



# 1A) Old Trafford, Manchester

- Manchester
- Mixed Tenure
- 1358 homes



Commissioned in 2008, the Old Trafford masterplan sought to address the poor physical layout and wider integration of the area, while ensuring that the existing settled community were involved in the redevelopment process and were not displaced from their homes.

Old Trafford has a population of around 13,000 residents, and cultural diversity has been a feature of the area for over a century.

The council appointed URBED to design the masterplan, with community engagement being key to the process. A series of 'Design for Change' workshops in May and June 2008 enabled local residents, businesses and community groups to contribute to the reshaping of their area, with plasticine models created to demonstrate ideas for change.

The local community were invited on a bus tour to view other development schemes and comment on their preferences and concerns. A series of sessions targeting young people were also accommodated.

The masterplan considered the future of nine tower blocks and concluded that four should be removed and five refurbished. This involved the demolition of 386 social housing units, to be replaced with a higher number of new socially rented and affordable dwellings. Overall, the plan included 1,358 new homes, meaning a net gain of 972 units, and some new market sales housing.

A new Church and Refectory have also been built, and a mixed-use development called Limelight was completed in 2017. Extensive public consultation involving over 2,000 local people, together with the formation of resident-led design teams, saw many aspects of the

Limelight project shaped by the local population. Limelight hosts a wide range of facilities including assisted living, a library, a nursery, a health centre, a hair and beauty hub, a café, fitness classes and regular community events for all ages.

The Old Trafford Resident Group also influences the neighbourhood through a range of ongoing small projects, including a biannual open garden event, regular litter picking and alley greening initiatives.



Photography: ©URBED



Limelight Centre Old Trafford. Image:©Limelight



INFLUENCE



PERMANENCE



NEIGHBOURLINESS



DIVERSITY



SERVICES