

Stretford Town Centre Masterplan Consultation Strategy (Draft)

1. Introduction

- 1.1 The Council is preparing a masterplan for Stretford Town Centre that will provide a strategy to address the clearly identified need to improve its performance and deliver positive change and growth. The Stretford Town Centre Masterplan will provide a coherent framework for the Council, property owners, prospective developers, existing occupiers and community stakeholders which will assist in realising the opportunities which exist within the Masterplan area.
- 1.2 The draft Stretford Town Centre Masterplan will go to Executive in June 2013. There will then be an informal consultation with the Stretford M32 group and the Stretford Town Centre Partnership. It is then intention of the Council to undertake a public consultation on the draft Masterplan from 24 July 2013 for a period of eight weeks. The aim of this consultation process will be to involve local people in the development of the Masterplan and enable them to shape its priorities, establish the views of the community and other key stakeholders, reconcile conflicting objectives where possible, and identify sensitive issues.
- 1.3 The Council's approach for involving local people in the preparation and revision of Local Development Documents (LDDs) and for consultation on planning applications in Trafford is set out in the Statement of Community Involvement (SCI) Review 2010. Whilst the Stretford Town Centre Masterplan will not be an LDD, the consultation process will be guided by the requirements of the SCI.
- 1.4 The Council's vision for community involvement is as follows:
- 'The Council seeks to ensure that all people who live, work, invest, own land/property, are educated in or visit Trafford have a wide range of opportunities to play their part in the future planning and development of the Borough'.*
- 1.5 In order to achieve this vision the Council will follow a number of principles when consulting with communities:
- Provide ready and timely access to information
 - Promote a range of opportunities for people to contribute ideas and explore options
 - Enable people to take an early, active part in developing proposals
 - Provide a variety of means by which people can make representations on formal proposals
 - Ensure that people are kept informed of progress and outcomes in the planning process, including explaining how their views have been taken into account

2. Key Stakeholders

- 2.1 There are a number of key stakeholders whom the Council will consult formally in relation to the draft Stretford Town Centre Masterplan. These include:
- local resident bodies and community groups, eg. Stretford M32
 - town centre organisations, eg. Stretford Town Centre Partnership
 - local businesses
 - amenity groups
 - local politicians
 - land and property owners

- management agents
- occupiers
- developers
- highway authorities
- fire and emergency services and police authorities
- statutory consultees and agencies, eg. English Heritage, the Environment Agency
- public funders, eg. Greater Manchester Investment Fund, Homes and Communities Agency
- local service providers, eg. the Trafford Clinical Commissioning Group, registered providers of social housing
- disability groups
- utilities companies
- transport providers eg. Transport for Greater Manchester

2.2 The Trafford Partnership will also have the opportunity to be involved in the consultation process and subsequent revision of the Masterplan.

2.3 Obtaining the views, knowledge and input of these key stakeholders will be vital in ensuring that the final Stretford Town Centre Masterplan both reflects the needs of the local community and forms a deliverable strategy for the future of Stretford Town Centre.

3. Consultation Process

3.1 Prior to undertaking formal consultation the Council will undertake early engagement with key groups through both one-to-one meetings and roundtable sessions taking the form of informal meetings attended by key officers. These groups will include the M32 Community Group, which was formalised in April 2013, the Stretford Town Centre Partnership, and the Meadows and Trees Tenants and Residents Associations. Council members will also be involved in the preparation of the draft Stretford Town Centre Masterplan. Once the results of this early engagement have been taken into account the draft Masterplan will be taken to Council Executive in June 2013 before the formal consultation process commences.

3.2 As part of the formal consultation process the Council will make the draft Masterplan document available for inspection and comment at a wide variety of places including, libraries and principal administrative buildings. An electronic copy of the draft Masterplan, together with details of opening times for the places where it has been made available, will also be placed on the Council's website along with online copies of the questionnaire. Furthermore, partner organisations will be encouraged to raise awareness of the consultation.

3.3 The Council will place notices in at least one local newspaper circulating in Trafford and on the Council's website (www.trafford.gov.uk) advertising the fact that the draft Masterplan has been made available for public inspection and comment. Social media will also be utilised where appropriate. The advertisement will set out:

- What the draft Masterplan document is;
- What stage has been reached in its preparation;
- Where and when people can view material, obtain copies, make comments or representations;
- Where to send comments and representations; and
- How further information can be obtained.

