
**Manchester City Council
Report for Resolution**

Report to: Economy Scrutiny Committee – 6 December 2017
Executive – 13 December 2017

Subject: The Eastlands Regeneration Framework

Report of: The Chief Executive

Summary

The purpose of this report is to seek the Executive's approval to the Eastlands Regeneration Framework following consultation with residents, businesses, landowners and other stakeholders.

The report confirms that Manchester Metropolitan University will now establish the "Manchester Metropolitan Institute of Sport" within a new Sports and Innovation Zone on the Etihad Campus, which is now proposed to be expanded in order to accommodate this Zone.

Recommendations

The Executive is recommended to:

1. Note the comments received from residents, businesses and other interested parties contained within the report;
2. Approve the final draft Eastlands Regeneration Framework, attached in Appendix 1 of this report, that will guide the future development of the area, with the intention that it will also be a material consideration in the Council's decision making as a Local Planning Authority;
3. Welcome the decision of Manchester Metropolitan University to establish its sports academic base and associated requirements on the Etihad Campus – the Manchester Metropolitan Institute of Sport - within a new Sports and Innovation Zone on the Campus;
4. Approve the extension of the Etihad Campus westwards to accommodate the Sport and Innovation Zone with the boundary of this western extension now being Ashton New Road and the Medlock River as set out in Appendix 2 of this report;
5. Note that the City Council are working with Sport England, Manchester City Football Club, other landowners and businesses, who have an interest in the area of the Sport and Innovation Zone, to assemble the land needed for the Manchester Metropolitan Institute of Sport. Where the acquisition of property interests are required affected businesses will be relocated as far as possible within East Manchester so as to retain the employment base in the area. The

outcomes of this land assembly exercise will be reported to a future meeting of the Executive;

6. Approve the acquisition of all interests in land required to facilitate the development of the Sport and Innovation Zone and to note that this may require the City Council to explore the use of its Compulsory Purchase Order powers to secure such an outcome. A separate report to a future meeting of the Executive would seek formal approval for this course of action;
7. Note that a more detailed masterplan for the Sports and Innovation Zone and the Etihad Campus area around the Stadium will be commissioned by the Eastlands Strategic Development Company Ltd and the outcomes of that commission will be reported to a future meeting of the Executive; and
8. Note that the City Council will enter into discussions with One Manchester to explore how each organisation's respective land ownerships can be used to transform the Beswick, Clayton and Lower Medlock Valley neighbourhoods and deliver the Housing Affordability Zone ambitions previously agreed by Executive in October 2017. The outcomes of these discussions will be reported to a future meeting of the Executive.

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 Strategy and the Manchester Housing Affordability Plan that meets 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

It is anticipated that the acquisition will be funded from the existing Strategic Acquisitions Capital Budget, subject to approvals through the Council's Capital Approval Process.

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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
- The Eastlands Regeneration Framework, Executive, 8th March 2017
- Central Retail Park, Executive, 13th September 2017
- Housing Affordability Plan, Executive, 18th October 2017

1.0 Introduction and Background

- 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 within 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 growth 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 accommodate new commercial and residential development, 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 led the Eastlands Strategic Development Company Ltd in late 2016 to determine that a new planning framework was required to connect these two drivers together.
- 1.5 The March 2017 Executive considered a new Regeneration Framework for the Eastlands area, an area encompassing both the Stadium environs and along the Ashton Canal into both Holt Town and into the Lower Medlock Valley. In respect of the Stadium environs the draft Framework set out the intent to create a new economic focus around the Etihad Stadium, and developing what in effect will be a business park with a clear focus on promoting a sport, leisure and recreation economic cluster and, critically, this cluster being anchored by

a Higher Education Institute Campus. Beyond the Stadium environs the Framework proposed new 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 Stadium.

- 1.6 The March 2017 Executive subsequently endorsed a new Regeneration Framework for the Eastlands area as a basis for further consultation with local stakeholders and landowners affected by the proposals contained within it. This report seeks the Executive's approval to the Eastlands Regeneration Framework following the completion of that consultation process.
- 1.7 Since the March 2017 Executive work has also progressed with the Manchester Metropolitan University to develop a robust business case for the University to relocate and deliver its sports related undergraduate and postgraduate courses on the Etihad Campus. The University have now concluded that work and agreed to such a move. This report sets out those proposals in more detail.
- 1.8 Finally, the City Council acquired Central Retail Park on Great Ancoats Street from its current owner TH Real Estate and this transaction was completed in November 2017. This acquisition will help anchor the Lower Pollard Street end of New Islington and will, over time, help strengthen the platform for commercial and residential growth into the Holt Town area of the Framework area.

