

Introduction, Vision and Strategic Objectives

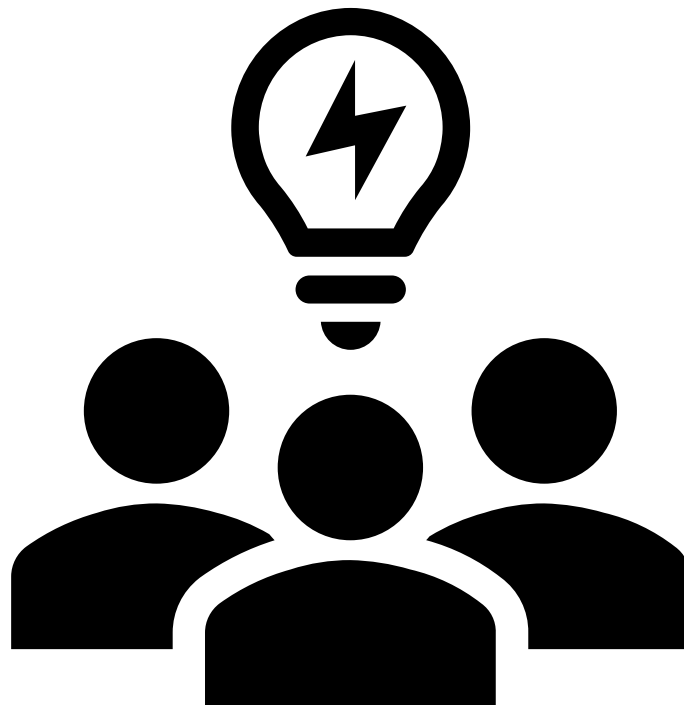




Table of Contents

Local Plan Policies Consultation 2025	4
Trafford Local Plan.....	6
The Places for Everyone Plan	14
Setting the Scene	15
Vision for Trafford	19
Strategic Objectives.....	21
Trafford's Localities	23



1. Draft Trafford Local Plan

Local Plan Policies Consultation 2025

- 1.1. The draft Trafford Local Plan has been published for public consultation from 24 April to 12 June 2025. This consultation relates **only** to the policies of the draft Trafford Local Plan, any site allocations and designations will be the subject of a separate future consultation later in 2025.
- 1.2. Involving local people, organisations and businesses is an important part of the planning process. The consultation is an opportunity for you to have your say on the draft Trafford Local Plan policies which will guide development in the borough for the next 15+ years.
- 1.3. The easiest way to respond to the consultation is online – via Citizen Space. The online consultation platform will guide you through the plan and provide an opportunity to comment on each policy.
- 1.4. If you need to respond by email or post, please send completed responses to:
 - Email – localplan.consultation@trafford.gov.uk
 - Post – Strategic Planning, Trafford Council, Trafford Town Hall, Talbot Road, Stretford. M32 0TH
- 1.5. Please ensure you include the following information:
 - Name and contact details
 - Organisation (where relevant)
 - What you are commenting on – which chapter, policy or section of the Local Plan. Including the policy reference and/or paragraph number.
 - Your comments – what you do or do not like about the policy / section of the Local Plan and the reasons why. Any alternative proposals or evidence base which could be considered.
- 1.6. Without this information it will not be possible to process or take proper consideration of your comments.



- 1.7. Questions have been included in the plan at the end of each policy and supporting text section to aid responses and are laid out as follows:

Consultation Question X-X

Consultation question text

- 1.8. The questions that are asked within this document are repeated on the online consultation platform to ensure that everyone has access to the same questions.
- 1.9. **Please note that it is not necessary to respond to all the consultation questions.**
- 1.10. Paper copies of the draft Trafford Local Plan policies and supporting documents are available to view at libraries across the borough. Further information is on the Trafford Council website.
- 1.11. A series of consultation drop-in sessions will be held during the consultation period where officers will be available to answer questions and help you respond to the consultation. Information on the time/date and venues for these events is on the Trafford Council website.

Data Protection

Please note all comments will be held by the Council and will be available to view publicly. Comments cannot be treated as confidential. Your personal information such as your postal and e-mail address will not be published, but your name and organisation (if relevant) will.

Trafford Council maintains a database of consultees who wish to be kept informed about planning policy matters such as the Local Plan. In responding to this consultation your contact details will automatically be added to the consultation database (if not already held). However, we will not automatically notify you of future consultations unless you 'opt in' on your consultation response. If you do not state you want to be on the



consultation database, it will be assumed that you do not wish to be notified of future consultations.

Trafford Local Plan

- 1.12. The Trafford Local Plan sets a vision and framework for the future development of the area, addressing needs and opportunities in relation to housing, the economy, community facilities and infrastructure – as well as a basis for conserving and enhancing the natural and historic environment, mitigating and adapting to climate change, and achieving well designed places.

Trafford Development Plan

- 1.13. The Trafford Local Plan is one of the main land use planning documents for Trafford. It will cover the period up to 2042 and forms part of Trafford's Development Plan, which sets out policies and proposals for land use in the borough. Planning law requires that applications must be determined in accordance with the Development Plan, unless material considerations indicate otherwise. It is therefore essential that the Council has an up-to-date Development Plan in order to manage the type and location of development within the borough, and to ensure that development is 'plan led'.
- 1.14. After the adoption of the Trafford Local Plan, Trafford's Development Plan will comprise the following:
- a) Trafford Local Plan;
 - b) Places for Everyone Plan;
 - c) Greater Manchester Joint Waste Plan (adopted April 2012);
 - d) Greater Manchester Joint Minerals Plan (adopted April 2013);
 - e) Civic Quarter Area Action Plan; and
 - f) Any adopted Neighbourhood Plans



