

## **TRAFFORD COUNCIL**

**Report to:** Executive  
**Date:** 2 October 2017  
**Report for:** Decision  
**Report of:** Executive Member for Investment

### **Report Title**

**University Academy 92 (Old Trafford)**

### **Summary**

The report sets out proposals for the establishment of a ground breaking new university in Trafford ("UA92"), delivered through a unique partnership between Trafford Council, Class of 92, Lancaster University, Microsoft, Bruntwood and Trafford College. UA92 will not only provide an innovative alternative to the traditional university degree course, it will also act as a catalyst for the regeneration of Stretford and Old Trafford.

The report provides an overview of the UA92 proposal, and the development of a new campus on the site of the current Kellogg's Headquarters on Talbot Road, which will be delivered by the Council in partnership with Bruntwood. The campus will also include a new leisure centre, which will replace the existing facility on Chester Road. It should be read alongside the other reports on this agenda which relate to the proposed Stretford CPO and the refreshed Stretford Masterplan.

### **Recommendation(s)**

It is recommended that the Executive:

- a) Support the proposals to consult on the development of a new University in Trafford;
- b) Delegate authority to the Chief Executive, in consultation with the Executive Member for Investment, the Director of Legal and Democratic Services and Chief Finance Officer to agree terms for a joint venture with Bruntwood for the redevelopment and management of the Kellogg's site;
- c) Delegate authority to the Director of Legal and Democratic Services in consultation with the Chief Executive, the Executive Member for Investment and the Chief Finance Officer to agree terms for leases of the Kellogg's building to UA92 and Microsoft;
- d) Approve in principle the relocation of Stretford Leisure Centre to a new facility on the Kellogg's site, subject to consultation through the refreshed Stretford Masterplan and to finalisation and approval of a business plan.

Contact person for access to background papers and further information:

Name: Richard Roe, Director of Growth and Regulatory Services

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Background Papers:

Economic Impact Assessment (SQW Ltd, September 2017)

*Implications:*

|   |  |
|---|--|
| Relationship to Policy Framework/Corporate Priorities | The delivery of the new University will contribute to the Council's vision for "no one held back, no one left behind" and the Corporate priorities for economic growth and development, excellence in education and low Council Tax and value for money.   |
| Financial   | <p>The approval to the acquisition of the Kellogg's site was given by Executive in June 2017, to be financed from the Investment Fund included in the Capital Programme.</p> <p>The business case around the development of the site to incorporate a new university campus is under development and the budgetary implications will be the subject to a further report, including the delivery vehicle following both legal and taxation advice.</p> <p>Further business cases for the leisure developments including Turn Moss and the new leisure centre will also be the subject of separate business cases and future reports to the Executive.</p> |
| Legal Implications:                                   | It will be necessary to complete partnership agreements and leases to govern the management and occupation of the main campus building. Subject to the outcome of the public consultation on the Stretford Masterplan, the sites proposed for the student accommodation will be acquired under a compulsory purchase order if it has not been possible to acquire them voluntarily. It will also be necessary to enter into agreements in relation to the delivery and management of the proposed student accommodation and student hub and in relation to the proposed new leisure centre and new facilities at Turn Moss.                              |
| Equality/Diversity Implications                       | None as a direct consequence of this report.   |
| Sustainability Implications                           | The Council has commissioned an independent Economic Impact assessment of the proposals set out in this report, and other reports on this agenda, and the outcomes are set out below   |
| Resource Implications e.g. Staffing / ICT / Assets    | Existing resources have been identified to support the delivery of the project and related activity across all the partners.   |
| Risk Management Implications                          | The delivery of the project is supported by a risk plan setting out the key risks to delivery and proposed mitigation measures.  |
| Health & Wellbeing Implications                       | The potential delivery of an enhanced Stretford Leisure Centre and provision of other facilities as part of the proposed development opportunities will support improved health and wellbeing.   |
| Health and Safety Implications                        | None as a direct consequence of this report.   |

