

**Manchester City Council
Report for Resolution**

Report to: Economy Scrutiny Committee - 1 March 2017
Executive - 8 March 2017

Subject: The Eastlands Regeneration Framework

Report of: The Chief Executive

Summary

The purpose of this report is to seek the Executive's support for a new Regeneration framework for the Eastlands area and to seek an endorsement from the Executive to consult with residents, businesses, landowners and other stakeholders who are affected by the proposals set out in this draft planning framework with the view of reporting back the outcomes of that consultation to a future meeting of the Executive. If approved by the Executive the final version of the Eastlands Regeneration Framework will provide a valuable tool to guide development and investment activity, and to provide a robust framework for determining planning applications.

Recommendations

The Executive is recommended to endorse the 2017 Eastlands Regeneration Framework, so that it can be used as a basis for further consultation with local stakeholders and landowners.

Wards Affected: Bradford and Ancoats & Clayton

Manchester Strategy Outcomes	Summary of the contribution to the strategy
A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities	The proposals contained within the Eastlands Regeneration Framework seek to bring forward a Higher Education Campus in and around the Etihad Stadium that offers the opportunity to drive forward the growth of a sport, leisure and leisure economic cluster across the Eastlands area. The Framework seeks to promote the creation of new commercial development that will contribute to the creation of jobs within the area.
A highly skilled city: world class and home grown talent sustaining the city's economic success	The Eastlands area will provide direct employment opportunities and the western part of the area will also help demand for housing from workers who wish to live close to the City Centre.

A progressive and equitable city: making a positive contribution by unlocking the potential of our communities	The Eastlands Regeneration Framework offers the potential to help deliver the targets set out within Manchester Residential Growth prospectus and meet the growing demand for new homes in the City. In relation to the creation of a mixed use residential led neighbourhood in the western part of the Eastlands area this will include the creation of high quality amenity space that will be accessible to the local community.
A liveable and low carbon city: a destination of choice to live, visit, work	The Eastlands Regeneration Framework will support the delivery of new development using technologies to reduce the carbon footprint and create neighbourhoods with a range of amenities to support its residents.
A connected city: world class infrastructure and connectivity to drive growth	Eastlands will create a strong connection between the City Centre and the neighbourhoods of East Manchester, contributing to the vibrancy and attractiveness of these areas.

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

There are no immediate capital consequences arising as a result of these proposals.

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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.

- East Manchester Strategic Regeneration Framework, Executive, 19th December 2007
- A Strategic Partnership with Manchester City Football Club, Executive, 24th March, 2010
- Eastlands, Executive, 16th March, 2011
- Partnership with Manchester City Football Club and East Manchester, Executive, 13th July, 2011
- Partnership with Manchester City Football Club and East Manchester, Executive, 14th March, 2012
- Eastlands, Executive, 29th May, 2013
- Eastlands Community Plan: Update , Executive, 8th April, 2014
- Ancoats and New Islington Neighbourhood Development Framework, Executive, 29th October 2014
- Refresh of the Ancoats and New Islington Neighbourhood Development Framework, Executive, 14th December 2016

1.0 Introduction

- 1.1 The regeneration of East Manchester has been a long term priority for the City Council. Over the last 25 years the Council has sought to transform the physical, economic, social and environmental fortunes of the area.
- 1.2 Since March 2010 the City Council has been working in partnership with the owners of Manchester City Football Club, the Abu Dhabi United Group (ADUG) to develop a transformational plan for East Manchester focused on the area in and around the Etihad Stadium. This work has been guided by the Eastlands Regeneration Framework that was approved by the City Council's Executive in July 2011. The development of this Framework, and the activity which has flowed from it, has been overseen by the Eastlands Strategic Development Company Ltd, a joint venture between the City Council and ADUG.
- 1.3 In 2014 ADUG expanded their interests Manchester through the establishment of a new commercial partnership with the City Council with the purpose of helping to deliver the Council's wider residential strategy. A joint venture company - the Manchester Life Development Company Ltd (MLDC) - was established between ADUG and the City Council to deliver predominantly new homes in an eastward expansion of the city centre, with the focus of investment initially being in the Ancoats and New Islington neighbourhoods but with the ability in the medium to longer term to expand further eastwards out towards the Stadium.
- 1.4 Over the last four years the positive macro economic environment has underpinned a resurgent city in development terms: there is strong investor confidence in Manchester as a place to invest with a robust investment pipeline in new commercial and residential development firmly established. The significant momentum created by this investment and development activity at the eastern edge of the city centre, combined with the development platform now in place around the Etihad Stadium, presents an exciting opportunity to maintain that momentum and encourage further investment into the Etihad Stadium environs and the wider area providing the opportunity to expand the city's investor base, particularly in the neighbourhoods of Holt Town and Lower Medlock Valley, which connect the city centre with Eastlands via the Ashton Canal Corridor. Connecting the eastward expansion to the development platform that has been put in place around the Etihad Stadium has led the Eastlands Strategic Development Company Ltd to determine that a new planning framework is required to connect these two drivers together.
- 1.5 The purpose of this report is to seek the Executive's support for a new Regeneration framework for the Eastlands area so that it can be used as a basis for further consultation with local stakeholders and landowners affected by the proposals contained within it.

2.0 Eastlands: the Strategic Context

- 2.1 Eastlands is at the heart of East Manchester, which has been the focus of a consistent, long-term strategy for regeneration. This area of the city was once home to traditional manufacturing industries on which the wealth of Manchester was founded. In the second half of the twentieth century, much of the area's economic base was decimated by successive economic recessions and intensive competition from increasingly global markets. This left the area with a significant amount of brownfield land, vacant and underused buildings along with a low-value, low demand housing market in a poor physical environment.
- 2.2 Successive Strategic Regeneration Frameworks (SRFs) set out a long-term, integrated regeneration strategy for East Manchester. The City Council along with other public and private sector partners focused on the physical, economic, and social transformation of the area, delivering an agenda for restructuring the local economy and supporting the community so that East Manchester and its residents could make a more effective contribution to the economy of the wider city region.
- 2.3 Over the last 15 years the East Manchester area has experienced significant population growth, new homes have been delivered and the area's economic base has undergone a transformation with much of the traditional manufacturing base now closed and replaced by new industries and new employment opportunities. Above all the confidence of the area's communities and the confidence in East Manchester as a place to live, work and invest in has returned.
- 2.4 Over the last fifteen years the Etihad Stadium (previously the City of Manchester Stadium) has acted as the beacon of regeneration for east Manchester. The area in and around the Etihad Stadium – the "Eastlands" area has been a strategic priority for the City Council. The 2011 Eastlands Regeneration Framework has shaped and guided in excess of £400m of private and public investment, helping to realise the overall ambitions for area that were set out over five years ago in that Framework, including:
- Confirming and expanding Eastlands's role as a national and international destination;
 - Strengthening the area's focus on sports and recreation;
 - Increasing community access to sports facilities; and
 - Providing a full range of employment opportunities;
- 2.5 All of this £400m investment in the Eastlands area has been guided by the unique partnership between Manchester City Council and the Abu Dhabi United Group (ADUG). The transformation of the Eastlands area has been led by this partnership via the Eastlands Strategic Development Company Ltd, the joint venture between the two parties. The £400m of investment has delivered:
- the Indoor BMX Arena opened in 2011;
 - a major remediation scheme completed in 2011 made all of the land to the east of the Etihad Stadium developable;

- the Velopark Mountain Park trails which opened in 2013;
- City Football Group completed their City Football Academy in 2014;
- the first phase of expanding the spectator capacity of the Etihad Stadium was completed in 2015 by City Football Group; and
- a collection of new community education, sports and leisure facilities were completed in early 2016 in a transformed Beswick financed by the City Council, Sport England, the Education Funding Agency and City Football Group.

2.6 Guided by the Ancoats and New Islington Development Frameworks the Manchester Life Development Company, since June 2014, has secured planning consent for over 1000 new homes in their first phase of development. Five of their six schemes are now on site being constructed, delivering over 800 homes in Ancoats and New Islington. MLDC are currently preparing planning applications for three Phase Two projects that will deliver a further 440 homes and the Company is beginning to work on longer-term planning for later phases of investment in the Ancoats and New Islington neighbourhoods.

3.0 The Eastlands Regeneration Framework

3.1 The new Eastlands Regeneration Framework (see Annex 1) 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 since the 2002 Commonwealth Games, and in particular those developments from 2010 onwards in the Eastlands area and those driving the eastward expansion of the city centre. 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.

3.2 The continued transformation of the area around the Etihad Stadium in recent years, with over £400 million invested into new world class elite and community sports facilities, has provided the basis for new economic opportunities to be considered. Today, the City Football Academy, the National Cycling Centre and the Manchester Institute of Health and Performance are global sports exemplars. At the heart of the next generation of investment within the Eastlands area lies the opportunity to capitalise upon the existing elite and community sports facilities, the presence of a global football brand, the array of leading edge National Sports Governing Bodies along with the talent that both trains and works for all of these organisations. Taken together these assets provide Manchester with the ability to build on their presence and to develop new commercial development opportunities centred around businesses that could form a new sport, leisure and recreation economic cluster for the city and the north of England. Bringing such a new economic focus to the area around the Etihad Stadium, and developing what in effect will be a business park anchored by a sport, leisure and recreation economic cluster, would be unique. As such "Sport" will be the central theme economic, educational and community driver for the area around the Etihad Stadium.

- 3.3 A central component of unlocking this vision is the need to encourage the development of a leading higher education presence onto the Etihad Campus. Such a presence would not just be about delivering a learning environment geared around skills development. The unique asset base within the Eastlands area, and those other sports assets across Greater Manchester and beyond, offer a significant opportunity to connect talent to the business of sport, leisure and recreation and at the same time integrating the wider health and wellbeing agendas being delivered by Greater Manchester and Sport England. Such an academic platform on the Etihad campus would be an economic driver in itself attracting the best students and the best academic talent to the city. It would be truly transformational for Eastlands and the wider east Manchester area. Such a competitive university sports offer would be pivotal to unlocking the creation of a global sports, leisure and recreation global centre of excellence.
- 3.4 To evaluate the appetite of academia for such an opportunity discussions have already commenced with potential academic partners, including Manchester Metropolitan University. These discussions have supported the analysis set out above and revealed institutions who share our ambition and vision for sport and its connections to a much broader and deeper economic development agenda that can drive economic success in east Manchester and the rest of the city. This work is continuing and detailed proposals will be produced to coincide with the conclusion of the consultation on the Eastlands Regeneration Framework.
- 3.5 As such a higher education presence would:
- Underpin the development of a globally significant sports, leisure and recreation economic cluster attracting new industry partners to the city and driving forward new business start ups;
 - Help attract new world-leading professional sports organisations to the city; and
 - Strengthen the top flight university and further education capabilities already present in Greater Manchester along with enhancing the potential for greater collaboration internationally and nationally.
- 3.6 To create the necessary conditions for a Higher Education Campus within Eastlands along with creating an environment which enables business to prosper and attract the talent requires key assets and attributes to be fulfilled. The Etihad Stadium and the wider Etihad Campus already has significant assets:
- world class sports and leisure facilities;
 - excellent transport connectivity, locally, sub-regionally and internationally; and,
 - in part, a high quality public realm.
- 3.7 To unlock such a “business park” opportunity requires a wide range of new facilities and approaches to be developed on the existing asset base in and around the Etihad Stadium. This would include:

- new commercial development space aimed at sports related businesses and other complimentary offers;
 - the development of a hotel offer along with a strengthened retail and food and beverage offer that can meet the needs of businesses, students, visitors and the wider community; and
 - a competitive estate management regime.
- 3.8 In terms of delivering such developments there is still considerable scope for growth in and around the Etihad Stadium with land available that could accommodate circa 2 million sq ft of new development. The Etihad Stadium and the area to the west of the stadium along the Ashton Canal Corridor provides an extraordinary opportunity to both develop a globally competitive sport, leisure and recreation economic cluster in and around the Etihad Stadium and to extend the vibrancy and success of this opportunity towards the city centre with commercial and residential development anchoring this corridor. Over the medium term there are very significant development opportunities along the Ashton Canal Corridor which can capture the development momentum already moving eastwards from Ancoats and New Islington and establish new neighbourhoods with a very distinctive identity.
- 3.9 The opportunities that flow from developing a globally competitive sport, leisure and recreation economic cluster will strengthen the economic competitiveness of the city, attract talent and investment, grow new business opportunities and, critically for this document, act as a significant development catalyst along the Ashton Canal Corridor. Embedded within this approach is the opportunity to think differently about sustainability, health and wellbeing and transportation. The potential for making the Eastlands area a much sought after place to live, work and study is huge and sits perfectly with the broader city ambitions of Manchester.
- 3.10 The vision for the Eastlands area in and around the Etihad Stadium is develop a place that can successfully host a leading higher education presence that can drive forward the development of a globally competitive sport, leisure and recreation economic cluster. As such the Etihad Stadium environs will be:
- **home to global and national sports organisations where sports ‘centres of excellence’ can thrive and develop global best practice in sport;**
 - **the home of a leading Higher Education Institution that delivers a wide range of undergraduate and postgraduate sports related academic courses and which seeks to partner with other global leading academic institutions;**
 - **a destination where residents and visitors will come to spend their time on leisure related activities; and**
 - **creating employment opportunities for local people and driving innovation and economic growth across the city.**

3.11 Looking beyond the immediate environs of the Etihad Stadium to the west along the Ashton Canal Corridor there are real opportunities to:

- **Create residential and commercial development in new neighbourhoods of choice to encourage the increasing Manchester population to live and work in the area and to capture the benefits of new growth in and around the Etihad Campus.**

3.12 The opportunities that flow from developing a globally competitive sport, leisure and recreation economic cluster will strengthen the economic competitiveness of the city, attract talent and investment, grow new business opportunities and, critically for this document, act as a significant development catalyst along the Ashton Canal Corridor. Embedded within this approach is the opportunity to think differently about sustainability, health and wellbeing and transportation. The draft Framework seeks to unlock the potential for making the Eastlands area a much sought after place to live, work and study and this approach sits perfectly with the broader city ambitions of Manchester.

4.0 Next Steps

4.1 In parallel with the consultation processes that will be embarked upon to establish the support for the proposals set out in the draft Eastlands Regeneration Framework officers will undertake the following steps in order to ensure that the potential of the Eastlands area can be successfully unlocked. This will include:

- Commencing discussions with Sport England and the Abu Dhabi United Group to explore how their respective land interests, combined with the City Council's land interests, could be aligned to support the delivery of the vision and ambition set out in the Framework;
- The continued development of the Manchester Life Development Company's pipeline beyond Phase 1 to underpin its development programme for the next five years;
- Continue to support the development of robust proposals for extending the range of developer and investor participation in the transformation journey that is now very evident on the eastern side of the city centre;
- Continue with the discussions with the Manchester Metropolitan University and other potential partners and develop a robust business case for the Etihad Stadium as a potential location for a world class Higher Education offer to deliver sports related undergraduate and postgraduate courses; and
- Work with landowners and businesses focussing in particular on sites which are seen to be strategically important in progressing the transformation journey and to establish the reasons why development is being delayed. This analysis will address what role the Council can play in facilitating development in accordance with the final agreed

Framework, including the case for deploying the Council's compulsory powers of acquisition.

- 4.2 Progress on all of these issues will be reported back to the Executive in due course when the consultation processes associated with the draft Eastlands Regeneration Framework are concluded.

5.0 Concluding Remarks

- 5.1 The scale, nature and ambition of the opportunities that can be brought forward at Eastlands now, offers real and tangible prospects of securing much wider regeneration benefits for East Manchester. The opportunities that flow from the next generation of investment at Eastlands will make significant impacts on the lives of East Manchester residents and contribute to the delivery of the long term regeneration of the East Manchester area. This draft Eastlands Strategic Framework has been prepared to guide development and investment activity in the area, and subject to the outcome of the public consultation exercise, will provide the essential robust framework to enable planning applications to be determined
- 5.2 It is the intention that the draft Eastlands Regeneration Framework will undergo a period of public consultation during the spring of 2017. The outcomes of that consultation will be evaluated submitted to Executive in early Summer 2017.
- 5.3 Detailed recommendations appear at the front of this Report.

6.0 Contributing to the Manchester Strategy Outcomes

(a) A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities

- 6.1 The proposals contained within the Eastlands Regeneration Framework seek to bring forward a Higher Education Campus in and around the Etihad Stadium that offers the opportunity to drive forward the growth of a sport, leisure and leisure economic cluster across the Eastlands area. The Framework seeks to promote the creation of new commercial development that will contribute to the creation of jobs within the area.

