

**Manchester City Council
Report for Resolution**

Report To: Economy Scrutiny Committee – 12 December 2012
Executive – 19 December 2012

Subject: Greater Manchester Enterprise Zone – draft framework plans for
Medipark and Wythenshawe Town Centre

Report of: Chief Executive

Summary

Following the adoption of the Manchester Airport City Enterprise Zone Framework Plan more detailed draft plans have been developed for two of the sites within the Zone – Medipark and Wythenshawe Town Centre. This report brings those plans to Executive for endorsement prior to consultation.

Recommendations

The Executive are invited to:

- 1) Endorse the Medipark and Wythenshawe Regeneration Frameworks and agree that they should be subject to public consultation and consultation with Wythenshawe Area Consultative Committee;
- 2) Request that following consultation further drafts of the Framework document are brought back to Executive to be considered in light of the views expressed.

Wards Affected:

Baguley, Woodhouse Park, Sharston

Community Strategy Spine	Summary of the contribution to the strategy
Performance of the economy of the region and sub region	The Enterprise Zone and associated development will make a significant contribution to the growth of the Greater Manchester economy.
Reaching full potential in education and employment	The development will create a large number of direct employment opportunities and drive further indirect jobs growth.
Individual and collective self esteem – mutual respect	Opportunities will be focused on Wythenshawe, a regeneration priority for the Council.

Neighbourhoods of Choice	The development will involve the creation of high quality new environments and the provision of facilities that are accessible to the local community.
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Full details are in the body of the report, along with any implications for:

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

Financial Consequences – Revenue

None

Financial Consequences – Capital

None

Contact Officers:

Sara Todd
Assistant Chief Executive (Regeneration)
Manchester City Council
s.todd@manchester.gov.uk

Jessica Bowles
Head of City Policy
Manchester City Council
j.bowles@manchester.gov.uk

Angela Harrington
Head of Regeneration
Manchester City Council
a.harrington@manchester.gov.uk

Andy Wilson
Regeneration Coordinator
Manchester City Council
a.wilson@manchester.gov.uk

Background documents (available for public inspection):

Manchester Core Strategy
Wythenshawe Strategic Regeneration Framework
Manchester Airport City Enterprise Zone Framework Plan

1.0 Greater Manchester Enterprise Zone

- 1.1 The Greater Manchester Enterprise Zone focused on Airport City was one of four vanguard zones announced in the 2011 Budget.
- 1.2 The Zone consists of a series of linked sites focused around Manchester Airport, University Hospital of South Manchester and Wythenshawe Town Centre. Together these total 116 hectares and provide the opportunity to create a minimum of 7,000 new jobs for Greater Manchester. Sites were chosen on the basis that they aligned with existing planning and regeneration frameworks, they would deliver jobs quickly and they provided unique propositions that would fully exploit the economic potential of the location.
- 1.4 The Manchester Airport City Enterprise Zone Framework Plan has been adopted by the City Council, following a process of public consultation. This provides the strategic context for the Enterprise Zone. More detailed plans can sit within this framework to support the development of the specific sites within the Enterprise Zone.

2.0 Medipark Regeneration Framework.

- 2.1 Manchester Medipark is one of the key components of the Enterprise Zone and provides a significant opportunity to create growth by developing a focus for world class biosciences, healthcare and related manufacturing and production. The Medipark proposals are based around University Hospital South Manchester Foundation Trust and adjoining areas including Roundthorn Industrial Estate. The Medipark Regeneration Framework sets out the basis on which this business led project can be introduced. It is aligned with the adopted Core Strategy, Wythenshawe Strategic Regeneration Framework. It also sits squarely within the policy framework provided by the Greater Manchester Strategy, planning and wider health and well being agendas.
- 2.2 The Medipark concept has been developed to capitalise on Manchester's research and development capabilities as well as those related directly to UHSM which is a major teaching hospital, has the largest clinical trials facility in the UK and has particular specialisms in respiratory medicine, wounds and burns and cardiovascular medicine. The translation of research into commercial manufacturing and production in and around the Medipark is key to securing its long term success and the project has been developed to facilitate this.
- 2.3 Medipark has been designed to attract a range of potential occupiers principally those doing business in the life sciences and healthcare market place. The first phase of development will be around 10 hectares and will potentially extend to a wider area taking in Roundthorn Industrial Estate.
- 2.4 There proposals will deliver an estimated 2770 direct jobs and create £190m in GVA. There is the potential for additional indirect jobs in the supply chain or otherwise related to Medipark. The jobs created will be at the full range of skill

levels and the emphasis will be on ensuring that as many new jobs as possible go to local residents. The routing of Metrolink close to the site will support this. It is expected that the development will have a catalytic impact on the economy of the area.

