

## Manchester City Council Report for Resolution

**Report to:** Economy Overview and Scrutiny Committee - 17 October 2012

**Subject:** Draft Beswick Community Hub Masterplan

**Report of:** The Chief Executive of New East Manchester Ltd

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### Summary

This report seeks Committee's views on a draft Beswick Community Hub Masterplan which was endorsed by Executive in September 2012 in order to undertake a period of local consultation with stakeholders. The draft plan sets out proposals to transform the southern end of Grey Mare Lane in Beswick, East Manchester to create a vibrant community hub and neighbourhood centre. The Masterplan builds on the ambition of both the Eastlands Regeneration Framework and the 2008 – 2018 East Manchester Regeneration Framework to improve the quality of life outcomes for residents and strengthen the contribution East Manchester and its residents make to the City Region economy.

The draft Masterplan frames four of the key initiatives that the Eastlands Community Plan set out for future development of the Eastlands area: the Connell Sixth Form College; the Manchester Institute of Sports Science and Sports Medicine; the Manchester House of Sport; and the Beswick Leisure Hub. The Eastlands Community Plan indicated that these four initiatives should be brought together to create a new community hub in the heart of East Manchester which would be focused in and around the key gateway junction of Grey Mare Lane and Alan Turing Way. This community hub would build on the existing community assets already present (The East Manchester Academy, the Beswick Community Library, St Brigid's Primary school, and the NHS health facilities) and capture the very significant land contribution for community facilities that Manchester City Football Club have made available on the south west corner of the Openshaw West site that will be the home of the Manchester City Football Academy.

The draft Beswick Community Hub Masterplan will undergo a period of consultation until 28 October that will seek the views of, amongst others, local residents (including the views of young residents), local businesses, landowners, The East Manchester Academy, St Brigid's Primary School and Eastlands Homes. Following consultation a final version of the Beswick Community Hub Masterplan will be brought to a future Scrutiny meeting and onwards to the Executive for approval.

Officers will attend the Scrutiny Committee meeting to provide a presentation on the Community Hub and the associated football club proposals.

### Recommendations

The Committee is recommended to:

1. Consider and comment upon the draft Beswick Community Hub Masterplan as a part of the public consultation.

**Wards Affected:**

Bradford

Community Strategy Spine	Summary of the contribution to the strategy
Performance of the economy of the region and sub region	Proposals set out within the draft Beswick Community Hub Masterplan will provide the catalyst for further investment and employment in the area.
Reaching full potential in education and employment	<p>The next generation of investment at the Etihad Campus and into adjoining areas, including Beswick, will facilitate the creation of a substantial number of jobs in a range of employment sectors.</p> <p>The proposals within the draft Beswick Community Hub Masterplan for the new Connell Sixth Form College will help to strengthen the education offer within East Manchester.</p>
Individual and collective self esteem – mutual respect	A planned environment with new education and leisure facilities will improve the individual and collective self esteem of those living and working in the area. Leisure and education facilities will encourage increased participation in further education and sports which also has a beneficial effect on self esteem.
Neighbourhoods of Choice	The proposals within the draft Beswick Community Hub Masterplan will provide the opportunity to deliver appropriate additional sports and community facilities which will help ensure surrounding communities can secure benefits from future investment into the Etihad Campus and the surrounding area.

**Full details are in the body of the report, along with any implications for:**

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

**Financial Consequences – Revenue**

There are no immediate revenue consequences arising as a result of these proposals; the costs relating to progressing the Beswick Community Hub Masterplan through the consultation period can be met from HCA funding.

### **Financial Consequences – Capital**

There are no immediate capital consequences arising as a result of these proposals and a report will be presented to the Executive with detailed capital cost following the consultation period.

#### **Contact Officers:**

Name: Eddie Smith  
Position: Chief Executive, New East Manchester  
Telephone: 0161 223 1155  
E-mail: e.smith@manchester.gov.uk

Name: Eamonn O'Rourke  
Position: Head of Community and Cultural Services  
Telephone: 0161 953 2451  
E-mail: e.o'rourke@manchester.gov.uk

#### **Background documents (available for public inspection):**

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

- 2000 – 2010 East Manchester Strategic Regeneration Framework, Executive, March 2001
- Sportcity, Executive, 23<sup>rd</sup> July, 2008
- A Strategic Partnership with Manchester City Football Club, Executive, 24<sup>th</sup> March, 2010
- Eastlands, Executive, 16<sup>th</sup> March, 2011
- Partnership with Manchester City Football Club and East Manchester, Executive, 13<sup>th</sup> July, 2011
- Proposed City of Manchester (Corbett Street, Bradford) Compulsory Purchase Order 2011, Executive, 26<sup>th</sup> October, 2011
- Indoor Leisure Review - Facility Strategy for Swimming Pools, Executive, 18<sup>th</sup> January, 2012
- Partnership with Manchester City Football Club and East Manchester, Executive, 14<sup>th</sup> March, 2012

In addition to the Summary of the Draft Beswick Community Hub Masterplan that is appended to this report full copies of the Plan can be obtained from Room 216, Town Hall, Manchester or downloaded at: [www.east-manchester.com](http://www.east-manchester.com).