2.0 The Eastlands Regeneration Framework: the Public consultation Approach

- 2.1 Following the endorsement of the draft Eastlands Regeneration Framework for consultation by the Executive in March 2017 a consultation process was conducted following the May Mayoral elections and the June General Election.
- 2.2 The consultation process ran from Friday 9th June until Friday 4th August 2017 and was managed by staff from the North Neighbourhood Team in conjunction with officers from Strategic Development. The following consultation methods were used:
 - A drop in event was organised for residents and local businesses and was staffed by representatives from the City Council's North Neighbourhood Team and Strategic Development Teams along with representatives from One Manchester, the major Registered Social Landlord in the Eastlands area. The consultation event took place on the 29th June at Beswick Library;
 - Letters inviting residents and businesses to the events were sent via email and post to all residents, landowners and local businesses in the area along with resident groups. The consultation event was also promoted via a press release in the local news media and also via the Council's social media feeds;

- An Eastlands Regeneration Framework Consultation page was established on the Manchester.gov.uk website, which provided details of the draft Framework, with an opportunity to download the document and submit comments online. During the consultation period 1043 people visited the site with 928 people (89%) clicking to download the pdf version of the draft Eastlands Regeneration Framework Document;
- An email briefing along with a copy of the draft framework document was sent via email to key public services and statutory providers and to elected members from the Bradford and Ancoats and Clayton wards. Elected Members from East Manchester wards were also invited to the City Council's meeting of the Economy Scrutiny Committee on the 1st March 2017 where a series of comments were received prior to the Framework being considered by the Executive on the 8th March 2017.

3.0 The Eastlands Regeneration Framework: Consultation Outcomes

3.1 Thirty residents and business representatives attended and signed the attendance sheets at the event held on the 29 June, twenty three of these provided written comments. A further 16 residents and businesses provided comments separately via email or telephone call.

3.2 Notwithstanding the low levels of engagement from residents and local businesses that responded to the public consultation process a number of issues were raised that have been considered in both the final version of the Framework that is appended to this report or requires further, more detailed consideration going forward. Of the responses received 36 made positive statements about the draft Eastlands Regeneration Framework with the remaining responses not making a positive or negative statement either way. Other than the issues set out below, there wasn't any individual response which objected to the proposals in the draft Framework document. The following summarises the key issues raised:

- A number of residents from the Grey Mare Lane and the Lower Medlock Valley Neighbourhoods indicated a desire for comprehensive regeneration as they felt that these areas had been left behind during past regeneration schemes. A number of respondents indicated that they would be happy if homes were demolished so long as a right to return policy is in place;
- Comments were also received asking for a family home offer in the area as opposed to an apartment offer. The height of buildings in any future development were also raised as a concern;
- In addition specific comments were received about the Grey Mare Lane area in relation to retail provision and traffic movement;
- A small number of respondents specifically asked about the potential of Compulsory Purchase Orders being used and the potential for their properties to be affected;
- A small number of respondents also stated that the draft Eastlands Regeneration Framework provided a great opportunity to undertake schemes to improve the environment generally, and particularly in the

- Ashton Canal corridor itself and in the Lower Medlock Valley. It was acknowledged that there was a lot of underused land, and that much of it would be brought forward for development, but tree planting and preservation of well managed green spaces would be welcomed; and
- Businesses or landowners who responded welcomed the opportunity to work with the Council to help their business flourish or redevelop their land.

Written stakeholder feedback

- 3.3 Feedback was received from the Environment Agency, the Canal & River Trust, Quod (on behalf of National Grid), United Utilities, the Rugby Football League, Network Rail, The East Manchester Academy, Youth Charter, the Greater Manchester Combined Authority, Sport England and the Eastlands Trust that showed strong support for priorities and development principles set out in the draft framework document.
- 3.4 Both Manchester Metropolitan University and One Manchester provided feedback reflecting their strong commitment to playing an ongoing role in the transformation of the Eastlands Regeneration Framework area.

Manchester Metropolitan University

- 3.5 A central component of unlocking the vision of developing a sport, leisure and recreation economic cluster in and around the Etihad Campus has been the need to encourage the development of a leading higher education presence onto the Etihad Campus. The clear intent to attract such a higher education presence would be to:
- 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 Manchester Metropolitan University has responded very positively to this vision and ambition. They have now confirmed in their response to the consultation their intention to establish the Manchester Metropolitan Institute of Sport on the Etihad Campus. The University has stated a very strong desire to be part of a world-class sports hub, co-located with international leading sports organisations, businesses and national governing bodies. The Manchester Metropolitan Institute of Sport will deliver both undergraduate and postgraduate courses and will be anchored by research and development along with knowledge exchange in areas that the University can develop their international reputation.

- 3.7 Manchester Metropolitan University have stated a requirement for a 'campus-style' approach to the academic facilities and future student accommodation to create an excellent, world leading student experience. The University are keen for there to be an opportunity for space which can also promote innovation and business incubation to enable and support business spin-outs and new business growth aligned to the world of sport and leisure.

One Manchester

- 3.8 One Manchester are the largest owner of residential property within the Eastlands Regeneration Framework area. As the largest landlord One Manchester is a social business that looks to innovate new approaches and partnerships to tackle the issues which neighbourhoods face. Across the Eastlands Regeneration Framework area they manage a wide range of housing and the neighbourhoods in which these homes are located.
- 3.9 One Manchester have indicated that their Board is keen to promote a transformation of the Grey Mare Lane area and the wider Beswick environs and to work with the Eastlands Strategic Development Company Ltd on such proposals.
- 3.10 In addition they have stated an ambition to work with the City Council to partner on the development of the proposed Beswick and Clayton Housing Affordability Zones that lie both within and immediately adjacent to the Eastlands Regeneration Framework area. Similarly, there is a desire to review the resident feedback that has been received from residents who live in the One Manchester housing stock within the Lower Medlock Valley and to work with the City Council to determine a way forward.

