



OLD TRAFFORD

Masterplanning Report

Prepared for Trafford Council, Trafford Housing Trust and
Old Trafford Neighbourhood Partnership
by URBED and EKOS

October 2009





Empress Court

Princess Court

Hullard

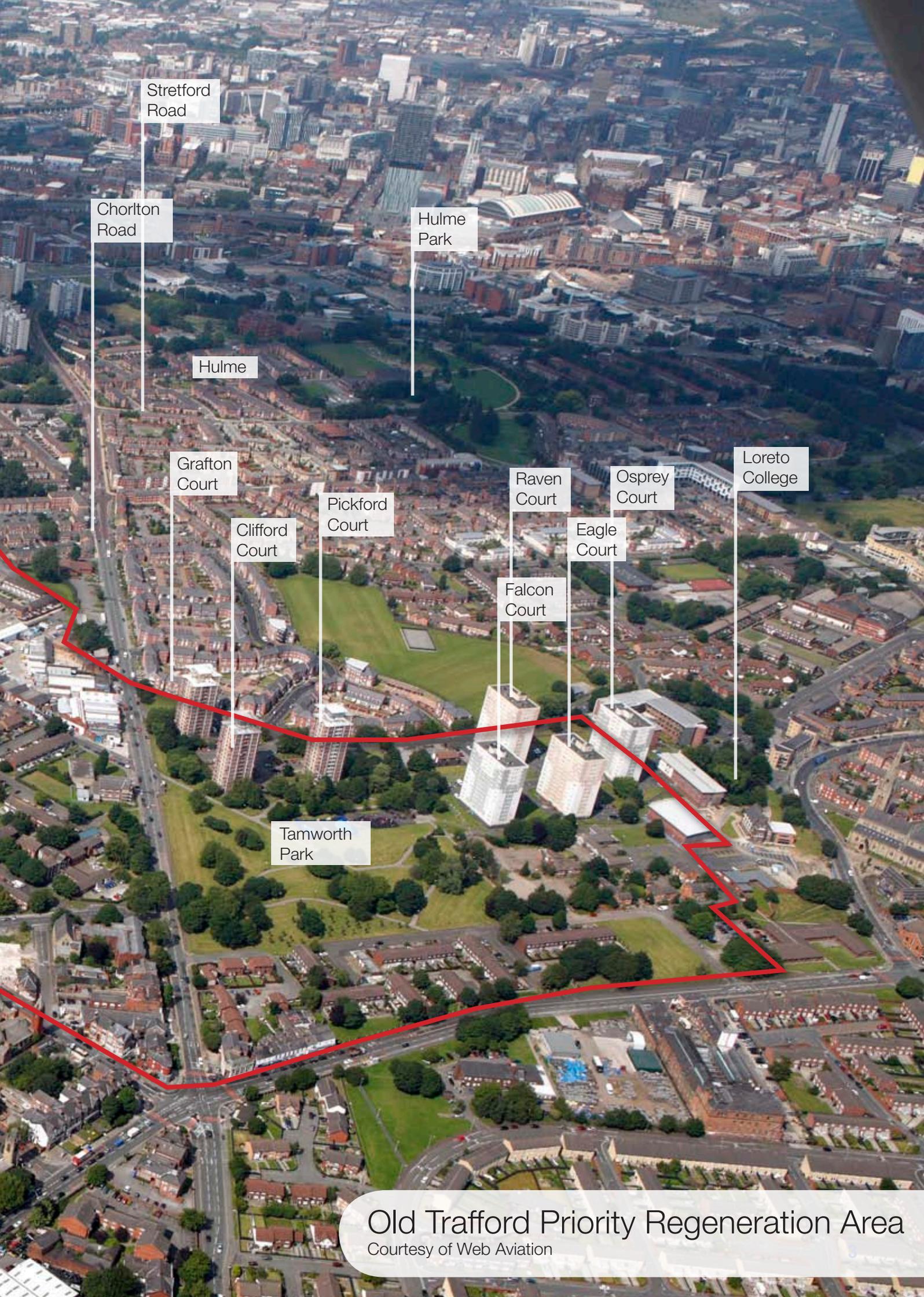
The Rivers Estate

Trafford & Rylands

St Alphonus School

St. Brides Field

Old Trafford Library



Stretford Road

Chorlton Road

Hulme Park

Hulme

Grafton Court

Clifford Court

Pickford Court

Raven Court

Osprey Court

Loreto College

Eagle Court

Falcon Court

Tamworth Park

Old Trafford Priority Regeneration Area
Courtesy of Web Aviation



Panorama of Trafford 1728



Stretford Tramcar 1900's

Old Trafford Aerial 1928

Executive summary

Old Trafford is located to the south-west of Manchester City Centre. The area occupies a strategic location within Greater Manchester, falling within the Manchester City Region. The area of Old Trafford is home to the famous Old Trafford Football Club, and Old Trafford Cricket Ground and lies adjacent to strategic locations such as Exchange Quay financial quarter, Trafford Park and the emerging Media City which will be home to the BBC from 2011. The area is well connected in a national and international context. Manchester Airport is around 20 minutes away, and the area is well connected to the conurbation core by metrolink and bus routes and the A56 Corridor.

Despite its strategic location Old Trafford is ranked one of the most deprived areas nationally. There is a high proportion of economically inactive persons of working age, high levels of free school meals take-up, housing overcrowding, and an adverse ratio of income levels to average house prices which hinders local peoples ability to enter into home ownership. There are also higher incidences of crime.

Old Trafford's identity - Not just the home of Man United

The name Old Trafford usually conjures up images of Old Trafford Football Club. But what is the true identity of Old Trafford? The neighbourhood 'Old Trafford' is forgotten about within the context of the famous football club 'Old Trafford'. It is the place where fans park, where Stretford Road crosses through as you head towards 'the theatre of dreams'. So with such an inspirational football club on its door step what does Old Trafford Neighbourhood have to offer?

