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**TRAFFORD
COUNCIL**

SUPPLEMENTARY PAPERS FOR LICENSING SUB-COMMITTEE MEETING

Date: Tuesday, 14 March 2017

Time: 6.30 pm

**Place: Committee Room 2+3, Trafford Town Hall, Talbot Road, Stretford,
Manchester M32 0TH**

AGENDA	PART I	Pages
3.	APPLICATION FOR THE GRANT OF A NEW PREMISES LICENCE - KRO OLD TRAFFORD, 1 WARWICK ROAD SOUTH, OLD TRAFFORD M16 9AL	
	Additional information received from the Applicant attached.	1 - 2

THERESA GRANT
Chief Executive

Membership of the Committee

Councillors M. Whetton, A. Mitchell and M. Freeman.

Further Information

For help, advice and information about this meeting please contact:

Mrs Ruth Worsley, Democratic & Scrutiny Officer
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Email: ruth.worsley@trafford.gov.uk

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Document Title:- VP001 1 Warwick Road South Medium Term Plans

Document Nr:- MCCDev/R0059

Date:- 28th February '17

Purpose:- To provide clarity to Trafford Licensing Team of the medium term plans for 1 Warwick Road South.

Section 1 – Short Term Vision

The 1 Warwick Road South Warehouse had been empty for over a year when we purchased the building. To provide some instant vitality to the building and local area we have teamed up with Kro and created Kro Old Trafford. An event day bar that features new music in a family safe environment. The bar is 'cool,' the customers are noticeably very excited to be part of the project. The bar has also received great support from the Police who see it as a great means of reducing the event day pressure on the Metrolink Station platforms, this pressure can easily lead to incidents.

Through the good publicity the bar is creating we are now in talks with various potential occupiers for the rest of the warehouse space, typically artistic uses which are synonymous with regeneration. We see this social and creative use of the building as a key part in our regeneration plans.

Section 2 - Medium Term Vision

To help the regeneration of the area to the East of the Old Trafford Metrolink Station by providing a mixed use Hong Kong style development at the transportation hub incorporating the following:-

- Apartments for Key workers and Young professionals working in town
- Transport provision being trams, bicycles, car/van share
- Artistic social centre Kro Old Trafford featuring café, bar, performance space:-

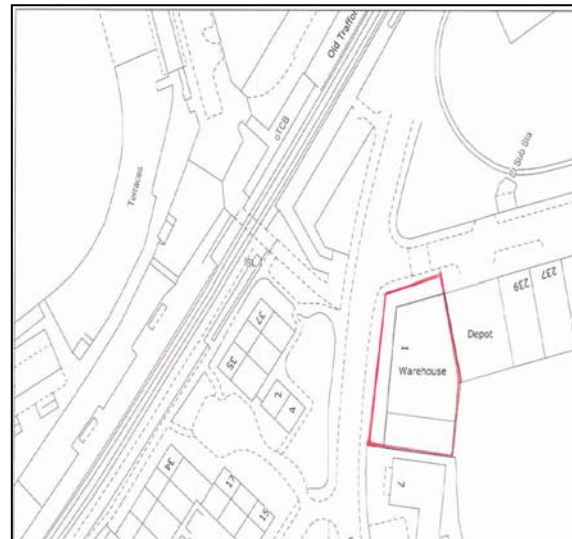


Kro Old Trafford



- GF small business units
- Affordability
- Security
- Provide the 'Old Trafford' Metrolink stop the surroundings deserved by one of the world's most famous and revered names.

The area of 1 Warwick Road South is illustrated below:-



1 Warwick Road South

Section 3 – Conclusion

The **Kro Old Trafford** creative and social centre is the short term creative use of the 1 Warwick Road South site to help enable the Medium-Term Vision which can spearhead the regeneration of the Warwick Road South/Ayres Road area and offer the greeting to the thousands of residents, international tourists, football fans and cricket fans deserving of the Old Trafford name.

It will also further unlock the Metrolink station to the residential population between Old Trafford Station and Chorlton, many of whom find the current surroundings too intimidating to use.

The mixed used scheme will provide the inspiration and opportunities for the local population who can in turn have the positive impacts on society of former Old Trafford residents who grew up in distant times such as L.S. Lowry, Dodie smith and Steven Patrick Morrissey.

The Vision is of creativity, inspiration and opportunity.

Yours faithfully
For and on behalf of
Victor (U.K.) Ltd

Michael Purcell
Development Director