Manchester City Council Economy Scrutiny Comments

- 3.11 In addition to the feedback received that is outlined above the Economy Scrutiny Committee of Manchester City Council considered the draft Eastlands Regeneration Framework at its meeting on the 1st March 2017. Local Elected Members were invited to that Committee meeting in order for comments to be received on the draft document. The minutes of that meeting noted that the following issues should be addressed in the final draft of the Eastlands Regeneration Framework document:
- The issues of housing mix and student accommodation be explored in more detail;
 - The issues of community engagement be explored in more detail;
 - The issues of transportation links and interconnectivity in the area are explored in more detail; and
 - That more detail be provided regarding how local residents will benefit from new job opportunities.

4.0 The Eastlands Regeneration Framework: Responding to the Consultation

- 4.1 Overall, the feedback and issues raised throughout the consultation process have been supportive and consistent with the themes and priorities contained in the draft framework document. As such, it is proposed that only minor changes are made to the Draft Eastlands Regeneration Framework presented to the Executive in March 2017.
- 4.2 The final Draft Eastlands Regeneration Framework appended in Appendix 1 contains the following amendments / additions:

Feedback: Comments made by residents specifically relating to the need to consider the transformation of that part of the Beswick Neighbourhood and also the Lower Medlock Valley Neighbourhood where One Manchester are the principal owner of the residential housing stock.

Response: Section 7 of the Framework in respect of the Lower Medlock and the Beswick Neighbourhoods now explicitly encourages One Manchester to take the lead in a process to consider the transformation of these neighbourhoods. The response from One Manchester to this consultation confirms their willingness to do so and to work with the City Council and the Eastlands Strategic Development Company Ltd in taking these actions forward. This work will review the types of new homes to be brought forward for development and the specifically the need to transform the Grey Mare Lane area.

Feedback: Manchester Metropolitan University have stated a requirement for a 'campus-style' approach to the academic facilities and future student accommodation to create an excellent, world leading student experience. They have also indicated a requirement for space which can also promote innovation and business incubation.

Response: The Eastlands Strategic Development Company Ltd have reviewed this proposition and have indicated that the preferred response is to expand the Etihad Campus westwards to incorporate the area in and around the Edwin Road Industrial estate. As such a new Sports and Innovation Zone (see Map in Appendix 2) will seek to accommodate new academic facilities, student accommodation and managed workspace for new business start ups. Discussions have commenced with Sport England and Manchester City Football Club to secure their formal support for this proposal. To facilitate this expansion the City Council have also commenced discussions with landowners and businesses in the area of the Sport and Innovation Zone with a view to acquiring their interests. Such discussions will seek to encourage affected businesses to relocate within east Manchester so as to retain the employment base. A Masterplan for the Sports and Innovation Zone will now be developed through the Eastlands Strategic Development Company Ltd.

Feedback: the issue of the proliferation of student accommodation across the wider East Manchester area, but specifically within the Eastlands Regeneration Framework area and its immediate environs, was raised by the City Council's Economy Scrutiny Committee as an issue as it may reduce the availability of homes to those working in the Manchester economy

Response: Section 6 of the Framework now specifically seeks to restrict the development of Purpose Built Student Housing Accommodation outside of the proposed Sports and Innovation Zone. The proposals for Housing Affordability Zones in Beswick and Clayton will also further reduce the potential for students to occupy new mainstream housing in the area. Finally the City Council in the New Year will consider a new policy framework for managing the future development of Student Housing in the city and there may be opportunities to consider further place based restrictions on such accommodation developments.

Feedback: the issue of transportation to the Etihad Campus and the potential for car parking to become a significant neighbourhood issue was also raised by the City Council's Economy Scrutiny Committee if the Campus is to evolve into a successful commercial district that generates significant employment and footfall all the year around.

Response: the Eastlands Regeneration Framework area will bear two separate pressures for car parking over the next ten to fifteen years. The continuing growth of the City Centre in residential and commercial terms, and the eastwards expansion of that growth, will continue to spill over and expand into this area. Separately the growth of the Etihad Campus as an all year round commercial, academic and visitor destination will place new demands on the Campus to mitigate the disruptive impacts of car parking on the wider area. Section 6 of the Framework commits the Eastlands Strategic Development Company Ltd to take the lead to bring together proposals for the City Council to consider that will seek: to promote green travel arrangements for the Campus; to accommodate any car parking demand on the Campus; and to develop plans mitigate the negative impacts of street car parking on neighbourhoods surrounding the Etihad Campus.

Feedback: the issue of community engagement and local employment was also raised by the City Council's Economy Scrutiny Committee.

Response: Section 8 of the Framework commits the Eastlands Strategic Development Company Ltd, through the City Council and City Football Group, to work with Manchester Metropolitan University, the Manchester College, the Connell College, the East Manchester Academy, One Manchester, City in the Community, resident groups and the organised voluntary sector to help create opportunities for local residents and young people to both input into the ongoing transformation of the Etihad Campus area and to ensure that local employment benefits are leveraged for the benefit of the local community. The latter issue will build on the very successful track record already established by the City Football Group in developing the new football related assets on the

Campus and their approach to local employment and using local businesses to supply services to the Football Group.

