

Manchester United, Trafford Council, and GMCA Partner to Drive Regeneration

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Manchester United, Trafford Council, and the Greater Manchester Combined Authority (GMCA) have formed a strategic partnership to maximise the growth and regeneration potential of the Trafford Wharfside area.

The partnership will establish an advisory team, led by an independent director, to develop a comprehensive vision for the area surrounding Old Trafford. The focus will be on how a world-class stadium can catalyze wider regeneration, bringing social and economic benefits to Trafford and the surrounding region.

The advisory team will work closely with the existing Trafford Wharfside masterplanning process and the Old Trafford Regeneration Task Force, a group of local leaders and national experts exploring options for a new or redeveloped stadium.

Technical and project management support will be provided by the advisory team to Trafford Council, GMCA, and Manchester United as planning intensifies. The team will also play a crucial role in informing the final recommendations of the Old Trafford Regeneration Task Force.

Lord Coe, Chair of the Task Force, said: “The objective of this once-in-a-generation project is not only the development of a world-class stadium for the north of England, but also to ensure that this brings broad social and economic benefits to the local area and surrounding region.

“There is a huge opportunity to connect Trafford Wharfside regeneration with the ongoing growth of neighbouring Media City in Salford, and Greater Manchester’s Western Gateway and Central Growth

Cluster plans, to create a project of national significance. The tripartite advisory team will help fully unlock this incredibly exciting potential.”

Mayor of Greater Manchester Andy Burnham said: “Greater Manchester has a strong claim to be the biggest footballing city-region on the planet. Few places come close to matching our heritage and the global impact of our clubs and our culture. The future of Old Trafford is the next chapter of that story, and we have a chance now to make sure it’s written properly.

“With this new partnership we have the expertise, the vision, and the passion to drive forward the regeneration of the Trafford Wharfside area, and deliver real benefits for the community, the fans, and for the economy across the North.”

Councillor Liz Patel, Executive Member for Economy and Regeneration at Trafford Council, added: “We have ambitious regeneration plans for the Trafford Wharfside area. Our plan is for up to 5,000 new homes in the area, new opportunities for retail space and better connections between Trafford Wharfside, Salford and Manchester city centre. Trafford is proud to be the home of Manchester United, we already attract thousands of visitors every year, this transformational change will make it the perfect visitor destination for new businesses to invest in.

“We want Trafford Wharfside to be nationally recognised as a place which is dynamic and attractive for residents and businesses, so I look forward to working closely with our partners and local residents to realise our shared goal of transforming the area for everyone.”

The partnership aims to transform Trafford Wharfside into a dynamic and attractive destination for residents and businesses, bringing real benefits to the community, fans, and the economy of the North.