

# **CROSSFORD BRIDGE CONSULTATION STRATEGY**

**Objective:** Conduct meaningful engagement with the local community and key stakeholders, giving them the opportunity to help shape our proposals

<b>Values:</b>	<b>Strategy:</b>	<b>Commitments:</b>
<ul style="list-style-type: none"><li>- <b>Positivity</b></li><li>- <b>Inclusivity</b></li><li>- <b>Togetherness</b></li></ul>	<p>We will conduct a two-phase approach to consultation, giving the local community and key stakeholders the opportunity to engage with the proposals at:</p> <ul style="list-style-type: none"><li>a) an early and formative stage</li><li>b) a more detailed stage.</li></ul>	<p>We will ensure the local community and key stakeholders are given a say in <b>shaping the proposals</b> for the site</p> <p>We will make every effort to <b>understand and respond</b> to people's concerns</p> <p>We will prioritise <b>accessibility</b>, ensuring every member of the local community has the opportunity to have their say</p> <p>We will ensure the local community and all key stakeholders are kept <b>well-informed</b> through the consultation process and have ongoing channels/opportunities to get in touch</p> <p>We will <b>capture and record</b> all data shared, with the permission of those involved</p>

# **PHASE 1 CONSULTATION: ENGAGEMENT**

# Key timings

**8th-9th June:** Initial conversations with community clubs

**10th June:** Announcement press release issued under embargo for 11th June

**11th June:** Council publishes report to Executive Committee, Council letter to local residents

**22nd June - 13th July:** Phase one consultation

**September:** Phase two consultation

**November:** Possible planning application submission

# Community clubs

*We will work with the clubs, governing bodies and Trafford Council to formulate collaborative solutions.*

*Clubs:*

- *Sale United*
- *Sale Harriers*
- *Old Altrinchamians*
- *North West Rockers*

**Approach:**

- **Alignment with governing bodies**
- **Early engagement to understand individual club priorities**
- **Consultation with Leisure Consultant**
- **Ongoing point of liaison**

**Messaging:**

We want to support and enhance your ambitions in the borough.

# Announcement

*We will focus on the early stage vision for the site. The announcement will inform all audiences of the consultation process and opportunities to have their say.*

## **Promotion:**

- Press release
- Animation
- Dedicated microsite
- Dedicated Twitter and Facebook channels
- Paid social campaign to Sale residents
- Outreach to social groups
- Sale Sharks announcement on owned channels

## **Messaging:**

- Crossford Bridge identified as potential location for multi-purpose community sports village
- Led by Crossford Futures with Sale Sharks as an active partner
- Consulting closely with a range of local stakeholders including Trafford Council
- Details of upcoming consultation

# Local community consultation

*We will invite feedback on the early stage vision and consult on the following key areas:*

- *Inspiring activity (multi-purpose use)*
- *A positive local impact (economic benefit)*
- *Accessible hub (transport strategy)*
- *Key considerations*

## **Ways to get involved:**

- Online consultation questionnaire (microsite)
- X3 webinar events
- Dedicated feedback email address
- Dedicated Twitter and Facebook channels

## **Promotion:**

- Postal consultation pack (**M33 & M32 8/9 - approx. 30,000 households**)
- Dedicated outreach to local stakeholder groups: schools, sports clubs, businesses, the elderly, disability networks, BAME networks (**355**)
- Emailer to sign-up database
- Paid social campaign (**Approx. 100,000 in Sale and wider borough**)
- Organic social
- Community access points

# Sale Sharks consultation

*We will invite feedback on the club's vision to bring Sale Sharks back to its hometown of Sale. Fans will be consulted on the following areas:*

- *Matchday experience*
- *Matchday travel*
- *Local benefits*

## **Ways to get involved:**

- Online consultation questionnaire (microsite)
- X3 fan-focused webinar events
- Owned Twitter and Facebook channels
- Dedicated email address

## **Promotion:**

- Letter to local season ticket holders
- Emailer to club database
- Organic social



**PHASE 1 CONSULTATION:  
COLLATERAL**



**CROSSFORD  
BRIDGE**

Community Sports Village

Connecting communities through world class sport and grassroots activity. A place at the heart of Sale that will not only bring people together, but act as a catalyst to inspire and engage future generations.

Inspired by local people, firmly rooted in Sale and driven by a more prosperous future, this project will give the whole community a sports village to be proud of.

