



**CROSSFORD
BRIDGE**

Community Sports Village

Future vision

Crossford Bridge has been a place where communities come together for generations.

From cheering on the sidelines on a Sunday afternoon, to walking the dogs, enjoying a bike ride or meeting friends and family.

It's here, in Sale, we have an opportunity to build an even better community for the next generation.

Crossford Bridge Community Sports Village is an early stage vision for an inclusive sporting hub in Sale. An accessible hub for people of all ages, backgrounds and abilities. A place where communities come together to socialise, be more active and become inspired. And a multi-purpose sports village for us all to be proud of.

Proposals are being developed which could include improved facilities for local community sports and wellbeing groups, collaboration with national and regional sporting bodies, and a state-of-the-art stadium for world class sporting stars and showpiece community finals.

These exciting plans will be shaped by the community, for the community, and aim to have a widespread positive impact on Sale and the surrounding area.

Let's shape the future of Crossford Bridge, together.

Join the mailing list and follow us on Twitter or Facebook for the latest updates and ways to get involved. See the Get in Touch section of this PDF.

<https://twitter.com/crossfordbridge>

<https://www.facebook.com/crossfordbridge>

Timeline

Announcement

June:

Crossford Futures shares initial vision

Consultation phase 1

June/July:

Community have a chance to provide feedback on the early vision and give suggestions about what they'd like to see included

Detailed plans created

July onwards:

Crossford Futures collates all the feedback and creates detailed plans for the site

Consultation phase 2

Autumn:*

Detailed plans are shared with the community for further feedback

Planning application

Later this year:*

A possible planning application is considered once all feedback has been listened to and taken on board

*Timings subject to change following the results of consultation phase 1.
Bringing Sale Sharks home

Bringing Sale Sharks home

Sale Sharks have a vision to return to the borough they call home.

As part of the proposals for Crossford Bridge Community Sports Village, Sale Sharks – one of England’s oldest rugby clubs – has a vision to bring its elite men’s and women’s teams back to its hometown of Sale.

The club plans to bring premiership rugby to a state-of-the-art, multi-sport community stadium, which would not only become home to today’s world class sporting stars, but provide an arena for the next generation through showpiece community sports finals and competitions.

The club could bring premiership rugby to a state-of-the-art, multi-sport stadium, which will not only become home to today’s world class sporting stars, but provide an arena for the next generation through showpiece community sports finals and competitions.

The sporting hub could also be home to the Sharks Community Trust, which aims to have a positive impact in Sale through health, education and social inclusion programmes. These would be developed together with the local community.

If you are a Sale Sharks fan, this is your opportunity to help shape the club’s future.

#BringSaleSharksHome

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<https://twitter.com/crossfordbridge>

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FAQs

If you have any questions about this project, you may find these FAQs useful. If your question isn't answered here, don't hesitate to get in touch and a member of the team will be able to help.

The project

What is Crossford Bridge Community Sports Village?

Crossford Bridge Community Sports Village is an early stage vision for an inclusive and accessible sporting hub in Sale. Proposals could include improved facilities for local community sports and wellbeing groups, collaboration with sporting governing bodies, as well as a multi-sport community stadium.

The intention is to create a sports village which supports and enhances the local community; using world class sport to inspire the next generation.

Who is behind the proposals for Crossford Bridge Community Sports Village?

The proposals for Crossford Bridge Community Sports Village are being led by Crossford Futures, with Sale Sharks as an active partner. Crossford Futures is working in close consultation with a range of local stakeholders including Trafford Council, Cheshire FA and Manchester FA. The aim is for the proposals to reflect the priorities of the local community which is why there will be a two-stage pre-planning application consultation over the coming months.

What are the timescales for this project?

We are following a two-phase consultation process to gather views and incorporate feedback from the local community. The first phase took place in June 2020, where we presented the early stage vision and encouraged feedback and ideas from the local community. The second phase will be in the autumn – here we will present back the plans based on the ideas we have heard. A possible planning application submission could follow towards the end of the year.

Where exactly will the proposed community sports village be? Why has this location been chosen?

Crossford Bridge Playing Fields in Sale is the proposed location for the new Crossford Bridge Community Sports Village. It is less than 5 minutes' walk from Dane Road Metrolink station and just off junction 7 of the M60.

The site has been chosen due to its accessible location in Sale and its history as a real hub for sport and the community. It is believed that developing this site to its full potential can support and enhance wider regeneration plans for Sale Town Centre, the Manchester Ship Canal Corridor and the A56 corridor.

