, viability and availability of sites within and on the edge of Altrincham, Sale, Stretford and Urmston for other main town centres uses and identification of appropriate locations to meet demand;

d An assessment of the appropriateness of scale and potential impact of each of the studied uses on Trafford's Town Centres.

1.4 To provide background information and inform the assessment of the quantitative and qualitative need for facilities a review of existing information was carried out. In agreement with Trafford MBC the following documents were reviewed:

- North West Regional Spatial Strategy (Sept 2008)
- Association of Greater Manchester Authorities Employment Land Position Statement (Aug 2009)
- Association of Greater Manchester Authorities Town Centres Study;
- Trafford Unitary Development Plan
- Trafford Employment Land Study 2009
- A Cultural Strategy for Trafford 2004-2009/10
- Draft Tourism Framework: Tourism and the Visitor Economy 2009
- Trafford Retail and Leisure Study 2007
- Trafford Park Masterplan Vision and Implementation Report 2008
- Trafford Town Centres Plan 2008-2011
- Trafford Council Economic Assessment 2009.

1.5 The report structure is as follows:

| | | |
|---|---|---|
| Section 2 | Consultation Results | Consultation with various organisations with an interest in the study uses in Trafford, including public and private operators, public bodies and the representative organisations for the uses. |
| Section 3 | Audit of Existing Facilities | An audit of existing facilities of the study uses and commitments in the Borough. |
| Section 4 | The Need for Town Centre Use Development | A quantitative and qualitative assessment of the need for the study uses, including benchmarking Trafford's existing provision against comparative local authorities. |
| Section 5 | Scope for Accommodating Growth - Trafford | An assessment of potential development sites in Trafford in terms of their quality and adequacy to meet future needs. |
| Section 6 | Scope for Accommodating Growth – Manchester City Centre | Consideration of the general development potential of quarters of Manchester city centre where future growth is anticipated to be focused. |
| Section 7 | Appropriateness of Scale | Consideration of the scales of development of the study uses appropriate in Trafford's town centres. |
| Section 8 | Assessment of Impact | Qualitative assessment of the impact of edge of centre and out of centre development of the study uses for which there is an identified need. |
| Section 9 | Conclusions | Overall conclusions and recommendations of the study. |

# 2.0 Consultation

## Introduction

2.1 In the early stages of this study, a consultation phase was undertaken. This enabled the study to be informed by the views of relevant operators and other pertinent organisations. Consultees were asked to provide information on: -

- Their perceptions of Trafford as place for their business/organisation to be located;
- Potential space requirements;
- Availability and need for premises and sites; and
- Preferred location within the Borough (or elsewhere) to locate.

2.2 The remainder of this section provides details of how the consultation was carried out and sets out a summary of the consultation findings.

## Survey Questionnaire

2.3 A questionnaire was drawn-up to be sent to operators of art galleries, theatres, concert halls and conference facilities within the Borough. A separate questionnaire was drafted to be sent to organizations with a role in supporting arts and cultural facilities (e.g. by providing funding) and which were therefore identified as having an understanding of their requirements and aspirations. Both questionnaires were approved by officers at Trafford Council before they were then issued by e-mail. Respondents were invited to send the completed questionnaire back to NLP via e-mail, post or fax. Two weeks later a reminder e-mail was sent out to all organisations which had not yet responded.

2.4 A list of the organisations to which the questionnaire was sent is attached at Appendix 1.

2.5 A total of 29 questionnaires were issued, of which 11 were completed and returned. Based on our recent experience elsewhere of carrying out survey questionnaires in the recession, this response rate of 38%, is good. However, the response rates from different types of organisations varied considerably. The majority of responses which we received were from the operators of arts, cultural and tourism facilities; few responses were received from organizations with a role in supporting (but not directly operating) such facilities (e.g. funders). Furthermore high response rates were seen from theatre, concert hall and art gallery operators, with lower response rates from conference venues.

## Consultation results

### Arts, Cultural and Tourism Facilities

2.6 This section of our summary of consultation results addresses arts, cultural and tourism facilities ie, art galleries, theatres, concert halls and conference facilities.

2.7 In order to gauge the locational requirements of arts, cultural and tourism facilities, respondents were asked about the advantages of their current location. The results of this question are summarised in the table below: -

| |
|---|
| **Most frequently cited advantages of their current location (referred to by the majority of respondents)** |
| • Allows the facility to serve the local community;<br>• Good transport links;<br>• Convenient for volunteers/staff. |
| **Fairly frequently cited advantages of their current location** |
| • Availability of suitable premises;<br>• Town centre location. |
| **Other reasons which were cited (but only by a low number of respondents)** |
| • Proximity to Trafford's tourist attractions;<br>• Location reduces impact on residential amenity. |

Table 1 Arts, cultural and tourism facilities: advantages of current location

2.8 The above table demonstrates that the key advantages of the current location of arts, cultural and tourism facilities relate to accessibility: both in terms of enabling the facility to be accessible by the local community (attendees) and by volunteers and staff.

2.9 The questionnaires also asked respondents whether or not they currently attract the level of visitors/audiences which they would ideally like to attract. The vast majority of respondents stated that their facility does not attract enough visitors/audience. The operators of theatres in particular indicated that they do not attract audience sizes as high as they would ideally like. This feedback suggests that some additional demand for arts and cultural facilities could potentially be absorbed through the more intensive use of existing facilities (e.g. by higher audience numbers), which are not currently operating at capacity. However, it is not clear whether this is due to theatres not operating at capacity in the long-term or whether it is due to other factors such as the recession.

2.10 Respondents were asked whether they are keen to attract more attendees from a particular geographical area of Trafford. This question received a generally low response rate, with those who replied generally stating that they would like to attract attendees from across Trafford rather from a specific area of the Borough. Thus, a particular need for facilities in specific areas of Trafford has not been identified.

2.11 When asked about their requirements for additional space, the majority of respondents identified that they do have a known requirement for additional space. It was indicated that this requirement for additional space would be accommodated in a variety of ways.

- One respondent (representing an Arts/Cultural organisation which currently does not operate their own venue, but does hire out venues), identified a need for a new theatre in the Urmston/Stretford area. They stated that they currently have no facilities other than sports halls and churches to perform and would like to build a purpose built theatre for their use – but were constrained by the lack of availability of premises and finance. Their preferred location would be Urmston town centre.
- Two respondents identified that they may expand by hiring space at an existing facility in a town centre location (possibly Sale).
- A number of respondents have aspirations to expand on their current site.
- Other respondents were currently unsure as to how they will meet their requirements for additional space.

2.12 Therefore, it would appear that the majority of requirements for new arts and cultural space can be met through the expansion of existing facilities on site or by the use of existing facilities by more than one organisation (creating multi-functional facilities). In terms of theatres it would seem the existing premises can be used at a higher density. With one exception, no specific requirement for new arts or cultural facility (either in Trafford or Manchester City Centre) was identified by the questionnaire respondents. The one exception identified a need for a new theatre in Urmston to meet the needs of an existing organisation based in the area, this appears to be aspirational at this time.

### Hotels and Conference Facilities

2.13 Although a number of conference facilities were included in the questionnaire survey, a low number of replies were received and these did not identify a requirement for additional conference facility space. NLP has existing relationships with a number of hotel operators with which discussions were held instead of sending a questionnaire. The purpose of these discussions was to gauge hotel operator's perceptions of Trafford, potential space requirements, availability and need for premises/sites and preferred location within the Borough to locate. As hotel operators are an important provider of conference facilities, this element of the consultation also examined demand for conference facilities.

2.14 Discussions were held with a range of hotel operators, including budget, mid-market and upper mid-scale full service hotels.

2.15 Discussions were held with representatives of three budget hotel operators. Although the feedback varied slightly between operators, the general picture is of very strong demand by budget hotel operators for new sites in Greater Manchester, including Trafford. Budget hotels in the area have generally done well through the recession and are looking to continue to expand. Budget hotel operators are looking for new sites in locations which include Old Trafford (near the football ground), Salford Quays (which although not in Trafford is close to its boundary) and sites in or close to Altrincham and Sale (particularly sites on the A56 corridor between Sale and Altrincham) providing easy access to the airport. The success of some operators in finding sites is failing to keep up with demand and one reason is that they are sometimes being priced out of the market by high residential values in Trafford. Perceptions of Trafford are good, with both weekend trade from MUFC and corporate trade being strong. There is also an affluent residential population which creates demand for weddings, functions etc. It is also identified that demand from Salford Quays and the forthcoming Media City will help generate additional future demand. However, the feedback is not consistent across all budget hotel operators, with one operator cited as focussing new supply on Manchester city centre and not being interested in elsewhere in Greater Manchester currently. This is due to the fact though that they are already well represented within the Borough.

2.16 Discussions with a mid-market hotel operator have identified aspirations for a site in South Manchester in the medium-term. Their site requirements are for sites that are a minimum of 1 acre in size and located on an arterial route (such as the A56 corridor), in the area of the Borough close to the airport or possibly close to the Trafford Centre.

2.17 Discussions have also been held with an operator at the higher end of the mid-market who indicated that they also have strong demand for a new hotel within Trafford. In terms of locations within Trafford, the preference would be for a site in South Trafford which is close to the M60 or M56 (in order to access the airport and Manchester city centre easily). They would be interested in the area around the Trafford Centre (despite competition in this area from existing hotel operators). However, they would not be interested in Old Trafford which is considered to be a Manchester ‘city centre’ destination. In terms of town centre locations, with the possible exception of Altrincham, it was considered that Trafford’s town centres are too small to sustain a hotel of this size and that they suffer a little from a lack of identity. Like other hotel chains, this hotel operator has sometimes been constrained by the high land values in parts of Trafford making certain sites too expensive.

2.18 Demand from the upper mid scale full service hotel market for sites in Trafford appears a little less established. The operators we spoke with primarily focus hotels in and around city centres, which means that their interest within Greater Manchester is focused on Manchester city centre and not on any area of

Trafford. We note that firm interest was expressed in locating within Manchester City Centre. Feedback from this operator has suggested that locations in Trafford (including the Trafford Centre) are primarily seen as budget hotel destinations and are therefore of limited attractiveness to the upper mid scale full service market. However, we did not approach smaller, boutique hotel operators in our consultation and it is possible that this type of operator would express an interest in locating at Trafford.

## Offices

2.19 In respect of office development, we have not undertaken any further consultation as part of this study, but a summary of the findings of the consultation undertaken as part of the Trafford Employment Land Study and Greater Manchester Employment Land Position Statement is set out below.

### Trafford Employment Land Study (May 2009)

2.20 The Trafford Employment Land Study was undertaken by Arup and Lambert Smith Hampton and published in May 2009. As part of this study, a number of developers and agents were contacted who are active within the South Manchester and Trafford property markets to ascertain their perceptions. In addition, a workshop was undertaken, when a number of stakeholders were invited to attend to discuss the employment land demand requirements for Trafford.

2.21 Findings from the above consultation of relevance to offices include: -

#### Trafford Park and Trafford Centre

2.22 Trafford Park has not historically been considered a key office location and its location means that it competes against the larger, more established centres of Manchester City Centre and Salford Quays. Despite this, Trafford Park has seen increased growth in office development over the past five years.

2.23 It is also anticipated that the arrival of the BBC and the relocation of The University of Salford to the MediaCity site (which is proposed in the neighbouring local authority area of Salford) will help to grow demand for office space in Trafford park.

2.24 However, one of the major issues facing Trafford Park’s future is the availability of land. In addition to the existing considerable pressures on land for established industrial uses within the park, concerns were presented about the loss of what remaining land there is to alternative, higher value uses. In particular, sites around the northern edge of the industrial estate, close to Salford Quays, Old Trafford and the new MediaCity:UK, are under pressure to be redeveloped for office and leisure uses. It was acknowledged that these uses have a part to play in the growth of the park; however, the concern was that land available for traditional industrial development was under threat and the core use of the park was in danger of being diluted. This concern was also highlighted over the growth of the Trafford Centre. Due to the wide range of amenities and transport facilities available to occupiers, it was envisaged that sites around the Trafford Centre could also be potentially lost to office uses.

**Altrincham and Sale**

2.25 Altrincham and Sale form two key components of the wider South Manchester office market and thus are competing at a sub regional level. In particular, Altrincham has a wide range of demand with occupiers from local and sub regional backgrounds, including occupiers attracted by Altrincham's proximity to Manchester Airport. Locations for key office properties vary from Altrincham town centre and edge of centre, Sale (along the A56), through to Hale Village. These locations are competing against locations such as Stockport Town Centre, Cheadle and Manchester Airport. Despite appearing remote from the other key office centres in the region, such as Manchester and Salford, Altrincham has good transport links, serviced by the Metrolink, railways lines and buses from central Manchester. In addition to this, the town is close to Junctions 6 and 7 of the M56 which provides good access to the M6 whilst the A56 provides access to Manchester City Centre and the M60. Furthermore, Altrincham and Hale have well established leisure facilities and provide a range of amenities and services for occupiers and their staff.

**Other Issues**

2.26 It was viewed that due to advances in technology, it is likely that there will be increases in home working. Culturally home working has not been as popular as expected, however this could increase as Trafford moves towards a knowledge economy and consequently this could result in a reduced demand for employment land as businesses begin to adopt more flexible working patterns that require less floorspace.

2.27 It was identified that the A56 corridor will become more attractive for office developments due to improved links to Trafford Park and that there is likely to be an impact on the southern part of the Borough due to the growth of Manchester Airport. It was also considered that development of Greenbelt/ Greenfield land along the M56 corridor was a realistic source for meeting employment land requirements, particularly if/ when previously developed land begins to 'dry up'. In considering employment development the emerging Local Development Framework will need to consider distribution of employment land across the Borough as well as the quantity.

**Conclusions**

2.28 Discussions with stakeholders identified a number of key issues relating to office development, including: -

1 It is widely considered that Trafford Park is the economic and employment 'engine' for Trafford and is a site of regional significance. It is anticipated that Trafford Park will accommodate a significant amount of employment

land demand in future through more efficient use of existing employment land. However there are concerns that the industrial core will be displaced due to market pressures for higher value development including offices.

2 Carrington has significant ‘pipeline’ development planned and speculative office and light industrial development.
3 Altrincham and Sale have the significant concentrations of office development in the Borough and are considered to be attractive areas for such development due to their locations and amenities/services for occupiers and their staff.
4 There is evidence of employment land losses to other land uses. Although the rate of losses are fairly limited and the trend is likely to continue at the same rate rather than experience a significant increase this is still a key issue for consideration when identifying future employment land through the LDF.
5 The recycling of existing employment land is likely to continue in the short – medium term, which is likely to reduce the need for additional land (i.e. land that has not been previously used for employment purposes).
6 However, additional land is likely to be required in the long term and factors such as displacement of existing businesses due to market forces, employment land losses due to development pressure form other land uses (i.e. housing, retail and leisure etc) could exacerbate the need for new sites to be identified.

**Greater Manchester Employment Land Position Statement (August 2009)**

2.29 Nathaniel Lichfield and Partners was commissioned by the Association of Greater Manchester Authorities to produce a Position Statement on employment land provision across the ten Greater Manchester districts.

2.30 As part of this commission, NLP met with policy officers from each of the 10 districts principally to discuss assumptions behind their Employment Land Reviews and the status of potential sites being considered suitable for employment development. In addition, NLP met with stakeholder groups such as the Planning Officers Group (POG) and the Employment SPIGlet, 4NW, NWDA and MIDAS. NLP interviewed a further eight bodies comprising agents and developers, as well as economic organisations.

2.31 A summary of feedback provided by the stakeholder consultation which specifically relates to Trafford, is provided below: -

2.32 The general market perception is that the Trafford and Stockport commercial markets are relatively indistinguishable. It was generally perceived that Trafford lacks a focused destination for offices and would benefit from a strong independent identity. Some thought it is not a genuine office location. Good links to the motorways enhance its location for employment purposes, albeit it suffers from Green Belt constraints. There is strong demand in the Trafford area for B1, B2 and B8 and queries were raised as to whether this demand is being translated by the Council. Trafford Park is generally well let and the masterplan seeks to provide further land. There were suspicions that Trafford suffers from rivalry with adjoining Manchester City.

#### Conclusions on Offices

2.33 Both studies were undertaken this year and the consultation exercises, undertaken independently of each other, raised some similar issues. These include the regionally significant role that Trafford Park plays and the high demand that continues for employment land in this location.

2.34 Whilst some consider the roles Altrincham and Sale play in providing locations for office development is important, others feel that these centres are lacking in identity and that Trafford's town centres are indistinguishable from those of Stockport. The good transport accessibility of Trafford was recognised and the demand for employment sites within Trafford generally was felt to be good, with evidence of recycling of land having occurred for employment purposes, as well as redevelopment of sites at higher densities 'landless growth' which is forecast to continue.

### Overall Conclusions on Consultation

2.35 In respect of arts and cultural uses, our survey questionnaire has identified that the majority of requirements for new arts and cultural space can be met through the expansion of existing facilities on site or by the use of existing facilities by more than one organisation (creating multi-functional facilities). In terms of theatres it would seem the existing premises can be used at a higher density.

2.36 Our discussions with hotels/conference facility operators have identified a demand by budget and mid-market/high end of mid-market hotel operators for new sites in Trafford. Locations which are of interest include sites in or close to Altrincham and Sale (particularly sites on the A56 corridor between Sale and Altrincham) close to the airport, close to the M60 or M56, Old Trafford (near the football ground) and in some instances the Trafford Centre.

2.37 Demand from the upper mid scale full service hotel market for sites in Trafford appears a little less established. We did not have discussions with any operators of smaller, boutique hotels who may have different locational requirements than operators of larger hotels.

2.38 In respect of offices, issues raised include the regionally significant role that Trafford Park plays and the high demand that continues for employment land in this location. The role which Altrincham and Sale play in providing locations for office development is important. Demand for employment sites within Trafford is generally felt to be good, with evidence of recycling of land having occurred for employment purposes, as well as redevelopment of sites at higher densities 'landless growth' which is forecast to continue.

# 3.0 Audit of Existing Facilities

## Introduction

3.1 An audit of existing hotels, concert halls/theatres, art galleries, museums and conference facilities in Trafford was carried out. Existing commitments have also been considered. This audit will enable us to establish the existing provision of facilities considered in this study across the borough to form the basis of our assessment of need for future facilities.

## Hotels

3.2 An audit of existing hotels with more than 15 rooms within Trafford Metropolitan Borough has identified the following hotel provision. A large number of the ratings are unofficial obtained from websites, since they are not officially rated.

| Name | Location | No of Beds | Star Rating | Facilities | Type of Hotel |
|---|---|---|---|---|---|
| Altrincham Lodge | The Pelican, Manchester Road, West Timperly, Altrincham, WA14 5NH | 48 | 3- unofficial | Restaurant | Independent<br>Mid-range |
| Cresta Court Hotel | Church Street<br>Altrincham<br>WA14 4DP | 140 | 3 -AA | Conference | Chain- Best Western<br>Mid-range |
| Belforte House | 7-9 Broad Road<br>Sale, M32 2AE | 21 | 2- unofficial | Conference | Independent<br>Mid-range |
| Premier Inn Altrincham South | The George & Dragon<br>Manchester Road, Altrincham<br>WA14 4PH | 43 | Budget | Restaurant | Chain- Premier Inn<br>Mid-range |
| Premier Inn Sale | Carrington Lane<br>Ashton-upon-Mersey, Nr Sale, M33 5BL | 44 | Budget | Conference<br>Restaurant | Chain- Premier Inn<br>Mid-range |
| The Amblehurst Hotel | 44 Washway Road, Sale, M33 7QZ | 66 | 3 - AA | Conference<br>Restaurant | Independent<br>Mid-range |
| The Lennox Lea Hotel | Irlam Road<br>Sale, M33 2BH | 26 | 2- official | Conference<br>Restaurant | Independent<br>Mid-range |
| The Belmore | 143 Brooklands Rd, | 23 | 3- unofficial | Conference | Independent |

| | | | | | |
|---|---|---|---|---|---|
| Hotel | Sale, M33 3QN | | | Restaurant | Mid-range |
| The Norman Hurst Hotel | 195 Brooklands Road, Sale, M33 3PJ | 35 | 3- unofficial | Restaurant | Independent<br>Country House |
| The Bowdon Hotel | Langham Road Bowdon Altrincham WA14 2HT | 91 | 3- unofficial | Restaurant<br>Health and leisure | Chain - Quality Inn<br>Full service, Mid-range |
| Manchester Airport Marriott | Wicker Lane<br>Hale Barns<br>Altrincham<br>WA14 8XW | 227 | 4 -AA | Conference<br>Restaurant<br>Leisure | Chain- Marriott<br>Full service |
| Britannia Ashley | Ashley Road<br>Hale, Altrincham<br>WA15 9SF | 50 | 2- official | Restaurant | Chain<br>Mid-range |
| Chesters | 728-730, Chester Road, Stretford<br>M32 0RS | 23 | 3- official | Restaurant, Conference | Independent<br>Mid-range |
| Old Trafford Lodge Hotel | Lancashire County Cricket Club. Talbot Road, Old Trafford<br>M16 0PX | 68 | 3- lodge rating | Conference<br>Café/Bar | Independent<br>Mid-rangeLinked to cricket ground |
| The Trafford Hall Hotel | 23 Talbot Road<br>Old Trafford<br>M16 0PE | 31 | 1-official | Restaurant | Chain- Venture Hotels<br>Mid-range |
| Premier Inn Old Trafford | Waters Reach<br>Trafford Park<br>M17 1WS | 162 | Budget | Conference<br>Restaurant | Chain- Premier Inn<br>Mid-range |
| Premier Inn Trafford Centre North | 18-20 Trafford Boulevard<br>M41 7JE | 42 | Budget | Restaurant | Chain- Premier Inn<br>Mid-range |
| Premier Inn Trafford Centre South | Wilderspool Wood, Trafford Centre, M17 8WW | 60 | Budget | Restaurant | Chain- Premier Inn. Mid-range |
| Premier Inn Trafford Centre West | Old Park Lane<br>M17 8PG | 230 | Budget | Restaurant<br>Conference | Chain- Premier Inn. Mid-range |

Table 2 Existing hotel provision

3.3 We note that there are 19 hotels in Trafford; 3 in Altrincham, 7 in Sale, 2 in Hale, 1 in Stretford, 1 in Urmston, 3 in Trafford Park and 2 in Old Trafford. It is noted that of the 19 hotels located in Trafford, none are in town centres, 4 are in edge of town centre locations (1 in Altrincham and 3 in Sale) and the rest are unrelated to any of Trafford's town centres.

3.4 11 of these hotels are part of chains. Premier Inn dominates the chain hotel market in Trafford with 6 hotels across the district, 4 of which are in Trafford Park. 4 of the hotels in Trafford have more than 100 rooms and therefore can be considered large; 1 in Altrincham, 1 in Hale and 2 in Trafford Park. All of these large hotels are part of chain brands.

3.5 There is however a biased representation of lower end mid market and budget hotels in Trafford Borough with only one 4* hotel (or equivalent) and no 5* or 'boutique' hotels. This reflects the feedback from the discussions NLP has held with a range of hotel operators in terms of aspirations for locating within Trafford.

**Hotel Commitments**

3.6 Further to the existing hotel provision in Trafford a number of planning applications have been approved for hotels that will be considered by the assessment of need at Section 4.0 of this study:-

| Name | Location | No of Beds | Facilities | Status of Application |
|---|---|---|---|---|
| Altair | Oakfield Road, Altrincham | 135 | Unknown | Outline planning permission approved 08/08<br>(H/68603) |
| Peel Hotel | Parkway, Trafford Centre | 211 | Conference<br>Restaurant<br>Health and Leisure | Full Planning Permission approved 04/09<br>(H/69777) |
| Travelodge, Grafton Tower | Stamford New Road, Altrincham | 91 | Unknown | Full planning permission approved 11/08<br>(H/70115) |

Table 3 Committed hotel provision

3.7 In addition to the above commitments, two hotels in Trafford have a committee resolution for approval subject to the agreement of a S106 Agreement, but as the legal agreement has not been signed, they have not been classed as commitments. These hotels are both located on Warwick Road in Stretford. The proposed hotel at Anderton House is for a 226-bedroom hotel (operator anticipated to be Park Inn) with ancillary conference and leisure facilities and a restaurant and bar (Ref: H/67849) and was resolved to be approved on the 14/03/08. The second proposed hotel is at MKM House and is for an 'apart-hotel' incorporating 94 suites and studio apartments (Ref: H/70074) and was resolved to be approved on the 15/12/08.

## Museums

3.8 An audit of existing museums within Trafford Metropolitan Borough or near to the boundary has identified the following museum provision:-

| Name | Location | Profile of Exhibitions |
|---|---|---|
| Manchester United Museum and Tour Centre | Sir Matt Busby Way, Old Trafford, Manchester. M16 0RA. | National |
| Imperial War Museum North | The Quays, Trafford Wharf Road, Trafford Park, Manchester. M17 1TZ. | National |
| Trafford Park Heritage Centre | 11th Street, Trafford Park. M17 1JF. | Local |

Table 4 Existing Museum provision

3.9 There are 3 museums in Trafford. 2 of the 3 museums in Trafford, (the Imperial War Museum North and Manchester United Museum and Tour Centre) attract national and international visitors to the district and are considered major attractions within the Greater Manchester area. The Trafford Park Heritage Centre is a museum of local interest. The Ordsall Hall Museum is located in Salford adjacent to the boundary with Trafford.

3.10 Dunham Massey is located just within Trafford's boundary and this popular facility is the most visited National Trust Property of 2009. However, Dunham Massey is not included in our audit of facilities, because it is a wider visitor attraction that does not fall within the other main town centre uses as defined by PPS4 being assessed by this study.

3.11 The Ordsall Hall Museum is a museum of local interest within Salford, which has good transport links to Trafford and therefore can be considered to have close links with Trafford's museum provision.

