

The 2012 Wythenshawe Town Centre Regeneration Framework

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Executive Summary

This Regeneration Framework sets out how the Airport City Enterprise Zone provides a new context for future economic growth in Wythenshawe and how the Town Centre offers a key opportunity within the EZ. The Framework updates a 2009 masterplan for the town centre and ensures that the Enterprise Zone designation conferred on part of the town centre is effectively utilised to create jobs and economic growth.

The regeneration of Wythenshawe Town Centre has been, and remains a long term challenge for the key stakeholders. However, 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 and the new Police Headquarters bring together a high quality service offer, while the construction of the Metrolink extension and new transport interchange development will both bring new visitors to Wythenshawe.

New businesses 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.

While there is more to be done there remain a number of significant development opportunities in the town centre, particularly the land to the east of Rowlandsdway, which is included in the Enterprise Zone boundary. The EZ will create new jobs and opportunities for local people at the Airport, around University Hospital South Manchester (UHSM) and the wider Wythenshawe area- including the Town Centre. These are all areas where new investment will create further opportunities for economic development and local job creation.

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.

New development and activity will add to the opportunities for expanding the range of employment and other uses in the Town Centre.

The designated enterprise zone area is comprised of a mix of office accommodation and public service facilities built primary 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 Masterplan.

The generally increasing level of activity anticipated in the Enterprise Zone will also act as a stimulus to the retail and restaurant activity in the town centre. 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.

There is a strong planning and economic position in place which supports the case for change. The Manchester Independent Economic Review, the Greater Manchester Strategy and the Greater Manchester Growth Plan all recognise that Manchester has potential to increase its long term growth rate. This growth rate increase will be achieved through maximising opportunities such as the benefits afforded by the Manchester Airport City Enterprise Zone.

Wythenshawe Town Centre has the potential to move from a period of arrested decline into a period of gradual improvement. The delivery of employment floor space in the area to the east of Rowlandsway will deliver this change, facilitated by the presence of the Enterprise Zone and the arrival of the Metrolink in 2016. 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.

These updates to the Masterplan have been incorporated to drive change. These changes are most appropriately focused towards:

- Creating a range of employment uses, including offices, in the short term;
- Creating an improvement in the quality of the retail offer in the medium term;
- Improving leisure provision in the medium term; and
- Ultimately creating an evening economy in the long term.

These changes will ensure that Wythenshawe maximises the benefits of the EZ and the Metrolink to bring a step change in the quality of the Wythenshawe Town Centre experience.

1 Introduction

Developing a Framework for Change

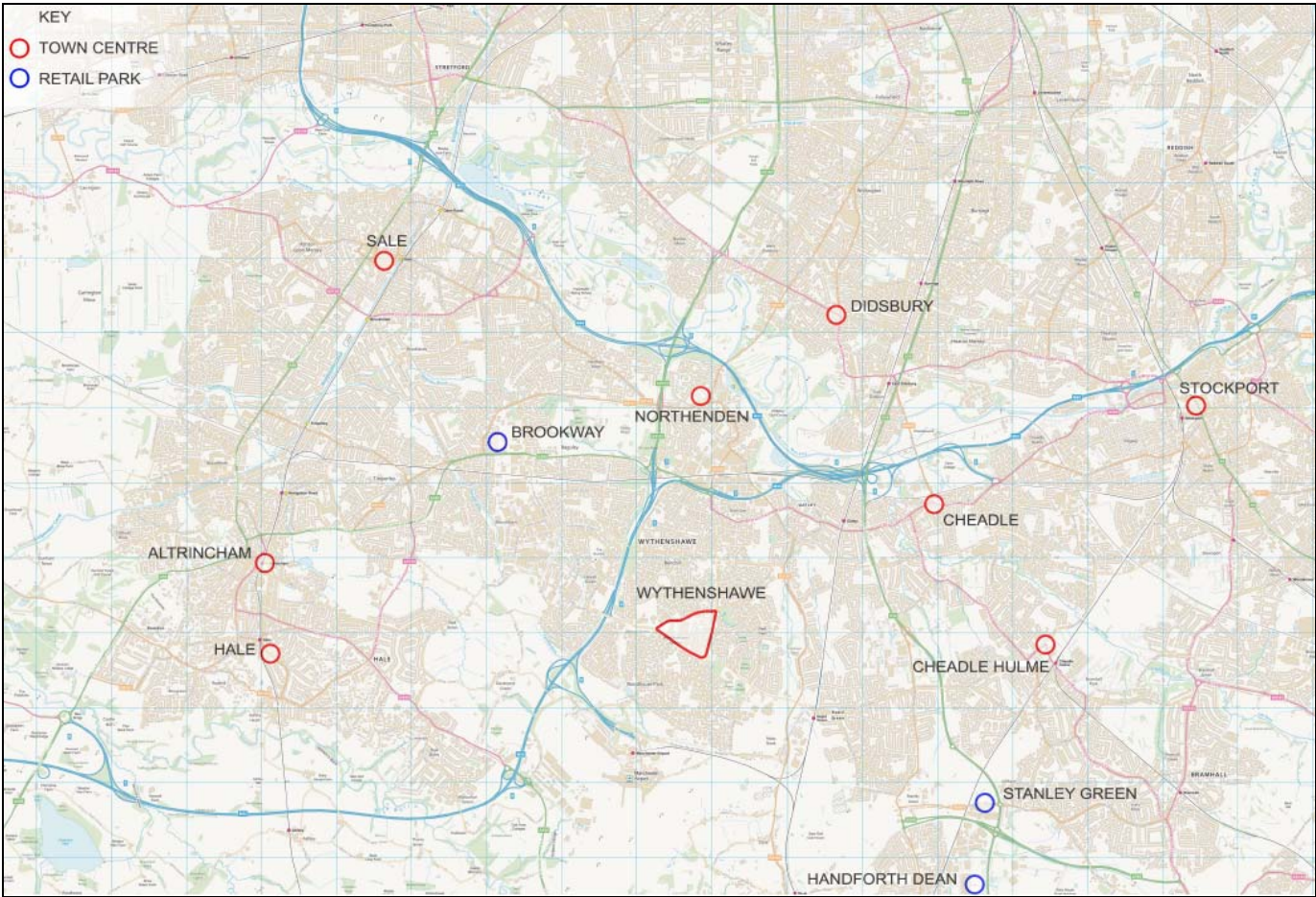
Over the last 10 years footfall to the centre has increased to 5.5 million visitors a year. The centre still predominantly serves its surrounding residents, but provides an opportunity to serve a wider market of visitors and workers within a safe, pleasant environment with a good and choice of shopping. Retail vacancy remains remain low.

Since the 2009 Masterplan was produced, a number of development opportunities to the east of Rowlandsway have arisen. Therefore this Framework has been compiled through a review and adaptation of the 2009 Masterplan to ensure there is a strategy in place to achieve growth. Land directly to the east of the town centre now lies within the newly designated Manchester Airport Enterprise Zone (EZ). This land (up to 7.7 hectares) can be utilised to provide employment opportunities complementary to those created elsewhere within the Airport City Enterprise Zone, most notably the development of Airport City and the Manchester Medipark. In particular this area can support a range of new employment generating uses driven by the Town Centre's locational advantages and opportunity.

2 Location

In spatial terms, Wythenshawe lies within the Greater Manchester City Region within the Local Authority of Manchester.

The map below illustrates Wythenshawe Town Centre’s position in South Manchester.



