



Strategic Objectives

SO1 Deliver the homes that Trafford needs

- A. Deliver homes for the residents of Trafford within distinct and attractive neighbourhoods.
- B. Promote a good choice of high quality, accessible, energy efficient housing people can afford in sustainable locations, of a size, mix, density and tenure needed.
- C. Address the housing shortage through the provision of affordable and social rented housing in the right mix to support the needs of all, including an ageing population.

SO2 Make Trafford healthy, accessible and equal for all

- A. Require development to create places which can be used by anybody regardless of age, sex or disability to create safe, strong, cohesive and resilient communities.
- B. Reduce inequality and isolation and support the provision of facilities and services to meet community needs, supporting life-long physical activity.
- C. Reduce inequalities in health, wellbeing and quality of life, creating neighbourhoods and places where people choose to live, enjoy and work.

SO3 Ensure Trafford's resilience and carbon neutrality

- A. Require all new development to be carbon neutral by 2028.
- B. Promote the use of new technologies to help combat and adapt to climate change, minimising the impact of all new development on the environment, whilst protecting the character of the built environment within the borough.
- C. Harness the role that green and blue environments play in mitigating Climate Change and its effects.
- D. Strengthen resilience to the impacts of flood risk, extreme heat and weather events.



- E. Prioritise brownfield development by encouraging the reuse and redevelopment of derelict land and buildings.

SO4 Sustain Trafford's economic growth

- A. Protect existing well performing employment land.
- B. Attract new, high quality and diverse investment, enabling Trafford to remain competitive and contribute to the growth of the local, Greater Manchester and regional economies.
- C. Ensure Trafford is digitally connected and embraces new technological developments.

SO5 Champion Trafford's workforce and young people

- A. Enable Trafford's young people to thrive, improving their skills, qualifications and opportunities to enter the local workforce.
- B. Address the need for education and skill provision as required to meet the needs of a modern economy providing good quality, sustainable jobs.
- C. Require employment and skills opportunities as part of new developments.

SO6 Support vibrant town and designated centres

- A. Promote a greater diversity of appropriate uses, including residential development, and strengthen the evening economy.
- B. Bolster the vitality and viability of town centres which will be the focus for office, retail, leisure and cultural activity.
- C. Recognise the important role that District and Local centres play in the local community and economy.

SO7 Protect and improve the natural environment and connect green assets

- A. Achieve biodiversity net gain.
- B. Protect and enhance designated green and blue spaces.
- C. Strengthen and expand Trafford's green infrastructure network and improve its accessibility.



- D. Create a high quality, varied and connected network of accessible open spaces and outdoor sports and recreation facilities, including within new development sites.

SO8 Sustainable movement

- A. Integrate development so that housing, employment, retail, open space, community facilities and transport are well connected.
- B. Encourage sustainable and efficient patterns of movement through an enhanced walking, wheeling and cycling network and improved public transport provision. Including improved public realm within these networks.
- C. Improve and enhance east-west connections and improve permeability across major physical barriers.
- D. Prioritise the efficient use of land in the most sustainable well-connected locations in Trafford.

SO9 Support cultural and leisure assets

- E. Support the important role culture, tourism and leisure play in the local and regional economy.

S10 Design, heritage and placemaking

- F. Protect the historic environment and buildings.
- G. Maintain and strengthen local character and distinctiveness through high quality design and placemaking.

Consultation Question 1-3

Do you agree with the proposed Strategic Objectives and feel that they capture the priorities for Trafford?