## **1.0 Background**

- 1.1 University Academy 92 (UA92) is a ground breaking Higher Education initiative to establish a new model university which brings together the best of academia, business and sport. It will be delivered through a unique public, private and education sector partnership involving Trafford Council, Class of 92 (a group of former Manchester United players led by Gary Neville), Microsoft, Bruntwood and Trafford College. UA92 is also supported by Manchester United and Lancashire County Cricket Club. UA92 will be carrying out consultation on their proposals.
- 1.2 It is proposed that UA92 will be based at a new campus in Old Trafford, with the first students admitted to study degrees in the subjects of Business, Media and Sport in September 2019. The campus will be located on the site of the Kellogg's Headquarters, Talbot Road, Stretford. Trafford Council has recently secured the acquisition of this strategic site, specifically to deliver the UA92 campus, along with a complementary development which will further regenerate this part of the Borough and provide an investment return to the Council.
- 1.3 The acquisition of the Kellogg's site also provides the opportunity to develop a new leisure centre within the site. The new Leisure Centre will replace the existing facility on Chester Road and will provide leisure facilities for both residents and students.
- 1.4 New purpose build student accommodation will be developed in the centre of Stretford through the delivery of a refreshed Stretford Masterplan, which sets out the Council's ambition for the regeneration of Stretford and how this will be secured through the new university. Related reports on this agenda set out details of the masterplan and the delivery strategy.

## **2.0 Introduction to UA 92 and the key partners.**

- 2.1 For the Class of 92, led by Gary Neville, the project offers the chance to put something back into Trafford, an area of Manchester which has played a major part in their lives. They are passionate about what it takes to be successful and how education, training and life skills contribute to individual and collective success and how the personal mentoring and development they experienced as sports people can be utilised in Higher Education.
- 2.2 Lancaster University is a top 10 UK university with campuses in the UK, China, Malaysia and Ghana. It is interested in developing new forms of degree programmes, contributing to economic and social regeneration and widening access to Higher Education. UA92 builds on Lancaster's proven strengths of research and teaching excellence, commitment to student welfare, high levels of recruitment of students from State schools and less privileged social backgrounds and strong employment outcomes.
- 2.3 Microsoft's innovative and creative approach supports all that UA92 wants to achieve, whilst supporting and growing the workforce of the future. The company will be a key strategic partner, with a technology hub based on the campus.
- 2.4 For Trafford Council, the project represents a fantastic opportunity to support the regeneration of the area around Stretford and Old Trafford which will revitalise and support local communities to maximise their potential. Universities are proven agents

of economic growth and UA92 aims to create jobs and attract 6,500 students by 2028.

- 2.5 A unique partnership will be created between Further Education and Higher Education in Trafford. By working closely with UA92, Trafford College students will have access to high quality technical and professional qualifications combined with an enhanced skills development programme. This will include sub-degree level qualifications in business, sport excellence and media. Students will be asked to produce an extended project determined by business partners and will also benefit from the development of a personal employability and digital skills plan, business masterclasses from partner organisations and high quality work placement opportunities. The students will also work with the UK's leading brands in sport, media and business and have a direct route into studying for a degree at UA92.
- 2.6 As a long term business committed to the region, Bruntwood recognise the critical importance that developing talent plays in retaining and attracting the best jobs to the City Region. As an adjacent landholder they can also recognise the fantastic opportunity that this site presents to deliver significant added value and in improving community facilities and creating a place that encourages talent and business to come together.
- 2.7 Collectively the partners have the vision, ambition and resources to deliver a unique opportunity for the benefit of future generations of prospective students, and also to be a catalyst for change and deliver the physical, economic and social regeneration of Stretford and Old Trafford.
- 2.8 The projected number of students attending UA92 is predicted to be 650 at year one (September 2019), increasing to a roll of 6,500 by 2028, which will be the maximum number.

