

Strategy

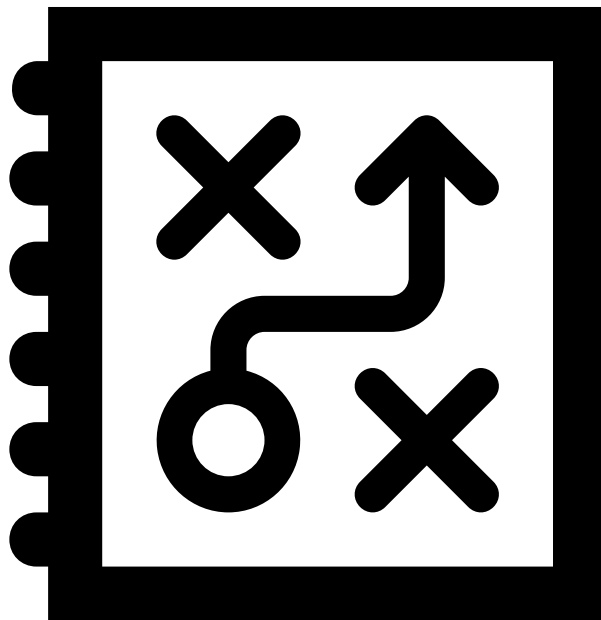




Table of Contents

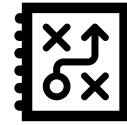
Introduction	39
The Strategy for Trafford's Local Plan.....	41
Core Growth Area.....	44
Inner Areas.....	47
Southern Areas.....	48
Sustainable Development.....	51
Climate Change	52
Site Allocations within Trafford.....	55
Monitoring.....	55



2. The Strategy for Trafford

Introduction

- 2.1. The Local Plan Strategy is based on the overarching PfE Spatial Strategy. PfE provides the strategic policies for Trafford and the Local Plan provides the detailed, locally specific policies. The Local Plan will sit alongside PfE as part of the adopted Trafford Development Plan.
- 2.2. Places for Everyone (PfE) was adopted in adopted in March 2024 and provides the overarching strategy for each of the nine districts Local Plans, including Trafford.
- 2.3. As part of the PfE plan preparation, a number of growth and spatial options were identified, which were assessed and reviewed at each stage of the plan making process (including options that were considered when the plan was being prepared as the Greater Manchester Spatial Framework). This ensured that an appropriate growth and spatial strategy option guided the preparation of the Plan and the emerging policies.
- 2.4. Various Growth Options were considered, and the chosen option was to plan for the objectively assessed needs of the nine districts across the plan area.
- 2.5. Further to this, various Spatial Options were identified which included focusing growth in the north / south, increasing the urban land supply, increasing densities, as well as Green Belt release. From this a 'hybrid option' was identified comprising elements of the other options and which sought to:
 - Optimise the baseline housing land supply, ensuring all opportunities to increase densities and to identify additional sites were explored;
 - Concentrate development near to town centres and/or sustainable public transport hubs;
 - Take advantage of existing and planned global assets; and