5.0 Next Steps

5.1 In parallel with the consultation processes that have been undertaken over the last six months to consider the proposals set out in the draft Eastlands Regeneration Framework officers have continued to engage with stakeholders to ensure that the potential of the Eastlands Regeneration Framework area can be successfully unlocked. This has included:

1. Engaging with landowners and businesses within the individual areas of the Eastlands Regeneration Framework area to establish their appetite to collaborate with other landowners in order to work together realise the ambitions set out within the Framework.

Within the Holt Town area these discussions have revealed a number of landowners who are willing to explore what could lead to a more formal collaborative structure that could in turn lead to, for example, a more detailed Masterplan for that area that builds on the key principles laid out within the final approved version of the Eastlands Regeneration Framework.

Notwithstanding the platform for collaboration in Holt Town that potentially exists with a small number of landowners who have large land holdings in the area it very evident that there remain a significant number of fragmented ownerships across the Holt Town area. Some land owners also have significantly inflated ambitions about the value of their land which unless corrected will serve to slow down the pace of change in Holt Town. These fragmented ownerships and land value expectations act as a significant drag on any comprehensive approach to the positive transformation of the Holt Town area as set out in the draft Eastlands Regeneration Framework. As such it is now clear that in order for any future proposals for Holt Town to be successfully progressed as a regeneration area they may require Compulsory Purchase Order action to be considered.

In terms of next steps it is proposed that the current discussions with key landowners are progressed to establish a formal Landowners Collaboration Agreement and that, subject to the outcomes of those discussions, a report to a future meeting of the Executive will then consider what Compulsory Purchase Order intervention may be required.

2. Working through the Eastlands Strategic Development Company Ltd work has been progressed to examine the feasibility of establishing a new Management Company arrangement that will deliver estate management services across the Etihad Campus. Embedding new arrangements that can support not only the existing tenant base on the Campus but also the new organisations that will arrive on the site is an

important step in sustaining the future growth of the area. Further discussions are required with key stakeholders such as Sport England and the Eastlands Trust. A report to a future meeting of the Executive will set out a detailed proposal for a new Management Company arrangement.

6.0 Concluding Remarks

6.1 The scale, nature and ambition of the opportunities that can be brought forward within the Eastlands Regeneration Framework area now offers real and tangible prospects of securing much wider regeneration benefits for East Manchester. The decision of Manchester Metropolitan University to develop their Manchester Metropolitan Institute of Sport on the Etihad Campus within the proposed Sports and Innovation Zone is to be welcomed. The new employment opportunities that will flow from the next generation of investment across the Framework area 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. The Eastlands Strategic Framework has been prepared specifically to guide this new development and investment activity and it will provide the essential robust framework to enable planning applications to be determined.

6.2 Detailed recommendations appear at the front of this Report.

7.0 Contributing to the Manchester Strategy Outcomes

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

7.1 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

7.2 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

7.3 The Eastlands Regeneration Framework offers the potential to help deliver the targets set out within Manchester Residential Growth Strategy and the Manchester Housing Affordability Plan that meets 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

7.4 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

7.5 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.

8.0 Key Polices and Considerations

(a) Equal Opportunities

8.1 The Eastlands Regeneration Framework has been prepared and introduced following appropriate consultation, giving all stakeholders opportunities to engage in that consultation process.


(b) Risk Management

8.2 Not applicable

(c) Legal Considerations

8.3 This final version of the Framework includes the results of a public consultation. Once approved, the framework will become a material consideration for the Council as Local Planning Authority.