(b) A highly skilled city: world class and home grown talent sustaining the city's economic success

- 6.2 The Eastlands area will provide direct employment opportunities and the western part of the area will also help demand for housing from workers who wish to live close to the City Centre.

(c) A progressive and equitable city: making a positive contribution by unlocking the potential of our communities

6.3 The Eastlands Regeneration Framework offers the potential to help deliver the targets set out within Manchester Residential Growth prospectus and meet the growing demand for new homes in the City. In relation to the creation of a mixed use residential led neighbourhood in the western part of the Eastlands area this will include the creation of high quality amenity space that will be accessible to the local community.

(d) A liveable and low carbon city: a destination of choice to live, visit, work

6.4 The Eastlands Regeneration Framework will support the delivery of new development using technologies to reduce the carbon footprint and create neighbourhoods with a range of amenities to support its residents.

(e) A connected city: world class infrastructure and connectivity to drive growth

6.5 Eastlands will create a strong connection between the City Centre and the neighbourhoods of East Manchester, contributing to the vibrancy and attractiveness of these areas.

7.0 Key Policies and Considerations

(a) Equal Opportunities


7.1 The Eastlands Regeneration Framework will be consulted on with a wide range of stakeholders, enabling all interested parties to engage in the process.

(b) Risk Management

7.2 Not applicable

(c) Legal Considerations

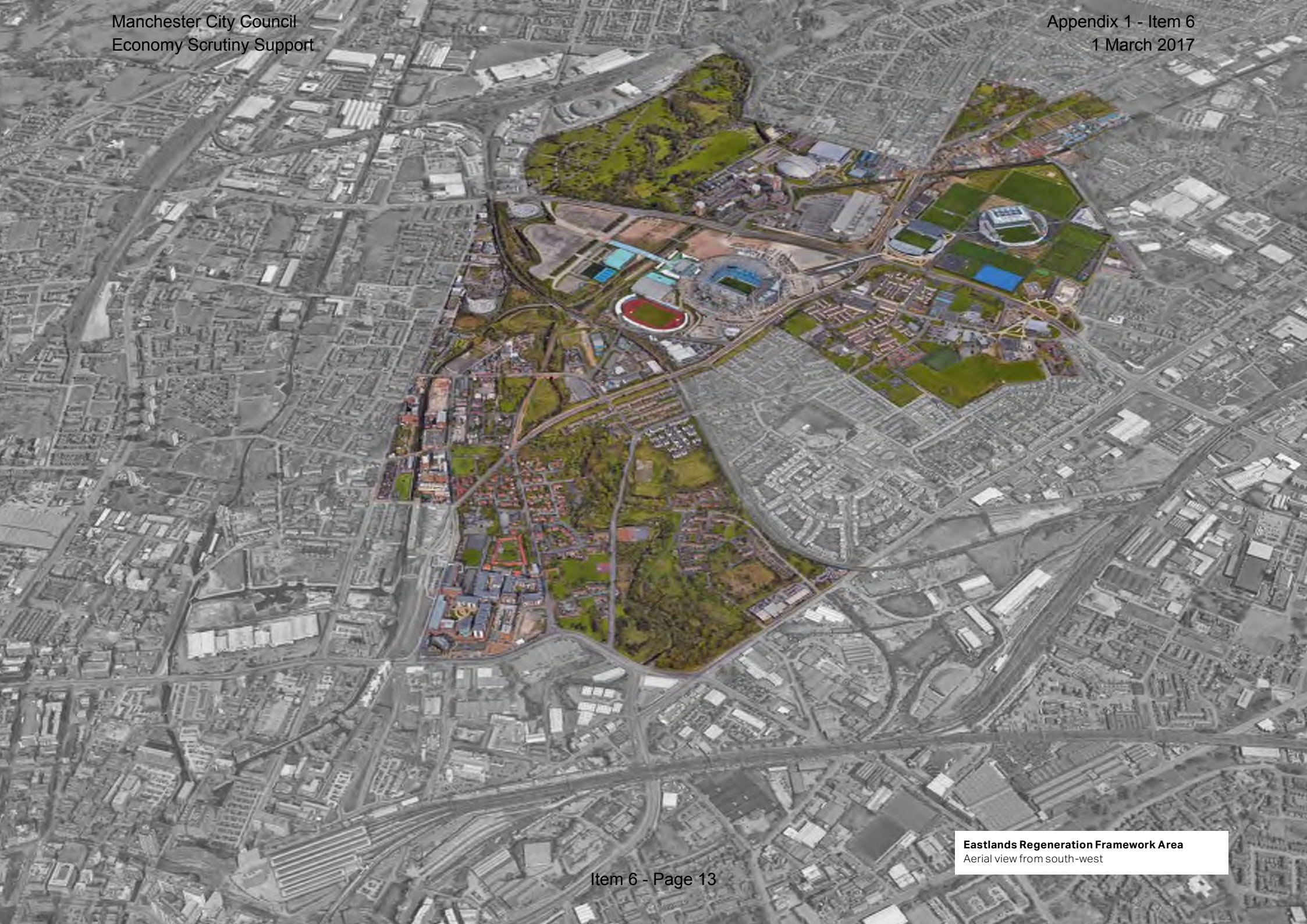
7.3 The City Council will receive a final version of the Framework later in the year which will include the results of a public consultation. Once the Framework has been adopted by Council it will become a material consideration for the City Council as Local Planning Authority.

An aerial photograph of a city, likely Manchester, showing a dense urban landscape with buildings, roads, and green spaces. The entire image is overlaid with a semi-transparent blue filter. The text is positioned in the lower-left quadrant of the image.

EASTLANDS

Regeneration Framework

DRAFT FOR CONSULTATION
FEBRUARY 2017



Eastlands Regeneration Framework Area
Aerial view from south-west

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01 Introduction

Eastlands is the heart of east Manchester and has been the focus of a consistent, long-term strategy for regeneration over the last 25 years. This area of the city was once home to traditional manufacturing industries on which the wealth of Manchester was founded. In the second half of the 20th century, much of the area's economic base was decimated by successive economic recessions and global industrialisation, leaving the area with a low-value, low demand housing market in a poor physical environment.

Over the last two decades, successive Strategic Regeneration Frameworks (SRFs) set out a long-term, integrated regeneration strategy for east Manchester. Consistent with the SRF, the City Council, through the original Urban Regeneration Company, New East Manchester Ltd, focussed on the physical, economic and social transformation of the area, delivering an agenda for restructuring the area and supporting the community so that the area and its residents could make a more effective contribution to the economy of the wider city region.

Since 2002, the Etihad Stadium (previously the City of Manchester Stadium) has been the beacon of regeneration for east Manchester. Following the 2002 Commonwealth Games, the area has been transformed with new employment, new homes and new residents being attracted back to this part of the city.

The 2008 acquisition of Manchester City Football Club by the Abu Dhabi United Group (ADUG) was the start of a major new phase of regeneration. The club's new owners and the City Council formed a partnership based on a shared commitment to continue the regeneration of the area, with the immediate priority to transform the 200 acres

surrounding the Etihad Stadium, in order to accelerate the regeneration of east Manchester, thereby increasing the area's economic contribution, driving further employment and economic growth throughout the city and beyond, and critically, helping to develop hope and aspiration in the communities of east Manchester. The 200-acre area is now known as the Etihad Campus.

Regeneration work since 2008 has transformed much of the area around the Etihad Campus and has been the catalyst for the eastward expansion of the city centre.

This 2017 Eastlands Regeneration Framework has been developed by the Eastlands Strategic Development Company Ltd, the joint venture formed between the City Council and ADUG to guide and develop recommendations for future regeneration activities that will enable new social, community, commercial and development initiatives in and around the Etihad Stadium, with the emphasis on guiding development activity westwards along the Ashton Canal Corridor to connect the Etihad Campus with the established eastward expansion of the city centre.

Transforming the Etihad Campus

The vision and ambition of the partnership between the City Council and ADUG for the 200 acres at the Etihad Campus was set out in the 2011 Eastlands Regeneration Framework. This framework has shaped and guided in excess of £400m of private and public investment, helping to realise the overall ambitions for the area that were set out over five years ago in that Framework, including:

- Confirming and expanding the Etihad Campus' role as a national and international destination;
- Strengthening the area's focus on sports and recreation;
- Increasing community access to sports facilities; and
- Providing a full range of employment opportunities;

The £400m of public and private investment has delivered:

- the Indoor BMX Arena, which opened in 2011;
- a major remediation scheme completed in 2011 which made all of the land to the east of the Etihad Stadium developable;
- the Velopark Mountain Park trails, which opened in 2013;
- the City Football Academy, completed by City Football Group in 2014 transforming 75 acres of brownfield land into the world's leading training ground;
- the first phase of expanding the spectator capacity of the Etihad Stadium, which was completed in 2015 by City Football Group; and
- a collection of new community education, sports and leisure facilities completed in early 2016 in a transformed Beswick financed by the City Council, Sport England, the Education Funding Agency and City Football Group.

Having established such a unique development platform at the Etihad Campus, the challenge is now to build on this and create the necessary conditions for new businesses to be attracted to the area and promote new employment growth opportunities for Manchester residents.

Expanding the City Centre Eastwards

Ancoats and New Islington, to the west of Eastlands and on the eastern fringe of the city centre are two communities that are undergoing significant regeneration into important new residential neighbourhoods.

In 2014, ADUG expanded their interests in Manchester through the establishment of a new commercial joint venture with the City Council with the purpose of playing a part in the Council's wider residential strategy for these neighbourhoods. Manchester Life Development Company Ltd (MLDC) was established to deliver predominantly new homes in an eastward expansion of the city centre, with the focus of investment initially being in the Ancoats and New Islington neighbourhoods, and with the ability in the medium to longer term to expand further eastwards out towards the Etihad Campus.

MLDC, along with the Homes and Communities Agency and the City Council, has kick-started the regeneration of the Ancoats and New Islington neighbourhoods, which had stalled between 2010 and 2014, catalysing other private sector partners to bring forward new residential and commercial development in the area.

New planning frameworks have been established, place-creation with local independent retailers and restaurants has been championed, along with new place management arrangements which are now being instigated. These activities have all been coordinated and choreographed to underpin the expansion of the city centre eastwards with the clear objective of creating successful mixed use residential led neighbourhoods.

MLDC has the investment capacity to operate at a scale and pace which has enabled a cohesive approach to be taken to place making and activating key streets with vibrant ground floor uses which complement the residential character of the area.

Since June 2014, MLDC has secured planning consent for over 1,000 new homes in their first phase of development. Five of their six schemes are now on site being constructed, delivering over 800 homes in Ancoats and New Islington. MLDC is also beginning to work on longer-term planning for later phases of investment in the Ancoats and New Islington neighbourhoods.

MLDC's projects to date have been developed on sites within a context that had already benefited from significant master planning, land assembly and public realm interventions. Sustaining continued investment momentum on the eastern edge of the city centre will require considerable planning and analysis in order to ensure that sustainable place making remains at the heart of all investment activity, and to create a framework for attracting an extended range of investors and developers who will share in and support the Council's ambitions for the area.

As with the progress being made around the Etihad Campus there is now huge potential to extend the development of successful mixed use residential led neighbourhoods eastwards from Great Ancoats Street along the Ashton Canal Corridor, thereby creating new places to live and new places to work.

This alone provides a powerful reason to review the planning frameworks that sit between Ancoats/ New Islington and the Etihad Campus to ensure they can capture this opportunity.

The 2017 Eastlands Regeneration Framework

Over the last four years the positive macro-economic environment has underpinned a resurgent city in development terms: there is strong investor confidence in Manchester as a place to invest with a robust investment pipeline established for new commercial and residential development.

The significant momentum created by this investment and development activity at the eastern edge of the city centre, combined with the development platform now in at the Etihad Campus, presents an exciting opportunity to maintain that momentum and encourage further investment into the Etihad Campus and the wider area, particularly the neighbourhoods of Holt Town and Lower Medlock Valley, which connect the city centre with the Etihad Campus via the Ashton Canal Corridor.

Connecting the eastward expansion to the development platform that has been put in place at the Etihad Campus has led the Eastlands Strategic Development Company

Ltd to determine that a new planning framework is required to connect these two drivers together.

As such the 2017 Eastlands Regeneration Framework should be considered with a view to shaping the market, continuing to meet the needs of east Manchester and the city along with being capable of capturing new investment opportunities.

This new framework will guide the next phase of commercial and associated development in and around the Etihad Campus, putting in place the conditions to project the development energy created there westwards along the Ashton Canal Corridor to connect with the established eastward expansion of the city centre. Creating places for new jobs and new homes will be at the heart of the Ashton Canal Corridor development area.

The resulting document - the 2017 Eastlands Regeneration Framework - has been prepared by AECOM with Prior+Partners and Deloitte at the request of the Eastlands Strategic Development Company Ltd.

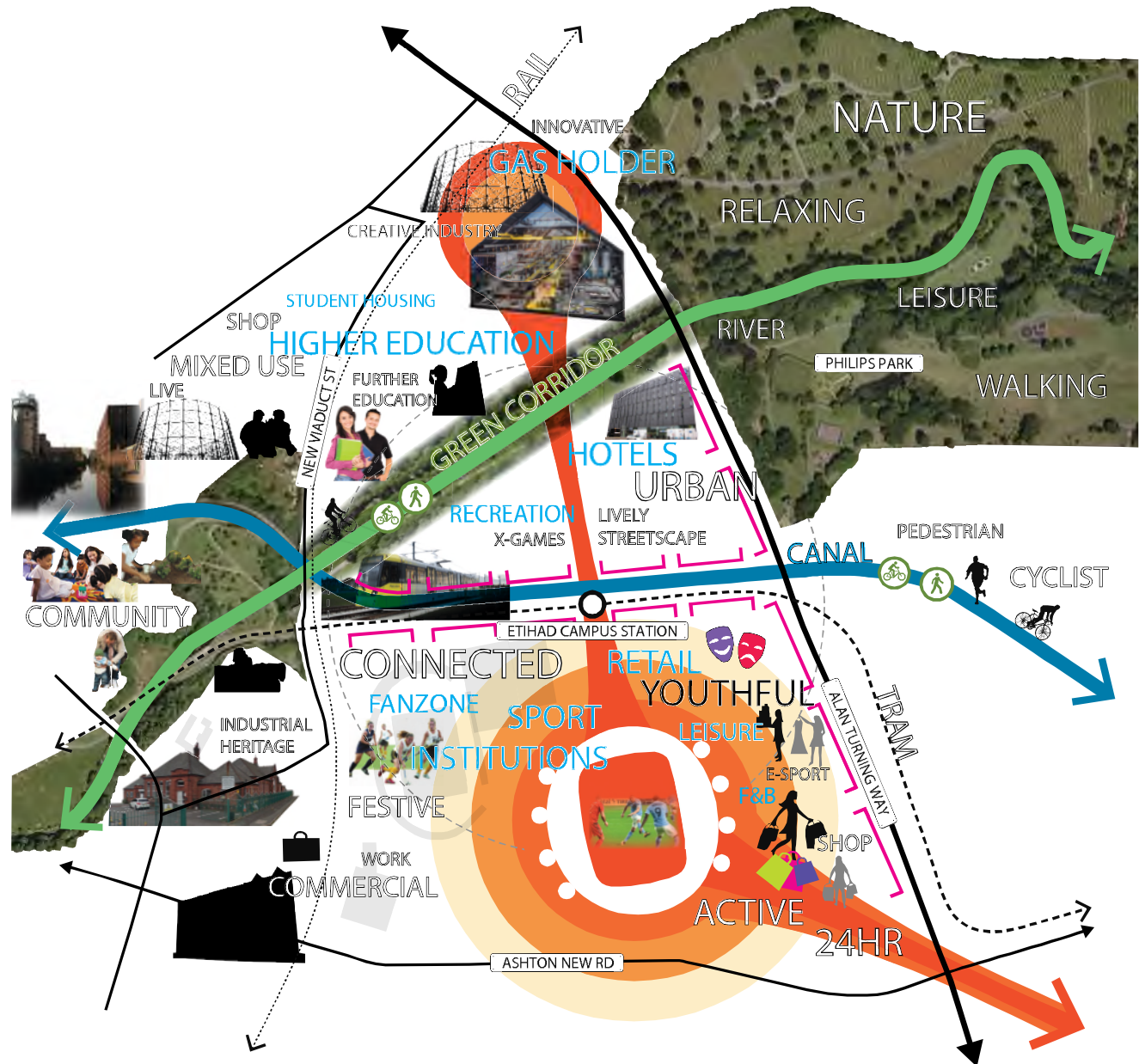


Figure 2.1: Etihad Campus Context Diagram showing key assets in and around Etihad Campus

02 A Vision for Eastlands

This regeneration 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 since the 2002 Commonwealth Games, and in particular those developments from 2010 onwards in the Eastlands area and those driving the eastward expansion of the city centre. 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 continued transformation of the area around the Etihad Campus in recent years, with over £400 million invested into new world class elite and community sports facilities, has provided the basis for new economic opportunities to be considered. Today, the City Football Academy, the National Cycling Centre and the Manchester Institute of Health and Performance are global sports exemplars.