3.4 In addition the Council will notify in writing all consultees listed on the Strategic Planning consultee database which includes any person who has expressed an interest in an LDD. Specific and general consultation bodies, along with other consultees, will be provided with copies of the draft Masterplan where appropriate.

3.5 Copies of all comments and representations made on the draft Masterplan will be available for inspection at the Council's offices in Sale Waterside, during normal office hours.

4. Proposed Consultation Events

4.1 The draft Masterplan will be officially launched for consultation at a half day event in July 2013. This event will be advertised widely via a press release, on the Council's website, social media, partner networking and direct communication with identified groups. The launch event will be open to all and will enable people to hear about and ask questions relating to the draft Masterplan. Questionnaires (see appendix one) will available on the day for people to complete and return. There will also be an opportunity for people to leave contact details if they would like more information or regular updates.

4.2 There will be a stall within Stretford Mall on one Saturday during the consultation period. People will have the opportunity to view the draft Masterplan and ask questions. An evening 'neighbourhood forum' style event will also be held. Questionnaires will available for people to complete and return. There will also be an opportunity for people to leave contact details.

4.3 Exhibition material will be made available at key venues, such as the Stretford Library and Trafford Town Hall, where draft documents are deposited for inspection. Questionnaires will also be made available for people to complete and return.

5. People with Particular Needs

5.1 The Council is aware of the need to involve the Borough's diverse communities in the planning process, particularly those who might not have easy access to information or for whom traditional means of involvement might not have been effective. 'Hard to reach' groups in the Borough include:

- People from black and minority ethnic communities
- People with disabilities and sensory impairments
- Young people
- Elderly people

5.2 The following specific measures will be employed to ensure that the draft Masterplan is as accessible and inclusive as possible. The draft Masterplan will also include in a range of languages other than English, details of contacts from whom further assistance can be obtained. For people with a visual impairment the Masterplan will follow clear print guidelines and provide summary material in large print and Braille on request. For those with hearing impairments the Council will provide a minicom facility by which further details can be obtained. All Council buildings where material is made available for inspection or public meetings are held will be accessible to people with disabilities.

5.3 The Council will ensure that it does not discriminate (directly or indirectly) against any consultee or member of the public for reasons linked to:

- Age
- Disability
- Gender
- Race
- Religion or belief
- Sexual orientation

6. Consultation Responses

- 6.1 The Council will consider all written comments and representations made on the draft Masterplan, whether they are submitted in hard copy form or electronically, and use them to inform necessary changes to the document.
- 6.2 Public reports on the consultation and public participation undertaken, representations received and the response to those representations on the draft Masterplan will be prepared and presented to relevant meetings of Trafford's elected members. These reports will also be made available via the Council's website.
- 6.3 Those consulted will have further opportunities to give feedback, where necessary, so that trust and a collaborative approach can be developed as the Masterplan moves into a future implementation stage.

7. Timetable

- 7.1 After the informal consultation is completed there will be a public consultation period of eight weeks following the timetable below:
- 24 June 2013: approval by Executive
 - 25 June 2013: commencement of informal consultation with Stretford M32 group, Stretford Town Centre Partnership, and the Meadows and Trees Tenants and Residents Associations
 - 15 July 2013: minor amendments made to the Stretford Town Centre Masterplan following informal consultation
 - 24 July 2013: commencement of the public consultation period and Stretford Town Centre Masterplan launch event
 - 6 August 2013: evening consultation event
 - 11 September 2013: end of consultation period
 - September/October 2013: analysis of consultation responses
 - November 2013: amendments made to the Stretford Town Centre Masterplan

Appendix One – Stretford Town Centre Masterplan Questionnaire

To help us develop and fine tune the draft Stretford Town Centre Masterplan, we would be very grateful if you could take the time to answer the following questions. All comments made will be analysed and the results published once this consultation period ends. Your views will be contributing to the long term future of Stretford.

There is a clearly recognised need to improve the offer of Stretford Town Centre which is identified in the Trafford Core Strategy as a location for regeneration and change. In order to deliver the change and growth sought within Stretford Town Centre it will be necessary to consider how this location can maximise the opportunities of its key assets, link key spaces together and create a strong and attractive destination of choice meeting the needs of the community.