Lots of people from a variety of cultures and backgrounds have settled here. Old Trafford has approximately 13,000 residents with 5385 living within the Old Trafford Priority Regeneration Area. Cultural diversity has been a feature of the area for over a century, with influxes of Irish, Polish, East Europeans, Afro-Caribbean, Pakistani and Indian residents over time. Trafford represents the eclectic mix of urban life in the UK. It is a place where the world comes together, where there are people with cultures and traditions from all over the world. This gives the area a heart, and this is reflected in the food, clothing and music which all comes together to create a mix of 21 century Urban living.

Within the boundary of the study area there are a number of local businesses. The number of local independent businesses within the study area is a clear indication of the entrepreneurial spirit of the local people. Within this area of Trafford local traders have managed to provide valuable and much needed services for the local community. Ayres road is a beehive of local enterprise and there are shops on almost every corner. From Shrewsbury Streets famous Trafford Bakery employing local people selling Jamaican Bun and fresh Patties (the best in town!) to the Cool Running's Mobile van, these are the people whom have remained committed and loyal to the area.

And within the community of Old Trafford there are hundreds of individuals and organizations committed to tapping the potential of the community for they see the energy and the enthusiasm and the thinking outside the box that has evolved



Pickford Court, & Pickford Street 1967



Pickford Court 2009



Ayres Road 2009

a diverse neighbourhood where many have settled in search of a better life, whom where not afraid of change.

Historically Old Trafford has expanded and become an urban area serving a number of employment sites after the building of the Manchester Ship Canal in the 1890s, and the subsequent development of nearby Trafford Park Industrial Estate, in the early 20th century. Local employment was also provided by Duerrs Jams, Vimto, Arkady Soya Mill and Ludwig Oppenheimer Mosaics. Employment within Old Trafford had declined over the years however the Trafford Park area is one of the largest employment areas in the region with over 10,300 firms based there. Traditionally the Old Trafford area housed the many workers in Trafford. Slum clearances during the 1960s and early 1970s saw some of the worst condition Victorian housing stock demolished and replaced with medium sized council estates and tower blocks built by Trafford Council. Highly sought after at the time, a majority of the housing estates have remained.