**Museum Commitments**

3.12 Further to the existing museum provision in Trafford a planning application has been approved for a museum that will be considered in the assessment of need:-

| Name | Location | Status of Application |
|---|---|---|
| Former Argos distribution warehouse centre | Barton Dock Road, Trafford Park, M41 7TB | Change of use approved 02/09<br>(H/70328) |

Table 5 Committed Museum Provision

## Galleries

3.13 An audit of existing art galleries within Trafford Metropolitan Borough or near to the boundary has identified the following art gallery provision:-

| **Name** | **Location** | **Profile of Exhibitions** |
|---|---|---|
| Lauriston Art Gallery/ Corridor Gallery/Gallery Bar | Waterside Arts Centre, 1 Waterside Plaza, Sale. M33 7ZF. | Local |

Table 6 Existing Art Gallery Provision

3.14 There is just one art gallery in Trafford and this has exhibitions of only local interest with small visitor numbers. We note that colleges in area (Altrincham College of Art and Trafford College) also include some exhibition space, but this is primarily for students to exhibit their work rather than a public exhibition and has therefore been excluded from the table above.

3.15 However, the Lowry Art Gallery in Salford Quays is adjacent to the boundary with Trafford. It can be considered to have a significant visitor draw, with art of a national interest.

3.16 We are not aware of any commitments for new art gallery provision within Trafford.

## Concert Halls/Theatres

3.17 An audit of existing concert halls/theatres within Trafford Metropolitan Borough or near to the boundary has identified the following concert hall provision:-

| Name | Location | Profile of Performances |
|---|---|---|
| Altrincham Garrick Playhouse | Barrington Road, Altrincham. WA14 1HZ. | Sub-regional |
| The Cinnamon Club | The Bowdon Rooms, The Firs, Bowdon, Altrincham, Cheshire,WA14 2TQ | Local |
| The Club Theatre | 17 Oxford Road, Altrincham. WA14 2ED. | Local |
| The Robert Bolt Theatre | Waterside Arts Centre, 1 Waterside Plaza, Sale. M33 7ZF. | Sub-regional |

Table 7 Existing Concert Hall/theatre Provision

3.18 There are 4 concert halls/theatres in or near to Trafford. In addition, the Gorse Hill Studios provide studio facilities but have been excluded from the above tables because they do not include significant public performance space. Concert Halls/theatres within Trafford cater for local audiences with either local or sub-regional performances or smaller touring shows.

3.19 The Lowry theatre is located adjacent to the boundary with Trafford in the Salford Quays. It attracts performances of a national calibre and with large audiences. It is connected to Trafford visually, and physically by pedestrian and transport bridges across the Manchester Ship Canal.

3.20 The Lancashire County Cricket Club Stadium and Manchester United Football Stadium located towards the north of the Borough also occasionally hold very large scale performances, particularly in summer.

3.21 We are not aware of any commitments for new concert hall/theatre provision within Trafford.

## Conference Facilities

3.22 An audit of existing conference facilities within Trafford Metropolitan Borough has identified the following conference facility provision:

| Name | Location | Capacity of largest room | Number of rooms | Type |
|---|---|---|---|---|
| Altrincham Garrick Playhouse | Barrington Road, Altrincham. WA14 1HZ. | 401 | 5 | Theatre |
| Altrincham Leisure Centre | Oakfield Road, Altrincham. WA15 8EW. | 700 | 3 | Sports hall and conference rooms |
| Station House | Station House, Stamford New Road, Altrincham. WA17 1EP. | 14 | 2 | Conference rooms |
| Dunham Forest Golf Club | Oldfield Lane, Altrincham. WA14 4TY. | 100 | 3 | Conference rooms |
| Cresta Court Hotel | Church Street Altrincham WA14 4DP | 300 | 11 | Residential<br>Conference rooms |
| The Robert Bolt Theatre | Waterside Arts Centre, 1 Waterside Plaza, Sale. M33 7ZF. | 346 | 3 | Theatre and conference rooms |
| Belforte Hotel | 7-9 Broad Road Sale M32 2AE | 20 | 1 | Residential<br>Conference rooms |
| The Amblehurst Hotel | 44 Washway Road Sale M33 7QZ | 70 | 2 | Residential<br>Conference rooms |
| The Lennox Lea Hotel | Irlam Road Sale, M33 2BH | 20 | 1 | Residential<br>Conference rooms |
| Premier Inn Sale | Carrington Lane Ashton-upon-Mersey Nr Sale, Greater Manchester | 55 | 11 | Residential<br>Conference |

| | | | | |
|---|---|---|---|---|
| | M33 5BL | | | rooms |
| The Belmore Hotel | 143 Brooklands Rd Sale Cheshire M33 3QN | 90 | 2 | Residential<br><br>Conference rooms |
| Ringway Golf Club | Hale Road, Hale Barns. WA15 8SW. | 120 | 2 | Conference rooms |
| Hale Golf Club | Rappax Road, Hale. WA15 0NU. | 100 | 1 | Conference room |
| Manchester Airport Marriott | Wicker Lane, Hale Barns<br>Altrincham, WA14 8XW | 160 | 14 | Residential<br><br>Conference rooms |
| The Bulls Head and Lodge | Wicker Lane, Hale Barns. WA15 0HG. | 22 | 2 | Residential<br><br>Conference rooms |
| Davenport Green Hall | Shay Lane, Hale Barns. WA15 8UD. | 1500 | 5 | Marquee and conference rooms<br><br>Small residential |
| Longfords Conference Centre | Trafford Athletics Stadium<br>Rye Bank Road<br>Stretford<br>M21 9TA | 200 | 1 | Conference room |
| Chesters | 728-730<br>Chester Road<br>Stretford<br>M32 0RS | 14 | 1 | Residential<br><br>Conference rooms |
| Flixton Dance Studio | Curzon Building<br>Princess Road<br>Urmston<br>M41 5SQ | 400 | 1 | Conference room |
| George H Carnall Leisure Centre | Kingsway Park, Davyhulme. M41 7FJ. | 1000 | 3 | Sports hall and conference rooms |
| Manchester United Old Trafford | Sir Matt Busby Way, Old Trafford. M16 | 1200 | 14 + boxes | Conference rooms |

| | | | | |
|---|---|---|---|---|
| Football Club | 0RA. | | | |
| Lancashire County Cricket Club | Talbot Road. M16 0PX. | 750 – marquee 156 - room | 7 | Marquee and Conference rooms<br><br>Residential |
| Warren Bruce Court (Bruntwood) | Warren Bruce Road Trafford Park Manchester M17 1LB | 60 | 5 | Conference rooms |
| The Imperial War Museum | The Quays, Trafford Wharf Road, Trafford Park. M17 1TZ. | 200 | 4 | Theatre and conference rooms |
| Premier Inn Old Trafford | Waters Reach Trafford Park M17 1WS | 150 | 9 | Residential<br><br>Conference rooms |
| Premier Inn Trafford Centre West | Old Park Lane M17 8PG | 40 | 6 | Residential<br><br>Conference rooms |

Table 8 Existing Conference Facility Provision

3.23 There are 26 conference facilities in or near to Trafford with the largest capacity facilities (capacity of 750+)_being located at Davenport Green Hall in Hale Barns, George H Carnall Leisure Centre in Davyhulme, Manchester United Football Club in Old Trafford and Lancashire Cricket Club in Old Trafford. It is noted that there are only limited conference facilities in town centre locations.

3.24 The Lowry in Salford Quays, which is adjacent to Trafford's boundary, also holds conferences in its theatres.

3.25 The majority of the conference facilities in Trafford are housed in hotels and therefore provide the option of residential conferences. 6 of the facilities can accommodate more than 500 people and therefore can be considered large. However one of these is the leisure centre in Altrincham and we are not aware of this being used regularly for conferences constrained by its sports use demands.

**Conference Facility Commitments**

3.26 Further to the existing conference facility provision in Trafford a number of planning applications have been approved for conference facilities that will be considered in the assessment of need at Section 4 of this study:-

| Name | Location | Capacity of Largest Room | No of Rooms | Status of Planning Permission |
|---|---|---|---|---|
| Peel Hotel | Parkway, Trafford Park | Unknown | 10 | Full planning permission approved 04/09<br><br>(H/69777) |
| Lancashire County Cricket Club | Warwick Road, Stretford, M16 0PX | 1000 | 2 | Full planning permission approved 02/09<br><br>(H/70373) |

Table 9 Committed Conference Facility Provision

## Conclusions on audit of existing facilities

3.27 Trafford contains 19 hotels, 4 concert halls/theatres, 1 art gallery, 3 museums and 27 conference facilities. There are also commitments for 3 hotels, 1 museum and 2 conference facilities.

3.28 This audit of existing facilities and commitments in Trafford will inform our assessment of need for future facilities across the Borough.

# 4.0 The Need for town centre use development

## Introduction

4.1 Together with the results of Sections 2.0 and 3.0 (which examine the consultation results and undertake an audit of existing facilities in Trafford), this section of the study seeks to identify the need for town centre uses in Trafford.

## Approach

4.2 To establish demand for **arts and cultural facilities (museums, art galleries and theatres/concert halls)** we have undertaken the following: -

- We have examined whether the population of Trafford is sufficient to support additional arts and cultural development (by looking at national rates of participation).
- We have benchmarked the existing role and scale of provision in Trafford against Local Authorities with similar characteristics to Trafford;
- We have undertaken a qualitative review of other factors which impact need for this facility type or may do so in the future.

4.3 To establish demand for **hotels and conference facilities** we have undertaken the following: -

- We have examined information on occupancy rates and tourism levels in Trafford/Greater Manchester.
- We have benchmarked the existing role and scale of provision in Trafford against Local Authorities with similar characteristics to Trafford;
- We have undertaken a qualitative review of other factors which impact need for this facility type or may do so in the future.

4.4 We have also undertaken a brief literature review (to supplement our market knowledge and information gathered by the consultation stage) to identify emerging trends in the hotel and visitor attraction market. This has enabled us to identify nation-wide emerging trends which may have an impact on future demand for arts, cultural and tourism facilities in Trafford.

4.5 We have then drawn the information on existing and emerging demand factors identified by sections 2.0, 3.0 and 4.0 of this study together, to establish an indication of the type, number and scale of new theatre, museum, gallery, concert hall, hotel and conference hall facilities for which there is indicative need.

4.6 As set out above, this section includes a benchmarking exercise, where we have compared the existing level of provision in Trafford (identified by Section 3.0 of this report) with provision within the Local Authority areas of Stockport and Wirral. These authorities have been selected for comparison because

Trafford, Stockport and Wirral Local Authorities are all located adjacent to large conurbations (Manchester and Liverpool respectively) and comprise one larger town and a number of smaller centres. They provide an equivalent function in relation to the conurbations, as outer commuter suburbs. In addition, all three Local authorities have density of approximately 20 people per hectare (2001 Census) and have broadly similar demographics. Trafford covers 10,606 hectares and has a population of 210,145 (2001 Census), Stockport covers 12,606 hectares with a population of 284,528 people (2001 Census) and Wirral covers 15,706 hectares and has a population of 312,293 (2001 Census). It is therefore noted that some of the variations of provision of facilities between authorities may be explained by the higher population of Stockport and Wirral than Trafford. Appendix 2 provides details of this benchmarking audit.

## Qualifications

4.7 The methodology for the assessment of quantitative need for the uses examined by this study is less well developed than for the retail sector, hence the quantitative 'need' identified should be treated as an indicative guide. Furthermore, the arts, cultural and tourism sectors are rapidly changing and operator-led (and for some uses such as museums and art galleries impacted by the availability of public funding).

4.8 It is acknowledged that the quantitative assessment of need for museums, art galleries and theatres/concert halls examines national rates of participation against the population of Trafford and does not take into account qualitative factors in Trafford including the impact of the proximity of Trafford to facilities in Manchester and the demographic structure of Trafford's population impacting on the likely propensity to use arts and cultural facilities. It is also acknowledged that where we have benchmarked the existing role and scale of hotels, museums, art galleries and theatres/concert halls provision in Trafford against other Local Authorities, this is intended to provide an indicative guide only. Although we have chosen comparable authorities which are all located adjacent to large conurbations, are outer commuter suburbs and have similar population densities, it is noted that variations between the authority populations and various qualitative factors may lead to some variations in required provision between authorities. As a result, the outcomes of the quantitative assessment should not be taken in isolation to demonstrate whether or not there is need for a facility: qualitative factors should also be taken into account, as set out in the text below.

4.9 Caution should be applied when examining the projected quantitative future need for museums, art galleries and theatres/concert halls identified by this study. Although we have allowed for projected increases in Trafford's population, we have assumed that participation rates will remain broadly unchanged; because we are not aware of any reliable data on future participation rates. However, in reality changing participation patterns as well as commercial and economic factors are likely to have unforeseen impacts on future demand for arts, cultural and tourism facilities.

## The need for new Office development

4.10 The need for office development in the Borough was identified by the Trafford Employment Land Study (published May 2009) and further analysis (for example in relation to the impacts of landless growth) was undertaken by the Greater Manchester Employment Land Position Statement, published August 2009. In light of this recent analysis, this study has not undertaken any further analysis of the need for office development in Trafford. However, a summary of quantitative and qualitative need for office development and potential locations for office development identified by the Trafford Employment Land Study, Assessment of Employment Land in Greater Manchester and Greater Manchester Employment Land Position Statement is provided below.

### Trafford Employment Land Study (May 2009)

The Trafford Employment Land Study (ELS) was carried out by Arup and Lambert Smith Hampton on behalf of Trafford Council in May 2009. It provided an analysis of the future demand and future provision of employment land in Trafford to 2025 and beyond, and comprises a key part of the evidence base to inform employment issues for the Borough’s Local Development Framework.

To assess the future demand for employment land in the Borough, the demand modelling focused upon past take up rates, Greater Manchester Forecasting Model econometric modelling and VOA floorspace trends. Whilst losses were factored into the demand projections, no flexibility allowance was included. Demand projections were also adjusted to take into account qualitative considerations emerging from a stakeholder workshop.

Overall, the methods of estimating future employment land demand suggested a range of **between 100ha and 170ha**. Although this range was not broken down into separate requirements for B1/B2/B8, the bulk of net employment growth recorded in the GMFM scenarios was in the Financial and Business Services sectors. When reviewing the current supply of employment land, the ELS concluded that the Borough had a **forward supply of almost 190ha**, indicating an oversupply of approximately 20ha. The ELS further concluded that in the short to medium term, the majority of employment development would be focused on land that is/has already been in employment use, hence there is a limited need for new employment land to be identified during this time. The ELS recommended the removal of the 36ha Davenport Green business park Green Belt allocation from the forward supply.

As regards office demand, the ELS estimates that the average take up/occupation for offices in Trafford Borough is in the region of 19,510 sqm, with the majority of development enquiries being for office space below 465 sqm. The ELS specifies that the core of the Trafford Office market is for smaller offices catering for small indigenous companies. In terms of locations, the most popular office locations (in terms of recent transactions) were the established areas of Altrincham, Sale and Old Trafford. Whilst Trafford Park has not historically been considered a key office location, it has seen increased office development in recent years, with further development activity in the pipeline. One of the major issues facing the Park's future is the lack of available land going forward, however. Elsewhere, both Carrington and Davenport Green are attractive to the market for office development, whilst Altrincham and Sale have significant concentrations of office development and are considered to be attractive areas for such development due to their locations. In particular, Altrincham has a wide range of demand with office occupiers from local and sub-regional backgrounds. Locations for key office development vary from Altrincham Town Centre through to Hale Village. There is less new development planned within Sale as in Altrincham, primarily due to the greater scarcity of land available. Rental levels for offices vary between £20/sq.ft achieved in good quality new build offices in areas like Hale and Altrincham, to £15/sq.ft at Cobra Court in Trafford Park and £10-12/sq.ft for refurbished space at the Lancastrian Business Centre in Old Trafford.

**Greater Manchester Employment Land Position Statement (August 2009)**

4.11 The Greater Manchester Employment Land Position Statement, prepared by Nathaniel Lichfield and Partners, identified that Trafford has traditionally had a strong role in providing B2/B8 land for development, with the key sites at Trafford Park and Carrington driving economic growth in the district. These two areas still contain the vast majority of committed employment land sites for the district, although it is likely that Trafford Park in particular may accommodate more higher density office uses. Altrincham has an established office market albeit on a relatively small scale, and its historic fabric is likely to ensure that future office developments in the area will be relatively limited. However, the report also noted that moderate landless growth has occurred in Trafford.

4.12 The Greater Manchester Forecasting Model (GMFM) provides a set of integrated economic, population and household forecasts for each of the Greater Manchester authorities. As part of the Greater Manchester Employment Land Position Statement NLP appraised the 2008 model run in detail, which was designed to take account of the impact of the economic slowdown driven by the credit crunch. In order to determine the projected employment land requirement by type generated by each scenario, it was necessary to categorise the level of forecast employment change by B use class. For the purposes of this exercise it was assumed that:

- The B1 office floorspace requirement would be related to job growth/ decline in the financial and business services sector;
- The B2 floorspace requirement would be related to job growth/ decline in the manufacturing industrial sectors; and

- The B8 floorspace requirement would be related to job growth/ decline in the sectors of distribution and transport and communications[1].

4.13 Following the calculation of the employee breakdown for B1, B2 and B8, employment densities and plot ratios as recommended in the Government guidance were then applied to the job change figures. The resultant employment land projections for Trafford was as follows:

- Employment land requirements 2007-2027 (net) for B1 : 42.1ha (136,800 sq.m)

**Assessment of Employment Land in Greater Manchester (2006)**

4.14 The Donaldsons/ARUP study identifies property requirements for growth sectors and this illustrates how different sectors require different types of premises. For example creative industries and media are generally willing to occupy fringe of town/city locations; Customer contact and shared service centres require highly accessible sites by public transport; Environmental technologies are generally thought to require small scale accommodation (less than 10,000 sq ft); Financial and professional services require high quality premises within the regional centre or well accessed clusters in surrounding town centres; Healthcare/biotech will generally seek science park/research environments; ICT/digital will generally seek smaller scale offices within centres or on business parks. It is clear therefore that different sectors requiring office accommodation will seek different types of premises in different locations.

## The need for new hotel and conference facility development

### Quantitative Need for new hotel and conference facility development

#### Hotel occupancy rates

4.15 Hotel occupancy rates provide an indication of the level of demand for additional hotel provision in an area and have therefore been assessed as part of this study.

4.16 The following tables summarise key performance indicators for serviced accommodation in Greater Manchester. It should be noted that figures are not available specifically for Trafford, this is because results would be of limited reliability due to the relatively low number of hotels in Trafford and their low response rate to these surveys.

[1] Note: an analysis of SIC Level ABI data for 2007 indicated that just 16% of jobs in the transport and communications sector can be considered to contribute to the need for employment land in Greater Manchester. In response, the GMFM job figures for the sector were reduced by 84% to remove any non-B8 uses (such as taxi operations) from the forecasts.

| | 2008 Average Occupancy Rates |
|---|---|
| Overall Average | 73% |
| Average weekend rate (Friday and Saturday night) | 77% |
| Average weekday rate (Monday to Thursday night) | 72% |
| *Source: Manchester Hoteliers Association/Visit Manchester* | |

Table 10 Average Occupancy Rates in Greater Manchester - 2008

| Year | Average Occupancy Rate |
|---|---|
| 2000 | 73% |
| 2001 | 72% |
| 2002 | 71% |
| 2003 | 70% |
| 2004 | 73% |
| 2005 | 75% |
| 2006 | 77% |
| 2007 | 76% |
| 2008 | 73% |
| *Source: Manchester Hoteliers Association/Visit Manchester* | |

Table 11 Average Occupancy Rates in Greater Manchester - 2000-2008

| Month and Year | Average Occupancy Rate |
|---|---|
| July 2008 | 75% |
| August 2008 | 64% |
| September 2008 | 76% |
| October 2008 | 76% |
| November 2008 | 75% |
| December 2008 | 65% |
| January 2009 | 59% |
| February 2009 | 69% |
| March 2009 | 69% |

| | |
|---|---|
| April 2009 | 71% |
| May 2009 | 70% |
| June 2009 | 73% |
| *Source: Manchester Hoteliers Association/Visit Manchester* | |

Table 12 Average Occupancy Rates in Greater Manchester – 12 months to June 2009

4.17 The following key points provide a summary of trends seen in serviced accommodation in Greater Manchester. These points have been deduced from the information presented in the various tables above and other information provided by Trafford Council: -

- Yearly average occupancy rates from 2000 to 2008 were slightly higher in 2005, 2006 and 2007 than in earlier years that decade. Occupancy rates dropped back slightly in 2008 (to 73%), which is considered to be due to the global economic downturn/recession and because a number of new hotel openings have increased the number of rooms available.
- The weekend occupancy rate was higher than or equal to the weekday rate throughout 2008, with the exception of September.
- Average occupancy rates for 2008 are generally lower than the previous two years, with the exception of April which was one of the busiest months of the last three years.
- The autumn months from August-November have seen a decline in occupancy levels every year since 2006, which was this year exacerbated by the economic downturn.
- The highest occupancy rate reached in 2008 was 98%. Occupancy rates of 98% across Greater Manchester were experienced on 5 nights in 2008 and occupancy rates of 97% were experienced on 4 nights. These occasionally very high occupancy rates reflect an influx of visitors to the sub-region due to major sporting events or concerts.

4.18 Consistently high average occupancy rates at existing hotels are considered to be an indication of a need for new hotel provision in an area. Conversely low occupancy rates are an indication of an over-supply. We therefore set out below, a comparison of average occupancy rates in Greater Manchester against the national average.

| Year | Greater Manchester Average Occupancy Rates | National Average Occupancy Rates |
|---|---|---|
| 2001 | 72% | 71.8% |
| 2002 | 71% | 72.2% |
| 2003 | 70% | 71.7% |
| 2004 | 73% | 73.1% |

| | | |
|---|---|---|
| 2005 | 75% | 71.2% |
| 2006 | 77% | 72.6% |
| 2007 | 76% | * |
| 2008 | 73% | 72.1% |
| *Source: Manchester Hoteliers Association/Visit Manchester and TRI Hospitality Consulting* <br> ** data not obtained by NLP* | | |

Table 13 Comparison of Greater Manchester and national occupancy rates

4.19 It is evident from table 13 above, that between 2001 and 2004, occupancy rates in Greater Manchester have been broadly comparable with those nationally. However, in more recent years (2005-2006), occupancy rates in Greater Manchester have been above the national average before converging back down towards to national average levels in 2008. These slightly higher than average occupancy rates may provide an indication of a need for additional hotel provision in the sub-region. However, because data on occupancy rates on Trafford is not available, we have been unable to assess the specific situation in Trafford.

**Qualitative need for new hotel and conference facility development**

**Tourism Trends**

4.20 The extent of tourism in an area is clearly a key driver of need for arts, cultural and tourism facilities and is therefore assessed by this study.

4.21 The following key points provide a summary of the tourism trends for Greater Manchester deduced from information provided by the Greater Manchester STEAM reports: -

- In 2008, it was estimated that there were 886,000 international visitors to Manchester and 1,087,000 international visitors to Greater Manchester.
- The International Passenger Survey of travellers arriving to the UK through key airports and ports has identified Manchester as the 3rd most popular town to be visited by international visitors for every year for which data has been obtained by NLP (all years between 2003 and 2008).
- It is estimated that the number of international visitors to Manchester has increased from 740,000 in 2003 to 886,000 in 2008. In 2007, some 971,000 international visitors are estimated to have visited Manchester.
- The total number of visitor days in Greater Manchester has steadily increased between 2000 and 2008 from 87.2m in 2000 to 111.6m in 2008.

- The total number of visitors in Greater Manchester has also steadily increased from 79.0m in 2000 to 102.3m in 2008. The proportion of visitors who are overnight visitors (as opposed to day visitors) has fluctuated over the period, but remained broadly consistent.
- The economic impact of visitors in Greater Manchester has increased from £4.20 billion in 2000 to £5.52 billion in 2008.
- The number of full time equivalent jobs in Greater Manchester supported by tourism has increased from 64,580 in 2000 to 77,068 in 2008.
- The bed stock increased from 37,023 in 2000 to 41,413 in 2008.

4.22 The Greater Manchester Visitor Research 2007 (District Report for Trafford) provides the results of a large visitor research commission in Greater Manchester. The report for Trafford identifies that: -

a 32% of respondents to the survey in Trafford were from overseas, compared to an average of 14% for Greater Manchester. This high proportion of overseas visitors suggests that Trafford is a big draw for overseas visitors. This perhaps partly reflects the location of the Manchester United FC within Trafford which is a key draw for overseas visitors.

b The top attractions which respondents had visited or were planning to visit were the Manchester United FC, Imperial War Museum, Lowry Centre and the Trafford Centre.

c Visitors to Trafford were more likely to be on an over-night stay in paid for accommodation than the average for Greater Manchester (38% of visitors to Trafford were staying over-night and in paid for accommodation compared to an average for Greater Manchester of 24%).

4.23 The above assessment of trends in the tourism market demonstrates the growing importance of tourism to the sub-region’s economy and growing number of tourism numbers. Thus, if such trends continue, demand for tourist facilities including hotel accommodation is anticipated to continue to increase.

**Benchmarking**

4.24 In order to further explore the type and scale of additional hotel provision that there may be a need for in Trafford, existing hotel provision in Trafford has been benchmarked against existing hotel provision in Stockport and Wirral Local Authorities.

| Local Authority | Total | Budget | | Mid-range | | 4*+ | |
|---|---|---|---|---|---|---|---|
| Trafford | **19** | 10 | 53% | 8 | 42% | 1 | 6% |
| Stockport | **11** | 5 | 45% | 5 | 45% | 1 | 9% |
| Wirral | **14** | 5 | 36% | 5 | 36% | 4 | 29% |

Table 14 Benchmarking - hotel provision and star rating

4.25 Table 14 demonstrates that Trafford contains more hotels than both Stockport and Wirral (despite Trafford having a lower population than Stockport and Wirral). Trafford's hotel market is dominated by budget, lower-end and mid-market hotels, which is similar to Stockport. Wirral contains a more even spread in the quality of its hotels. This benchmarking exercise therefore suggests that whilst Trafford does not appear to have a quantitative need for more hotels, there appears to be a qualitative lack of upper market hotels compared to Wirral.

| Local Authority | Total | Less than 100 people capacity | 100-500 people capacity | 500 + capacity |
|---|---|---|---|---|
| Trafford | **26** | 10 | 13 | 4 |
| Stockport | **15** | 2 | 12 | 1 |
| Wirral | **22** | 7 | 14 | 1 |

Table 15 Benchmarking - conference facility provision and capacity

4.26 Table 15 demonstrates that Trafford has a higher level of conference facility provision than both Stockport and Wirral local authorities and a larger proportion of large scale conference facilities. Trafford also appears to contain a good spread of different sized conference facilities that can serve different markets, when considered against provision in comparable authorities. The majority of Trafford's existing hotel and conference facilities are not in town centre locations.

