



Trafford's Existing Cultural, Leisure and Tourism Offer

Policy CL1: Protecting and Supporting Existing Cultural, Leisure and Tourism Assets

- A. The Council supports Trafford's role in both local and world-class sports, arts, leisure and culture.
- B. The Council will protect, support, and enhance Trafford's existing cultural, leisure and tourism assets, including through the provision of appropriate ancillary development, particularly in the following locations:
 - i. Trafford's Town Centres
 - ii. Trafford Wharfside; particularly Imperial War Museum North
 - iii. Old Trafford Cricket Ground
 - iv. Manchester United Football Stadium
 - v. Dunham Massey Estate
 - vi. Trafford Centre and surrounding area
 - vii. Trafford's waterways including the Mersey Valley, Manchester Ship Canal and the Bridgewater Canal
 - viii. Trans Pennine Way
 - ix. Sale Waterside Arts Centre
 - x. Parks and gardens including Longford Park
 - xi. Barton Swing Bridge



Policy CL1N: Manchester United Football Stadium and Immediate Surrounds

- A. Improvements to and/or redevelopment of the existing football stadium to increase match day capacity will be supported.
- B. All new development at/of the stadium must:
 - i. Be of the highest quality design and incorporate new public realm and green spaces across and throughout the wider stadium district.
 - ii. Respect and have regard to its immediate surroundings and neighbours.
 - iii. Be fully accessible for everyone.
 - iv. Be wholly sustainable over its lifecycle.
 - v. Connect to and/or make passive provision for future connection(s) to renewable heat and power networks; and
 - vi. Incorporate renewable heat and energy generation measures onsite, alongside heat and energy reduction measures.
- C. Access to and from the stadium by walking cycling must be improved, with permeability significantly enhanced and increased in all directions. In particular, new and improved pedestrian and cycling routes will be required:
 - i. Over the Cheshire Lines Committee (CLC) railway line to the south of the stadium district.
 - ii. Over the Bridgewater Canal to the north; and
 - iii. Along the Bridgewater Canal in the vicinity of the stadium district.
- D. Proposals to reduce the quantity of surface match-day car parking will be supported and encouraged.
- E. Applications for new surface car parking will not be supported.
- F. Provision of fan coach parking will only be acceptable where it is provided in accordance with the Council's Park and Ride facilities, and a permanent plan, agreed with the Council, to move fans to/from the facilities is provided and funded by the club.



- G. The Council will support a mixture of residential, commercial, retail, education, community, leisure and hotel uses around the stadium district to ensure that it is both a destination and a sustainable vibrant local community on match and non-match days.
- H. High-quality, publicly accessible and activated spaces within the area stadium district that complement other planned public realm/spaces and link with key existing and future walking and cycling routes will be required.
- I. All development proposals will be required to support and contribute towards the delivery of:
 - i. New and improved walking and cycling connections across the Manchester Ship Canal to/from Media City.
 - ii. An extension of the Processional Route (Policy CQ9 of the Civic Quarter Area Action Plan) into the stadium district
 - iii. Improved bus services and infrastructure along the A56.
 - iv. Improvements to Metrolink services and infrastructure; and
 - v. A new and/or improved design and delivery of the White City Circle Interchange.
- J. Proposals which would compromise the re-opening or relocation of the Manchester United Football Ground railway station for either match day or general passenger use will not be supported.

Places for Everyone Links

Policy JP-P 3

Relevant Strategic Objectives

SO9

- 13.7 Trafford has a wide variety of cultural and tourism facilities that attract considerable numbers of visitors from within and outside of the Borough. Cultural and tourism facilities include theatres, museums, galleries, tourist facilities, sporting venues, outdoor recreation, places of significance for heritage and leisure destinations. Facilities for creative, artistic, dance,



theatrical or music activity are also included as cultural and tourism facilities.

- 13.8 The cultural and tourist offer helps define Trafford's distinctive identity and attracts people to visit the area. It also has a role in improving health and wellbeing; boosting the local economy, contributing towards regeneration of local areas and providing educational benefits related to the arts and heritage.
- 13.9 The diversity of cultural and tourism facilities within Trafford is showcased by places such as the Dunham Massey Estate, the Imperial War Museum North, Old Trafford Cricket Ground, Manchester United Football Stadium, Trafford's waterways and parks.
- 13.10 The Civic Quarter and Wharfside areas are the most visited place in the borough with circa 2.5 million visitors per year to Manchester United Football Club and 500,000 to the cricket ground. These places attract large numbers of visitors from both within and outside of the borough. This policy recognises the importance of these places and will support developments which will reinforce the provision of cultural and tourism facilities in key locations.

Manchester United Football Stadium and Immediate Surrounds

- 13.11 Trafford is proud of its long association with Manchester United Football Club. It is a major employer in the Borough and important for Trafford's economic success.
- 13.12 Changes in the ownership of the club in 2023 and more recent announcements and proposals to create a new 100,000-seater stadium adjacent to the home of the club along with other developments in the immediate vicinity have significant implications for the area.
- 13.13 The creation of a new globally recognised and world-class stadium brings with it both immense opportunity and significant challenges. It is therefore critical to ensure that not only does the stadium work and attract visitors, businesses and investment, but that the immediate and wider areas in the



vicinity also benefit. Equally if not more importantly is the need to ensure that those areas and communities are not inadvertently detrimentally affected by the new stadium – either on match or non-match days.

- 13.14 Improving access and permeability to/from the stadium and throughout the stadium district, connecting it to nearby locations and transport hubs and providing new green and public spaces is key to achieving this.
- 13.15 Similarly, a range of new uses around the stadium will encourage a wider audience on non-match days, helping to ensure a viable and vibrant location throughout the year, creating an attractive environment for residents and non-residents to visit.
- 13.16 To achieve this, the Council will continue to work with the Football Club to ensure the provision of a new world-class stadium and stadium district are supported, and that nearby areas and communities capitalise on the opportunities, whilst respecting the operational needs of the Football Club.

Consultation Question 13-1

Do you support Policy CL1? Are there any changes required which would improve the policy? Please provide any supporting evidence which you think is relevant.