Studies and a significant consultation process are underway to determine what impact a community sports village could have in this location. As part of this, the local need for sporting activity and facilities is being assessed, alongside the views from the local community.

What is the site currently used for, and how will the new proposals affect this?

Crossford Bridge is currently home to a number of community sports facilities including football pitches and an athletics track. It is utilised by community clubs including Sale United FC, Sale Harriers Manchester and Old Altrinchamians FC, as well as the wider local community.

The community clubs that currently use the site are all directly involved in the consultation process and were engaged at an early and formative stage. The aim of this is to fully understand the clubs' priorities and future ambitions, to ensure that their needs are supported by enhanced facilities.

We are also consulting with Trafford Council and other local stakeholder groups to ensure that the proposals are right for the wider local community and local residents.

It is our priority that the site remains a place that the community can use and access easily – whether to play sports, walk the dog or go for a run.

Have you considered the impact of the proposals on the residents that live in close proximity to the site?

The project aims to have a positive impact on the local community, Sale and the surrounding area. Considering the impact on residents who live close to the site and working with them to shape the proposals is a key priority.

Consultation with residents and the local community at an early and formative stage ensures that any concerns are fully addressed in detailed proposals during phase two of the consultation process.

Having your say

When does the consultation process begin?

The two-phase consultation process has already begun. Everyone in the local area has been given the opportunity to provide feedback on the early stage vision for the site as part of phase one. All feedback and suggestions will feed into detailed proposals for the site. These will then be shared with the community for further feedback as part of phase two, which is due to take place in the autumn.

As part of the consultation, we are also liaising closely with the community clubs that currently utilise Crossford Bridge, Trafford Council and various sporting bodies. Our priority is to ensure that all involved, including the clubs, local residents and the wider community benefit from any proposals.

How can I submit my views/feedback?

Phase one of the consultation has now closed. However, you will have the opportunity to provide feedback on detailed proposals in the autumn. These proposals are being created based on the feedback and ideas that we received, and the conversations we've had with community clubs, Trafford Council and a number of sporting bodies during phase one.

If you would like to be notified when the next phase of consultation opens, please sign up to our mailing list via the [Get In Touch](#) form.

How will my comments be taken on board?

The vision for Crossford Bridge Community Sports Village is to create an inclusive sporting hub for all ages, backgrounds and abilities. Engagement with residents, local community clubs and businesses is being carried out at an early and formative stage to ensure any proposals are right for those living in close proximity to the site, and benefit current site users, as well as the wider community.

Each and every response to the consultation will be listened to, evaluated and used to help shape proposals.

Other

Are you looking for partners for the project/site?

The final proposals for Crossford Bridge Community Sports Village will represent a positive contribution to the local community and economy. Therefore, any and all suggestions for the site are welcomed.

If you would like to discuss possible opportunities for collaboration, please don't hesitate to get in touch.

News

The benefits of an active community – 11/06/2020

Keeping active makes us feel better. Not only is it great for our physical health, it has countless other benefits. Different types of sport and activity can reduce our chances of experiencing health issues in later life, helping us live longer. It brings communities together to socialise, improving our mental health, and can even help to boost the economy. Greater Manchester is very lucky to have such a variety of sport on offer, from an array of world-class teams to countless grassroots clubs. Together we should continue to build on this to ensure that everyone in the community benefits from becoming more active.

Research by local charity GreaterSport showed that in November 2019, 73.8% of adults in Greater Manchester were moving, equivalent to 1,649,900 adults moving for at least 30 minutes a week. Here in Trafford, this figure rises to 77% in February 2020. While this shows that people in Trafford love to move, certain groups, primarily those aged over 75 and people with disabilities, have lower activity rates than the general Greater Manchester population.

So how can community facilities serve to create a more active and united community for people of all ages and abilities in Trafford?

Community

Keeping active allows people from all walks of life to come together, whether that's through participation, volunteering, or spectating. In fact, Sport England's Active Lives Survey November 2018-19 found that people who engage with sport or physical activity in these ways, are less likely to feel lonely. In a post-COVID world, it will be more important than ever to bring communities together to combat loneliness and build an even better community for future generations.

Movement

Of course, being active doesn't have to mean engaging in competitive sport. It's also important to create the conditions that allow the community to weave movement into their everyday lives. Encouraging use of public transport rather than individual vehicles is a great first step, as it gets people moving between modes of transport. But we needn't

stop there. Walking and cycling routes are not only great for our health and wellbeing, but they help the environment too. By making a simple shift to create community spaces with sustainable transport front of mind, we can future-proof sports venues so that they encourage the Greater Manchester community to move just a little bit more.