3 Market Context

Greater Manchester's economy is of huge significance to the future economic growth of the UK, with South Manchester set to play a vital role over the next 10 years. The EZ boundary captures the emerging market opportunities and development within this area which will be key in accelerating the growth of the town centre. The increase in South Manchester's business population will translate into demand for quality retail and leisure provision

Greater Manchester is the UK's second largest economy, worth £46bn in 2010, in a conurbation home to 1.3 million jobs. There is an outstanding platform for Manchester to be an engine for national economic growth over the next ten years. In summary, Manchester benefits from:

- The second largest concentration of people and businesses in the country with a highly skilled and lower cost workforce than London and the south east;
- An exceptional higher education offer;
- The proven ability to attract inward investment through a competitive business proposition. Cushman and Wakefield's leading 'UK Cities Monitor' placed Manchester first out of 15 UK cities for locating either a new headquarters or back-office function;
- Strong domestic business base, which has historically delivered higher than national- average GVA growth and is the city's main source of investment and productivity, stimulating and driving supply chains and employment growth; and
- A strong infrastructure offer, with further enhancements planned, that provides connectivity across the conurbation and the wider region, along with direct access to the rest of the United Kingdom and world via Manchester Airport;

The focus for Greater Manchester's investment opportunities and the subsequent economic growth that will be derived from this is focused largely around South Manchester. This area has the potential to provide high value employment opportunities and wealth creation in many of the key sectors of growth identified within the Greater Manchester Growth Plan.

Manchester Airport City Enterprise Zone

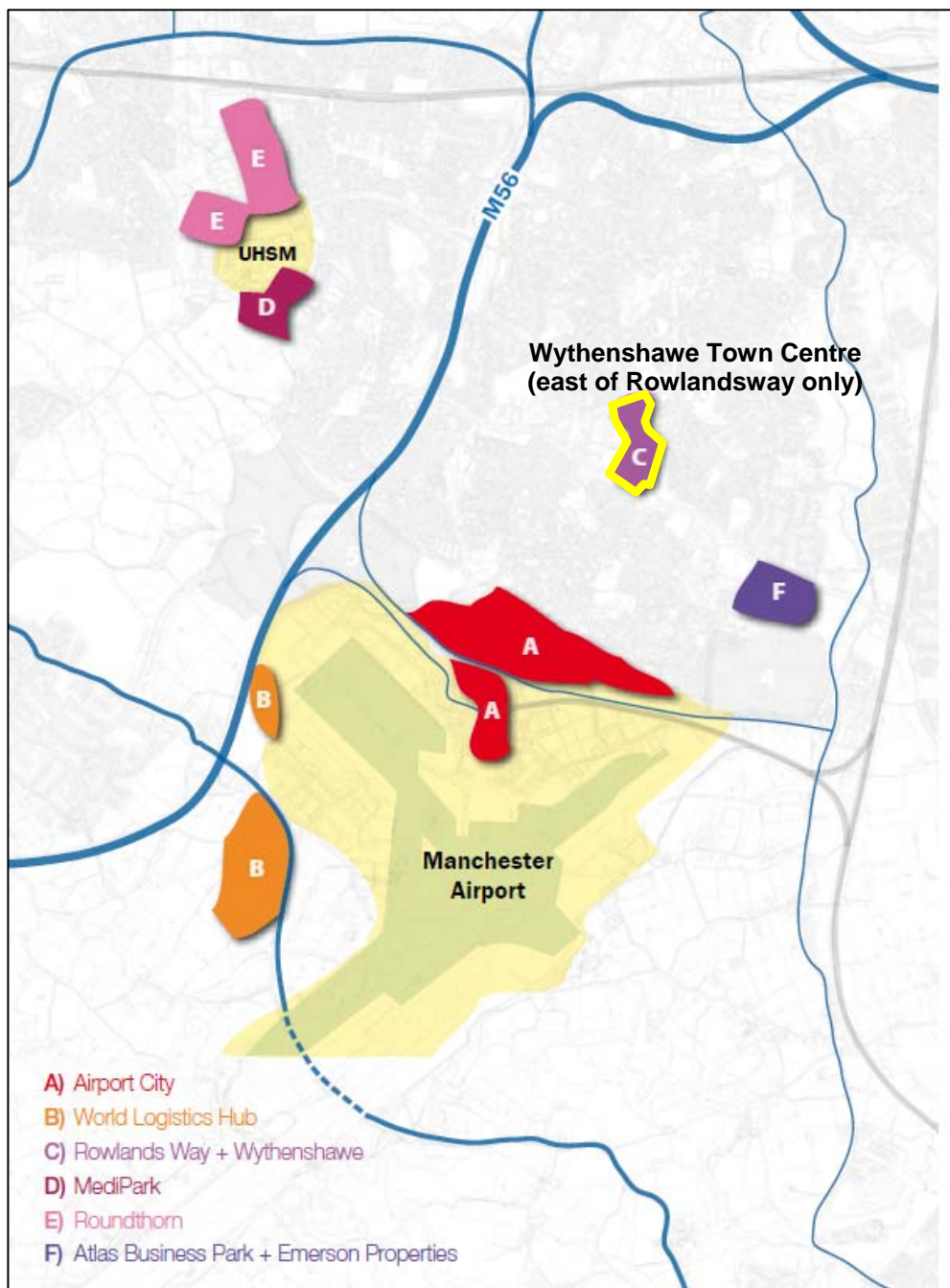
In support of the Government's core belief that economic growth and job creation should be led by the private sector, the 2011 Budget saw the Chancellor introduce Enterprise Zones (EZs) as an accelerator of change to the economy. Manchester Airport City has been identified as a location for an EZ, alongside 21 other areas across England. New businesses that locate within the EZ will benefit from business rate discount worth up to £275,000 per eligible business over a five year period, a simplified planning regime and superfast broadband.

The Greater Manchester economic opportunity has been captured and intensified by the designation of the EZ. The area surrounding Wythenshawe Town Centre, and part of Wythenshawe Town Centre itself, has huge potential for investment and growth, and this is supported by Manchester Airport as the primary economic driver. Collectively the EZ sites provide some **116 hectares** of developable or re-developable land that offer the scale and significance to become a strategic economic and employment driver for the wider Greater Manchester area.

The **Manchester Airport City Enterprise Zone Framework Plan (EZFP)** is a key document which sets out the basis upon which the EZ stakeholder group intend to take forward the development of the proposed EZ area.

The 15 year vision for the EZ area is established within the Framework Plan.. The area covered by the EZ includes the University Hospital South Manchester (UHSM), Roundthorn Industrial Estate and the wider Wythenshawe area- including part of the Town Centre. These are all areas where demand for new investment will generate further opportunities for economic development and local job creation.

The following plan illustrates the development plots which will benefit from EZ status with Plot C being Wythenshawe Town Centre to the east of Rowlandsway.








Each development area illustrated in the plan has a high level spatial framework, details of which are provided within the Market Context section. Each development location within the EZ will be supported by physical linkages to ensure that the area can be accessed by the surrounding workforce.

The combined impact of these initiatives in close proximity to Wythenshawe Town Centre, in particular Airport City and Manchester Medipark – is of transformational significance to the surrounding area of Wythenshawe, to the wider South Manchester area, and to the entire urban region, where it can generate significant local and regional growth and prosperity, reduce disparities within Greater Manchester and

beyond, and provide immediately adjacent employment opportunities to residents of one of the UK’s most deprived areas.

The following table details the surrounding market opportunities which are all captured within the EZ boundary.