**National Trends**

***Hotels***

4.27 Mintel (2006) have reported growth in the UK hotel market in the 2000's. The hotel market was significantly affected in the early part of the decade by 9/11 and foot and mouth but the UK has shown significant recovery since that point. KPMG recorded that UK hotels enjoyed double the European average growth for revenue per average room (Rev PAR) in 2005.

4.28 Between 2001 and 2006 Mintel identified that room rates were increasing, Rev PAR was increasing and the growth in hotel revenues nationally increased by 12%. The domestic holiday market remains fairly stagnant and so this growth was largely driven by inbound tourism, particularly from Europe and Asia, business travellers, weddings and weekend breaks.

4.29 Budget hotels have particularly seen growth in the 2000's with Premier Inn and Travelodge amongst the top 3 hotels groups by rooms in the UK. This growth has been fuelled by demand from business travellers, overnight visits and weekend breaks, which have increased.

4.30 Conversely Mintel have identified and increased demand for 'boutique' and 'designer' hotels rather than 3* chain hotels, fuelled by the increasingly sophisticated tastes of the baby boomer generation.

4.31 Since 2008, the recession has impacted upon the hotel industry. Occupancy rates have largely stayed the same but room rates have generally been reduced in order to maintain this level of demand.

4.32 Since 2008 the recession has impacted upon the hotel industry. Occupancy rates have largely stayed the same but room rates have generally been reduced in order to maintain this level of demand.

*Conference Facilities*

4.33 The British Conference Venues Survey 2008 established that during 2005-7 the conference venue market experienced a downturn, when compared with the 2004-6 period. The number of conferences per venue declined by about 6% and there was a slight shift away from residential conferences to non-overnight conferences which significantly reduces venues overall income. Such trends are likely to have continued 2008-9 due to the recession.

4.34 Between 2005-7 public sector conferences accounted for the majority of the conference market. The survey also demonstrated that city venues dominated the conference venue market with significantly more conferences than those venues in rural areas.

**Other Qualitative Factors**

4.35 Our review of existing facilities and discussions with hotel operators has identified that very different hotel and conference venue markets operate in different parts of Trafford. For example, distinctive markets operate in locations which include the Trafford Centre, locations close to the airport and the Altrincham-Sale area. Manchester city centre will to an extent provide conference facilities also for the Borough of Trafford.

## The Need for new theatres/concert halls

### Quantitative Need for new theatres/concert halls

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|---|---|---|---|---|
| UK population (Outside London) | 53881418 | | | | |
| Number of facilities in UK (Outside London) | 826 | | | | |
| Number of visits per facility annually in UK | 2824.9 | | | | |
| Number of visits nationally to facility type (Outside London) | 2333333 | | | | |
| Amount of national | 0.04 | 0.04 | 0.04 | 0.04 | 0.04 |

| | | | | | |
|---|---|---|---|---|---|
| population per trip to facility | | | | | |
| Trafford population | 216849 | 219338 | 225850 | 233362 | 241910 |
| Total trips to total facilities in Trafford | 9390.6 | 9498.4 | 9780.4 | 10105.7 | 10475.9 |
| **Number of the facility Trafford can support** | **3.324287** | **3.362443** | **3.462272** | **3.577430** | **3.708471** |
| **Existing number of the facility located in Trafford** | **4** | | | | |
| *Sources: Experian B2B Prospector, Mintel Reports. Population projections provided by Trafford MBC (GMFM data)* | | | | | |

Table 16 Need for Theatre/Concert Hall Provision – based on national participation rates

4.36 Table 16 above, seeks to provide an indication of quantitative need for theatre/concert hall provision in Trafford Borough. We have identified the number of theatres/concert halls nationally (outside London) and the national number of visits to theatres/concert halls annually. We have applied this data on national participation rates/average number of visits per facility to Trafford's population to calculate the number of theatres/concert halls which Trafford can support. We have also projected this calculation forward using Trafford's population projections for the period to 2026, to assess the additional requirement for theatre/concert hall provision anticipated to be created in the period to 2026.

4.37 In our projections of future requirements, we have allowed for the projected increase in Trafford's population but have assumed that participation rates will remain broadly unchanged; because we are not aware of any reliable data on future participation rates. It is therefore recommended that the implications of future changes in participation rates are kept under review.

4.38 Our analysis identifies current quantitative capacity to sustain 3.3 theatres/concert halls in Trafford MBC with capacity by 2026 anticipated to increase to 3.7 theatres/concert halls. However, there is slightly more existing theatre/concert halls provision than this identified capacity: there are currently 4 theatres/concert halls in Trafford. Based on this analysis, there therefore appears to be a slight over-supply of theatres/concert halls in Trafford, with no identified quantitative need for new provision.

4.39 As stated above, the quantitative assessment of need for theatres/concert halls examines national rates of participation against the population of Trafford and does not take into account qualitative need factors in Trafford. As a result, the outcomes of the quantitative assessment should not be taken in isolation to demonstrate whether or not there is need for a facility: the qualitative factors set out below should also be taken into account.

## Qualitative Need for new theatres/concert halls

### Benchmarking

4.40 To further explore the demand for new theatres/concert hall facilities, the existing role and scale of provision in Trafford has been benchmarked against Stockport and Wirral.

| Local Authority | Total | Local Profile | Regional/sub-regional Profile | National Profile |
|---|---|---|---|---|
| Trafford | **4** | 2 | 2 | 0 |
| Stockport | **3** | 3 | 0 | 0 |
| Wirral | **3** | 2 | 1 | 0 |

Table 17 Benchmarking - Theatres/Concert Halls provision and profile

4.41 Table 17 demonstrates that Trafford contains slightly more theatres/concert halls than both Stockport and the Wirral, despite Trafford having a slightly lower population than both Stockport and Wirral.

4.42 The Lowry is a national profile theatre/concert hall adjacent to Trafford's boundary that will influence provision in Trafford.

### National Trends

4.43 The number of live performances taking place across the UK increased year on year from 2003 to 2006 and attendance at these events also increased. Mintel predicts that these trends will continue because personal disposable income and consumer expenditure are also predicted to increase. They highlight that the live performance market was in one of its most buoyant periods in 2006, bolstered in part by the trend for rock orientated live performances.

4.44 It is likely that in 2008 and 2009 attendances to live performances will have declined due to the influence of the recession. People have less disposable income and are spending less on luxuries such as theatre/concert tickets. We consider that the general trend of increasing demand will continue once the economy is in growth.

4.45 Attendance at theatres and concert halls is closely linked to socio-economic group. The higher the socio-economic group the more likely it is that the individual will attended a theatrical performance, with AB (Professional, Managerial) socio-economic group being the most likely to attend. This socio economic group is expected to increase in size, further increasing the popularity of live performances. Women are also more likely to attend the theatre than men but men are more likely to attend a music performance.

4.46 Trafford's population contains a higher proportion of people in AB professions than the national average. Therefore there should be a higher demand for theatres/concert hall performances in Trafford than the national average.

**Other Qualitative Factors**

4.47 The close proximity of Trafford to Manchester City Centre has an impact on demand for theatre/concert hall facilities in Trafford. This is reflected in the concentration of existing theatres/concert halls in the South of Trafford (identified by Section 3 of this study). The cluster of facilities in Manchester City Centre attracts high profile, national performances and therefore meets some of Trafford's needs, particularly for high profile theatre/concert hall provision.

## The Need for new Museums

### Quantitative Need for new museums

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|---|---|---|---|---|
| UK population | 61399118 | | | | |
| Number of facilities in UK | 1200 | | | | |
| Number of visits per facility annually in UK | 12891.7 | | | | |
| Number of visits nationally to facility type | 15470000 | | | | |
| Amount of national population per trip to facility | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 |
| Trafford population | 216849 | 219338 | 225850 | 233362 | 241910 |
| Total trips to total facilities in Trafford | 54636.8 | 55264.0 | 56904.7 | 58797.4 | 60951.2 |
| **Number of the facility Trafford can support** | **4.238152** | **4.286798** | **4.414070** | **4.560886** | **4.727951** |
| **Existing number of the facility located in Trafford** | **3** | | | | |
| *Sources: Experian B2B Prospector, Mintel Reports. . Population projections provided by Trafford MBC(GMFM data)* | | | | | |

Table 18 Need for Museum Provision – based on national participation rates

4.48 Table 18 above seeks to provide an indication of quantitative need for museums in Trafford Borough (using the same methodology as set out for theatres/concert halls above).

4.49 Our analysis identifies current capacity to sustain 4.2 museums in Trafford MBC with capacity by 2026 anticipated to increase to 4.7 museums. Trafford currently has 3 museums, indicating a current under-provision of this facility type. The above analysis indicates that capacity exists for one additional museum and that further capacity will emerge over the plan period.

4.50 As stated above, the quantitative assessment of need for museums examines national rates of participation against the population of Trafford and does not take into account qualitative factors in Trafford. As a result, the outcomes of the quantitative assessment should not be taken in isolation to demonstrate whether or not there is need for a facility: the qualitative factors set out below should also be taken into account.

**Qualitative Need for new museums**

**Benchmarking**

4.51 To further explore the demand for new museums, the existing role and scale of provision in Trafford has been benchmarked against Stockport and Wirral.

| Local Authority | Total | Local Profile | Regional Profile | National Profile |
|---|---|---|---|---|
| Trafford | **3** | 1 | 0 | 2 |
| Stockport | **3** | 2 | 1 | 0 |
| Wirral | **5** | 5 | 0 | 0 |

Table 19 Benchmarking - Museums provision and profile

4.52 Table 19 demonstrates that Trafford has the same number of Museums as Stockport and less than Wirral. However, the museums within and adjacent to Trafford's boundary are of a higher profile than the comparable authorities with both the Imperial War Museum and Manchester United Museum having a national/international draw. In comparison, the majority of Stockport's and Wirral's museums house mostly local profile exhibitions.

**National Trends**

4.53 The number of visits per year to museums is in general increasing, according to Mintel. 32% of adults visited a museum during 2007-2008 and museums are outperforming other visitor attractions, alongside art galleries, in their level of visitor growth.

4.54 The probability of visiting a museum is closely indexed to socio economic status and household income, with the AB strata (Professional, Managerial) most likely to visit. It is also tied to age, with the majority of visitors within the 35-64 age bracket and more visitors towards the upper end of this group.

4.55 Mintel consider that this trend in visitor growth should continue because of the predicted increase in the AB socio economic groups and a general growing interest in heritage internationally. 2008 and 2009 were predicted to see a decrease in visitors to museums due to the recession but they have been less affected than other visitor attractions, largely due to the large proportion of free admission museums.

4.56 Trafford’s population contains a higher proportion of people in AB professions than the national average. Therefore there is likely to be a higher demand for museums in Trafford than the national average.

#### Other Qualitative Factors

4.57 We note that a range of factors impact the geographical spread and location of museums. For example, some museums (including national profile museums such as the Imperial War Museum North) can sometimes in part be located in a particular location to reflect regeneration priorities by public sector organisations. Other museums (including local and specialist) museums can be clustered within areas of heritage/historical interest. Thus, what may appear in quantitative terms to be over-provision may simply be a reflection of the qualitative characteristics of the area which creates an additional, qualitative demand for museums in that location. It may also be the case, e.g in Altrincham, where the heritage/historic characteristics and population profile form a significant part of the town’s identify that there is scope for such a development.

4.58 The close proximity of Trafford to Manchester City Centre has an impact on demand for museums in Trafford. The cluster of facilities in Manchester City Centre with high profile collections and attracting well-known exhibitions meets some of Trafford’s needs for museums, particularly in respect of national profile facilities. However, it can also be argued that visitors initially attracted to Manchester for its museums and art galleries may then visit an attraction located in Trafford as part of their visit.

### The Need for new Art galleries

#### Quantitative Need for new Art Galleries

4.59 Table 20 below seeks to provide an indication of quantitative need for art galleries in Trafford Borough (using the same methodology as set out for theatres/concert halls above).

4.60 Our analysis identifies current capacity to sustain 3.7 art galleries in Trafford MBC with capacity by 2026 anticipated to increase to 4.1 art galleries. Trafford currently contains just 1 art gallery, indicating a current under-provision of this facility type. The above analysis indicates capacity for 2 to 3 additional art galleries.

4.61 As stated above, the quantitative assessment of need for art galleries examines national rates of participation against the population of Trafford and does not take into account qualitative factors in Trafford. As a result, the outcomes of the quantitative assessment should not be taken in isolation to demonstrate whether or not there is need for a facility: the qualitative factors set out below should also be taken into account.

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|---|---|---|---|---|
| UK population | 61399118 | | | | |
| Number of facilities in UK | 1045 | | | | |
| Number of visits per facility annually in UK | 9071.8 | | | | |
| Number of visits nationally to facility type | 9480000 | | | | |
| Amount of national population per trip to facility | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| Trafford population | 216849 | 219338 | 225850 | 233362 | 241910 |
| Total trips to total facilities in Trafford | 33481.4 | 33865.7 | 34871.2 | 36031.0 | 37350.8 |
| **Number of the facility Trafford can support** | **3.690724** | **3.733086** | **3.843919** | **3.971772** | **4.117257** |
| **Existing number of the facility located in Trafford** | **1** | | | | |
| *Sources: Experian B2B Prospector, Mintel Reports. . Population projections provided by Trafford MBC (GMFM data)* | | | | | |

Table 20 Need for Art Gallery Provision - based on national participation rates

**Qualitative Need for new Art Galleries**

**Benchmarking**

4.62 To further explore the demand for new art galleries, the existing role and scale of provision in Trafford has been benchmarked against Stockport and Wirral.

| Local Authority | Total | Local Profile | Regional Profile | National Profile |
|---|---|---|---|---|
| Trafford | **1** | 1 | 0 | 0 |
| Stockport | **3** | 3 | 0 | 0 |
| Wirral | **8** | 6 | 2 | 0 |

Table 21 Benchmarking - Art Galleries provision and profile

4.63 Table 21 demonstrates that Trafford has less art galleries than both Stockport and Wirral. All of the local authorities contain art galleries with predominantly local profile exhibitions but Wirral also contains two regional profile galleries.

4.64 Some of Trafford’s lower provision could be accounted for by the Borough’s lower population than Stockport and particularly Wirral.

4.65 The Lowry is a national profile art gallery adjacent to Trafford's boundary that will influence provision in Trafford.

### National Trends

4.66 The number of visitors to art galleries is gradually increasing. Mintel note that 17% of the adult population visited an art gallery in 2008 and that art galleries, along with museums are out performing other visitor attractions in terms of their level of visitor growth.

4.67 The likelihood of visiting an art gallery is strongly indexed to socio-economic status and household income with the AB (Professional, Managerial) the most likely to visit. Women are also significantly more likely to visit than men.

4.68 Trafford's population contains a higher proportion of people in AB professions than the national average. Therefore there should be a higher demand for art galleries in Trafford than the national average.

4.69 Mintel consider that this trend in visitor growth should continue because of the predicted increase in the AB socio economic groups and a general growing interest in heritage internationally. 2008 and 2009 were predicted to see a decrease in visitors to art galleries due to the recession but they have been less affected than other visitor attractions, largely due to the large proportion of free admission galleries.

### Other Qualitative Factors

4.70 The close proximity of Trafford to Manchester City Centre and Salford Quays has an impact on demand for art galleries in Trafford. The cluster of facilities in Manchester City Centre with high profile collections and attracting well-known exhibitions meets some of Trafford's needs for art galleries, particularly in respect of national profile facilities. However, it can also be argued that visitors initially attracted to Manchester for its museums and art galleries may then visit an attraction located in Trafford as part of their visit.

## Conclusions on need

4.71 The following text brings together Sections 2.0, 3.0 and 4.0 to provide overall conclusions in respect of quantitative and qualitative need for each land use assessed by this study.

### Conclusions on need for office development

- The Borough needs between 100-170ha of general employment land to 2026 (B1 office requirements are not specified).
- Trafford's forward supply of land is 190ha, indicating a modest over-supply of land.
- An appraisal of the Greater Manchester Forecasting 2008 Model (GMFM) sets out employment land requirements 2007-2027 (net) for B1 of 42.1ha (136,800 sq.m).

- The Council considers that sites coming forward in the short to medium term are likely to involve recycling of existing employment sites.
- Demand for office use is strongest in the established commercial centres of Altrincham, Old Trafford and Sale (the latter town suffers in particular from a lack of available sites, although some opportunities exist).
- Whilst Trafford Park has not historically been considered a key office location, it has seen increased office development in recent years, with further development activity in the pipeline.
- Different growth sectors require different types of office premises in different types of locations. These may not always be in a town centre location.
- It is also anticipated that development at MediaCity (in Salford) will help to grow demand for office space in and around Trafford Park (causing concerns that this would put pressure on land in this established industrial use area).

### Conclusions on need for hotels and conference facilities

#### Quantitative need

- Over the years 2001-2004, Greater Manchester had hotel occupancy rates which were broadly similar to national levels.
- During 2005-2006, Greater Manchester had hotel occupancy rates which were a little above the national rate, suggesting a slight quantitative need for additional provision.
- However, occupancy rates for Greater Manchester in 2008 were only slightly above the national average.

#### Qualitative need

- A comparison with Stockport and Wirral has identified that Trafford has a higher number of hotels and conference facilities than both comparable authorities. However, Trafford does appears to have a qualitative lack of upper-mid market hotel provision compared with Wirral and just 16% of Trafford’s existing hotel provision is of 4* + quality.
- Mintel have identified that nationally hotel room rates are increasing, Rev PAR is increasing and hotel revenue is growing. There is an increase in demand for budget and ‘boutique’ hotels.
- Nationally, it is noted that the conference sector experienced a down-turn during the period 2005-7 with the number of conferences per venue declining by 6%.

#### Overall conclusions on need for hotels and conference facilities

4.72 Overall, although we have identified limited quantitative need for additional hotel provision in Trafford, it is apparent that a qualitative need exists for upper-mid market hotel provision (and associated conference centre provision). Our consultation with upper-mid market hotel operators indicates a demand from these operators to locate in Trafford. However, there was no demand identified from top-end large 4* or 5* operators. Our consultation did not include any smaller, boutique hotel operators, hence operator demand for sites in Trafford for such facilities is not known. However, national trends indicate increased demand for 'boutique' and 'designer' hotels.

4.73 Furthermore, our consultation with hotel operators (see Section 2) has identified that a qualitative demand for new hotel provision exists in certain geographical areas of Trafford serving distinct markets. For example, particular demand exists along the A56 Corridor (e.g. between Sale and Altrincham) with easy access to the airport and in locations close to the M60/M56.

4.74 We note that there are extant planning permissions for 3 hotels (some of which incorporate conference venue facilities) in Trafford and these are discussed in more detail in Section 5.0 below.

### Conclusions on need for theatres/concert halls

#### Quantitative need

- Our analysis suggests that there is a quantitative slight over-provision of theatres/concert halls in Trafford.

#### Qualitative need

- A comparison with Stockport and Wirral has identified that Trafford has a slightly higher number of facilities than both comparable authorities. These facilities are all classed as 'local' in profile, similar to those in Stockport and Wirral
- Nationally, theatre attendance has increased in recent years and individuals from the AB (Professional. Managerial) socio-economic group are most likely to attend. Trafford contains a higher proportion of people in the AB demographic group than the national average.

#### Overall conclusions on need for theatres/concert halls

4.75 Our quantitative analysis suggests that there is a slight over-provision of theatres/concert halls in Trafford and this is supported by our benchmarking against comparable authorities, which has shown that provision is slightly higher in Trafford than in both comparable authorities. Our survey supported this apparent over-provision with the majority of operators stating that they are not operating at or near full capacity.

4.76 Our qualitative analysis shows that the apparent slight over-provision may partly reflect the higher representation of the AB (Professional, Managerial) socio-economic group in Trafford, than the comparable Authorities which has the highest propensity to visit theatres/concert halls.

4.77 Our qualitative analysis has also shown that Trafford lacks a national profile theatre/concert hall, but this perhaps reflects the proximity of facilities in adjacent authorities (within Manchester City Centre and at Salford Quays). This is reflected in the existing theatre provision being focused in the south of the Borough, furthest from Manchester City Centre.

**Conclusions on need for museums**

**Quantitative need**

- Our quantitative analysis suggests that there is currently an under-provision of museums in Trafford. The analysis indicates that capacity currently exists for one additional museum and that a small amount of further capacity may emerge over the development plan period.

**Qualitative need**

- Our benchmarking against comparable local authorities has identified that Trafford has the same number of museums as Stockport and less museums than Wirral, thus, to some extent confirming the need identified by our quantitative analysis for additional museum provision.
- Our benchmarking against comparable local authorities also identified that Trafford is the only authority of the three assessed which has a museum of a national profile (the Imperial War Museum North). This would suggest a qualitative need exists for a museum meeting a more local/regional than national need (although there may be aspirations to build upon the success of the Imperial War Museum to provide a 'cluster' of national profile facility museums in Trafford).
- Nationally, the number of visits to museums is increasing and an individual from the AB (Professional. Managerial) socio-economic group is most likely to attend. Trafford contains a higher proportion of people in the AB demographic group than the national average.
- We note that a range of factors impact the locations of museums. For example, museums can be clustered within areas of heritage/historical interest and such factors can be key drivers of qualitative demand for museums.

4.78 We also note that museum provision can enhance the vitality of town centres with these characteristics and matching demographic profile, adding value to the visitor experience, benefiting other town centre businesses and increasing their long term sustainability.

**Overall conclusions on need for museums**

4.79 Our quantitative analysis suggests that there is an under-provision of museums in Trafford and that there is currently demand for one additional museum facility. Further additional demand may possibly emerge over the plan period. This apparent under-provision of museums has been confirmed by our benchmarking against comparable local authorities, which showed for example that Trafford has less museums than Wirral. Some of this relative underprovision could be accounted for by a smaller population.

4.80 Our benchmarking against comparable local authorities also indicated that there is a particular need for a museum to meet a local/regional (rather than national profile) need.

4.81 We note that a range of factors impact the location of museums. For example, museums can be clustered within areas of heritage/historical interest and such factors can be key drivers of qualitative demand for museums.

4.82 We note that there is an extant planning permission for a museum at Trafford Park (a building at Trafford Park has planning permission to be converted into a new museum, which we understand is to house a collection relating to canal history). However, it is not known whether this permission is likely to be implemented.

### Conclusions on need for art galleries

#### Quantitative need

4.83 Our analysis suggests there is a current under-provision of art galleries in Trafford. The analysis indicates capacity for two to three additional art galleries.

#### Qualitative need

- A comparison with Stockport and Wirral has identified that Trafford has less art galleries than both Stockport and Wirral. Trafford contains mainly 'local profile' facilities, which is a broadly similar situation to at Stockport and Wirral.
- Nationally, the number of visitors at art galleries is gradually increasing and Mintel consider that this trend will continue.
- Nationally, an individual from the AB (Professional. Managerial) socio-economic group is most likely to attend. Trafford contains a higher proportion of people in the AB demographic group than the national average.

4.84 We also note that the art gallery provision can enhance the vitality of town centres with these characteristics and matching demographic profile, adding value to the visitor experience, benefiting other town centre businesses and increasing their long term sustainability.

#### Overall conclusions on need for art galleries

4.85 Our quantitative analysis suggests that there is an under-provision of art galleries in Trafford. This is supported by our benchmarking against comparable authorities, which has shown that provision is lower in Trafford than both Wirral and Stockport.

4.86 Our qualitative analysis has also shown that Trafford lacks a national profile art gallery, but this perhaps reflects the proximity of facilities in adjacent authorities (within Manchester City Centre and at Salford Quays).

4.87 It is therefore recommended that additional local/regional art gallery provision is provided in Trafford.

# 5.0 Scope for accommodating growth - Trafford

## Introduction

5.1 This section of the report provides a summary of the town centre and edge-of-centre development opportunity sites which have been assessed as part of this study. It then brings together the quantitative and qualitative need for offices, theatres, museums, galleries, concert halls, hotels and conference facilities identified by the earlier sections of this study with the specific opportunity sites identified. The study identifies to what extent it is likely that need for these uses can be accommodated by the opportunity sites assessed. This section of the study recommends for each use whether new sites should be allocated through the Local Development Framework process and where appropriate provides an indication of how many sites should be identified and an idea of appropriate broad geographical locations which may be suitable.

## Sequential approach to accommodating growth

5.2 Policy EC4.1d of PPS4 requires local planning authorities to proactively plan to promote competitive town centre environments and provide consumer choice by identifying sites in the centre, or failing that on the edge of the centre, capable of accommodating larger format developments where a need for such development has been identified. This is supported by policies within the Northwest RSS, Trafford UDP and emerging Core Strategy directing town centre use developments to town centre locations.

5.3 Policy EC5.1 requires local planning authorities to identify an appropriate range of sites to accommodate the identified need, ensuring that sites are capable of accommodating a range of business models in terms of scale, format, car parking provision and scope for disaggregation. In doing so, local planning authorities are required to apply the sequential approach to site selection. Policy EC5.2 requires that under the sequential approach, local planning authorities should identify sites that are suitable, available and viable in the following order: -

a locations in appropriate existing centres where sites or buildings for conversion are, or are likely to become available within the plan period

b edge-of-centre locations, with preference given to sites that are or will be well-connected to the centre

c out-of-centre sites, with preference given to sites which are or will be well served by a choice of means of transport and which are closest to the centre and have a higher likelihood of forming links with the centre.

5.4 Policy EC5.3 states that sites that best serve the needs of deprived areas should be given preference when considered against alternative sites with similar location characteristics.

## Evaluation of Potential Development Sites

5.5 In accordance with the sequential approach, our evaluation of potential development sites has focused on the four town centres within Trafford of Altrincham, Sale, Stretford and Urmston.

