

**Manchester City Council
Report for Resolution**

Report To: Executive – 11th March 2009
Subject : Old Trafford Cricket Club Regeneration Proposals
Report of : Chief Executive

Summary

A framework for the regeneration of the Old Trafford Cricket Ground and the surrounding area has been received for consultation. The City Council has been asked for its comments.

Recommendations

It is recommended that Executive support the regeneration proposals subject to further clarity about the detail of the enabling development being proposed and the need for sufficient information being provided so that the Council can be satisfied that this does not prejudice the vitality and viability of established Centres, including Chorlton and Hulme.

Wards Affected:

Chorlton, Hulme

Community Strategy Spine	Summary of the contribution to the strategy
Performance of the economy of the region and sub region	Old Trafford Cricket Ground is the only location within the region to host international standard cricket and is an important facility.
Reaching full potential in education and employment	
Individual and collective self esteem – mutual respect	
Neighbourhoods of Choice	Successful neighbourhoods are dependent upon quality of facilities and services. The proposals need to demonstrate that they will undermine any of the established centres within the City.

Full details are in the body of the report, along with any implications for:

- Equal Opportunities Policy

- Risk Management
 - Legal Considerations
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Financial Consequences – Revenue

None

Financial Consequences – Capital

None

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Background documents (available for public inspection):

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

Creating a world Class Destination for World Class Cricket – A Sports-led Regeneration Framework for Old Trafford. Lancashire County Cricket Club in Partnership with Ask Property Developments Ltd, 2009.

1.0 Introduction

- 1.1 Lancashire County Cricket Club is working in partnership with Ask to deliver sports led regeneration for the area around the Old Trafford Cricket Club. A regeneration framework titled 'Creating a World Class Destination for World Class Cricket' has been produced for public consultation. This document identifies Old Trafford, together with The Trafford Centre, Trafford Quays and Salford Quays, as part of a 'Golden Triangle' of leisure and entertainment destinations.
- 1.2 The Old Trafford ground has hosted international cricket since 1884. Without significant levels of investment in stadium infrastructure, spectator and player facilities, it is considered that Old Trafford will no longer be able to compete for international matches as it would fail to meet the ECB requirements to host 'major' and international matches. The Framework argues that there would be a resulting substantial loss to club, Trafford MBC, Manchester City region and the North West in terms of prestige and economic benefits.

2.0 The proposed redevelopment

- 2.1 The Old Trafford Regeneration Framework takes in the area bounded by Chester Rd, Warwick Rd, Great Stone Road and the Altrincham - Bury Metrolink line. It also takes in Stretford High School (including playing fields) and the site occupied by Kellogg's Offices.
- 2.2 The proposed Old Trafford area redevelopment has 4 main elements.
- Redevelopment of Old Trafford cricket ground.
 - 3 mixed used (residential/commercial) development blocks along the Talbot Road frontage, retaining Trafford Town Hall.
 - Introduce a Tesco superstore along Chester Road frontage.
 - Rebuilding of a new Stretford High School on its existing site.
- 2.3 The regeneration framework does not contain any details of size, scale, and floor spaces of the proposed development. Of the enabling development of retail, commercial and residential development uses, the retail element is seen as particularly critical to delivery of the redevelopment of the Old Trafford cricket club.
- 2.4 It is anticipated that a planning application(s) will be submitted late summer/early Autumn 2009. These would include works to the cricket ground to deliver a 'world class' facility and also for the new Tesco food store on Chester Road. The remainder of proposals are anticipated to be delivered over medium term, up to 10 years.

3.0 Planning Background

- 3.1 Planning permission for a retail food store (4,506 sq m) for Tesco was approved in 2004. Tesco applied for a larger retail store (8,184 sq m) in 2006. The City Council objected to the planning application because of its potential significant

adverse impact on Chorlton and Hulme centres. These concerns were broadly supported at the time by GONW in a supporting letter.