Economic Driver	Concept for Growth	Effect on Wythenshawe Town Centre
<p>Manchester Airport</p>	<p>At the centre of the Enterprise Zone is Manchester Airport, the busiest airport in the UK outside of London. Passenger traffic at MIA is projected to more than double by 2030, from 18 million today to 40 million. Such increased activity generates significant ancillary employment growth, not only in passenger related services but in the wide range of logistics associated with air freight.</p> <p>The increasing connectivity of the airport to UK, European and global destinations significantly adds to the attractiveness of adjacent locations for businesses whose personnel and customers depend on convenient air travel</p>	<p style="text-align: center;"></p> <p>The airport will provide employment opportunities for Wythenshawe’s residents which will have a significant economic impact on the wealth and prosperity of its residents, increasing potential expenditure in the town centre.</p> <p>The airport’s continued expansion will provide employment opportunities across a variety of skill sets with the new metrolink providing the link.</p>
<p>Manchester Airport City</p>	<p>The essential concept for Airport City is of a high-quality business destination, an advanced manufacturing district and a location for hotels and other support services for Manchester Airport. It is a high-value, high-intensity district with a strong identity and presence, easily accessible and highly visible that will form the core of the Enterprise Zone. It is designed to attract national and international enterprises who can take advantage of the location in the heart of the North West and of the UK and the ready international connectivity provided by the airport.</p>	<p style="text-align: center;"></p> <p>The growth of Airport City will provide job opportunities and will potentially increase patronage to the town centre as airport city employees are given the opportunity to access services and leisure activities close to their workplace.</p>

Manchester Medi-Park	The creation of a medical and related services complex as well as general business activity centred around University Hospital South Manchester which is a world class research hospital and centre of clinical excellence.		The development of a Medi-park will provide job opportunities, increased patronage to the Town Centre and will further improve the quality of the health related research and standard of care provided at UHSM.
Roundthorn Industrial Estate	Roundthorn Industrial Estate, under the Enterprise Zone initiative has the potential to transform its offer from industrial estate to a world-class business location supporting UHSM, the Medi-Park, Manchester Airport and Airport City.		The industrial estate will provide job opportunities, an increased patronage to the Town Centre and a much improved physical environment and improved road network.
Atlas Business park	The site is 40% developed as a business park; however, further land is available that would be suited to additional business park development.		The business park will provide job opportunities and an increased patronage to the Town Centre

4 Context

Economic Context

Wythenshawe Town Centre is well placed to take advantage of future opportunities for economic growth. The designation of the Manchester Airport City Enterprise Zone (EZ) will stimulate development in the surrounding area, particularly within Airport City, which will increase the potential economic capacity of the town centre. The Metrolink will be the key connector between the EZ employment opportunities.

The background with regard to opportunity is laid out in the Greater Manchester Strategy, the Manchester Independent Economic Review and most recently, the Greater Manchester Growth Plan. It is necessary to highlight this context to ensure that Wythenshawe Town Centre plays its role in delivering economic growth for Manchester and the City Region.

The economic levers provided by Central Government to incentivise growth are also particularly relevant to the parts of the town centre that lie within the newly designated Manchester Airport Enterprise Zone (EZ). The details of the extent of the EZ, the incentives provided to occupants within and the impact that this has on future development within Wythenshawe Town Centre is provided in the following sections.

Greater Manchester Growth Plan

The Greater Manchester Growth Plan has been prepared by the Greater Manchester Advisory Panel to advise on the appropriate strategies and actions to overcome barriers to economic growth. The panel recommends that Manchester should gain additional powers to enable it to make decisions locally, including decisions relating to the collection and allocation of financial resources.

The Plan recognises the key role that the Metrolink expansion will have in ensuring residents have the opportunity to travel to key employment sites, including Manchester Airport, Manchester Airport City and Medipark.

Manchester Independent Economic Review and the Greater Manchester Strategy

The Greater Manchester Strategy (GMS) sets out a joint, working strategy between the Greater Manchester Authorities (AGMA). It is the high-level response to the Manchester Independent Economic Review (MIER) which was prepared by a group of independent economists, and identifies priorities that will enable the Manchester City Region to pioneer a new model for sustainable economic growth, based around

a more connected, talented and greener City Region where the prosperity secured is enjoyed by many.

MIER highlights that the Manchester City Region has the scale and density to grow rapidly and become an economic powerhouse:

“Manchester’s size and potential makes it pre-eminent amongst the cities of the North and a natural complement to the Southeastern power house of the UK economy. It has essential economic assets: scale, connectivity and, in the University of Manchester, an international seat of learning of the highest quality.

Accordingly, the Greater Manchester Strategy sets out its vision /objectives for the City Region as:

- A world-class city region at the heart of a thriving North;
- One of Europe’s premier City Regions, at the forefront of the knowledge economy, and with outstanding commercial, cultural and creative activities;
- World-class, successfully competing internationally for investment, jobs and visitors; an area where all people have the opportunity to participate in, and benefit from, the investment in and development of their city;
- An area known for, and distinguished by, the quality of life enjoyed by its residents;
- An area with GVA levels to match those of London and the South East.

Planning Context

The following diagram illustrates the various tiers of planning policy of relevance to Wythenshawe Town Centre:



Wythenshawe Strategic Regeneration Framework

Whilst the Manchester Core Strategy illustrates the city-wide approach to development, it is also necessary to consider the Wythenshawe Strategic Regeneration Framework (SRF) produced in 2003 to understand the locally established vision for Wythenshawe.

The SRF highlights the key points for development specific to the Town Centre, in particular the clear ambition that Wythenshawe will be the focus of **new investment** and **job creation**, to make the most of the expansion of Manchester Airport, to ultimately support the welfare of the residents of Wythenshawe and Manchester as a whole.

Wythenshawe Town Centre Masterplan- 2006 and 2009

In accordance with the Wythenshawe SRF, the **Wythenshawe Town Centre Masterplan 2006** established a new vision and set of development principles specifically for the Town Centre. The 2006 Masterplan sought to:

- Support the delivery of the Wythenshawe SRF;
- Capitalise on Manchester Airport growth as a key driver and opportunity for changing the Town Centre;
- Offer a wider choice of retail & leisure facilities including a sustainable evening economy;
- Support a sustainable range of retail, commercial & leisure businesses, capitalising on market growth to facilitate economic benefits for the area;
- Provide a wider choice of residential accommodation in line with the Wythenshawe SRF; and
- Draw upon the regeneration and investment of Wythenshawe and the surrounding area.

In addition, the following development principles were also established within Masterplan:

- Plans to improve pedestrian permeability and movement in both east/west and north/south directions;
- Improved public transport solutions and delivery of a new transport interchange;
- Revitalisation of the core Town Centre area through delivery of new retail floorspace;
- Delivery of new commercial floorspace on Rowlandsway and in the rest of the Town Centre;
- Integrate new residential development within the scheme; and
- Extend the land uses particularly through the delivery of hotels, restaurants, bars and other leisure facilities to enable a night-time economy to develop.

The Mission Statement from the Masterplan suggested that moving forward, stakeholders should seek to:

“deliver a district centre that meets the needs of the existing community, encourages further private residential development, makes the best possible use of current and potential growth in the consumer market and through action taken complements strategic objectives for the city, particularly those related to the airport”.

In recognition that market conditions had changed significantly since the Masterplan was produced in 2006, the **Wythenshawe Town Centre Masterplan 2009** sought to establish a revised delivery and implementation framework.

The 2009 Masterplan recognises the emergence of additional accelerators of growth including: the Metrolink expansion; Airport City; the development of new office accommodation and the relocation of up to 500 City Council ; and the development of new HQ for Willow Park Housing Trust (with 140 new staff). The 2009 Masterplan also sought to build on the significant housing growth in Wythenshawe over the previous 10 years- totalling 3,000 new homes, which has created additional

disposable income that if retained in Wythenshawe, has the potential to bring about significant socio-economic benefit.