5.6 A total of 17 potential development opportunity sites have been assessed by this study, all of which are located within or at the edge of the four Trafford town centres of Altrincham, Sale, Urmston and Stretford. Of the 17 potential development opportunity sites assessed; 9 sites are located in/at the edge of Altrincham, 5 in/at the edge of Sale, 2 in/at the edge of Stretford and 1 in/at the edge of Urmston. The sites for assessment were agreed with Officers at Trafford Council.

5.7 Site assessments have been completed for each site and are provided at Appendix 4. The assessments examine: -

a The PPS4 sequential approach to site selection;

b The capacity of the site to accommodate new development and the type of town centre use suitable on the site;

c The availability of sites for development;

d An initial view of commercial viability and development constraints;

e Land ownership and land assembly difficulties (where known);

f Proximity to rail station and bus route;

g The regeneration benefits of development; and

h Other preferred uses for the site (such as retail).

5.8 The tables in the sections below summarise the sites which have been assessed in each centre and highlight in particular site availability and suggested appropriate uses.

### Altrincham

5.9 Altrincham is the largest town centre in Trafford with a catchment in excess of 80,000 residents (Trafford Council Economic Assessment 2009). It is the sub-regional shopping centre for the area, meeting a range of retail requirements with both independent and high street names. Altrincham also has an indoor and outdoor market which attracts visitors to the town, although the role it plays has declined over time but is currently being addressed through a Steering Group to develop the Market’s potential

5.10 Altrincham has a successful and substantial financial and business services cluster and the Greater Manchester Town Centres Report (2009) highlights that it has the potential to develop a well connected office market. The 2007 Trafford Retail Study also notes the growing confidence of investors in the town.

5.11 Altrincham town centre has seen a number of recent investments both private and public that have improved the environment and increased retail and leisure provision, such as the Stamford Quarter.

5.12 Table 22 below provides an overview of the 9 opportunity sites which were assessed in Altrincham: -

| **Site Ref** | **Site Name** | **Suitable Uses (assessed by this study)** | **Indicative Availability** |
|---|---|---|---|
| A1 | Altair proposal site | Full range of uses assessed. | Short/medium-term |
| A2 | Greenwood St/ Shaws Rd | Small-scale offices, hotels, museums and galleries through conversion. | No specific opportunities identified apart from possibly the hospital (the availability of which is unknown). |
| A3 | Woodlands Rd/Springfield Rd | Offices. | Medium-long term |
| A4 | Leisure Centre/Oakfield Trading Estate | Full range of uses assessed. | Long-term. |
| A5 | Grafton Centre | Previous use as offices. Planning permission for hotel. Possibly suitable for museums, gallery or concert hall. | Office block in short-term.<br>Shopping centre on ground floor currently in use. |
| A6 | Builder's yard (Travis Perkins) | Providing the loss of employment uses is acceptable, then full range of uses assessed. | Long term. |
| A7 | Builder's yard (Build Centre) | Providing the loss of employment uses is acceptable, then full range of uses assessed. | Long term. |
| A8 | Railway St (southern end) | Full range of uses assessed. | Short-term |
| A9 | Stamford House | Conversion to museum | A few of the retail units on |

| | | | |
|---|---|---|---|
| | (Station Buildings) | or art gallery or possibly offices. | ground floor currently in use. |

Table 22 Opportunity Sites - Altrincham

5.13 It is evident from the table above that the Altair scheme site is the most significant sized opportunity site in Altrincham which may be available in the short-medium term. The Grafton Centre also provides office and hotel opportunities with the potential to come forward in the short-medium term future. The Southern end of Railway Street, which is currently vacant is available and considered suitable for the full range of uses assessed. It is however one of the 3 shortlisted sites for the new Altrincham Hospital.

5.14 Other development opportunities identified are currently in use and only present opportunities for longer-term development/conversion. These include two edge-of-centre sites to the east of the town centre, which are currently in use as builder's yard's (sites A6 and A7). The uncertainty surrounding the future of Altrincham Hospital's relocation casts doubt over the availability of the Greenwood Street/Shaws Road site.

**Sale**

5.15 Sale town centre contains over 200 retail and specialist businesses, including many high street names. It also has a vibrant leisure sector which according to Trafford Council Economic Assessment (2009) is growing. Sale is considered by that report to be a relatively affordable location for businesses that is well connected by public transport and near to the M60.

5.16 Sale has seen significant development in recent years, both public and private, the Waterside Centre being the most significant, which provides a range of arts/cultural facilities.

5.17 Table 23 below provides an overview of the 5 opportunity sites which were assessed in Sale: -

| Site Ref | Site Name | Suitable Uses (assessed by this study) | Indicative Availability |
|---|---|---|---|
| SA1 | Washway Rd/Hayfield St/School Rd | Full range of uses assessed (except hotel). | Medium-term |
| SA2 | Former QS Fashion Broad Rd/Wharf Rd | Full range of uses assessed (except hotel/museum). | Short-term, although aspirations of owners are unknown |
| SA3 | Bar 2, public house, Hope Rd/ | Full range of uses assessed (except | Available for development in short-term, but has planning |

| | | | |
|---|---|---|---|
| | Northenden Rd | hotel). | permission for sheltered-housing -led development (with some commercial floorspace). |
| SA4 | Mecca Bingo, 56 Washway Rd | Offices or hotel. | Medium-long term |
| SA5 | Sale Precinct (Six-Acre Centre) | Full range of uses assessed. | Medium-long term. |

Table 23 Opportunity sites - Sale

5.18 The above table shows that whilst two sites with short-term redevelopment potential have been identified in Sale, the availability of both these sites for the town centre uses being considered by this study is unknown, although one (Bar 2 Public House) has a planning permission for alternative uses.

5.19 Three further sites with development potential for a range of uses considered by this study have been assessed. However, these sites are currently in active use and their availability for development is therefore medium-long term.

**Stretford**

5.20 Stretford is located at the northern edge of the Borough on the main A56 corridor. Its retail provision is catered for by a purpose built Arndale Centre, Stretford Mall, that carries a range of high street and independent retailers.

5.21 There has recently been a number of public sector investment projects in the town centre, some of which are currently underway. These mainly involve improving the environment and transport linkages. The Retail and Leisure Study (2007) indicated that Stretford town centre has a number of potential development opportunities for retail and family orientated evening leisure uses to create a mixed use vibrant centre.

5.22 Table 24 below provides an overview of the 2 opportunity sites which were assessed in Stretford: -

| Site Ref. | Site Name | Suitable Uses (assessed by this study) | Indicative Availability |
|---|---|---|---|
| ST1 | Newton St/Lacy St | Offices | Short-term (although replacement car parking required) |
| ST2 | Essoldo Cinema | Conversion for theatre, art gallery, concert hall, or possibly museum | Short-term |

Table 24 Opportunity sites - Stretford

5.23 The table above identifies that both sites assessed in Stretford are available in the short-term, although for the Newton St/Lacy St site to be developed, replacement car parking provision would need to be provided and the Essoldo Cinema building is constrained by its listed status but the building could be appropriate for conversion for a theatre, art gallery, concert hall or possibly museum.

### Urmston

5.24 Urmston is the smallest of Trafford's town centres. It benefits from good transport connectivity and comprises a variety of independent stores, with some high street retailers and a traditional market and food hall. It is currently undergoing a major redevelopment to replace the dated 1960's precinct, alongside a number of environmental improvement projects. The redevelopment will improve the retail and leisure offer in Urmston, and provide some residential apartments.

5.25 Table 25 below provides an overview of the opportunity site which was assessed in Urmston: -

| Site Ref. | Site Name | Suitable Uses (assessed by this study) | Indicative Availability |
|---|---|---|---|
| U1 | Victoria Parade | Full range of uses as part of mixed-use development | Medium-term. |

Table 25 Opportunity site - Urmston

5.26 The table above identifies that although the Victoria Parade site could present a good development opportunity, it is only identified as available in the medium-term. This precinct development is currently in use and the aspirations of the owners are unclear, although it is understood that aspirations for part of this area are being formulated.

### Further Scope to accommodate growth in town centres

5.27 The existing stock of premises will have a role to play in accommodating projected growth. In particular, we have been advised by Officers at Trafford Council that they are aware of vacant space above shops in the town centres which is currently vacant, but which it is considered could be utilised for offices (or alternatively residential use); this should be encouraged. Furthermore, there are a number of office buildings which are vacant or under- occupied (for example in Altrincham) with scope to be refurbished or possibly re-developed, including Listed Buildings. The upgrading/redevelopment of these office buildings would enable them to better meet modern occupier requirements and so would contribute to a qualitative improvement in office provision and may also enable some of Trafford's office space requirements to be met through 'landless growth'. However, constraints such as the listed status of certain of these buildings may constrain their flexibility to be adapted to meet building regulation requirements.

5.28 Retail vacancy levels in town centres nationally have increased over the last 18-months as a result of the recession and it is understood that this national picture is reflected in Trafford. Although we would support some instances of the conversion or redevelopment of former retail premises for offices, museums, galleries, concert halls, hotels and conference facilities, these should be considered on a case by case basis. In the primary shopping areas it needs to be ensured that the retail frontage is not overly diluted by non-retail uses. However, there is scope in secondary retail areas to promote more mixed-use development of the types of uses considered by this study.

5.29 It is also noted that PPS4 encourages a diversity of uses in centres, stating that the Government's objectives for planning include: -

*"… new economic growth and development of main town centre uses to be focused in existing centres, with the aim of offering a wide range of services to communities in an attractive and safe environment and remedying deficiencies in provision in areas with poor access to facilities"(paragraph 10); and local planning authorities should proactively plan to promote competitive town centre environments and provide consumer choice by: -*

*"…supporting a diverse range of uses which appeal to a wide range of age and a. social groups, ensuring that these are distributed throughout the centre (Policy EC4.1.f)"*

*Matching need and opportunities*

5.30 The following section brings together the identified need for offices, theatres, museums, galleries, concert halls, hotels and conference facilities with the specific opportunity sites identified above. For each land use considered, it identifies the extent to which it is likely that need can be accommodated by the town centre opportunity sites assessed and whether additional sites may be required.

**Offices**

5.31 Our assessment on the need for office development concluded that according to Trafford Employment Land Study, Trafford needs between 100-170ha of general employment land to 2026 (B1 office requirements are not specified) and that Trafford's forward supply of land is 185ha increasing to almost 195ha when the 9.6ha of land currently under construction for employment uses is included, indicating a modest over-supply of land. As part of the Greater Manchester Employment Land Position Statement, NLP appraised the 2008 version of the Greater Manchester Forecasting Model and the resultant B1 land projections for Trafford were as follows:

- Employment land requirements 2007-2027 (net) for B1 : 42.1ha (136,800 sq.m)

5.32 Over and above the almost 195 hectares of identified available land supply referred to above, it should be noted that the Employment Land Study identified 19 sites amounting to 99 hectares of land in active employment use, 93 hectares of which it recommended should be retained for employment use and 6 hectares (all located in the Broadheath area) considered for mixed use development. A further 99 hectares of allocated employment land (in Carrington, Broadheath and Davenport Green), assessed as performing poorly in planning policy and site appraisal terms (all being green-field sites), was recommended for removal from the available employment land supply altogether.

5.33 Demand is strongest in the established commercial centres of Altrincham, Old Trafford and Sale, although the historic fabric of Altrincham in particular constrains further supply to modest amounts, as noted in the AGMA Study. Whilst Trafford Park has not historically been considered a key office location, it has seen increased office development in recent years, with further development activity in the pipeline, but has a lack of available land going forward. It is also anticipated that development at MediaCity (in Salford) will help to grow demand for office space in and around Trafford Park (causing concerns that this would put pressure on land in this established industrial use area).

5.34 The table below shows extant planning permissions for office development in Trafford (at April 2009). A total of 26 office use 'commitments' and applications with committee resolutions for approval have been identified. We note that as well as including permitted applications, Trafford's monitoring includes applications which have a resolution for approval, but the Section 106 Agreement has not been signed and the planning permission has therefore not been issued.

5.35 The 26 identified office commitments and applications with committee resolutions for approval propose a total of 62,742 sq.m of floorspace across 19.29ha of site area and will contribute a proportion of Trafford's office requirements. However, it is noted that: -

- The committed office developments may not necessarily be suitable for Trafford's growth sectors.
- Not all of the 19.29ha of land identified is proposed for office use: a number of the sites are proposed for mixed-use development incorporating both office and other uses.
- Not all of the office development commitments will come forward for development.

5.36 Overall, the above quantitative analysis on office need suggests that whilst it is unlikely that there will be a significant shortfall of employment land, as a proportion of the potential supply may come forward, there may be a need to identify further sites.

| Location | Development Description | LPA Ref | Dated approved | Proposed floorspace (sq.m) | Site Size (ha) |
|---|---|---|---|---|---|
| Bridge Works, Manchester Rd, Broadheath, Altrincham | Change of use of premises from B2 to B1 offices and erection of extension | H/REN/59020 | June 2007 | 1,671 | 0.3 |
| Stamford quarter, Stamford New Rd, Altrincham | Erection of retail, B1 offices and car park | H/60361 | February 2005 | 1,660 | 1.73 |
| 15-41 Railway St, Altrincham | 3-6 storey building comprising use classes A1, A2, A3, A4, A5 at ground level with offices above | H/68732 | Aug 2008 | 5,312 | 0.19 |
| Gilespie House, Back Grafton St, Altrincham | Two 3-storey office units | H/71027 | April 2009 | 409 | 0.05 |
| Springbank House and Railway Inn, Stamford St, Altrincham | Erection of 4-storey extension to existing office building | H/69305 | Dec 2008 | 1,872 | 0.25 |
| Mansion House, Bridgewater Embankment, Altrincham | Erection of additional storey of office accommodation | H/69717 | Aug 2008 | 446 | 0.49 |
| Jarvis House, Atlantic St, Altrincham | Erection of additional storey office accommodation | H/69641 | Minded to grant Aug 2008 | 735 | 0.25 |
| Altair, Land at Oakfield Rd/Moss Lane | Outline planning permission for the erection of a mixed use development including up to 8,471 sq/m offices | H/OUT/68603 | Aug 2008 | 8,471 | 2.99 |
| 15 Viaduct Rd, Broadheath, Altrincham | Erection of two storey office building | H/70631 | Jan 2009 | 106 | 0.2 |
| 13 Cecil Rd, Hale | Erection of two storey office building | H/70375 | Dec 2008 | 259 | 0.03 |
| Land adjacent to Britannia Quay, Britannia Rd, Sale | Three storey B1 office building | H/64369 | July 2006 | 1,116 | 0.14 |
| Hereford St, The Square Shopping Centre, Sale | B1 office above ground floor retail | H/66058 | April 2007 | 279 | 0.04 |
| Oaklands House, Washway Rd, Sale | B1 office, ground floor extension | H/65542 | Nov 2006 | 229 | 0.02 |
| 2A Hampson St, Sale Moor | Two storey extension to form an office and store area | H/70557 | Jan 2009 | 106 | 0.01 |

| | | | | | |
|---|---|---|---|---|---|
| 39 Talbot Rd, Talbot Rd, Old Trafford | Erection of part five/part six storey block of offices | H/5809 | Sep 2005 | 3,712 | 0.35 |
| Warwick Rd South, Old Trafford | Three storey block of offices and residential development. | H/60853 | April 2007 | 372 | 0.36 |
| Land at Northumberland Rd, Old Trafford | Mixed use comprising 193 residential units, 2000 sq.m of commercial floorspace (B1), 1,100 sq.m of leisure floorspace (D2) | H/67946 | Nov 2008 | 2,000 | 0.68 |
| 499 Chester Rd, Old Trafford | Mixed use development comprising 95 apartments, 806 sq.m of commercial office space and 130 sq.m of retail space | H/69449 | Resolution to approve | 806 | 0.24 |
| 906 Chester Rd, Gorse Hill, Stretford | Changes of use of building to B1 and erection of rear extension | H/70653 | Feb 2009 | 184 | 0.01 |
| Land at Warren Bruce Rd, Trafford Park | Erection of four two-storey office buildings | H/65541 | Sep 2007 | 2,971 | 0.62 |
| Land bound by Ashburton Rd West, Trafford Park | Erection of 6 two-storey offices | H/67541 | Resolution to approve | 7,644 | 1.88 |
| Land at Mosley Rd, Trafford Park | Erection of 11 no. two storey office units as part of a mixed use development | H/67852 | Nov 2007 | 16,130 (of which 6,870 sq.m B1) | 3.7 |
| Manchester Utd Football Club, North Rd, Old Trafford | Three storey building to accommodate B1 offices and television studio | H/70234 | Resolution to approve | 3,976 | 0.62 |
| Ashburton Rd West, Trafford Park | Change of use of existing office building associated with industrial site to offices | H/68207 | Jan 2008 | 3,065 | 0.52 |
| Barton Dock Rd, Trafford Park | Erection of 10,000 sq.m office building | H/OUT/66496 | May 2008 | 10,000 | 3.6 |
| 40A Flixton Rd, Urmston | Change of use of first and second floors from residential to offices | H/70218 | October 2008 | 142 | 0.02 |
| | | | **Total** | 62,742 sq.m | 19.29 ha |

Table 26 Office Commitments - Trafford (April 2009)

### Spatial Policies

5.37 Policy W3 (Supply of Employment Land) North West of England Plan RSS (September 2008) states that "*Office development should, as far as possible, be focused in the regional centres, in or adjacent to town / city centres listed in RDF1 and in Key Service Centres, consistent with RDF2 and the sequential approach in PPS6*."

5.38 Policy EC14.2 of draft PPS4 states that "*where office development is ancillary to other forms of economic development not located in the town centre there should be no requirement for such offices to be located in the town centre*."

### Opportunities

5.39 We have assessed just 19 opportunity sites in Trafford as part of this study. Of these, 16 were identified as being suitable for offices, although, the timescales in which they would be available are mostly medium-long term, with only 7 available in the short-term. Altair is the only significantly sized site which has been assessed and which is considered capable of delivering Grade-A office floorspace. Due to this apparent lack of suitable and available sites in town centre locations, even if the Altair planning permission is implemented, it may be necessary to consider further sites situated in regeneration areas of the Borough (in accordance with PPS4) where offices could form part of mixed-use developments, or are ancillary to other forms of economic development.

### Hotels and Conference Facilities

5.40 Overall, although we have identified limited quantitative need for additional hotel provision in Trafford, it is apparent that a qualitative need exists for upper-mid market hotel provision (and associated conference centre provision). Our consultation with upper-mid market hotel operators indicates a demand from these operators to locate in Trafford. here was no demand identified from top-end large 4* or 5* operators. Our consultation did not include any smaller, boutique hotel operators and so it is not known as to whether there is market demand for this type of hotel in Trafford, although we do note that national trends have seen increased demand for 'boutique' and 'designer' hotels.

5.41 Furthermore, our consultation with hotel operators (see Section 2) has identified that a qualitative demand for new hotel provision exists in certain geographical areas of Trafford serving distinct markets. For example, particular demand exists along the A56 Corridor (e.g. between Sale and Altrincham) with easy access to the airport as well as in locations close to the motorway network.

5.42 Altair could deliver a quality hotel development and meet the identified need for an upper-mid market hotel development. The site has planning permission for a hotel as part of a mixed-use scheme, but an operator is not identified at this stage. We recommend that this site is protected through an allocation in the emerging LDF for uses including a hotel.

5.43 The Park Inn proposal could also deliver a quality hotel development (the proposals are for a ‘three star plus’ hotel). However, NLP is uncertain of the prospects of this development coming forward; although the committee resolved to approve the application in March 2008, the Section 106 Agreement has not yet been signed and hence a planning permission has not been issued. The site’s location in Old Trafford means that the proposed hotel would not meet the particular operator demand along the A56 corridor in the south of the borough, or near the airport which has been identified.

5.44 The Grafton Centre permission would provide a budget hotel, through the conversion of the building and would therefore not meet the identified need. The proposal for an ‘apart-hotel’ in Stretford would also not meet the need identified by this study for an upper-mid market hotel development.

5.45 The upper floors of Stamford House could perhaps be converted for hotel use, but its Listed Status casts doubts over the feasibility of this.

5.46 The planning permission for a hotel close to the Trafford Centre (Peel Hotel) is for a high quality full service hotel. However, this hotel would serve a distinct market meeting leisure needs associated with the nearby Trafford Centre and sports facilities such as the Chill Factor and would not meet the strong demand identified by operators for a facility in the vicinity of the A56 or near the airport.

5.47 Consideration may still need to be given to the provision of a site on the A56 corridor to provide for a mid-market/superior hotel. The emergence of Media City and the regeneration it is contributing to may additionally lead to demand for hotels in its vicinity providing for business visitors, not least to the BBC.

**Theatres and Concert halls**

5.48 Our quantitative analysis suggests that there is a slight over-provision of theatres/concert halls in Trafford and this is supported by our benchmarking against comparable authorities, which has shown that provision is slightly higher in Trafford than in both comparable authorities. Our survey supported this apparent over-provision with the majority of operators stating that they are not operating at or near full capacity.

5.49 Our qualitative analysis shows that the above apparent over-provision may partly reflect the over-representation of the AB (Professional, Managerial) socio-economic group in Trafford, which has the highest propensity to visit theatres/concert halls.

5.50 Our qualitative analysis has also shown that Trafford lacks a national profile theatre/concert hall, but this perhaps reflects the proximity of facilities in adjacent authorities (within Manchester City Centre and at Salford Quays) which meet some of Trafford’s needs for this type of facility. This is reflected in the existing theatre provision being focused in the south of the Borough, furthest from Manchester City Centre.

5.51 Should an existing theatre close down, consideration would need to be given to providing a replacement. It is recommended that consideration is given to a policy in the LDF which seeks to protect theatres, or which requires the applicant in respect of applications where a theatre would be lost as a result of a development to demonstrate why the facility is not required.

**Museums**

5.52 Our quantitative analysis suggests that there is an under-provision of museums in Trafford and that there is therefore currently demand for one additional museum facility. Further additional demand may possibly emerge over the plan period. This apparent under-provision of museums has been confirmed by our benchmarking against comparable local authorities, which showed for example that Trafford has less museums than Wirral.

5.53 Our benchmarking against comparable local authorities also indicated that there is a particular need for additional provision to meet a local/regional (rather than national profile) need.

5.54 A range of factors impact the location of museums. For example, museums can be located close to areas of heritage/historical interest and such factors can be key drivers of qualitative demand for museums.

5.55 We note that there is a commitment for a new museum (a building at Trafford Park has planning permission to be converted into a new museum, which we understand is to house a collection relating to canal history). If this planning permission does not come forward, then it is recommended that an alternative site is identified to meet the identified need for a new museum. The sequential approach of PPS4 prioritises town centres for this provision.

5.56 In terms of sites which may be suitable to meet this requirement, within Altrincham, Stamford House may be an appropriate building for a museum, although its Listed Building status will need to be considered.

5.57 The Essoldo Cinema building in Stretford could also possibly be suitable for conversion to a museum, although it would be constrained by its listed status.

**Galleries**

5.58 Our quantitative analysis suggests that there is an under-provision of art galleries in Trafford and that there will be emerging demand for two to three additional art galleries over the plan period. This is supported by our benchmarking against comparable authorities, which has shown that provision is lower in Trafford than both Wirral and Stockport.

5.59 Our qualitative analysis has also shown that Trafford lacks a national profile art gallery, but this perhaps reflects the proximity of facilities in adjacent authorities (within Manchester City Centre and at Salford Quays), which help to meet Trafford's need for this type of art gallery facility. It is therefore recommended that additional local/regional art gallery provision is provided in Trafford and that sites are identified to meet this demand.

5.60 Sites which have been assessed which could meet this demand include conversion of the first floor of Stamford House, although its Listed Building status may constrain its required modernisation. The Essoldo Cinema building could also possibly be suitable for conversion to a gallery, although it would be constrained by its listed status.

## Conclusions

### Opportunity Sites

5.61 A total of 17 potential development opportunity sites have been assessed as part of this study. It is evident from these assessments that: -

- The Altair scheme site is the most significant sized opportunity site in **Altrincham** which may be available in the short term. Other assessed development sites in Altrincham with the potential to come forward in the short term comprise the Grafton Centre, Stamford House and a site on Railway Street. The other identified development opportunity sites in Altrincham are currently in use and only present opportunities for medium-longer-term development/conversion.
- Whilst two sites with short-term redevelopment potential have been identified in **Sale**, the availability of both these sites in unknown. Three further sites with development potential for a range of uses have been assessed in Sale, but have medium-long term availability.
- Both sites assessed in **Stretford** are available in the short-term. However, for the Newton St/Lacy St site to be developed, replacement car parking provision would need to be provided and the Essoldo Cinema building is constrained by its listed status.
- Although the Victoria Parade site in **Urmston** could present a good development opportunity, this precinct development is currently in use and the aspirations of the owners are unclear, although it is understood that aspirations for part of this are being formulated.

### Offices

5.62 Our quantitative analysis on office need suggests that whilst it is unlikely that there will be a significant shortfall of employment land, as a proportion of the potential supply may come forward, there may be a need to identify further sites.

5.63 We have assessed just 19 opportunity sites in Trafford as part of this study. Of these, 16 were identified as being suitable for offices, although, the timescales in which they would be available are mostly medium-long term, with only 7 available in the short-term. Altair is the only significantly sized site which has been assessed and which is considered capable of delivering Grade-A office floorspace. Due to this apparent lack of suitable and available sites in town centre locations, even if the Altair planning permission is implemented and despite to potential to 'recycle' existing buildings in the town centres for office use, it may be necessary to consider further sites situated in regeneration areas of the Borough (in accordance with PPS4) where offices could form part of mixed-use developments, or are ancillary to other forms of economic development.

**Hotels and conference facilities**

5.64 The study has identified a qualitative need for upper-mid market hotel provision in certain geographical areas of Trafford. The Altair scheme could meet this identified need and it is recommended that this site is protected through an allocation in the emerging LDF for uses including a hotel. Other commitments/proposals for hotels (the Park Inn proposal, apart-hotel at Stretford and Grafton Centre permission and Peel Hotel Trafford Centre) would either not deliver the quality of hotel or are in the wrong geographical area to meet the specific need identified by this study. In terms of other potential sites to be meet identified hotel need, the upper floors of Stamford House could perhaps be converted for hotel use, but its Listed Status casts doubts over the feasibility of this.