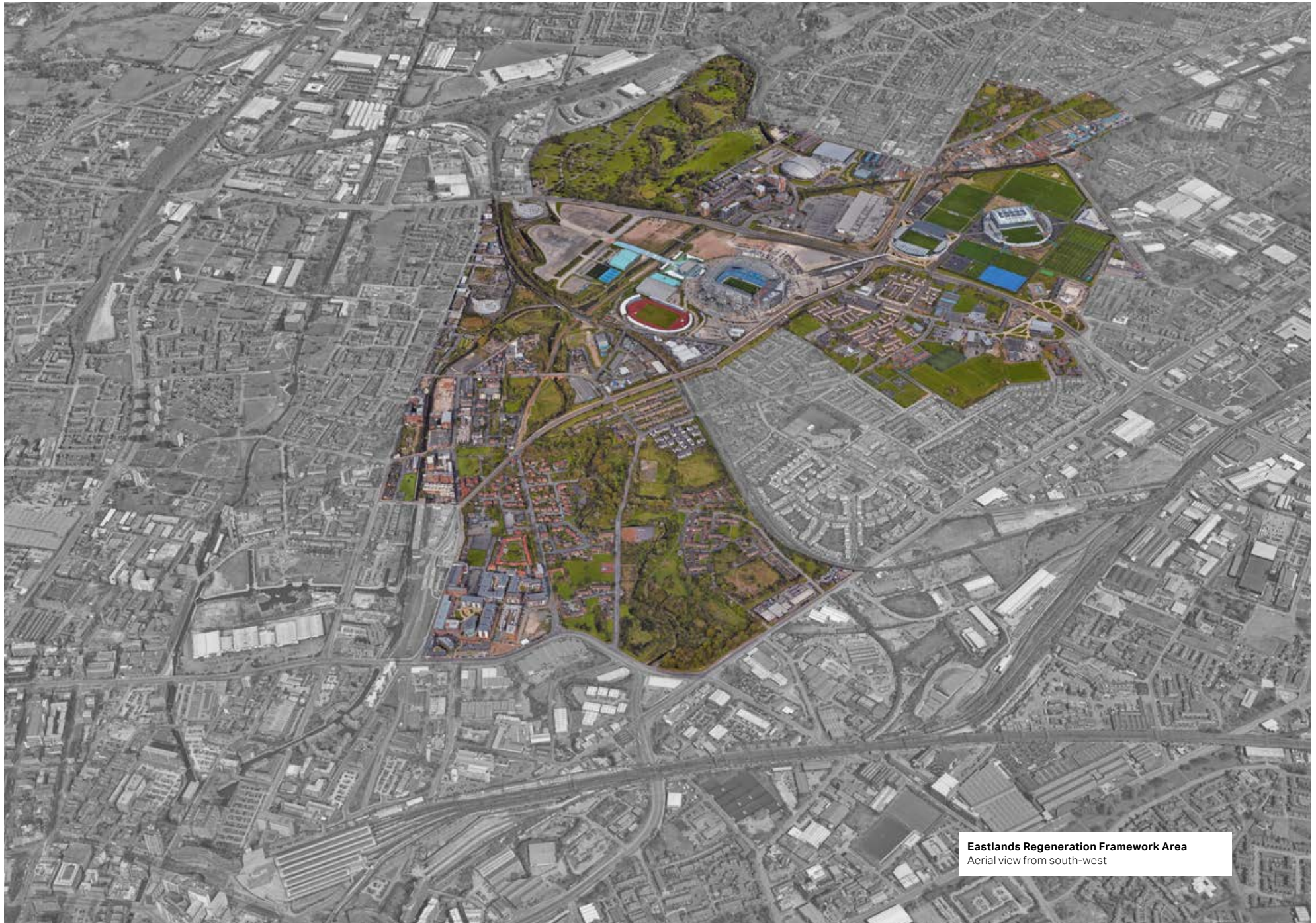
AECOM



EASTLANDS

Regeneration Framework

FINAL
NOVEMBER 2017



Eastlands Regeneration Framework Area
Aerial view from south-west

CONTENTS

01	Introduction	05
02	The Vision for Eastlands	09
03	Eastlands: The Strategic Context	13
	Manchester: A Growth City	
	Sport and Education in Manchester	
	Regeneration & Planning Policy Context	
04	Ambitions for Eastlands	21
05	A Strategic Framework for Eastlands	25
06	Eastlands: Development Principles	27
07	The Design Directions for Eastlands	31
08	Implementation Plan	51
	Phasing	
	Maximising the Benefits	
	Directions for Action	
	Next Steps	
	Appendix 1: Planning Policy Review	61



New Islington Metrolink Station
View of station looking east

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. This delivered 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. The immediate priority was to transform the 200 acres surrounding the Etihad Stadium, 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 edge 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 towards the Etihad Campus.

MLDC, along with the Homes and Communities Agency and the City Council, has re-energised 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, with all six phase one schemes now on site, being constructed, with the first completions due at the end of 2017. MLDC is also working on longer-term planning for later phases of investment in the Ancoats and New Islington neighbourhoods, and secured planning consent over the summer of 2017 for another 450 new homes for phase two.

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, and for the future growth and expansion of the city centre.

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 has been 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.