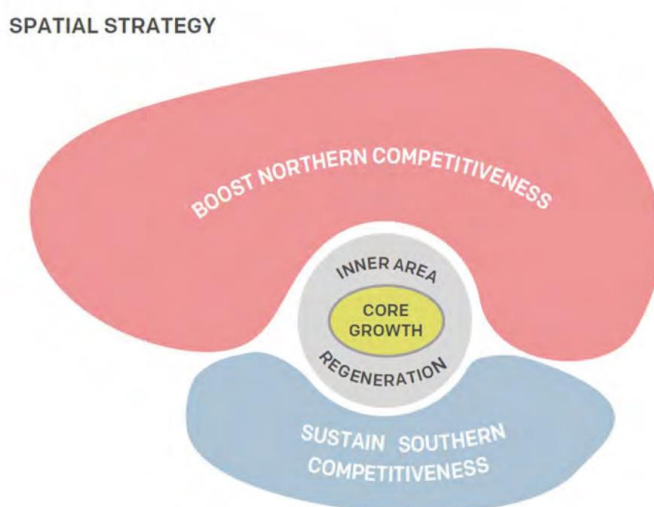


- Deliver inclusive growth across Greater Manchester, seeking opportunities to boost the competitiveness of north Greater Manchester whilst sustaining the competitiveness of south Greater Manchester.
- 2.6. This chosen spatial option uses, as its starting point, the existing urban land supply, helping to promote sustainable patterns of development. Using the urban land supply as the starting point and ensuring the efficient use of land in the most sustainable locations helped to minimise the amount of Green Belt land required to support the housing and employment development requirement in PfE. It also offers increased opportunities to encourage carbon neutrality in new development given the level of development proposed.
- 2.7. Reasonable alternatives for the level of growth and its spatial distribution were also assessed against the Integrated Assessment appraisal framework to determine their impact on social, environmental and economic factors as part of the SA/SEA. Further information on the options is set out in the [PfE 2021 Growth and Spatial Options Paper](#)
- 2.8. The PfE spatial strategy for the Plan area identifies the following broad areas. PfE does not identify definitive boundaries for the Spatial Strategy within the plan area, however they are shown diagrammatically on Figure 2-1.
- a) Core Growth Area: covering central Manchester, south-east Salford, and north Trafford
 - b) Inner Area Regeneration: the inner parts of Manchester, Salford and Trafford closest to the Core Growth Area
 - c) Boost Northern Competitiveness: covering Bolton, Bury, Oldham, Rochdale, Tameside, Wigan, and west Salford



- d) Sustain Southern Competitiveness: covering most of Trafford and south Manchester but also Stockport, who will play a vital role through its own Local Plan.

Figure 2-1: PfE Spatial Strategy Diagram



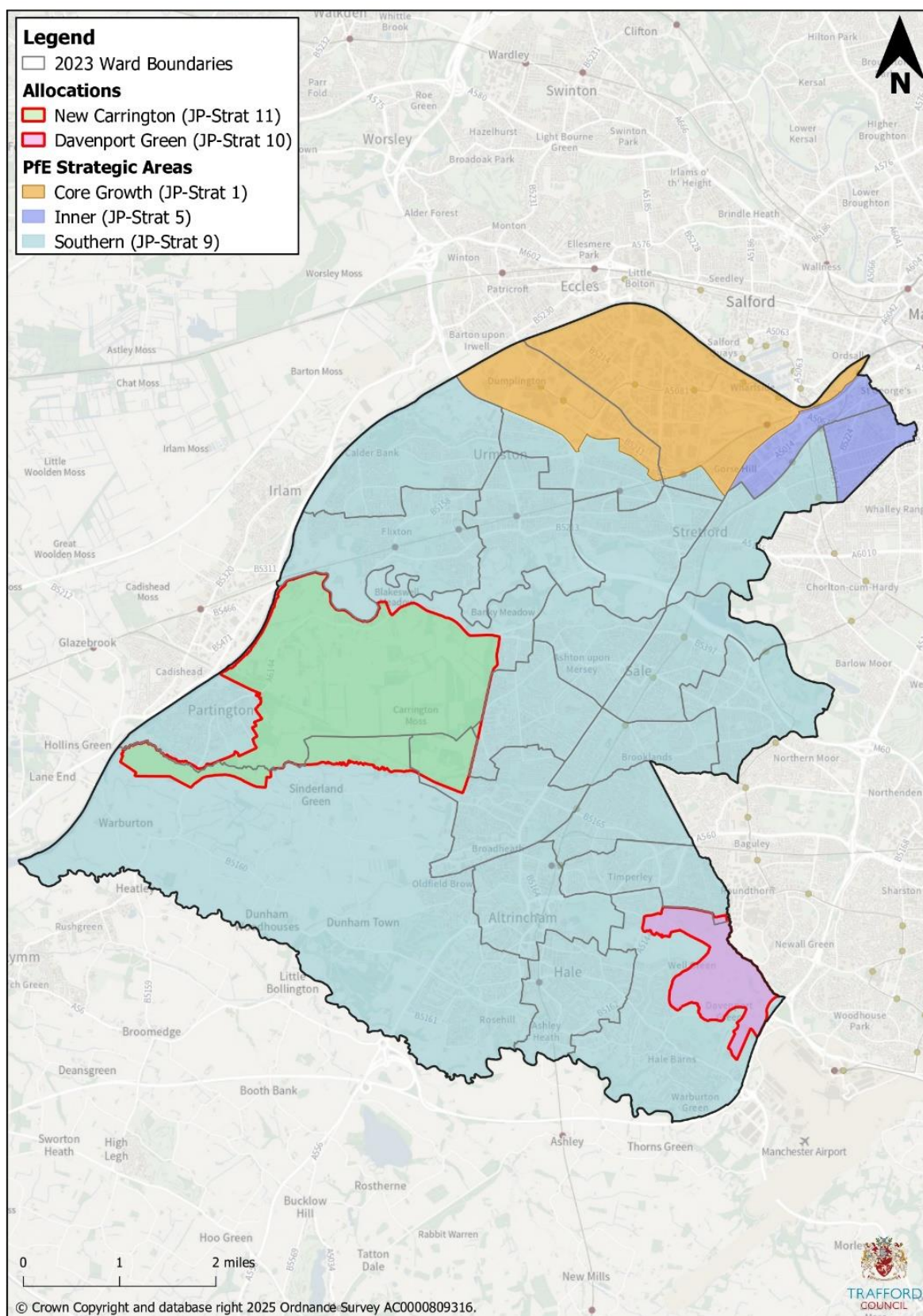
- 2.9. The Local Plan includes specific policies for the broad areas which cover part of Trafford, see Policy ST1: Core Growth Area (Trafford), Policy ST2: Inner Areas (Trafford) and Policy ST3: Southern Areas (Trafford).

