

Stretford Public Consultation January 2020: Feedback summary

This document provides a summary of the feedback received during the public consultation held in January 2020.

Firstly, we asked a series of questions about how often you visit the Mall and how you get here. The vast majority said that you visit the Mall at least once a week and that you walk to the centre.

The Area Action Plan (AAP)

Next, we asked you about the suggested boundary for the AAP. 60% of you agreed with the proposed red line boundary. Some of you suggested further areas for inclusion, these are summarised below:

Suggested area to be included in AAP/ other comment made	Number of respondents
AAP should include both sides of Derbyshire Lane/ Davyhulme Road/ to Trafford Park station/the Marina/Moss Road	11
An area is required for a new Mosque/Islamic community centre	8
AAP should be extended to include Moss Park/Sevenways/the left of Barton Road/area between Barton Road and the canal	6
AAP should include Gorse Hill or Gorse Hill needs its own AAP	5
AAP should extend to Longford/Longford Park/Kings Road	4
AAP to include Lostock	2
Include Urmston Lane/The Meadows	2
Include Robin Hood	1
Turn Moss/Kickety Brook should be included	1

Connectivity

We know that the way people get around, across and in and out of Stretford is a big challenge, and that some areas are not easily accessible. We asked you what you thought the main connectivity issues were.

Unsurprisingly, Kingsway and Chester Road were the biggest issue, with many of you saying that the roads are too wide and car focused and that safer pedestrian and cycle routes are required. You also told us that pollution and air quality were an issue. Many of you suggested removing the barriers and that planting trees along these roads would help improve air quality.

The top comments were:

Issue	Number of responses
Main roads – congestion/pedestrian & cycle safety/routes etc	
Chester Road – too wide/too many lanes/acts as barrier to the tram	37
Chester Road/Kingsway/Edge Lane/Barton Road – too car focused/should be pedestrian and cycle focused/concerned about pedestrian/cycle safety/hard to cross	26
Main roads are congested/too busy	21
Kingsway – too wide/ too many lanes/ difficult for pedestrians	15

Key areas

We asked for your opinions on key areas.

a) Victoria neighbourhood

Key feedback centred on Victoria Park with people suggesting a café/restaurant in the park and that anti-social behaviour is an issue. People wanted to see more lighting, cleaner streets, more trees and green spaces in this area. The top comments were:

Issue/comment	Number of respondents
Victoria Park	
Café/restaurant in park	5
Anti-social behaviour/make park safer/ more police	5
More lighting in park	5
General	
More trees/greenery/green spaces	9
Street cleaning/litter/dog mess	8

b) St Ann’s neighbourhood

Feedback here focused on better links to the canal with more facilities on the waterfront. Access to Stretford centre and bringing the Essoldo back into use were also key comments.

The top comments were:

Issue/comment	Number of respondents
Canal	
Better links to the canal/plant trees connecting to canal and waterfront	5
Cafes/eateries/restaurants/bars on canal	4
Connectivity	
Improve accessibility and connectivity to Mall	4
Essoldo	
CPO Essoldo and bring it back into use/ community use/ Wetherspools	6

c) Stretford House neighbourhood

Improved connectivity for pedestrians, cyclists and those with limited mobility were key issues here. More greenery, reduced traffic and pollution were also high on the list.

The top comments were:

Issue/comment	Number of respondents
Accessibility/connectivity	
Pedestrian routes slow due to crossings/ include a footbridge over main road/parked cars obstructing views/lack of dropped kerbs for wheelchairs etc	11
Traffic – speed/congestion/noise/pollution	10
General	
Keep trees/plant more/more green space	10

d) Lacy Street neighbourhood

A key focus here was opening up access to the canal with more facilities and activities on the waterfront. You told us more greenery and quality new homes were also important.