Preparation of the Trafford Local Plan

- 1.15. Production of the Trafford Local Plan began in 2021 when a public consultation (Regulation 18) was held on a draft Local Plan. Comments were invited on the draft plan, and these were then analysed, and a Consultation Report was prepared and published on the Trafford Council website. The feedback received from the 2021 consultation has been considered in the preparation of the draft Trafford Local Plan.
- 1.16. Work on the Local Plan was then paused, while the Places for Everyone (PfE) Plan was progressed, which was adopted in March 2024. PfE provides the overarching strategy for the Trafford Development Plan and the Trafford Local Plan will be linked to it and will provide the detailed, Trafford specific policies.
- 1.17. In addition, since 2021 the national policy landscape has changed, and the draft Trafford Local Plan therefore reflects this.
- 1.18. A staged approach is being taken to the preparation of the draft Trafford Local Plan. This consultation relates to the first half of the Plan – the Strategy, Vision and Objectives and the thematic policies. A further consultation will be undertaken later in 2025 on the proposed allocations for housing, employment and other uses, as considered appropriate.
- 1.19. The two parts of the draft Trafford Local Plan will then be joined together into one Local Plan at the publication (Regulation 19) stage and published for consultation, in advance of submission to the Secretary of State for Examination.

Relationship between the Trafford Local Plan and the Council's Corporate Priorities

- 1.20. Trafford Council's Corporate Plan, 'Our Trafford, Our Future 2024-27' describes the Council's vision and priorities for the borough.

The Corporate Plan identifies five priorities:

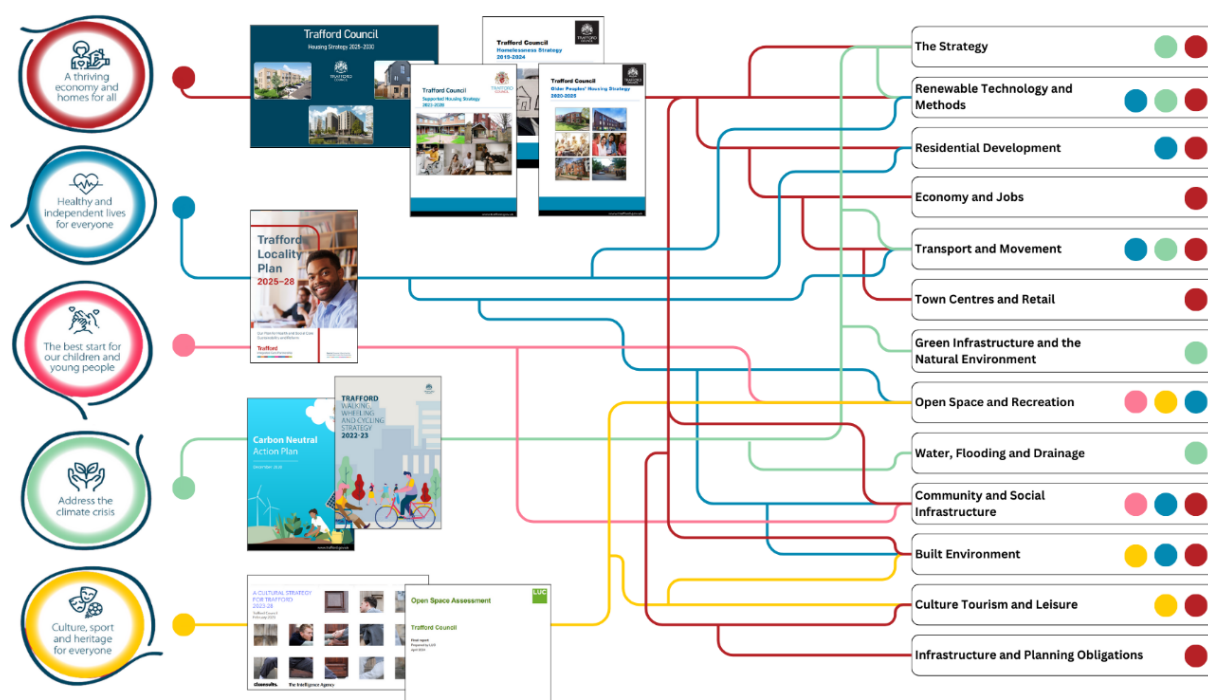
- a) The best start for our children and young people



- b) Healthy and independent lives for everyone
- c) A thriving economy and homes for all
- d) Address the Climate Crisis
- e) Culture, sport and heritage for everyone

1.21. The draft Trafford Local Plan is led by the Corporate Plan and is the spatial expression of its vision and priorities. The links between the Corporate Plan and draft Trafford Local Plan are set out in Figure 1-1.

Figure 1-1: Link between corporate plan, other council strategies and local plan



Integrated Assessment (IA)

- 1.22. The draft Trafford Local Plan has undergone assessment to consider its potential social, economic and environmental effects. The IA identifies the type, nature and extent of these potential effects and how the draft Trafford Local Plan can address them.
- 1.23. The IA includes four separate but complimentary assessments:



- a) Sustainability Appraisal / Strategic Environmental Assessment – assesses the effects of the Local Plan across a range of environmental, social and socio- economic issues
 - b) Health Impact Assessment – assesses effects of the Local Plan on the health and well-being of the population and its ability to access health related facilities and services
 - c) Equalities Impact Assessment – assesses effects of the Local Plan in terms of equalities issue, with particular focus on disadvantaged or excluded groups of people.
 - d) Climate Change Risk Assessment - assess the effects of the Local Plan in terms of avoiding, mitigating or minimising the impacts of climate change
- 1.24. In addition, a Habitats Regulations Assessment (HRA) has been completed, which assesses the potential for the Local Plan to affect nature conservation sites and ensures it will not have a likely significant effect on them.
- 1.25. The draft IA and Habitats Regulations Assessment are available as part of the Local Plan consultation documents on the Trafford Council Strategic Planning web pages where you can complete online surveys to submit comments on them.

Evidence Base

- 1.26. Local Plans must be based on up to date and relevant evidence about the economic, social and environmental characteristics of the area. The draft Trafford Local Plan has been prepared taking in to account the existing available evidence base.
- 1.27. A significant evidence base was prepared for the PfE Plan, much of which is also relevant to the Trafford Local Plan. Where this is the case, reference is made to the specific evidence base document.