5.65 Consideration may still need to be given to the provision of a site on the A56 corridor to provide for a mid-market/superior hotel. The emergence of Media City and the regeneration it is contributing to may additionally lead to demand for hotels in its vicinity providing for business visitors, not least to the BBC.

**Theatres and Concert halls**

5.66 Our analysis has shown a slight over-provision of theatres/concert halls. However, should an existing theatre close down, consideration would need to be given to providing a replacement. It is recommended that consideration is given to a policy in the LDF which seeks to protect theatres, or which requires the applicant in respect of applications where a theatre would be lost as a result of a development to demonstrate why the facility is not required.

**Museums**

5.67 Our analysis suggests that there is an under-provision of museums in Trafford (particularly provision meeting a local/regional need) and that there is therefore currently demand for one additional museum facility. We note that there is a commitment for a new museum at Trafford Park. If this planning permission does not come forward, then it is recommended that an alternative site is identified to meet the identified need for a new museum. In terms of sites which may be suitable to meet this requirement, within Altrincham, Stamford House may be an appropriate building for a museum, although its Listed Building status may constrain its required modernisation. The Essoldo Cinema building at Stretford could also possibly be suitable for conversion to a museum, although it would be constrained by its listed status.

### Galleries

5.68 Our quantitative analysis suggests that there is an under-provision of art galleries in Trafford and that there will be emerging demand for two to three additional art galleries over the plan period. It is therefore recommended that sites are identified to meet this demand. Sites which have been assessed which could meet this demand include conversion of the first floor of Stamford House, although its Listed Building status may constrain its required modernisation. The Essoldo Cinema building could also possibly be suitable for conversion to a gallery, although it would be constrained by its listed status.

5.69 We also note that museum and art gallery provision can enhance the vitality of town centres with these characteristics and matching demographic profile, adding value to the visitor experience, benefiting other town centre businesses and increasing their long term sustainability.

# 6.0 Scope for accommodating growth - Manchester City Centre

## Introduction

6.1 Located at the heart of the Regional Centre, the primary economic driver for the Greater Manchester City Region, Manchester City Centre is crucial to the prosperity of the local economy and to the City Region's prosperity as a whole. The City Centre contains significant amounts of office development, including strong concentrations of high value industries such as financial and professional services and media and creative industries. There has been significant recent investment in new office development in the City Centre, including the development of the Spinningfields quarter.

6.2 The City Centre also contains a cluster of arts and cultural services including: -

- Major art galleries – including Manchester Art Gallery and Whitworth Art Gallery;
- Museums - such as the Museum of Science and Industry in Manchester, Manchester Museum and exhibition space at Urbis;
- Theatres - including the Palace, the Opera House, Royal Exchange and Library theatres; and
- Concert venues – such as Bridgewater Hall, the MEN Arena, Manchester Academy, Royal Northern College of Music and the nearby Manchester Apollo.

6.3 We also note that the People's History Museum in Spinningfields is currently being refurbished and extended by 2,720 sq.m (gross) and that it is proposed that the National Football Museum is relocated from Preston to Urbis in Manchester.

6.4 The City Centre also contains a number of hotels meeting the full range of requirements including budget hostel accommodation, budget hotels, mid-market hotels and high quality full-service hotels, in both historic buildings (e.g. the 5* Radisson Edwardian) and modern purpose-built buildings (e.g. The Hilton).

6.5 The City Centre offers a range of conference facilities. In addition to the conference facilities offered at city centre hotels, the Manchester Central Exhibition and Conference Complex accommodates large scale conferences and exhibitions and conference facilities are also provided at a range of other venues including Manchester University.

## Overall Office Requirements

6.6 A considerable amount of office floorspace has been developed in the City Centre in recent years, totalling just under 17ha; a major contributor to this has been the growth of Spinningfields, the first major expansion of the City Centre's office market in the last decade which is nearing completion and which has helped the City retain larger corporate occupiers seeking larger floorplate space. This has also enabled the upgrading and refurbishment of older second hand space as it was vacated. It is understood that a further 6.6ha of B1a office space is in the pipeline and is likely to come forward in the City Centre between 2008 and 2013.

## Employment Land Sectoral Site Requirements

6.7 The Manchester Employment Land Study identifies that the city centre is expected to attract growth in sectors which include financial/business services, healthcare/biotechnology and creative/media.

6.8 Areas of the City thought to be most suited to provide for these sectors are as follows:

- Financial/Business Services – city centre locations (central business district and Spinningfields in particular)
- Healthcare/Biotechnology - within or in close proximity to the Oxford Road Corridor and major hospitals in the City.
- Creative and Media – fringes of the regional centre e.g. Northern Quarter and Oxford Road corridor, or a site in proximity to Media City

## Forthcoming Hotel and Conference Facility Development

6.9 The table below shows extant planning permissions and current applications for hotels in Manchester City Centre (at June 2009): -

| Location | Development Description | LPA Ref | Date Approved |
|---|---|---|---|
| 26-30 Oldham Street | Conversion of 1st-4th floors above Dry Bar into budget hotel dormitory accommodation for up to 248 guests | 071120/3936 | 19/04/05 |
| Wyre St/Fairfield St | 91-bedroom hotel with 6 meeting rooms (Sleeperz) | 081186/734 | 16/05/07 |
| Water Street | Mixed use retail/office/residential development also including 98 apart-hotel serviced apartments and a gymnasium | 081737/458B | 27/07/07 |
| Vivo, Owen St | Mixed use residential/ office/ retail/ community facilities development also including 209 bedroom hotel and 100 serviced apartments and a swimming pool | 085107/272 | 17/01/08 |
| 122-124 Great Ancoats St | 145-room hotel with ground floor retail | 081355 | 14/02/08 |
| River St/ Garwood St/ Mancunian Way | 215 bedroom hotel with ancillary bar/restaurant, gym, meeting rooms and basement car parking | 084948/3019 | 10/04/08 |
| Blackfriars St/ Victoria Bridge | Residential/hotel/offices and retail redevelopment of the Renaissance Hotel. | 088133/3420 | 10/02/09 |

| | | | |
|---|---|---|---|
| St/Deansgate | Hotel will increase from 203 bedrooms to 250 | | |
| Shudehill/ Goadsby St | 192 bedroom Holiday Inn Express | 088981/33a | 09/04/09 |
| Victoria & Albert Hotel, Water St | Renewal of existing consent for extensions to the existing hotel to provide 64 bedrooms, pool area and enlarged bar and restaurant | 067180/2241 | Pending consideration |

Table 27 Manchester City Centre Hotel Commitments (at June 2009)

6.10 The above table demonstrates that a total of 899 hotel bedrooms are the subject of extant planning permissions in Manchester city centre and that a planning application for a further 64-bedrooms is under consideration by Manchester City Council. Extant planning permissions also approve a total of 198 apart-hotel rooms and a budget hotel with dormitory accommodation for up to 248 guests.

6.11 The table below shows hotel developments under construction or recently completed in Manchester City Centre (at June 2009): -

| **Location** | **Development Description** | **LPA Ref** | **Date Approved** |
|---|---|---|---|
| Velvet Hotel, 2 Canal Street | Conversion of the upper floors to a 20 room hotel | 085932/4833 | 24/07/08 |
| Origin, Whitworth St/Princess St | Mixed use scheme including a 17-storey 175 room 5* hotel, operated by W Hotels. | 087671/696 | 23/10/08 |
| Ducie St/Store St | 220 bedroom, fitness and conference facilities and 697 residential apartments, public car park, A1, A2, A3, B1, D1 and D2 space totalling 3,660 sq.m | 074143/221a | 17/03/05 |
| Palace Hotel, Oxford Road | Conversion of the fourth floor to create 12 new guestrooms | 084695 | 02/06/08 |
| 2-4 Oxford Road | 13-storey 214 bedroom Holiday Inn Express | 082205 | 14/02/08 |

Table 28 Manchester City Centre Hotels under construction or recently completed (at June 2009)

6.12 The above table demonstrates that hotel developments under construction or recently completed in Manchester city centre amount to some 641-bedrooms. These cover a range of quality of hotels, including a 5* hotel.

6.13 In terms of conference facilities, we note that a number of the above hotel developments include ancillary conference facilities. In addition, the Manchester Central Exhibition and Conference Complex is currently being altered and extended by 2,866 sq.m.

## Forthcoming Art Gallery Development

6.14 The table below shows extant planning permissions and current applications for art galleries in Manchester City Centre: -

| Location | Development Description | LPA Ref | Date Approved |
|---|---|---|---|
| 1 Hardman Street | Development incorporating 434 sq.m art gallery and 1,219 sq.m retail/office accommodation | 087723/2181 | 20/11/08 |
| Vivo, Owen St | Mixed use residential/ office/ retail/ hotel and community facilities development including new artist's and sculptors' studio and display gallery | 085107/272 | 17/01/08 |

Table 29 Manchester City Centre Art Gallery Commitments

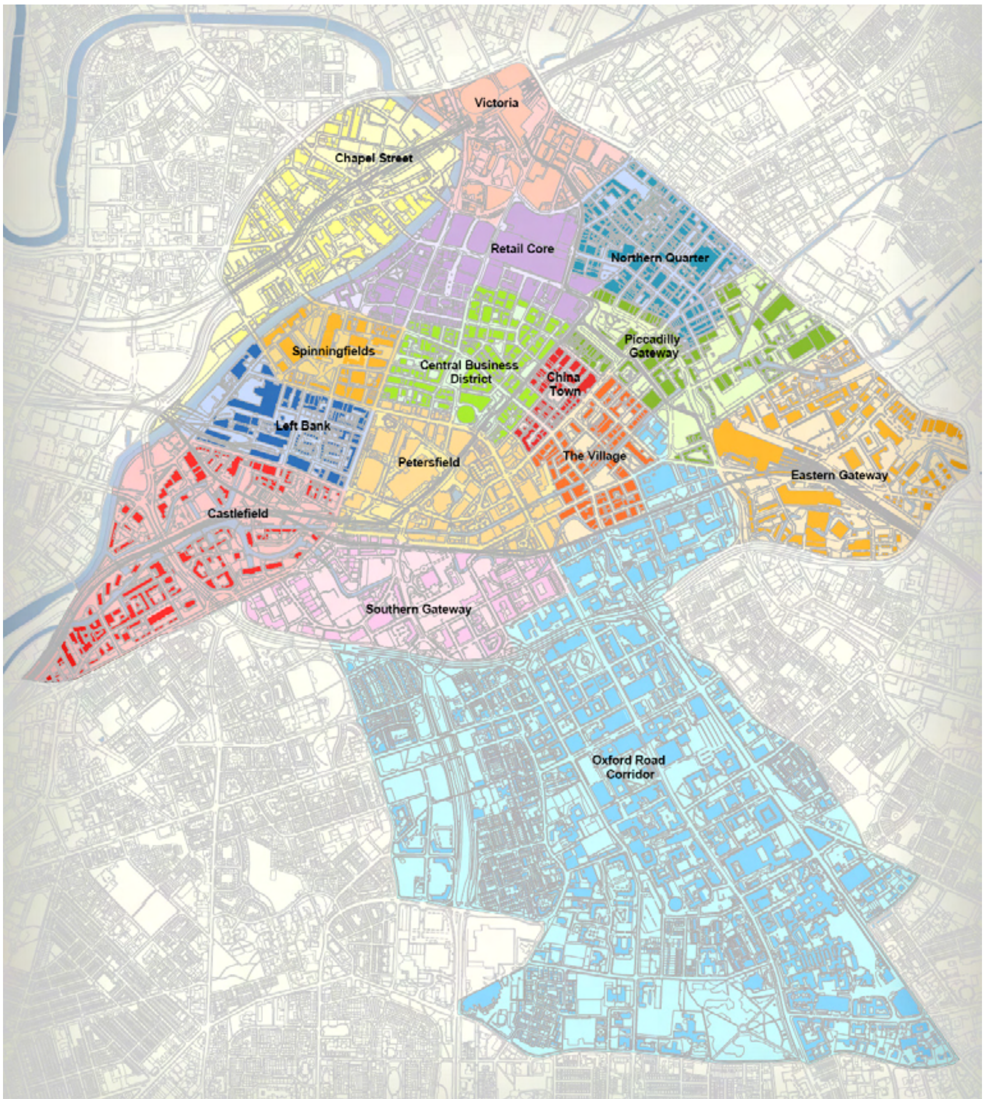
6.15 It is evident from the above table that a relatively low amount of art gallery development is committed in Manchester city centre.

## Potential Development Sites in Manchester City Centre

### Quarter Analysis

6.16 The Manchester Employment Land Study recognizes that it is important to understand the ability of the Regional Centre to accommodate further economic growth and increases in employment. The Study places a particular focus on understanding the role of landless growth, ie increasing densities of development as part of an understanding of the future capacity of the city centre in relation to B1 floorspace.

6.17 The Manchester Employment Land Study includes an analysis of the various quarters of Manchester City Centre (as shown by the map below). It is important to note that this approach is not intended to determine the absolute capacity of each area in terms of number of sites or hectares of land. Rather, it is designed to provide a general indication of those locations likely to offer greater scope to deliver landless growth in future.




6.18 The criteria-based assessment of the City Centre's key quarters indicates that the following locations offer the greatest potential to accommodate further landless growth:

- Eastern Gateway
- Left Bank
- Piccadilly Gateway
- Southern Gateway
- Central Business District

**Site Assessment Work**

6.19 A range of opportunity sites in Manchester City Centre were assessed as part of the Manchester Employment Land Study (to be published shortly).

6.20 A number of potential opportunity sites located outside the existing core CBD areas of the city scored highly in the assessment. These sites offer significant potential for future growth. Significantly sized sites which are located in or at the edge of the City Centre are set out below by City Centre quarter areas:-

- **Victoria**: the area around Victoria railway station; the Granary masterplan area due to the reconfiguration of the Co-operative Group's landholdings (ES44) and the former Boddington's brewery site which is just outside the City Centre, but adjacent to the Victoria Quarter.
- **Castlefield**: car parks located on the periphery of/just outside Castlefield.
- **Left Bank:** ITV Granada site where there is scope for the site to be upgraded/redeveloped to meet ITV's future requirements whilst also leaving space for new occupiers.
- **Southern Gateway**: First Street, Grand Island Albion Street and Great Jackson Street are both significant sized opportunity sites.
- **Piccadilly Gateway**: Rochdale canal basin.
- **Oxford Road Corridor:** BBC site, due to the BBC relocating to Salford Quays.
- **Eastern Gateway:** Manchester Mayfield which is a very large area with redevelopment potential. Beyond Manchester Mayfield lies Chancellor Place which lies a little distance outside the City Centre and accordingly is a little remote for City Centre services.

## Conclusions

6.21 This section has identified that a considerable amount of office floorspace has been developed in the City Centre in recent years and that a further 6.6ha of B1a office space is in the pipeline and is likely to come forward in the City Centre between 2008 and 2013. This future development has the potential to meet some of Trafford's office requirements.

6.22 In respect of hotel development, it is noted that Manchester City Centre has a large number of hotel commitments (a total of 899 hotel bedrooms are the subject of extant planning permissions) and this could potentially meet some of Trafford's requirements. However, it is emphasised that hotel provision in Manchester City Centre would not meet the qualitative and market need for hotels in Trafford identified by this study.

6.23 Trafford is identified as having an under-provision of art galleries and two art galleries are committed in Manchester City Centre. However, it is not considered that these Manchester City Centre galleries would meet Trafford's needs. One of the committed art galleries in Manchester (Vivo, Owen St) is a small-scale artist studio which would primarily meet a local Manchester need and the Hardman St, Spinningfields commitment is for a large-scale art gallery not meeting the requirement identified by this study for new provision in Trafford to be focused on meeting local need.

6.24 This study has identified a requirement by Trafford for a new museum and that there is particular requirement for a museum meeting a local/regional need. Although we note that that the People's History Museum in Spinningfields is currently being refurbished and extended by 2,720 sq.m (gross) and it is proposed that the National Football Museum is relocated from Preston to Urbis in Manchester, it is considered that neither of these facilities would meet the need identified by this study for Trafford to have additional museum facilities meeting a primarily local need.

6.25 A large number of available opportunity sites have been identified in and at the edge of Manchester City Centre. It remains to be seen what type of proposals come forward on these sites.

# 7.0 Appropriateness of Scale

*Policy EC5.1 (Site selection and land assembly and main town centres) of PPS4 states that in addition to basing their approach on the identified need for development, applying the sequential approach to site selection, assessing the impact of sites on existing centres and considering the degree to which other considerations such as any physical regeneration benefits may be material to the choice of appropriate locations for development, Local planning authorities should also identify the appropriate scale of development.*

7.1 As to whether or not a particular proposal is of an appropriate scale, it will be necessary to assess the proposal against relevant Development Plan policy. The nearest centre is likely to be hierarchically classified and the Development Plan may envisage a certain scale of development which is appropriate for such centres. The physical scale of the particular proposal will need to be assessed in the context of its market offer and if for example it is deemed to be physically of medium scale such development may be appropriate for a town centre.

**Policy Background**

7.2 PPS4 requires Local Authorities in plan making to define the network and hierarchy of lower order centres and set out a spatial vision for the management and growth of centres in their Core Strategy. PPS4 also states that in selecting sites for development Local Authorities should consider a number of factors including identifying the appropriate scale of development (Policy EC5). In respect of appropriateness of scale, Policy EC5.1 states that Local planning authorities should: -

*"…b. identify the appropriate scale of development, ensuring that the scale of the sites identified and the level of travel they generate, are in keeping with the role and function of the centre within the hierarchy of centres and the catchment served".*

7.3 Policy EC16 (the impact assessment for planning applications for main town centre uses that are not in a centre and not in accordance with an up to date development plan) of PPS4 identifies a number of impact tests which planning applications for main town centres uses that are not in a centre and not in accordance with an up to date development plan should be assessed against. These include the following test, which relates to scale: -

*"e. if located in or on the edge of a town centre, whether the proposal is of an appropriate scale (in terms of gross floorspace) in relation to the size of the centre and its role in the hierarchy of centres"*

7.4 When future proposals come forward for other main town centre uses, on sites within town centres, or on the edge or out of centre, the Council will require the applicant to demonstrate whether they are of an appropriate scale as part of the impact assessment. In accordance with PPS4 the physical scale of the development should relate to the role and function of centre within the Borough hierarchy and the catchment served. The aim should be to locate the appropriate type and scale of development in or if there are no central sites, near to the right type of centre, to ensure that it fits into that centre and that it complements its role and function. The emerging Development Plan Documents may envisage a certain scale of development which is appropriate for such centres.

**Trafford Town Centres**

7.5 We have assessed four town centres as part of this study: Altrincham, Sale, Stretford and Urmston. Although all four centres are defined as town centres in the UDP and therefore are at the same level within Trafford's retail hierarchy, each centre varies in terms of its size, function, catchment, physical ability to accommodate larger development proposals and other characteristics. We therefore provide some very broad indications of the scale of development which each of the town centres can accommodate below. However, it is noted that this is intended to provide a broad indication only: individual proposals should be considered by the Council on their own merits and this should include an assessment to analyse both the relative scale of the proposal and whether the proposal is physically appropriate for the site and area of the town centre in which it is located.

**Altrincham**

7.6 As the sub-regional shopping centre for the area, Altrincham is particularly suited to larger-scale developments which compliment its functions in meeting a range of retail, leisure and office requirements and its relatively large catchment area. The role of Altrincham as a sub-regional shopping centre is reflected by the identification of Altrincham (but no other centre in Trafford) by the Northwest RSS as a centre where comparison retailing facilities should be enhanced and encouraged (Policy W5) and as a priority for growth and development (Policy RDF1).

7.7 As a result, it is considered that an appropriate scale of development for Altrincham for the uses considered by this study would be: -

- Medium-large sized hotels (including full-service hotels with ancillary facilities such as conference facilities, leisure facilities and restaurants);
- Significant sized office development serving a sub-regional market and including Grade-A office space (notwithstanding that the Regional Centre is the main focus of regional and national market office provision in Greater Manchester);
- A range of scale of museums, art galleries, concert halls and theatres.

**Sale**

7.8 As a key centre for Trafford, Sale has a variety of retailers, a vibrant cultural offer and range of office provision. The scale of development which would be appropriate for Sale relates to this role and function which the centre plays. Specifically, it is considered that an appropriate scale of development for Sale would be: -

- Medium-large sized hotels (including hotels with some ancillary facilities such as conference facilities and restaurants);
- Significant sized office development adding to the existing substantial office provision, serving a sub-regional market and including Grade-A office space;
- A range of scale of museums, art galleries, concert halls and theatres.

**Stretford**

7.9 Stretford has a much more limited range of retailers than both Altrincham and Sale, located within the Arndale Centre. The centre's leisure, arts and cultural and office elements are also significantly less substantial than in Altrincham and Sale. As a result of this more limited function and catchment area, Stretford is generally suitable for a smaller scale of development than Altrincham and Sale. The centre is also fairly small and compact. It is considered that an appropriate scale of development (of the uses assessed by this report) for Stretford would be: -

- Smaller sized hotels of less than 80-bedrooms (e.g. independent hotels, and smaller budget hotels);
- Office development serving a mainly local need;
- Museums, art galleries, concert halls and theatres meeting a primarily local or specialised need.

**Urmston**

7.10 As the smallest of Trafford town centres, Umrston has a relatively limited range of retailing, leisure, arts and cultural and office facilities when compared with the other town centres. However, parts of the town centre have recently been the subject of a major redevelopment which has improved the retail and leisure offer of Urmston. It is considered that an appropriate scale of development (of the uses assessed by this report) for Urmston would be: -

- Smaller sized hotels of less than 80-bedrooms (e.g. independent hotels, and smaller budget hotels);
- Office development serving a mainly local need;
- Museums, art galleries, concert halls and theatres meeting a primarily local or specialised need.

# 8.0 Assessment of Impact

## Introduction

### Consideration of impacts

8.1 When future proposals come forward for other main town centre uses that are not in a centre and not in accordance with an up to date development plan, the Council will require the applicant to demonstrate that they satisfy the sequential approach and the 'significant adverse impact' tests before their positive and negative impacts and other material considerations are assessed (Policy EC17). We provide below some advice in relation to assessing impacts from some of the uses considered in this study, although each application will need to be considered on its own merits.

## PPS4 Policy

8.2 PPS4 requires that local planning authorities selecting sites should assess the impact of sites on existing centres (Policy EC5.4 – Site selection for land assembly and main town centre uses). In assessing the impact of proposed locations for development, local planning authorities should: -

*"a. take into account the impact considerations set out in Policy EC16, particularly for developments over 2,500 sqm or any locally set threshold under EC3.1.d, ensuring that any proposed edge of centre or out of centre sites would not have an unacceptable impact on centres within the catchment of the potential development*

*b. ensure that proposed sites in a centre, which would substantially increase the attraction of that centre and could have an impact on other centres, are assessed for their impact on those other centres, and*

*c. ensure that the level of detail of any assessment of impacts is proportionate to the scale, nature and detail of the proposed development."*

8.3 PPS4 requires local planning authorities to consider setting floorspace thresholds for the scale of edge-of-centre and out-of-centre development which should be the subject of an impact assessment and specify the geographical areas where these thresholds will apply (Policy EC3 d). PPS4 also states that local planning authorities should define any locally important impacts on centres which should be tested by impact assessments (Policy EC3 e).

8.4 In addition to demonstrating compliance with the requirements of the sequential approach, PPS4 expands the impact test and requires significant adverse tests to be satisfied before positive and negative impacts are taken into account. The objective is to focus on impacts during the first five years after scheme construction, including consideration of the cumulative impact of the development with recent permissions and developments. The assessment must also consider the degree to which other considerations such as any physical regeneration benefits of developing on previously-developed sites, employment opportunities, increased investment in an area or social inclusion, may be material to the choice of appropriate locations for development. However, the PPS also requires the assessment to be proportionate to the scale of development proposed and encourages pre application discussions on the type and level of information required within an impact assessment. The range of impacts to be considered is longer than that which PPS6 provided. The impact test consists of two sets out assessments: one applying to all forms of economic development and the other to town centre uses only, as set out below.

8.5 The 'wider' impact considerations against which proposals for economic development need to be considered set out in Policy EC10.2 (determining planning applications for economic development) are:-

a Whether the proposal has been planned over the lifetime of the development to limit carbon dioxide emissions, and minimise vulnerability and provide resilience to, climate change

b The accessibility of the proposal by a choice of means of transport including walking, cycling, public transport and the car, the effect on local traffic levels and congestion

c Whether the proposal secures a high quality and inclusive design which takes the opportunities available for improving the character and quality of the area and the way it functions

d The impact on economic and physical regeneration in the area including the impact on deprived areas and social inclusion objectives

e The impact on local employment

8.6 The impacts which planning applications for main town centre uses that are not in a centre and not in accordance with an up to date development plan are required to be assessed against by Policy EC16 comprise: -

a **The impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal**

b **The impact of the proposal on town centre vitality and viability, including local consumer choice and the range and quality of the comparison and convenience retail offer**

c **The impact of the proposal on allocated sites outside town centres being developed in accordance with the development plan**

d In the context of a retail or leisure proposal, the impact of the proposal on in-centre trade/turnover and on trade in the wider area, taking account of current and future consumer expenditure capacity in the catchment area up to five years from the time the application is made, and, where applicable, on the rural economy e If located in or on the edge of a town centre, whether the proposal is of an appropriate scale (in terms of gross floorspace) in relation to the size of the centre and its role in the hierarchy of centres

f Any locally important impacts on centres under policy EC3.1e

8.7 The remainder of this chapter focuses on assessing the impact of proposals for the main town centre uses considered by this study. There is a focus on the impact assessments shown in bold above. The impact of scale has already been addressed by Section 7.0 of this report.

## Potential Impact of other main town centre uses on town centres

8.8 Development proposals for main town centre uses that are not in a centre and not in accordance with an up to date development plan will need to include an assessment of their impact on town centre vitality and viability and on allocated sites outside town centres being developed and on existing, committed and planned public and private investment in the catchment area of the proposal. For example, development proposals which are not in a centre and not in accordance with an up to date development plan and which include Altrincham within their catchment area will need to provide an assessment of the impact of the proposals on the Altair scheme (an example of committed investment in the town centre) and other relevant schemes and in particular any impact which the proposal may have on the ability of town centre/allocated schemes to come forward.