## 1.0 Introduction

- 1.1 The 13th July 2011 meeting of the Executive approved the Eastlands Regeneration Framework following consultation with residents, business, landowners and other stakeholders. This Framework built on the 2008 – 2018 East Manchester Strategic Regeneration Framework and set out a future vision for the area around the Etihad Stadium that builds on the extensive and successful investment in sports facilities and neighbourhood regeneration undertaken in East Manchester over the past 15 years. It represents guidance for the next wave of private and public investment which is designed to accelerate the transformation and image of the area, attracting new commercial development and leverage in other investment to drive forward new community facilities.
- 1.2 Flowing from the Eastlands Regeneration Framework a draft Eastlands Community Plan, and the proposals within it, were the subject of further consultation with residents and key stakeholders to determine the levels of support for the core propositions set out within that document. The final Eastlands Community Plan was presented to and approved by the Executive at its meeting on the 14<sup>th</sup> March 2012. In approving the Eastlands Community Plan the Executive also approved that a detailed masterplan for the Beswick Community Hub should be developed.
- 1.3 The Beswick Community Hub Masterplan would seek to bring together four initiatives (the Connell Sixth Form College; the Manchester Institute of Sports Science and Sports Medicine; the Manchester House of Sport; and the Beswick Leisure Hub) to create a new community hub in the heart of East Manchester. Focused in and around the key gateway junction of Grey Mare Lane and Alan Turing Way the “Beswick Community Hub” will build on the existing community assets already present (The East Manchester Academy, the Beswick Community Library, St Brigid’s Primary school and the NHS health facilities at Cornerstones) and capture the very significant land contribution for community facilities that the Football Club have made on the south west corner of the Openshaw West site. To ensure that effective business cases and business plans can be developed for each of the proposals, along with ensuring that the Community Hub can help transform the wider area, it was recognised that an overarching Masterplan would be required to ensure that these outcomes would be secured. The development of a robust Beswick Community Hub Masterplan would enable the enhanced educational, health and employment related outcomes envisaged within the Eastlands Community Plan to be harnessed and secure the long term regenerative impacts for Beswick and the wider East Manchester area.
- 1.4 The 14<sup>th</sup> March 2012 Executive also approved proposals to establish a strategic Joint Venture arrangement with Manchester City Football Club to drive forward the comprehensive development of the Etihad Campus and its surrounding area. Albeit that this legal entity has not yet been formally incorporated the shadow working arrangements which have existed since the signing of the Memorandum of Understanding between the parties in March 2010 have enabled Manchester City Football Club to be fully engaged in the

development of the draft Beswick Community Hub Masterplan.

## **2.0 The Draft Beswick Community Hub Masterplan**

- 2.1 BDP were commissioned by the City Council to carry out work on the development of the Beswick Community Hub Masterplan. BDP worked closely with AECOM and WYG (White Young Green) who have provided input on transportation and highways issues and engineering and service infrastructure respectively as well as Alyn Nicholls & Associates who has provided commercial input into the retail development components of the Masterplan.
- 2.2 The Masterplan has been developed in close collaboration with a steering group involving Manchester City Council (MCC), New East Manchester (NEM) and Manchester City Football Club (MCFC) along with a range of other key stakeholders including Sport England, the Bright Futures Educational Trust, Transport for Greater Manchester (TfGM) and a number of specific service areas within MCC (Highways, Markets, Community and Cultural Services, and Regeneration). The Beswick Community Hub Steering Group established the requirements of the brief, considered the options as they were developed by the design team, and helped frame the preferred option. Local Elected Members have also been engaged in this process.

### *The Draft Beswick Community Hub Masterplan: Summary and Principles for Implementation*

- 2.3 The proposed Masterplan solution for the Beswick Community Hub development has driven by the needs and aspirations of a range of stakeholders across the area. The draft Masterplan provides an opportunity to concentrate a number of community and cultural services i.e. Library, Leisure and youth provision within close proximity, in line with the Council's Neighbourhood Focus Strategy. This also represents what residents have told us, through consultation, that they would like to see with regards to future service provision. The Masterplan therefore acts as a framework for the new development, setting out the key uses, adjacencies and access requirements as well as offering an illustration of the type of high quality environment that the stakeholders wish to see brought forward.
- 2.4 The draft Masterplan has been designed to allow a degree of flexibility in the design development stage whilst also offering a strong form that fixes the main public faces of the individual buildings into a 'total environment'. The prime element of this is the creation of a new space for the community and the city which celebrates the ongoing renaissance of East Manchester in an important gateway location.
- 2.5 Following any amendments to the draft Masterplan that will emerge from the consultation period the next stage of design development will be critical in ensuring that the high level objectives of the approved Beswick Community Hub Masterplan are respected and reinforced as the practical requirements of the building programme become fixed. The final scheme should maintain the following key attributes:

### A public realm of distinction

Design of public spaces and streetscape within the area should be designed to complement and integrate seamlessly with improvements around MCFA whilst still providing a distinctive character and environment that is community focussed.

### Integrated design

Designs should be progressed in a coordinated manner to ensure a 'total environment' solution with individual building programmes and public spaces combining to create a cohesive place.

### Community focussed

The development must properly integrate with surrounding neighbourhoods to allow the community access to the range of high quality facilities and amenities in the area, enabling it to act as a convenient and attractive focal point for residents, students and workers alike.

### Promoting health and Wellness

The plan seeks to promote healthy lifestyles through provision of comfortable public realm that encourages walking and cycling as well as play and leisure facilities. This arrangement is intended to encourage social interaction and contribute towards the overall sense of community.

