

**TRAFFORD COUNCIL**

**Report to:** Executive  
**Date:** 19 March 2018  
**Report for:** Information  
**Report of:** The Leader of Trafford Council

**Report Title**

**University Academy 92 Update**

**Summary**

The report provides a progress update on the work being undertaken to establish University Academy 92 (UA92) in Trafford.

**Recommendation(s)**

It is recommended that the Executive notes the contents of this report.

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

**Name:** Richard Roe, Director of Growth and Regulatory Services  
Mike Reed, Strategic Growth Manager

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**Background Papers:**  
None

*Implications:*

Relationship to Policy Framework/Corporate Priorities	The delivery of UA92 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	The regeneration of the Stretford and Old Trafford area will increase the business base of the area and act as a catalyst for growth. The development of the former Kellogg's site in partnership with Bruntwood will generate an income for the council.
Legal Implications:	None as a direct result of this report
Equality/Diversity Implications	UA92 are committed to widening access to higher education and attracting students who may not have considered university study before.
Sustainability Implications	The Council has completed an independent Economic Impact Assessment of the UA92 proposals which set out the outcomes that will be achieved. The Refreshed Stretford Masterplan contains a series of sustainability principles that development of buildings and facilities associated with UA92 should be in accordance with.
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 developments will support improved health and wellbeing.
Health and Safety Implications	None as a consequence of this report.

## **1.0 Background**

- 1.1 The Council's Refreshed Stretford Masterplan was approved by the Executive in January 2018 following a ten week public consultation. It sets a bold vision for the future of Stretford:

*'To transform Stretford Town Centre and the wider Stretford area into a prosperous and vibrant place with attractive communities and a wide range of facilities throughout the day and evening that realises the full potential of existing assets'.*

- 1.2 University Academy 92 (UA92) is a ground breaking new university being delivered in Trafford through a unique partnership between Trafford Council, the Class of 92, Lancaster University, Microsoft, Bruntwood and Trafford College. UA92 is also supported by Manchester United and Lancashire County Cricket Club. UA92 will not only provide an innovative alternative to the traditional university degree course focused on the subjects of business, media and sports, students will also be taught the emotional, physical and social intelligence skills needed to succeed in the workplace.
- 1.3 The establishment of UA92 in Stretford/Old Trafford will provide a catalyst for significant further investment in the area and deliver an iconic higher education facility. The UA92 Campus Quarter will be established on the site of the former Kellogg's office on Brian Statham Way providing a step change in the regeneration of the local area. The significant economic, social and community benefits that will be delivered through these regeneration proposals are set out in the Refreshed Stretford Masterplan.
- 1.4 This report provides an update on the progress since October 2017 in establishing UA92.

## **2.0 UA92 Campus Quarter**

- 2.1 The new UA92 Campus Quarter will be located on the former Kellogg's office site on Brian Statham Way/Talbot Road and is being delivered by the Council in partnership with Bruntwood.
- 2.2 The Council acquired the former Kellogg's office site in 2017 and will secure vacant possession in April 2018 now that Kellogg's have relocated from the site. Detailed design work is currently being finalised for the full refurbishment of the current building to provide the education campus building for UA92 prior to the submission of a planning application in Spring 2018. The campus building will be leased by the Council/Bruntwood JV to UA92 and Microsoft. Subject to planning approval, refurbishment works to enable the opening of phase one of the campus building will complete in Summer 2019.
- 2.3 Development at this location will ensure active uses in this prominent gateway site and office block. The development will not only generate jobs during the construction period, but will also support local employment directly in the new facilities and generate additional spend in the local area.
- 2.4 The refurbishment of the former Kellogg's office building and development of the UA92 Campus Quarter will support the delivery of new development in the wider Civic Quarter area, which also includes Emirates Old Trafford, Trafford Town Hall,

the existing leisure centre site and White City Retail Park. Further masterplanning work on the Civic Quarter area will be completed in 2018. It is proposed that a new leisure centre will be developed within this area. The new leisure centre will be operated by Trafford Leisure and designed to have sufficient capacity to meet the future needs of all users. More detailed proposals for the new leisure centre and the facilities it will contain are being prepared in 2018, and it is expected to open in early 2020.

- 2.5 The Council is continuing to work with UA92 and partners to maximise the benefits of the project, including the availability of permanent jobs and construction jobs to local people. Further reports will be presented to the Executive in future to provide updates on activities associated with the delivery of UA92, such as student accommodation, masterplanning, employer and community engagement and student recruitment.

### **3.0 UA92 Prospectus**

- 3.1 UA92 launched their undergraduate prospectus in February 2018 for the academic year 2019/2020. The following three year undergraduate courses will be available for applications from 1 September 2018:

- Media and Communications BA (Hons)
- Journalism BA (Hons)
- Business Studies BA (Hons)
- Accounting and Finance BA (Hons)
- Sports and Exercise Science BSc (Hons)
- Physical Education BA (Hons)
- Psychology BSc (Hons)

- 3.2 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 required subject knowledge and skills.

- 3.3 As part of their commitment to widening access to higher education and attracting students who may not have considered university study before, UA92 will aim to be as flexible as possible with their entry criteria. The typical entry offer will be 104 UCAS points from a recognised level 3 qualification (this equates to A level grades BCC). The application process will look at students individually considering both education and personal achievements, including any work or volunteer experience.

- 3.4 As part of their Target Talent Curriculum UA92 will provide preparation for life developing the emotional, physical and social intelligence of students. UA92 students will be offered secured placements with selected companies giving them Preferred Graduate Status within UA92's employer network, meaning that the relevant employers will guarantee to review their application on the completion of their degrees.

- 3.5 UA92 will be holding a series of open days in 2018. These will include talks on topics such as what is different about studying at UA92 alongside information and advice on accommodation, student finance, grants and bursaries. The first open day will take place on 21 July 2018 at Emirates Old Trafford.

3.6 The first students are scheduled to be admitted to UA92 in September 2019. The projected number of students attending UA92 is predicted to be 650 at year one, increasing to a maximum roll of 6,500 by 2028.

**4.0 Other Options**

4.1 The Council could choose not to support the delivery of UA92 in Trafford, however this would not realise the significant economic, social and community benefits associated with the project.

**5.0 Consultation**

5.1 The Council undertook a formal ten week public consultation on the draft Refreshed Stretford Masterplan from 10 October 2017. Five general and themed public consultation events were held, including a dedicated public meeting on UA92 and the university offer held on 8 November 2017. The Refreshed Stretford Masterplan was updated to reflect the feedback received and was approved by the Council Executive in January 2018. Development proposals, as set out in this report, will be subject to planning permission, and will be consulted on in the usual way.

5.2 UA92 are committed to a process on continued engagement to build strong links with local schools and widen participation generally.

**Reasons for Recommendation**

The Executive is asked to note the contents of this report and the progress to date in the establishment of UA92 to provide a new higher education facility in Trafford and deliver significant regeneration.

**Key Decision** No

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

Finance Officer Clearance ...NB.....  
Legal Officer Clearance ...JLF.....

**DIRECTOR'S SIGNATURE** 

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