

TRAFFORD COUNCIL

Report to: Executive
Date: 22nd June 2020
Report for: Discussion
Report of: Executive Member for Culture and Leisure

Report Title

Crossford Bridge, Sale

Summary

Sale Sharks have a vision and ambition to return to their hometown of Sale and welcome the views and feedback from the immediate community of Sale and wider community of Trafford on this aspiration.

This presents an opportunity to create a state of art community sports and activity hub that combines the best of elite sport and multi-purpose community sports.

A full community engagement strategy is proposed with the existing community users of the site including all clubs and local residents to ensure current users of the site can be accommodated either on the redeveloped site or other locations within Trafford through an agreed displacement strategy.

On completion of a full consultation programme a report is to be submitted to the Executive in Autumn 2020.

Recommendation(s)

The Executive are recommended to:

Note the proposal from Sale Sharks for the creation of a community led multi-sports hub at Crossford Bridge;

Note the engagement to be undertaken by Sale Sharks on the proposal, supported by the Council'

Note that the proposal relates to land owned by the Council;

Note that a further report will be brought to Executive on the conclusion of the initial phase of engagement.

Contact person for access to background papers and further information:

Name: Chris Jennings
 Mobile: 07890 599557
 Background Papers: None

Implications:

Relationship to Policy Framework/Corporate Priorities	Health and Wellbeing, Pride in our Area and Successful and Thriving Places; Green and Connected
Relationship to GM Policy or Strategy Framework	<i>None directly arising from this information report.</i>
Financial	<i>None directly arising from this information report.</i>
Legal Implications:	<i>None directly arising from this information report.</i>
Equality/Diversity Implications	<i>None directly arising from this information report.</i>
Sustainability Implications	<i>None directly arising from this information report.</i>
Resource Implications e.g. Staffing / ICT / Assets	<i>None directly arising from this information report.</i>
Risk Management Implications	<i>None directly arising from this information report.</i>
Health & Wellbeing Implications	<i>None directly arising from this information report.</i>
Health and Safety Implications	<i>None directly arising from this information report.</i>

1.0 Background

This proposal recognises and supports the priorities outlined in the Corporate Plan;-

- 1) To develop areas which we can all take pride in
- 2) Improve the Health and Wellbeing of our residents and a reduction in health inequalities
- 3) Successful thriving communities
- 4) Maximising on green space.

2.0 Sale Sharks

Sale Sharks has always had a vision to return to its hometown of Sale, bringing the North's only premiership rugby side closer to its fan base and the communities in the borough.

Established in 1861, Sale played at Heywood Road from 1905, until – after turning professional and becoming 'Sale Sharks' in 1999 – it became clear that the landlocked Heywood Road was not large enough to maintain a professional rugby team. The club were forced to leave their home in Trafford and go to Edgeley Park in Stockport in 2003. It was here the club achieved great success – crowned English premiership champions in 2006 – before leaving to become a tenant at the new AJ Bell Stadium in Salford in 2012. Having enjoyed increased success in recent years under new ownership, the club believes now is the perfect time to build on this journey with a return to the borough.

Having explored a number of options, Crossford Bridge has been identified as the ideal site for their future home, offering an opportunity to be part of something much more than a stadium development. Crossford Bridge has a history as a real hub for community sport and its accessible location provides a gateway to Sale and the surrounding area.

3.0 The Opportunity

This presents an opportunity to create a state of art multi-purpose community sports and activity hub that will benefit the communities across Sale and the wider area of Trafford, with grass roots sports alongside elite sport in Sale Sharks, the anchor tenant. Targeted engagement programmes would be developed to reach those in the community with low activity and participation levels, in particular women and girls.

4.0 Crossford Bridge

Currently the site is operated by Crossford Bridge Management Association who maintain the facilities including grass pitch usage, the changing facilities and athletics stadia including the running track. Current clubs include Sale United and Old Altrinchamians (football), Sale Harriers (athletics) and North West Rockers (cricket) all of which can be either accommodated on the redeveloped site or in other improved facilities

The site is designated as Green Belt and Protected Open Space. The Executive would need to consider this at the point when they determine whether or not to support this following the consultation exercise.

Crossford Futures has been created to lead the proposed development, with Sale Sharks as an active partner. Crossford Futures is consulting with a range of local stakeholders on the proposals including Trafford Council, Manchester FA and Cheshire FA.

5.0 Engagement Strategy

A full community engagement strategy, to be led by Sale Sharks, is proposed to engage with the local community i.e. residents and clubs and key stakeholders, giving all the opportunity to help shape the proposals being put forward.

This will be a two staged approach. Prior to the phase one consultation period dialogue will commence immediately with the existing Management Association and the current athletics, cricket and football clubs that use the site. At this pre consultation phase local residents will receive letters notifying them of the consultation period.

The early informative Phase One Consultation will take place 22nd June to 13th July and mindful of Covid19 and the continuing need for social distancing and restrictions on some to exit their homes. This first period of consultation is intended to listen to the views of the local community and will be promoted via press releases, a dedicated microsite, social media, and direct contact to all partners on the Trafford Partnership database. An additional consultation pack to be mailed to over 30,000 residents across M33 and M32.

The actual consultation feedback is to be captured via an online questionnaire (microsite), dedicated email for feedback, webinar events, and social media channels and a dedicated outreach channels to the wider sports and leisure communities, schools, BAME and Disability Networks across Trafford.

The more detailed Phase Two Consultation period is provisionally scheduled for September 2020.

A further report is to be submitted to the Executive in the autumn detailing the outcomes from this engagement.

The site plan is attached appendix 1.

Other Options

None: There is a duty for this information to be reported to Members

Consultation

Phase one Community consultation is proposed from Monday 22nd June 2020 until 13th July 2020 with a second phase provisional scheduled for September 2020 on the proposals and in advance of any planning application.

A full engagement programme entitled ‘Crossford Bridge Strategy Consultation ‘is attached for information (see appendix 2)


Reasons for Recommendation

A report will be submitted back to the Executive in the autumn 2020 based on the outcomes of the Community engagement

Key Decision

No decisions are to be made at this time regarding the potential disposal of the land.

Finance Officer Clearance GB
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.