World class sport

Inspiring activity

Connecting communities

A positive local impact

Accessible hub

A home



**WALK**

 **CROSSFORD  
BRIDGE**  
Community Sports Village



**CYCLE**



**PLAY**

 **CROSSFORD  
BRIDGE**  
Community Sports Village



**COMPETE**



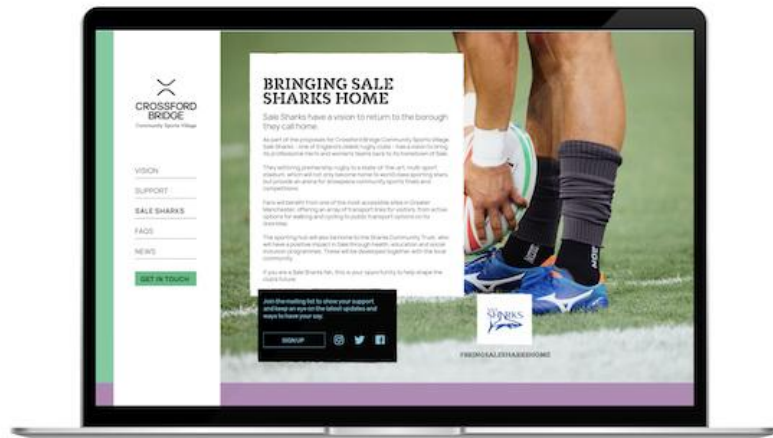
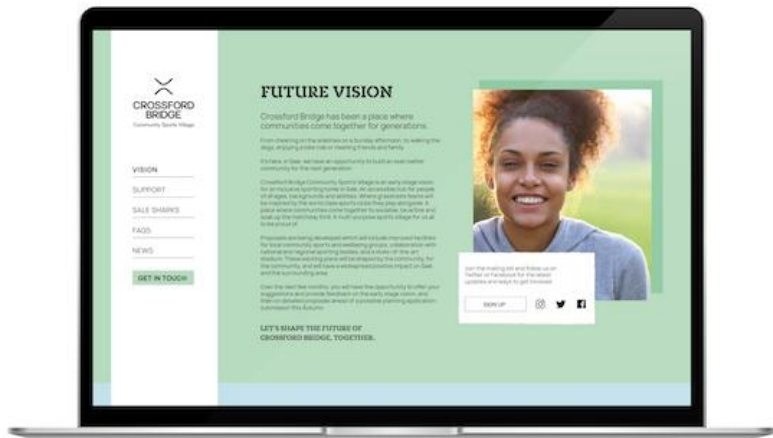
**WORK**

 **CROSSFORD  
BRIDGE**  
Community Sports Village



**RELAX**

# Microsite



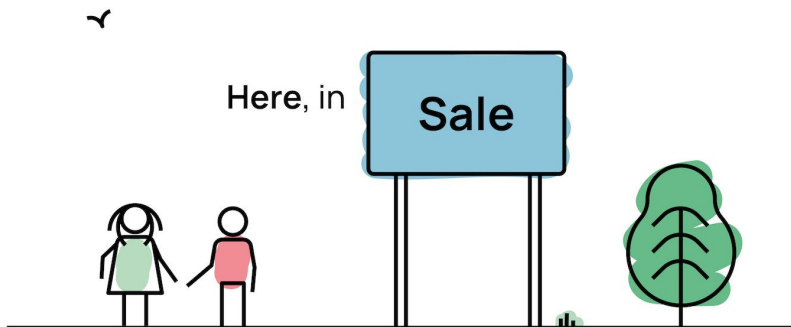
**Animation**

Crossford Bridge has always been a place  
where **communities come together**



**CROSSFORD  
BRIDGE**

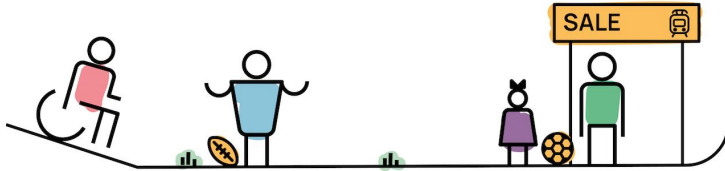
Community Sports Village




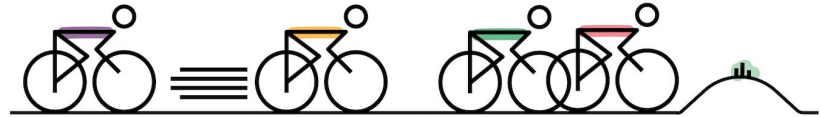




An **accessible sporting hub**  
for all **ages, sports** and **abilities**.