### Hotels

8.9 Proposals for a modern rated hotel on an out of centre site may not necessarily impact upon existing tourist hotels and Bed & Breakfast accommodation in the Borough's centres. Indeed, the majority of hotel provision in Trafford is situated in an edge of centre or out of centre location. Rather, in some instances an out of centre hotel proposal, if a prestigious development, can add to the profile of the hotel accommodation in the area, resulting in the town centre being able to offer a wider range of hotel accommodation and facilities to visitors. Such a development more specifically can attract further employment investment to an area and in some instances act as a catalyst to the regeneration of a Town centre.

8.10 The likely impact of an out of centre hotel on a town centre(s) will depend on the individual characteristics of the proposal and likely competition between the facilities and the similarities in the quality of accommodation provided in the town centre (s).

8.11 Proposals which may come forward for a modern rated hotel out of centre will not impact upon town centre tourist hotels and Bed & Breakfast accommodation in the Borough's centres. Rather, in some instances a hotel proposal (out of centre), if of sufficient quality, can add to the profile of the hotel accommodation in the area, being at the higher end of the market, resulting in the town centre being able to offer a wider range of hotel accommodation to visitors.

8.12 The out of centre hotel could act as a prestigious development which will raise the nearest town centre's profile and more specifically can attract further investment and act as a catalyst to the regeneration of the Town centre. The proposed hotel development may also be expected to attract more population, both locally and Borough wide.

8.13 We would therefore conclude that in most cases, given the different range of hotel facilities usually offered from a town centre hotel and a new out of centre hotel, an out of centre hotel is unlikely to have any impact upon the nearest town centre. However the individual characteristics of an out of centre hotel proposal will need to be analysed to evaluate the extent to which it may or may not compete with facilities in the Borough's nearest town centre.

**Offices**

**PPS4**

8.14 PPS4 advises at policy EC1.4 that when assessing the need for development, local planning authorities should have regard to relevant market information and economic data. Such information would be appropriate to be included in an office impact assessment. As mentioned previously the impact test in draft PPS4 is expanded, to include positive and negative effects. Policy EC16 lists the key impacts to consider. Office proposals, as any other main town centre use, which are not in an existing centre nor allocated in an up to date development plan would need to consider these impacts in an assessment. Relevant issues include the impact on the spatial planning strategy, in particular the role of the centre in the hierarchy of centres; what the impact is on existing, committed and planned public and private investment in a centre(s); and impact on town centre vitality and viability. Locally important impacts to be assessed are also listed and include the impact on allocated sites outside town centres being developed in accordance with the development plan; impact on deprived areas and social inclusion; impact on local employment and impact on economic and physical regeneration in the area.

**Museums, art galleries, conference centres, theatres, offices**

8.15 In contrast to retail impact assessments, it is often only possible to assess impacts of other main town centre uses in fairly general terms, even though PPS4 clearly identifies that such developments located on the edge and out of centres must be assessed in terms of their potential impact upon the vitality and viability of town centres.

8.16 It is difficult to forecast accurately the likely impact effects of an other main town centre use facility, although a general assessment can be made of the likely effects upon any town centre, taking account of the level of competition within those centres, their comparative offers and the overall health of the centre. For any impact assessment a starting point is usually a health check analysis of relevant centres. In this respect, if information is provided on quantitative need, (capacity) for an additional ‘other main town centre use’ facility within its proposed catchment area, this would demonstrate either positively or negatively whether all similar facilities within the Borough could potentially operate together.

# 9.0 Conclusions and Recommendations

9.1 This 'Other Main Town Centre Uses Study' considers the main town centre uses covered by the lower numbered points in paragraph 7 of PPS4, namely offices and arts, cultural and tourism uses (theatres, museums, galleries and concert halls, hotels and conference facilities). The main conclusions and recommendations of the study are provided below.

## Other Main Town Centre Uses

### Office development

9.2 Our quantitative analysis on office need suggests that whilst it is unlikely that there will be a significant shortfall of employment land, as a proportion of the potential supply may come forward, there may be a need to identify further sites. Due to a low number of suitable and available sites in town centre locations, even if the Altair planning permission is implemented, it may be necessary to consider further sites situated in regeneration areas of the Borough (in accordance with PPS4) where offices could form part of mixed-use developments, or are ancillary to other forms of economic development.

### Hotels and conference facilities

9.3 Although the study has identified limited quantitative need for additional hotel provision in Trafford, it is apparent that a qualitative need exists for upper-mid market hotel provision (and associated conference centre provision). Qualitative demand for new hotel provision exists in certain geographical areas of Trafford serving distinct markets. For example, particular demand exists along the A56 Corridor (e.g. between Sale and Altrincham) with easy access to the airport and in locations close to the M60/M56.

9.4 The Altair scheme could meet this identified need, but other commitments/proposals for hotels (the Park Inn proposal, apart-hotel at Stretford and Grafton Centre permission and Peel Hotel Trafford Centre) would either not deliver the quality of hotel required or are in the wrong geographical area to meet the specific need identified by this study. In terms of other potential sites to be meet identified hotel need, the upper floors of Stamford House could perhaps be converted for hotel use.

9.5 Consideration may still need to be given to the provision of a site on the A56 corridor to provide for a mid-market/superior hotel. The emergence of Media City and the regeneration it is contributing to may additionally lead to demand for hotels in its vicinity providing for business visitors.

### Theatres/concert halls

9.6 Our analysis suggests that there is a slight over-provision of theatres/concert halls in Trafford. However, should an existing theatre close down, consideration would need to be given to providing a replacement. It is recommended that consideration is given to a policy in the LDF which seeks to protect theatres, or which requires the applicant in respect of applications where a theatre would be lost as a result of a development to demonstrate why the facility is not required.

### Museums

9.7 Our analysis suggests that there is an under-provision of museums in Trafford (particularly provision meeting a local/regional need) and that there is currently demand for one additional museum facility. If the commitment for a new museum at Trafford Park does not come forward, then it is recommended that an alternative site is identified to meet the identified need for a new museum. In terms of sites which may be suitable to meet this requirement, Stamford House in Altrincham and the Essoldo Cinema building in Streford may both be appropriate buildings for conversion to a museum, although the Listed Building status of both these buildings would be a constraint.

### Art galleries

9.8 Our quantitative analysis suggests that there is an under-provision of art galleries in Trafford and that there will be emerging demand for two to three additional art galleries over the plan period. Due to the proximity to Trafford of a number of national profile art galleries in adjacent authorities, it is recommended that additional art gallery provision in Trafford should focus on meeting a local/regional need.

9.9 It is recommended that sites are identified to meet this demand. Sites which have been assessed which could meet this demand include conversion of the first floor of Stamford House, although its Listed Building status may constrain its required modernisation. The Essoldo Cinema building could also possibly be suitable for conversion to a gallery, although it would also be constrained by its listed status.

## Scope for accommodating growth

9.10 A total of 17 potential development opportunity sites in Trafford have been assessed as part of this study. It is evident from these assessments that limited identified opportunity sites within or at the edge of town centres are available in the short-medium term. Sites with the potential to come forward in the short term include the significantly sized Altair scheme site, the Grafton Centre, Stamford House and a site on Railway Street in Altrincham together with the Newton St/Lacy St site and Essoldo Cinema building in Stretford.

9.11 The Project Brief also required us to include an assessment of the potential for Manchester City Centre to meet Trafford's identified need requirements. This identified that: -

- 6.6ha of B1a office space is in the pipeline between 2008 and 2013 in the City Centre. This development has the potential to meet some of Trafford's office requirements.
- Whilst Manchester City Centre has a large number of hotel commitments, this Manchester City Centre hotel provision would not meet the qualitative need for hotels in Trafford identified by this study.
- Although two art galleries are committed in Manchester City Centre, it is not considered that either of these galleries would meet the need identified by this study for local-focused art gallery provision for Trafford.
- The current refurbishment and extension of the People's History Museum in Spinningfields and potential relocation of the National Football Museum to Urbis will provide further museum provision in Manchester. However, it is not considered that these facilities would meet the need identified by this study for Trafford's additional museum facilities to meet a local need.

9.12 A large number of available opportunity sites have been identified in and at the edge of Manchester City Centre. It remains to be seen what type of proposals come forward on these sites.

## Assessing Scale and Impact

9.13 Guidance on the assessment of the impact of development proposals for other main town centre uses on existing centres is provided by national policy guidance, as set out by section 8.0 of this study. As set out be section 7.0 of this study, guidance is also provided by national policy on requirements for other main town centre proposals to secure an appropriate scale of development. Sections 7.0 and 8.0 also provide some advice and methodology on assessing the impact of proposals for the uses considered by this study and on assessing whether or not a particular proposal is of an appropriate scale.

# Appendix 1 List of Organisations sent questionnaire

**List of Organisations Consulted**

1 Imperial War Museum North
2 Manchester United Museum and Tour Centre/Old Trafford Football Club
3 Tourist Information
4 Waterside Arts Centre (Lauriston Art Gallery/ Corridor Gallery and the Robert Bolt Theatre)
5 Altrincham Garrick Playhouse
6 Lancashire County Cricket Club
7 The Club Theatre
8 The Cinnamon Club
9 Davenport Green Hall
10 Cresta Court Hotel
11 Manchester Airport Marriott
12 Premier Inn Old Trafford
13 Flixton Dance Studio
14 Lets Go Global
15 Gorse Hill Studios
16 Trafford College
17 Trafford Music Service
18 Urmston Musical Theatre
19 Sale Nomads Theatre Club
20 Northwest RDA (Arts and Culture Department)
21 Greater Manchester Youth Theatre Network
22 Comic Relief
23 Arts Council (Northwest branch)
24 Clore Duffield
25 Association of Independent Museums
26 Awards for all
27 Museums Association
28 Theatre Trust
29 Visit Manchester (Greater Manchester Tourism Board)

# Appendix 2 Benchmarking audit

## Trafford

### Hotels

| Name | Location | No of Beds | Star Rating | Facilities | Type of Hotel |
|---|---|---|---|---|---|
| Altrincham Lodge | The Pelican<br>Manchester Road<br>West Timperly<br>Altrincham<br>Cheshire<br>WA14 5NH | 48 | 3-unofficial | Restaurant | Independent<br><br>Mid-range |
| Cresta Court Hotel | Church Street<br>Altrincham<br>Cheshire<br>WA14 4DP | 140 | 3 -AA | Conference | Chain- Best Western<br><br>Mid-range |
| Belforte House | 7-9 Broad Road<br>Sale<br>Cheshire<br>M32 2AE | 21 | 2-unofficial | Conference | Independent<br><br>Mid-range |
| Premier Inn Altrincham South | The George & Dragon,<br>Manchester Road<br>Altrincham<br>Cheshire<br>WA14 4PH | 43 | 3-unofficial | Restaurant | Chain- Premier Inn<br><br>Mid-range |
| Premier Inn Sale | Carrington Lane<br>Ashton-upon-Mersey<br>Nr Sale<br>Greater Manchester<br>M33 5BL | 44 | 3-unofficial | Conference<br><br>Restaurant | Chain- Premier Inn<br><br>Mid-range |
| The Amblehurst Hotel | 44 Washway Road<br>Sale<br>Cheshire<br>M33 7QZ | 66 | 3 - AA | Conference<br><br>Restaurant | Independent<br><br>Mid-range |
| The Lennox Lea Hotel | Irlam Road<br>Sale<br>Cheshire<br>M33 2BH | 26 | 2- official | Conference<br><br>Restaurant | Independent<br><br>Mid-range |
| The Belmore Hotel | 143 Brooklands Rd Sale Cheshire M33 3QN | 23 | 3-unofficial | Conference<br><br>Restaurant | Independent<br><br>Mid-range |
| The Norman Hurst Hotel | 195 Brooklands Road Sale Cheshire M33 3PJ | 35 | 3-unofficial | Restaurant | Independent |

| | | | | | |
|---|---|---|---|---|---|
| | | | | | Country House |
| The Bowdon Hotel | Langham Road Bowdon Altrincham WA14 2HT | 91 | 3- unofficial | Restaurant<br><br>Health and leisure | Chain- Quality Inn<br><br>Full service<br><br>Mid-range |
| Manchester Airport Marriott | Wicker Lane Hale Barns Altrincham Cheshire WA14 8XW | 227 | 4 -AA | Conference<br><br>Restaurant<br><br>Leisure | Chain- Marriott<br><br>Full service |
| Britannia Ashley | Ashley Road Hale Altrincham Cheshire WA15 9SF | 50 | 2- official | Restaurant | Chain<br><br>Mid-range |
| Chesters | 728-730 Chester Road Stretford M32 0RS | 23 | 3- official | Restaurant, Conference | Independent<br><br>Mid-range |
| Old Trafford Lodge Hotel | Lancashire County Cricket Club Talbot Road Old Trafford M16 0PX | 68 | 3-lodge rating | Conference<br><br>Café/Bar | Independent<br><br>Mid-range<br><br>Linked to cricket ground |
| The Trafford Hall Hotel | 23 Talbot Road Old Trafford M16 0PE | 31 | 1- official | Restaurant | Chain- Venture Hotels<br><br>Mid-range |
| Premier Inn Old Trafford | Waters Reach Trafford Park Manchester M17 1WS | 162 | 3- unofficial | Conference<br><br>Restaurant | Chain- Premier Inn<br><br>Mid-range |
| Premier Inn Trafford Centre North | 18-20 Trafford Boulevard Manchester Greater Manchester M41 7JE | 42 | 3- unofficial | Restaurant | Chain- Premier Inn<br><br>Mid-range |
| Premier Inn Trafford Centre South | Wilderspool Wood Trafford Centre Manchester M17 8WW | 60 | 3- unofficial | Restaurant | Chain- Premier Inn<br><br>Mid-range |
| Premier Inn Trafford Centre West | Old Park Lane Manchester M17 8PG | 230 | 3- unofficial | Restaurant<br><br>Conference | Chain- Premier Inn<br><br>Mid-range |

**Museums**

| Name | Location | Profile of Exhibitions |
|---|---|---|
| Manchester United Museum and Tour Centre | Sir Matt Busby Way, Old Trafford, Manchester. M16 0RA. | National |
| Imperial War Museum North | The Quays, Trafford Wharf Road, Trafford Park, Manchester. M17 1TZ. | National |
| Trafford Park Heritage Centre | 11th Street, Trafford Park. M17 1JF. | Local |

**Galleries**

| Name | Location | Profile of Exhibitions |
|---|---|---|
| Lauriston Art Gallery/ Corridor Gallery | Waterside Arts Centre, 1 Waterside Plaza, Sale. M33 7ZF. | Local |

**Concert Halls**

| Name | Location | Profile of Performances |
|---|---|---|
| Altrincham Garrick Playhouse | Barrington Road, Altrincham. WA14 1HZ. | Sub-regional |
| The Cinnamon Club | The Bowdon Rooms, The Firs, Bowdon, Altrincham, Cheshire,WA14 2TQ | Local |
| The Club Theatre | 17 Oxford Road, Altrincham. WA14 2ED. | Local |
| The Robert Bolt Theatre | Waterside Arts Centre, 1 Waterside Plaza, Sale. M33 7ZF. | Sub-regional |

**Conference Facilities**

| Name | Location | Capacity of largest room | Number of rooms | Type |
|---|---|---|---|---|
| Altrincham Garrick Playhouse | Barrington Road, Altrincham. WA14 1HZ. | 401 | 5 | Theatre |
| Altrincham Leisure Centre | Oakfield Road, Altrincham. WA15 8EW. | 700 | 3 | Sports hall and conference rooms |
| Station House | Station House, Stamford New Road, Altrincham. WA17 1EP. | 14 | 2 | Conference rooms |

| | | | | |
|---|---|---|---|---|
| Dunham Forest Golf Club | Oldfield Lane, Altrincham. WA14 4TY. | 100 | 3 | Conference rooms |
| Cresta Court Hotel | Church Street<br>Altrincham<br>Cheshire<br>WA14 4DP | 300 | 11 | Residential<br><br>Conference rooms |
| The Robert Bolt Theatre | Waterside Arts Centre, 1 Waterside Plaza, Sale. M33 7ZF. | 346 | 3 | Theatre and conference rooms |
| Belforte Hotel | 7-9 Broad Road<br>Sale<br>Cheshire<br>M32 2AE | 20 | 1 | Residential<br><br>Conference rooms |
| The Amblehurst Hotel | 44 Washway Road<br>Sale<br>Cheshire<br>M33 7QZ | 70 | 2 | Residential<br><br>Conference rooms |
| The Lennox Lea Hotel | Irlam Road<br>Sale<br>Cheshire<br>M33 2BH | 20 | 1 | Residential<br><br>Conference rooms |
| Premier Inn Sale | Carrington Lane<br>Ashton-upon-Mersey<br>Nr Sale<br>Greater Manchester<br>M33 5BL | 55 | 11 | Residential<br><br>Conference rooms |
| The Belmore Hotel | 143 Brooklands Rd Sale Cheshire M33 3QN | 90 | 2 | Residential<br><br>Conference rooms |
| Ringway Golf Club | Hale Road, Hale Barns. WA15 8SW. | | 2 | Conference rooms |
| Hale Golf Club | Rappax Road, Hale. WA15 0NU. | 100 | 1 | Conference room |
| Manchester Airport Marriott | Wicker Lane<br>Hale Barns<br>Altrincham<br>Cheshire<br>WA14 8XW | 160 | 14 | Residential<br><br>Conference rooms |
| The Bulls Head and Lodge | Wicker Lane, Hale Barns. WA15 0HG. | 22 | 2 | Residential<br><br>Conference rooms |
| Davenport Green Hall | Shay Lane, Hale Barns. WA15 8UD. | 1500 | 5 | Marquee and conference rooms<br><br>Small residential |
| Longfords | Trafford Athletics Stadium | 200 | 1 | Conference |

| | | | | |
|---|---|---|---|---|
| Conference Centre | Rye Bank Road<br>Stretford<br>M21 9TA | | | room |
| Chesters | 728-730<br>Chester Road<br>Stretford<br>M32 0RS | 14 | 1 | Residential<br><br>Conference rooms |
| Flixton Dance Studio | Curzon Building<br>Princess Road<br>Urmston<br>M41 5SQ | 400 | 1 | Conference room |
| George H Carnall Leisure Centre | Kingsway Park, Davyhulme. M41 7FJ. | 1000 | 3 | Sports hall and conference rooms |
| Manchester United Old Trafford Football Club | Sir Matt Busby Way, Old Trafford. M16 0RA. | 1200 | 14 + boxes | Conference rooms |
| Lancashire County Cricket Club | Talbot Road. M16 0PX. | 750 – marquee<br>156 - room | 7 | Marquee and Conference rooms<br><br>Residential |
| Warren Bruce Court (Bruntwood) | Warren Bruce Road<br>Trafford Park<br>Manchester M17 1LB | 60 | 5 | Conference rooms |
| The Imperial War Museum | The Quays, Trafford Wharf Road, Trafford Park. M17 1TZ. | 200 | 4 | Theatre and conference rooms |
| Premier Inn Old Trafford | Waters Reach<br>Trafford Park<br>Manchester<br>M17 1WS | 150 | 9 | Residential<br><br>Conference rooms |
| Premier Inn Trafford Centre West | Old Park Lane<br>Manchester<br>M17 8PG | 40 | 6 | Residential<br><br>Conference rooms |

## Stockport

### Hotels

| Name | Location | No of Beds | Star Rating | Facilities | Type of Hotel |
|---|---|---|---|---|---|
| Premier Inn Stockport East | Old Rectory, Churchgate, StockportSK1 1YG | 46 | Budget | Restaurant<br><br>Conference | Chain |
| Premier Inn Stockport South | 73, Buxton Rd, Heaviley, Stockport | 40 | Budget | Restaurant | Chain |
| Premier Inn Manchester Airport | Royal Crescent Cheadle Stockport Cheshire SK8 3FE | 60 | Budget | Restaurant<br><br>Conference | Chain |
| Innkeeper's Lodge | 271 Wellington Road North, Heaton Chapel, Stockport SK4 5BP | 22 | Budget | Restaurant | Chain |
| Alma Lodge | Buxton Road, Stockport SK2 6EL | 53 | 3 | Restaurant<br><br>Conference | Independent |
| Britannia Hotel | Dialstone Lane, Offerton, StockportSK2 6AG | 187 | Unrated | Restaurant<br><br>Conference<br><br>Health and Leisure | Chain<br><br>Full service |
| Bredbury Hall | Osborne Street, Bredbury, StockportSK6 2DH. | 140 | 3 | Restaurant<br><br>Conference<br><br>Nightclub | Country House |
| Village Hotel Cheadle | Cheadle Road, Cheadle,<br><br>Stockport SK8 1HW | 117 | 3 | Restaurant<br><br>Conference<br><br>Health and Leisure | Chain<br><br>Full service |
| Moorside Grange Hotel | Mudhurst Lane, Higher Disley, Stockport SK12 2AP | 98 | 3-AA | Health and Leisure<br><br>Conference | Chain<br><br>Full service |
| The Saxon Holme Hotel | 230 Wellington Road North, StockportSK4 2QN | 33 | 2 | Restaurant<br><br>Conference | Independent |

| | | | | | |
|---|---|---|---|---|---|
| De Vere Cheadle House | Royal Crescent, Cheadle Royal Business Park, Cheshire, SK8 3FS | 52 | | Restaurant<br><br>Conference | Chain- De Vere |

**Museums**

| Name | Location | Profile of Exhibitions |
|---|---|---|
| Hat Works Museum | Hat Works, Wellington Mill, Wellington Road South, Stockport. SK3 0EU. | Regional |
| Vernon Park Museum | Turncroft Lane, Offerton, Stockport. SK1 4AR. | Local |
| Stockport Story Museum | 30/31 Market Place, Stockport. SK1 1ES. | Local |

**Galleries**

| Name | Location | Profile of Exhibitions |
|---|---|---|
| Stockport Art Gallery | Wellington Mill, Wellington Road South, Stockport. SK3 8AD. | Local |
| Vernon Mill Artists | 3rd & 4th Floor, Vernon Mill, Mersey Street, Stockport. SK1 2HX. | Local |
| Toucan Art | Stockfords House, 4 Gillbent Road, Cheadle. SK8 6NB. | Local |

**Concert Halls**

| Name | Location | Capacity | Profile of Performances |
|---|---|---|---|
| The Plaza | Mersey Square, Stockport. SK1 1SP. | 1171 | Local |
| Stockport Garrick Theatre | Exchange Street, Wellington Road South, Stockport. SK3 0EJ. | 158 | Local |
| The Forum | The Precinct, Romiley, Stockport. | 410 | Local |

**Conference Facilities**

| Name | Location | Capacity of largest room | Number of rooms | Type |
|---|---|---|---|---|
| Britannia Hotel | Dialstone Lane, Stockport. SK2 6AG. | 400 | 1 | Residential<br><br>Conference |

| | | | | |
|---|---|---|---|---|
| | | | | Rooms |
| Brookfield House | 193-5 Wellinton Road South, Stockport. SK2 6NG. | | | |
| The Moor Suite | 35 Heaton Moor Road, Stockport. SK4 4PB. | 150 | | Conference Room |
| The Heaton Sports Club | Green Lane, Stockport. SK4 2NF. | 120 | 3 | Conference rooms |
| Dialstone Centre | Lisburne Lane, Stockport. SK2 7LL. | | | |
| Bredbury Hall Hotel and Country Club | Osborne Street, Bredbury, Stockport. SK6 2DH. | 12 | 200 | Residential<br><br>Conference rooms |
| Houldsworth Mill | Houldsworth Street, Reddish, Stockport. SK5 6DA. | 1 | 120 | Conference rooms |
| The Moor Suite | 35 Heaton Moor Road, Heaton Moor, Stockport. SK4 4PB. | 150 | 1 | Conference rooms |
| Best Western Moorside Grange | Mudhurst Lane, Higher Disley, Stockport. SK12 2AP. | 280 | 10 | Conference rooms |
| Edgeley Park | Hardcastle Road, Edgeley, Stockport. SK3 9DD. | 500 | 7 | Conference rooms |
| Stockport Garrick Theatre | Exchange Street, Wellington Road South, Stockport. SK3 0EJ. | 158 | 1 | Theatre |
| The Forum | The Precinct, Romiley, Stockport. | 410 | 3 | Theatre<br><br>Conference Rooms |
| The Plaza | Mersey Square, Stockport. SK1 1SP. | 1171 | 1 | Theatre |
| The Saxon Holme Hotel | 230 Wellington Road North, Stockport, SK4 2QN | 30 | 1 | Conference room |
| Alma Lodge | Buxton Road, Stockport SK2 6EL | 250 | 5 | Conference rooms |
| Village Hotel Cheadle | Cheadle Road, Cheadle, Stockport SK8 1HW | 200 | 5 | Conference rooms |
| De Vere Cheadle House | Royal Crescent, Cheadle Royal Business Park, Cheshire, SK8 3FS | 80 | 17 | Conference rooms |

