
**Manchester City Council
Report for Resolution**

Report to: Economy Scrutiny Committee – 22 October 2014

Subject: Update on Manchester Metropolitan University Campus Development at Birley Fields Hulme

Report of: Deputy Chief Executive (Growth and Neighbourhoods)

Summary

This report provides an update on the development of the new Manchester Metropolitan University (MMU) campus at Birley Fields in Hulme, and the proposals to measure the economic impact of the new university in the long term.

Recommendations

Members are asked to note the report and to comment on the proposed criteria to measure economic impact and wider regeneration benefit in the future

Wards Affected: Hulme Moss Side primarily but impacts on all wards

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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.

- Manchester Metropolitan University Campus development at Birley Fields. Hulme MCC Executive Report - 24 June 2009.
- MMU – Birley Fields in Hulme – Campus Impact Assessment (Roger Tym and Partners -2009).

1.0 Introduction

- 1.1 Manchester Metropolitan University's plans for a new community campus were approved in principle by the City Council's Executive in June 2009. Planning permission for Birley Campus was granted on 30 June 2011. This project formed part of a wider £ 350 million investment strategy by the University to consolidate seven campuses on to two major sites – an extended Manchester campus at All Saints (Oxford Road) and Birley Fields (Hulme), and the Crewe campus. This new facility sees the relocation of the Faculty of Health, Psychology and Social Care with the Faculty of Education from the existing Didsbury and Elizabeth Gaskell sites. Ownership of the Gaskell campus transferred to Nuffield Health on 1 October 2014 bringing further investment to this part of the City. Clearly further benefits will be realised as these surplus assets are brought forward for development.
- 1.2 This report focuses specifically on the impact of the new Hulme campus. MMU Birley represents an investment of £139 million by MMU, supported by the City Council and the Higher Education Funding Council for England (HEFCE).
- 1.3 The new Birley campus is a 15 acre site comprising the main academic building (BREEAM Excellent); a significant public realm; retail units; an energy centre; a multi storey car park; and purpose built accommodation (BREEAM Outstanding) for up to 1200 students. It is an exemplar development, setting high standards in construction and energy efficiency - the MMU Birley Campus now plays a major part in achieving MMU's ambition of zero carbon; zero waste and zero water.
- 1.4 The new Birley Campus has consolidated Hulme's position as part of the growing City Centre fringe and extends the Corridor further west. This brings a whole new range of regeneration benefits, stimulating new interest from high value commercial and residential investors. More office space has now been let and development proposals are being brought forward for land which has been vacant since the beginning of the original Hulme regeneration programme. This renewed development interest may also bring new challenges for Hulme, for example, an increase in the number of residential investors and the potential growth of the student housing market. This potential risk is addressed at section 4.5 of this report.

1.5 It was officially opened on 1 October 2014 by the Leader of the Council Sir Richard Leese at a ceremony hosted by the Vice Chancellor of MMU, John Brookes and attended by over 200 guests.

2.0 Birley Fields - Campus Impact Assessment.

2.1. The rationale for this major investment in Hulme is that it not only delivers the more obvious outcomes for MMU (for example consolidation of teaching and learning into one location; improved access, design and performance) but delivers significant wider economic benefits to the city and its communities. These potential benefits were originally identified in a report jointly commissioned by MMU and the City Council; "MMU – Birley Fields in Hulme – Campus Impact Assessment" (Roger Tym and Partners -2009).

2.2 The aims of this study were to assess the likely impacts of the proposed new campus on Hulme and Moss Side in economic, social/regeneration and educational terms. Specific objectives were to:

- Establish the key social, economic and educational characteristics of the two wards as part of a baseline profile that can be revisited in the future to measure the actual impact of the Campus.
- Assess the quantifiable impacts of the scheme, particularly in respect of economic impacts such as job creation and GVA, on the wards of Moss Side and Hulme;
- Assess the likely qualitative impacts of the campus, particularly in terms of community cohesiveness, business perceptions of the area, physical regeneration, and sustainable movement patterns;
- Assess the potential for the campus development to increase levels of participation in further and higher education by raising ambitions and aspirations of local primary and secondary school students;
- Set out a plan to assist in capturing and maximising the beneficial social, educational; regenerative and economic impacts of the new campus and the investment and expenditure it generates for Hulme and Moss Side.

2.3 The Campus Impact Assessment (2009) identified three broad categories of impact.

- Economic impacts – the annual stable impact in terms of jobs supported and gross value added by taking into account the direct, indirect, induced and multiplier impacts of the scheme.
- Social, business and regeneration impacts – the qualitative effect of the development of the Birley Fields campus on the local community, physical regeneration, and perception of the area as a place to do business.
- Educational impacts – the impact on the educational achievement and aspirations of local residents, including the potential to encourage more

young people to remain in education longer and for adults who may have under achieved or left education early to re-engage and gain more qualifications.