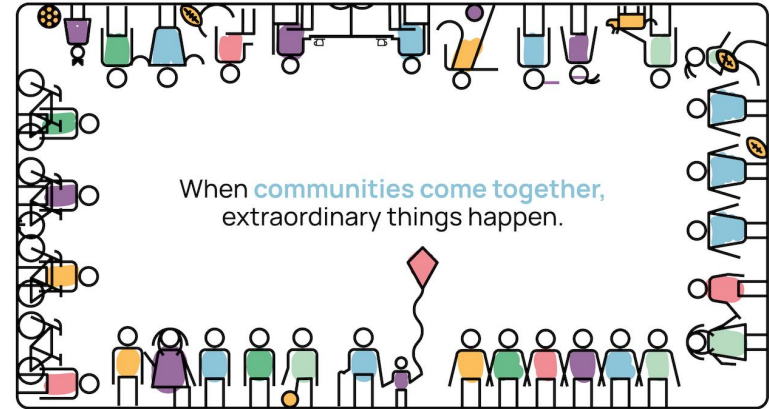
A place that encourages  
**everyone in our community**  
to live a **healthier, more active** lifestyle



...and a catalyst for the **local economy**.



When **communities come together**,  
extraordinary things happen.



# Resident consultation pack



## Have your say

You can offer suggestions for what you would like to see as part of the Crossford Bridge Community Sports Village through a range of channels:

- Complete the online consultation questionnaire by visiting [crossfordbridge.co.uk](http://crossfordbridge.co.uk)
- Contact us directly on Twitter or Facebook, or email [insert email]
- Webinars will be available on Twitter, Facebook, and via the website

A second phase of consultation will take place later this summer ahead of a possible planning submission later this year.



Visit the website and sign-up to the newsletter to keep up-to-date with the latest information and ways to get involved: [crossfordbridge.co.uk](http://crossfordbridge.co.uk)

Contact us directly: [insert email]

🐦 @crossfordbridge 📘 /crossfordbridge



Dear Sir/Madam,

I am writing to let you know about an early stage vision for a new community sports village at Crossford Bridge Playing Fields in Sale. The first phase of consultation with the local community is now open, meaning you have the opportunity to take part in shaping the proposals.

In the following pages, you will learn more about the vision for the site and how it aims to benefit the residents and businesses in close proximity to Crossford Bridge, including Sale and in the surrounding area.

These exciting plans will be shaped by the community, for the community. Therefore, you are invited to provide your ideas, feedback and suggestions via a range of consultation channels.

Please read on for more information and details of how to get involved.

Yours sincerely,

**Graham Young**  
Director  
Crossford Futures

## Early stage vision

Crossford Bridge has always been a place where communities come together. It's here that there is an opportunity to build an even better community for the next generation.

Proposals for Crossford Bridge Community Sports Village could include improved facilities for local community sports and wellbeing groups, collaboration with national and regional sporting bodies, alongside a state-of-the-art stadium for world class sporting stars and showpiece community finals.

This is a vision for an inclusive home for sport in Sale. An accessible hub for people of all ages, backgrounds and abilities. It will be a place where communities come together to socialise, be more active and become inspired.



## Bringing Sale Sharks Home

As part of the proposals, Sale Sharks – one of England's oldest rugby clubs – has a vision to bring its professional men's and women's teams back to its hometown of Sale.

The sports village will also be home to the Sharks Community Trust, which aims to have a positive impact in Sale through health, education and social inclusion programmes. These will be developed together with the local community.

#BringSaleSharksHome



## Shaping the proposals

During this first phase of consultation, you are invited to feedback on the early stage vision and provide suggestions across a number of key areas.



## Inspiring activity

From football pitches to walking and parkrun routes, you can share your suggestions for what you would like to see from an inclusive, multi-purpose community sports village.

## Accessible sporting hub

From active travel options such as walking and cycling to using the public transport on Crossford Bridge's doorstep, your suggestions will help to shape a sustainable transport and movement strategy.

## A positive local impact

Whether it's employment opportunities or partnerships for local businesses, we want to understand how a sports village could positively impact people and businesses in Sale and the surrounding area.

## Your views matter

During phase one of consultation we will be here to listen to any concerns you might have, ensuring that these are factored into detailed proposals during phase two of consultation later this summer.

