

## TRAFFORD COUNCIL

**Report to:** Executive  
**Date:** 27 October 2014  
**Report for:** Decision  
**Report of:** Executive Member for Economic Growth and Planning

### Report Title

**Stretford Masterplan Governance**

### Summary

Securing the successful regeneration of Stretford Town Centre is a key priority for Trafford Council. The Stretford Town Centre Masterplan was approved by Trafford Council Executive in January 2014 and provides a bold vision for delivering transformational change.

The successful implementation of the Masterplan will be dependent on improved collaborative working with key stakeholders. The development of new governance arrangements that can secure wider private sector and community input will be critical in delivering the revitalisation of Stretford Town Centre.

### Recommendation(s)

That the Executive approve the Stretford Masterplan Governance proposals and Terms of Reference (Appendix One).

### Contact person for access to background papers and further information:

**Name:** Mike Reed (Growth and Masterplan Manager)  
**Extension:** x4924

Appendix One: Terms of Reference

Background Papers:

None

**Implications:**

Relationship to Policy Framework/Corporate Priorities	The proposed governance arrangements support the corporate priority for economic growth and development. The successful implementation of the Masterplan will support the delivery of the adopted Trafford Local Plan: Core Strategy which identifies Stretford Town Centre as a location for regeneration and change over the plan period.
Financial	Existing staff resources have been identified to support the Working Group and the Panel.
Legal Implications:	All actions undertaken by the Working Group and the Panel will be done in accordance with legal requirements. The Working Group and Panel will not have formal decision making powers.
Equality/Diversity Implications	The Masterplan has been subject to an EIA assessment to ensure that equality issues have been considered as part of the preparation and delivery.
Sustainability Implications	The Masterplan sets a number of sustainability principles that future development proposals should be in accordance with.
Resource Implications e.g. Staffing / ICT / Assets	Existing staff resources have been identified to support the delivery of the Masterplan. Information will be made available on line and documents will be available to access through the Council's web pages. The Masterplan provides a framework for the Council to realise the potential of its assets within the area.
Risk Management Implications	The delivery of the Masterplan will be supported by a risk plan setting out the key risks to delivery and proposed mitigation measures.
Health & Wellbeing Implications	None.
Health and Safety Implications	None.

## **1.0 Background**

- 1.1 Stretford is one of Trafford's town centres and an important driver in the economic growth of the Borough. There is a clearly recognised need to improve the offer of Stretford which is identified in the Trafford Core Strategy as a location for regeneration and change (Policy W2). Following public consultation from 24 July to 20 October 2013 the Executive approved the Stretford Town Centre Masterplan. It will be the Council's strategy for securing the revitalisation of Stretford Town Centre over the next 10-15 years.
- 1.2 The overarching aim of the Masterplan is to secure the successful regeneration of Stretford Town Centre and provide a prosperous, vibrant, attractive and safe destination. The Masterplan specifically identified a refresh of the governance model for the town centre, particularly to secure more business representation and wider community input, as a key action that will facilitate improved collaborative working and support the delivery of a revitalised town centre.

## **2.0 Proposed Structure and Terms of Reference**

- 2.1 The successful implementation of the Masterplan will be dependent on effective partnership working that ensures all stakeholders are involved in the delivering of activity. The proposed governance arrangements will provide for improved collaborative working with the community, businesses, landowners, developers, investors, retailers and residents.
- 2.2 To support the successful implementation of the Masterplan the Stretford Masterplan Working Group, including Council Member and Officer representatives, will be established. The Working Group will be chaired by the Executive Member for Economic Growth and Planning and will make recommendations to the Executive for decisions on proposals to deliver the Masterplan. The Stretford Masterplan Panel, including business and community representatives, will be established to act as a consultative body for the Working Group. Membership of the Panel will be agreed by the Executive Member for Economic Growth and Planning.
- 2.3 The delivery of the Masterplan will be supported by an annual Action Plan that will be developed by the Working Group in consultation with the Panel and formally approved by the Executive. The Action Plan will be prepared annually in accordance with the requirements set out in Schedule Two of Appendix One.
- 2.4 The Working Group will oversee the delivery of the Masterplan, co-ordinate activity and support the delivery of the annual Action Plan, working in consultation with the Panel. The Panel will support the delivery of the Masterplan and act as a consultative body to support the Working Group.
- 2.5 The Executive will be the relevant decision making body for proposals to implement the actions identified in the Masterplan and the Action Plan.
- 2.6 The full Terms of Reference for the Working Group and the Panel are set out in Appendix One.

### 3.0 Other Options

3.1 The existing arrangements do not provide a robust mechanism to support the delivery of the Masterplan. The membership of the current Stretford Town Centre Partnership does not reflect the range of stakeholders that need to be involved and it does not provide the strategic focus that is required.

### 4.0 Consultation

4.1 The Council held a public consultation on the Masterplan from 24 July to 20 October 2013 during which a total of 242 representations were received. During the consultation period the opportunity to refresh the governance model for the town centre and particularly secure more community input and wider business representation was identified. The proposed governance arrangements will provide a robust mechanism for on-going collaboration and engagement in the delivery of the Masterplan.

### 5.0 Next Steps

5.1 The proposed governance arrangements will support the successful implementation of the Masterplan and help secure the transformation of Stretford Town Centre.

5.2 Once the governance arrangements and Terms of Reference have been approved by the Executive the Working Group and Panel will need to prepare the first annual Action Plan.

5.3 The closing date for tenders for the disposal of Stretford Public Hall is 23 December 2014. Due to the importance of the Hall in the regeneration of Stretford, the Members Panel constituted to consider the original application for the Hall to be placed on the register of Assets of Community Value, will be consulted on those bids. At the same time, the proposed Working Group will also be consulted on the bids. Any comments received will be included in the subsequent report to Executive in February 2015 for a decision on the disposal of the Hall.

### **Reasons for Recommendations**

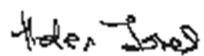
The Executive is asked to approve the Stretford Masterplan Governance proposals and Terms of Reference which will support the successful implementation of the Masterplan.

**Key Decision:** No

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

Finance Officer Clearance .....PC.....

Legal Officer Clearance .....JLF.....



**[CORPORATE] DIRECTOR'S SIGNATURE** *(electronic)*.....

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