The intention is that the Stretford Town Centre Masterplan will provide a coherent framework for development in Stretford Town Centre over the next 10-15 years. The Masterplan will assist the Council, property owners, prospective developers, existing occupiers and community stakeholders in realising the opportunities which exist within the Masterplan area. The ambition is to create a unique town centre for Stretford that is a destination of choice for local people to shop, eat, drink, relax and access key services.

The proposed vision for the Stretford Town Centre is as follows:

‘To create, within the Stretford Town Centre Masterplan area, a prosperous, vibrant, attractive and safe destination that provides facilities throughout the day and evening to meet the needs of the community whilst maximising the opportunities provided by its key assets’.

The primary objective of the Stretford Town Centre Masterplan is to address the challenges faced by Stretford Town Centre and provide a prosperous, vibrant, attractive and safe destination. In summary the proposed objectives of the Masterplan are to:

- bring forward development that realises the full potential of Stretford Town Centre and the surrounding area;
- create a strong sense of place within the town centre
- improve key gateways;
- develop unused, under used or derelict land for a mix of uses;
- promote the refurbishment, enhancement and reuse of historic buildings such as the Essoldo Cinema and Stretford Public Hall;
- enhance the retail, leisure and services offer in the town centre, particularly the evening economy;
- deliver additional employment activity within the town centre;
- provide residential development and a better balance in housing types;
- attract visitors using major cultural and leisure attractions in the surrounding area to Stretford Town Centre;
- maximise the role of recreational assets and green space including the Bridgewater Canal, Trans Pennine Trail and Victoria Park;
- deliver environmentally sustainable development;
- provide clear signage throughout Stretford Town Centre;
- address poor air quality and congestion along the A56;
- improve pedestrian and cycle routes through the area and access by public transport;
- create a safe and secure town centre where crime and anti-social behaviour is actively discouraged and reduced;
- reduce economic deprivation within the surrounding area; and
- ensure the town centre fulfils its role as a vibrant social hub for the whole community.

Question 1

Do you agree with the proposed vision for Streford Town Centre?

- Yes
- No
- Don't Know

Comments

Question 2

Do you agree with the proposed objectives of the draft Masterplan?

- Yes
- No
- Don't Know

Comments

Question 3

Do you agree with the proposed boundary of the draft Masterplan?

- Yes
- No
- Don't Know

Comments

Question 4

Which of the following would encourage you to spend more time in the town centre?

Please select all that apply

- Improved range of shops
- Improved selection of food and drink outlets
- More events within the town centre
- Better car parking
- More attractive public realm
- Reduction in the number of vacant shops
- A market
- More leisure facilities
- Better pedestrian and cycle routes
- Other – please specify

Question 5

What do you consider to be Stretford Town Centre’s best asset?

Please specify one choice only

- Historic buildings
- Proximity to Bridgewater Canal
- Proximity to Victoria Park
- Public transport links
- Community facilities
- Independent businesses
- Variety of retail offer
- Local community
- Other - please specify

Question 6

In what ways could we maximise the opportunities of town centre's key assets?

Comments

Question 7

Do you agree with the preferred broad option for the regeneration of Stretford Town Centre over the next 10-15 years?

- Yes
- No
- Don't Know

Comments

Question 8

Do you agree with the priority development sites identified in the draft Masterplan?

- Yes
- No
- Don't Know

Comments

Question 9

Do you agree with the proposed pedestrian movement and highways interventions?

- Yes
- No
- Don't Know

Comments

Question 10

If we are to invest money in improving Stretford Town Centre where should this be focused?

Please specify a maximum of three priorities only

- Removal of the subways
- Redeveloping Stretford Mall
- Replacing the library and clinic
- Improving access to the Bridgewater Canal
- Securing new uses for the Essoldo Cinema
- Securing new uses for Stretford Public Hall
- Improving the public realm
- Developing the Lacy Street/Newton Street Car Park site
- Delivering new residential development
- Improving the Stretford Metrolink Station building
- Other – please specify

Question 11

If you could do one thing to improve Stretford Town Centre what would that be?

Comments