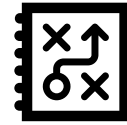
The Strategy for Trafford's Local Plan

- 2.10. The strategy for planned growth and development in Trafford's Local Plan draws directly down from the PfE Spatial Strategy. . The PfE strategy for Trafford, and the relevant Core, Inner and Southern Areas are shown on Figure 2-2. The PfE allocations at Timperley Wedge (Davenport Green) and New Carrington are also shown on the plan. The relevant allocation policies are in PfE – JPA3.2: Timperley Wedge and JPA30: New Carrington.



Figure 2-2: Places for Everyone Strategic Areas in Trafford





2.11. For Trafford this means that the Local Plan:

- a) Focusses a large number of higher density developments in the most accessible locations, in areas best served by public transport – predominantly within the north locality for example within the Civic Quarter, Stadium District and Wharfside, Pomona and Stretford Town Centre.
- b) Makes the most of existing assets including Trafford Park in the north, Davenport Green close to Manchester Airport and the town centres within each locality.
- c) Seeks to deliver inclusive growth across Trafford through delivering a range of homes to meet different needs, creating varied employment opportunities alongside accessible town centres and environments.
- d) Encourages opportunities for carbon neutrality in new developments by making the most of heat network opportunities and maximising locations closest to public transport networks.

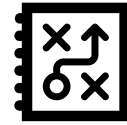
Green Belt

2.12. The Trafford Local Plan has been prepared in accordance with the PfE Spatial Strategy and is based on the housing and employment land requirements established in PfE policies JP-H1, JP-J3 and JP-J4. Sufficient land within the urban area and the strategic allocations at Davenport Green (Timperley Wedge) and New Carrington has been identified to meet the requirements.

2.13. The Local Plan is therefore not proposing any review of the Green Belt in Trafford, this was undertaken as part of PfE and new Green Belt boundaries have recently been established as part of that Plan.

Other priorities

2.14. In addition to the PfE strategy, which sets the direction for Trafford, this Local Plan has the Trafford Corporate plan at its heart (see Section 1 of



this Plan) whilst achieving sustainable development and limiting the impact of, and mitigating against the effects of, climate change.

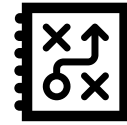
- 2.15. Climate change is a theme which runs throughout the Local Plan through strategic policies, specific policies under the Renewable Technologies and Methods chapter and throughout all other chapters. Climate Change impacts and is impacted by all topic areas and policies within this Local Plan.

Core Growth Area

Policy ST1: Core Growth Area (Trafford)

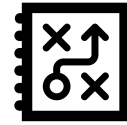
- A. The Places for Everyone Spatial Strategy - Core Growth Area covers the area shown on Figure 2-2 in Trafford and as defined on the Policies Map. PfE Policy JP-Strat 1 is relevant to this area.
- B. Development opportunities in the Core Growth Area:
- i. Will be focussed around key growth locations including at Trafford Park, The Trafford Centre, Stadium District and Wharfside, and Pomona.
 - ii. Will collectively deliver mixed employment led development with supporting residential and ancillary uses.