## Wirral

### Hotels

| Name | Location | No of Beds | Star Rating | Facilities | Type of Hotel |
|---|---|---|---|---|---|
| Premier Inn | Greasby Road, Greasby. CH49 2PP. | 30 | Budget- unofficial | Restaurant | Chain- Premier Inn |
| Premier Inn | Chester Road, Heswall. CH60 3SD. | 37 | Budget- unofficial | Restaurant | Chain- Premier Inn |
| Premier Inn | High Street, Bromborough Cross. CH62 7EZ. | 32 | Budget- unofficial | Restaurant | Chain- Premier Inn |
| Travelodge | 1408 New Chester Road, Eastham. CH62 9AQ. | 31 | Budget- AA | N/A | Chain- Travelodge |
| Thornton Hall Hotel | Neston Road, Thornton Hough. CH63 1JF. | 63 | 4-AA | Restaurant<br>Conference<br>Health and Leisure | Country House<br>Full Service |
| Thornton Manor Hotel | Manor Road, Thornton Hough. CH63 1JB. | 22 | 4 - unofficial | Conference | Country House |
| The Shrewsbury Lodge Hotel | 31 Shrewsbury Road, Prenton. CH43 2JB. | 16 | 3- AA | Restaurant<br>Conference | Independent |
| The Hillbark Hotel | Royden Park, Birkenhead. CH48 1NP. | 19 | 4- unofficial | Restaurant<br>Conference | Independent<br>Boutique |
| The Riverhill Hotel | Talbot Road, Oxton, Birkenhead, CH43 2HJ | 15 | 3-AA | Restaurant<br>Conference | Independent<br>Country House |
| Central Hotel | Clifton Crescent, Birkenhead, CH41 2QH | 29 | 1- unofficial | Restaurant | Independent |
| The Kings Gap Court Hotel | The Kings Gap, Hoylake. CH47 1HE. | 30 | 3- unofficial | Restaurant<br>Conference | Independent |
| Village Leisure Hotel | Pool Lane, Bromborough Pool. CH62 4UE. | 93 | 3- unofficial | Restaurant<br>Conference<br>Health and | Chain- Village Hotels |

| | | | | | |
|---|---|---|---|---|---|
| | | | | leisure | |
| Leverhulme Hotel and Spa | Central Road, Port Sunlight. CH62 5EZ. | 15 | 4-unofficial | Restaurant | Independent<br><br>Boutique |
| Leasowe Castle Hotel and Conference Centre | Moreton. CH46 6HL. | 46 | 3-AA | Restaurant<br><br>Conference<br><br>Health and Fitness | Country House<br><br>Full service |

**Museums**

| Name | Location | Profile of Exhibitions |
|---|---|---|
| Shore Road Pumping Station | Hamilton Street, Birkenhead. CH41 6DJ. | Local |
| Port Sunlight Museum and Garden Village | 23 King Georges Drive. CH62 5DX. | Local |
| Birkenhead Priory and St Mary's Tower | Prior Street, Birkenhead. CH41 5JH. | Local |
| The Williamson Art Gallery and Museum | Slatey Road, Birkenhead. CH43 4UE. | Local |
| Wirral Transport Museum | 1 Taylor Street, Birkenhead. CH41 1BG. | Local |

**Galleries**

| Name | Location | Profile of Exhibitions |
|---|---|---|
| The Village Gallery | 27 Village Road, Heswall. CH60 0DX. | Local |
| Williamson Art Gallery and Museum | Slatey Road, Birkenhead. CH43 4UE. | Regional |
| Lady Lever Art Gallery | Port Sunlight Village, Bebington. CH62 5EQ. | Regional |
| The Stable Gallery of Fine Art | Brimstage Hall Courtyard, Brimstage Lane. CH63 6JA. | Local |
| Magenta Fine Arts | 172 Banks Road, West Kirby. CH48 0RH. | Local |
| Staacks | 144 Banks Road, West Kirby. CH48 0QB. | Local |
| Enigma Gallery One | 11 Broadway, Higher Bebington. CH63 5ND. | Local |
| Dee Fine Arts | 182 Telegraph Road, Heswall. CH60 0AJ. | Local |

**Concert Halls/Theatres**

| Name | Location | Capacity | Profile of Performances |
|---|---|---|---|
| Gladstone Theatre Trust | Greendale Road. | 446 | Local |

| | | | |
|---|---|---|---|
| | CH62 4XB. | | |
| Birkenhead Little Theatre | 7a Grange Road West, Birkenhead. CH41 4BY. | 318 | Local |
| Floral Pavilion | Marine Promanade, New Brighton. CH45 2JS. | 885 | Regional |

**Conference Facilities**

| Name | Location | Capacity of largest room | Number of rooms | Type |
|---|---|---|---|---|
| Heswall Hall | 111 Telegraph Road, Heswall. CH60 0AF. | 230 | 4 | Community Hall<br><br>Conference rooms |
| Thornton Manor | Manor Road, Thornton Hough. CH63 1JB. | 300 | 2 | Marquee<br><br>Residential<br><br>Conference rooms |
| Village Hotel | Pool Lane, Bromborough Pool. CH62 4UE. | 200 | 6 | Residential<br><br>Conference rooms |
| Hillbark Hotel | Royden Park, Frankby. CH48 1NP. | 110 | 5 | Residential<br><br>Conference rooms |
| Hulme Hall | 23 Bolton Road. CH62 5DH. | 550 | 4 | Conference rooms |
| Heswall Golf Club | Cottage Lane, Heswall. L60 8RB. | 40 | 1 | Conference room |
| Thornton Hall Hotel | Neston Road, Thornton Hough. CH63 1JF. | 435 | 11 | Residential<br><br>Conference rooms |
| Eastham Lodge Golf Club | 117 Ferry Road, Eastham. | 35 | 1 | Conference room |
| Caldy Golf Club | Link Hey Road.  CH48 1NB. | 150 | 1 | Conference room |
| Leasowe Golf Club | Leasowe Road, Moreton. CH46 3RD. | 60 | 1 | Conference room |
| Bromborough Golf Club | Raby Hall Road, Bromborough. CH63 3ON. | 120 | 1 | Conference room |
| Sheldrakes | Banks Road, Lower | 150 | 1 | Conference |

| | | | | |
|---|---|---|---|---|
| | Heswall. CH60 9JS. | | | room |
| Gorselands Conference Centre | 9 Waterford Road, Oxton, Prenton. CH43 6US. | 24 | 2 | Conference rooms |
| Heatherlands Court | 100 Thurstaston Road, Thurstaston. CH61 0HG. | 130 | 1 | Conference room |
| The Floral Pavilion | Marine Promanade, New Brighton. CH45 2JS. | 300 | 6 | Theatre<br><br>Conference rooms |
| Kings Gap Court Hotel | The Kings Gap, Hoylake. CH47 1HE. | 200 | 1 | Residential<br><br>Conference rooms |
| Leasowe Castle Hotel and Conference Centre | Moreton. CH46 6HL. | 200 | 5 | Residential<br><br>Conference rooms |
| The Grove House Hotel | Grove Road, Wallasey. CH45 3HF. | 120 | 1 | Residential<br><br>Conference room |
| The Riverhill Hotel | Talbot Road, Oxton. CH43 2HJ. | 75 | 1 | Residential<br><br>Conference room |
| The Hollins Hotel | 191 Victoria Road, New Brighton. CH45 0JY. | 120 | 1 | Residential<br><br>Conference room |
| Shrewsbury Lodge | 31 Shrewsbury Road, Prenton. CH43 2JB. | 80 | 1 | Residential<br><br>Conference room |
| The Bridge Inn | Bolton Road, Port Sunlight. CH62 4UQ. | 60 | 1 | Residential<br><br>Conference room |

# Appendix 3 Site Assessments

| Development Site: | NLP Reference | Area (ha) |
|---|---|---|
| **Altair, proposal site East of Stamford New Road/Railway Street, Altrincham** | **A1** | 2.01 |

Current Use/Status

The site is currently in use as a temporary ice rink/public car park, offices, public house and former ATS tyres car repairs (vacant).

Policy S6 of the UDP states that the Council will grant planning permission on this site for town centre uses "where the development proposed is of a high standard and provides a strong sense of linkage with the existing town centre shopping streets and the existing/planned transport facilities. Appropriate town centre uses to be developed in this area are identified as including food and non-food retail, sports/leisure and entertainment facilities, community facilities, hotel, public house, restaurants and cafés).

This site is the most significant development site in Altrincham town centre which is available in the short/medium term. Proposals for the site are presently being brought forward as the Altair development, which is a joint venue proposal between Nikal Developments and Trafford Council. The general development proposals have been the subject of extensive pre-application discussions with the Council and continue to evolve.

Outline planning permission was approved on 8th August 2008 (Ref: H/OUT/68603) for the demolition of existing buildings and erection of a comprehensive mixed use development. The permission is for a development providing up to 10,536 sq m of non food retail; 1,583 sq m food retail; 2,040 sq m of A3/A4/A5 cafe/bar/restaurants; 11,822 sq m residential to provide 150 apartments; 8,471 sq m office; 7,722 sq m 135 bedroom hotel; 1,045 sq m health/leisure club; 513 sq m climbing wall (Use Class D2); 845 parking spaces; new ice rink totalling 10,076 sq m; associated plant and service areas; improvements to highway arrangements; and creation of new areas of public realm.

One of the three options for the future development of Altrincham Hospital involves the relocation of the hospital to part of this site. Accordingly a new outline application for the site was registered on the 18th November 2009 seeking a development on the site which is proposed to include a hospital/health care facility together with a mixed-use development of similar uses to the 2008 permission, but with some uses (such as the retail and residential elements) being at a significantly smaller scale than previously proposed, to enable the hospital to be included.

The current application on the site (Ref: 74390/O/2009) seeks permission for up to a hospital/health care facility (Classes C2/D1 – 5510 sq.m); ice rink (Class D2 - 6150 sq.m); food retail (Class A1 - 1380 sq.m); non-food retail, restaurants and cafes, drinking establishments and hot food takeaways (Classes A1, A3, A4 and A5 - 5380 sq.m); residential (Class C3 - 31 apartments); offices (Class B1 - 8970 sq.m) management suite (Class B1 - 140 sq.m) hotel (Class C1 - 125 bedrooms); health club/gym (Class D2 - 370 sq.m); climbing wall (Class D2 - 310 sq.m); vehicle parking; associated plant and service areas; highway alterations and creation of new areas of public realm

We also note that one of three options for the future development of Altrincham Hospital involves the

| relocation of the hospital to part of this site. | |
|---|---|
| **Evaluation Criteria** | **Comment** |
| Location in PPS6 terms (in centre, edge of centre, or out of centre) | Town Centre |
| Availability (short/medium/long-term) | Understood to be available in the short/medium term. |
| Scale of Development which could be accommodated and any constraints to tall buildings | The approved redevelopment includes fairly large scale buildings.<br>We note that there are some residential properties opposite the site. |
| Suitability for different types of town centre uses being considered by this study (offices, hotels, theatres, museums, galleries, concert halls and conference facilities) | The site is suitable for a range of town centre uses – all of the uses considered by this study. The Altair planning permission and current application for the site include two uses considered by this study: a c 135 bed hotel and c 8,500 sq.m of offices. |
| Possible Alternative Uses | The Altair proposals also include retail, bars/restaurants, residential, a health/leisure club, climbing wall and ice rink. The current application additionally includes a hospital. This is because one of three options for the future development of Altrincham Hospital involves the relocation of the hospital to part of this site |
| Attractiveness to market | The site is currently located outside of the current primary-retail area. This means that it may be attractive to a range of other town centre uses not requiring a prime-retail location. The site also benefits from excellent accessibility, being adjacent to the transport interchange. |
| Development Constraints (e.g. topography, accessibility, flood risk, gas holders, contamination, pylons) | The site is located to the east of the railway and is physically detached from the existing primary shopping area; it would need to be ensured that any development of the site is carefully integrated with the rest of the town centre. |
| Public Transport Access | The site is adjacent to Altrincham transport |

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| | interchange (bus station and metrolink terminus). The site is adjacent to Moss Lane, along which some buses are routed. Pedestrian access to the site from the interchange is provided via footbridges, but it will be important to improve pedestrian access from the interchange and primary shopping area. Cycle lanes are provided in nearby roads. |
| Regeneration benefits of developing the site | We agree with the Retail and Leisure Study, which concluded that the (now committed) mixed-use development of this site will significantly contribute both in quantitative and qualitative terms to the existing town centre offer in Altrincham and assist in attracting residents once more from a wider catchment who may have come to rely on other centres. |
| **Overall Development Prospects** | The site provides a significant opportunity for the provision of new, mixed-use town centre development in Altrincham in the short-medium term. |

| Development Site: | NLP Reference | Area (ha) |
|---|---|---|
| **Greenwood Street/Shaws Road, Altrincham** | **A2** | 1.14 |

| **Current Use/Status** | |
|---|---|
| The site is currently used by Altrincham General Hospital and by an outdoor market and market hall, shops, services, restaurant/bars. There are also some residential uses above the shops.<br><br>Policy S6 of the UDP states that the Council will promote the regeneration/redevelopment of this historical part of Altrincham town centre for retail (on Greenwood Street itself), commercial, residential, Civic/town square, Market place, cafes and restaurants.<br><br>The Hospital Trust is currently considering three options for the future of Altrincham hospital: retaining the hospital on its current site; relocating the hospital to the Altair site (adjacent to Altrincham interchange); or relocating the hospital to a site on Railway Street (City branch proposal). The future of Altrincham General Hospital on this site is therefore uncertain: it is currently unclear as to whether Altrincham General Hospital is staying on this site or re-locating within Altrincham. If the Hospital stays on this site, then it must be ensured that any adjacent new development does not prejudice the continued operation of the hospital. If the hospital relocates, then this would present the opportunity for the hospital buildings to be re-furbished for conversion to an alternative use – probably for a mix of uses including offices. The hospital is not listed but is within a conservation area so any redevelopment would need to be sensitive and would probably not be of large-scale. The recent redevelopment and extension of Altrincham Town Hall provides a suitable model for the possible future of this site. | |
| **Evaluation Criteria** | **Comment** |
| Location in PPS6 terms (in centre, edge of centre, or out of centre) | Town centre. |
| Availability (short/medium/long-term) | No specific opportunities for new developments or conversions have been identified at this stage apart from the possible opportunity to convert the hospital if it becomes available. However, the timescales are currently unclear. |
| Scale of Development which could be accommodated and any constraints to tall buildings | The site is within the historic market quarter conservation area, is close to residential properties and is occupied by existing buildings. The site therefore has limited potential for large scale new development. However, opportunities for small-scale redevelopments may arise, for example the buildings opposite the hospital and market could potentially be redeveloped for an art gallery or offices.<br><br>There may be opportunities for buildings to be |

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| | converted for the town centre uses considered by this study. No specific opportunities have been identified apart from the possible conversion of the hospital (see above) if it becomes available. |
| Suitability for different types of town centre uses being considered by this study (offices, hotels, theatres, museums, galleries, concert halls and conference facilities) | Suitable for small-scale offices, hotels, museums and galleries through the conversion of existing buildings including the hospital. The potential for conversion of existing buildings for theatres, concert halls and to some extent conference facilities is more limited due to the specific internal space requirements of these uses and the constraints of the site in a Conservation Area. No specific opportunities for new buildings in this area have been identified, but may come forward over the plan period. |
| Possible Alternative Uses | The area is identified by the UDP as also being suitable for retail, residential, cafes, restaurants and civic uses. We agree that these are also suitable uses for this location, but as set out above, specific/known development opportunities are limited in the short term. |
| Attractiveness to market | The site is currently located outside of the current primary-retail area. This means that it may be attractive to a range of other town centre uses not requiring a prime-retail location. The site also benefits from good accessibility, within easy walking distance of the transport interchange.<br><br>However, the constraints presented by the historical buildings in this location and the site's location in a conservation area will limit the area's attractiveness to the market. |
| Development Constraints (e.g. topography, accessibility, flood risk, gas holders, contamination, pylons) | The site is constrained by its location within a conservation area and the historical buildings in the area. |
| Public Transport Access | The site is within 300m of Altrincham bus interchange and Metrolink station. Closer bus services are provided from Stamford New Road/Railway Street. |
| Regeneration benefits of developing the site | The area provides an important function as a transitional area between the primary retail area and neighbouring residential areas. Encouraging |

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| | a continued mix of town centre uses in this location will encourage this role to be retained. As noted in the Retail Study, the Council should also seek to improve pedestrian linkages and the physical integration between the main shopping areas with the Market area. |
| **Overall Development Prospects** | If the hospital remains in its current location, the site has limited development prospects identified at this time, although some small-scale conversion/redevelopment prospects may come forward over the plan-period, east of Greenwood Street.<br><br>However, if the hospital is relocated to another site then the opportunity to convert or redevelop the hospital buildings for office, hotel, theatre, museum, gallery, concert hall or conference facility use should be considered, subject to the buildings' suitability for these uses and commercial viability. |

| **Development Site:** | **NLP Reference** | **Area (ha)** |
|---|---|---|
| **Woodlands Road/Springfield Road, Altrincham** | **A3** | 2.65 |

**Current Use/Status**

A mix of uses is located in this area predominantly including offices with a public house and residential.

An office quarter has grown around Woodlands Road and Stamford Street, replacing former other town centre uses that used to exist here including a cinema. There may be the opportunity for additional office development in this location/there exists a large office building fronting the A560/A56 – on the site of the Railway PH/properties in Springfield Road in the medium term.

| **Evaluation Criteria** | **Comment** |
|---|---|
| Location in PPS6 terms (in centre, edge of centre, or out of centre) | Edge-of town centre. |
| Availability (short/medium/long-term) | Medium/long-term only |
| Scale of Development which could be accommodated and any constraints to tall buildings | Residential buildings in Springfield Road. Otherwise commercial quarter. |
| Suitability for different types of town centre uses being considered by this study (offices, hotels, theatres, museums, galleries, concert halls and conference facilities) | Offices. |
| Possible Alternative Uses | Hotel if big enough site becomes available. |
| Development Constraints (e.g. topography, accessibility, flood risk, gas holders, contamination, pylons) | None identified. |
| Public Transport Access | A bus route runs along Woodlands Road adjacent to the area. The site is within 350m of Altrincham transport interchange. |
| Operator demand for space in this location | There has been a fairly significant amount of new office development in this area in recent years, suggesting that there may be demand for offices in particular in this location. The area benefits from a prominent location close to the A560/A56. |
| Regeneration benefits of developing the site | There are opportunities for new development in this area longer-term. There are also opportunities to enhance the physical relationship between the town centre (including the |

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| | redeveloped Stamford Quarter) and this location. |
| **Overall Development Prospects** | No short-term development prospects have been identified. |

| **Development Site:** | **NLP Reference** | **Area (ha)** |
|---|---|---|
| **Leisure Centre/Oakfield Trading Estate, Oakfield Road, Altrincham** | **A4** | 1.67 |

**Current Use/Status**

The site is currently occupied by Altrincham Leisure Centre together with several trading units some of which are vacant, but including bathrooms and bicycle retailers and a garage unit (comprising Oakfield Trading Estate). It adjoins the railway to the west.

| **Evaluation Criteria** | **Comment** |
|---|---|
| Location in PPS6 terms (in centre, edge of centre, or out of centre) | Town centre. |
| Availability (short/medium/long-term) | Only likely to be available in the longer-term. The development of the site would first require a replacement leisure centre and the relocation of existing businesses. |
| Scale of Development which could be accommodated and any constraints to tall buildings | The site would be suitable for large-scale development appropriate to its location adjacent to the Altair development. |
| Suitability for different types of town centre uses being considered by this study (offices, hotels, theatres, museums, galleries, concert halls and conference facilities) | The site is suitable for a range of town centre uses – all of the uses considered by this study. Whilst part of the site adjoins the railway, mitigation measures could be employed in any scheme to reduce impact. Light rail is the most frequent use of this stretch of railway. |
| Possible Alternative Uses | The site could also be suitable for other uses including leisure development. |
| Attractiveness to market | The site is currently located outside of the current primary-retail area. This means that it may be attractive to a range of other town centre uses not requiring a prime-retail location. The site also benefits from excellent accessibility. The development of the site could be seen as a potential extension to the Altair development.<br><br>The railway line acts as a barrier between the site and town centre but pedestrian footbridges already exist and integration with the town centre will need to be enhanced. |
| Development Constraints (e.g. topography, | None identified apart from the current lack of |

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| accessibility, flood risk, gas holders, contamination, pylons) | availability of the site (noted above).<br>Railway line. |
| Public Transport Access | The site is very close to Altrincham transport interchange. |
| Regeneration benefits of developing the site | If the Altair scheme is implemented, this site has the potential to expand the Altair development in opening up the eastern part of Altrincham town centre to more mixed town centre development and to greater integrate this eastern side with the rest of the town centre. |
| **Overall Development Prospects** | The site provides an opportunity for the provision of new, mixed-use town centre development in Altrincham in the longer-term. |

| Development Site: | NLP Reference | Area (ha) |
|---|---|---|
| **Grafton Centre Shopping Arcade, Altrincham** | **A5** | 0.34 |

**Current Use/Status**

The site comprises Grafton Mall and a partly vacant office block above. Grafton Mall is a 25-unit shopping centre which has a few national multiples, although we understand that the number of void units has increased in recent months in line with national trends. The 6-storey office block above is currently under-occupied and has planning permission to be converted into a budget hotel.

The future of this site is uncertain: the previous owners went into administration and the Centre is currently in the hands of the administrators.

Overall, it is clear that the development is not being utilised to its full potential.

| **Evaluation Criteria** | **Comment** |
|---|---|
| Location in PPS6 terms (in centre, edge of centre, or out of centre) | Town centre. |
| Availability (short/medium/long-term) | The office block is likely to be available in the short term. The shopping centre is however currently in use, although a number of vacancies exist. Furthermore, future changes to this site are dependent on the aspirations of its new owners. |
| Scale of Development which could be accommodated and any constraints to tall buildings | There is already a tall building (office block) on the site. Any new development/redevelopment would need to take into consideration the requirement to preserve the character and appearance of the nearby conservation area, although it would probably improve the appearance of buildings currently on site. |
| Suitability for different types of town centre uses being considered by this study (offices, hotels, theatres, museums, galleries, concert halls and conference facilities) | The office block has planning permission to be converted to a hotel, establishing the principle of hotels as an appropriate use. The site would also potentially be suitable for those museums, galleries, concert halls etc which require a high profile location. |
| Possible Alternative Uses | The site is currently partly in retail use and the Council may consider it appropriate that this use is retained, particularly considering the site's location on George Street (which is the main focus of retail frontage in the town). Secondary retail frontage (incorporating uses other than retail) may be accepted as appropriate on this site, given its |

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|---|---|
| | rather peripheral location in relation to the new primary retail frontage – Stamford Quarter. |
| Attractiveness to market | The site is located in a well-established retail location adjacent to George Street. However, it is at the periphery and could perhaps be considered a secondary retail area. The site may therefore be viable for all of the uses being considered by this study as well as retail. |
| Development Constraints (e.g. topography, accessibility, flood risk, gas holders, contamination, pylons) | None identified, although as noted above, the availability of the site is currently in question. Tall building on site. High redevelopment costs if it could not be converted. |
| Public Transport Access | The site is located approximately 300m from Altrincham metrolink station and bus interchange. |
| Regeneration benefits of developing the site | The site is recognised as under-used and not currently fulfilling its full potential. It is in a retail location and bringing the site into more active use (particularly the office element) would enhance the vitality of this part of the town centre. Visual improvements to the exterior of the office building would also generally improve the appearance of this high profile site. |
| **Overall Development Prospects** | There is the potential to convert/partially redevelop this prime town centre site. The availability of the site and willingness of future owners to make changes is unclear however, given the site is currently in the ownership of administrators. |

| Development Site: | NLP Reference | Area (ha) |
|---|---|---|
| **Builder's yard (Travis Perkins), Manor Road/Mayor's Road, Altrincham** | **A6** | 0.35 |

| **Current Use/Status** | |
|---|---|
| The site is currently in use as a builder's yard. | |
| **Evaluation Criteria** | **Comment** |
| Location in PPS6 terms (in centre, edge of centre, or out of centre) | Edge of Centre (the site falls just outside the town centre boundary). |
| Availability (short/medium/long-term) | We have no indication that the owners of the site have aspirations for it to be redeveloped. The site's availability to come forward is therefore unclear and it is assumed by this study that it will not become available in the short-term. |
| Scale of Development which could be accommodated and any constraints to tall buildings | The scale of development which could be accommodated on this site would be a little constrained by the site's proximity to residential properties and its location at a major road junction. However, overall medium-large scale development could be accommodated. |
| Suitability for different types of town centre uses being considered by this study (offices, hotels, theatres, museums, galleries, concert halls and conference facilities) | Providing that the loss of employment uses is acceptable, town centre uses could be an appropriate use for this location (and more appropriate than the current use). Development of the site for town centre uses could potentially compliment the planned extension to Altrincham town centre in the form of the Nikal scheme opposite. |
| Possible Alternative Uses | It may be considered appropriate for the site to continue to be used for its current use. However, we consider that the site presents a good longer-development opportunity for the extension of the town centre. |
| Attractiveness to market | Despite its location outside of the town centre, the site is at a prominent road junction and well located for public transport links. Uses which are not viable in the prime town centre area may be |

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|---|---|
| | particularly attracted to this area. |
| Development Constraints (e.g. topography, accessibility, flood risk, gas holders, contamination, pylons) | The site may be contaminated due to its current use.<br><br>Nearby residential properties. Site located at corner of busy road junction. |
| Public Transport Access | Although located outside of the designated town centre, the site is located within 300m of Altrincham metrolink station and bus station. |
| Regeneration benefits of developing the site | If the Altair scheme is implemented there will be the potential to extend the town centre to the east, if this is considered appropriate. The area benefits from its location close to services and public transport links. The redevelopment of this site for town centre uses as part of a planned extension to the town centre would improve the quantitative and qualitative offer of Altrincham town centre and improve the visual amenity of this high profile site. |
| **Overall Development Prospects** | The site provides an opportunity for the provision of new, mixed-use town centre development as part of a possible planned extension to Altrincham town centre in the longer-term. |

| Development Site: Moss Lane | NLP Reference | Area (ha) |
|---|---|---|
| **Builder's yard (Build Centre), Altrincham** | **A7** | 0.88 |

**Current Use/Status**

This large site is currently in use as a builder's yard.

| Evaluation Criteria | Comment |
|---|---|
| Location in PPS6 terms (in centre, edge of centre, or out of centre) | Edge of Centre (the site falls just outside the town centre boundary). |
| Availability (short/medium/long-term) | We have no indication that the owners of the site have aspirations for it to be redeveloped. The site's availability to come forward is therefore unclear and it is assumed by this study that it will not become available in the short-term. |
| Scale of Development which could be accommodated and any constraints to tall buildings | The scale of development which could be accommodated on this site could be a little constrained by the site's proximity to residential properties. However, overall, medium-large scale development could be accommodated on this large site. |
| Suitability for different types of town centre uses being considered by this study (offices, hotels, theatres, museums, galleries, concert halls and conference facilities) | Providing that the loss of employment uses is acceptable, town centre uses could be an appropriate use for this location (and more appropriate than the current use). Development of the site for town centre uses could potentially come forward as part of a planned extension to Altrincham town centre. |
| Possible Alternative Uses | It may be considered appropriate for the site to continue to be used for its current use. However, we consider that the site presents a good longer-development opportunity for the extension of the town centre complimenting the Nikal scheme if implemented. |
| Attractiveness to market | Despite its location outside of the town centre, the site is at a prominent road junction and well located for public transport links. Uses which are not viable in the prime town centre area may be |

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|---|---|
| | particularly attracted to this area. |
| Development Constraints (e.g. topography, accessibility, flood risk, gas holders, contamination, pylons) | The site may be contaminated due to its current use.<br>Nearby residential. Location at busy road junction. |
| Public Transport Access | Although located outside of the designated town centre, the site is located within 300m of Altrincham transport interchange. |
| Regeneration benefits of developing the site | If the Altair scheme is implemented there will be the potential to extend the town centre to the east, if this is considered appropriate. The area benefits from its location close to services and public transport links. The redevelopment of this site for town centre uses as part of a planned extension to the town centre would improve the quantitative and qualitative offer of Altrincham town centre and improve the visual amenity of this high profile site. |
| **Overall Development Prospects** | The site provides an opportunity for the provision of new, mixed-use town centre development as part of a possible planned extension to Altrincham town centre in the longer-term. |


Nathaniel Lichfield & Partners Limited
Registered Office: 14 Regent's Wharf,
All Saints Street, London N1 9RL

Registered in England No. 2778116
For full contact details and information on
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| Development Site: | NLP Reference | Area (ha) |
|---|---|---|
| **Railway Street, (southern end) Altrincham** | **A8** | 0.20 |

**Current Use/Status**

The site is currently occupied by a row of small retail units which are vacant.