5 Developing a Framework for Change

There is a significant opportunity to enhance employment provision and improve the physical environment of the town centre for the residents of Wythenshawe. The framework for development will need to deliver a step change in the quality of the town centre, achieved through improvements to its core economic functions and delivery of a ‘distinctive’ offer.

Progress to date

Much has already been done to regenerate Wythenshawe Town Centre. Significant progress has been made over the last 10 years and this is reflected in a number of key developments and economic opportunities including:

- 60,000 sq ft of new retail space which brought new retail business to the town centre, and delivered 100 new permanent jobs;
- A £2 million investment in **public realm** and **CCTV** improved the town centre environment and safety. This included a flagship initiative to provide disabled access throughout the town centre, which has now been adopted elsewhere in the City.
- A 60,000sq ft gross **ASDA** foodstore, attracted in to the town centre to act as an anchor for further development;
- The development of **Etrop Court** to deliver 100,000 sq ft of new office and retail space with Manchester City Council as an anchor tenant, delivering **jobs to the town Centre**;
- The **Metrolink** extension to Manchester Airport which will deliver the new Transport Interchange into the town centre by 2016 incorporating a new bus station. This will give local residents access to a wide range of employment opportunities; and
- **Enterprise Zone** status for part of the town centre, providing an incentive to development and an accelerator to economic growth.

During this time the footfall to the centre has increased to 5.5 million visitors a year. The centre still predominantly serves its surrounding residents, but provides a much safer, pleasant environment and choice of shopping. The town centre now covers around 15 acres and provides 450,000 sq ft of retail, employment and community space.

Opportunities for change

- 5.1 Whilst the town centre has seen significant progress over the last 10 years, more investment is clearly required. To understand the current performance of Wythenshawe Town Centre, it is necessary to understand the various functions of a successful town centre so that we can understand where improvements can most appropriately be focused.
- 5.2 Wythenshawe has a number of town centre elements which can be classified as 'core functions' as they provide the bedrock to the health of the town centre and are essential to the future success. Within Wythenshawe Town Centre these include both public services, such as The Forum and the Job Centre, and the elements of private sector, such as The Birtles (the main shopping area), ASDA and a small number of office occupiers such as Treadstone Law and Lloyds. These existing core functions form an important role in maintaining existing footfall into the town centre, a majority of which is derived from the immediate catchment.
- 5.3 When considering the potential for a 'step change' in the progress of the town centre, it is necessary to analyse the centre's current performance and its capacity for improvement.
- 5.4 In considering employment opportunities as a core function of a Town Centre, Wythenshawe has provision within the retail sector and the public sector but there remains an opportunity to grow the provision of employment floor space within the office sector.
- 5.5 Occupiers attracted to a Town Centre location will benefit from the Metrolink and business rate relief provided by enterprise zone status. The demand for such space is most likely to be derived from companies looking for a back-office function and data processing companies.
- 5.6 Office development will benefit the Town Centre through the inward investment made by the private sector occupiers, who will provide jobs for local residents and will draw in employees from further afield. This opportunity is available in the short term on the area of land to the east of Rowlandsway.

- 5.7 Improving the employment base of the Town Centre will increase the catchment and expenditure capacity. Coupled to this is the opportunity that exists to capture the potential expenditure generated by the employment positions to be created elsewhere within the Enterprise Zone, such as Airport City and Medipark. Investment into retail provision in the medium term is therefore possible.
- 5.8 This applies to both improvements in convenience retail, with the potential reprovision/addition of a foodstore, or through comparison retail with the addition of larger floorplate retail units to cater for modern retailer requirements. This activity will be concentrated in the core town centre area around the Birtles.
- 5.9 In Wythenshawe, there is a lack a strong distinctive feature within the Town Centre which differentiates it from other centres. The creation of a such an image should be recognised as the ultimate aspiration, In the near term the priority should be to identify and promote potential opportunities for improvement, as this is where a ‘step change’ in town centre quality and experience can materialise, turning the Town Centre into a destination where people will spend time. It is particularly important to note that alongside EZ designation superfast broadband connectivity will be available to occupiers and in addition the EZ area is appropriate and able to respond to the needs of data handling centres. The former Barclays computer centre is for example well equipped for re-use as a data handling hub.
- 5.10 Improvements to public spaces including enhanced public realm, better signage and a ‘greening’ of the environment with trees and vegetation, are all important features which will improve the attractiveness of the town centre, making it more attractive to visitors.

Summary of Potential Projects

Role	Sector	Current Position	Opportunity
Core function	Office	<ul style="list-style-type: none"> New development currently only been delivered with a pre-let in place Although there is stock in the town centre much of it is generally of substandard quality 	<ul style="list-style-type: none"> Potential to deliver product to complement and support the offer of Airport City. Particularly attractive to data handling/back office functions Develop the EZ site specifically for these

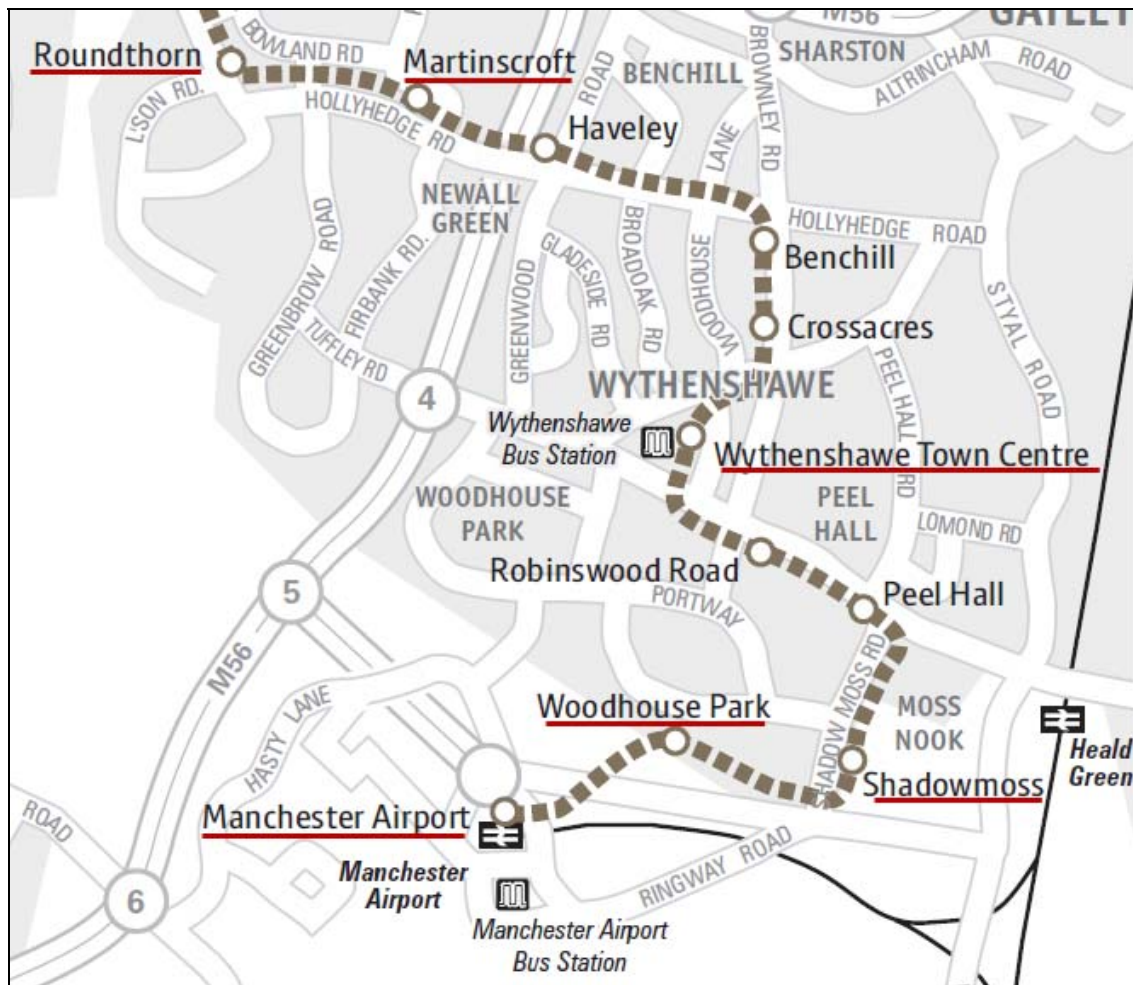
Role	Sector	Current Position	Opportunity
			types of use
			<ul style="list-style-type: none"> • Opportunity to provide space for an occupier with a requirement for a town centre location.
Core function	Retail – convenience	<ul style="list-style-type: none"> • Asda and Farmfoods in the locality having relatively subdued offer • Wythenshawe currently acts as a ‘top up shop’ destination (CACI, 2010) 	<ul style="list-style-type: none"> • Development/upgrade of a superstore offer to achieve ‘main shop’ status. • An anchor offer would increase the core functional offer of the town centre and would appeal to a wider catchment.
Core function	Retail - Comparison	<ul style="list-style-type: none"> • Dominated by value brands • Good footfall through the centre • Few modern units to cater for modern store formats • Low level of vacancies 	<ul style="list-style-type: none"> • Potential to create better configured units either through remodelling or through new box retail provision • Target mid value retailers • Take advantage of ease of parking and metro link expansion to draw in visitors from Manchester Airport City and other surrounding developments