- 2.16. The Core Growth Area in Trafford is as shown in Figure 2-2. The Core Growth Area includes land within Gorse Hill and Cornbrook; and Lostock and Barton wards.
- a) Within Gorse Hill and Cornbrook ward the land to the north of the Manchester-Liverpool Railway Line is within the Core Growth Area.
 - b) Within the western half of the Lostock and Barton ward the land to the north of the M60 motorway is within the Core Growth Area



c) within the eastern half of the Lostock and Barton ward the land to the north of the Barton Dock Road Corridor (B5211) is within the Core Growth Area

- 2.17. There are a number of strategically important development locations within Trafford which will contribute to the overall aims of the Core Growth Area. This includes Trafford Park, the largest employment area in Greater Manchester and one of the largest in Europe. Trafford Park will be protected for employment uses by the Local Plan and its growth and enhancement will be supported – including measures which seek to reduce carbon emissions and improve ‘green’ the environment.
- 2.18. The west of the Core Growth Area within Trafford covers the Trafford Centre and surrounding area which is home to a number of large-scale leisure and out of town retail uses. This area plays a vital role in the economic success of Trafford and is one of the most popular visitor attractions in the North West.
- 2.19. The Core Growth Area within Trafford also contains strategically important residential development sites, including Pomona, Stadium District and Wharfside, and Trafford Waters which will deliver a significant proportion of the new homes required in the Plan period.
- 2.20. The Stadium District and Wharfside, located on the southern edge of the Core Growth Area, includes the Old Trafford Football Ground which is home to Manchester United Football Club. The stadium is already an internationally known tourist destination, and the surrounding area is the focus of future improvements/regeneration that will enable the economic growth of the stadium, surrounding environment and wider area.
- 2.21. Next to the Stadium District, Wharfside covers an area between Salford Quays and the Manchester-Liverpool railway line. Wharfside was previously the location for heavy industrial uses, closely connected to neighbouring Trafford Park. The area now offers the opportunity for major



mixed use residential and commercial redevelopment, capitalising on its sustainable location and close connection to Manchester City Centre.

- 2.22. Pomona is in the north east of Trafford, in close proximity to Manchester City Centre and as a result is highly accessible and sustainable. Development opportunities in this location are already being realised and will continue to come forward in the future.
- 2.23. Trafford Waters, where major residential and office development is taking place, is the area on the very western edge of the Core Growth Area within Trafford, immediately adjacent to the Manchester Ship Canal. This location offers the potential to provide canalside, affordable, family housing within an urban location on the edge of Manchester City Centre.

Places for Everyone Links

JP-Strat 1

Relevant Strategic Objectives

SO1, SO3, SO4, SO8 and SO9

Consultation Question 2-1

Do you support Policy ST1? Are there any changes required which would improve the policy? Please provide any supporting evidence which you think is relevant.



Inner Areas

Policy ST2: Inner Areas (Trafford)

- A. The Places for Everyone Spatial Strategy – Inner Area covers the area shown on Figure 2-2 in Trafford and as defined on the Policies Map. PfE Policy JP-Strat 5 is relevant to this area.
- B. Development in the Inner Area:
 - i. Will be predominantly residential schemes
 - ii. Will be well integrated with existing communities
 - iii. will enhance the place and facilitate their regeneration.

- 2.24. The Inner Areas in Trafford includes land within the Gorse Hill and Cornbrook; and Old Trafford wards.
 - a) Within the Gorse Hill and Cornbrook Ward the area to the south of the Manchester-Liverpool Railway line is within the Inner Area.
 - b) The entirety of the land within the Old Trafford ward is within the Inner Area.
- 2.25. The Inner Area within Trafford is made up of existing residential neighbourhoods where new development opportunities can be well integrated with existing communities. Proposals in the Inner Area will be predominantly residential schemes that will enhance the quality of place and local character.
- 2.26. Inner Areas are already sustainable, well-connected locations but new infrastructure provision, high quality open spaces and improved access to the wider green infrastructure network will facilitate the growth of these areas, increasing their capacity where appropriate.
- 2.27. The Civic Quarter Area Action Plan is an adopted part of Trafford's Development Plan, looking to deliver up to 4,000 new homes and up to 50,000 sq m of commercial floorspace in an area at the south eastern edge of the Gorse Hill and Cornbrook ward.