We also note that one of three options for the future development of Altrincham Hospital involves the relocation of the hospital to this site.

Policy S6 of the UDP states that the Council will grant planning permission on this site for town centre uses "*where the development proposed is of a high standard and provides a strong sense of linkage with the existing town centre shopping streets and the existing/planned transport facilities.* Appropriate town centre uses to be developed in this area are identified as including food and non-food retail, sports/leisure and entertainment facilities, community facilities, hotel, public house, restaurants and cafés).

The site has planning permission (Ref: H/68732) for the demolition of existing buildings and erection of three to six storey buildings comprising retail/financial and professional services/restaurants and cafes/drinking establishments/hot food takeaways with 5,312 sq.m B1 offices above (approved 1 August 2008).

| **Evaluation Criteria** | **Comment** |
|---|---|
| Location in PPS6 terms (in centre, edge of centre, or out of centre) | Town centre |
| Availability (short/medium/long-term) | Assumed to be available for development. |
| Scale of Development which could be accommodated and any constraints to tall buildings | Any re-development would be required to take into consideration the requirement to preserve the character and appearance of the nearby conservation area. It is anticipated that the scale of development appropriate to the site would be medium-scale only. Residential apartment block adjoins to the south. |
| Suitability for different types of town centre uses being considered by this study (offices, hotels, theatres, museums, galleries, concert halls and conference facilities) | The site could be suitable for the range of town centre uses being considered by this study. We note that the site has planning permission for an office-led development. |
| Possible Alternative Uses | We note that one of three options for the future development of Altrincham Hospital involves the relocation of the hospital to this site.<br><br>It may be considered suitable for the site to continue in retail use of a secondary nature |

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|---|---|
| | including other non-retail uses. |
| Attractiveness to market | This site is likely to be attractive to the market: the adjacent site to the rear has seen recent investment in its redevelopment for leisure uses and the adjacent site to the south has been developed for residential apartment block although ground floor remains vacant (retail units). However, the site is not as prominent a location as some of the other sites which were assessed in Altrincham being at the periphery of the town centre. |
| Development Constraints (e.g. topography, accessibility, flood risk, gas holders, contamination, pylons) | None identified.<br><br>Residential apartment block adjacent. |
| Public Transport Access | The site is approximately 400m from Altrincham transport interchange. The site is adjacent to bus routes on Railway Street and Lloyd Street. |
| Regeneration benefits of developing the site | The site is currently vacant and properties are boarded up. Development would enhance the vitality and visual appearance of the area. |
| **Overall Development Prospects** | There is the potential to redevelop this site for other town centre uses and the site has planning permission for office-led mixed use development. Any development will be required to preserve the character and appearance of the nearby conservation area. |

| Development Site: | NLP Reference | Area (ha) |
|---|---|---|
| **Stamford House, (Station Buildings), Stamford New Road, Altrincham** | **A9** | |

| **Current Use/Status** | |
|---|---|
| Ground floor retail along frontages in Moss Lane and Stamford New Road (some vacant). 2/3 storeys of former offices above currently vacant. Upper storeys in state of disrepair. This historic building is Grade II Listed. | |
| **Evaluation Criteria** | **Comment** |
| Location in PPS6 terms (in centre, edge of centre, or out of centre) | Town centre |
| Availability (short/medium/long-term) | Upper storeys vacant, but ground floor in use (retail) |
| Scale of Development which could be accommodated and any constraints to tall buildings | Site is currently relatively densely developed. Due to the building's listed building status it would be suitable for re-use/conversion rather than re-development. The retail/commercial buildings on the opposite side of Railway Street are small scale. The site is also located within a conservation area. |
| Suitability for different types of town centre uses being considered by this study (offices, hotels, theatres, museums, galleries, concert halls and conference facilities) | This is large building, but constraints exist for its conversion due to listed status. May be suitable for conversion to hotel/art gallery or possibly re-use for offices, with ground floor retail remaining |
| Possible Alternative Uses | |
| Attractiveness to market | The upper storeys of this large building have been vacant for some considerable time, suggesting there are problems with its suitability for re-use. It does not appear to be currently marketed.<br>The constraints presented by the Listed Building status of this building may also impact its attractiveness to the market.<br>However, it is in a very prominent position within Altrincham town centre and the buildings are attractive in their appearance. The vacant space is large in scale. |
| Development Constraints (e.g. topography, | Adjacent to railway line although mitigation can |

| | |
|---|---|
| accessibility, flood risk, gas holders, contamination, pylons) | probably be introduced to reduce noise impact. |
| Public Transport Access | Excellent – adjacent to transport interchange |
| Regeneration benefits of developing the site | This is a highly sustainable site being adjacent to Altrincham interchange which has been proposed for modernisation. In May 2009, a new £1.5bn transport strategy was announced for Manchester following the demise of the Transport Innovation Fund bid. The Association of Greater Manchester Authorities submitted a new £1.5bn transport strategy to Secretary of State for Transport for approval. The transport secretary subsequently agreed to plans to fast-track £244m of projects included on this list – Altrincham new transport interchange is a priority scheme with funding identified. Such investment could act as a catalyst to the re-use of the upper floors of this large attractive currently vacant building. |
| **Overall Development Prospects** | There is the potential to re-use this site for other town centre uses. Any development will be required to preserve the character and appearance of the conservation area. Proposals to modernise the adjacent transport interchange could act as a catalyst to the re-use of this site. |


Nathaniel Lichfield & Partners Limited
Registered Office: 14 Regent's Wharf,
All Saints Street, London N1 9RL

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| Development Site: | NLP Reference | Area (ha) |
|---|---|---|
| **Washway Road/Hayfield Street/School Road, Sale** | **SA1** | 0.33 |

**Current Use/Status**

The site is occupied by a number of small retail units of fairly low quality offer and which would benefit from façade improvements.

The site is within a larger site designated by Policy S7ii of Trafford UDP for 'uses appropriate to a town centre'.

The remainder of the UDP designation to the south has already been redeveloped for a Marks and Spencer Simply Food store and mixed used development (comprising retail units, apartments and a dental surgery).

Part of the assessment site is identified by SPD2 (A56 Corridor Development Guidelines) as suitable for frontage improvements.

| Evaluation Criteria | Comment |
|---|---|
| Location in PPS6 terms (in centre, edge of centre, or out of centre) | Town centre. |
| Availability (short/medium/long-term) | Whilst it is understood that the Council owns some land within this site, the site is in a range of ownerships. Land assembly may constrain comprehensive redevelopment of the site. |
| Scale of Development which could be accommodated and any constraints to tall buildings | No specific constraints identified; the site would be suitable for a reasonably large scale of development, particularly the part of the site fronting Washway Road. |
| Suitability for different types of town centre uses being considered by this study (offices, hotels, theatres, museums, galleries, concert halls and conference facilities) | The site is just within the designated town centre boundary and if redeveloped, could be suitable for a range of town centre uses. The site is currently in retail use however. |
| Possible Alternative Uses | The retail study suggests that the Council should encourage the amalgamation of existing retail units fronting Washway Road/School Road. The study explains that the provision of larger and more modern floor plates will encourage national multiple retailers and significantly assist in re-establishing the pedestrian flow along the western end of School Road given that it is presently by-passed by local shoppers using Sainsbury's, Sale |

| | |
|---|---|
| | Waterside and The Square Shopping Mall. |
| Attractiveness to market | This site is likely to be attractive to the market: the adjacent site has seen recent investment in its redevelopment and the site is on a fairly prominent corner. |
| Development Constraints (e.g. topography, accessibility, flood risk, gas holders, contamination, pylons) | None identified. |
| Public Transport Access | Many bus routes run past the site on Washway Road including buses to Manchester City Centre. The site is approximately 400m from Sale Metrolink station. |
| Regeneration benefits of developing the site | The site is currently under-utilised. Development would enhance the vitality and visual appearance of the area. |
| **Overall Development Prospects** | There is the potential to convert/partially redevelop this site for other town centre uses. However, the site is understood to be in multiple ownership and so land assembly/lack of availability may be an issue with any redevelopment. |

| Development Site: | NLP Reference | Area (ha) |
|---|---|---|
| **Former Q Fashion, Broad Road/Wharf Road, Sale** | **SA2** | 0.70 |

**Current Use/Status**

The site is currently occupied by the former QS Fashions Outlet, which has recently become vacant. The building does not make a very positive contribution to the townscape of this area and the building has redevelopment potential.

The Retail and Leisure Study noted that the site represents a positive opportunity to secure new mixed-use development which would secure qualitative improvements in the townscape and complement the ongoing mixed-use development along the Bridgewater Canal corridor at Sale Waterside. The Retail and Leisure Study also noted that the QS Fashions site could be comprehensive developed with the adjacent site (to the rear, on Wharf Road) to ensure an appropriate transition between the town centre and surrounding residential areas. The site to the rear is in use as a Royal Mail depot and it is not known to be becoming available.

| **Evaluation Criteria** | **Comment** |
|---|---|
| Location in PPS6 terms (in centre, edge of centre, or out of centre) | The QS Fashions site is located within Sale town centre. The Post Office depot is just outside the town centre boundary (edge-of-centre). |
| Availability (short/medium/long-term) | NLP is not aware of the aspirations of the owners of this site and its availability is therefore uncertain. |
| Scale of Development which could be accommodated and any constraints to tall buildings | The scale of development which could be accommodated on this site would be a little constrained by the site's proximity to residential properties. However, overall medium-large scale development could be accommodated |
| Suitability for different types of town centre uses being considered by this study (offices, hotels, theatres, museums, galleries, concert halls and conference facilities) | The QS Fashions site is within the designated town centre boundary and if redeveloped, could be suitable for a range of town centre uses. The site was until recently in retail use, but may be more appropriately developed as a mixed-use development of town centre uses. |
| Possible Alternative Uses | It may be considered appropriate for the site to be in retail-only use. However, we consider that given the site's location away from the primary retail area, but in close proximity to public transport links, it may be appropriate to redevelop the site for other town centre uses if it is available. Residential may also be an appropriate use as |

| | |
|---|---|
| | part of a town-centre use led development. |
| Attractiveness to market | The site is currently located outside of the current primary-retail area. This means that it may be attractive to a range of other town centre uses not requiring a prime-retail location. However, the site is a little removed from the rest of the town centre and is divided from the rest of the town centre by the Metrolink line. |
| Development Constraints (e.g. topography, accessibility, flood risk, gas holders, contamination, pylons) | None identified. |
| Public Transport Access | The site is approximately 100m from Sale Metrolink station. The site is close to bus routes along Broad Road and Northenden Road. |
| Regeneration benefits of developing the site | This site has the potential to open up the south eastern part of Sale town centre to more mixed town centre development and to greater integrate this area with the rest of the town centre. |
| **Overall Development Prospects** | The site provides an opportunity for the provision of new, mixed-use town centre development in Sale. However, whilst QS Fashions is vacant, the aspirations of the site's owners are unknown. |


Nathaniel Lichfield & Partners Limited
Registered Office: 14 Regent's Wharf,
All Saints Street, London N1 9RL

Registered in England No. 2778116
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| **Development Site:** | **NLP Reference** | **Area (ha)** |
|---|---|---|
| **Bar 2 public house, Hope Road/Northenden Road, Sale** | **SA3** | 0.26 |

| **Current Use/Status** | |
|---|---|
| The site was formerly in use as a public house, which is now vacant. | |
| **Evaluation Criteria** | **Comment** |
| Location in PPS6 terms (in centre, edge of centre, or out of centre) | Town centre. |
| Availability (short/medium/long-term) | Short-term availability, however the Council is minded to grant approval to redevelop the site for sheltered housing and commercial floorspace. |
| Scale of Development which could be accommodated and any constraints to tall buildings | Would accommodate medium scale buildings to avoid impacting on adjacent residential buildings. |
| Suitability for different types of town centre uses being considered by this study (offices, hotels, theatres, museums, galleries, concert halls and conference facilities) | The site is just within the designated town centre boundary and if redeveloped, could be suitable for a range of town centre uses. |
| Possible Alternative Uses | An application to redevelop the site for the erection of 49 sheltered apartments and 193 sq.m commercial floorspace (A2 and B1 uses) was approved. |
| Attractiveness to market | This site has the potential to open up the south eastern part of Sale town centre for more mixed town centre development and to greater integrate this area with the rest of the town centre. |
| Development Constraints (e.g. topography, accessibility, flood risk, gas holders, contamination, pylons) | Railway, although noise impact should be capable of being mitigated. |
| Public Transport Access | The site is adjacent to Sale Metrolink station and Northenden Road (on which the site is located) is a major bus route. |
| Regeneration benefits of developing the site | The redevelopment of this site has the potential to open up the south eastern part of Sale town |

| | |
|---|---|
| | centre to more mixed town centre development and to greater integrate this area with the rest of the town centre. |
| **Overall Development Prospects** | The site provides an opportunity for the provision of new, mixed-use town centre development in Sale. However, the permission for the site to be redeveloped for sheltered housing with some commercial floorspace means that the availability of the site to come forward for the uses being considered by this study is uncertain. |

| Development Site: | NLP Reference | Area (ha) |
|---|---|---|
| **Mecca Bingo, 56 Washway Road, Sale** | **SA4** | 0.75 |

**Current Use/Status**

The site is currently in use as a Mecca Bingo with car park. We understand that interest has been expressed in possibly redeveloping the site.

| **Evaluation Criteria** | **Comment** |
|---|---|
| Location in PPS6 terms (in centre, edge of centre, or out of centre) | Edge of centre (the site is located approximately 150m from the designated town centre). However, the A56 (Washway Road) is a barrier to pedestrian links with the town centre. |
| Availability (short/medium/long-term) | The site is occupied by a Mecca Bingo and whilst we understand that interest has been expressed in the past in possibly redeveloping the site, the willingness of the owners to redevelop the site is unclear. |
| Scale of Development which could be accommodated and any constraints to tall buildings | Would accommodate medium scale buildings only, to comply with the scale of adjacent buildings and location close to residential dwellings. |
| Suitability for different types of town centre uses being considered by this study (offices, hotels, theatres, museums, galleries, concert halls and conference facilities) | The site is removed from both the retail heart of the town centre and the Metrolink station. The site may be appropriate for offices or an hotel. |
| Possible Alternative Uses | The Retail and Leisure Study identified that the site is not appropriate for retail development in the short to medium term due to its poor physical linkages with the primary retail area. The site may be possibly considered suitable for residential development. |
| Attractiveness to market | Recent office developments along Washway Road suggest this area is attractive to the office market. The site may possibly also be attractive to a hotel operator. However, the site may possibly be attractive to theatre operators to convert/redevelop for a theatre, concert hall, theatre or art gallery. |
| Development Constraints (e.g. topography, | Mature trees on site. |

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|---|---|
| accessibility, flood risk, gas holders, contamination, pylons) | |
| Public Transport Access | The site is on A56 Washway Road, which is a main bus route between Manchester and south of the borough. |
| Regeneration benefits of developing the site | The redevelopment of this site has the potential to open up the area to the southwest of Sale town centre to mixed town centre development and to greater integrate this area with the town centre. |
| **Overall Development Prospects** | The availability and market attractiveness of this edge-of-centre site is a little uncertain. However, the building could potentially be converted/redeveloped for offices, a hotel or a cultural facility. |

| **Development Site:** | **NLP Reference** | **Area (ha)** |
|---|---|---|
| **Sale Precinct (Six-Acre Centre), School Road, Sale** | **SA5** | 2.42 |

**Current Use/Status**

The site is currently in use as a shopping centre and office block (Acre House), both with potential to be upgraded/re-developed. The office block is under-occupied and has particular scope to be improved.

The site is allocated by UDP Policy S7iii, which identifies that the Council will "*support efforts to upgrade the facilities at the Six-Acre Centre*".

| **Evaluation Criteria** | **Comment** |
|---|---|
| Location in PPS6 terms (in centre, edge of centre, or out of centre) | Town centre |
| Availability (short/medium/long-term) | Understood to be under one ownership, although it is not known whether the owners have aspirations for the site to be redeveloped. Assumed to have medium-long term availability. |
| Scale of Development which could be accommodated and any constraints to tall buildings | Large-scale development. |
| Suitability for different types of town centre uses being considered by this study (offices, hotels, theatres, museums, galleries, concert halls and conference facilities) | The site is suitable for the full range of town centre uses considered by this study. For example, it could be re-developed/re-furbished for a mixed use development, led by retail and office uses but also possibly incorporating hotel or cultural uses. However, as the site is in a prime-retail location, the site may not be viable for all the uses |
| Possible Alternative Uses | Retail. |
| Attractiveness to market | This prominent location within Sale town centre is likely to be attractive to a range of uses. However, as the site is in a prime-retail location, it may not be viable for all of the uses being considered by this study. |
| Development Constraints (e.g. topography, accessibility, flood risk, gas holders, contamination, pylons) | None identified. |

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|---|---|
| Public Transport Access | The site is within 200m of Sale Metrolink station. Bus routes run close to the site on Springfield Road and Northenden Road. |
| Regeneration benefits of developing the site | The site is recognised as under-used and not currently fulfilling its full potential. It is in a prime location and bringing the site into more active use (particularly the office element) would enhance the vitality of this part of the town centre. Visual improvements to the exterior of the building would also generally improve the appearance of this high profile site. |
| **Overall Development Prospects** | There is the potential to convert/partially redevelop this prime town centre site. The availability of the site and willingness of the owner to make changes is unclear however. |

| Development Site: | NLP Reference | Area (ha) |
|---|---|---|
| **Newton Street/Lacy Street, Stretford** | **ST1** | 1.07 |

**Current Use/Status**

The site is currently in use as a car park.

The site is allocated by UDP Policy E13 as a strategic development site providing a high quality local employment opportunity. UDP Policy S8ii provides more details of the Council's aspirations for the site: it promotes the development of the site for "*business use that would contribute to the retail and commercial regeneration of the town centre*".

The Retail and Leisure Study states that the site could potentially accommodate a bulky goods retail development.

| **Evaluation Criteria** | **Comment** |
|---|---|
| Location in PPS6 terms (in centre, edge of centre, or out of centre) | Edge of centre (the site is adjacent to the designated town centre boundary, although we note that Chester Road (A56) is a significant barrier between the site and the town centre) (Arndale). |
| Availability (short/medium/long-term) | Assumed to be available, although alternative car parking provision would be required if the site is developed. |
| Scale of Development which could be accommodated and any constraints to tall buildings | This prominent, corner site would benefit from a reasonable scale development. |
| Suitability for different types of town centre uses being considered by this study (offices, hotels, theatres, museums, galleries, concert halls and conference facilities) | The site is in a prominent location at the junction of Chester Road and Edge Lane. The site could be suitable for office development attracted to an A56 frontage location. The site may possibly also be suitable for museums and galleries meeting a local need. |
| Possible Alternative Uses | The site may be suitable for retail use (particularly in the long-term), as an extension to Stretford town centre. |
| Attractiveness to market | The attractiveness of this area to hotel and conference facility operators is likely to be limited due to the nature of the immediate surroundings. However, the site may be attractive to the office market. It may also be appropriate for museums/galleries meeting a local/niche need. |

| | |
|---|---|
| Development Constraints (e.g. topography, accessibility, flood risk, gas holders, contamination, pylons) | Significant tree coverage on part of the site. |
| Public Transport Access | The site is located approximately 200m from Stretford Metrolink station. Chester Road and Edge Lane are both main bus routes. |
| Regeneration benefits of developing the site | Stretford town centre is currently under-performing both in terms of the quality of its provision and the quality of the shopping experience. The development of this site for offices or another town centre use could complement improvements proposed to the Arndale Centre. |
| **Overall Development Prospects** | The site appears to provide good potential for development to support an enhanced role for Stretford town centre, which is currently under-performing. |


Nathaniel Lichfield & Partners Limited
Registered Office: 14 Regent's Wharf,
All Saints Street, London N1 9RL

Registered in England No. 2778116
For full contact details and information on
Directors and Associate Directors please visit
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| Development Site: | NLP Reference | Area (ha) |
|---|---|---|
| **Essoldo Cinema, Chester Road, Stretford** | **ST2** | 0.53 |

**Current Use/Status**

This vacant building was formerly in use as the 'top rank' bingo club and previous to that was in use as the Essoldo Cinema.

The building is Grade II Listed.

UDP Policy S8iii states that the Council will favour proposals which promote *"the revitalisation of the leisure use of the Listed Essoldo building".*

| Evaluation Criteria | Comment |
|---|---|
| Location in PPS6 terms (in centre, edge of centre, or out of centre) | Edge of centre (the site is close to the designated town centre boundary, although we note that Chester Road is a significant barrier between the site and the town centre) |
| Availability (short/medium/long-term) | Assumed to be available. |
| Scale of Development which could be accommodated and any constraints to tall buildings | The redevelopment of the site is constrained by the site's Listed Building status. The site's development potential is therefore limited to the conversion of the existing building. |
| Suitability for different types of town centre uses being considered by this study (offices, hotels, theatres, museums, galleries, concert halls and conference facilities) | Given the Grade II Listing of the building and its internal configuration, it would be difficult to secure retail, hotel or office use of the site. However, the building could be suitable for conversion for use as a theatre, art gallery or concert hall. |
| Possible Alternative Uses | The site may be suitable for leisure uses (including the building's previous uses as a cinema or bingo hall). |
| Attractiveness to market | The attractiveness of the site to office, hotel and retail uses is limited due to the internal listed constraints of the building. However, the building is in a prominent location at the corner of Chester Road and Edge Lane and could be attractive to uses for which the building is suitable. It is suspected that public sector funding may possibly be required to ensure the sustainable future use of this building for cultural use. |

| | |
|---|---|
| Development Constraints (e.g. topography, accessibility, flood risk, gas holders, contamination, pylons) | Grade II Listed Building status. |
| Public Transport Access | The site is located approximately 200m from Stretford Metrolink station. Chester Road and Edge Lane are both main bus routes. |
| Regeneration benefits of developing the site | The conversion of this building would bring a well known and prominent building back into use and improve the visual amenity of this site. |
| **Overall Development Prospects** | This Grade II Listed building has potential to be converted for uses such as a cultural or leisure (including uses considered by this study such as a theatre, art gallery or concert hall). However, the building's configuration means that it is unlikely to be attractive to uses such as retail, hotels and offices. |

| Development Site: | NLP Reference | Area (ha) |
|---|---|---|
| **Victoria Parade, Higher Road, Urmston** | **U1** | 0.58 |

| **Current Use/Status**<br><br>Currently the site is a 1960s precinct development. The Retail and Leisure Study identifies that the development is of poor design quality with narrow circulation space and small unit sizes and that whilst anchored by a small Somerfield store, the existing retail offer is poor with several vacancies and it is clear that the Parade does not contribute in qualitative terms to the existing town centre retail offer. | |
|---|---|
| **Evaluation Criteria** | **Comment** |
| Location in PPS6 terms (in centre, edge of centre, or out of centre) | Town centre |
| Availability (short/medium/long-term) | Assumed to be available in the medium term, subject to the aspirations of the owners. |
| Scale of Development which could be accommodated and any constraints to tall buildings | Would accommodate medium scale buildings, to comply with the scale of adjacent buildings. |
| Suitability for different types of town centre uses being considered by this study (offices, hotels, theatres, museums, galleries, concert halls and conference facilities) | The site is suitable for the full range of town centre uses considered by this study, for it could be re-developed for a mixed use development including a range of town centre uses, including those considered by this study. |
| Possible Alternative Uses | Retail. Possibly residential as part of a town centre use development. |
| Attractiveness to market | This prominent location within Urmston town centre is likely to be attractive to a range of uses. However, we understand the attractiveness of Urmston to the hotel and office market is more limited than some other locations in Trafford. |
| Development Constraints (e.g. topography, accessibility, flood risk, gas holders, contamination, pylons) | None identified. |
| Public Transport Access | The site is approximately 100m from Urmston railway station. Bus routes run past the site on Railway Road and Higher Road. |
| Regeneration benefits of developing the site | The site is recognised as not currently fulfilling its full potential. It is in a prime location and bringing the site into more active use would enhance the vitality of this part of the town centre. Re- |


Nathaniel Lichfield & Partners Limited
Registered Office: 14 Regent's Wharf,
All Saints Street, London N1 9RL

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| | |
|---|---|
| | development/upgrading would also generally improve the appearance of this area of the town centre. |
| **Overall Development Prospects** | There is the potential to redevelop this prime town centre site for a mix of town centre uses including retail given its location. The availability of the site and willingness of the owner to make changes is unclear however. |


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