

Culture, Tourism and Leisure





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13. Culture, Tourism and Leisure

Introduction

- 13.1 Trafford is strongly positioned within Greater Manchester as a desirable borough known for its civic tradition, sport, education and leafy places and communities. Trafford plays a critical role in the city-region's reputation and performance through sport, hospitality, leisure tourism, retail and industry. It has more than one "centre" and therefore has a rich and diverse culture.
- 13.3 Trafford, the birthplace of the NHS, continues to have health and wellbeing as its heart, showcased by its strength and ambition in sports, leisure and activity which provide inspiration and models for arts and culture.
- 13.4 Trafford has a diverse range of cultural assets including theatres, museums, heritage assets, arts centres, dance schools, creative infrastructure and supply chain, cinemas, events and music venues, public art, community hubs, visitor attractions and an active lifestyle offer.
- 13.5 The facilities and spaces that sit on these foundations deserve to be both celebrated and protected, for future generations.

Corporate Plan Priorities



Policy Exclusions from the Local Plan

- 13.6 The Local Plan needs to be read alongside Places for Everyone (PfE) and national policy / guidance. Policy requirements which are adequately covered by other existing policies have, where possible, not been duplicated in the Local Plan. This includes policies in the Places for People chapter.



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.



New Culture, Leisure and Tourism Attractions

Policy CL2: New Culture, Leisure and Tourism Developments

- A. Outside of the locations identified under policy CL1, the Council will support enhancements to, and the expansion of, the culture, leisure and tourism offer of an appropriate scale and nature to the location.
- B. The temporary use of vacant buildings for cultural uses will be supported; where appropriate.
- C. As set out in national planning policy, a sequential test will be applied to planning applications for main town centre uses, including new leisure and visitor attractions, which are not in an existing centre.
- D. Planning obligations will be sought, where appropriate, to link new cultural and tourism development to the provision of public art, public realm, improvements to highway and sustainable transport infrastructure and improvements to the quality of existing cultural and tourist facilities.

Policy CL2N: Trafford Centre Rectangle

- A. Proposals for new cultural, leisure and/or tourism development within the Trafford Centre Rectangle, as defined on the policies map, must:



- i. Be designed to a high quality which reflects the location's status as a visitor destination of Regional significance.
 - ii. Support and where possible facilitate future improvements to the public transport network, including Metrolink.
 - iii. Improve and/or facilitate improvements to the digital infrastructure network wherever possible to enable all businesses to have access to high-speed fibre-optic connectivity.
 - iv. Where appropriate, create and/or enable the creation of active frontages onto the Manchester Ship Canal and the Bridgewater Canal, by preserving and enhancing the existing canal side walkways and improving their accessibility.
 - v. Be accompanied by an assessment of air quality and pollution in the area and how this will be impacted and/or mitigated by any scheme.
 - vi. Be delivered, where possible, in a coordinated manner with other developments to ensure cohesive development, taking advantage of potential heat and energy network opportunities where possible.
- B. Proposals for community facilities (use classes E(d-f) and F) will be supported.
- C. Major leisure development, would be welcomed in this location when it satisfies the tests for main town centre uses as set by national guidance.
- D. Development within the Trafford Waters area of the Trafford Centre Rectangle will be required to make substantial improvements to:
- i. the public transport network
 - ii. significant new and enhances local and strategic road infrastructure as part of the Western Gateway Infrastructure Scheme

Places for Everyone Links

Policy JP-P3; and JP-P4.



Relevant Strategic Objectives

SO9

- 13.17 The Trafford Centre and surrounding area is bounded by the Manchester Ship Canal; the M60 Motorway; Parkway and the Bridgewater Canal, forming the western part of Trafford Park including a Regional Shopping Centre and other major visitor attractions. The Trafford Centre area also includes the Trafford Waters development site which offers significant potential for large scale residential development both within and beyond the Plan period.
- 13.18 The area surrounding the Trafford Centre includes an Asda Superstore, Costco, B&Q Warehouse, Barton Square (including Lego Land and the Sea Life Centre) alongside other uses including leisure, commercial, hotels and industry and warehousing uses. It is considered that there are a number of opportunities for the redevelopment of existing sites within this area. Over recent years there have been a number of applications for smaller scale developments that have not assisted in a comprehensive redevelopment of the area. Focussing on major development in this location will help to reduce piecemeal development.
- 13.19 National planning policy sets the definition of major development for non-residential uses. This will be referred to when assessing the suitability of proposed development in the area. What constitutes a proposal for leisure development is defined in national guidance but the application of this definition will be at the discretion of the Local Planning Authority.

Consultation Question 13-2

Do you support Policy CL2? Are there any changes required which would improve the policy? Please provide any supporting evidence which you think is relevant.



Monitoring

- 13.20 The following indicators have been identified to monitor the delivery of the Local Plan Culture, Tourism and Leisure policies.

Indicator	Target
Number of planning applications approved / completed on existing cultural, leisure and tourism.	Decrease.
Number of planning applications approved / completed for new cultural, leisure and tourism developments	Increase.

Consultation Question 13-3

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?