### A Sustainable Place

The quality and variety of facilities contribute towards a more socially and economically sustainable place, creating viable long term jobs in an attractive environment. The overall external environment is part of a sustainable approach to development; preserving trees wherever possible and promoting bio-diversity whilst the layout creates an improved micro-climate and mitigates the affects of environmental pollution/noise from Alan Turning Way. The environmental performance of the buildings should also represent best in class, conserving energy and resources.

### Pedestrian Friendly

The masterplan seeks to remove barriers to pedestrian permeability and the detailed development of the scheme must place the needs of pedestrians and cyclists at the fore.

### An Accessible Place

Alongside the need for a people friendly environment comes the need for a commercially viable solution. Too many local centres have failed due to their poor visibility or accessibility, ultimately meaning they fail to serve their communities in the long run. Detailed design solutions will need to ensure the

commercial imperative of parking, servicing and access are handled sensitively to ensure they are convenient and functional yet do not detract from the quality of the street environment.

#### Fitting In and Fit for Purpose

The masterplan provides a range of flexible plots shaped to allow sufficient flexibility to accept an evolving brief. The next stage of design development will need to refine the scheme to respond to the confirmed programme and user requirements, whilst respecting the overall place-making role of the building facades and main public spaces. The plan should generate both overall unity and individual identity for the key uses proposed in the area.

#### A Chain of Spaces

The masterplan advocates the creation of a chain of interconnected environments from the newly pedestrianised Grey Mare Lane and pedestrian avenues between the East Manchester Academy and the main central space, through to the private and secluded grounds of the Connell Sixth Form College. Each will require a different approach, drawing on a consistent palette of materials and street furniture to generate a feeling of cohesion.

#### An Opportunity for Celebration

The development of the Beswick Community Hub draws together the ongoing regeneration of East Manchester and its role as a centre for international sporting excellence. As such it offers fantastic potential for art within the public realm to create a celebration of the area, its communities and achievements and act as a gateway to the wider area

- 2.6 An Executive Summary of the Beswick Community Hub Masterplan has been prepared, a copy of which is appended to this report. A full copy of the Masterplan document is available upon request or it can be downloaded from [www.east-manchester.com](http://www.east-manchester.com)
- 2.7 The draft Beswick Community Hub Masterplan will undergo a period of consultation until 28 October that will seek the views of, amongst others, local residents (including the views of young residents), local businesses, landowners, The East Manchester Academy, St Brigid's Primary School and Eastlands Homes. Following consultation a final version of the Beswick Community Hub Masterplan will be brought to a future meeting of Scrutiny and onwards to the Executive for approval.

### **3.0 Concluding Remarks**

- 3.1 The draft Beswick Community Hub Masterplan frames four of the key initiatives that the Eastlands Community Plan set out for future development of the Eastlands area of East Manchester: the Connell Sixth Form College; the Manchester Institute of Sports Science and Sports Medicine; the Manchester House of Sport; and the Beswick Leisure Hub. The Eastlands Community Plan

indicated that these four initiatives should be brought together to create a new community hub in the heart of East Manchester which would be focused in and around the key gateway junction of Grey Mare Lane and Alan Turing Way.

- 3.2 The opportunity afforded by the existing and proposed community facilities clustered around the junction of Grey Mare Lane with Alan Turing Way has brought together new and retained facilities into a single, accessible coherent campus, which will both act as a gateway to the Etihad Campus (from the south) and critically, provide a new vibrant heart for the communities which surround it, promoting education, health and wellness and employment opportunities. The proposals do not retain the existing markets which are incompatible visually and functionally with the proposals for the Community Hub. If the masterplan is adopted in this form detailed proposals will also support the integration of displaced market traders into well regulated existing markets within Manchester on terms that will provide transitional relief at reduced rates providing such traders comply with Manchester Markets Disciplinary Rules and Regulations.
- 3.3 To fulfil its potential as a place, the creation of the proposed community hub will require significant interventions to be made to the highways, public realm and car-parking infrastructure; in masterplan design terms it will be these elements which allow convenient access to the facilities and which will join them up in a workable and attractive spatial configuration. In essence, a new centre of gravity in this part of East Manchester will be created through the development of the Beswick Community Hub proposals.
- 3.4 Detailed recommendations appear at the front of this Report.

#### **4.0 Contributing to the Community Strategy**

##### **(a) Performance of the economy of the region and sub region**

- 4.1 Proposals set out within the Eastlands Community Plan and the proposals to establish the “Eastlands Development Partnership” will provide the catalyst for further investment and employment in the area.

##### **(b) Reaching full potential in education and employment**

- 4.2 The next generation of investment at the Etihad Campus and into adjoining areas, including Beswick, will facilitate the creation of a substantial number of jobs in a range of employment sectors.
- 4.3 The proposals within the draft Beswick Community Hub Masterplan for the new Connell Sixth Form College will help to strengthen the education offer within East Manchester.

##### **(c) Individual and collective self esteem – mutual respect**

- 4.4 A planned environment with new education and leisure facilities will improve



the individual and collective self esteem of those living and working in the area. Leisure and education facilities will encourage increased participation in further education and sports which also has a beneficial effect on self esteem.