At the heart of the next generation of investment within the Etihad Campus lies the opportunity to capitalise upon the existing elite and community sports facilities, the presence of a global football brand, the array of leading edge National Sports Governing Bodies along with the talent that both trains and works for all of these organisations.

Taken together, these assets provide Manchester with the ability to build on their presence and to develop new commercial development opportunities centred around businesses that could form a new sport, leisure and recreation economic cluster for the city and the north of England. Bringing such a new economic focus

to the the Etihad Campus, and developing what in effect will be a business park anchored by a sport, leisure and recreation economic cluster, would be unique. As such "Sport" will be the economic, educational and community driver for the Etihad Campus and surrounding area.

A central component of unlocking this vision is the need to encourage the development of a leading higher education presence onto the Etihad Campus. Such a presence would not just be about delivering a learning environment geared around skills development. The unique asset base within the Etihad Campus, and those other sports assets across Greater Manchester and beyond, offer a significant opportunity to connect talent to the business of sport, leisure and recreation and at the same time integrating the wider health and well-being agendas being delivered by Greater Manchester and Sport England. Such an academic platform on the Etihad Campus would be an economic driver in itself attracting the best students and the best academic talent to the city. It would be truly transformational for Eastlands and the wider east Manchester area. Such a competitive university sports offer would be pivotal to unlocking the creation of a global sports, leisure and recreation centre of excellence.

To evaluate the appetite of academia to this approach, discussions have already commenced with a number of potential academic partners, including Manchester Metropolitan University. These discussions have supported the analysis set out above and revealed institutions who share our ambition and vision for sport and its connections to a much broader and deeper

economic development agenda that can drive economic success in east Manchester and the rest of the city.

As such a higher education presence would:

- Underpin the development of a globally significant sports, leisure and recreation economic cluster attracting new industry partners to the city and driving forward new business start-ups in such a cluster;
- Help attract new world-leading professional sports organisations to the city; and
- Strengthen the top-flight university and further education capabilities already present in Greater Manchester.

To create the necessary conditions for a Higher Education Campus within the Etihad Campus along with creating an environment which enables business to prosper and attract the talent requires key assets and attributes to be fulfilled. The Etihad Campus already has significant assets:

- World class sports and leisure facilities;
- Excellent transport connectivity, locally, sub-regionally and internationally; and,
- In part, a high quality public realm.

To unlock such a cluster opportunity requires a wide range of new facilities and approaches to be developed on the existing asset base at Etihad Campus. This would include:

- New commercial development space aimed at sports related businesses and other complimentary offers;
- The development of a hotel offer along with a strengthened retail and food and beverage offer that can meet the needs of businesses, students, visitors and the wider community; and
- A competitive estate management regime.

In terms of delivering such developments there is still considerable scope for growth at the Etihad Campus with land available that could accommodate circa 2 million square feet of new development. The Etihad Campus and the area to the west along the Ashton Canal Corridor provides an extraordinary opportunity to both develop a globally competitive sport, leisure and recreation economic cluster at the Etihad Campus and to extend the vibrancy and success of this opportunity towards the city centre with commercial and residential development anchoring this corridor.

There are still some key constraints to be addressed, in particular, the decommissioning of the gasholders and remediation of land for development. Over the medium term there are very significant development opportunities along the Ashton Canal Corridor which can capture the development momentum already moving eastwards from Ancoats and New Islington and establish a new neighbourhood with a very distinctive identity.

The opportunities that flow from developing a globally competitive sport, leisure and recreation economic cluster will strengthen the economic competitiveness of the city, attract talent and investment, grow new

business opportunities and, critically for this document, act as a significant development catalyst along the Ashton Canal Corridor. Embedded within this approach is the opportunity to think differently about sustainability, health and well-being and transportation. The potential for making the Eastlands area a much sought after place to live, work and study is huge and sits perfectly with the broader city ambitions of Manchester.

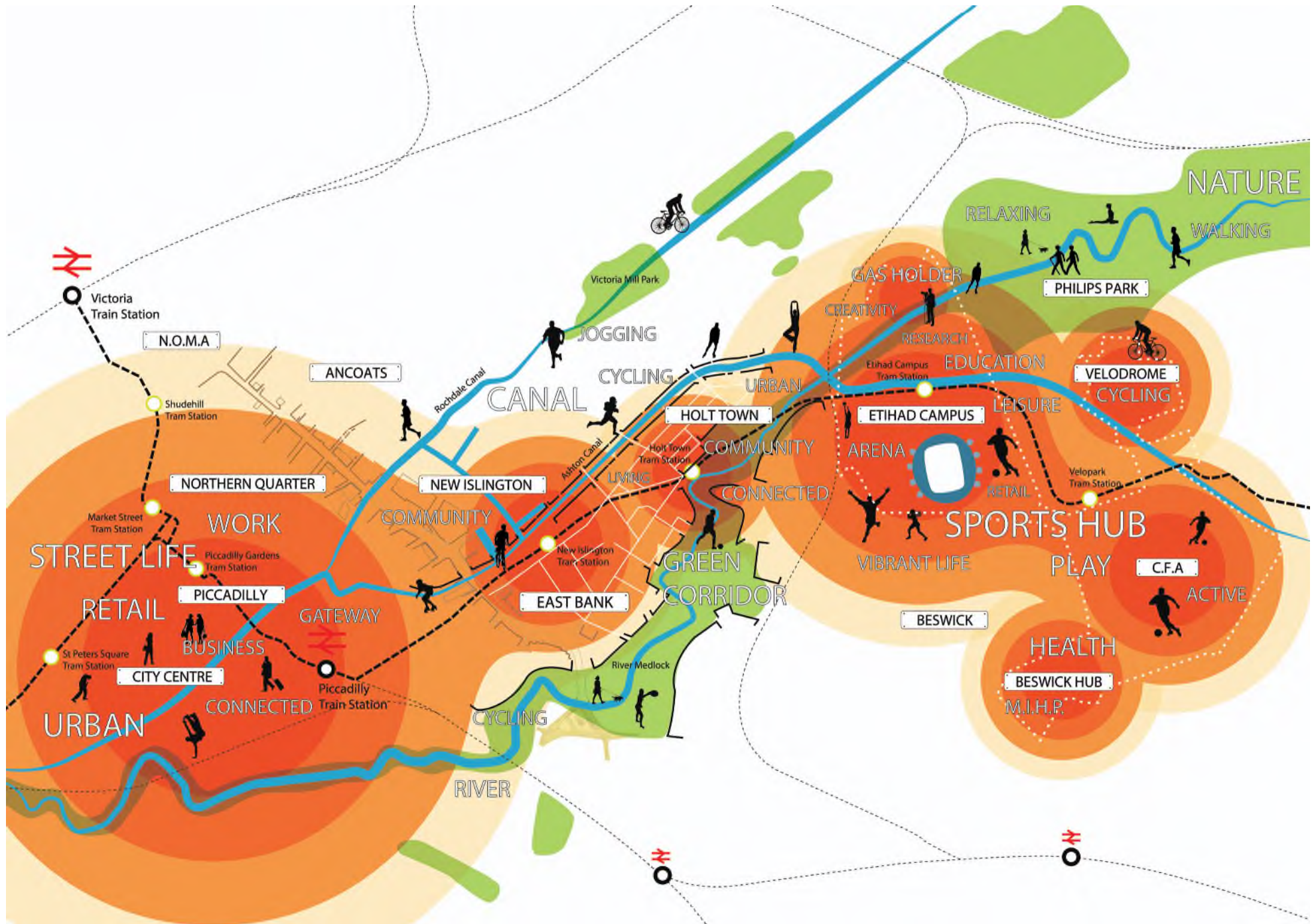
The vision for the Eastlands at the Etihad Campus is to develop a place that can successfully host a leading higher education presence that can drive forward the development of a globally competitive sport, leisure and recreation economic cluster. As such the Etihad Campus will be:

- Home to global and national sports organisations where sports 'centres of excellence' can thrive and develop global best practice in sport;
- The home of a leading Higher Education Institution that delivers a wide range of undergraduate and postgraduate sports related academic courses and which seeks to partner with other global leading academic institutions;
- A destination where residents and visitors will come to spend their time on leisure related activities; and
- Creating employment opportunities for local people and driving innovation and economic growth across the city.

Looking beyond the Etihad Campus to the west along the Ashton Canal Corridor there are real opportunities to:

- Create residential and commercial development in new neighbourhoods of choice to encourage the increasing Manchester population to live and work in the area and to capture the benefits of new growth in and around the Etihad Campus.

Figure 2.2: The Vision for Eastlands
Graphic illustration of areas of intensity and activity extending eastwards from the city centre along the Ashton Canal and Medlock valley



03 Eastlands: The Strategic Context

Manchester: A Growing City

The regeneration already secured at the Etihad Campus is a remarkable success and sits within the wider thirty year programme of transformation which Manchester has undergone to become recognised as one of Europe's most exciting and dynamic cities. With a diverse population of more than half a million people, the City of Manchester is located at the heart of Greater Manchester, the largest conurbation outside of London. The Greater Manchester sub-region, which has a resident population of over 2.73 million and a combined GVA of £59 billion, accounts for two fifths of the North West's economic output. In 2015 over one third of the £59 billion of GVA generated in Greater Manchester was produced in the City of Manchester.

Manchester is one of the fastest growing cities in Europe. By 2025, in excess of 600,000 people are expected to live in the city, up 7.6% on the 2015 level. Employment growth of 11% is forecast in Manchester between 2014 and 2024 (and 16.1% in the period 2014 to 2034), exceeding both Greater Manchester and national forecasts. This growth rate is forecast to add 42,600 jobs to the Manchester economy, taking the total employment level towards 430,000. In addition, a significant proportion of forecast employment growth is expected to occur in sectors with higher than average GVA. GVA is expected to increase by 36% to 2024 with a 73% change forecast from 2014 to 2034.

Manchester's enhanced economic performance has been underpinned by a move from its traditional manufacturing and industrial role towards a service-based, high growth economy. Importantly, it is this

sector of the economy that provides a large proportion of the high skilled and high productivity jobs in the national economy. Manchester's economy is continuing to strengthen and diversify with strong high added value growth forecast in Science and Innovation, Creative and Digital, Advanced Manufacturing as well as Culture, Tourism, Sports and Leisure sectors.

Manchester's current and future competitive position is underpinned by a number of key economic assets, including:

Manchester: A Sport City

Manchester's pre-eminence in football is represented by the presence of two of the leading teams in England, Europe and the world with Manchester City Football Club (MCFC) based at the Etihad Campus. It is also home to the National Cycling Centre and has established itself as the home for the British Cycling Team, the National Squash centre has developed as a global centre of excellence, the GB Water Polo Team uses the pool facilities at Beswick and the GB Taekwondo team is based at Ten Acres Lane. The recently opened Manchester Institute of Health and Performance (MIHP) in Beswick is the home of the English Institute of Sport and the facilities within that complex are world leading. Other major sports such as rugby league, rugby union and cricket have a significant presence across the conurbation.

A significant and growing culture, leisure and tourism sector

The importance of culture, leisure and tourism to the Manchester economy is increasing, underlining the

significance of the city's existing and growing asset base along with the opportunities presented by the new vision for the Etihad Campus with its great potential to become a truly sustainable destination with a range of new commercial and visitor facilities.

Manchester's cultural, tourism and leisure sector continues to grow significantly, a feature of a service based high growth economy. In recent years, this has been boosted by significant investment in new world class facilities and events, such as the Whitworth Art Gallery and the Manchester International Festival to name but a few, which have been recognised globally. Such investments have sustained and opened new domestic and overseas markets giving Manchester its status as the third most visited city in the UK by international visitors, behind London and Edinburgh, with the city experiencing a 21% rise in the number of international visits since 2005. This growth in the visitor economy has been underpinned by, and acted as a catalyst for, a significant increase the supply of visitor accommodation within the city centre over the last decade.

Thriving regional centre and national destination

Over the last 20 years Manchester City Council has driven the physical and economic renewal of the regional centre through the development and implementation of a strategic framework for sustained regeneration, investment and service improvement to ensure that Manchester maintains its position as the nation's leading regional centre and that it can successfully compete as an international investment location and visitor destination.

Given Manchester's economic growth, its universities and buoyant leisure and cultural sector, it is perhaps not surprising that the largest population increases are being witnessed within the age bands that are typically considered to fuel economic growth i.e. those at university leaving age and above. Across Greater Manchester, the 2011 Census identified that the 20-24 age band experienced the greatest level of growth. The 25-29 age band also witnessed a significant increase of just fewer than 30,000 over the same period. Growth in this sector of the population has resulted in demand for new lifestyle choices that offer access to city centre employment, amenities and transport networks together with well-managed accommodation built for that purpose.

Dynamic private sector

With a thriving private sector, the city is a leading business location and has been recognised as the best British city to locate a business after London in the European Cities Monitor report.¹ Sixty-five of the FTSE 100 companies now have a presence in the Manchester City Region, and approximately 40% of the North West's Top 500 companies are based here.

Accessibility

Manchester has continued to invest significantly in its transport infrastructure delivering major improvements in terms of accessibility to the regional centre. This effectively stretches and increases the capacity of its travel to work area, and therefore pool of labour, and enhances connectivity between businesses. It also

¹ Cushman & Wakefield 2011 European Cities Monitor

makes the city centre easier to get around and a better place in which to live.

The Eastlands area is connected to the city centre via five Metrolink stops. The majority of this Eastlands Regeneration Framework area is within an 800 metre radius (or 10 minutes walking distance) of a Metrolink stop. This provides access to the regional market, as well as national and international destinations via mainline rail and the airport. The city centre and Piccadilly station are 10 minutes by tram from the Etihad Campus.

At the western end of the Eastlands Regeneration Framework area is Manchester's principal railway hub and Metrolink interchange at Piccadilly Station. In the future, this will be significantly extended through the development of new integrated station to accommodate High Speed 2 (HS2) and Northern Powerhouse Rail (NPR).

Manchester International Airport

Manchester's airport is the UK's third largest and the primary gateway for the north of England, serving over 200 destinations worldwide. Direct flights serve all of Europe's major cities and the airport provides long haul routes to North America, the Middle East, Asia and Australasia. At present the airport serves about 26 million passengers a year, forecast to rise to 40 million by 2040.

Mobile and skilled workforce

The Manchester City Region offers a high quality and growing workforce of some 6.4 million within an hour's drive of the city. There is access to a pool of skilled

people across a wide range of industries, and 100,000 students in five Higher Education Institutions across Greater Manchester.

Employment and workspace

The rapidly diversifying Manchester economy is driving the need for a diverse workplace offer. Across the Eastlands area, there is an opportunity for workplace provision to be integrated into mixed-use neighbourhoods across a range of scales and types. Good neighbour uses, which complement a residential offer, are already being encouraged across the city. This could provide a range of workplaces from light manufacturing and processing to more traditional service and office based activities. The Metrolink tram system enables easy connectivity to the city centre and the wider economy and investment in high quality fibre infrastructure will encourage diverse employment uses.

All of these factors combine to position Manchester as one of Europe's premier business, sporting, leisure and tourism destinations. Because of its many locational and market attributes, there is a great opportunity to enhance this position through investments that exploit the city's existing asset base and to capitalise on the extensive commercial opportunities that centre in and around the business of sport. Eastlands lies at the nexus of this opportunity, it is ideally located just minutes from Manchester city centre, and has the right foundation to help Manchester realise the full potential of its sports, leisure and tourism industry and its broader economic and inclusion goals.

East Manchester: The Regeneration Policy Context

The Eastlands area has been a long-standing regeneration priority for Manchester City Council. This was most recently reflected in the Eastlands Regeneration Framework 2011, which itself supplemented the wider East Manchester Strategic Regeneration Framework established in 2001 and refreshed in 2008.