### **3.0 Target Talent Curriculum**

- 3.1 The philosophy for UA92 is to “unlock greatness” in its students by giving them the tools, challenges, network support and confidence to succeed. More than a degree UA92 will provide preparation for life, and a personal journey that will help students to develop the emotional, physical and social intelligence to really succeed. This will be delivered through the Target talent curriculum.
- 3.2 UA92 students will be offered secured placements with companies. They will have Preferred Graduate Status with UA92's employer network, which means that the relevant employers will guarantee to review their application on completing their degrees.
- 3.3 During the course of their studies, students will be taught the emotional, physical and social intelligence skills needed to succeed in the workplace. The degrees will be awarded by Lancaster University who will ensure the quality and standards of the degrees and that UA92 students will acquire the subject knowledge and skills to attain Bachelors or Masters level degrees in Business, Media or Sport.

### **4.0 Campus Proposals**

- 4.1 The Council has recently exchanged contracts to acquire the site of the Kellogg's Headquarters on Talbot Road, and will secure vacant possession when Kellogg's relocate from the site in 2018. The current building will be fully refurbished and

modernised to provide the campus for UA92. The building will be leased to UA92 and Microsoft, and Agreements to Lease are being agreed with both organisations.

- 4.2 In order to provide additional expertise and to mitigate potential risk it is proposed to deliver the campus through a new joint venture arrangement (JV) between the Council and Bruntwood. The JV will be established on a 50:50 basis on commercial terms and will deliver not only the refurbishment of the existing building, but also the redevelopment of the wider site. An indicative masterplan is attached as Appendix A. This will also provide expansion space for UA92 as it grows over the next five to six years to reach maximum student numbers, in addition to the new leisure centre, and potentially residential development, a hotel and car parking.
- 4.3 The development of the Kellogg's site will potentially unlock the wider redevelopment of a campus quarter, delivered in partnership with Bruntwood, as a neighbouring landowner and Lancashire County Cricket Club. These proposals are at an early stage but have the potential to have a transformative effect on this part of the Borough, and further enhance Emirates Old Trafford as an iconic international sports stadium and concert arena.

## **5.0 Leisure Proposals**

- 5.1 A report to the Council's Executive on the 15<sup>th</sup> November 2016 set out proposals to invest in the Council's leisure assets. In relation to Stretford Leisure Centre it was noted that proposals would be progressed once the Masterplan for Stretford was complete. The establishment of the UA92 campus provides an opportunity to bring forward proposals for a new purpose built Leisure Centre, which will be a centrepiece of the new campus. The Leisure Centre will be available to students attending UA92 in addition to any Trafford resident.
- 5.2 It is proposed that a new Leisure Centre is built alongside the refurbishment of the current Kellogg's building, with a target opening date of March 2020. The existing facility will remain open throughout this period to ensure continuing leisure provision in Stretford. It is proposed that the existing site will then be developed, with the receipt generated forming an element of the funding package for the new facility.
- 5.3 The site of the new leisure centre will be wholly owned by the Council and will be excluded from the JV with Bruntwood set out in section four above. The business plan for the leisure centre redevelopment is currently being finalised.
- 5.4 The enhanced leisure offer that will be delivered through the UA92 partnership also incorporates Turn Moss. The current facility at Turn Moss is popular and well utilised but suffers from poor drainage, which restricts usage, and needs investment so that facilities can be modernised and improved. The Council has developed proposals with UA92 and a local football club to invest in Turn Moss to provide new facilities that will be used by UA92 and the football club alongside the local community.
- 5.5 The proposals include new changing facilities and café, a new 3G pitch, improvements to drainage, multi-use games area (MUGA) and dedicated training pitches. An indicative masterplan is attached as appendix C.

## **6.0 Student Accommodation and the University Corridor**

- 6.1 The UA92 campus will be the heart of connected proposals to develop a university corridor, incorporating purpose built student accommodation in the centre of Stretford

and the improved outdoor leisure facilities and playing pitches at Turn Moss as described above. Further details of these proposals and their delivery are set out in related reports on this agenda.