- 3.2 Trafford MBC refused planning permission for this proposal and the Planning Inspectorate subsequently dismissed an appeal. The Inspector in his decision letter was particularly concerned about the scale of the proposed development, principally the comparison goods element, and its detrimental impact on neighbouring centres. While the majority of these centres were in Trafford he also noted that the impact on Chorlton would be much greater than being demonstrated in the proposal's supporting retail study. The Inspector's decision letter also made reference to a sequentially preferable site that was likely to become available within Stretford Precinct.
- 3.3 Trafford UDP E10 supports further commercial development within the regeneration framework area except for the Trafford College site and a small proposed development on Chester Road. Policy H10 identifies the delivery of new food and retail facilities on the Chester Road site. Some protected open spaces within the regeneration framework area - policies OSR3, OSR4 and OSR5 require replacement of open spaces where there are identified deficiencies.
- 3.4 Trafford consulted on Preferred Options for the Local Development Framework Core Strategy in July 2008. This document does not alter the key issues identified above but the Cricket Club is identified as a Key Strategic Site. This designation covers the whole of the proposal area and includes provision for "food retail facilities on Chester Road, focussed around the site of the existing planning permission for a supermarket" and "medium to high density residential accommodation" as well as the proposals relating to the cricket ground directly. The Old Trafford 'Place' objectives in the Core Strategy include "opportunity to meet deficiency in convenience retail offer of Old Trafford/Stretford area". It is not proposed to create a new district centre in this location.

4.0 ISSUES

Principle of regeneration of Old Trafford Cricket Club

- 4.1 The principle of regeneration of this valuable and historic sporting facility can clearly be supported. This needs to be recognised in the context of regeneration of the surrounding area and the need to deliver wider economic and social benefits. There are however some concerns regarding the 'enabling development'.

Enabling Development

- 4.2 It is recognised that this consultation is concerned with broad principles and there is very little detail available about the enabling development. Given the critical importance of this development to the scheme it is essential that more detail is made available as soon as possible. At the moment the only firm proposals relate to the cricket ground itself and a 'large' Tesco store.

4.3 The proposed new Tesco foodstore would appear from the indicative drawing to be of a similar footprint to the recently refused scheme. The key issue for the redevelopment of Old Trafford will be the need to demonstrate that the superstore is consistent with Government policies in PPS6 Planning for Town Centres (2005). As the proposed foodstore is in an out of centre location it will need to demonstrate: -

- The need for development
- That the development is of an appropriate scale
- That there are no more central sites for the development
- That there are no unacceptable impacts on existing centres and
- That the location is accessible

4.4 A replacement PPS 6 is expected later in the year. The key change in the consultation document is that the previous 5 key tests would be replaced by an enhanced impact assessment test which would consider both key town centre impacts and also wider social, economic and social impacts. The need to demonstrate that there are no more central sites that are available, viable and deliverable is retained.

4.5 As the proposed food store is being specifically linked to the delivery of the redevelopment of the Old Trafford cricket ground, it is likely that any future decision will turn on the balancing of the impacts of the enabling development against the wider regeneration impact benefits of the redeveloped stadium/area.

4.6 The enabling development would result in the loss of protected open spaces within Trafford's UDP. The loss of playing fields within the enlarged proposed retail scheme would need to meet the UDP tests set out above. It is expected that Trafford's LDF will be adopted by the time phase 2 of the area redevelopment comes forward with supporting policies for the commercial, residential enabling development including the loss of some identified open space.

Impact

4.7 The closest of Manchester's centres to the Old Trafford cricket club redevelopment area is Chorlton. While Chorlton is one of the City's best performing centres, the Quantitative Retail Study (GVA Grimley 2006) found that there is significant leakage of trade from the centre. A new large free standing out of centre superstore nearby to Chorlton district centre would compete with Chorlton and draw further trade away from the centre.

4.8 The retail study in relation to the previous proposal on this site indicated that the proposed Tesco store would have a considerable impact on both on Asda Hulme, (20.90%) and Chorlton Morrison's (18.82%). The City Council considered this to be unacceptable and this was the basis of the objection to the application.

5.0 Conclusion

- 5.1 The City Council supports the principle of safeguarding the future of this important sporting facility however it considers that there is significant further work required to provide more clarity about the 'enabling development' and to ensure that this does not prejudice the vitality and viability of established centres, including Chorlton and Hulme.