Prior to the 2002 Commonwealth Games, much of the Etihad Campus area bore the legacy of its past heavy industrial use. Since the 1990s, ongoing regeneration and investment has seen electricity and gas generating plants, coal mines and other aspects of this industrial legacy replaced by a complex of world-leading sporting facilities. Mill buildings along the Ashton Canal close to the city centre have been reinvented as commercial and residential accommodation and existing housing estates have been steadily rejuvenated. New housing together with new social and physical infrastructure has been delivered to support regeneration and existing communities across large parts of east Manchester.

Once a place of profound social and economic challenge, Eastlands is now emerging as a key growth area for the city region, armed with the assets, investment and capabilities to foster major change and development.

The East Manchester Strategic Regeneration Frameworks

The east Manchester area has benefited from two comprehensive Strategic Regeneration Frameworks (SRFs) that were developed through the New East Manchester Ltd Urban Regeneration Company. These Frameworks were approved by the City Council in 2001 and late 2007 and set out a clear direction of travel for east Manchester that sought to ensure that the area maximised its contribution to sub-regional, regional and national economic competitiveness.

In short, this required the City Council and partners to embark upon a long-term regeneration programme of:

- rebuilding the area's economic base;
- enabling local people who can work to work;
- giving the young people of east Manchester the best possible start in life;
- creating a competitive housing offer; and
- ensuring that the quality of life for all residents was improved.

The SRFs were not blueprints but sought to establish a clear direction of travel within which the regeneration effort could respond strategically, and by implication flexibly, to the dynamics of the market.

The Eastlands Regeneration Framework 2011

In 2011, the Eastlands Regeneration Framework was developed to guide a wide range of actions and activities emerging at the Etihad Campus. The scale of these opportunities had not been anticipated in 2007 when the second East Manchester SRF was being developed and consulted upon. As such the Eastlands Regeneration Framework was intended to update the SRF and to capture the opportunities for very significant development in Openshaw West and within Beswick. The Framework also put in place guidance for the development of the wider Eastlands area.

The Holt Town Regeneration Framework 2013

Part of the area included in this extended boundary for this refreshed Eastlands Regeneration Framework was the subject of the Holt Town Regeneration Framework, endorsed by Manchester City Council's executive in December 2013. Limited development had taken place in this area over the last 15 years, with the focus being on the Great Ancoats Street frontage between Pollard Street and Every Street.

The overall aim of the Holt Town Regeneration Framework is to provide the platform for new residential, mixed use and employment related development, maximising proximity to the city centre and the transformational activity being promoted by MCFC at the Etihad Campus. Whilst much of the Holt Town Regeneration Framework is still relevant, where that document and this refreshed Regeneration Framework differ, the final approved Eastlands Regeneration

Framework will supersede the 2013 Holt Town Regeneration Framework.

Linkages with Adjoining Planning Frameworks

This Eastlands Regeneration Framework has been developed to align with the neighbourhoods surrounding the Eastlands area. These areas include the Ancoats and New Islington Neighbourhood and the Piccadilly Station environs and have been the subject of detailed Planning Frameworks which have already been approved by the City Council's Executive.

The National, Sub-Regional and Local Planning Policy Context

This section summarises and cross references the relevant policies that have been considered and relate directly to the correct interpretation of this guidance.

National Planning Policy Framework

The National Planning Policy Framework (NPPF) is a material consideration in the determination of planning applications and articulates the priorities of The Plan for Growth² within planning policy. The NPPF introduces a 'presumption' in favour of sustainable development and supports proposals that are in accordance with policies in an up-to-date Development Plan. Sustainable development is about positive growth which supports economic, environmental and social progress for existing and future generations.

² HM Treasury/ Department for Business, Innovation and Skills, March 2011

The Greater Manchester Strategy

The Greater Manchester Strategy sets out a very clear vision for the city-region. It states that:

"By 2040 Greater Manchester will be one of the world's leading city regions, reaping the benefits of sustainable and inclusive growth across a thriving Northern economy. It will be ever more self-reliant, connected, dynamic, inclusive, digitally-driven, productive, innovative and creative. A destination of choice to live, work, invest and visit, Greater Manchester will be known for the high levels of happiness and quality of life our people enjoy. No one will be held back, and no one will be left behind: all will be able to contribute to and benefit fully from the continued success of Greater Manchester."

The priorities set out within the Greater Manchester (GM) Strategy have been developed around the twin themes of 'Strong People in GM' and 'GM: A Strong Place'. The asset-based approach set out within the strategy underpins each of these themes. GM partners will drive growth and productivity by focusing on the things that GM is good at, and has the potential to be even better at: GM will invest in the conurbation's key growth sectors and specialisms, highlight global market opportunities to promote those strengths, and GM will build on the diverse assets across the city-region to ensure that places become attractive environments in which to live, work and invest. The people of GM are the biggest asset and the strategy recognises and builds on the strengths of residents, families and communities, providing high quality, integrated and effective public services to

ensure that everyone can meet their full potential. The GM Strategy is currently being refreshed.

The GM Strategy provides the high level framework for action based on a robust evidence base and the results of public consultation. More detailed plans, developed and led by city-region-wide partnerships, set out the specific actions, interventions and investment required to deliver the GM strategic priorities and achieve the GM vision.

These plans include:

- **Greater Manchester Spatial Framework (GMSF)**, which will enable an informed, integrated approach to be taken to strategic development planning across the city region. The purpose of the GMSF is to enable GM to manage land supply across the city region in the most effective way to achieve the vision set out in the GM Strategy based on a clear understanding of the role of places and the connections between them. Built on a robust analysis of projected employment growth, including a sectoral analysis of our key growth sectors, and an assessment of demographic change and the housing requirements arising from such change, the GMSF will provide a clear perspective of land requirements, along with the critical infrastructure – transport, digital, energy, water and waste – required to support development. Work is expected to begin shortly to review and refresh Manchester City Council's Local Plan, in light of the strategic approach set by the GMSF.
- **Transport 2040** which sets out a vision for "World class connections that support long-

term, sustainable economic growth and access to opportunity for all” and seeks to address the four critical transport challenges of supporting sustainable economic growth, improving quality of life, protecting the environment and developing an innovative city region. Organised by spatial themes and supported by a five-year delivery plan, the strategy takes a long-term view of transport requirements across GM and the wider North and highlights the priority interventions needed to meet those requirements.

- the **Greater Manchester Investment Strategy**, which supports the implementation of the GM Strategy through investment to create and safeguard jobs, primarily through loans to support recycling, to maximise the impact of investment over several funding cycles;
- the establishment of a second **GM Transport Fund** to underpin an integrated whole-system approach to the management of the GM transport network and the delivery of our transport priorities;
- the establishment of a new programme to support investment in the **cultural offer of Greater Manchester**, to support the promotion of GM locally, nationally and internationally, to contribute to improving the skills and employability of GM residents and to support the development of strong and inclusive communities and improved quality of life and well-being for GM residents;
- the **Climate Change and Low Emissions Implementation Plan**, which sets out the steps we

will take to become energy-efficient, and investing in our natural environment to respond to climate change and to improve quality of life.

- the **GM Internationalisation Strategy**, setting out how GM will elevate our international trade and investment performance, attract and retain the international talent our economy needs, and make sure that GM maximises its international potential as a gateway to the North and supports the whole of the UK in achieving its post-Brexit ambitions;
- the **Greater Manchester Work and Skills Strategy**, setting out the GM approach to delivering a work and skills system that meets the needs of GM employers and residents; and
- the **Northern Powerhouse Strategy**, which identifies skills, science and innovation and the development of a collaborative approach to promoting the Northern Powerhouse to foreign investors as priorities for further work by Northern Cities and Government.

Manchester Core Strategy (2012)

Manchester’s adopted Core Strategy (2012) sets out the City Council’s vision for Manchester to 2026, along with the planning policies that provide the framework for delivering that vision. The review of the Local Plan will be an opportunity to consider the most appropriate planning policy for the city, including the Eastlands area.

Policy SP1 (Spatial Principles) establishes key locations for growth. The Regional Centre (which includes Eastlands) is the focus for economic and commercial

development, as well as retail, leisure and cultural activity, alongside high quality city living.

Development should make full use of transport infrastructure, and the Ashton tram line is highlighted as a key corridor for new development. Importance is placed on the creation of neighbourhoods of choice, with the majority of new residential development in the Inner Areas, including Eastlands.

Policy EC1 (Employment and Economic Growth) supports development in sectors that make significant contributions to economic growth and productivity including health, education, retailing, cultural and tourism facilities. The city centre and Eastlands are identified as key areas for employment, and the policy recognises that employment can be provided through a range of activity, including education, retailing, culture and tourism. In the supporting text, the Etihad Campus is noted as a growing destination with further opportunities for sports and leisure uses. Priorities for ensuing continued economic growth include:

- Improving access to jobs for all via public transport, walking and cycling;
- Demonstrating that employment-generating development has fully considered opportunities to provide jobs for local people, through construction or use;
- Improving the portfolio of employment premises, by providing a range of employment sites and premises for small, medium and large businesses;

- Improving digital infrastructure delivery to businesses and residents;
- Creating business destinations by enhancing the primary business use with ancillary commercial facilities;
- Ensuring the continued social, economic and environmental regeneration of the city; and,
- Ensuring connectivity to international markets for the import and export of goods to ensure competitiveness in international markets.

Policy EC3 (covering the Regional Centre) promotes employment generating uses within the Regional Centre, and opportunities to provide accessible employment to Manchester residents. Office development is supported across the Regional Centre, providing it is complementary to the role of the city centre. The supporting text highlights the opportunity to build on the existing activity at the Etihad Campus.

New housing to complement the development of mixed use employment areas will also be supported. The supporting text notes that although the emphasis of the Regional Centre is economic development, there is also potential for leisure development which has regional scale catchment, such as the Etihad Campus. The Regional Centre can offer an extremely accessible location which also has land available to support large scale development, allied with the fact that the existing sporting and leisure infrastructure present at the Etihad Campus provides a clear focus for additional development of a similar type.

Policy EC7 (Eastlands Strategic Employment Location) recognises the Etihad Campus as suitable for major sports and leisure visitor uses with complementary commercial, retail and hotel. Proposals will be expected to show how development of the area will support the continued social, economic and physical regeneration of east Manchester.

The vision of Policy EC7 is to broaden the activities in the area to ensure development opportunities secure the wider regeneration of the surrounding area and deliver maximum benefits for the community. Although it is anticipated that further sites will come forward over the plan period, within the Core Strategy two sites are identified as a focus for development:

- Land around the City of Manchester Stadium (now the Etihad Stadium), including the "Collar Site" to the east and further land to the north and west. The site is identified as providing an opportunity for leisure, recreation and entertainment visitor attractions of national significance.
- Openshaw West site, suitable for the development of a large facility incorporating football and community uses, linked to the operation of MCFC. This has now been built, as referenced earlier in this document.

Policy EC7 also provides support for development across the Eastlands area to deliver the vision for a major regeneration programme, providing this is in line with other Local Plan policies.

Appendix 1 provides a more comprehensive summary of the Development Plan policies which are relevant to the Eastlands Regeneration Framework.

Residential Growth Strategy (2016)

Recognising the critical relationship between housing and economic growth, Manchester City Council has approved a Residential Growth Strategy which seeks to deliver a minimum of 25,000 new homes in a ten-year period between 2016 and 2025. This policy framework aims to ensure that there is the right quality, mix and type of housing in the right locations to meet demand and changing demographics, develop neighbourhoods of choice and improve equality amongst the city's residents in terms of housing choice, quality and affordability in order to develop strong communities.

Housing Affordability Policy Framework (2016)

The Residential Growth Strategy has been strengthened and refined by the development of the Housing Affordability Policy Framework which seeks to explicitly link household income to the provision of new homes across the city. This is to ensure that residents who are on or below the average household income for Manchester have access to decent and secure homes. The policy recommends that the City Council aims to deliver between 1,000 and 2,000 new affordable homes in Manchester each year.

Manchester Residential Quality Guidance (2016)

The Manchester Residential Quality Guidance document endorsed in 2016 aims to ensure that high quality, sustainable housing that meets the city's and its communities' need will be built.

Prospective developers and their design teams bringing forward sites for residential development within the Eastlands Regeneration Framework area must demonstrate that the scheme will deliver accommodation of the very highest quality that complies with the guidance. Proposals that do not comply with this guidance must provide a compelling justification, based on evidence and options analysis, in order to avoid refusal. This approach underpins the Council's aspiration to encourage the delivery of the highest quality range of residential development, which will contribute to sustainable growth and help establish Manchester as a world class city.

04 Ambitions for Eastlands

The vision for the Etihad Campus is to develop a place that can successfully host a globally competitive sport, leisure and recreation economic cluster. As such the Etihad Campus will be:

- home to global and national sports organisations where sports 'centres of excellence' can thrive and develop global best practice in sport;
- a destination where residents and visitors will come to spend their time on leisure related activities underpinning demand for hotels, restaurants and shops which will activate the area on a year-round basis and foster the sense of place; and
- creating employment opportunities for local people and driving innovation and economic growth across the city.

Looking beyond the Etihad Campus to the west along the Ashton Canal Corridor there are real opportunities to:

- Create residential and commercial development in new neighbourhoods of choice to encourage the increasing Manchester population to live and work in the area and to capture the benefits of new growth at the Etihad Campus.

Underscoring this vision for the Etihad Campus are a number of strategic development ambitions which can be summarised as follows:

- Bring sport, education and commerce together;
- Consolidate the Etihad Campus as a world-leading sports destination;

- Strengthen the leisure and recreation asset base;
- Capitalise on regeneration investment;
- Support Manchester's Green City initiatives;
- Create a distinctive 'Sense of Place'; and
- Deliver improved social and economic outcomes

Bringing sport, education and commerce together

In the UK, sport currently provides 450,000 jobs and in the last 5 years has become a £20bn industry. The business of sport is one of the fastest growing sectors in the UK and is predicted to outpace the average rate of growth into the wider economy over the next decade. It has also become one of the top 15 mainstream economies in the UK.

A study conducted in 2011 valued the global sports industry at between \$480bn and \$620bn³. The study also suggested that the global sports industry is growing much faster than national GDP rates around the world.

The broader sport, leisure and recreation market is becoming increasingly diverse. Related areas of specialisation such as sports science, sports medicine, sports business and marketing, event management, sports infrastructure (venues, facilities and pitches) and sports technology/ content creation are driving a growth in jobs and associated education.

Key trends such as the development of digital technologies are also shaping how people spend their leisure time and are driving an ever-closer convergence

between sport and the entertainment industries. New digital applications such as Omsignal (apparel and biometrics), Strava (exercise and social networking) and Hudl (video analysis and coaching) are combining traditional aspects of the industry to create new innovative businesses.

Sport is also growing rapidly in the education sector. The growth of sport as an industry has meant that there are a rising number of relevant-qualified graduates leaving university. The number of students graduating with a sports science degree has more than tripled in the last decade to 10,000 students annually.

Sport can be a differentiator for higher education institutions to attract both staff and students through new courses, clubs and reputation building.

Education can also be extremely important for sports people at the end of their careers who need to retrain and earn money in a different way. Indeed, during their sporting careers there is a continuous need for education as there is no shortage of a desire for continuous development in sport.

The combined strength of excellence, reputation and infrastructure on both sports and education provide a unique opportunity for Manchester. As sport continues to globalise, so too does higher education in the world's top universities. The global knowledge economy is driving universities to develop mature internationalisation agendas that incorporate recruitment, research collaborations and capacity building⁴.

³ Study conducted by AECOM, City of London Infrastructure Construction, sporting goods, licensed products and live sports events.

⁴ University of Oxford – International Trends in Higher Education 2015

Expand a world-class sports destination

The Etihad Campus is already home to nationally and internationally significant sports facilities. This has recently been enhanced through investment by City Football Group in the City Football Academy.

The existing cycling facilities at the National Cycling Centre have also recently received significant investment, and have been expanded to include a new Indoor BMX Arena and the establishment of cyclo-cross in Clayton Vale. This has created a world-class Velopark and confirmed east Manchester as the home of British Cycling.

In keeping with the existing policy framework and the adopted Core Strategy, the on-going development of sports facilities at the Etihad Campus will:

- Ensure the greatest possible community access to sports facilities compatible with their high-performance training functions;
- Expand the range of world class opportunities for the training of high-performance athletes;
- Protect the long-term expansion potential of the Etihad Campus; and
- Support existing and bring new, leading-edge sports events (spectator and participation) to east Manchester.

Introduce leisure and recreation facilities

The development of leisure and tourism attractions is a key component of the overall strategy for securing the comprehensive development of the Etihad Campus and

represents an opportunity to introduce to Manchester an internationally distinctive concept in leisure and hospitality provision. This should set new standards in terms of content, scale and customer experience, maximising the opportunity for local people to benefit from the future success of the site.