World-class sport

Greater Manchester has a brilliant history of producing world-class athletes, and we all have a responsibility to ensure that sporting talent doesn't go undiscovered.

At any one time, approximately 60,000 athletes are in formal talent pathways, with even more in education or community clubs. Making sure that people of all socio-economic backgrounds see sport as a viable career and are given the same opportunities is essential. Placing world-class sport alongside community clubs, makes this possible. It will inspire people of all ages and background to enjoy individual or team sports, and work towards fulfilling their sporting potential.

A positive local impact

Encouraging participation in sport benefits the individual, the community as a whole and it can also act as a catalyst for local economies. Sports facilities attract athletes and tourists alike, bringing increased footfall to the immediate area and providing opportunities for local businesses. They also offer a host of different job opportunities for local people, from facilities management to club co-ordinators and coaches.

Active communities are more productive. In Greater Manchester, the Gross Value Added (GVA) of sport is around £1.245m per annum. Therefore, investing in sport and activity can be fundamental in creating a healthier, more prosperous future for our community.

The Crossford Bridge Community Sports Village could contribute to Greater Manchester's rich culture of sport and activity. By encouraging the community to lead healthy lifestyles, and making these facilities readily available to all, Sale can become a magnetic hub for sport in the North West and serve as a blueprint for a place truly shaped by the community, for the community.

Vision revealed for inclusive sport and activity hub in Sale – 11/06/2020

Residents are invited to shape the future of Crossford Bridge Playing Fields in upcoming consultation.

Crossford Bridge Playing Fields in Sale has been identified as the potential location for a new multi-purpose sport and activity hub, Crossford Bridge Community Sports Village. The vision for the inclusive hub aims to build an even better community for future generations and inspire people of all ages, backgrounds and abilities to live a more active lifestyle, bringing positive change to the local area in a variety of ways.

A significant consultation exercise is underway to determine how proposals can best benefit local community clubs, residents and businesses in Sale and the surrounding area. Proposals could include improved facilities for community sports and wellbeing groups, collaboration with national and regional sporting governing bodies, as well as a state-of-the-art community stadium providing an arena for world class sports teams and showpiece community finals.

Crossford Futures, with Sale Sharks as an active partner, is consulting closely with a range of local stakeholders including the community clubs that currently utilise the playing fields, Trafford Council, Cheshire FA and Manchester FA. The aim is to develop proposals which reflect the needs of the local community and the clubs who sit at its heart.

Over the coming months local residents and businesses will be invited to have their say on the future of the site as part of a two-phase consultation. The first phase, starting on the 22nd June, will invite feedback on the early stage vision including suggestions for the future use of the site as well as potential concerns that the community may have.

Graham Young, Director at Crossford Futures, said: “Our first consideration in this process is the clubs that currently play and train at Crossford Bridge and the local residents. We want to work closely with these groups to understand their needs and future aspirations, enabling us to shape proposals that will benefit everyone involved.

He continued: “Crossford Bridge has always been a space for the community to enjoy and come together, from dog walkers to runners, from local grassroots clubs intrinsic to the fabric of the area to nationally

significant clubs. Crossford Bridge Community Sports Village is an early stage vision which focuses on building on this history to create something which is truly inclusive and inspirational for the next generation.

“There’s no doubt that world class sport can inspire grassroots activity and it’s these two things that this vision brings together. The final proposals for the site will be shaped hand-in-hand with the local community ahead of submitting a possible planning application later this year.

“It’s difficult to imagine as people continue to feel the impact of COVID-19, however we hope that the vision for Crossford Bridge can help to bring communities in Sale and the surrounding area back together when it is safe to do so; whether that is through sport, activity or something entirely different.”

As part of the proposals, one of England’s oldest rugby clubs, Sale Sharks, has ambitions to bring its elite men’s and women’s teams back to its hometown, along with the Sharks Community Trust which delivers health, education and social inclusion programmes. This would see the North’s only premiership rugby club move from its current base in Salford, back to where it began in Trafford.

Steve Diamond, Director of Rugby at Sale Sharks, commented: “Sale Sharks has always had a vision to return to our hometown; bringing the club closer to its original fanbase and the communities in Sale. As part of the plans for Crossford Bridge, we not only have a chance to establish a long-term home for the club, but there’s also a real opportunity for our men’s and women’s teams to inspire the next generation of sporting talent.