- 2.28. At the northern tip of the Inner Area in Trafford, bounded by the Bridgewater Canal to the north, are a number of existing commercial uses as well as the Empress Conservation Area. This area offers development opportunities alongside heritage protection and restoration in an environment with strong local character and heritage connections.

Places for Everyone Links

JP-Strat 5

Relevant Strategic Objectives

SO1, SO3, SO4, SO8 and SO9

Consultation Question 2-2

Do you support Policy ST2? Are there any changes required which would improve the policy? Please provide any supporting evidence which you think is relevant.

Southern Areas

Policy ST3: Southern Areas (Trafford)

- A. The Places for Everyone Spatial Strategy – Southern Areas covers the area shown on Figure 2-2 in Trafford. PfE Policy JP-Strat 9 is relevant to this area.
- B. Development in the Southern Areas:
- i. will not compromise its economic competitiveness whilst not impacting distinctive local neighbourhood characteristics and/or environmental attractiveness.
 - ii. will make the most use of previously developed land.
 - iii. will promote the roles of Trafford's town centres and other assets including education and training facilities.



- 2.29. The Southern Areas in Trafford covers all areas of Trafford outside of the Core Growth Area (ST3) and Inner Areas (ST2).
- 2.30. The PfE Southern Areas within Trafford are characterised by residential neighbourhoods, some with high house prices and relatively high incomes, as well as significant affordability issues alongside more deprived neighbourhoods.
- 2.31. Within the Southern Areas, PfE identifies and includes policies for the Manchester Airport area and New Carrington. Both of which are strategically important locations within Trafford.
- 2.32. The Manchester Airport area includes the Davenport Green (Timperley Wedge) allocated in Places for Everyone Policy JPA 3.2 for 2,500 homes and 60,000 sqm employment floorspace. A comprehensive Masterplan is being prepared for the site which will guide the delivery of development, alongside the require infrastructure.
- 2.33. New Carrington is one of the largest allocations in Greater Manchester, Places for Everyone policy JPA30, for 5,000 homes and 350,000 sqm employment floorspace. As with Davenport Green, a comprehensive Masterplan is being prepared for the site which will guide the development and also secure significant improvements to blue and green infrastructure in the area.
- 2.34. The Southern Area is home to all of Trafford's Town Centres: Altrincham; Sale; Stretford; and Urmston. Altrincham is identified in Places for Everyone as being Trafford's Main Town Centre, being the prime location for shops and services, a major source of employment and leisure opportunities.
- 2.35. The economic potential of Trafford's Town Centres will be maximised alongside associated transport infrastructure, improving connections and accessibility by public transport, cycling, wheeling and walking, ensuring access to employment opportunities.