- 1.28. The production of the evidence base is an iterative process and when available it will be published on the Trafford Council Strategic Planning web pages.

Navigating the draft Trafford Local Plan

- 1.29. The draft Trafford Local Plan has the Trafford Locality Areas at its heart, and these are referenced throughout the document. There are four Localities in Trafford – North, South, Central and West - and these are shown on Figure 1-2.





- 1.30. The draft Trafford Local Plan is structured into thematic policy chapters within which are a series of policies. Each chapter has a symbol to aid navigation of the document, and these are shown below, alongside the chapter headings outline in Table 1-1 below.

Table 1-1: Guide to the Trafford Local Plan Chapter Numbers, Symbols and Names

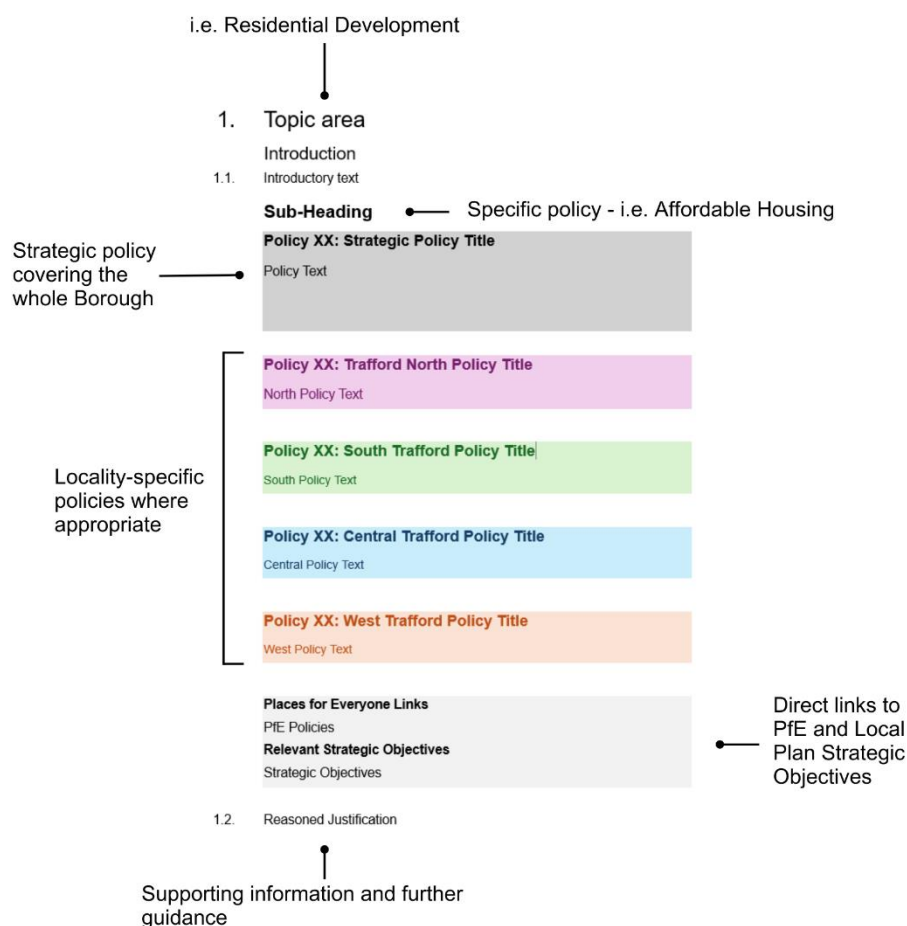
Chapter Number	Chapter Symbol	Chapter Heading
1		Introduction, Vision and Strategic Objectives
2		The Strategy
3		Renewable Technologies and Methods
4		Residential Development
5		Economy and Jobs
6		Transport and Movement
7		Town Centres and Retail
8		Green Infrastructure and the Natural Environment
9		Open Space, Sport and Recreation
10		Water, Flooding and Drainage
11		Community and Social Infrastructure



Chapter Number	Chapter Symbol	Chapter Heading
12		Built Environment
13		Culture, Tourism and Leisure
14		Infrastructure and Planning Obligations

- 1.31. Each policy starts with the strategic policy requirements, which apply across the borough. In some cases, there are additional policies which relate to a specific Locality Area, and these are shown in separate colour coded boxes. Figure 1-3 shows a template of how a chapter will look like.

Figure 1-3: Chapter template





- 1.32. At the end of each policy is a box indicating which PfE policies are relevant to the policy, alongside the relevant Local Plan Strategic Objective/s.
- 1.33. At the end of each chapter is information how the policies will be monitored however detailed information on monitoring indicators and the delivery and implementation of the policies will be determined following work on the Site Allocations stage of the Local Plan.
- 1.34. The draft interactive 'Policies Map' sits alongside the policies and shows how the draft Trafford Local Plan policies apply on the ground. This is available on the Strategic Planning webpages. The 'Policies Map' will be updated as the Trafford Local Plan progresses to take in to account allocations and policy designations.

Consultation Question 1-1

Do you support the draft Policies Map? Are there any changes required which would improve it?

The Places for Everyone Plan

- 1.35. Places for Everyone (PfE) is a long-term plan of nine Greater Manchester districts (Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Tameside, Trafford and Wigan) for jobs, new homes and sustainable growth.
- 1.36. It sets out the number of new homes required, where businesses will locate to sustain and create jobs, identifies strategic allocations and what infrastructure is needed to support the development and to protect and enhance our towns, cities and landscapes. It covers a timeframe up to 2039.
- 1.37. PfE was adopted by Trafford Council on the 21 March 2024, and it forms part of the statutory Development Plan for the borough.

Scope of the draft Trafford Local Plan

- 1.38. PfE sets the high-level strategy and policies and therefore must be read alongside the draft Trafford Local Plan.