Successful destination leisure and tourism attractions at the Etihad Campus will:

- Be internationally distinctive in content and scale and will be set firmly within the context of the Etihad Campus facilities and the objectives of the East Manchester SRF, the City Council's existing and emerging planning policy framework and regional and national planning policies;
- Be differentiated from, but complementary to, the offer in the city centre and from a regional scale leisure development;
- Offer an exciting experience that caters for all, including families, underpinned by a unique vision;
- Generate a significant number of additional visitors to east Manchester per annum;
- Offer a mix of world-class content that will animate the site throughout the day and night-time, year-round; and
- Consolidate the Etihad Campus' role as a destination of national and international significance

Capitalise on regeneration investment

East Manchester in general and the Etihad Campus in particular has been the recipient of a significant and sustained regeneration investment programme over the past fifteen years that is now yielding measurable social, economic, educational and health benefits. Moving forward, existing and committed investment across the Eastlands area will be leveraged in accordance with the following guiding objectives:

- Expand upon the great legacy of the 2002 Commonwealth Games and existing facilities;
- Ensure the investment in any new sporting facilities promotes and supports the Beswick Community Hub;
- Capitalise on Metrolink investment by focusing development around transport nodes and promoting transport accessibility through improved pedestrian networks;
- Build on and support neighbouring regeneration activity; and
- Provide a step change in the provision of local employment opportunities and amenities.

Support Manchester's Green City initiatives

The comprehensive development of Eastlands will contribute significantly to Manchester's Climate Change Call to Action and 'Green City' ambitions. An Environmental Sustainability Framework has been developed to support the vision for Eastlands. Consistent with the themes and objectives set out in the framework, development in Eastlands will continue to:

- Reinforce the health and fitness focus of Eastlands by facilitating pedestrian and cyclist movement and community access to sports and recreation facilities;
- Use valleys and canals as green infrastructure;
- Promote the use of public transport;
- Showcase best practices in green design and technology, including green roofs, living walls, innovative materials, water and waste management techniques;
- Introduce energy-efficient technology, including where possible, combined heat and power (CHP) facilities and other sustainable technology as it emerges; and
- Lead in the areas of environmental quality and natural resource stewardship.

The Etihad Campus also has the particular potential to lead in the provision of innovative waste management, water, and energy strategies. New development should prioritise the establishment of coordinated strategies for minimising waste and conserving resources. The

implementation of infrastructure that will support longer-term objectives for waste and resource management at both site-specific and area-wide scales should be considered in the planning and delivering of projects.

Create a distinctive 'Sense of Place'

Eastlands will become a unique place where sporting activities at all levels and destination leisure activity is combined with community accessible facilities that contribute to neighbourhood regeneration objectives. A unique mix of employment and residential uses should transform the area, complemented by a full range of ancillary and appropriately scaled supporting retail uses. Particular development principles should include:

- Establish a high-quality, multi-functional public realm network that defines a distinctive character for both the Etihad Campus and the surrounding communities;
- Create a high quality address that is represented by appropriate landscaping and street scape works to provide a competitive environment for office and employment space along Alan Turing Way;
- Take full advantage of the potential for commercial development opportunities on the eastern, northern and western sides of the Etihad Campus;
- Celebrate natural heritage and local amenities such as Philips Park, Ashton Canal, Clayton Vale, and the Medlock Valley;
- Develop new north/ south green linkages through Eastlands where opportunity permits;

- Establish a clear urban movement hierarchy capable of supporting new uses while sensitively incorporating parking and existing road and rail infrastructure;
- Focus on Metrolink stations as important addresses and high-quality urban places of higher density;
- Introduce public art which reinforces Eastlands' unique identity within east Manchester and Manchester as a whole and communicates its importance as a place for community and sport;
- Appropriately integrate ancillary retail, office and residential uses to maximise their mutually supportive potential;
- Ensure the Etihad Campus can act as a catalyst for the ongoing regeneration of surrounding districts;
- Develop creative solutions for addressing infrastructure challenges, such as the proximity of the gasometers, associated pipelines and existing road and rail infrastructure

Deliver improved social and economic outcomes

The Eastlands Regeneration Framework will provide significant opportunities for advancing the agenda for improving social and economic outcomes across east Manchester, and these will be taken forward through an accompanying Implementation Plan. The opportunities include:

- the creation of a high quality sporting and leisure offer that is accessible not only to elite and performance athletes but also to local schools and local residents helping to improve health and well-being outcomes across east Manchester;
- the creation of new local employment and active recruitment and training initiatives to increase the prospects of local residents securing jobs;
- Where possible and led by best value, engage in local procurement with authentic, sustainable supply chains;
- The opportunity to strengthen the existing educational provision and performance in east Manchester, providing a high quality vocational and academic offer which cater for the needs of all young people, and using sports and education to reach dis-engaged groups;
- increasing and linking together green space across east Manchester; and
- acting as a major catalyst for driving forward and encouraging the retention of existing residents and attracting new working households to live in the wider east Manchester area

task of significantly reducing the long term impacts of the social and economic decline which affected east Manchester in the latter half of the 20th century.

The Eastlands Regeneration Framework will be rooted within an approach to securing improved social and economic outcomes across east Manchester. The reach and impacts of the physical transformation of Eastlands will benefit from the next generation of investment will be profound, contributing very significantly to the long-term

05 A Strategic Framework for Eastlands

The Opportunity

The Etihad Campus along with the Ashton Canal Corridor present an extraordinary opportunity to extend the vibrancy and success of the city centre east to the Etihad Campus and beyond via a development corridor that follows the line of the Metrolink from the city centre, Ashton Canal and River Medlock via New Islington, Holt Town and the Etihad Campus.

The overall development opportunity breaks down into two distinct geographical areas, the Ashton Canal Corridor and the Etihad Campus. The overall area should be considered as one in respect of the overarching strategy, land uses, critical infrastructure and phasing. However, each requires to be considered in terms of approach, depth of design, planning resolution and delivery.

The Etihad Campus and the Ashton Canal Corridor will have common themes based on assigning appropriate land uses across the area, to ensure a vibrant city centre character of complementary development delivering:

- a sport, leisure and recreation economic cluster at the Etihad Campus;
- world-class sports and leisure facilities;
- a mix of residential and commercial development along the Ashton Canal Corridor;
- a distinctive urban form; and
- a high quality public realm.

The Ashton Canal Corridor, framed by the city centre and the Etihad Campus, represents a primary opportunity for expanding the city's urban core, building on the Metrolink asset, and exploiting assets of historic mills, the Ashton Canal, and the green corridor either side of the River Medlock.

The Etihad Campus has the open land to create a distinctive contemporary cityscape, with few constraints and set around a world-leading sporting infrastructure. This is land where distinctive and ambitious new uses can be considered.

Within the broader mixed-use development of the Etihad Campus and the Ashton Canal Corridor, there is a desire to bring forward a number of distinct development themes that will underpin the new economy of the area, and recognises the unique character and potential of this part of Manchester.

The first theme is sport driving the cluster of world-class assets of the Etihad Campus and wider city, tied to the Higher Education sector. The aim is to create a global exemplar of its type. This creates enhanced scope for a broad-based development of leisure and recreational uses.

The second development theme is the accelerated delivery of new commercial development that can exploit the presence of Higher Education and the strong research base which this institution will have along with Manchester's track record in industry, craft and making. The availability of high quality workspace which can meet a spectrum of end user requirements is key.

The third theme is to shape the spread effects of introducing Higher Education into the Ashton Canal Corridor, helping to underpin the sports, leisure and recreation component through complementary commercial development, facilities and student accommodation.

The fourth theme is the provision of a high quality residential community. Recent developments at New Islington and Ancoats and similar neighbourhoods demonstrate the demand for continued provision of high quality housing in the Ashton Canal Corridor. The establishment of a vibrant growing residential population, with a wide choice of housing, underpinned by good schools, social and cultural facilities will be a core component of creating a successful urban district. The Eastlands area offers the scope to broaden out the housing offer and to provide a range of housing for families, downsizing households, younger age cohorts working in and around the city centre, and students. The location of any student accommodation should be influenced by the anchor Higher Education Institution based at the Etihad Campus.

06 Eastlands: Development Principles

Overall Approach

As identified throughout this document, the Eastlands Regeneration Framework area covers a broad range of city environments, from existing housing and industry, underused and derelict land, world-class sports arenas, listed parks as well as historic mills and canals.

The Eastlands Regeneration Framework will seek to develop and enhance the programme of reconstruction and renewal, creating excellent neighbourhoods, comprising high quality buildings and spaces that engender a strong sense of place, community pride and longevity.

Buildings should make high quality homes and workplaces, and deliver exciting and stimulating public facilities.

Much of the remaining historic buildings, canals, streets and parks have been preserved because they are of great quality and have huge potential. Restoring and reusing our historic assets will underpin a sense of place and community longevity. Their presence will underpin a future urban environment that is distinctive and characterful.

The urban environment of the post war years is generally poor. Few buildings are of good quality and the neighbourhood lacks a distinctive cohesive character. Many buildings from this era are poor and a process of regeneration is replacing many of them.

Increasingly, more modern buildings are setting a good standard of design and quality, creating a sense of place.

This is from stadia and arenas to schools and homes as well as sports centres and colleges.

Delivering high quality contemporary buildings and places will ensure we create neighbourhoods that are enabling the best of urban living and ensuring the potential of the community is realised.

Creating communities and community pride, relies on close working with existing residents while the process of change and development is enacted. It relies on the buildings and places that are created being entirely relevant to those who will occupy them, across a broad spectrum of needs from young to old, buyers to renters, families to the elderly and single, employer and employee.

There is a need to create places for all, that are safe and secure, that encourage community interaction, but also provide retreat and quiet from busy urban life.

Sustainable and resilient design is a given. Low carbon homes with low energy and resource demand are part of the process of making housing affordable in the long term, and creating cities of the future.

Electric car charging, bicycle facilities, well-lit streets and paths, access to the tram, will all encourage sustainable transport.

Resilient power, fibre infrastructure and flexible energy sources will ensure smart management of homes, businesses and neighbourhoods and flexible land use and occupation.

Response to place is essential in the Eastlands area. With iconic assets and places, including the historic mills, the Ashton and Rochdale canals, the River Medlock, the Etihad Stadium as well as other assets – Philips Park, Clayton Hall along with numerous local streets and places, and iconic industrial structures both big and small, the opportunity is there to create neighbourhoods that have real distinction and local relevance.

The dominant mill buildings should continue to set the height and massing for structures in the Holt Town area. New development should support their regeneration, status and place-making potential. Their relationship with the canal and its infrastructure as well as the surrounding streets should be read together as a set piece informing townscape character and development.

Massing and density across the Regeneration Framework area will vary, but it should anticipate the emergence of the area as an edge of city centre scale development, with a density and massing that facilitates vibrant activity and multiple land uses. Development projects should realise the full potential of the tram system as an enabler of density and permeability and the reducer of car use.

Contemporary design will be a critical tool in delivering the quality of place that is sought. Recent developments in Ancoats marry historic buildings with contemporary architecture and advanced construction technology to create a high quality built environment and townscape. The use of contemporary design also enables flexible buildings and high performance with regard to energy and operation.

Sustainable place making relies on high quality community resources, surgeries, schools, shops, entertainment and culture and public realm. The regeneration of the Eastlands area will ensure that community facilities reflect the growing population and its needs and underpin a diverse community and economy. New schools will be required, as will additional local retail, other quality services along with high quality management of the place.

Residential quality is essential to the creation of a stable and buoyant neighbourhood. The adopted Manchester Residential Quality Guidance referenced earlier in this document sets out the city's expectation on a variety of residential types from apartments to houses. Manchester has a strong tradition of quality urban development.

Across the Eastlands area we seek to encourage a diverse workplace offer. Land at the Etihad Campus will deliver commercial development aligned with the new technology and sports, leisure and recreation cluster. Across the Eastlands area, workspace provision will be integrated into mixed-use neighbourhoods across a range of scales and types. Good neighbour uses will be encouraged and this could cover a range of workplaces from light manufacturing and processing to more traditional service and office based activities. The tram system enables easy connectivity to the city centre and the wider economy and a high quality fibre infrastructure will encourage diverse employment uses.

Supporting Strategies

The Eastlands area has many great assets, most of which can be described on a neighbourhood by neighbourhood basis. However, two critical elements unite the broader regeneration area and are worthy of consideration as cross-area strategies; the Medlock Valley and the Ashton Canal.

The Medlock Valley and Philips Park

The Medlock Valley and its associated open space, including Philips Park, forms the core recreational space for the Eastlands area as well as the backbone for critical strategic footpath and cycleway provision.

To the east along the Medlock Valley, Philips Park is a listed open space with a high quality environment and a range of high quality recreational facilities. Philips Park links directly to the green spaces that run in an unbroken chain to the Pennines along the Medlock. Strategic cycle routes and footpaths follow the river providing an opportunity for adjacent communities to be tied in to the green space.

To the west of Philips Park, the Medlock open space chain is broken beneath the Etihad Campus site, and when it re-emerges the green space is more urban, and of a lower quality. Much work has taken place to encourage and restore the ecological value of the valley, but it is yet to achieve a higher recreational value, nor does it provide the key public realm structure required to link the area together.

The Lower Medlock Valley is a key undeveloped asset within this Eastlands Regeneration Framework area, and one that can provide valuable direction for establishing a new character for the district. The river valley can be improved as a whole, and at its boundary with the city centre, can make the critical connections which will increase its use and perception as a city-wide asset.

The transformation of the valley should have three primary goals:

- The appropriate ecological restoration of the river as an aquatic and terrestrial habitat;
- The attraction of increased people activity through the extension of continuous pedestrian and cycling trails connecting to the city centre and the Etihad Campus and the creation of appropriate activity along the valley;
- The use of the improved valley lands as a 'front' for new development.

The improvement of the valley should be undertaken not only for environmental and recreational purposes, but to enhance a natural asset that can provide improved property value, provide 'address' and a consistent sense of place deep into the Ashton Canal Corridor, of city wide scale, extending to the city centre and through the Etihad Campus to Philips Park and beyond.

The development of the proposed HS2/ NPR station will have a transformative impact on the city centre and Eastlands, opening up new business and development opportunities, restructuring the road and open space

pattern in the area between the new station and Great Ancoats Street. Master planning for this area has been initiated and suggests new opportunities for improving the connection between the Ashton Canal Corridor and the city centre, to help overcome the isolation, both real and perceived that the area now experiences. Specifically, the new road patterns could provide the potential for a clear and attractive route between the Lower Medlock Valley and Holt Town to the city centre which does not exist today.

Future development should be designed to engage with Philips Park and the Medlock River Valley. This will ensure a close relationship with the new neighbourhoods. An overarching strategy for the Medlock River Valley would ensure the best of the valleys potential is realised for existing and new residents and that landowners understand their obligations in contributing to the creation of an enhance park system.

The Ashton Canal

The Ashton Canal is the primary feature of the corridor and is the principal route through the historic core of the Eastlands area and the higher density neighbourhoods. The canal also mirrors the route of the tram.

The canal is another critical spine of the public realm structure, tying pedestrian and cycle routes west, directly into the city centre, Ancoats and Piccadilly station and out east to the Etihad Campus, Clayton and beyond.

The density of the canal corridor demands a significant upgrade in the public realm adjacent to the canal, high

quality lighting, security systems, additional bridges and access points as well as new links to neighbourhoods north and south.

New development should promote connectivity to the Ashton Canal. Additional access points down to the canal tow paths will be encouraged to improve connectivity through the area as part of a wider network of pedestrian connections. These routes should be treated as key linkages as well as a leisure and amenity resource. They should be viewed as a character feature presenting the opportunity to create a special setting for new buildings.

New development adjacent to the canal should provide activity and natural surveillance creating human scale streets and spaces. Better quality canal crossing and access points should be considered in appropriate locations reflecting principal desire lines.

The quality of the tow path environment could be significantly improved to increase its effective width for pedestrians and cyclists and provide for more access and better oversight, visibility and lighting to enhance the sense of personal safety. There are important opportunities at the western end at the Beswick Street and Carruthers Street bridges for café-style activity to animate these sections of the canal.

To the eastern end, where the canal crosses into the Etihad Campus, a landscape design could improve the connections to the Lower Medlock Valley and New Viaduct Street and provide an attractive setting for the dramatic confluence of canal, river and road that occurs there.

The extent of works required speaks to the need for a comprehensive use and design strategy, an implementation strategy that clearly sets out the contributions required of landowners and developers, and a management and maintenance strategy that deals with the upkeep of the public realm and waterways.