#### **(d) Neighbourhoods of Choice**

- 4.5 The proposals within the draft Beswick Community Hub Masterplan will provide the opportunity to deliver appropriate additional sports and community facilities which will help ensure surrounding communities can secure benefits from future investment into the Etihad Campus and the surrounding area.

### **5.0 Key Polices and Considerations**

#### **(a) Equal Opportunities**

- 5.1 A key outcome will be to capture significant employment opportunities and ensure that local residents have the opportunity to compete for such job opportunities. In addition, there is a commitment to ensure that design standards will comply with the highest standards of accessibility.

#### **(b) Risk Management**

- 5.2 The responses to consultation will enable the Beswick Community Hub proposals to be refined so as to ensure that they take into account all relevant community issues and bring maximum social, economic and environmental benefit to this area of East Manchester.

#### **(c) Legal Considerations**

- 5.3 This report seeks authority to consult on plans which the Council may bring forward and gives an opportunity to those affected by the proposals to comment while the proposals remain at a formative stage. After consultation the draft plan will need to be brought back to the Executive for approval in the future.



MANCHESTER  
CITY COUNCIL



SEPTEMBER 2012

# DRAFT FOR CONSULTATION

# Beswick Project

*A New Centre of Gravity  
in East Manchester*

Masterplan Summary

Bright Futures  
Educational Trust



**BDP.**

# THE BESWICK PROJECT



### 1.0 Ten Years of Change

During the past decade, East Manchester has experienced a physical transformation through the delivery of major investment projects. These include developments such as:

- One of the world's leading collections of sports facilities at Sportcity focused around the Etihad Stadium,
- Rebuilding and adding to the High School estate including the new £31.5m East Manchester Academy and new community facilities such as the new Beswick Library;
- New housing with major house builders such as Lovells and Gleeson providing a wide range of new housing options;
- Investment in commercial developments such as the refurbishment of the Sharp distribution centre into a new digital media centre and the development of the Central Park business district;
- Improved transport infrastructure through the imminent arrival of Metrolink.

1.1 This investment has been supported by a successful economic and social programme and investment in a variety of neighbourhood infrastructure (including new health, district and community centres), major programmes to restructure the housing market to diversify East Manchester's housing offer, and other housing renewal interventions to improve the housing stock to ensure that residents of the area are able to benefit from local opportunities.

1.2 The combined investment has resulted in new jobs which have stabilised employment, more local residents securing employment, improved educational attainment in schools and a growing population taking advantage of a much stronger and diversified housing offer.

1.3 A stabilised and growing part of the city, the area now has the opportunity to become a recognised employment and residential location at the heart of a thriving conurbation.



**STRATEGIC CONTEXT**

**2.0 Eastlands Regeneration Framework**

The Eastlands Regeneration Framework takes into account the major new opportunities emerging at Eastlands, updating the existing 2008 - 2018 East Manchester Strategic Regeneration Framework and now guides the physical development of Eastlands and its immediate environs.

**2.1** The Framework sets out a future vision for Eastlands that builds on the extensive and successful investment in sports facilities and neighbourhood regeneration undertaken in East Manchester over the past 15 years. It represents guidance for the next generation of private and public investment that will realise the overall ambitions for Eastlands and the wider East Manchester area. The key objectives are:

- To confirm and expand the area's role as a national and international destination;
- To strengthen the area's focus on sports and recreation;
- To increase community access to sports facilities;
- To develop the area's accompanying leisure and entertainment provision;
- To provide a full range of employment opportunities;
- To build on the opportunities presented by the opening of Metrolink in 2012 and its further expansion across the conurbation that will expand the local catchment area and linkages to employment;
- To strengthen the pedestrian and cycle connections of the area with the rest of the city; and
- To undertake the regeneration in a way that supports Manchester's Green City programme.

**2.2** The Framework recognises that the next phase of development for Eastlands is crucial to driving economic success for the wider East Manchester area. The key developments opportunities over the next 10 years include:

- The opportunities for Openshaw West, the area to the south and east of the Etihad Stadium which focuses primarily on new football and community facilities.
- To the immediate north and west of the Openshaw West site are undeveloped sites around the Etihad Stadium. Development of the 'collar site' immediately east of the stadium will be stimulated by the major public sector investment to remediate the site which is now complete to help prepare it for development.
- The development of the sites to the north of the 'collar site' across the Ashton Canal. Over the medium to long-term, commercial development opportunities should emerge on the western and northern side of the stadium in particular, which provided they are commercially deliverable and able to support the relocation of the existing sporting facilities, will facilitate the further expansion employment in East Manchester..
- The relocation of existing sports facilities over time to create a new cluster or community hub in the heart of the East Manchester community on Grey Mare Lane within Beswick.
- Potential development sites for private residential, commercial, hotel and ancillary retail development in Clayton, along the Ashton New Road and on the Alan Turing Way corridor with the visibility, accessibility and scale to extend the impacts of this transformation.

**2.3** In summary, the Eastlands Regeneration Framework provides the framework needed to guide the next round of private sector led investment to deliver the maximum economic benefit for East Manchester and the city as a whole. Critically the Framework sets out the opportunities to add new community facilities where there is a strategic gap in the market and where there is significant potential to capture whatever limited public sector resources there are to help underpin the delivery of such facilities. The Framework also provides a description of the general use, design, character and phasing of each of the principal initiatives.