6 Infrastructure

The past decade has seen the public sector invest heavily in the Metrolink providing Wythenshawe with the infrastructure it requires to take full advantage of private sector investment.

Metrolink

- 6.1 The Metrolink extension to Manchester Airport through Wythenshawe is a significant boost to the whole regeneration and economic development programme for the City, Wythenshawe and the Town Centre.
- 6.2 The Metrolink route through Wythenshawe will strategically link together key employment/retail areas such as Altrincham Road retail area, Roundthorn Industrial Estate, Wythenshawe Hospital, Manchester College, Wythenshawe Town Centre, Concord & Atlas Business Parks, Ringway Trading Estate, Manchester Business Park area and ultimately Manchester Airport.
- 6.3 Wythenshawe Town Centre is at the heart of the Wythenshawe route. Work on the Transport Interchange has commenced on Ainley Road in between the shopping precinct and The Wythenshawe Forum, providing a major transport hub for the area for travel by tram and bus.
- 6.4 The following plan illustrates the proposed route of the Metrolink extension, showing the close proximity of Wythenshawe Town Centre to Manchester Airport City and other surrounding developments.



6.5 Future physical development and job opportunities linked by the Metrolink to Wythenshawe Town Centre include:

- Roundthorn- Adjacent to Roundthorn Industrial Estate;
- Shadowmoss- Adjacent to Atlas Business Park and Ringway Trading Estate;
- Woodhouse Park- Adjacent to Manchester Airport City North;

Parking

6.6 Wythenshawe Town Centre is served by a range of car parking provision which varies in terms of capacity and quality. The level of convenient, safe and pleasant parking for visitors is important as the Town Centres seek to compete against out of town retail parks and the internet for retail and leisure expenditure.

6.7 Currently, the surface level parking provided by ASDA forms a large part of the provision within the town centre, with the adjacent multi-storey car park providing a less favourable overspill option. The upper levels of the multi-storey car park have previously been contracted out to a long-stay airport operator.

- 6.8 Improvements to the town centre will increase the demand for parking from both visitors, town centre employees and users of the Metrolink.

Highways

- 6.9 Wythenshawe benefits from being located adjacent to a comprehensive high-capacity road network. Junction 4 of the M56 is located 1 mile from the town centre and the M60 ring road lying 3 miles to the north.

Buses

- 6.10 Buses are a critical part of the town centre transportation infrastructure network. The new transport interchange will deliver a much improved hub and connectivity to other parts of the public transport network. This will inevitably improve the permeability into and out of the town centre for residents, visitors and the workforce.

Rail

- 6.11 The closest station to Wythenshawe Town Centre is Heald Green Rail Station which is located 2.4km south-east of the centre along Finney Lane. The Station at Manchester Airport is also easily accessible for visitors to the Town Centre, benefitting from good bus connections and the forthcoming Metrolink extension. The Heald Green Rail Station provides frequent journeys to Manchester Piccadilly, Manchester Airport, Blackpool North and Crewe. Overall there are 9 train services in both directions stopping at the Heald Green Rail Station. With the imminent arrival of the Metrolink, it is not anticipated that any improvements to the rail network will be required to support the development of Wythenshawe Town Centre

Power Supply

- 6.12 The Enterprise Zone as a whole benefits from several sub station power sources in close proximity to the town centre. Historically the town centre, in particular in Rowlandsway has supported high intensity power dependent businesses, notably the Barclays Computer Centre. The infrastructure required to support businesses with a need for substantive power supply is in place.
- 6.13 In addition as part of the wider Airport City proposals Manchester Airport Plc are exploring the upgrade and further provision of power to support the expanded requirements likely to emerge as the EZ develops. This process should provide opportunities to link into new powers sources as and when required to support new development projects.

Superfast Broadband

6.14 The enterprise Zone will provide occupiers with access to superfast broadband networks. This was a commitment of government when EZ's were established. Work is being undertaken EZ wide to provide the necessary infrastructure to support the superfast broadband network and this will be made available to occupiers within the town centre.

7 Opportunity Analysis Summary

Play to the strengths

- The Enterprise Zone includes the land to the east of Rowlandsway. This represents the foremost investment opportunity in the Town Centre as several of the buildings are already available for occupation and the City Council can use its position as freeholder to support further investment.
- The Enterprise Zone incentivises tenants with rate relief of up to £55k per annum, superfast broadband and simplified planning.
- Wythenshawe Town Centre lies adjacent to Manchester International Airport- a major economic hub and driver of economic growth in the sub-region.
- There are near term opportunities to deliver back office and data handling buildings in the EZ.
- There is a strong planning position to support 'sustainable development' within the town centre.
- Wythenshawe Town Centre is well connected by public transport and highways infrastructure.
- Wythenshawe Town Centre is seen as a key priority for regeneration by Manchester City Council and they are keen to work in partnership to achieve results

Eradicate the weakness

- The physical environment will benefit from improvements as this will improve perceptions of the area and stimulate further investment.

Play to the strengths

- The quality of parking provision will make the centre more attractive to visitors improving legibility.
- Wythenshawe currently suffers from a limited catchment for employment and retail purposes. The arrival of the Metrolink in 2016 will increase the potential catchment of Wythenshawe, making it more accessible for a wider variety of the population.

Open up the opportunities

- The generation of new jobs in the EZ sites will underpin the growth of retail and leisure uses in the Town Centre. The land to the east of Rowlandsway has the capacity to accommodate a wide range of new office, assembly, food service and other support facilities catering for the airport and the wider Airport City EZ. This could also include data handling and technology companies.
- Development of office, hotel and manufacturing facilities across the wider EZ will increase the potential footfall within the town centre as new South Manchester employees come to view Wythenshawe as a convenient and attractive town centre to serve their shopping and leisure needs.
- Wythenshawe currently acts as a 'top up shop' destination. To maximise the economic benefits, Wythenshawe should aim to achieve 'main shop' status.
- The Centre is dominated by small retail units with a dominance of 'value' brands. There is a potential to create better configured units either through remodelling or through new box retail provision to cater for modern retailer requirements.
- The Government has designated a simplified planning zone which will speed up the planning process and reduce risk for new potential development.
- Development within the EZ will benefit from superfast broadband.

