

- Irwell City Park will create an urban park running along the course of the River Irwell and Manchester Ship Canal through Trafford, Salford and Manchester.
- The regeneration of the canal Wharfside from Pomona to Carrington will create a new mixed-use part of Greater Manchester's waterfront, in part from the creation of MediaCityUK. MediaCityUK is a globally significant media zone, anchored by the BBC, that will bring in £225m to the Trafford economy creating over 2,000 new jobs.

## Tourism

Trafford is home to several popular visitor attractions, generating more than £185m through 9.7million visitors. The south of the borough is anchored by Dunham Massey Hall, the north by The Quays, home to the Imperial War Museum North, Manchester United Football Club and Lancashire County Cricket Club.

The Trafford Centre is a major regional shopping and leisure destination attracting over 30 million visitors annually. www.visittrafford.info

## Educational excellence

Trafford boasts some of the best schools in the country with GSCE and A-level educational attainment exceeding national targets.

North and South Trafford Colleges recently merged to create a new super-college. Trafford College is building on the excellent record and achievements of the individual colleges, not least South Trafford's accolade as College of the Year 2006-7 and the first college in England to be considered outstanding by OFSTED. www.trafford.ac.uk

## Transport links

Trafford benefits from excellent transport links. Manchester Airport is nearby and the Metrolink tram system, which is due to have £102m spent on it to improve the existing network, runs through the centre of the borough, connecting Altrincham with Bury and all stops in between.

Altrincham and Urmston benefit from a rail network connection and both Stretford and Urmston's positions are further strengthened from bus corridor improvements between Stockport and Urmston.

Trafford is also linked to the main waterway networks in the Northwest via the Bridgewater Canal and Manchester Ship Canal.

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## 66

Did you know? The borough's economy generates some £4.3bn worth of wealth each year providing more than 126,000 jobs and boasting over 10,000 companies.