Fig. 1:



**STRATEGIC CONTEXT**

**2.4 Eastlands Community Plan**

The Community Plan for Eastlands highlights the opportunities and priorities for ensuring that local residents and communities benefit from the wider plans for Eastlands. This focuses on investment in community, sport, leisure, youth and education facilities, and critically for residents, the scope to create employment benefit from the investment proposed. The draft plan sets out the gaps in provision and priorities for the delivery of new facilities and developments.

**2.5** The plan builds on the extensive and successful investment in a wide range of community related facilities and neighbourhood regeneration undertaken in East Manchester over the past 15 years. It provides direction for the next generation of private and public investment that will realise the overall ambitions for Eastlands and the wider East Manchester area.

**2.6** The Plan has been developed as a response to the feedback that New East Manchester Ltd and Manchester City Council have received from residents and other stakeholders between March 2011 and July 2011. Eight key initiatives are set out in the Eastlands Community Plan. These are:

- The Manchester City Football Academy
- A new Sixth Form College for East Manchester
- Manchester Institute Of Sports Science and Sports Medicine
- Manchester House of Sport
- The Beswick Leisure Centre
- Manchester Velopark
- Belle Vue Sports Village
- Ten Acre Lane Sport Complex.

**2.7** The Community Plan put forward a proposal to bring together four of these proposals (East Manchester Sixth Form College; Manchester Institute; Manchester House of Sport; Beswick Leisure Hub) to create a new community hub in the heart of East Manchester, focused around the key gateway of Grey Mare Lane and Alan Turing Way. The hub will utilise the very significant land contribution for community facilities that Manchester City Football Club has made on the south west corner of the Openshaw West site.

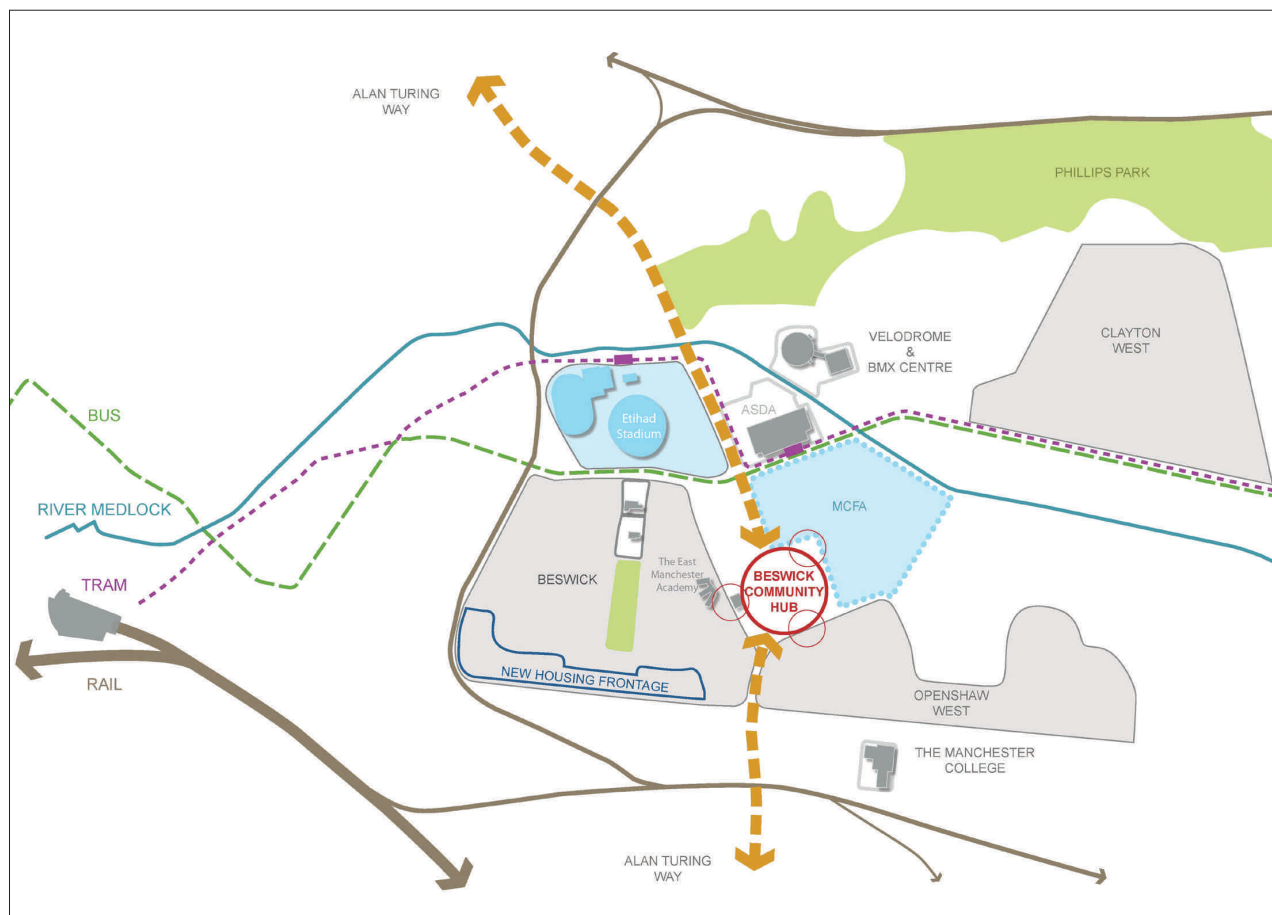


Fig. 2: Strategic Context

## THE BESWICK PROJECT

### 3.0 Beswick: Foundations of a New Centre of Gravity

Early regeneration in Beswick has been directed by the Beswick Neighbourhood Plan, developed in 2002, which set out plans for the development of new housing and community facilities. Significant investment by the City Council and other stakeholders resulted in new investment by both the public and private sector. New investment included:

- New Housing: from a position of virtually no new housing development in 2000, there has been a steady stream of new development in Beswick and New Islington. Lovells and Gleasons Regeneration have planning permission to build 1,100 new homes. To date, some 500 new homes have been completed and the developers are on site with another phase of development. From a low in 2004, the population is now steadily rising in 2012, and when complete the new housing will accommodate over 2,000 adults and children in the immediate Beswick area.
- East Manchester Academy: opened on Grey Mare Lane in 2010 and specialises in the Built Environment and the Performing Arts. The Academy currently accommodates 300 pupils and 60 staff, and this will rise again by the start of the 2013/14 term. The school also opens in the evening when it is used by sports, community and arts groups. By 2015 the Academy will accommodate some 600 pupils with a full and part time staff roll of 90.
- Beswick Library: also opened in 2010, and is a purpose built facility next to the East Manchester Academy. The new Library has a range of facilities including computers and fast broadband and a homework area for school pupils.

### 3.1 Manchester City Football Academy

Manchester City Football Academy (MCFA) is a new proposed development by Manchester City Football Club on the Openshaw West site at Alan Turing Way which will provide a state of the art football academy and training facilities. It will include a 7,000 capacity arena, 15 full size and two half sized training pitches, on site accommodation for youth development and first teams and new MCFC headquarters.

**3.2** The development will also include a grounds maintenance building, an on-site combined heat and power energy centre and a pedestrian bridge across Ashton New Road to the Etihad Stadium.

**3.3** The MCFA will accommodate circa 300 staff and be the base for the professional and youth development function of the Club. The staff includes those responsible for marketing and commercial development as well as the City in the Community team which provides training and employability activities for many local young people.

**3.4** It will be a busy centre, supporting both full time scholars and younger players associated with the Club but still living at home. As such there will be a regular flow of visitors to the Academy, including in the early evening.



MCFC Proposals for Manchester City Football Academy (MCFA)



**THE BESWICK PROJECT**

**3.5 Beswick Community Hub: New Developments**

New proposed developments which, together with existing / committed facilities, will help to create Beswick Community Hub include:

- A new Sixth Form College for East Manchester – The Connell Sixth Form College
- The Beswick Leisure Centre
- Manchester Institute Of Sports Science and Sports Medicine
- New retail facilities

**3.6** The Sixth Form College and Leisure Centre will attract young people and families from all over East Manchester and change the footfall in the area, both during the day and the early evening. Proposals for a commercial office development to include Manchester House of Sport, possibly involving the refurbishment of the former Police Station, are also currently being developed.

**3.7 Beswick Leisure Centre:** The Eastlands Regeneration Framework identifies the potential to strengthen and build upon the existing community, education and sporting facilities centred around the East Manchester Academy and Grey Mare Lane.

**3.8** It recommends that additions to the existing cluster of sports and community facilities within Beswick should be centered on the Grey Mare Lane – Bell Crescent junction, extending eastwards onto the lands on the South West corner of the Openshaw West site.

**3.9** The new facility will comprise a swimming pool (funded by MCFC) as well as a health and fitness suite, dance studio and multi use space for use by a range of community sports activities. The new Leisure Centre will attract up to 600 people per day and employ some 30 full and part time jobs. As part of the leisure facilities, a new grass sports pitch is proposed, following consultation with local residents and stakeholders including the Rugby Football Union.

**3.10 Connell Sixth Form College:** Involves a 600 roll 16-19 college facing Alan Turing Way, providing education opportunities for around 540 school-leavers from the five principal East Manchester schools as well as education for around 60 scholars from the Manchester City Youth Academy. The college will fill a gap in existing provision in East Manchester where there are no sixth form options that offer the breadth and depth of 'A'-Level curriculum proposed for the college. In addition the college will ensure that the Manchester City Football Academy is able to meet the educational requirements of a Category One Football Academy. The College will provide community learning opportunities beyond normal hours and during traditional school holidays.

**3.11** There is increasing demand for sixth form places in East Manchester, evident from the number of young people travelling outside of the City for sixth form education and the increasing school rolls from a growing population. These pressures are likely to increase as new housing development is delivered and the area's population continues to grow. Other factors at play include increasing GCSE attainment in East Manchester, the rising age of participation and the effects of removal of the Education Maintenance Allowance.

**3.12** A shared vision has been developed amongst partners to deliver brand new educational facilities to host a traditional academic Sixth Form College on the site. There are a number of key features of the Sixth Form College:

- **Bespoke academic curriculum:** including A Levels in a variety of subjects including the Sciences, Foreign Languages, English, Maths and General Studies and BTEC (A Level equivalent) in Applied Science, Sports and Exercise, and Business.
- **Learning Environment:** located close to the new community leisure centre and local library, the Sixth Form College will have state of the art ICT facilities. The college's design and accompanying policies will encourage students to come in early and stay late in an extended school day, with both supervised and

unsupervised study sessions, helping to increase the chances of securing good exam results, with crèche facilities and link clubs for brothers and sisters.