- 1.39. In some cases, the PfE policies are considered to provide sufficient guidance and requirements on a particular issue, and therefore the draft Trafford Local Plan will not cover these policy areas. Each policy chapter will include information on which policies are not covered as they are within PfE.
- 1.40. With the adoption of this draft Trafford Local Plan, it is the intention to replace all current and saved UDP and Core Strategy policies.

Setting the Scene

- 1.41. Trafford is located in the southwest of Greater Manchester and has a population of around 237,000 people (8.5% of the Greater Manchester population) and has a diverse mix of communities. It is one of the smaller boroughs within Greater Manchester, covering an area of approximately 10,600 hectares (26,200 acres or 41 square miles).
- 1.42. To the north and east, Trafford adjoins the Metropolitan Districts of Salford and Manchester and, to the south, Warrington Council and Cheshire East Council, where the River Bollin forms the borough boundary.
- 1.43. Trafford has important centres for industry and business with major and long-established industrial estates, such as Trafford Park which is one of the largest in Europe, a high-quality natural environment including leafy suburbs and large areas of countryside (the majority of which being Green Belt).
- 1.44. Trafford has an outstanding educational infrastructure and is consistently amongst the top five local authorities in the country for educational attainment. Demand for housing in Trafford is very strong; the average house price in Trafford was £386,000 in December 2024 (provisional), up 7.6% from December 2023.
- 1.45. Trafford benefits from secure and reliable high-speed fibre optic internet connectivity that is amongst the best in the country with 99% of the borough covered by superfast broadband. Trafford is also a hugely



popular visitor destination attracting significant numbers of visitors to its many attractions, including Imperial War Museum North and world class sporting destinations such as Manchester United Football Club and Lancashire County Cricket Club. The Trafford Centre Rectangle is one of the largest retail and leisure destinations in the UK, boasting the Trafford Centre, Chill Factore, iFly, Sea Life Manchester and LEGOLAND Discovery Centres, and Aerial Extreme which together attract over 40 million visitors per year.

- 1.46. Trafford is highly accessible with links to the motorway, rail and Metrolink networks, and canals. Manchester Airport is located immediately adjacent to the Trafford Borough Boundary, providing access to international markets. In addition, the completion of the Metrolink extension in 2020 ensures Trafford Park and Trafford City has increased Trafford's accessibility by non-car transport.

Trafford in the Sub-Region

- 1.47. The draft Trafford Local Plan will contribute to and support the vision of the Greater Manchester City Region becoming a world class city. Trafford is one of the main economic drivers in the City Region's economy. Given Trafford's role in the City Region, we must ensure, through the implementation of this Plan, that growth benefits not only Trafford's residents but also that it contributes to the wider aspirations for Greater Manchester.
- 1.48. Trafford's economic output stands at around £8.1bn, making it the second largest contributor to GM's economy and comprising 13% of the City region's economy. Trafford forms an important part of the southern corridor of business activity which extends out from GM's regional centre. It is home to a number of key employment assets and over 11,000 businesses. Over the last two decades Trafford has accounted for almost one in four new jobs created across the city region (GMFM, Oxford Economics).
- 1.49. Trafford Park, a major industrial location for Trafford, GM, the North West, and the UK, is home to over 1,300 businesses and over 41,000



employees. It has a diverse employment base including retail, wholesale, digital services and professional services. The park includes major business brands including Kelloggs, Adidas, Misguided, Cargill, Unilever, and Amazon, and is a significant economic asset and a strategic employment site in Greater Manchester.



Figure 1-4: Key Diagram

Key

- Motorway
- Main roads
- River Mersey / Bridgewater canal
- - - Manchester Ship canal / River Bollin
- Metrolink line / stop
- Railway line / station
- / / / Green Belt
- Green Infrastructure Network
- PfE Allocations
- Main town centre
- Town Centre
- District Centre
- North Locality
- South Locality
- Central Locality
- West Locality
- ⚽ MUFC Stadium
- / LCCC Ground
- 🦌 Dunham Massey
- ✈️ Manchester Airport
- ⚓ Longford Park
- ⚓ Sale Water Park



© Crown Copyright and database right 2025 Ordnance Survey AC0000809316



Vision for Trafford

Trafford's Local Plan will ensure that by 2042 all our residents, businesses and communities are thriving by addressing the climate crisis locally, with ambitious targets for new development. Through these targets and the delivery of resilient and well-adapted sustainable communities that are attractive and well-designed, the borough will have achieved carbon neutrality by 2038.

Trafford's biodiversity will be enhanced and its natural assets protected for future generations, ensuring that green and blue spaces offer social and active opportunities for all.

Trafford will have a sustainable transport network with car free travel being the priority for how people get around. Reducing the need to travel overall as locally accessible services, job and facilities are in the right locations.

Trafford will have met its housing requirement; it will have addressed its acute need for affordable housing to ensure that people have the types of homes that they both want and need.

Trafford's town centres, designated centres and neighbourhoods will be successful and distinct and our communities will feel proud of them. Trafford will continue to be a destination for investment, competitive international businesses will be retained and new ones will be attracted to move in. There will be new opportunities for sustainable businesses that create a range of jobs. Trafford local workforce will be skilled and it will support the high performing local economy.



High quality design and place-making will be a part of all developments. Places promote people's well being and healthy lives by reducing physical and mental health inequalities. Trafford will have maximised its existing assets by recognising the role that its historic and built environment play in our lives. Trafford's international sporting and cultural attractions will continue to be successful popular visitor destinations.

Trafford will have successful indoor and outdoor education, recreation and leisure facilities sitting alongside social infrastructure, providing young people with the opportunities they need to grow and prosper.

- 1.50. This vision for the draft Trafford Local Plan sets out what type of place Trafford aspires to be at the end of the plan period responding to local challenges and opportunities, looking ahead to 2042 and setting the direction of travel for Trafford.
- 1.51. The Strategic Objectives, that follow, link to the Vision and are based around the three key roles for the planning system set out in the NPPF (social, economic and environmental). These objectives help to inform the Strategic Policies that also form chapter 2 of this plan.

