

CCIN Member Organisation leading the project

Trafford Council

Name of CCIN Lead Councillor or Officer

Elise Johnson

Job Title

Estates Surveyor

Contact Telephone

07890 965102

Contact Email

elise.johnson@trafford.gov.uk

Project Title

Exploring the Local Property Partnership model for town centre co-operation and regeneration

How much funding are you applying for?

£ 2,000.00

1. What is your idea?

Stretford town centre is undergoing a significant transformation through a joint venture between Trafford Council and Bruntwood. While this regeneration is broadly welcome after years of underinvestment, there is a growing risk that the community and social economy activity which has flourished during the redevelopment period - pop-ups, cultural events, social enterprises and creative projects - may be unable to secure long-term, affordable space in the new town centre.

Much of this activity has relied on meanwhile use of under-used buildings in the former Precinct. The new high street being delivered through the JV is a fundamentally different commercial proposition, and without a coordinated approach, community-facing organisations could be displaced.

Our idea is to use this funding to support the early-stage development of a Local Property Partnership (LPP) for Stretford - a cross-sector partnership between Trafford Council, the developer Bruntwood, and the Stretford Town Centre Forum (led by Stretford Public Hall), with enabling support from Platform Places, a national initiative that helps communities secure affordable space.

The LPP model brings councils, asset owners and community partners into a shared framework to map local demand, agree a vision for affordable social and civic uses, and develop practical pathways to secure

space - from meanwhile arrangements to long-term leases and community ownership.
The £2,000 will be spent on three interconnected activities:

- * Demand and asset mapping: Completing a shared mapping exercise to identify community space needs, existing assets and potential sites — both within the JV boundary and including neglected buildings important to Stretford's identity (such as the Essoldo cinema).
- * Community engagement: Supporting the establishment of a Community Advisory Panel to ensure that lived experience and local priorities meaningfully inform the LPP's direction and running at least one open community workshop.
- * Partnership development and feasibility: Contributing to the working costs of the LPP Working Group (which held its inception meeting in December 2025), including facilitating partnership meetings, developing the Memorandum of Understanding between parties, and undertaking initial feasibility work on potential catalyst buildings.

This builds on strong foundations. Stretford was a national Community Improvement District pilot from 2022, which established the Town Centre Forum. The Forum and events like StretFest have demonstrated significant community energy and coordination capacity, achieving national profile. The LPP represents the next stage: moving from community activation to securing lasting, affordable space.

2. Summary of project idea (150 words max)

The Stretford Local Property Partnership (LPP) is a cross-sector collaboration between Trafford Council, Bruntwood and the Stretford Town Centre Forum to secure long-term, affordable space for community, cultural and social economy activity within Stretford's regenerating town centre. Building on the successful Community Improvement District pilot and Town Centre Forum, the LPP will map community demand for space, improve understanding of available assets, and develop practical pathways for community access — from meanwhile use to long-term stewardship.

This funding will support demand and asset mapping, establishment of a Community Advisory Panel, and early feasibility work on potential catalyst buildings. Enabled by Platform Places, a national initiative supporting Local Property Partnerships, the project will ensure that regeneration serves the broader community equitably - preventing displacement and embedding social value within one of Greater Manchester's most significant town centre transformations.

3. What are the three key outcomes this project will achieve?

Outcome 1: A shared evidence base for community space needs and available assets

We will complete a demand and asset mapping exercise, produced collaboratively with the LPP Working Group partners, that identifies priority community uses, existing and potential sites, and viable pathways for securing space. Success will be measured by the production of a completed mapping document endorsed by all LPP partners, and its use in informing at least one specific site negotiation or feasibility study.

Outcome 2: Meaningful community voice embedded in the partnership

We will establish a Community Advisory Panel and run at least one open community engagement workshop, ensuring that local residents and organisations directly shape the LPP's priorities. Success will be measured by the formation of the Advisory Panel with a minimum of six community representatives, and documented evidence that community input has influenced the LPP's work programme.

Outcome 3: A functioning cross-sector partnership with a clear forward plan

We will move the LPP from inception to an operational partnership with a signed Memorandum of Understanding, regular Working Group meetings, and a forward plan that identifies next steps including potential catalyst buildings and funding strategies. Success will be measured by the signing of the MoU by all parties, a minimum of four Working Group meetings held, and an agreed forward plan with identified funding pathways.

4. How does your project support the CCIN Statement of Values and Principles?

The Stretford LPP directly embodies several core CCIN values and principles:

- * The project strengthens the co-operative partnership between citizens, communities, enterprises and the Council by creating a structured framework - the LPP Working Group and Community Advisory Panel - where these actors collaborate as genuine partners in shaping how town centre space is used. This goes beyond consultation to active co-production of strategy and decision-making.
- * It supports the active engagement of residents in decision-making and priority-setting. The Community Advisory Panel will ensure that lived experience directly informs which spaces are prioritised, what uses they serve, and how affordability is maintained. The open community workshop will extend this engagement beyond the partnership itself.
- * The project promotes community-based approaches to economic development by focusing on creating the conditions for social enterprises, co-operatives, creative businesses and community organisations to access affordable space - rather than leaving town centre development solely to market forces. The LPP model explicitly aims to support a thriving local social economy.
- * It embodies the principle of councils acting as a platform for helping communities contribute to local outcomes. Trafford Council's role in the LPP is not to direct or deliver alone, but to use its position as JV partner and planning authority to enable community-led solutions - sharing information, aligning strategies and removing barriers.
- * Finally, the project embraces innovation by testing the Local Property Partnership model - a relatively new approach being developed nationally through Platform Places - and applying it to the specific context of a major regeneration programme. This represents a genuinely cooperative approach to place-making that could be replicated across the CCIN network.

5. How will you share your learning across the Cooperative Councils' Innovation Network?

We are committed to openly sharing our learning, and the LPP model lends itself well to knowledge exchange given its replicable, partnership-based structure.

Specifically, we will:

- * Produce a final report that clearly documents the cooperative difference this project has made — how the cross-sector partnership approach has enabled outcomes that no single partner could achieve alone, and what practical lessons emerge for other councils working with developers and community partners on town centre regeneration.
- * Present our learning at a CCIN event or webinar, sharing the practical mechanics of establishing an LPP - from building trust between council, developer and community partners, to the demand mapping methodology, to the role of the Community Advisory Panel.
- Make our key outputs - including the demand and asset mapping template, the MoU framework, and the Community Advisory Panel terms of reference - available as open resources that other CCIN members can adapt for their own contexts.
- * Connect our work to the wider Platform Places network, which already operates in places like Plymouth, Coventry and Oxfordshire, creating opportunities for CCIN members to learn from and join a growing national movement for community-centred property partnerships.

All outputs will follow CCIN brand guidelines and clearly acknowledge CCIN funding support.

I agree that the final report will clearly show the Cooperative Difference that this project will deliver and follow the CCIN Brand Guidelines.



Agree