Building New Homes

As a result of projected population and economic growth, there is an identified need for additional housing to provide current and future residents with a range of accommodation options within highly accessible locations.







As already identified, the Eastlands area is ideally placed to meet this need. It is envisaged that Eastlands will accommodate a significant number of new homes over the next 15 years, providing a range and mix of residential accommodation in high quality and well managed environments that will ensure the emergence of vibrant new neighbourhoods of choice.

It is anticipated that these will be areas of substantial change and development; however, these are described against a backdrop of existing neighbourhoods and communities that will continue to be at the core of the Eastlands area. New development areas will be integrated with these existing communities, physically linked, sharing streets and neighbourhoods, school catchments, parks and services.

Utility Infrastructure

Considerable investment in supporting infrastructure is required across the area. In particular, upgrades to the electrical supply system to provide for development and a growing population will need to be implemented. A range of power solutions will establish a robust power supply network, including a micro grid across key areas. Sustainable infrastructure solutions will anticipate developments in low carbon supply.

07 The Design Directions for Eastlands

-  Area 1: Etihad Campus Higher Education Sports Campus
-  Area 2: Etihad Campus: Commercial
-  Area 3: Holt Town
-  Area 4: Lower Medlock Valley
-  Area 5: Beswick
-  Area 6: The Croft Street Triangle

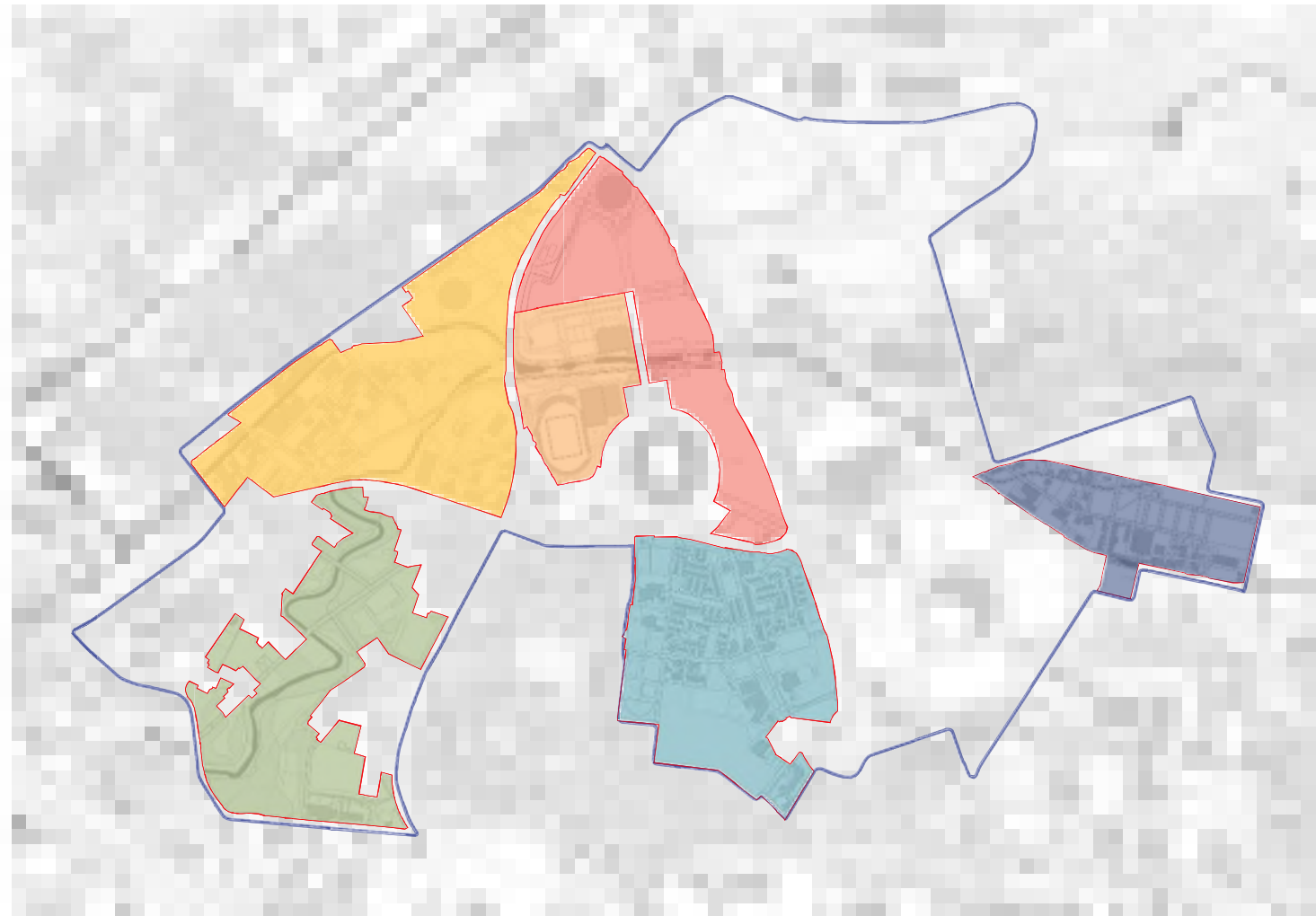


Figure 7.1 Eastlands Regeneration Framework sub-areas

Centred to the north and south of the Ashton Canal to the north west of the Etihad Stadium adjacent to the existing Regional Athletics Centre, the indoor training centre, the Squash Centre and the Tennis Centre, this part of the site will accommodate new higher education and support facilities, including offices, labs, lecture theatres and training space for over 3,000 students. A high quality academic campus will be linked to the surrounding community through shared facility use and public realm network.

Development on the north side of the canal should establish a positive relationship with the canal edge, to bring a new level of activity to this part of the Ashton Canal and to help animate the area through the year and on non-match/ event days. The proposed location may require the relocation of the gas supply network that traverses the site and remediation is likely to be required to bring this development forward.

The Higher Education Campus will build on the wealth of sports infrastructure clustered around the Etihad Stadium and integrate with existing and new sports businesses and organisations at the Etihad Campus. These facilities will continue to provide an important resource not just for the wider community but also enable them to support the education programmes and research to be delivered through the anchor higher education partner.

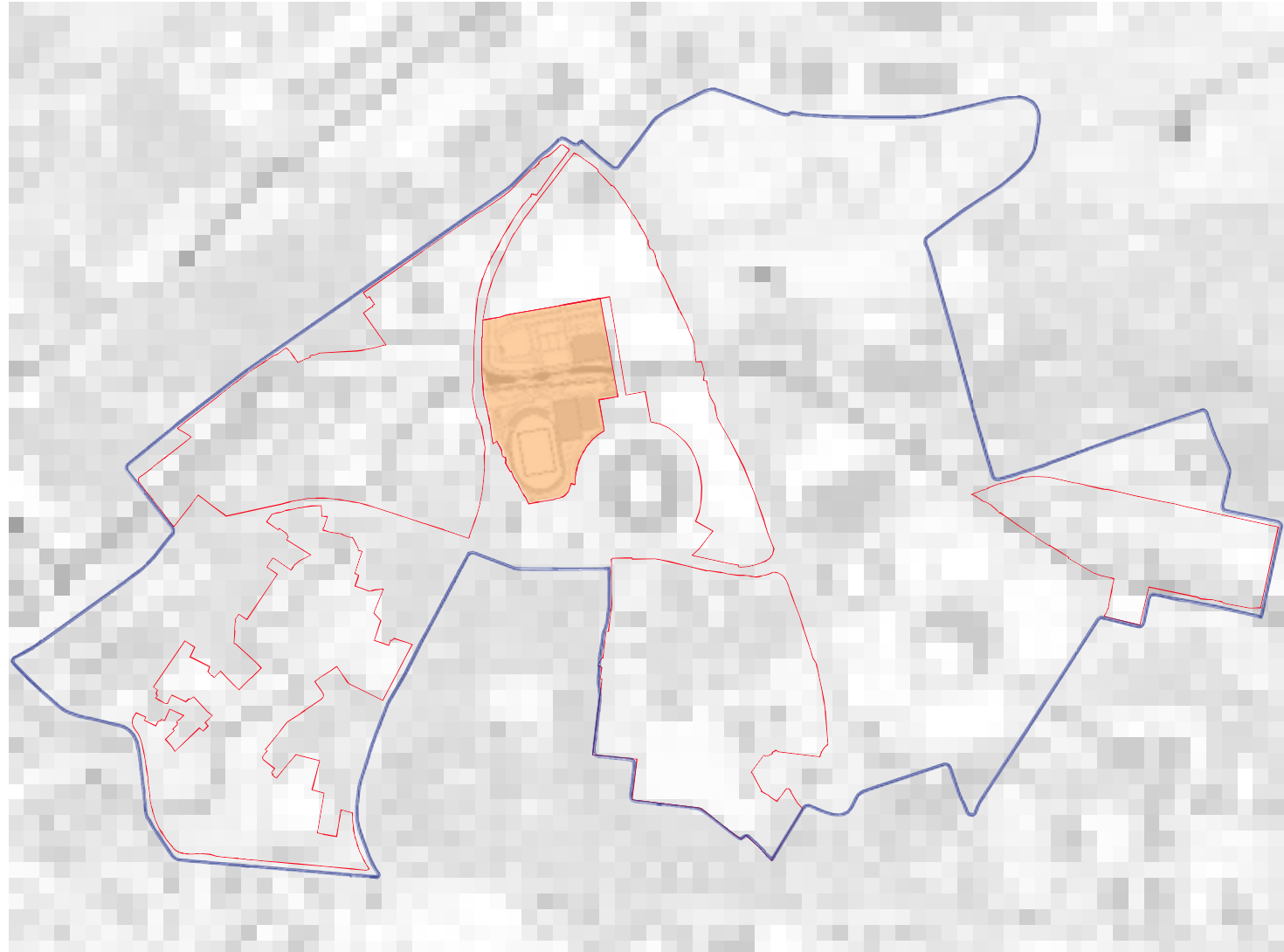


Figure 7.2 Location plan

Area 1: Etihad Campus Higher Education Sports Campus



1. View of Etihad Stadium from 400m athletics track



2. View of canal lock looking East



3. View of squash/indoor athletics centre from Joe Mercer Way



4. View of Etihad Campus station

Area 1: Etihad Campus Higher Education Sports Campus

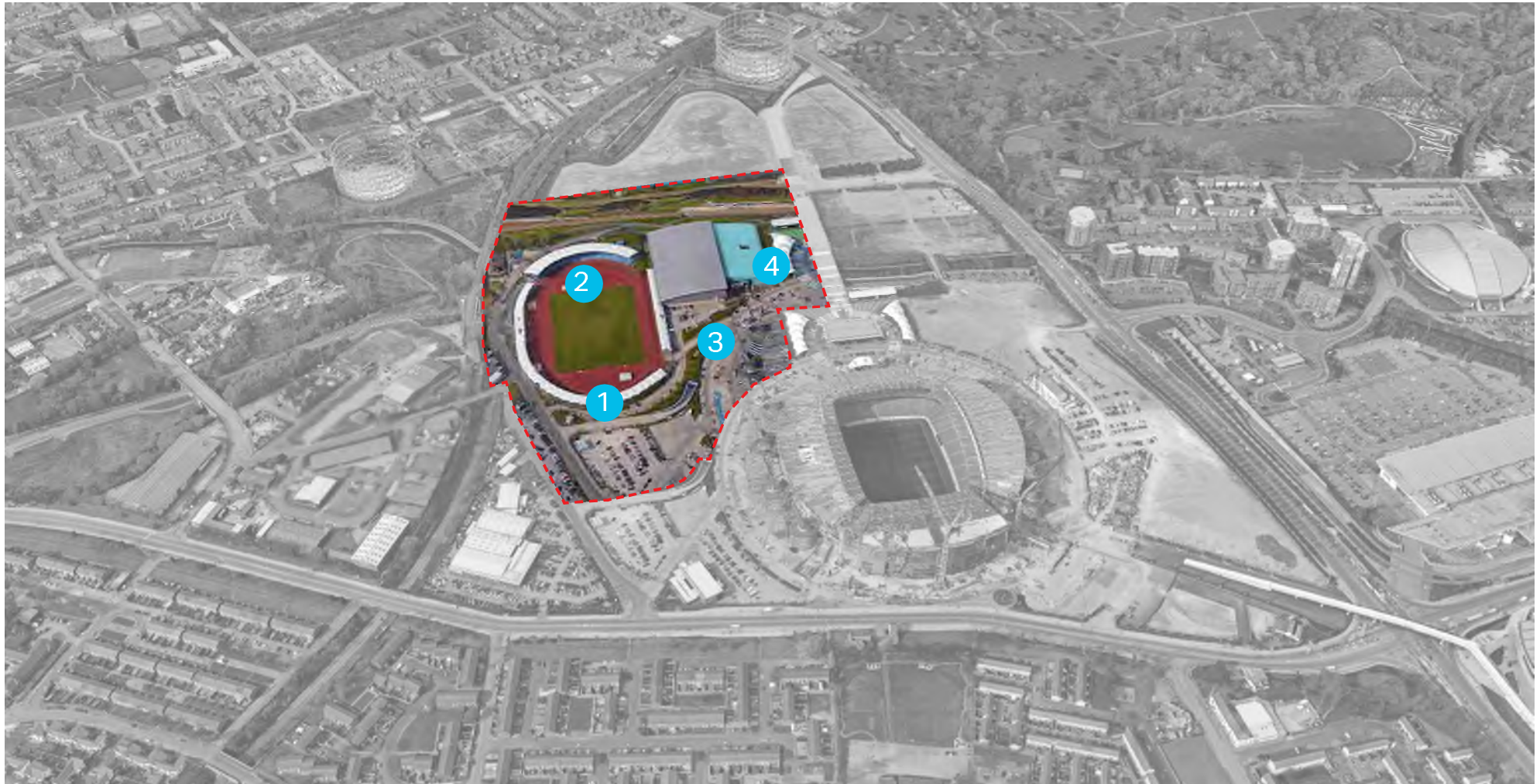


Figure 7.3 Aerial view of the regeneration area from south

Area 2: Etihad Campus: Commercial

The land to the east of the Etihad Stadium from the Bradford Road Gasholder in the north southwards to Ashton New Road will be zoned to support both the development of those economic sectors in which the city-region already has strengths including the development of the sports, leisure and recreation economic cluster that will build upon the inherent sporting strengths of the Etihad Campus together with the establishment of the Higher Education Sports Campus. The site provides a largely blank canvas on which to create a significant new mixed-use quarter that builds on the sports and higher education ambitions for the area.

The facilities needed to deliver a globally competitive environment for such commercial ambitions will include commercial development space that can support new and existing businesses, large and small, and who seek to innovate and create.

Hotels, retail (including specialist sports retail), food and beverage and associated car parking will not only support the wider commercial development ambition but also add value to the destination that the Etihad Stadium has established over the last ten years. New facilities will be accessible to residents and visitors from the wider region and easily accessible from the tram stops at the Etihad Campus and adjacent areas.