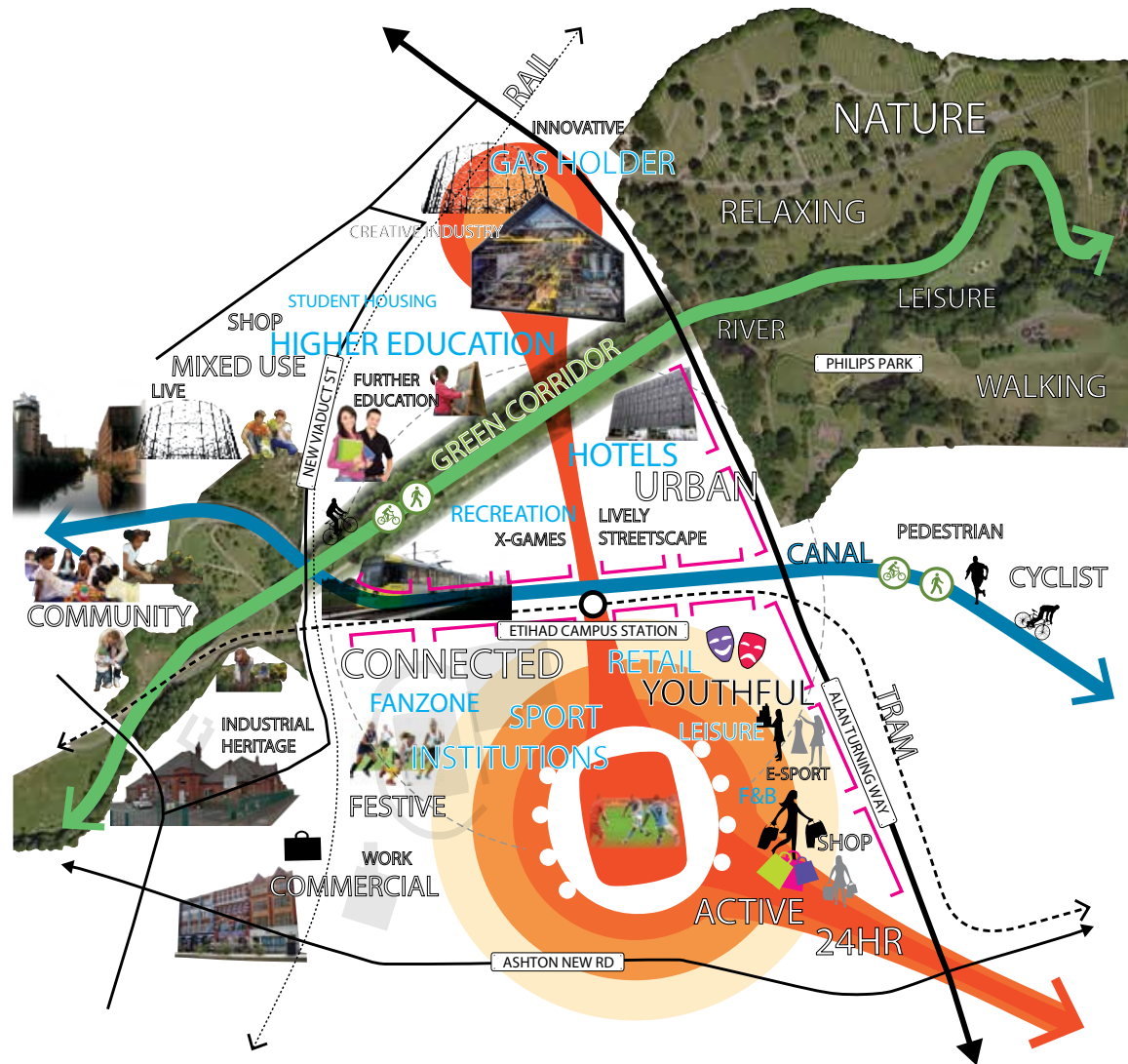


Figure 2.1: Etihad Campus Context
Diagram showing key assets in and around Etihad Campus

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 phase 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 sport National Governing Bodies (NGBs) 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 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. This 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. A competitive university sports offer would be pivotal to unlocking the creation of a global sports, leisure and recreation centre of excellence, and creating a new opportunity for associated commercial development activity centred on this economic driver.

To evaluate the appetite of academia to this approach, discussions have already commenced with potential academic partners, including Manchester Metropolitan University. These discussions have now progressed in detail with Manchester Metropolitan University confirming the analysis set out above and revealed an

institution which shares our ambitions 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 led by Manchester Metropolitan University 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.

Creating the necessary conditions for the establishment of a Manchester Metropolitan University Sports Institute together with an environment which enables business to prosper and attract 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.

Opportunities to capture commercial investment which the sport, leisure and recreation cluster will create will come forward in the short to medium term in the Ashton Canal Corridor adjacent to Great Ancoats Street. Similarly, at the Etihad Campus, academic facilities for Manchester Metropolitan University's Sport Institute will begin to change the economic profile of the area and attract start-ups and organisations through research linked to the business and culture of sport.

There are still some key constraints to be addressed, in particular, the decommissioning of the Bradford Road gasholder and remediation of that land for

commercial development along with undertaking a similar decommissioning exercise for the Miles Platting gasholder. 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