2.4 The report suggested a series of baseline indicators against which the economic and regeneration impact of the new university could be measured. These are as follows;

2.5 Economy and Property

- Employment – numbers of jobs and sectors
- Businesses – numbers and size
- Rental values; retail; office; and residential
- Housing – values and tenure

2.6 Place and Society

- Population / ethnicity / age
- Income
- Health
- Crime and fear of crime
- Economic activity rates
- Unemployment
- Facilities

2.7 Education and aspiration

- Qualifications
- School attainment
- Participation in higher education
- Aspiration towards continuing education.

2.8 The Campus Impact Assessment forecast a range of outcomes which might be expected once the development was completed. These included;

- Supporting 877 local jobs (including existing posts transferring to the new campus).
- Generating a gross value added (GVA) of £29.2m per year to the economies of Hulme and Moss Side
- Creating direct additional revenue of £76.7m to the Hulme and Moss Side area. (*Figures are based on direct, indirect, induced and multiplier impacts*).

2.9 A Project Board (chaired by the Vice Chancellor) was established to oversee the delivery of the project. The Board also included representatives of the City Council, HEFCE, and the lead consultants and contractors.

Because the majority of the impacts will occur once the new campus is open and operational, the Project Board has overseen both the management of the construction period (local labour; apprenticeships; training and work experience; and local supply chains), and the development of the wider economic, educational, environmental, health and social objectives of the project. Consequently the next two sections of this report summarise i) the impacts which have been achieved during the construction period and ii) the work which has been done to deliver the qualitative impacts.

3. Construction period

As noted earlier, planning permission for Birley Fields was granted on 30 June 2011. The planning permission set a target of a minimum of 10% for the recruitment of local people in the construction of the campus.

The Campus Impact Assessment (2009) indicated that the project would generate an estimated 59 additional construction jobs. It is also important to recognise the value of this major project in sustaining employment in construction during a time of severe recession.

3.1 Local employment

Recruitment activity for the construction period was focused at the Works in Moss Side and Job Centre Plus in Hulme. GBBS have used The Works as employment agent for all local their employment opportunities.

Sir Robert McAlpine reported the final local community statistics for their Birley Fields projects as 41% of their workforce coming from Zones 1-4¹, exceeding local employment targets. SRM also report that 43% of the total value of works contracted out went to sub-contractors with offices in Greater Manchester. Of the total number of staff employed by SRM during the project (2728) the figures for local recruitment are;

43 from Hulme and Moss Side
320 from Manchester.
322 from Manchester Salford Tameside and Trafford
438 from Greater Manchester.

Sir Robert McAlpine also appointed a Community Liaison Officer during the early stages of the development, recognising the importance of securing a candidate with a good understanding of the area. (The person appointed to this role was a Hulme resident and has now gone on to new role in construction industry using the skills learned at SRM).

GB Building Solutions are still on site constructing the student accommodation - practical completion is expected in December 2014. They have been working towards a local employment target of 10% of an estimated

¹ Zone 1: Hulme & Moss Side, Zone 2: Manchester, Zone 3: Salford, Tameside & Trafford, Zone 4: Greater Manchester

workforce of 300. The number of site operatives actually peaked at 360 (September 2014). The figures for local recruitment are;

33 from Hulme and Moss Side
180 from Manchester (all postcodes)

3.2 **Training and apprenticeships.**

Sir Robert McAlpine reported a total of 51 apprentices worked on the Birley campus development. GB Building Solutions have achieved 5 full time apprenticeships at Birley campus. They also provided an additional 5 placements for undergraduates on full or part time basis as well as delivering two “Job Ready Skills” sessions for Manchester Academy; The Works/Job Centre Plus; and City South Manchester Housing Trust. (6 sessions in total).

GBBS have delivered a series of construction skills workshops with City South Manchester for their tenants, including “Construction for Girls” courses; job ready skills sessions, and Toolbox Talks.

3.3 GBBS continue to work with Moss Side Probation Service delivering work experience. GBBS report that 25 local adults have benefitted from the scheme (5 of whom are now in their sixth month of paid employment on the site). GBBS have provided unpaid work experience for students from Manchester Academy, University of Salford and University of Manchester, City South Manchester Housing tenants and local Hulme residents.