- 2.5 The framework document includes a masterplan for the site which sets out in broad terms the way the site can be developed over time and the infrastructure and movement networks required to support the project. A copy of the Medipark Regeneration Framework document is attached at Appendix 1.

3.0 Wythenshawe Town Centre Regeneration Framework

- 3.1 The Airport City Enterprise Zone provides a new context for the future economic growth of Wythenshawe Town Centre. Over the last 10 years the regeneration of Wythenshawe has laid the foundations for the growth of the Town Centre. A major programme of investment in the centre has delivered new businesses and new jobs. A series of high quality office developments have enhanced the commercial offer - these include Etrop Court and the new Willow Park headquarters. The Forum development has successfully integrated leisure, learning and health facilities to provide a unique offer for residents and visitors to the Town Centre. Currently the Metrolink extension and new transport interchange are under construction. These will bring new significant numbers of new visitors to Wythenshawe.
- 3.2 Private sector investment is also transforming the Town Centre. Several major retailers have chosen to locate in Wythenshawe and a number of recognised national high street brands now populate the town centre, for example the ASDA food store; Costa Coffee; JD Sports and Wilkinsons.
- 3.3 One of the primary objectives of the Enterprise Zone is to maximise the beneficial leverage of the new business activity promoted by its incentives on the employment opportunities, business creation and overall quality of life of Wythenshawe residents. The Town Centre has the capacity and locational advantage to absorb a wide range of new office, hotel, assembly, food service and other support facilities catering to the airport and the wider Airport City. This could include, for instance, technology companies.
- 3.4 The increasing level of activity anticipated in the Enterprise Zone will also act as a stimulus to the retail and leisure activity in the town centre. Creating employment generating floorspace in this area will drive a more diverse footfall into the Town Centre which will in turn drive improvement in the quality of the retail offer. Both existing underutilised buildings and several sites for new development are available to absorb this new demand. The Metrolink extension will reinforce the area's importance as a district centre and provide important connections both south to the airport and north to the City Centre
- 3.5 The designated enterprise zone area is comprised of a mix of office accommodation and public service facilities built primarily in the late 1960s and

early 1970s. Transformation of the area into a high quality, expanded district centre that meets the needs of the community and which is capable of maximising opportunities for growth is well underway, guided by the Wythenshawe Town Centre Regeneration Framework.

- 3.6 The Framework document refreshes the Wythenshawe Town Centre Masterplan (2009) and sets out how the Enterprise Zone provides the opportunity to deliver the vision for a successful district centre outlined in the original masterplan. Creating employment generating floorspace in this area will generate a more diverse footfall into the Town Centre which will in turn drive improvement in the quality of the retail offer; drive improvement in leisure offer and potentially support an evening economy in the long term. (A copy of the Town Centre Regeneration Framework document is attached at Appendix 2).

4.0 Conclusions

- 4.1 Both the Core Strategy and EZ Development and Planning Framework, which included high level proposals related to Medipark and Wythenshawe Town Centre, have been subject to public consultation. The Executive are invited to endorse the more detailed framework documents and agree that they should be subject to formal consultation of 6 weeks. Following the consultation these will come back to the Executive for formal approval. These two documents will finalise the set of detailed frameworks for the whole of the Enterprise Zone.

5.0 Contributing to the Community Strategy

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

- 5.1 The Medipark and Wythenshawe proposals are part of the Enterprise Zone and will make a significant contribution to the growth of the Manchester economy.

(b) Reaching full potential in education and employment

- 5.2 The development will create a large number of direct employment opportunities and drive further indirect jobs growth.

(c) Individual and collective self esteem – mutual respect

- 5.3 Opportunities will be focused on Wythenshawe, a regeneration priority for the Council.

(d) Neighbourhoods of Choice

- 5.4 The development will involve the creation of high quality new environments and the provision of facilities that are accessible to the local community.

6.0 Key Polices and Considerations

(a) Equal Opportunities

- 8.1 The Regeneration Framework and subsequent planning arrangements will all be prepared and introduced through appropriate consultation, giving all stakeholders opportunities to engage in the process.

(b) Risk Management

- 8.2 The planning regime is an integral aspect of the Enterprise Zone programme. The proper development of policy and approach to this issue mitigates any risks associated with implementation.

(c) Legal Considerations

- 8.3 The Medipark and Wythenshawe Regeneration Frameworks will, once adopted, be a material consideration for planning decisions in the Enterprise Zone, complementing up-to-date policies in the local plan, although not statutory plans.