Play to the strengths

Navigate the challenges

- The step change in Wythenshawe Town Centre will require investment and provision of quality facilities which will draw in visitors from the surrounding EZ employment sites. There are currently 25,000 employees within the EZ boundary and this will increase by a further 10,000 over the next 10 years. The challenge is to capture this opportunity
- Town centre regeneration schemes require a developer with access to finance and a track record of delivery. This is a challenge in current market conditions and it is therefore important to recognise that any proposed scheme needs to be market facing to ensure it is as close to viable as possible and is deliverable.

8 Development Principles

Vision

- 8.1 The Regeneration Framework seeks to build on previous versions of the Wythenshawe Town Centre Masterplan, through a series of interventions and projects that will:
- Add new employment led development to the east of Rowlandsway;
 - Confirm and cement the core retail location;
 - Diversify the retail and leisure uses to improve the quality of the town centre; and
 - Maximise the synergies associated with the arrival of the Metrolink.
- 8.2 The Town Centre Regeneration Framework masterplan illustrates these opportunities (See Appendix 1). The Town Centre enjoys good strategic linkage and connectivity. The proximity of the town centre to Airport City, its location on the Metrolink network, and the presence of a bus station that enables a wide range of bus connections in the Wythenshawe area, and to the east (Stockport and its suburbs) and west (Altrincham and its suburbs) ensures that this site is of strategic importance within Greater Manchester. Added to this, the site is well connected for drivers, being close to the M56, and for cyclists and pedestrians. The proposals have drawn on this rich mix of access options to ensure that a wide range of uses and unit types can be offered in a legible layout that adds to the existing town centre rather than creating stand alone competing development.
- 8.3 The Connectivity Masterplan provided in Appendix 2 provides an outline of the transport and pedestrian movements in the Town Centre in the context of the development proposals. It is critical that the sites to the east of Rowlandsway form part of an integrated Town Centre offer and that east/west pedestrian routes are attractive and safe.

Creating new business space

- 8.4 The land to the East of Rowlandsway has the capacity to sustain a wide range of new office, hotel, assembly, food service and other support facilities catering for the airport and the wider Airport City. This could also include technology companies. This is an important dynamic given the EZ status afforded to this site and the range of benefits attributable to occupiers who would locate on the site.

Upgrading the convenience offer

- 8.5 A key component to improving the centre's retail offer will be through ensuring that the town centre benefits from 'main shop' status for convenience shopping, this can be achieved by a larger and full service offer food store. Ideally this would come from the upgrading and repositioning of the current store. The convenience offer should to be knitted into the existing retail pitch driving footfall, cementing the retail location and maximising linked retail trips to ensure expenditure remains in the area.
- 8.6 Relocation into the heart of the centre would ensure the town performs as one site rather than diluting the retail offer.

A Phased Approach

- 8.7 It is the intention to deliver the Regeneration Framework on a phased basis, with both the core retail proposition and the EZ plan coming forward over the near term. Longer term objectives related to the improvement of the leisure, night time and overall retail offer would follow behind the core strategic priorities.

9 Delivery

9.1 The Regeneration Framework sets out a range of uses to be pursued within the Town Centre. The starting point for the delivery of the framework is the EZ area to the east of Rowlandsway. This is because a range of office accommodation is already available and the City Council can support investment further through its position as freeholder. The menu of new and expanded uses for the town centre are set out in table below.

Employment Generating Uses	There is already a substantial employment presence in the town centre associated with office/administration and further education uses. The EZ area to the east of Rowlandsway provides a near term opportunity for further employment uses, particularly in the data centres, back office marketplace, and other Airport City EZ related functions eg; assembly, food service and other support facilities. This opportunity will be accelerated given the EZ status accorded to the site. The market and capacity for this type of end use is likely to be in the region of 25,000 sqm.
New or expanded convenience retailing provision.	This provides for a significant investment to be made in the Town centre and importantly be delivered in the medium term. Wythenshawe's current offer does not create the anchor necessary to persuade shoppers to use the centre for main shop purposes. Critically the investment of a new convenience offer would provide the confidence and the anchor for other retailers to trade alongside this offer. We have identified demand/capacity for a store of up to 8000 sqm of new convenience lead retail space in the town centre.
Improved Comparison Retailing	With the development of the convenience retailing comes an opportunity to attract comparison retailers into the modern units created by the development of a new store and should this be a relocation of the existing ASDA this would provide a further opportunity to redevelop the existing store and mall for multi space users. We have identified capacity/demand for up to 12000 sqm of new comparison led retail.
Improved leisure provision	To complement the existing leisure facilities at The Forum, there is capacity, as a second phase of development to bring forward other leisure facilities eg; hotel, family entertainment and dining. Significant investment into improving the retail provision and the arrival of Metrolink make this a prospective

opportunity as a second phase of development. We have identified capacity for up to 15,000 sqm of new floorspace in this category, subject to demand at the point in time when phase two development becomes established.

Key Sites and Phasing

- 9.2 To facilitate the delivery of this comprehensive town centre development there are a number of strategic sites which need to be assembled to allow each phase to come forward. These have been identified in the masterplan in two broad areas –the east of Rowlandsway and the core town centre.
- 9.3 There will be two principal investment opportunities within the core town centre programme, one to the east of Rowlandsway, and the other in the core retail area.

Investment Opportunity 1

- 9.4 Investment Opportunity 1 will see the land to the East of Rowlandsway come back into beneficial use. This site benefits from Enterprise Zone status and as such the types of development on this site should remain flexible to respond to both market demand and to capture the benefits of EZ status.
- 9.5 Such uses on this site should be a mix of employment generating town centre uses which will include secondary and back office functions. There are clear opportunities to deliver a range of new and refurbished building projects to provide premises for businesses seeking to locate within the EZ. This development will be supported by access to superfast broadband and provide a differentiated employment offer at the heart of the town centre.
- 9.6 Key sites required to deliver the project are identified in the masterplan, some land assembly is likely to be required. Some of the existing occupiers could be reconfigured into the redevelopment. More information in relations to site assembly is set out in the next section. It is anticipated that this project will be delivered by an EZ Delivery Partner procured by the City Council.

Investment Opportunity 2

- 9.7 To allow the town centre to be strengthened it is proposed that an upgraded anchor foodstore is located to the east of The Birtles on land which is currently occupied by the bus station, McDonald's and KFC, with these uses being relocated elsewhere within the centre.
- 9.8 This will include the potential relocation of the indoor market as part of the initial phase. This will ensure that investment in the market is made as an initial win for Wythenshawe, confirming the commitment to improving its trading environment and providing a platform for increasing the quality and appeal of the market.

- 9.9 The bus station site will be relocated to the new transport interchange which will coincide with the arrival of the Metro link extension and immediate environment improvements and connection into the centre and the Forum.
- 9.10 The Petrol Station site on Rowlandsway offers an opportunity for redevelopment to support this key route, acting as a filter and provide signpost development into the improved town centre.