- 6.2 There is a need to appropriately manage the delivery of student housing both to ensure the provision of good quality accommodation and to minimise any potential adverse effects on the local market. A new population of students in the area will lead to opportunities for landlords to offer 'student house' type accommodation in Houses of Multiple Occupation (HMOs).
- 6.3 Normally, a change of use from a dwelling occupied by a single household to a small HMO (3-6 residents) does not require planning permission. However, in order to ensure that the Council retains an element of control, and to restrict the number of dwellings converted to use for student accommodation, it is proposed to introduce an 'Article 4 Direction' which removes this permitted development right. This approach has been taken in a number of university towns and cities.
- 6.4 Article 4 directions do not remove the right to carry out the development entirely, but mean that planning permission is required for such development. It would not be possible to prevent the creation of HMOs entirely as it is not a tool intended to restrict the market. It would however enable the Council to have control over concentrations of HMOs. An Article 4 Direction would need to be supported by specific local planning policies and guidance to be effective and therefore a Supplementary Planning Document will be developed and recommended for adoption with the Article 4.

## **7.0 Benefits for Trafford**

- 7.1 In order to ensure that the Council maximises the benefits to the Borough of the investment in, and establishment of, UA92, the Council commissioned SQW to carry out an independent Economic Impact Assessment. The Executive summary of their report is attached as Appendix B, and the key benefits summarised below:
- Annual GVA of £21m - £26m p.a. and provide over 460 net additional jobs in the local economy.
  - 2,800 net construction years of employment will be supported through the construction phase, which is expected to involve investment of around £170m in Trafford's economy.
  - Benefits to the local community in terms of skills development, employment opportunities, and raising aspirations.
  - Supports the rejuvenation of Stretford Town Centre.
  - Benefits to the local community associated with engagement in sports and healthy living.
  - Growth of a local 'graduate economy',
  - Enhancing Greater Manchester's profile as a recognised leader in media and digital technologies, and its wider innovation ecosystem.

**8.0 Consultation**

- 8.1 The Council will undertake a formal public consultation on the draft refreshed Masterplan from 10 October 2017 for a period of eight weeks, as set out elsewhere on this agenda. Development proposals, as set out in this report, will be subject to planning permission, and will be consulted on in the usual way.
- 8.2 UA92 are proposing to conduct consultation in relation to the proposals with stakeholders.

**Reasons for Recommendation**

The proposal to establish a university in Old Trafford and Stretford provides opportunities for the regeneration of Stretford through the refreshed Stretford Masterplan and other significant economic and other benefits for the local community and the wider area.

**Other options considered**

The decision could be taken not to support the proposal but this would mean that the council would not be able to be able to secure the significant benefits which would arise as a result of the proposals

**Key Decision No**

**If Key Decision, has 28-day notice been given? N/A**

Finance Officer Clearance ...GB.....  
 Legal Officer Clearance ...JLF.....