Issue/comment	Number of respondents
Canal	
Improve access to/open up canal/promote/introduce cafes/bars/restaurants/park	27
Housing/facilities	
More/better quality housing needed	4
Improve green space/ more greenery/ tree planting/improve street scene	6

e) Station Approach

You told us that this area was the gateway into Stretford and needed improvement with more active frontages, bringing buildings back into use, greenery, more leisure facilities and improved accessibility. The top comments included:

Issue/comment	Number of respondents
Gateway to Stretford – improve frontages/active frontages/refurbish derelict buildings/flats on approach	26
Tree planting across area/tree planting along main roads to combat pollution	17
Clean area/dirty at present	14

f) Chester Road

Here your feedback focused on improving pedestrian and cycle routes, planting to combat pollution and reducing the amount and speed of traffic. The top comments were:

Issue/comment	Number of respondents
Plant more trees to combat pollution/ screen the Mall/ make it more attractive for pedestrians/traffic noise/ planters and flowers	32
Reduce speed limit/ enforce speed limit/ more cameras/ traffic calming	19
Improve pedestrian routes/ crossings/ wider pavements/ make pedestrians a priority	12
Too much traffic	10
Better/safer cycle lanes	10

g) The Waterfront and Lacy Street (including car park)

Similarly to feedback on the Lacy Street neighbourhood as a whole, your feedback focused on opening up the canal, with more outdoor space and leisure facilities here. The top comments included:

Issue/comment	Number of respondents
Canal/waterfront	
Open up/improve access to/provide safer access to canal	19
Restaurants/leisure/cafes/bars/wellbeing/community hub	16
Green open space/ outdoor space/ community space for events	12

h) Kingsway

Improving pedestrian and cycle routes were key comments, alongside creating active frontages along Kingsway, whilst planting more trees and greenery here. The top comments included:

Issue/comment	Number of respondents
Mall	
Back of Mall an eyesore/ create active frontage/ open up/ encourage night-time economy/ plant wall	17
Accessibility/ Connectivity	
Improve pedestrian routes/ crossings/ more/improved cycle lanes	14
Narrow road/traffic calming/ reduce speed	11
Other	
More trees/flowers/green buildings	12

i) Barton Road

Key feedback covered improving pedestrian and cycle routes, better parking and a speed reduction on Barton Road. Top comments included:

Issue/comment	Number of respondents
Speed reduction/traffic calming/ 20mph/speed camera at Kellogg's	10
Prioritise pedestrians/ better crossings/ better cycle lanes	10
More parking/ free parking/ pull in parking for shops	10

j) Local community assets: The Essoldo, Stretford Public Hall, Stretford Library

Bringing the Essoldo back into use dominated comments here with some suggestions being made as to what the building could be used for in the future. Top comments and suggestions included:

Issue/comment	Number of respondents
Essoldo	
Regenerate/re-open the Essoldo into cinema (most popular)/ theatre/ live music venue/ youth centre/ art house/ pub/ restaurant/ library/ bowling	36
Bring Essoldo back into use	21
Library	
Access is poor/ needs improvement/ refurbishment/ more events	6
Public Hall	
Public Hall great/ continue as it is	8
All	
Retain all/ maintain/ improve/ bring back to use/ advertise more activities/ connect better/ increase funding	32

k) King Street

Feedback here focused on opening up King Street. Key comments included:

Issue/comment	Number of respondents
Pedestrianise/ open up/ make into proper street/ connect to Mall/ encourage night-time economy/ active frontages	27

l) Multi-storey car park

You suggested other uses for the car park and would like to see the façade improved. Some would like to see it demolished. Top comments included:

Issue/comment	Number of respondents
Eyesore/ improve the façade/ artwork on wall/ ivy/ be creative	19
Use top floor for events/ café/ cinema/ bar/ gigs/ urban farm/market/ play space	17
Demolish it/ better use of site	13
Improve environment/ lifts/ signage/lighting/ cleaner	11

m) Which of the above areas would be your priority for action?

We asked which areas would be your top priority for action. The top comments include:

Priority for action	Number of respondents
Highways/connectivity	
Chester Road	19
Kingsway	12
King Street/ open up/ reduce cars	10
Community assets/ facilities	
Essoldo	16
Mall	
Mall	15
Neighbourhoods/areas	
Waterfront and Lacy Street	13
Station Approach	9

n) Finally, what are the top three things that you would like to see improved in Stretford?