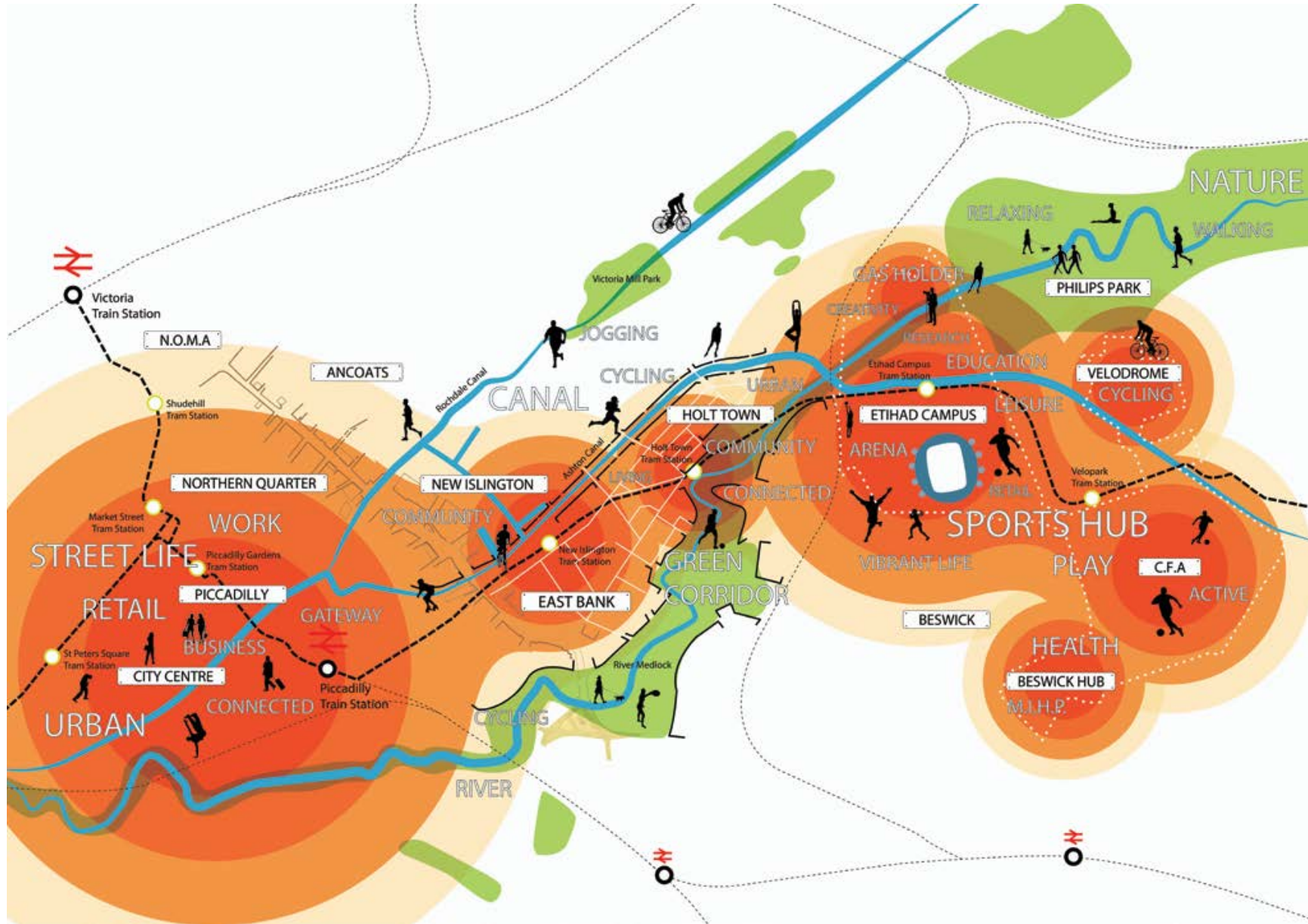
postgraduate sports related academic courses and which seeks to partner with other global leading academic institutions;

- 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 2.78 million and a combined GVA of £59 billion, accounts for two fifths of the North West's economic output. In 2016 28% 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 2021, the City Council now forecast that in excess of 600,000 people are expected to live in the city, up 7.6% on the 2015 level. Employment growth of 9.6% is forecast in Manchester between 2016 and 2026 (and 16.1% in the period 2014 to 2034), exceeding both Greater Manchester and national forecasts. This growth rate is forecast to add 37,500 jobs to the Manchester economy, taking the total employment level towards 429,100. 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 24% to 2026 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 series of strategic frameworks to help to secure

sustained regeneration, investment and service improvement that has enabled Manchester to recover and sustain its position as the nation's leading regional centre and providing a robust platform which 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, Manchester is a leading business location and was placed third, after London and Paris, in a 2017 'TLC' index (talent, location and cost) of 20 major European cities.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.

¹ Colliers Cities of Influence 2017

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 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. Most of the 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 has recently been refreshed, with the new strategy developed around the theme of 'living well in GM'. 'Our People: Our Place' is structured around 10 strategic priorities, aligned to a GM Outcomes Framework that demonstrates what the strategy will deliver by 2035. The strategy has been developed to respond to issues that cut across multiple policy and organisational boundaries in an integrated way.

The ten strategic priorities are:

- Children starting school ready to learn;
- Young people equipped for life;
- Good jobs, with opportunities for people to progress and develop;
- A thriving and productive economy in all parts of Greater Manchester;
- World class connectivity that keeps Greater Manchester moving;
- Safe, decent and affordable housing;
- A green city region and a high quality culture and leisure offer for all;
- Safe and strong communities;
- Healthy lives, with quality care available for those that need it;
- An age-friendly Greater Manchester.

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 wellbeing 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 MCFE. 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 A. T. Kearney and includes 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.

Since the 2011 Framework, the existing cycling facilities at the National Cycling Centre have received significant investment and they have been expanded to include a new Indoor BMX Arena and the development of cyclo-cross facilities 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 this Framework, 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 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 the importance of its history and 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 gasoholders, 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:

04

Ambitions for Eastlands

EASTLAND REGENERATION FRAMEWORK

- the ability to harness and encourage the growth of existing community and other third sector organisations, to drive and lead the delivery of services that improve economic and social outcomes for East Manchester residents;
- 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

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 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.

05 A Strategic Framework for Eastlands

The Opportunity

The Etihad Campus together 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 Regeneration Framework 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.

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.

Future student accommodation requirements will be located in the Etihad Campus Sport and Innovation Zone. Conventional models of live and work space are changing, and the Sport and Innovation Zone should be at the forefront of new thinking so that innovative live and work developments which remain affordable, especially for young people, can be developed which can capture support from third parties or land ownership. The Council will not be minded to support proposals for student accommodation in other neighbourhoods within the Eastlands Regeneration Framework area.