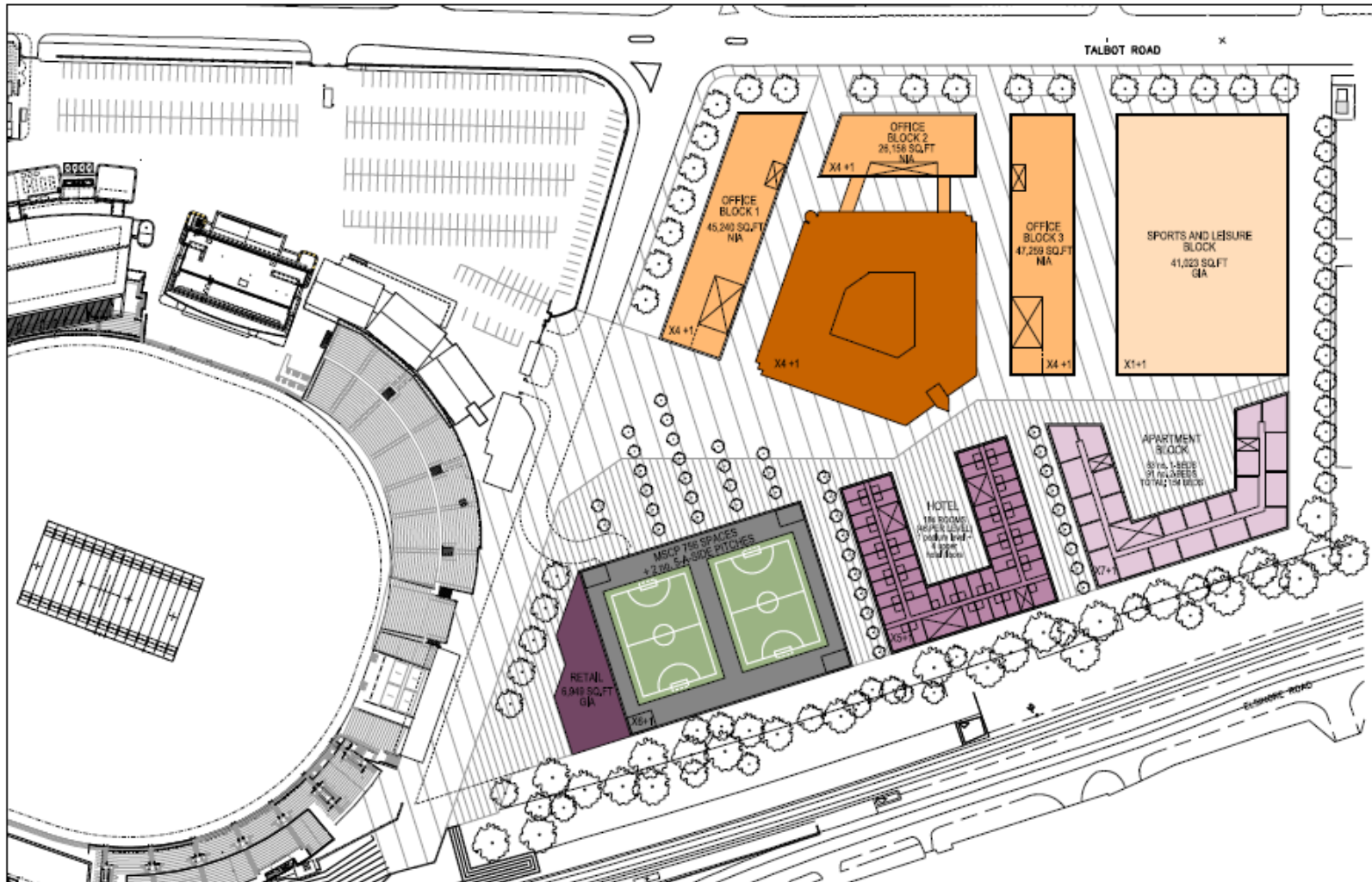
**CORPORATE DIRECTOR'S SIGNATURE**



To confirm that the Financial and Legal Implications have been considered and the Executive Member has cleared the report.



Appendix A – Indicative Campus Masterplan



NOTES:  
 OFFICE N/A CALCULATED FROM RIN G/A AS SHADDED  
 SPORTS AND LEISURE BLOCK ASSUMED @ G/A LEVEL DOUBLE HEIGHT  
 DESIGN IS INDICATIVE SUBJECT TO DEVELOPMENT

K Building Masterplan  
 Proposed masterplan  
 K\_5RKA100  
 rev A

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## Appendix B – Economic Impact Assessment Executive Summary

Please see separate attachment / pages 13-19 of the agenda reports pack

# Appendix C – Turn Moss illustrative masterplan

## Turn Moss Academy Illustrative Concept