Consultation Question 1-2

Do you agree with the proposed Vision for the Trafford Local Plan?



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?

Trafford's Localities

- 1.52. To assist with the management of work that goes on across the borough, Trafford Council has historically grouped its wards into four larger areas known as localities, named "North", "South", "Central" and "West".



1.53. The 21 electoral wards within Trafford (which came into force from 04 May 2023) have been grouped together into the following four localities:

- e) The North locality contains the wards of Gorse Hill & Cornbrook, Longford, Lostock & Barton, Old Trafford and Stretford & Humphrey Park.
- f) The South locality contains the wards of Altrincham, Bowdon, Broadheath, Hale, Hale Barns & Timperley South, Timperley Central and Timperley North.
- g) Central, North, South and West. The Central locality contains the wards of Ashton upon Mersey, Brooklands, Manor, Sale Central and Sale Moor.
- h) The West locality contains the wards of Bucklow-St Martins, Davyhulme, Flixton and Urmston.

Figure 1-5: Trafford's Wards and Localities



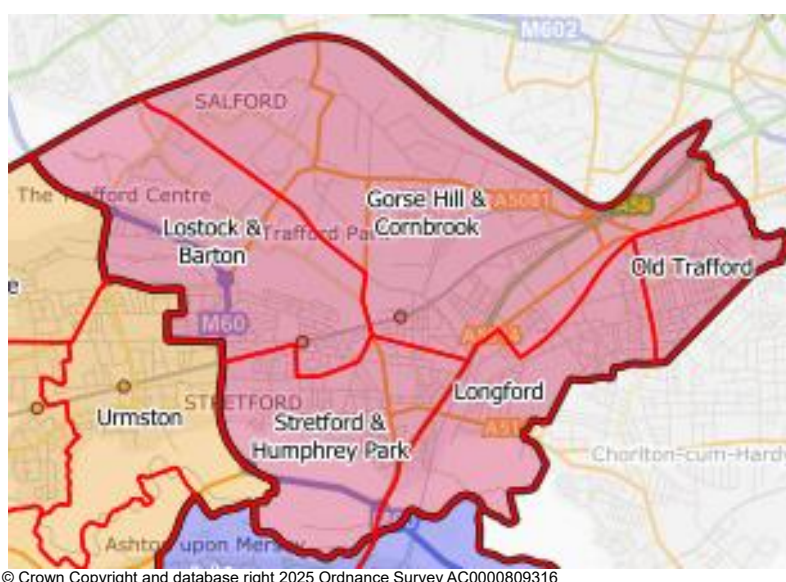
Contains OS data © Crown copyright and database right (2023)
Trafford Council | @traffordDataLab



Trafford North Locality Overview

- 1.54. Trafford North is bound to the North by the Manchester Ship Canal and the Salford City Council boundary. The Western Boundary largely follows the M60 Motorway, taking in some areas to the south of the Motorway too. The southern boundary follows The River Mersey (the historical boundary between Lancashire and Cheshire), whereas the eastern boundary borders Manchester City Council.

Figure 1-6: North Locality Plan



- 1.55. The population of Trafford North is 58, 875 with an average age of 36, indicating it is home to families, young professionals and children. Old Trafford has a significantly higher population density than any other ward in Trafford at 9,676 people per sq km. Old Trafford is the second most populated ward in Trafford, characterised by dense areas of terraced housing and significant regeneration.
- 1.56. Trafford North is home to a range of internationally renowned landmarks, notably Manchester United Football Club (Old Trafford) and Lancashire Council Cricket Club (Old Trafford). Other significant landmarks include the Trafford Centre, Trafford City, Trafford Park, the Imperial War Museum North and Longford Park.



- 1.57. An average of 28% of households have no access to a private car, relying on public transport which serves the area well. There are a large number of cyclists in Trafford North that commute to work/school/education via the A56 and Warwick Road.
- 1.58. The wards in Trafford North are predominantly densely developed residential environments. Homes in Trafford North are typically homes for families in the form of terraced and semi-detached dwellings, with new apartment redevelopments taking place in the north closer to Manchester City Centre. Trafford North has the largest proportion of flats and private rented homes in Trafford.
- 1.59. Trafford North is home to the Civic Quarter which is centred around Lancashire County Cricket Club and Trafford Town Hall. Plans adopted for the area, as part of the Civic Quarter Area Plan (CQAAP) include the potential delivery of up to 4,000 new homes and up to 50,000 sqm of new office and commercial floor space.
- 1.60. Trafford North is also home to the Trafford Centre and Trafford Park, Manchester Ship Canal and parts of the M60 cutting through the south west. The Trafford Centre and its surrounds is an out-of-town shopping centre attracting visitors from all over the North West. The shopping, restaurants and entertainment uses are complemented by surrounding major leisure uses including Dino Golf and the upcoming Therme spa resort.
- 1.61. Trafford Park is one of Europe's largest industrial areas and key to the Places for Everyone (PfE) Plan, where it is identified as part of the Core Growth Area, which includes the city centre and stretches from the Etihad Campus in the East to Port Salford in the West. Trafford Park is home to Manchester International Freight Terminal, with daily services to/from the major ports of Felixstowe, Southampton and London Gateway.
- 1.62. To the southern edge of Trafford North is Stretford Town Centre, offering local retail services, associated town centres and residential neighbourhoods. The Town Centre has been approved for regeneration