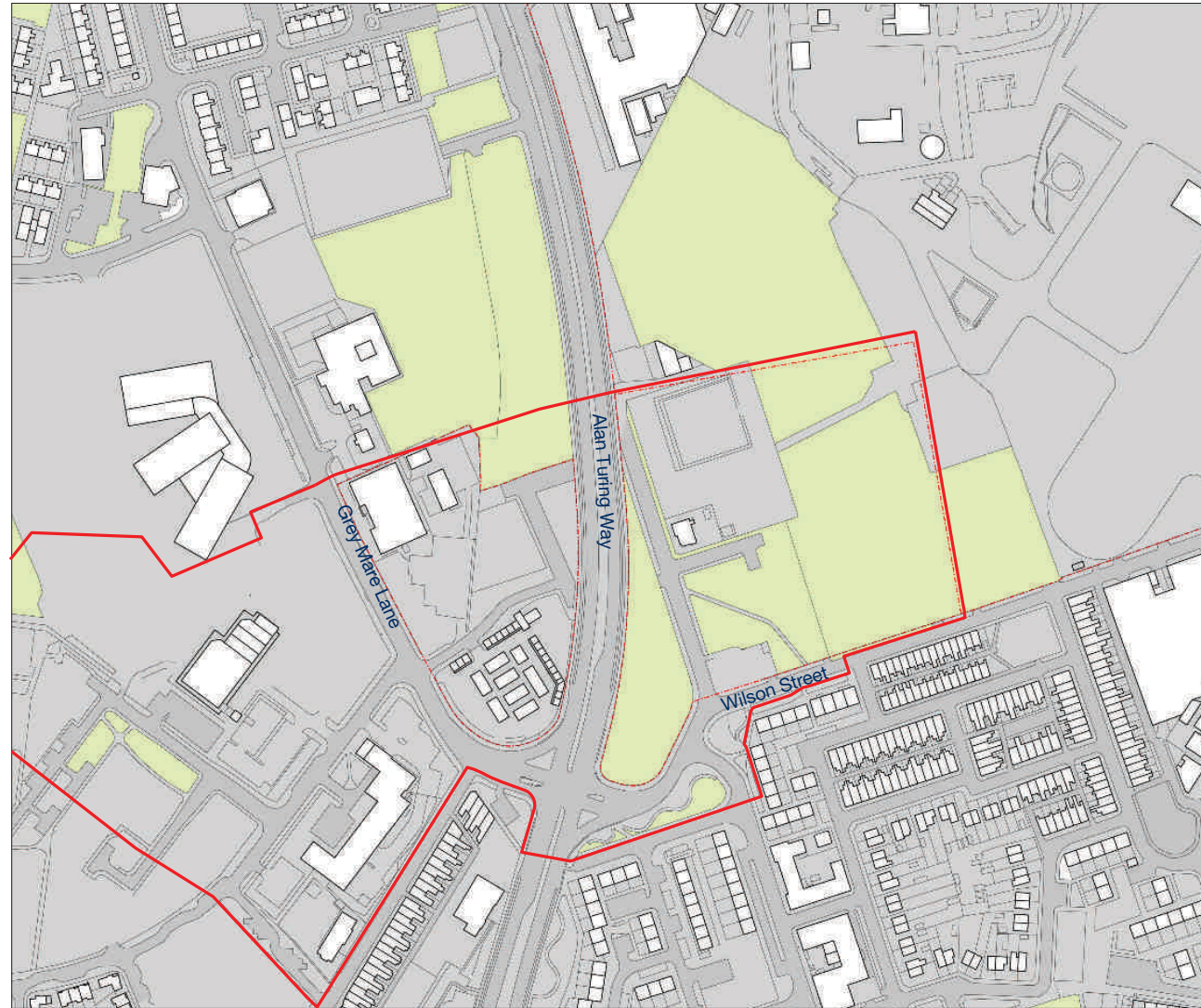
**3.13** A new academic Sixth Form in East Manchester can play an important role in delivering the education vision for East Manchester and providing new educational opportunities in a unique learning environment. With some 600 students and up to 100 staff the College will significantly increase footfall in the area.

**3.14** The College recently secured approval from Government (Dept for Education) to be established under the 'Free Schools' programme.

**3.15 Manchester Institute:** A new sports science and sports medicine facility which will provide a world class environment for specialists to investigate and integrate research evidence into cutting edge, applied support for elite footballers, national sportsmen and women and the high performance local sports community.

**3.16** The Institute will include facilities for treatment and rehabilitation, research and development, measurement, assessment and diagnosis and will comprise a variety of indoor testing facilities, laboratories, office space and associated facilities. The Institute will provide a number of research and employment opportunities in fields such as physiotherapy, research and supporting administrative roles. It will have close links to other educational, healthcare and community facilities within East Manchester. The Institute will have some 20 staff and up to 40 visitors per day.

**3.17 New retail facilities:** To replace the existing outdated shopping and market facilities with new shop units. These will be located to give convenient access for local residents and for new customers / staff who will be visiting or working at the new developments.



Beswick Community Hub – Site Location

## THE MASTERPLAN

### 4.0 Beswick Masterplan Proposals

The Beswick Masterplan sets out how these separate developments and centres will act as a new centre of gravity in East Manchester, with people arriving, moving around and leaving from early morning to late evening. The key proposals are focused on creating a strong 'sense of place', with new public realm, transport and highways elements. The proposals have been developed by a design consultancy team led by Building Design Partnership, working with key stakeholders.