Investment Opportunity 2b

- 9.11 The next element of the core town centre programme will be brought forward once a number of relocations and moves have been put in place. This would see the foodstore located at the heart of the centre. Along with the foodstore it is proposed that units which meet the modern requirements of retailers are delivered alongside and provide continuity of the active frontage along this pedestrianised street. Further development would then be brought forward on a project by project basis in line with the masterplan strategy adding depth to the retail/leisure offer in the core area.

Procurement Strategy

Investment Opportunity 1

- 9.12 The Rowlandsway site falls within the Manchester Enterprise Zone. As such development will be within the ambit of a public procurement exercise being managed by the Enterprise Zone Landowners Group. Within this context, the Landowners Group, which includes MCC, intend to procure a 'strategic services development partner' to assist with the delivery of the main EZ projects.
- 9.13 That procurement exercise will commence in 2012 with the intention being to have the partner in place in early 2013. The strategic development partner will oversee the development and delivery of the major sites programme working in tandem with the landowners.
- 9.14 For the avoidance of doubt land affected by this procurement would only be that which is contained within the EZ, i.e. the land to the east of Rowlandsway.

Site Assembly

- 9.15 Whilst the town centre and wider EZ site benefits from being in the freehold control of Manchester City Council there are a number of long term leasehold interests that are impacted by the masterplan. These will at least in part need to be consolidated. MCC is in dialogue with a number of these leaseholders to understand the long term aspirations for their occupation in the individual properties and the town centre as a whole. The plan at Appendix 3 shows the current ownerships.

9.16 Such transformational redevelopment will need to come forward comprehensively but on a phased basis. A site assembly strategy should be progressed and where necessary the Council will consider the use of compulsory purchase powers to ensure the proper planning of the area.

Investment Opportunity 2

9.17 MCC is the freeholder of much of Wythenshawe Town Centre and under its current lease agreement, St Modwen act as town centre manager and developer of the shopping centre by way of a 99 year lease dated 29 September 1996.

9.18 Within the existing town centre as defined by the partnership agreement between the Council and St Modwen the land is subject to an agreement between the two parties. To progress this project the parties will need to vary and extend the current agreement they have in place Discussions between the parties are required to ascertain how and what basis a new agreement could be put in place.

9.19 This project would also take in the existing bus station which is currently in the ownership of TfGM. There is therefore a need to consolidate this ownership enabling the City Council to work comprehensively with St Modwen on the scheme. The bus station site is also within the EZ and therefore enjoys EZ Benefits which could be used to the project. An ownership plan is provided as follows.

Financial Viability

9.20 The development strategy has been subject to a range of high level financial appraisal tests. There are a broad range of viability issues that will need to be addressed through the prosecution of the project.

9.21 These viability issues are well understood by the parties and both Investment Opportunity 1 and 2 have been tested at high level to ensure that viability is properly understood.

10 Conclusions

10.1 The Wythenshawe Town Centre Regeneration Framework sets out the basis via which a significant town centre extension project can be brought forward.

10.2 A number of options have been tested in the development of this framework plan for the Town Centre. They revolve around a series of consistent themes;

- The opportunity presented by the EZ to create a substantial employment lead platform within the town Centre and the wider Enterprise Zone.
- The need for a new and substantial convenience retail offer;

10.3 To take forward the EZ site it is recommended that:

- The broad land use strategy diagrams included within this report form part of the brief for the procurement of a strategic development partner for the wider EZ area – this is identified as Investment Opportunity 1.
- That the principles set out within this document are also set out within the ITT issued to potential development partners in regard to Rowlandsway
- Further to the above that St Modwen and the City Council continue to pursue in the near term the Investment Opportunity 2 as set out within this document.

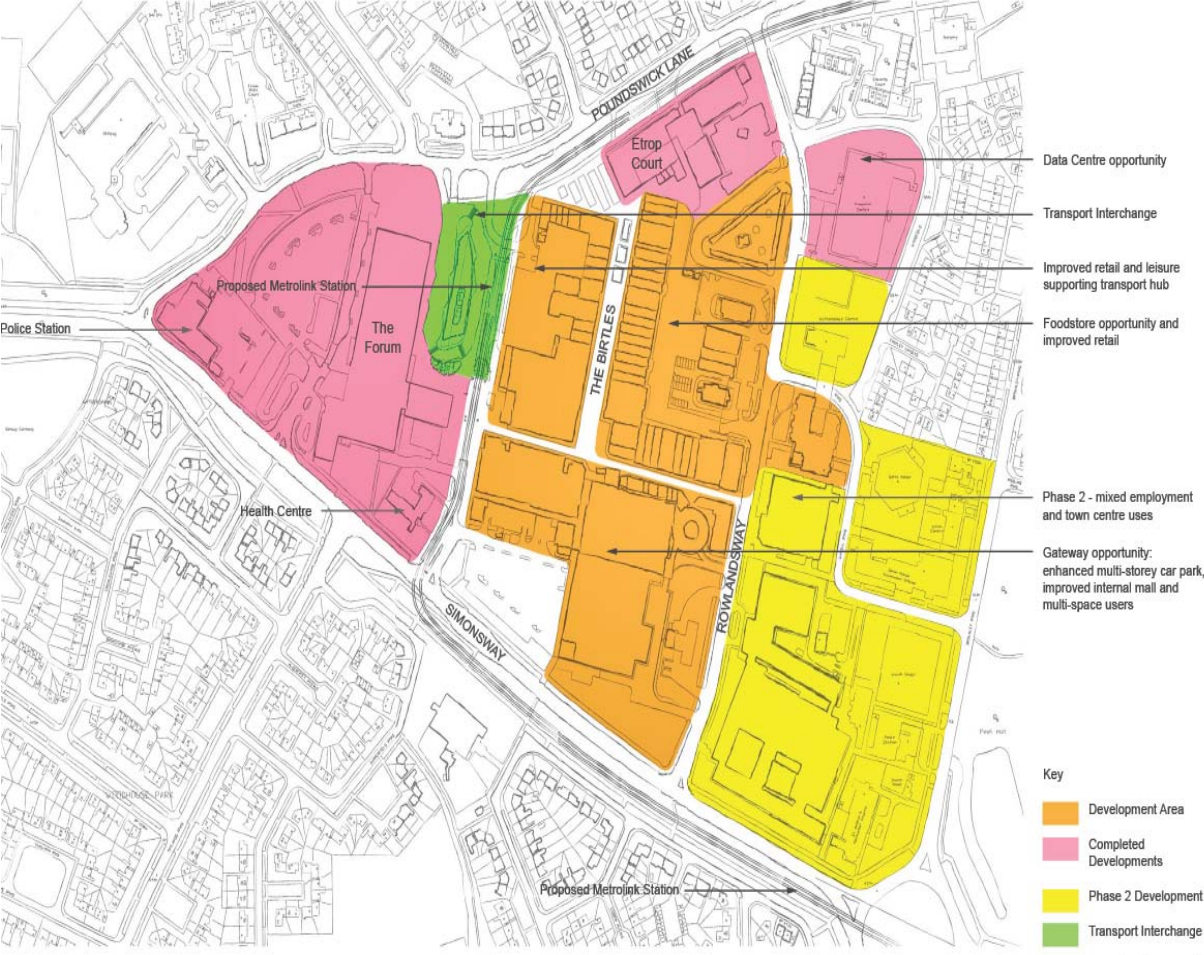
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Appendix 1
The Town Centre Regeneration Framework Master Plan