3.4 **Supply chain.** MMU’s construction charter maximises offsite manufacture, recycled materials, prefabricated units to reduce waste & travel, decrease emissions and noise. Sir Robert McAlpine are currently undertaking a further study on their economic impact of Birley Fields with their wider supply chain. SRM use a tool called LM3 (Local Multiplier over 3 rounds of spending) to measure how much of their construction projects’ expenditure stays in the local economy. This will enable SRM to quantify how much they contribute to local economy through business operations and also identify how we can improve our impact in the future. This will be included in the Birley Interim Impact Assessment report.

3.5 The university has supported local businesses and organisations where possible in the development of Birley. Hulme Community Garden Centre were contracted to supply trees for the new orchard at Birley campus and plants for the planters installed around the boundary of the MMU compound. SRM and GBBS have organised Meet the Buyer events to open up contract opportunities for local businesses. They have also provided pro-bono design/cost advice to The Pod enterprise hub in Moss Side.

3.6 Overall GBBS have procured 66 supply chain companies during the construction phase. 14 (20%) of these are local companies based within Manchester. A further 33 (50%) are from the North West.

3.5 **Other activities**

There has also been a series of other events and activities which have been supported directly by SRM and GBBS. These include; the Hulme Winter Friendship Festival; Hulme and Moss Side Street Sprint Race; the Volunteer Fair at Hulme Community Garden Centre; a GMP Summer Schools event; and a plan a gardening project at Homes for Change (purchasing plants supplied from Hulme Community Garden Centre).

4. Long Term Impacts

4.1 This section summarises progress in relation to the qualitative impacts ie;

- Employment
- Social and Community Impacts
- Business Perception Impacts
- Physical Regeneration Impacts
- Educational and health Impacts

These are the activities which, although not directly generating economic benefits are important in ensuring that the wider neighbourhood is capable of supporting the growth generated by the MMU campus.

4.2 Employment

Beyond Birley Fields, MMU has played a key direct role in encouraging local employment in Hulme, Moss side and Ardwick. Key examples of the university's engagement activities are:

- The Works: MMU is a partner in the The Works - an employer led one-stop-shop supporting local people to find jobs, develop skills and access training courses and financial advice.
- Aspire: all MMU entry level employment opportunities are ring-fenced for local residents and advertised via Aspire, which has provided temporary work at MMU for 132 local residents. Of all the people placed in temporary employment by Aspire, 40% were successful in going onto permanent employment either with MMU or with other local employers.
- Bridging the Gap: giving students from special needs schools a chance to do work experience to equip them with skills to join the general workforce.
- Business Administration Skills Academy: providing training and work experience to individuals who wish to work in business administration and general administration roles.
- Hospitality and Facilities Skills Academy: providing training and work experience to individuals in the hospitality and facilities industries
- Lunch with the neighbours: MMU HR staff supporting local jobseekers

4.3 Social and community impacts

The face-to-face community consultation about the design initiated before construction began reached over 11,000 people and informed aspirations for

the permeability of the campus. The Birley Quarterly Newsletter now reaches 16,000 residents.

MMU already has an established volunteering programme called MMU Futures. The University has a commitment to continue and strengthen this offer at Birley campus and has already established links with Hulme and Moss side through a variety of activities including community events (Hulme Winter Festival, Hulme is Where the Art is Festival, Hulme and Moss Side Street Race, planting days and community clean ups). The University is also keen to support community engagement with development of the Birley Fields Community Forum, using Birley campus facilities for conferences, community meetings, councillor surgeries, cultural events, sports and recreation and conferences.

4.4 **Business perception impacts**

MMU's Birley campus is a landmark development occupying a gateway site on the main arterial route into the regional centre. It brings forward the regeneration of the Birley Fields site, by creating a high-profile use of a prominent site that has taken some time to develop. Following the commencement of construction of the campus UK FAST relocated their head quarters to the adjacent site at No 1 Birley Fields, in a building that had been built and remained un-let for some time. This clustering of knowledge intensive uses is likely to prompt further investment from occupiers in the future. MMU is a leading member of the South Manchester Enterprise Network and has already hosted a number of business events.

Hulme High Street. At September 2014 there are 34 retail units of which 5 (15%) are currently empty. However, over the last 5 years, major changes to the indoor market and the creation of an outdoor market, have helped regenerate the high street. Already there is evidence of increased footfall arising from new businesses in the area particularly MMU and UK FAST.

4.5 **Physical Regeneration impacts**

A Resident Parking Scheme costing £360,000 was funded by S106 funding (£270,000) and MCC parking reserves. This will mitigate the negative impacts, on residents and businesses, of additional traffic and congestion created by such a large influx of students and staff.