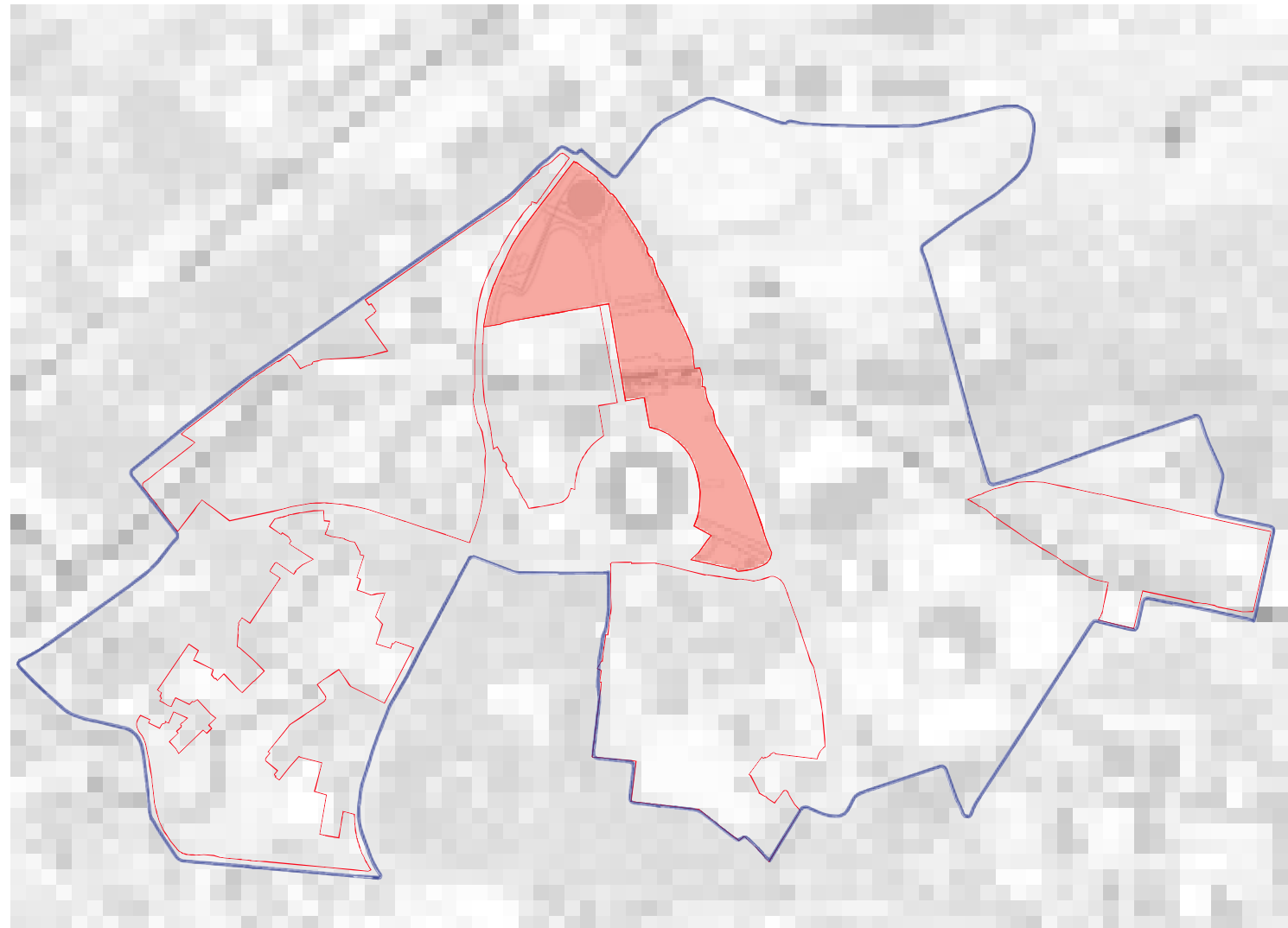


Figure 7.4 Location plan

Area 2: Etihad Campus: Commercial

07

The Design Directions for Eastlands

DRAFT EASTLAND REGENERATION FRAMEWORK



1. View of Etihad Stadium from the southeast



2. View of Etihad Stadium from the CFA bridge link



3. View of Bradford Gas Works

Development at the Etihad Campus will need to accommodate match-day access requirements but will also aim to bring sustained activity to the site year-round. This should establish a positive frontage onto Alan Turing Way and should take account of the existing and planned pedestrian routes, including the elevated pedestrian bridge and links to other parts of the Etihad Campus to the north. Development should bring together uses that are highly complementary and that will also serve the evening economy.

There is the opportunity for a high density commercial frontage to Alan Turing Way. Development should be sensitive to maintaining views of the Etihad Stadium along Ashton New Road/ Alan Turing Way while framing new views.

Development should consider the need for new pedestrian connections across the whole site and should also establish a strong frontage onto Joe Mercer Way, which will continue to serve as a pedestrian-priority spine through the Etihad Campus. Primary vehicular access to this site should be from the existing access road off Alan Turing Way. Scale and massing should give prominence to this part of the site in the wider context – for example responding to the existing apartment buildings to the east side of Alan Turing Way and the open spaces of Philips Park.

Towards the north of the Etihad Campus, consideration should be given to retaining the gas holder structure at the northern end of the Joe Mercer Way axis if an economic case can be established. There is also an opportunity to improve connectivity into the wider area

by means of the existing link under the railway viaduct to Broxton Street.

Development will provide a backdrop to Philips Park and opportunities should be considered for providing improved pedestrian and cycle access to the Park. This part of the site will have two primary vehicular access points at the north and south and development should provide a positive frontage to Joe Mercer Way and take account of the scale and presence of the gasholder immediately to the north.

Development of this whole site should identify opportunities to build on the sports and recreation theme offered by the Etihad Campus site and the open space strategy should encourage physical activity across the area. Development should anticipate any proposals in the future to re-distribute Etihad Stadium parking, currently occupying the site, which may include the siting of a multi-story parking structure on the site.



4. View of Joe Mercer Way Bridge

Area 2: Etihad Campus: Commercial

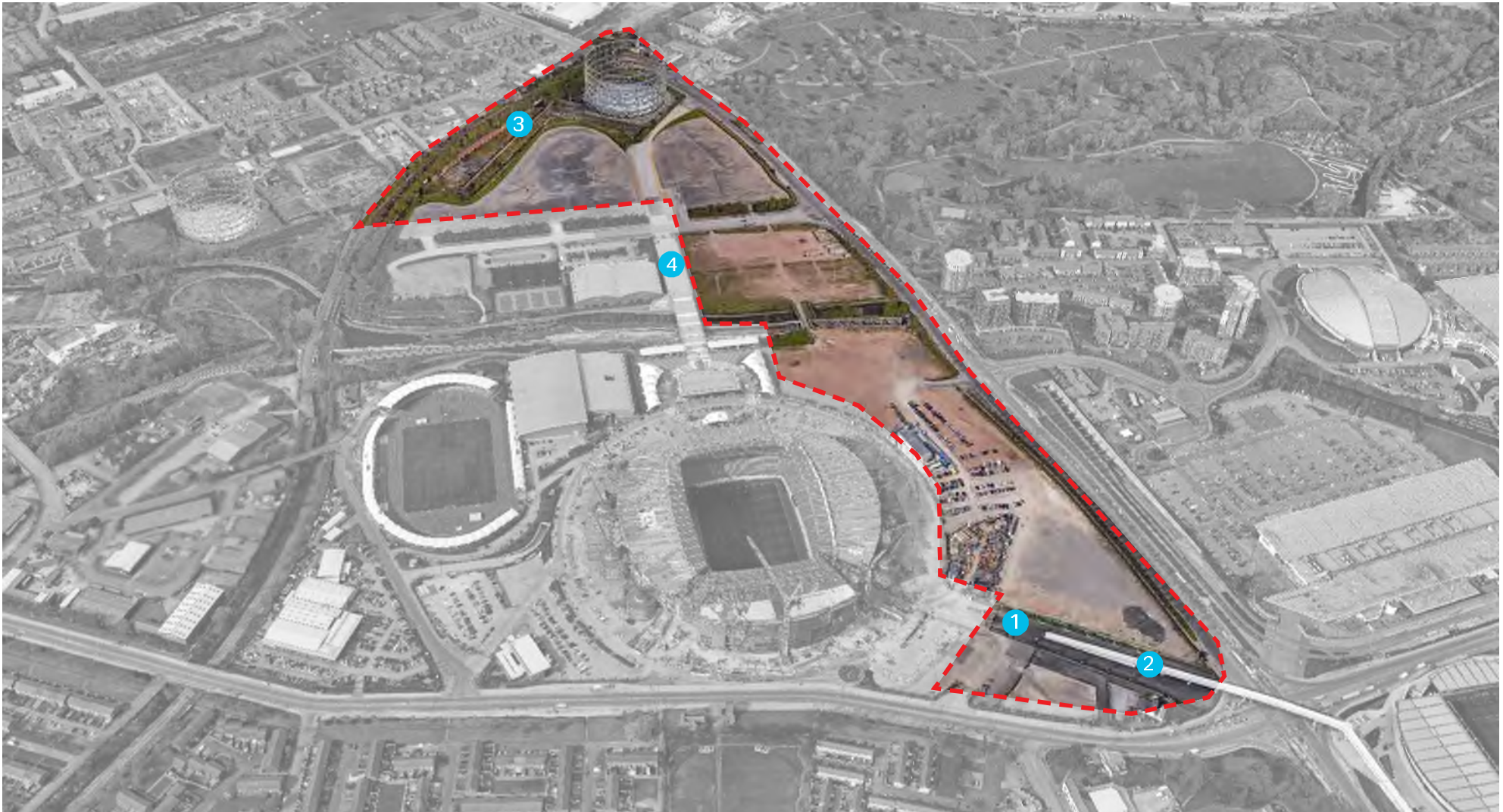


Figure 7.5 Aerial view of the regeneration area from south

Area 3: Holt Town

A mixed-use neighbourhood is anticipated of higher density residential including family homes, employment space for a wide variety of businesses from makers to tech, and a cultural and entertainment cluster. Local retail and services to be included to support the wider area. Maximum use to be made of the proximity to Holt Town Metrolink stop.

The extraordinary listed former mill buildings offer significant potential for commercial or residential conversion, as well as providing the iconic image of the area. Density of development should be similar to that in the Ancoats area, allowing the existing mill buildings to be the dominant urban form.

Infill development around the mills should be encouraged. The significant areas of open space should be sensitively developed to create additional mixed-use development animating adjacent street frontages and framing views to key buildings. Existing residential areas to be sensitively integrated into the new development areas. Poor neighbour land uses to be relocated and land remediated.

Additional canal towpath access for cyclists and pedestrians is required, together with security and lighting improvements. Regeneration of the area will be underpinned by the reuse and

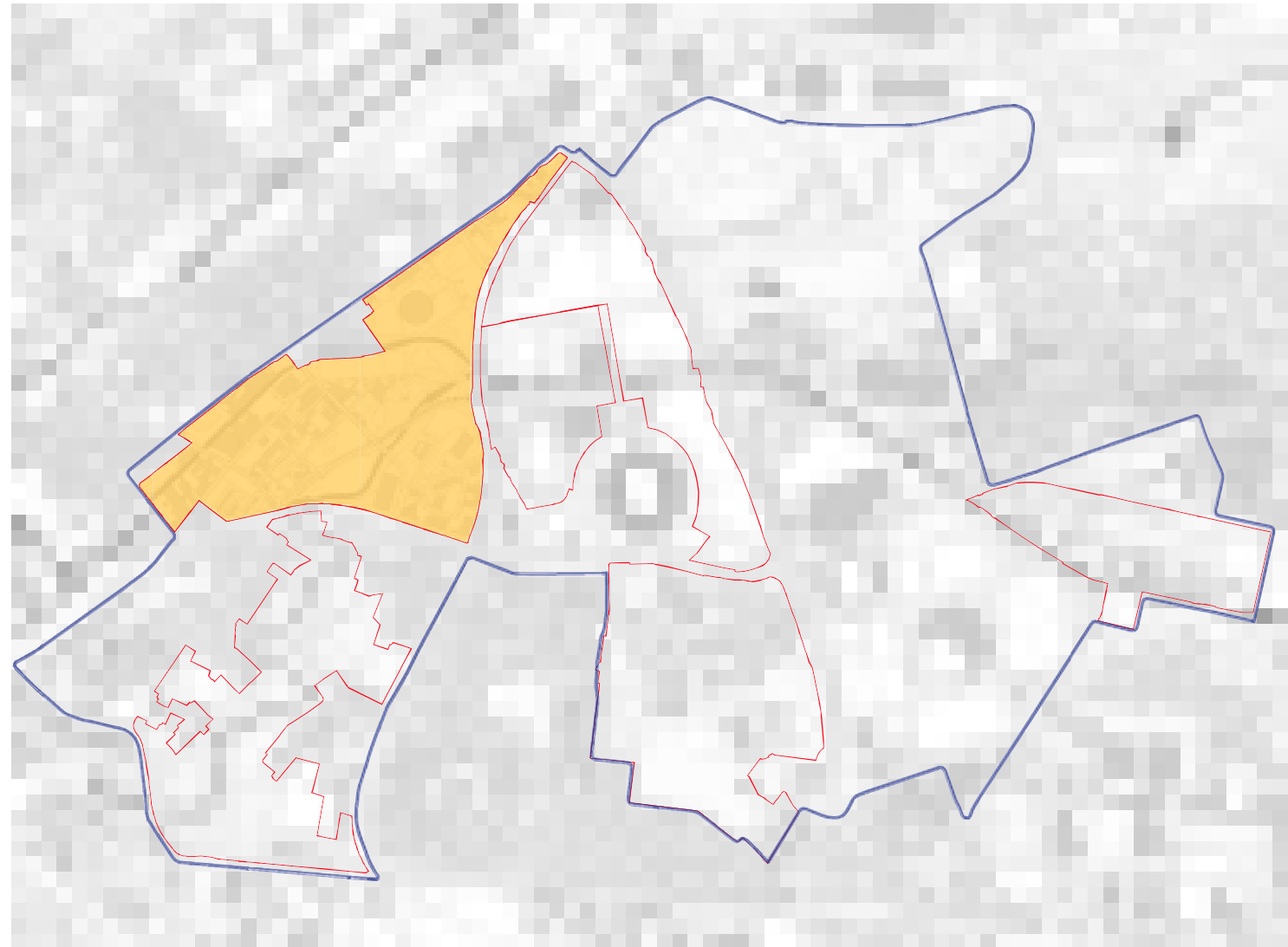


Figure 7.6 Location plan

Area 3: Holt Town

07

The Design Directions for Eastlands

DRAFT EASTLAND REGENERATION FRAMEWORK



1. View looking East



2. View of Brunswick Mill frontage onto Bradford Road



3. View towards gas holder



4. View of Old Mill from Pollard Street

preservation of historic mill buildings fronting onto the canal. Infill developments on adjoining undeveloped sites should be of a scale and character to complement these buildings, reinforcing the respective identities of the old and the new. Development should bring natural surveillance and new activity to the streetscape and towpath, and should build on the existing gridded network of streets to re-establish Holt Town's urban grain and support a critical mass of new development around the canal and its listed buildings.

Significant interventions will be needed to create the right context for investment in the creation of sustainable residential-led neighbourhoods. It will require collaboration between landowners as ownership is fragmented, and there is a risk of inappropriate, piecemeal development.

Consideration will also be given to the location of facilities such as health-care and retail to support the community in the Holt Town neighbourhood.

Area 3: Holt Town



Figure 7.7 Aerial view of the regeneration area from south

Area 4: Lower Medlock Valley

Sitting adjacent to Piccadilly Train Station, which in itself is anticipated to benefit from the arrival of HS2 and Northern Powerhouse Rail (NPR) over the next 15 to 20 years, the Lower Medlock Valley offers the opportunity to create a new residential district, rejuvenating the river valley environs. In the context of the expanding city centre, and the arrival of HS2 and NPR, the land to the west of the River Medlock should come forward as primarily higher density family residential mirroring the typology found in the recent Ancoats developments. An urban feel to the street patterns and materials will recognise the proximity to the city centre.

New residential development should seek to create a new urban setting for the River Medlock Valley and to extend the scale and density of development currently found north of Every Street. It is proposed to achieve this by developing on land between Every Street and Palmerston Street, with a priority on residential development that combines a range of housing types, including townhouses and apartments.

The transformation of the Lower Medlock Valley into a highly valued new neighbourhood will entail a full appraisal of its existing ecological and environmental assets and an understanding of the water and flood management considerations. Interventions into the area will include new access routes and pathways (including pedestrian bridges) and other measures to create a safe and highly valued neighbourhood.