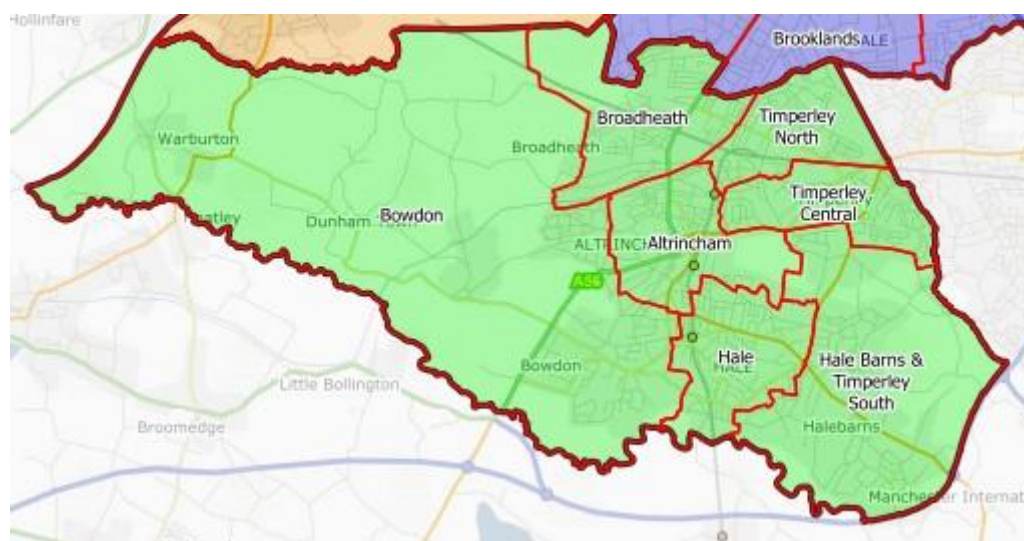
improvements to the retail, residential and public space environments. In the vicinity of Stretford Town Centre is Longford Park, one of Trafford's largest parks, offering public open space with athletic and cycling facilities and undergoing a programme of major improvements.

- 1.63. The majority of this southern area of Trafford North is greenbelt land and forms part of the Mersey Valley. Kickety Brook and Stretford Meadows, provide a natural habitat for wildlife. The Trans Pennine Trail runs alongside the brook providing a pleasant walking environment.

Trafford South Locality Overview

- 1.64. Located in the south of Trafford and south west of Greater Manchester, Trafford South is the largest of the four localities within the Local Plan and has a combined total residential population of 79,453 (in 2022).

Figure 1-7: South Locality Plan



© Crown Copyright and database right 2025 Ordnance Survey AC0000809316

- 1.65. Trafford South shares a boundary with a number of other local authority areas. To the east, the M56 and Fairywell Brook demarcate the boundary with Manchester (with Manchester Airport located adjacent to the east of the M56). The River Bollin to the south defines the boundary with Cheshire



East, and to the west the Manchester Ship Canal defines the boundary with Warrington Borough.

- 1.66. The character of Trafford South is largely defined by a predominately rural environment in the west and more urban environments in the east. Despite this clear distinction, both areas share similarities when compared to the rest of Trafford, particularly in relation to socio-economic factors.
- 1.67. Key factors which help distinguish Trafford South from the rest of the Borough include higher: household incomes, house prices, level of home ownership and households with three or more cars. In addition, Trafford South also experiences much lower levels of deprivation (with two localised exceptions in Broadheath and Timperley Central).
- 1.68. Bowdon Ward in the south west of Trafford is the largest ward within the Borough, and is characterised by several small villages surrounded by open countryside predominantly designated as Green Belt. The largely open and rural natural of the ward is significantly enhanced by the presence of The National Trust's Dunham Massey Estate and the River Bollin corridor.
- 1.69. In 2022, the number of residents within the ward was only 460 per km sq. In comparison, the Altrincham Ward to the east recorded 3,668 residents per km sq. In addition to its low rural densities, Bowdon Ward also has a significantly older population than the rest of Trafford. The median age for the ward was recorded as 46 in 2022, and 24.8% of the residents were aged 65 years or more (in 2022) the joint highest percentage within Trafford.
- 1.70. The other six wards of Trafford South, to the east of Bowdon Ward (Altrincham, Broadheath, Hale, Hale Barns & Timperley South, Timperley North and Timperley Central), form more built up environments comprising of the largely conjoined settlements of Altrincham, Bowdon, Hale, Hale Barns and Timperley.
- 1.71. Altrincham is the largest town within Trafford and acts as a sub-regional shopping centre (with Altrincham Market a particularly popular leisure



destination). It's at the hub of south Manchester's modern transport infrastructure, complemented by an integrated rail, Metrolink and bus Interchange, which has undergone significant redevelopment. It has an historic market quarter, which regeneration works continue to modernise and upgrade. Major developments to have taken place, including extensive public realm improvements which have revitalised the Stamford Quarter.

- 1.72. To the north of Altrincham Ward, Broadheath Ward is Trafford's most populated ward, with 13,087 residents (in 2022). It contains a mix of land uses, including the Broadheath industrial area which is a principal employment location within the south of the Borough. Adjacent to this area are a number of large scale retail units and Altrincham Retail Park, which are primarily located on the A56 junctions with George Richards Way and Atlantic Street.
- 1.73. Broadheath Ward also shares more characteristics with other Wards in Trafford Central, rather than neighbouring wards within Trafford South. In addition to the presence of large scale employment and retail, the Ward has the highest proportion of residents aged 15 years or younger, and one of the lowest proportions of residents aged 65 years or older. It also includes localised pockets of deprivation, with Trafford 019B ranked within the 3rd most deprived wards nationally (based on 2019 Indices of Deprivation).
- 1.74. To the east and south of Altrincham are the Wards of Hale, Hale Barns & Timperley South, Timperley Central and Timperley North. These wards are largely affluent areas, with an older median population of 42.5 years of age compared to the Borough average of 39.8. This combined area also see some of the highest levels of owner occupied housing within Trafford, along with Bowden Ward to the west.
- 1.75. Within the above wards, the village centres of Hale, Hale Barns and Timperley provide a range of local services and small scale retail. Hale



Village also has a train station, with regular services (via Altrincham) between Chester and Manchester Piccadilly.