#### 4.1 The Locations of the buildings

The Connell Sixth Form College and the Manchester Institute will be located on a site to the east of Alan Turing Way, at the south-west corner of the MCFA. These facilities have secured outline planning permission as part of the MCFA consent which was granted in December 2011.

4.2 The Beswick Leisure Centre and new shop units will be located on a site immediately to the west of Alan Turing Way, near to the recently built East Manchester Academy and Beswick Library.

#### 4.3 Public Realm and Pedestrian Network

The key concept is to create a central public space which links the new facilities. This will form a gateway feature that spans both sides of Alan Turing Way, helping to break down its barrier effect and to create a sense of arrival. The masterplan has developed to emphasise this arrangement, welcoming public activity rather than defining a secure and exclusive private space. A strong radial route off the central space links the new facilities directly with the existing facilities of the East Manchester Academy, Beswick Library and St Brigid's RC Primary School.

4.4 The circular space proposed will help to bring together the differing geometries of the surrounding street pattern and built form to define a formal space. This will provide a strong destination for local residents, students and workers alike whilst also leaving a lasting impression on anyone passing through in the future.

4.5 The proposed public realm provides as varied and open a pedestrian network as possible, linking local neighbourhoods

and encouraging community access to the new facilities. It also recognises that some facilities such as the primary and secondary schools along with the proposed MCFA require larger land areas and secure private boundaries.

#### 4.6 Local Highways, Pedestrians and Car Parking

Careful consideration has been given to how people arrive and leave the Beswick community hub, and how pedestrians move between the various social and community facilities. The principles established for movement to and within the location are:

1) To establish a clear, safe and convenient pedestrian link across Alan Turing Way that serves the new developments and links them together.

2) To minimise/eradicate rat-running through Grey Mare Lane bringing back a local community role rather than as part of the strategic network.

3) To create shared parking areas.

4) To cluster amenities that support one another, with facilities at a convenient heart of the community.

#### 4.7 The key proposals are:

- The closure of Grey Mare Lane for a short section between the leisure centre and the schools to eradicate rat running and re-establish it as a local access road.
- A new 'left in - left out' link between Grey Mare Lane and Alan Turing Way to the north of the development to provide access to the development from the north, and a safety valve for traffic to exit Grey Mare Lane. A 'left in - left out' only arrangement here will minimise delay on Alan Turing Way.
- A pedestrian crossing at road level on Alan Turing Way crossed in two stages to link the hub facilities along a 'pedestrian spine' whilst minimising delay and ensuring pedestrian and cycle safety.
- Parking is provided in greatest numbers to the south of the development via the Alan Turing Way/ Grey Mare Lane / Wilson Street junction but is also spread throughout the campus to ensure access to all land uses.

- Buses are relocated into the heart of the development and the pedestrian core, with laybys accommodating bus stops on either side of Alan Turing Way.

4.8 These proposals allow a pedestrian core linking the development along a desire line between the existing and new community facilities and the communities on either side of Alan Turing Way. The singular desire line to all facilities provides convenient access to the facilities within the community hub and strengthens the 'sense of place'.





Fig. 4: View into space highlighting unified building frontages and crossing of Alan Turing Way



Fig. 5: View of public drop-off space along Mill Street alignment



Fig. 6: View into Main Space along pedestrian avenue



Fig. 7: View of Leisure Centre frontage onto public space



## REGENERATION OUTCOMES

### 5.0 Development Programme

It is proposed that the facilities will be developed and built over a 3 year period, 2013 – 2016. The first project to be built will be the Connell Sixth Form College following the Government's recent approval of this scheme as a 'free school'.

### 5.1 More Local Jobs & Apprenticeships

When complete, the new developments will result in some 553 additional jobs at the heart of the East Manchester, creating a range of employment opportunities for local residents and young people.

5.2 In addition the construction activity will generate a wide range of apprenticeship opportunities for local people.

### 5.3 Footfall

The recent and planned new developments will transform the Beswick area. As the table below highlights, when complete there will be over 2,000 additional pupils, students and other people visiting the area most days and over 500 people will be working in or close by. This level of footfall is in addition to the significant number of new residents in the area.

Beswick Village: Employment Impact	Employment	Apprenticeships
Manchester City Football Academy	403	100
Connell Sixth Form College	100	17
Beswick Leisure Centre	30	12
Manchester Institute	20	16
<b>Total</b>	<b>553</b>	<b>145</b>

Beswick: Increases In Resident, Worker & Visitor Footfall				
	Date	New Residents	Staff <sup>1</sup>	Daily Students/Visitors
St Brigids Primary School	2008	-	20	100
Beswick Library	2010	-	20	200
East Manchester Academy	2010	-	80	400
Manchester City Football Academy	2015	-	300	150
Sixth Form College	2014	-	100	700
Beswick Leisure Centre	2014	-	30	600
Manchester Institute	2015/16	-	20	40
Lovells/Gleesons	2007-11	1,000	-	1002
New Lovells/Gleeson Housing	2102-16	600	-	602
<b>Total</b>		<b>1,600</b>	<b>570</b>	<b>2,350</b>

<sup>1</sup> Includes part time and full time positions

<sup>2</sup> Assumes one in four households receive one visitor per day.