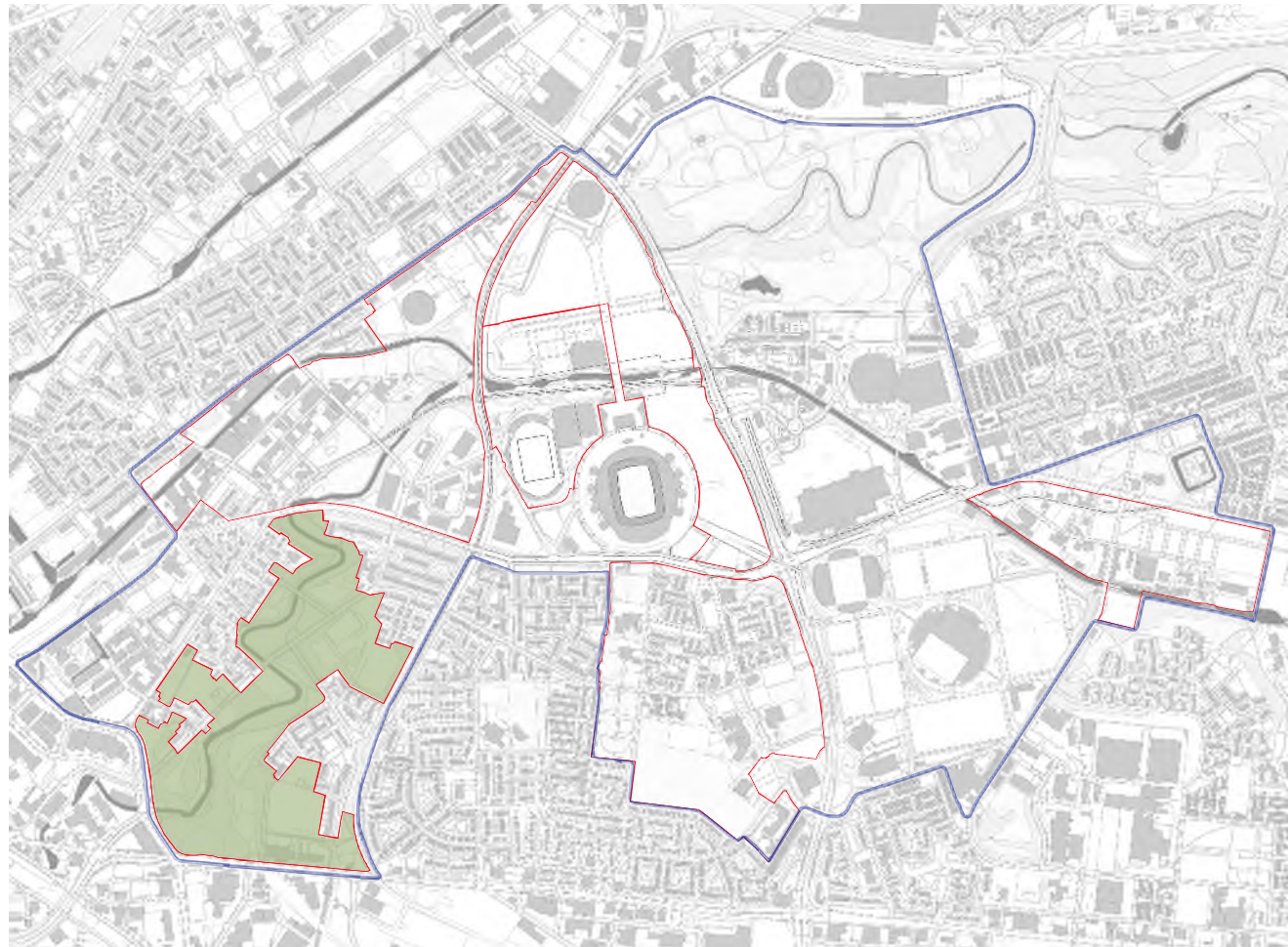


Figure 7.8 Location plan

Area 4: Lower Medlock Valley

07

The Design Directions for Eastlands

DRAFT EASTLAND REGENERATION FRAMEWORK



1. View of open land from Palmerston Road



2. View North along Limebank Street



3. View of River Medlock looking South



4. View of River Medlock looking West

Area 4: Lower Medlock Valley



Figure 7.9 Aerial view of the regeneration area from south

Area 5: Beswick

At the southern end of Grey Mare Lane, the last five years have seen a very significant transformation of this part of Beswick. The area, however, remains a predominantly residential area that has the potential for further investment to improve the existing homes but also to provide new homes, particularly at the northern end of Grey Mare Lane.

One Manchester, the principal landlord, should be encouraged to take the lead in establishing a transformation programme for the Beswick estate in and around Grey Mare Lane, offering a mix of dwelling types, including well-planned apartments, town houses and family homes. The design of this residential community should be planned around clear and safe pedestrian and cycle routes with parking carefully managed to maximise the quality and extent of shared landscape spaces and play areas.

The opportunities to develop a sport, leisure and recreation led economic cluster along with the proposals to bring forward a higher education presence at the Etihad Campus provide the necessary conditions for the former Greater Manchester Police HQ at the southern end of Grey Mare Lane to now be brought forward for development. This commercial office space development will strengthen the employment offer in the area, create additional footfall to underpin existing and new services and provide the opportunity for space to be aimed at small and medium sized businesses.

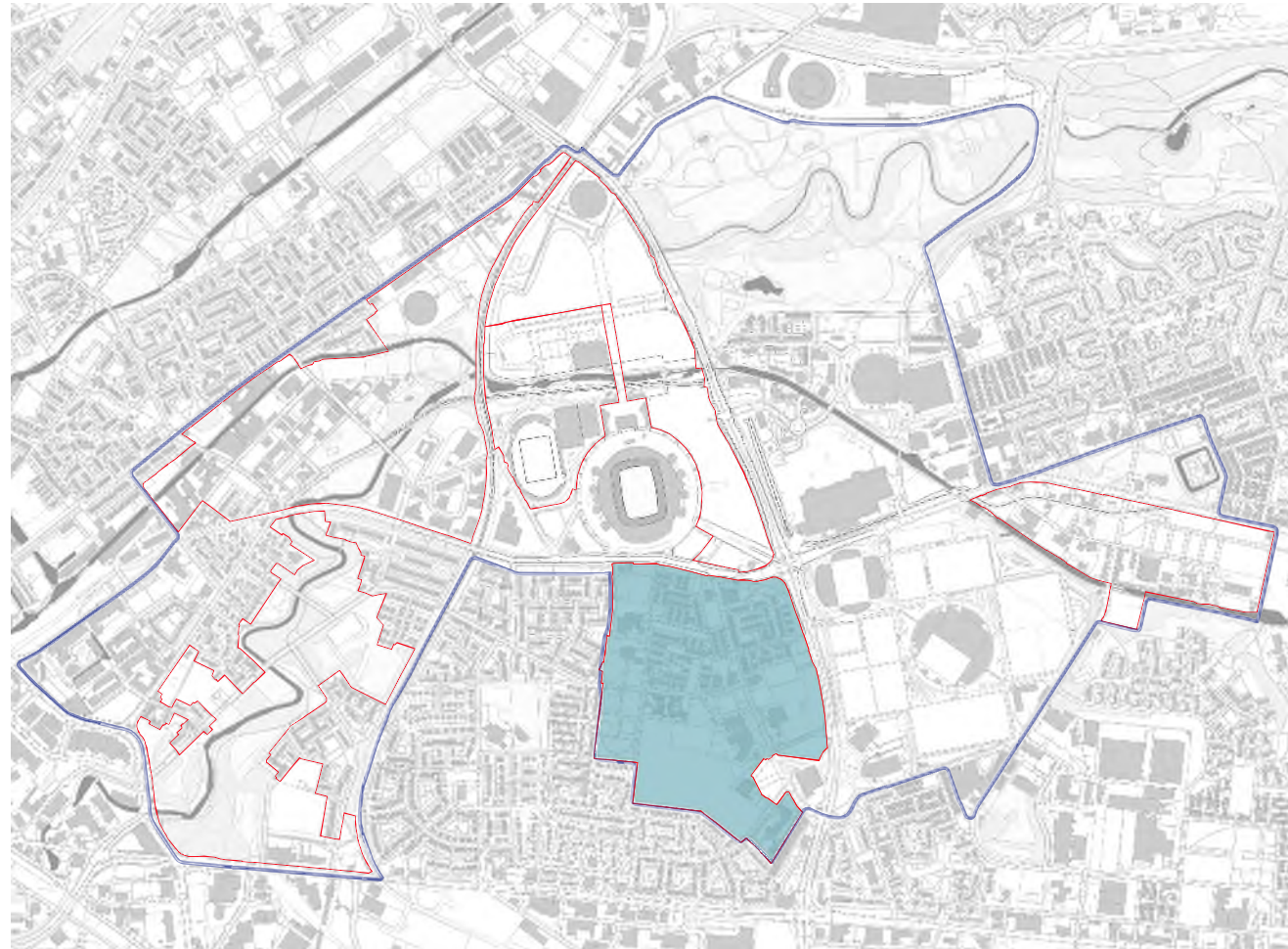


Figure 7.10 Location plan

Area 5: Beswick

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The Design Directions for Eastlands

DRAFT EASTLAND REGENERATION FRAMEWORK



1. View of Bradford Park entrance



2. View of East Manchester Academy and Beswick Library



3. View of existing properties at Hopedale Close



4. View of East Manchester Leisure Centre

Area 5: Beswick



Figure 7.11 Aerial view of the regeneration area from south

Area 6: The Croft Street Triangle

This will be a predominantly residential neighbourhood, with mid-density housing taking advantage of the Clayton Hall Metrolink stop and ease of access to the city centre.

The south facing canal frontage creates the opportunity for high quality, medium density housing, while the high profile frontage to Ashton New Road encourages metropolitan densities, local retail and services. Clayton Park and Hall provides local amenity value as does the easily accessible Philips Park. Existing poor neighbour uses will be relocated freeing up the canal frontage to form a high quality setting for residential uses and public realm.

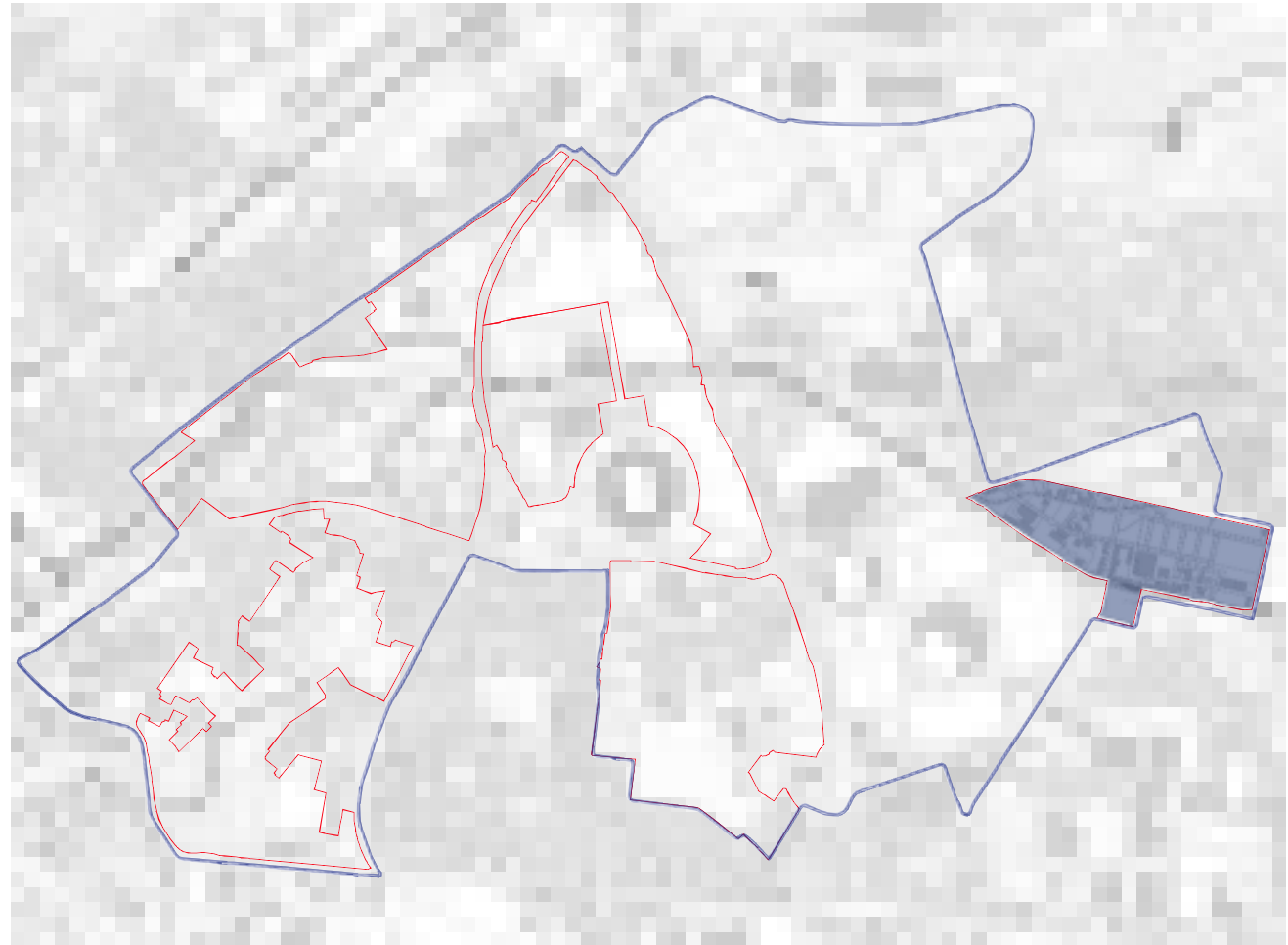


Figure 7.12 Location plan

Area 6: The Croft Street Triangle

07

The Design Directions for Eastlands

DRAFT EASTLAND REGENERATION FRAMEWORK



1. View of the Ashton canal near Crabtree Lane



2. View of existing industry



3. View of green space from Ashton New Road



4. View of canal side warehouse

Area 6: The Croft Street Triangle



Figure 7.13 Aerial view of the regeneration area from south

08 Implementation Plan

Phasing

This Regeneration Framework proposes a series of interventions which will build on the successes achieved in east Manchester to date. The comprehensive development of Eastlands will require a robust phasing and commercial plan to be put in place and the objective should be to have this available for the autumn of this year and for this to be the subject of periodic review.

Maximising the Benefits

The initiatives outlined in this Eastlands Regeneration Framework are aimed at capitalising on and completing another round of major investment in large-scale development opportunities. The impacts of each initiative must be carefully managed to ensure optimal outcomes for the Eastlands area, and for all of Manchester.

Investments of the scale proposed in this Regeneration Framework will bring important benefits to the local area. Anticipated investments will reflect the ambitions for east Manchester which have been set out in successive planning frameworks of seeking to create an attractive and very special urban place of international repute ensuring that the area can make a unique contribution to Manchester with its focus on delivering a high-profile sport, leisure and recreation economic cluster. As the various proposals move forward and further work is undertaken to detail development schemes, discussions on the potential Section 106 obligations will be undertaken to ensure the best outcomes for the area. Planning obligations may

include the provision of community and social infrastructure, affordable housing, employment initiatives, transport improvements, public realm enhancement and related benefits.

Directions for Action

This refreshed Eastlands Regeneration Framework establishes an overall vision and approach for moving forward with the next stages of development in this key district of Manchester. Further major investments are anticipated which will be transformational. The phasing and commercial plan will form the development strategy for the Eastlands Regeneration Framework area will address:

- Robust neighbourhood centres, defined by access to public transport, particularly the Holt Town Metrolink stop;
- A strong focus on providing broad appeal, high quality market and affordable housing across the rental and for sale markets;
- The provision of high quality, well managed student housing;
- A broad workspace providing for SME scale occupiers, across the manufacturing, tech, arts, media and the "sports, leisure and recreation" sectors;
- A strategy that puts in place a number of creative and innovative meanwhile uses for land and buildings to sustain activity and interest in the near term;

- A land-use plan that seeks to develop local employment opportunities;
- Interventions which bring new activity and improved amenity to the canal and establishes positive links with Miles Platting;
- A plan that promotes improved east-west pedestrian and cycle links to the city centre and the Etihad Campus, and also north-south between adjacent neighbourhoods;
- An outstanding cultural, sporting and leisure scene, promoting the Etihad Campus as a distinct area of Manchester;
- A plan that, over time, relocates poor neighbour business uses to more appropriate locations so that land can be released for other, compatible uses;
- A strategy to consider important existing buildings within the Ashton Canal Corridor which could be retained, restored and adapted to help deliver regeneration along the canal and the Medlock. An assessment of the heritage value of the existing buildings will be needed to guide this process; and
- A strategy which provides a flexible platform for private sector investment in support of (but not exclusive to) the above intervention and actions.

Next Steps

In parallel with the consultation process that will be embarked upon to establish the support for the proposals set out in this Framework, the following steps will be undertaken in order to ensure that the potential of the Eastlands area can be successfully unlocked:

1. Commencing discussions with Sport England and ADUG to explore how their respective land interests, combined with the City Council's land interests, could be aligned to support the delivery of the vision and ambition set out in this Regeneration Framework;
2. Continuation of the discussions with Manchester Metropolitan University and other potential partners and the development of a robust business case for the Etihad Campus as a potential location for a world class Higher Education offer to deliver sports related undergraduate and postgraduate courses;
3. The continued development of the MLDC pipeline beyond Phase One to underpin its development programme for the next five years;
4. The continued support of development of robust proposals for extending the range of developer and investor participation in the transformation journey that is now very evident on the eastern side of the city centre;
5. Work with landowners and businesses focusing in particular on sites which are seen to be strategically important in progressing the transformation journey and to establish the reasons why development is being delayed. This analysis will address what role the Council can play in facilitating development in accordance with the final agreed Framework, including the case for deploying the Council's compulsory powers of acquisition.