The top things that people said were top priority were:

Number 1 priority	Number of respondents
Highways/connectivity	
Improved pedestrian/cycle links/ crossings/ cycle lanes/ footbridge over Chester Road/ more priority for pedestrians	18
Reduce traffic/slow traffic/ reduce through traffic/ traffic calming	10
Chester Road – narrow/ traffic calming/ speed reduction	6
Mall/town centre	
Retail - More variety/ better quality/ later opening/ brand/ food shops/supermarket	22
More/better quality eateries/ cafés/ restaurants/ independent restaurant	8
Community assets/ community facilities	
Mosque/ Islamic community centre	12
Other	
More green spaces/ greenery/ tree planting/ tree planting to combat air quality	12

The top things that people said were number 2 on their list of priorities were:

Number 2 priority	Number of respondents
Highways/connectivity	
Improve pedestrian links/ cycle lanes/ priority for pedestrians/cyclists	12
Chester Road	6
Mall/town centre	
Retail - More variety/ better quality/ independent retailers/ later opening/supermarket	16
More/better quality eateries/ cafés/ restaurants/foodhall/ evening economy	10
Neighbourhoods/ areas	
Canal -open up/ facilities such as boat hire/ café/ restaurants/bars	7
Community assets/ community facilities	
Mosque/ Islamic community centre	10
Community hub/ centre/ leisure/ events	9
Other	
More green spaces/ greenery/ tree planting/ tree planting to combat air quality	6

And finally, the top responses to what people see as the third priority were:

Number 3 priority	Number of respondents
Highways/connectivity	
Improve pedestrian links/ cycle lanes/ priority for pedestrians/cyclists/ improve pavements for those with limited mobility/ prams etc	9
Mall/town centre	
Retail - More variety/ better quality/ independent retailers/ supermarket	10
More/better quality eateries/ cafés/ restaurants/foodhall/ evening economy	8
Neighbourhoods/ areas	
Canal -open up/improve access/ pubs/bars/ celebrate	7
Community assets/ community facilities	
Essoldo/back into use/ live music/ leisure	6
Other	
More green spaces/ greenery/ tree planting/ public space	7
Celebrate local talent/ art/ businesses/ independent cafes/ restaurants	6

Stretford Mall

We asked for your thoughts on improving Stretford Mall. Here's what you said.

a) Opening the centre beyond 6pm

The majority who answered this question agreed with opening the centre past 6pm. Top comments were:

Comment	Number of respondents
Yes/ good idea	77
Yes – once attracted restaurants/ bars/ for leisure/food/events etc/ better/more shops needed to make it work	24
No/ done it before, didn't work/ foodhall/Aldi sufficient	8

b) Creating outside public open space to provide places to meet and provide entertainment in the evening

Many of you agreed with this. Top comments included:

Comment	Number of respondents
Agree/ yes/ good idea	88
Yes as long as well-lit/ safe/ security	7
Create wood outside Mall/ open up more with tree planting/ benches	5

c) More independent retailers and local produce traders

It was clear that you would like to see more independents here. Top comments included:

Comment	Number of respondents
Agree/ good idea/ should be the focus of the Mall/ most units should be independents	110

Suggestions include:

- Cheese shop
- Beers, wines, spirits
- Greengrocers
- Fish mongers
- Butcher
- Clothes
- Gardening
- Crafts
- Pet shop

d) Reduce retail and encourage more other uses on the site such as residential development, bars, restaurants and other leisure uses

Many of you agreed with this, although a few of you would prefer more retail. Top comments included:

Comment	Number of respondents
Agree/ good idea	40
Yes – bars/ restaurants/ cafes/ community uses (let groups use empty units)/ children’s play areas etc	18
Yes – to a degree/moderately/ retail still important/ quality shops/ independent retailers	12

e) Improvements to the design of the Mall and its frontages onto the A56 and Kingsway

The majority of respondents agreed.

Comment	Number of respondents
Agree/ looks dated/ encourage people to come/ not very appealing etc	87

f) Need to enhance greenery in and around the site

Top comments included:

Comment	Number of respondents
Yes	86
Tree planting	7

g) Some said to remove the roof of the Mall entirely, while others said they like the fact it is undercover

Top comments included:

Comment	Number of respondents
Keep the roof/ add solar panels/ better natural light/ glass roof/ better external accesses	71
Part remove/ mix of open and under cover/ open King Street/ create ‘high street’	34
Remove the roof	15

h) Improvements to the multi-storey car park

Many agreed that improvements to the car park are required. Top comments included:

Comment	Number of respondents
---------	-----------------------

Yes/ improvements required	46
Don't use it/ get rid/ relocate	20
Make it safer/ better lighting/ maintain lifts etc	10

i) Introduce a GP Surgery into the Mall, potentially also Stretford Library and Job Centre

There was a mixed response to this. See below the top comments:

Comment	Number of respondents
Yes	67
Yes – GP and other health/wellbeing services/dentist	24
Leave Library where it is	11
Bring Library into Mall	10
No	7
Leave Job Centre where it is	6

j) Potential to offer much-needed homes and amenities for Stretford in a central location

Many of you agreed with new high quality and sustainable homes were needed. Top comments included:

Comment	Number of respondents
Yes	53
Yes – good quality/ sustainable/ tenure mix/ over 55s/ first time buyers etc	15
Yes – Affordable/ social	11
No/ not needed/ build elsewhere/ community infrastructure/ traffic	11

Further comments

We asked for any further comments on any element of the public consultation or Stretford in general. Comments mirrored those made within the rest of the questionnaire. Key themes included:

Theme	Comment summary
Chester Road/ Kingsway/ Barton Road	Barrier for pedestrians/cyclists to reach the town centre. Pedestrian/cycle routes and facilities need to be much improved – better sequencing on the lights/ footbridges over the carriageway etc. There were mixed views on whether the underpass routes were better than the present over ground routes. Air quality and pollution a key issue.
	Main roads too wide and many suggest narrowing/ reducing lanes in favour of wider/better pavements/ pedestrian and cycle routes. Cycle lanes need to be improved/maintained.

	Stretford is a through route rather than a destination with too much passing. Speed reductions and traffic calming measures have been suggested.
King Street	Many favour pedestrianisation of King Street and opening it up as a 'proper high street'.
Station Approach	Needs a facelift and better connectivity between the station and town centre.
Public transport	Better connectivity to the Metrolink required and bus services should be improved. The tram is popular but often congested.
The Mall	Mixed opinions on whether the roof should stay or go in its entirety. Many people favour the part removal of the roof to open up a 'proper high street', improve connectivity and encourage a night-time economy.
	People would like to see a mix of independent shops and a variety of big name retailers to draw people into the Mall. People would like to see butchers, greengrocers, fish mongers and the like, as well as big name clothing stores like Primark, Next etc. Many people would like another foodstore as an alternative/addition to Aldi.
	Respondents welcome encouraging an evening economy and would like to see more bars/ restaurants/ cafes/ cinema/ bowling etc. Many said that they like the foodhall and this idea should be built on. Several people stressed that security and discouraging anti-social behaviour is important.
	More events/pop ups/ entertainment and the use of the multi-story top deck were popular with respondents.
	Several people mentioned reducing rent and rates to help existing businesses and to encourage new businesses to come to the Mall, including small start-ups and independents.
	Allowing community groups/charities to use empty units temporarily was also suggested.
	Many respondents agreed that the external façade of the Mall needs improvement, with suggestions of green walls, artwork, graffiti and natural cladding. It is uninviting and a barrier, hindering connectivity at present. The new entrance was welcome but more could be done with the area of green space including events/markets/pop ups/ development.
	Respondents would like to see the multi-storey car park improved. At present many say it is uninviting, dark and many don't use it. Some suggest it should be removed while other would like it to be screened. Using the top deck to entertainment/ bar/ restaurant/ urban farm etc is popular however.
Facilities for families and children would be welcomed. A GP surgery and other health facilities were popular, whilst bringing the library into the Mall was mixed.	
Community assets and facilities	Re-opening/repurposing the Essoldo was popular amongst respondents with many suggestions for the building including cinema, theatre, live music venue etc.

	<p>Many respondents requested that a Mosque/Islamic community centre be included in the plans to cater for the growing Muslim population. Facilities at present are small, have parking issues and cannot cater for the needs of the community.</p> <p>Many people would like something done with the old Post Office sorting office site and the Robin Hood pub.</p> <p>The Library, Public Hall and St. Matthew's Church are all popular and many would like to see them used more/ enhanced.</p>
Waterfront/ canal	<p>Many respondents can see the potential of the canal to attract visitors. Respondents would like to see access improved and opened up and suggested bars/ restaurants/ cafes at the waterfront. Better lighting was also suggested.</p>
Victoria Park	<p>Many respondents would like to see Victoria Park enhanced and well maintained with more events and better access.</p>
Environment	<p>Tree planting, greenery and more green spaces are required and many people would like to see more use made of the existing green spaces including that in front of the Mall. Tree planting to combat pollution was also a key concern.</p>
General	<p>In general people are positive about Stretford and want to see it improved. There is a good sense of community and people think it is moving in a positive direction.</p>