Following on from stock transfer approximately 1259 of the social housing stock in the area is largely managed by Trafford Housing Trust.

Old Trafford is faced with a number of challenges summarized as:

- The challenge of moving onward and upward during an economic downturn
- Meeting the Decent Homes Standard by 2010
- Housing growth and supporting growth through

improvements in infrastructure and services to support growth

- Continuing to serve as an area of diversity and choice
- Diversifying the housing choices
- Encouraging tenure types and supporting people into stepping into property ownership
- Improving connectivity and increasing opportunities for the community to access existing jobs and training opportunities in the conurbation
- Improving the range of community services available in Old Trafford
- Improving the quality of the environment

We have seen the commitment from local organisations and residents to remain optimistic and are confident that Old Trafford will continue to progress as a neighbourhood. Throughout the process of developing this masterplan the local community and key stakeholders have been involved in helping to steer decisions on the future of their neighbourhood, and some have been directly involved in the design process.

We would like to thank Trafford Housing Trust, Trafford Council and Old Trafford Neighbourhood Management Board for giving us the opportunity to steer the regeneration of Old Trafford through the Community Design Process. Most of all we would like to thank all the residents of Old Trafford whom have got involved in the process.



Bridgewater Way

Chester Road

City Road

Stretford Road

Stretford Road

Shrewsbury Street

Chorlton Road

Chichester Road

Ayers Road

Moss Lane West

Upper Chorlton Road

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OLD
TRAFFORD
WELCOMES
YOU



INTRODUCTION

This study was commissioned in 2008 to develop a masterplan and vision for the Old Trafford Neighbourhood. The plan has been developed in partnership both with the client group and with the people of the area. It forms, we believe, the basis for the transformation of the neighbourhood over the coming years.

This masterplan was commissioned by Trafford Housing Trust, Trafford Metropolitan Borough Council and Old Trafford Neighbourhood Management Board. The process began in May 2007 when concerns were identified over long-term demand for some housing in the area, particularly the tower blocks, walk-up flats and sheltered schemes owned by Trafford Housing Trust. The area was also displaying social and environmental problems, issues that Old Trafford Neighbourhood Management Partnership were seeking to address. These housing and neighbourhood issues led to the area being designated as a Priority Regeneration Area in the Trafford UDP. In addition to this the area was identified as a Growth Point in 2008 with opportunity for significant housing development with good access to Manchester City Centre and the employment areas of Trafford Park. The masterplan has therefore sought to bring together the social issues and growth opportunities to create a plan that can form the basis for the area's transformation.

This report starts with an assessment of the area based on the baseline report that we prepared in Summer 2008. It paints a picture of a relatively impoverished but largely stable community that has avoided many of the problems that have historically affected the neighbouring areas in Manchester such as Hulme and Moss Side. The physical structure of the area is however very poor and there is an opportunity to use the Growth Point to completely restructure

the area, integrate it with its surroundings and turn it back into the sort of lively urban neighbourhood that it was in the past. This is what we seek to do in this report.

URBED's approach to this type of work is to undertake it with the local community. This was very much part of our brief and has been central to the study. The process started with a workshop in May 2008 and the masterplans were drawn up through a series of hands-on community workshops in June 2008 which resulted in plasticine models for each part of the area. As part of this we organised a bus tour for local people to take them to see other redevelopment areas in Greater Manchester. The models were developed into a series of options that were used as part of an exhibition and drop in sessions in September 2008. We also presented the options to the area partnership and to other local groups. Based on the findings of this work we arrived at the preferred option that is described in this report. This has been developed and appraised in detail and forms, we believe, a firm foundation for the transformation of the area over the coming years.

The work has been undertaken by URBED and EKOS and has included a separate study to look at the need for community facilities in the area. The process has been steered by a group made up of Trafford Council, the Trafford Housing Trust and the Old Trafford Neighbourhood Management Partnership for who's input we are grateful.