Places for Everyone Links

JP-Strat 9; JP-Strat 10; JP-Strat 11 and JP-Strat 12

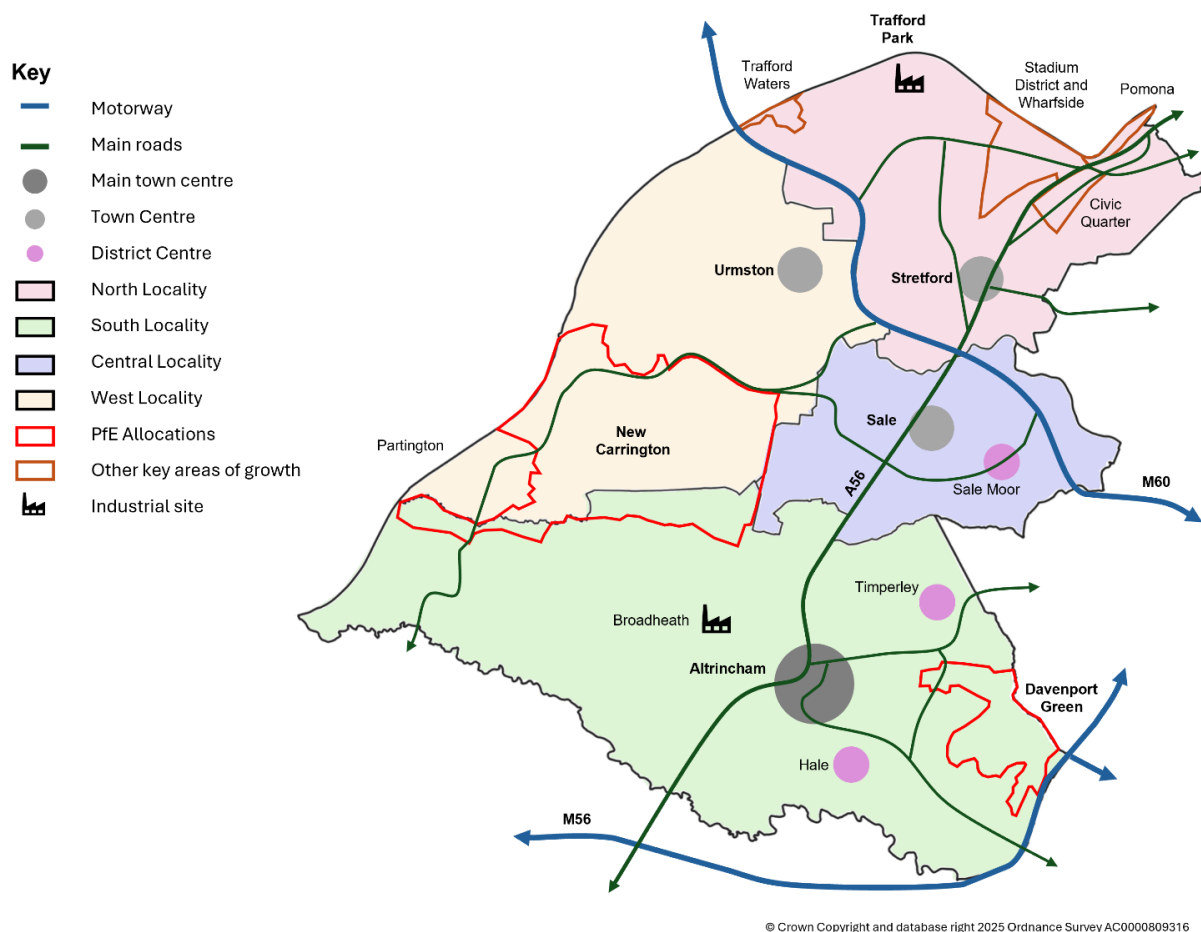
Relevant Strategic Objectives

SO1; SO3, SO4; SO8 and SO9

Consultation Question 2-3

Do you support Policy ST3? Are there any changes required which would improve the policy? Please provide any supporting evidence which you think is relevant.

Figure 2-3: Strategy Plan





Sustainable Development

Policy ST4: Sustainable Development

- A. When considering all development proposals, the Council will take a positive approach that reflects the presumption in favour of sustainable development as set out in national planning policy.
- B. Developments will be shaped by the suite of Development Plan policies to ensure that development and growth are positive, sustainable, and beneficial to residents and businesses, whilst also enhancing the existing physical environment.
- C. The Council will work proactively with applicants to jointly find solutions which mean that proposals can be approved wherever possible without delay.
- D. Development that improve the economic, social and environmental conditions in the area, and that provide sufficient infrastructure to mitigate their impacts, supporting the policies in the Development Plan will be secured on sites that can deliver at pace.
- E. Planning applications that accord with the policies in this Local Plan (and, where relevant, with policies in Places for Everyone, adopted Neighbourhood Plans and Supplementary Planning Documents) when taken as a whole, will be granted permission unless material considerations indicate otherwise.

- 2.36. The purpose of the planning system is to contribute to the achievement of sustainable development in terms of economic, social and environmental factors.
- 2.37. There are three dimensions to sustainable development: economic, social and environmental. National policy clarifies that these roles should not be undertaken in isolation, because they are mutually dependent. Therefore, to achieve sustainable development, economic, social and environmental gains should be sought jointly and simultaneously through the planning system.