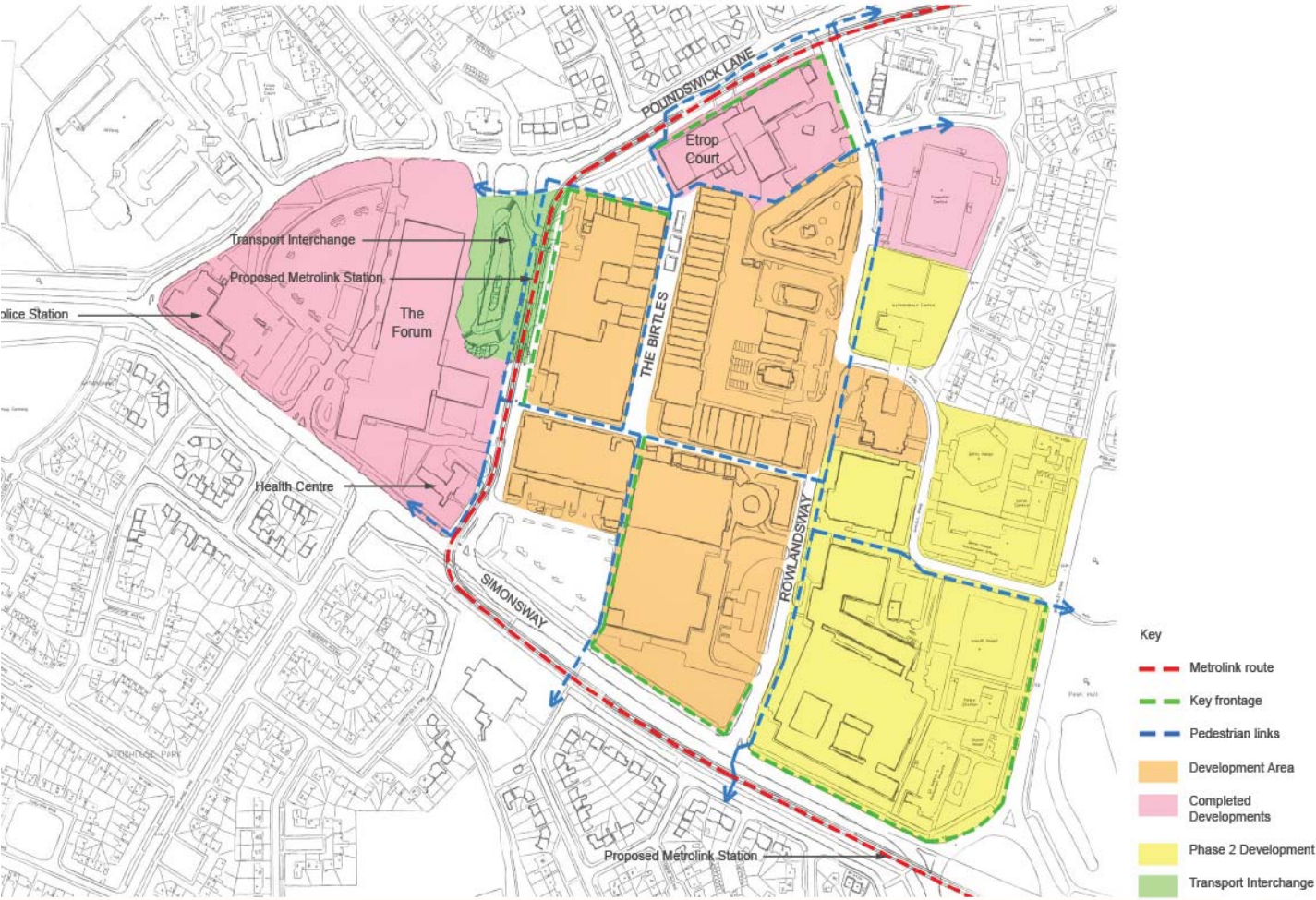
Wythenshawe Town Centre: Proposed Masterplan

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Appendix 2
Connectivity Master Plan



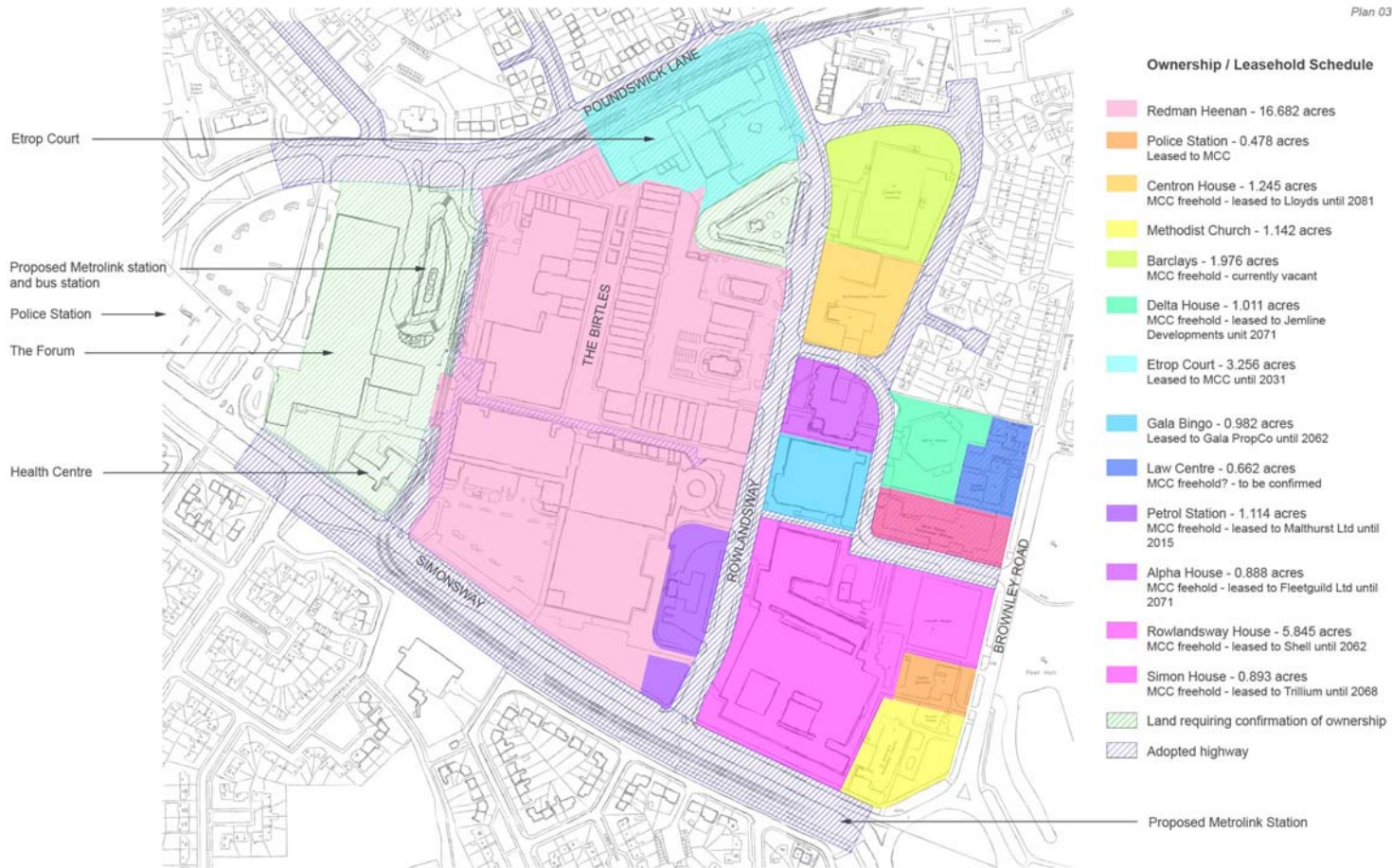
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Appendix 3

Current Ownership Plan



Wythenshawe Town Centre: Ownership Plan
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