“Everyone at Sale Sharks is extremely excited about what this could mean for the club’s future. We will be bringing our fans along this journey with us and inviting them to tell us what they would like to see from our potential new home.”

Cllr Andrew Western, Leader of Trafford Council, said: “This is a potentially very exciting opportunity on which we have agreed to seek the views of residents. Community sports facilities are of vital importance to the Council as part of our commitment to the health and wellbeing of our residents.

“This development could result in Sale Sharks returning to its hometown, giving it a local base for its future growth and success. No firm decisions have been made and I’d really encourage the local community to engage with the consultation and let us know your thoughts.”

Local sports clubs are a priority – 11/06/2020

Statement from Graham Young, Crossford Futures:

It’s important to stress that this is just the first phase of consultation on this vision. It’s aim is to gather all views, feedback and concerns of the local community which will help to shape more detailed proposals.

Any proposal for Crossford Bridge Community Sports Village would have to incorporate a solution that worked for all of the community clubs that use the site at the moment, including Sale United, Sale Harriers and Old Alts. There is no solution that would be put forward that would leave the clubs involved without better facilities.

Joint statement from local clubs – 18/06/2020

Statement from Crossford Futures, Old Altrinchamians FC, Sale Harriers Manchester, Sale Sharks and Sale United FC:

“We can confirm all parties have now entered into early dialogue around the vision for the potential development of Crossford Bridge and intend to hold preliminary discussions as part of a more detailed consultation which will take place in the coming weeks. Our shared priority is ensuring that all involved, including the clubs, local residents and the wider community benefit from any proposals for the site.

“We would like to reiterate that no solutions will be put forward in the second phase of consultation in the autumn that do not meet with the approval from all of the parties involved, especially Sale United FC, Sale Harriers Manchester and Old Altrinchamians FC. Local residents and all the children who enjoy the current facilities will then have an opportunity to provide significant feedback as part of that second phase of consultation.”

Get in touch

If you have any other questions about the project, please send your message to feedback@crossfordbridge.co.uk

Accessibility

As a project inspired and driven by the community, we are committed to ensuring that this website and our consultation channels are accessible for all. Accessibility considerations have been a key part of the design and development process from the outset. Wherever possible we have adhered to Web Content Accessibility Guidelines (WCAG), however, there may be some areas where we can make improvements.

If you have any questions or suggestions regarding the accessibility of this site, or require the information in a specific format, please contact us directly – we welcome any feedback to help us improve the experience for all visitors.

Privacy/Cookie Policy

This privacy policy is for this website www.crossfordbridge.co.uk and serves Crossford Futures Ltd, and governs the privacy of its users who choose to use it. It explains how Crossford Futures Ltd complies with the GDPR (General Data Protection Regulation), the DPA (Data Protection Act) and the PECR (Privacy and Electronic Communications Regulations). If you wish to communicate with us contact feedback@crossfordbridge.co.uk

Website Privacy Policy

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This policy will explain areas of this website that may affect your privacy and personal details, how we process, collect, manage and store those details and how your rights under the GDPR, DPA & PECR are adhered to. Additionally, it will explain the use of cookies or software, advertising or commercial sponsorship from third parties and the download of any documents, files or software made available to you (if any) on this website. Further explanations may be provided for specific pages or features of this website in order to help you understand how we, this website and its third parties (if any) interact with you and your computer or other devices in order to serve it to you.

The DPA & GDPR May 2018

We and this website complies to the DPA (Data Protection Act 1998) and the GDPR (General Data Protection Regulation). We will update this policy accordingly after the completion of the UK's exit from the European Union.

Use of Cookies

This website uses cookies to better the user's experience while visiting the website. As required by legislation, where applicable this website uses a cookie control system, allowing the user to give explicit permission or to deny the use of or saving of cookies on their computer or other device.

What are Cookies?

Cookies are small files saved to the user's computer hard drive that track, save and store information about the user's interactions and usage of the website. This allows the website, through its server to provide users with a tailored experience within this website.

Users are advised that if they wish to deny the use and saving of cookies from this website on to their computer hard drive they should take necessary steps within their web browser's security settings to block all cookies from this website and its external serving vendors, or use the cookie control system if available upon their first visit.

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This website uses tracking software to monitor its visitors to better understand how they use it. The software will save a cookie to your computer hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information.

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Any downloadable documents, files or media made available on this website are provided to users at their own risk. While all precautions have been undertaken to ensure only genuine downloads are available users are advised to verify their authenticity using third party anti-virus software or similar applications.