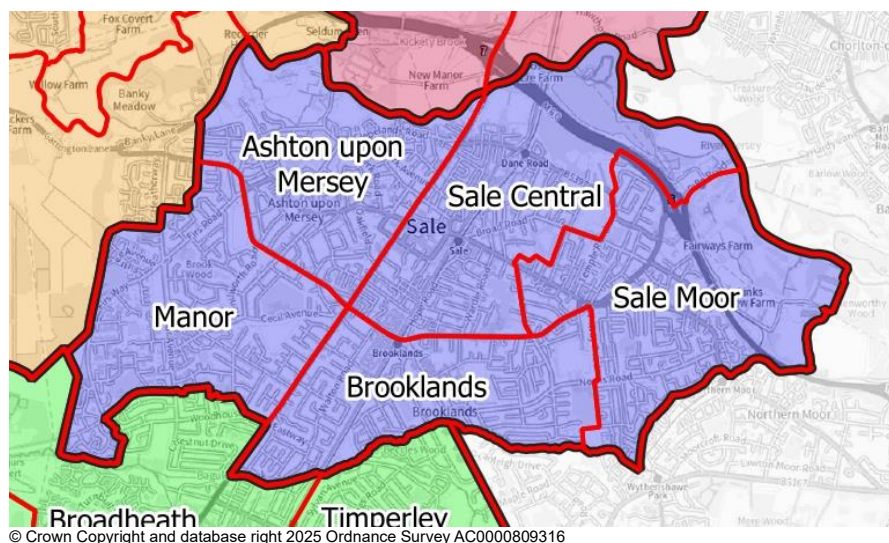
- 1.76. To the south east of Timperley and east of Hale & Hale Barns is the Places for Everyone Timperley Wedge allocation, also known as Davenport Green. This allocation will see the delivery of around 2,500 homes and 60,000 sqm of office employment space. It will also include a significant area of publicly accessible open space, through the creation of a new rural park (which will be retained as Green Belt), a new local centre, provision for a new primary school and an extension of Metrolink (including new stops) providing a western link between Manchester Airport and Wythenshawe. The eastern boundary of Davenport Green also includes land adjacent to the M56 which is currently safeguarded for a future nationally strategic rail connection and new rail station.

Trafford Central Locality Overview

- 1.77. Trafford Central is the smallest of the borough's four localities, made up from the wards of Ashton upon Mersey, Brooklands, Manor, Sale Central, and Sale Moor. It is tightly constrained to the north and west by Green Belt land in the form of the Mersey Valley and Carrington Moss (and the M60), and to the south the locality bounds with Trafford South's Broadheath and Timperley wards. To the east the area borders Manchester City Council Borough including Wythenshawe.



Figure 1-8: Central Locality Plan



- 1.78. Trafford Central is a largely residential, densely populated area of over 23,000 dwellings (based on the 2021 Census). It has a population of 56,156, consisting of 27,650 males (49.2%) and 28,506 females (50.8%). The median age across the locality is circa 40 years. The 2021 Census recorded most people to be of white ethnicity, and 18% of residents being from the BAME community. This latter figure represents a near doubling of BAME residents in Trafford Central since the 2011 Census (9.6%), and there has been a notable increase in Hong Kong born residents moving into the locality in recent years suggesting this trajectory is set to continue.
- 1.79. Average gross income in the area (£37,636) is above the national average (£34,632), and 69.5% of homes are owner occupied which is again above the national average of 62.3%. The 2023 Trafford Housing Needs Assessment noted the average market price for a home as £392,602 (UK average £302,000 and Greater Manchester average £254,000) with just 14% of housing tenure in the locality classed as affordable. However, these figures mask a disparity in Trafford Central. The government's Indices of Deprivation lists areas in Manor and Sale Moor in the most deprived groupings, and other parts such as Brooklands in the least deprived. Furthermore, the wards of Manor, Sale Moor, and Ashton upon



Mersey have significantly higher rates of emergency hospital admissions when compared to England suggesting poorer health.

- 1.80. Trafford Central benefits from a wide variety of green spaces and outdoor recreational activities, including at Sale Golf Club, Dainwell Woods, Sale Waterpark, the Trans Pennine Trail, and Bridgewater Canal. There are also four Green Flag parks in Trafford Central - Worthington Park, Walkden Garden, Woodheys Park and Walton Park. Although not awarded a Green Flag, Moor Nook Park is another notable green space in the locality.
- 1.81. Sale town centre provides the central focus for the locality with a day and night economy including a leisure centre, Stanley Square shopping centre, four supermarkets, a library, theatre and a cinema, as well as shops, eateries and services found along School Road, Washway Road (the A56) and Northenden Road. Sale Moor and Ashton Upon Mersey also have local centres with a well-preserved village quality.
- 1.82. The M60 Motorway, the A56, Metrolink (with three stops in the locality) and Bridgewater Canal pass through Trafford Central, making it a well-connected place with opportunities for sustainable development with active travel routes. Its central location in the borough and proximity to Manchester City Centre with excellent transport links make it a popular residential area.
- 1.83. However, whilst the A56 is the key arterial road for business and leisure use in Trafford Central and is an impetus for commercial activity, it does act as a barrier to sustainable transport and can be heavily congested at peak travel times with a negative environmental impact on local air quality and noise levels. This four-laned road splits Trafford Central and forms an obstacle for certain communities in accessing opportunities and services.
- 1.84. The recent improvements of Sale Stanley Square have been positive for the town, and its ongoing regeneration. There is still work to be done, with the Sale Movement Report making additional recommendations for improved links in and out of the town centre. The Sale Moor Place Plan