- 2.38. National policy confirms that there should be a presumption in favour of sustainable development, which all plans should be based upon and reflect this presumption with clear policies to guide how the presumption will be applied locally.
- 2.39. The Trafford Local Plan is a positive strategic plan that seeks to deliver the growth that Trafford needs in a sustainable way up to 2037. It is consistent and in general conformity with national policy. For the avoidance of doubt, this policy sets out the overarching aims for sustainable development.

Consultation Question 2-4

Do you support Policy ST4? Are there any changes required which would improve the policy? Please provide any supporting evidence which you think is relevant.

Climate Change

Policy ST5: Climate Change

- A. Development proposals which contribute towards the Council's net zero ambitions and/or mitigate against the impacts of Climate Change locally will be supported.
- B. New development in Trafford will be expected to demonstrate how Climate Change has been considered in the design of the development and what adaptation and mitigation measures have been put in place.

Places for Everyone Links

JP-S 1 and JP-S 2

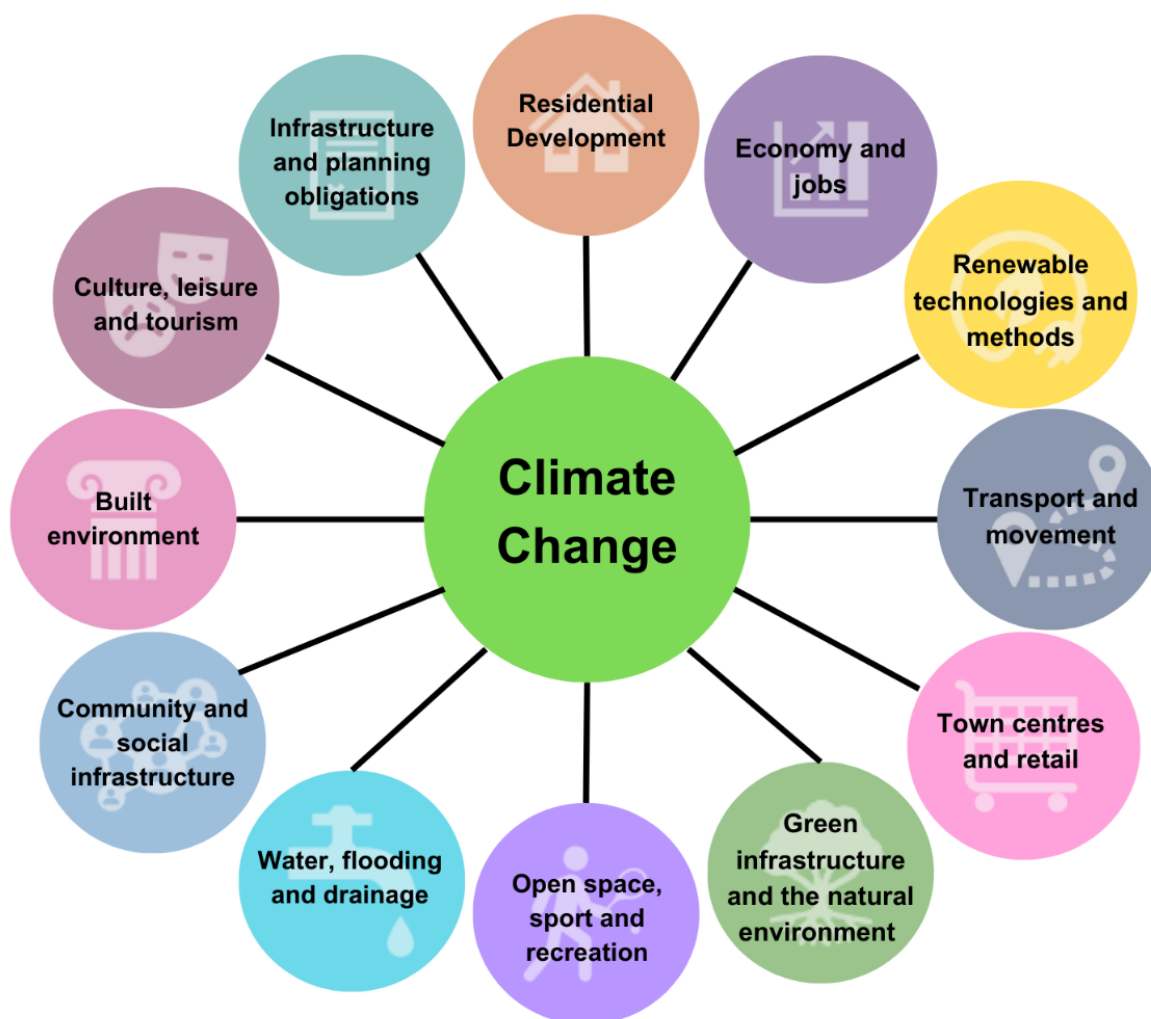
Relevant Strategic Objectives

SO1, SO2, SO3, SO4, SO5, SO6, SO7, SO8 and SO9



2.40. The Trafford Local Plan seeks to make a major contribution to both mitigating and adapting to the challenges posed by climate change, consistent with the Council's Climate Emergency Declaration and Greater Manchester's pathway to achieving zero carbon by 2038. Climate change is considered a pervasive theme throughout the Local Plan, with key roles to be played by policies on natural environment, historic environment, transport, green infrastructure, environmental protection, water management, health, infrastructure, retail and town centres as well as associated allocations, place-shaping strategies and plans.

Figure 2-4: Climate change at the heart of the Local Plan





- 2.41. The Climate Change Act 2008 introduced a legally binding target to reduce greenhouse gas emissions by 80% below 1990 levels by 2050. In addition, the PfE Policy JP-S2 seeks to deliver a carbon neutral Greater Manchester no later than 2038 with a dramatic reduction in greenhouse gas emissions and requires all new development to be net zero by 2028.
- 2.42. Around 80% of Trafford's carbon emissions are associated with energy use in domestic and industrial / commercial settings. Contributing to this is the proportion of older housing stock in Trafford, which is one of the largest proportions in Greater Manchester and likely to be more energy intensive due to lower levels of insulation and less efficient heating systems. Opportunities to retrofit existing properties in Trafford to make them more energy efficient will therefore be encouraged and explored, for example through grant funding initiatives at scale through collaborative working at GM level, and through the promotion and implementation of related local schemes and funding opportunities for residents and Registered Providers.