We accept no responsibility for third party downloads and downloads provided by external third party websites and advise users to verify their authenticity using third party anti-virus software or similar applications.

Contact & Communication With Us

Crossford Futures Ltd takes data privacy extremely seriously. All data collected through the website and when users subscribe to the mailing list is stored and processed in a secure way.

Although user data is carefully safeguarded and we take all reasonable steps to ensure that your personal data is treated securely, users contacting us through this website still do so at their own discretion and provide any such personal details requested at their own risk.

Your personal information is kept private and will only be held for the duration of the project, or when you have selected to unsubscribe from our communications or requested for your personal data to be removed from our systems. We will not share or sell your information to any third-parties outside of the project team without your consent.

Where we have clearly stated and made you aware of the fact, and where you have given your express permission, we may use your details to send you information through a mailing list system. This is done in accordance with the regulations named in 'The policy' above.

As part of the planning application, some personal details including names, email addresses, social media handles and correspondence may also be included as part of the Statement of Community Involvement report that is submitted. This provides details of who in the local and surrounding areas have been consulted as part of the application process.

You can withdraw consent to use or include your personal details as part of the application at any time, by emailing feedback@crossfordbridge.co.uk.

| Type of information collected from individuals | What it is used for | Why it is required |
|--|---|---|
| Name and email addresses | Mailing list | To send email communications to keep individuals up-to-date with the consultation process and project when they request to be added to the mailing list. |
| Name, age, gender, postcode and email address | Consultation form | Data collection as part of the consultation feedback form to demonstrate the different stakeholders and demographics that we have consulted with. |
| Name, age, video and social media handle | Local voices videos | Video content of those who consent to help raise awareness of the consultation process amongst different stakeholder groups and demographics. This content will be used on the website and on our Twitter and Facebook channels. |
| Names, job titles, phone numbers and email addresses | Business and stakeholder group database | Direct contact with businesses and stakeholders to raise awareness of the consultation, engage with a range of different stakeholders and demographics and encourage feedback. These details will either be added to the mailing list following consent, or deleted from our systems. |

Email Mailing List & Marketing Messages

We operate an email mailing list program, used to inform subscribers about the latest information and progress with regards to the project. Users can subscribe through an online automated process where they have given their explicit permission. Some individuals may also be contacted by phone or email asking if they would like to be added to our mailing list.

Subscriber personal details are collected, processed, managed and stored in accordance with the regulations named in 'The policy' above. Subscribers can unsubscribe at any time through an automated online service, by clicking the "unsubscribe" link in the footer of marketing messages they receive, or by requesting to unsubscribe by emailing feedback@crossfordbridge.co.uk.

Email marketing messages may contain tracking beacons, tracked clickable links or similar server technologies in order to track subscriber activity within email marketing messages. Where used, such marketing messages may record a range of subscriber data relating to engagement, geographic, demographics and already stored subscriber data.

Our EMS (email marketing service) provider is; MailChimp and you can read their privacy policy in the resources section.

External Website Links & Third Parties

Although we aim to include quality, safe and relevant external links (if any), users are advised to adopt a policy of caution before clicking any external web links mentioned throughout this website. External links are clickable text, banner or image links to other websites.

Shortened URL's; URL shortening is a technique used on the web to shorten URL's (Uniform Resource Locators) to something substantially shorter. This technique is especially used in social media and looks similar to this (example: <http://bit.ly/zyVUBo>). Users should take caution before clicking on shortened URL links and verify their authenticity before proceeding.

Social Media Policy & Usage

We adopt a Social Media Policy to ensure our business and our staff conduct themselves accordingly online. While we may have official profiles on social media platforms users are advised to verify authenticity of such profiles before engaging with, or sharing information with such profiles. We will never ask for user passwords or personal details on social media platforms. Users are advised to conduct themselves appropriately when engaging with us on social media.

There may be instances where our website features social sharing buttons, which help share web content directly from web pages to the respective social media platforms. You use social sharing buttons at your own discretion and accept that doing so may publish content to your social media profile feed or page. You can find further information about some social media privacy and usage policies in the resources section below.

Resources & Further Information

[Overview of the GDPR – General Data Protection Regulation](#)

[Data Protection Act 1998](#)

[Privacy and Electronic Communications Regulations 2003](#)

[The Guide to the PECR 2003](#)

[Twitter Privacy Policy](#)

[Facebook Privacy Policy](#)

[Google Privacy Policy](#)

[Mailchimp Privacy Policy](#)

[HR Form Templates](#)

[Website Privacy Policy Template](#)

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