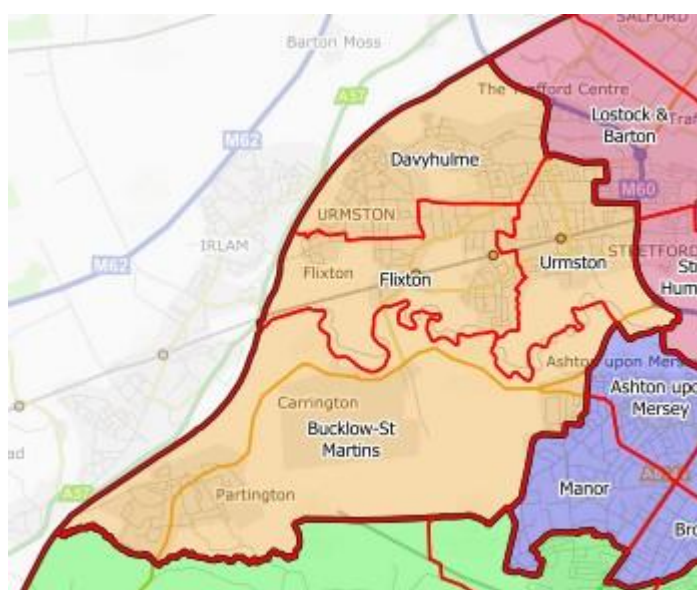


highlights additional opportunities within the locality including on the Warrener Stret car park site and the gyratory. There is also major regeneration of the Sale West estate happening including the delivery of new social housing, and the planned integration of Sale West with the significant New Carrington plans.

Trafford West Locality Overview

- 1.85. Trafford West is made up from the wards of Bucklow-St Martins, Davyhulme, Flixton and Urmston. It is bounded by the Manchester Ship Canal to the west and north. To the east by the M60, Trafford Centre and the residential areas of Stretford and Sale West. To the south it is bounded by the Sinderland Brook and Red Brook.

Figure 1-9: West Locality Plan



© Crown Copyright and database right 2025 Ordnance Survey AC0000809316

- 1.86. Trafford West is largely residential, with some areas of open countryside and industrial uses focused around Carrington. It has an estimated population of 43,791 as of mid-2022 (ONS/Nomis 2024). Broken down by age, there are 8,554 people aged 0 to 15, 26,325 people aged 16 to 64, and 8,912 people aged 65 and older. Davyhulme has the biggest population at 11,781 people and Bucklow-St Martins has the smallest



population at 10,145. Around 51.8% of the population are females and 48.2% of the population are males. 8.5% of the population in Trafford West belongs to Asian, Black, Mixed, or other ethnicities, compared to 22.3% of the overall Trafford population as of the 2021 Census (Census 2021 – ONS/Nomis, 2022). 91.5% of the population belong to a White ethnicity, 3.1% of the population belong to an Asian ethnicity, 1.5% of the population belong to a Black ethnicity, 3.2% belong to a Mixed/Multiple ethnicities, and 0.7% belong to other ethnicities.

- 1.87. In Trafford West, over half of households (51.1%) live in a semi-detached house, which is 7.3% more households than the Trafford average (43.8%), and 21.5% of people live in terraced housing. Less people in the West live in a flat (11.5%) than in Trafford as a whole (16.9%) (Census 2021 – ONS/Nomis 2022). More than half of households in Trafford West (62.8%) consist of one or two people, which is higher than the proportion of households in Trafford as a whole (60.8%). Trafford West has less people in households consisting of 4 or more people than the Trafford average, but more people in households consisting of 1 to 3 people. (Census 2021 – ONS/Nomis, 2022).
- 1.88. In Trafford West 58.7% of the adults (aged 16+) are in employment (full time and part time), which is slightly lower than Trafford as a whole (59.9%) (Census 2021 – ONS/Nomis 2022). Within the West, Urmston ward has the highest proportion at 54.1%.
- 1.89. Trafford West has a lower proportion of adults holding a qualification of level 4 or above as their highest level of qualifications than Trafford as a whole, at 33.4% compared to Trafford's 43%. West has higher proportions of people holding all other levels of qualification as their highest levels and having no qualifications at all than across Trafford (Census 2021 – ONS/Nomis 2022).
- 1.90. In terms of health, Trafford West has a lower proportion of people who reported their health as being very good (49.1%) when compared to Trafford (53.1%). For other self-reported levels of health (good, fair, bad



and very bad), Trafford West has higher proportions than Trafford as a whole (Census 2021 – ONS/Nomis 2022). 19.4% of people have a disability or long-term health problem which limits their day-to-day activities, which is higher than the overall Trafford proportion (16%) (Census 2021 – ONS/Nomis 2022).

- 1.91. Trafford West benefits from a wide variety of green spaces and outdoor recreational activities, including Davyhulme Millennium Nature Reserve, Davyhulme Park (Green Flag park), Davyhulme Golf Club, Flixton Gardens, Abbotsfield Park, Wellacre and Urmston Meadows. It includes Urmston Cemetery, one of the five cemeteries in Trafford. The Mersey Valley and the River Mersey runs east to west across Trafford, separating the urban areas of Urmston and Stretford from Carrington and Sale. It is dissected by the M60 and A56. The valley either side of the river forms a unique green wedge of land which is predominately meadowland and agricultural land in the floodplain, containing few buildings and protected from development by its designation as Green Belt. It is a highly valued area balanced for nature conservation and recreation in close proximity to populated urban areas and contains many SBIs (Sites of Biological Importance).
- 1.92. Transport in Trafford West is disjointed, particularly in the areas of Carrington and Partington. Other areas of the locality including Flixton and Urmston benefit from the Liverpool – Manchester railway line, with regular bus routes making them popular residential areas.
- 1.93. Urmston town centre provides the central focus for the locality with a day and night economy. The Eden Square shopping centre provides a focal point, with work on the emerging Urmston Plan, representing opportunities to improve and redevelop Urmston Town Centre.
- 1.94. The area has been identified for significant residential and employment development in the New Carrington strategic allocation; approximately 4,300 homes and up to 380,000 sqm of employment floorspace are planned for the area. This development will have a transformational



impact on the area and will provide enhanced services and facilities to the existing communities, helping to create a more mixed-use sustainable community by reducing isolation through new transport and social infrastructure and improved access to green spaces.