



The Rural Economy

Policy EJ7: Rural Economy

- A. The Council will support appropriate rural development to ensure the long-term economic viability of Trafford's agriculture; and the vitality of its rural communities.
- B. The Council will support enhancing the rural economy through tourism and visitor opportunities.
- C. Farm buildings to support agricultural use and farm diversification proposals which support the rural economy will be supported where:
 - i. the proposal would not replace the existing agricultural use;
 - ii. the proposal would support the long-term sustainability of an established agricultural business;
 - iii. the scale of the proposal is appropriate to the rural location;
 - iv. the level of traffic generation would be consistent with the rural location and the condition of local roads; and
 - v. there would be no unacceptable impact on the surrounding land, including existing ecology, landscape, and soil quality.
- D. Access to public transport in rural areas should be improved as part of proposals for new farm buildings or diversification.

Places for Everyone Links

JP-Strat 9 and JP-J1

Relevant Strategic Objectives

SO4 and SO9

- 5.41. National guidance sets out the general guiding principles for sustainable development within rural areas and recognises that the presence of a successful agricultural economy can be essential to the sustainability of these communities. In order to ensure the long-term economic viability of agriculture in Trafford, the Council also recognises the role that appropriate agricultural diversification can play within this Policy.



Consultation Question 5-9

Do you support Policy EJ7? Are there any changes required which would improve the policy? Please provide any supporting evidence which you think is relevant.