

Civic Quarter Area Action Plan (Regulation 18 Draft) Consultation Summary Report

Purpose of the Report

This report provides an overview of the public consultation process that was undertaken in February/March/April 2020 in respect of the draft Regulation 18 version of the Civic Quarter Area Action Plan (AAP) and its supporting documents. In preparing the draft Regulation 19 version of the AAP, the comments have been reviewed and amendments have been made to the AAP document itself and its supporting documents where deemed necessary, as set out in this report. Where changes have not been made, justification is provided.

Overview

The Civic Quarter is a 55 hectare site which encompasses Trafford Town Hall, Lancashire County Cricket Club, the former Kellogg's site, and the University Academy (UA) 92 campus. It also extends towards the A56 Chester Road and includes White City Retail Park and the former Greater Manchester Police (GMP) site.

The Council has identified the Civic Quarter as pivotal in the regeneration of the wider north Trafford area. Achieving change within the Civic Quarter was initially proposed through the use of a Supplementary Planning Document. However, in June 2019 a decision was taken to elevate the status of the document to an AAP and to extend the area of coverage.

The Civic Quarter AAP will become part of the statutory development plan for Trafford, sitting alongside the adopted Core Strategy and the Trafford Local Plan and Greater Manchester Spatial Framework as they emerge.

The AAP is a vision, masterplan and strategy for the comprehensive regeneration and future development of the Civic Quarter. The plans include a refurbished leisure centre, the continued development of a new university campus, new homes, office space, improved public realm, and enhanced pedestrian and cycle routes.

The AAP is accompanied by an Integrated Assessment (IA) and an IA Scoping Report. Between them these identify the type, nature and extent of potential effects that should be considered in assessing the sustainability of the AAP.

The AAP is being produced by the Council in conjunction with Feilden Clegg Bradley Studios, Planit-ie, and Avison Young. The costs of producing the AAP are being covered by the joint venture between the Council and Bruntwood.

The Consultation Process

The draft Regulation 18 version of the AAP, and its supporting reports, were subject to public consultation for a nine week period. The process commenced on Wednesday

5th February 2020 and was initially proposed to run until 5pm on Friday 20th March 2020. However, in light of the COVID-19 pandemic significantly impacting on public life, this deadline was extended until 5pm on Thursday 9th April 2020.

All consultation documents were placed on a dedicated consultation page on the Council's website. Hard copies of the documents were available to view at Trafford Town Hall. A summary of the consultation feedback and responses is attached at **Appendix B**.

On commencement of the public consultation, a letter was delivered to over 1,600 residents within and adjoining the AAP area. The elected local councillors of the four affected wards were notified via email. Email contact was made with all regular consultees who feature on the Planning Service's consultation database. A Council press release was issued and the Council's social media links were updated. An online survey was created, accessible via the Council's consultation page, to facilitate feedback on the AAP. Comments were also invited via email or by post.

A detailed viability assessment has been undertaken as part of the AAP evidence base in order to ensure that policies are realistic, and that the total cumulative cost of all relevant policies will not undermine deliverability of the plan. Consultation on the proposed viability methodology was undertaken separately through a bespoke exercise organised by the Council's viability advisors. The viability consultation feedback is addressed in **Appendix C** to this report.

Dedicated Consultation Events

Two public consultation events were held, on 26th February 2020 and 10th March 2020, from 6pm until 8pm and at Lancashire County Cricket Club. The events had been advertised by the methods described above. Following an opening presentation, the events adopted a 'round table' format with dedicated facilitators on hand to describe the proposals, to encourage discussion and to answer questions. The facilitators took notes and attendees were invited to submit comments in writing, either via the online survey, by email or by post.

A further event took place on 12th March 2020, from 4pm until 5.30pm at Trafford Town Hall. Its focus was on key stakeholders/landowners within the AAP area, with prospective attendees identified on the basis of their interest in sites where the AAP proposes significant change or those with significant landholdings within the AAP area. Email invitations were sent. The event took the form of a presentation and subsequent question and answer session. Again, attendees were encouraged to submit written comments through the survey, by email or by post. The event attracted 9 attendees.

Trafford Council held an online event on Tuesday 15th September 2020 at 10am regarding the methodology of the viability assessment for the Civic Quarter Area Action Plan. Following the event, the Council invited any feedback or comments on the methodology via an online survey available on the Council's online consultation

page or to a dedicated email address. Comments were requested by the closing date of 29th September 2020.

Consultation Responses

The consultation on the draft Regulation 18 version of the AAP, and its supporting reports resulted in 9 responses to the online survey, and 30 written responses received via email or by post. The respondent groups comprised local residents, consultees, and key stakeholders. A full list of those who responded is appended to this report at **Appendix A**.

A summary of the feedback received during that consultation process; resultant changes to the AAP/supporting documents and the reasoning for making, or not making changes in response to the comments are set out in a table appended to this report at **Appendix B**. This is separated into four areas: 1. the results from the online survey, which contained targeted questions; 2. Individual email/postal responses from residents; 3. Individual email/postal responses from consultees; and 4. Individual email/postal responses from stakeholders or consultants operating on their behalf.

The separate consultation on the methodology of the viability assessment resulted in 3 responses to the online survey, and 2 responses via email. The points made; resultant changes to the methodology and the reasoning for making, or not making, changes in response to the comments are set out in a table at **Appendix C**.

Next Steps

This report provides a summary of the responses received to the Regulation 18 version of the Civic Quarter AAP and sets out how they, together with national guidance and other policy/evidence documents, have influenced the Publication (Regulation 19) version of the AAP. A draft of the Publication AAP will be presented to Full Council for approval ahead of further consultation commencing.

Alongside this, the Council will continue to proactively engage with the private sector in order to ensure the delivery of the AAP's vision; this could involve further land assembly and the exploration of the use of compulsory purchase powers (CPO).

APPENDIX A – Full list of those who responded to the consultation

11 individuals/residents

Historic England
Natural England
Environment Agency
National Grid
Sport England
Homes England
Highways England
Greater Manchester Mineral and Waste Unit
Transport for Greater Manchester
Manchester Airport Group
United Utilities (Water) Ltd

Greater Manchester Combined Authority
Capital & Centric
The Derwent Group
Jumani Holdings Ltd
Accrue Capital
Kentucky Fried Chicken (Great Britain) Ltd
The High Street Group
Uppingham Estates