In addition, approximately £200,000 has been spent on Section 278 works which will provide enhanced public realm around the campus and improvements to bus and cycle routes. This investment is important to ensure Hulme continues to offer an attractive environment for businesses and residents. New pedestrian and cycling routes are being developed which will provide safe and attractive routes between the Birley Campus and the All Saints campus.

Birley campus student accommodation is designed to integrate into the wider Hulme landscape and compliments other existing buildings next to the

campus. It is anticipated the construction of the Birley campus will generate interest from investors in student housing. Already the City Council's Core Strategy sets out clear criteria to address the unregulated growth of new build student halls. Article 4 planning powers will also assist preventing the spread of new houses in multiple occupation.

It is important that new developments address this risk and maintain the character of Hulme as a residential neighbourhood. For example, the Executive (July 2014) approved the development of the Leaf Street site immediately adjacent to the campus for a market rent scheme targeted at working households

The Birley Fields Transport Working Sub Group focuses on transport needs in the Hulme area and regular updates on the resident parking scheme. The group has produced a transport impact assessment which identifies the needs of a number of organisations in the vicinity of Birley campus. Its priorities include the need to improve public transport; secure funding for cycling and monitor the transport needs & impact of the increased number of people living and working in Hulme as a result of Birley campus. MMU is pump priming a new bus route from East Didsbury to the campus, based on information gathered via the TIA about the home addresses of students at MMU and Loreto College, staff of the 2 institutions, and employees of Hulme businesses.

4.6 **Educational and health impacts**

MMU Partnerships with primary and secondary schools are well established and have strengthened as the Birley campus has developed. This work in Hulme and Moss Side has benefitted local schools as well as offering professional development for MMU students.

Webster Primary School's partnership with MMU includes collaboration on a number of activities. The Higher Futures 4U programme is a transition project for Year 6 pupils preparing for secondary school. The school has worked with the Tutor Trust to support additional learning tutors in Maths, English and Science for Yr 6 SATs students, which is an expansion of the Tutor Trust offer to primary schools. Webster Primary School now has an after school code club which is supported by MMU ICT students and MadLab. Code clubs will be rolled out across all Hulme and Moss Side primary schools. Webster Primary School has also produced an art exhibition at the former Didsbury campus. MMU and Loreto College have worked with the school to organise a lunchtime writing club.

MMU's Faculty of Education is working with Martenscroft Nursery School and Children's Centre to develop a research and practice hub on a site adjacent to Birley campus. The intention is that the provision will provide practice experience for MMU Early Years students, training / CPD for early years staff across Manchester, a research hub, 48 places for 2 – 3 year olds and 15 places for under twos. It is also intended to be a flagship project which marks out Manchester and MMU as centres of excellence for early years provision, practice and research.

4.7 **Health Impacts**

The Faculty of Health have also developed a variety of health related projects within Hulme and Moss Side including nursing students providing free health checks at Zion Community Resource Centre (part of Big Life) in Hulme. They have also conducted a community audit which maps out community and health facilities in Hulme and Moss Side. The aim of this audit is to help the university to identify where and how it can complement its offer to the community.

A brand new facility within the Birley campus is the MMU Clinic which is available to staff, students and the public. Various treatments are available at competitive prices for sports injury, headaches, back pain, physiotherapy, neurological conditions, women's health, headaches and acupuncture.

5. **Evaluation framework**

5.1 The Campus Impact Assessment report (2009) recommended a suite of baseline data (summarised in section 2) which would provide evidence of progress in the future. It also suggested a series of additional measures which would help track the wider regeneration impacts of the new campus. These are;

- Take up of student places at the new campus (including the number filled by Hulme and Moss Side residents)
- Annual monitoring of local education trends and educational progression of Hulme and Moss Side residents
- Periodic surveys of the local spending patterns of university operations, staff and students
- Business surveys to help identify ways of capturing beneficial impacts and mitigating negative impacts of campus
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- Periodic review of deprivation, health, economic activity and skills indicators
- Periodic review of business numbers, sector representation, business relocations, and expansions

5.2 It was agreed at the last MMU Project Board March 2014 that a further review will be undertaken 3-5 years to assess the impact once the campus is established.

6. **Conclusion**

6.1 While MMU's Birley campus represents final piece of the jigsaw in the physical regeneration of Hulme, it should be recognised that this new arm of MMU's Manchester Campus will continue to have significant economic and social impacts in the future. The benefits of the project will extend across a much wider area, building on established partnerships and links developed by the

university with schools, colleges, hospitals, social care and other health-related organisations in the City Region and beyond.

- 6.2 Members are asked to note the steps being taken to capture the economic benefits of this major development comment on the proposed framework for monitoring progress in the future.