- 2.43. In terms of new development, the level of future growth in Trafford has the potential to result in a significant increase in carbon emissions associated with the demand for and consumption of resources, materials, heating and energy. However, housing and economic growth do not necessarily conflict with climate change concerns and the pathway to carbon neutrality can be mutually beneficial in line with the UK's Clean Growth Strategy, a GM's Clean Growth Mission and the National and Local Industrial Strategies.
- 2.44. The Local Plan therefore takes a holistic approach to climate change, recognising the impact it will have on a range of cross-cutting policy themes and reflecting the legal duty to ensure planning policy contributes to the mitigation of, and adaptation to, climate change. Potential climate change impacts resulting from development will be considered as part of all planning decisions.



Consultation Question 2-5

Do you support Policy ST5? Are there any changes required which would improve the policy? Please provide any supporting evidence which you think is relevant.

Site Allocations within Trafford

- 2.45. As detailed in the Introduction Chapter, the draft Trafford Local Plan is being prepared in a two staged approach. A further consultation will be undertaken later in 2025 which builds on the Strategy and thematic policies set out within this document. This further work will identify and propose a range of suitable sites allocations to meet the outstanding development needs of the borough within the Plan Period.
- 2.46. Primarily this process will focus on known areas of previously developed land which have potential to provide a range of homes and jobs, in well-connected areas of the borough. Key examples include Pomona and Trafford Waters (as illustrated on Figure 2-3) as well as the Civic Quarter, which is also identified within the Civic Quarter Area Action Plan.
- 2.47. The regeneration of the Stadium District and Wharfside will also be considered further as part of the additional work on the site allocations. Within this document, Chapter 13: Culture, Tourism and Leisure - Policy CL1N: Manchester United Football Stadium and Surrounding Area sets out the current draft overarching policy position for the area. This is reflective of the current planning status of the area and the concept status of the initial proposals for the redevelopment of the stadium.

Monitoring

- 2.48. The success of these policies will be monitored through other thematic policies within this draft Trafford Local Plan.



Consultation Question 2-6

The Local Plan should be read alongside the Places for Everyone Plan and national policy / guidance. Where possible, the Local Plan has not repeated or duplicated policy.

However, are there any policy areas related to this chapter which you consider are missing and which should be included in the Local Plan?