

Crossford Bridge Community Sports Village

Consultation overview

In July 2020, Crossford Futures, with Sale Sharks as an active partner, undertook the first of a two-phase consultation process on its vision to create Crossford Bridge Community Sports Village at Crossford Bridge in Sale. The local community was invited to provide feedback on the early vision and share their aspirations and any concerns for the project during a far-reaching three-week consultation period.

The vision was to create an accessible, multi-purpose community sports hub that brought the community together to socialise, be more active and be inspired by world class grassroots and elite sport. The vision also aimed to have a widespread positive impact on Sale and the surrounding area with regards to the local economy, job creation and regeneration.

Over 2,500 local residents, business leaders and members of local sports clubs provided their feedback to help shape proposals for the site. This included over 1,000 respondents in M33 and 154 living within 0.5 miles of the site.

Crossford Futures also undertook a working group process with the three clubs which currently use the facilities at Crossford Bridge to ensure their needs and aspirations were fed into the proposals, alongside extensive consultation with the national sporting governing bodies.

The second phase of consultation is due to take place in Autumn 2020, where the detailed plans which have answered the community's aspirations and concerns will be presented back for further feedback.

Promotion

The three-week consultation period was promoted to residents in Sale and the surrounding area via:

- Press announcement (31 pieces of media coverage with an approximate reach of 108,463,666 people)
- Consultation packs to residents' doors in M33 and M32 8/9 (35,000)
- Dedicated outreach to local stakeholder groups including businesses, community groups and schools (355 people)
- Paid social media campaign (approximate reach of 100,000 people in Sale and Trafford)
- Organic social media activity
- Advert in Sale & Altrincham Messenger (approximate reach of 39,074 people)
- Webinar Q&As (x2)
- Dedicated microsite
- Emailers to project database (x3)
- Emailers to Sale Sharks database (x2)

Engagement

The consultation received a high level of engagement resulting in:

- 2,359 questionnaire respondents

- 304 emails to the project email address
 - Sentiment breakdown: 35% positive / 41% neutral or mixed / 24% negative
- 1,760 sign ups to the project database
- 803 followers on social media (Twitter and Facebook)
- 18,786 website visits

Consultation questionnaire: Key findings

Current landscape

- Most respondents to the questionnaire rated the current indoor facilities at Crossford Bridge and in the local area as Average, while rating outdoor facilities as Good
- The most common comments on areas for improvement was a need for modernisation of facilities and a lack of quality indoor space
- The most common positive comments in relation to the current facilities were around accessible green space and facilities catering to a wide range of community users
- The most popular activities currently undertaken at Crossford Bridge and in the local area were running, walking, dog walking, football and cycling

Aspirations for the sports village

- There was a clear trend towards typically non-team-based activity in questions relating to new or improved facilities – walking, running, dog walking and cycling rated highest
- New all-weather facilities (3G) were ranked highest by members of the local sports clubs which use the current facilities at Crossford Bridge
- Outside of sport and activity, multi-use indoor community space was the most popular choice for the new facilities respondents would like to see, followed by health, food & drink and children's facilities
- The most popular facilities respondents indicated they would like to see as part of a community stadium were a café, community social space and children's activity facilities

Accessibility & Transport

- Respondents indicated enhancements to public transport services, walking and cycling routes and the canal towpath would be needed to encourage active and sustainable travel to the site
- Enhancements to resident parking in the local area was also a common topic raised, alongside concerns around the current traffic levels on Dane Road
- When asked about modes of transport to matches if the club was to be based at Crossford Bridge, results showed the number of Sale Sharks fans travelling by car to games could be almost halved, the number walking could increase by five times and the number using the Metrolink could increase by four times

Key concerns

- The three key concerns raised by the local community were:
 - Loss of green space
 - Loss of facilities for local sports clubs (current users)
 - The suitability of local infrastructure.

ENDS