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 tonal 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 and health facilities 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 Regeneration Framework 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 Regeneration Framework 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 HS2/ Northern Powerhouse Rail station at Piccadilly 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 the Eastlands Regeneration Framework area 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.

Impact on the Community

It is anticipated that the neighbourhoods which make up the Eastlands area will be areas of substantial change and development, however, these are described against a backdrop of existing 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, shared street and neighbourhoods, school catchments, parks and services.

In bringing the next phase of investment forward across the Eastlands area, positive impacts such as those above, will be secured in the planning and procurement of schemes.

Parking & Transport






As the Etihad Campus is developed out, any existing parking provision on the site which is displaced, will be re-provided. A strategy to provide alternative match and event-day parking provision will be developed, which will take account of the recently introduced Etihad Campus Parking Scheme which is designed to safeguard parking for local residents and their visitors, whilst enabling better enforcement of ad-hoc on-street parking during match-days and events.

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 Development Directions for Eastlands

-  Area 1: Etihad Campus: Sports and Innovation Zone
-  Area 2: Etihad Campus: Commercial Zone
-  Area 3: Holt Town
-  Area 4: Lower Medlock Valley
-  Area 5: Beswick
-  Area 6: The Croft Street Triangle and Eccleshall Street
-  Ancoats & New Islington Neighbourhood Development Framework Area

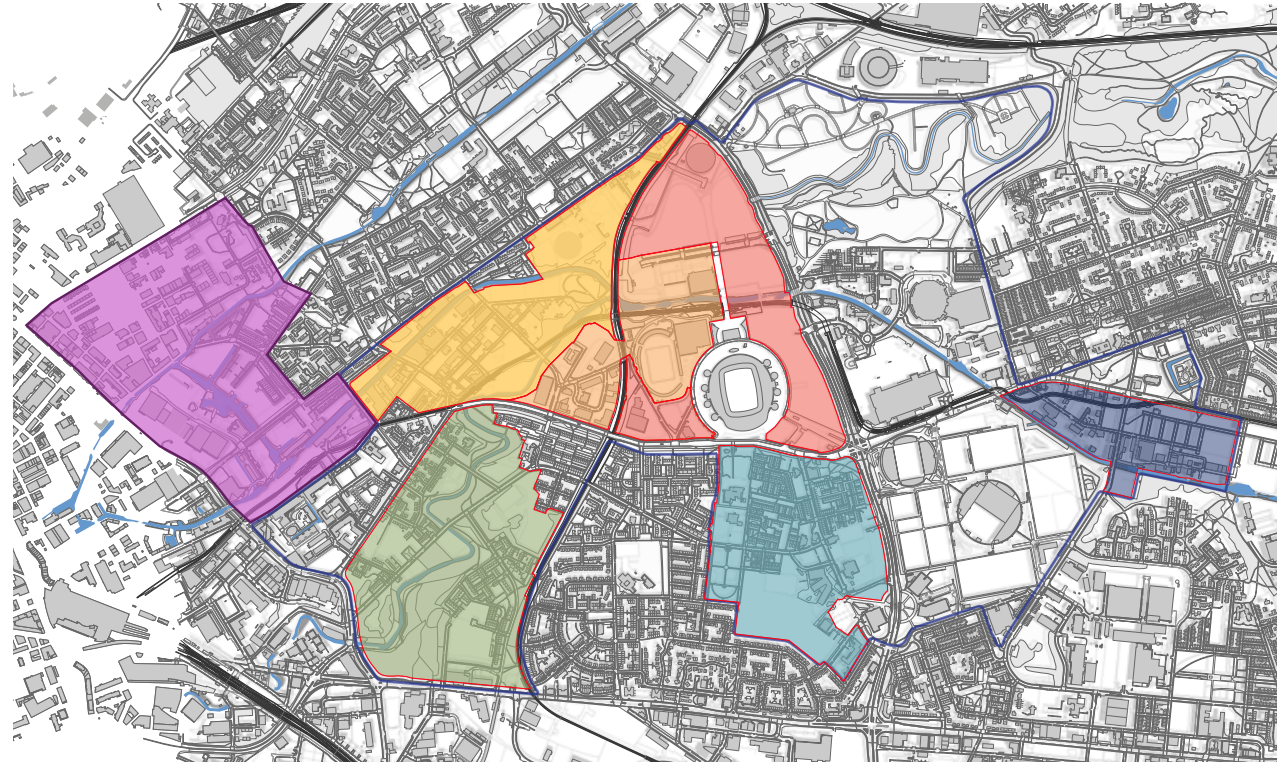


Figure 7.1 Eastlands Regeneration Framework sub-areas

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The Design Directions for Eastlands

EASTLAND REGENERATION FRAMEWORK

Area 1: Etihad Campus: Sports and Innovation Zone

07

The Design Directions for Eastlands

The Etihad Campus Sport and Innovation zone will be anchored by the proposed Manchester Metropolitan University Sports Institute, a higher education institution that will be a global leading facility that promotes leading research, development and innovation in the world of sport, attracting the best academic, graduate and post-graduate talent.

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, and extending to the River Medlock and Ashton New Road. This part of the site will accommodate new higher education and support facilities, including offices, labs, lecture theatres and training space and accommodation 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.

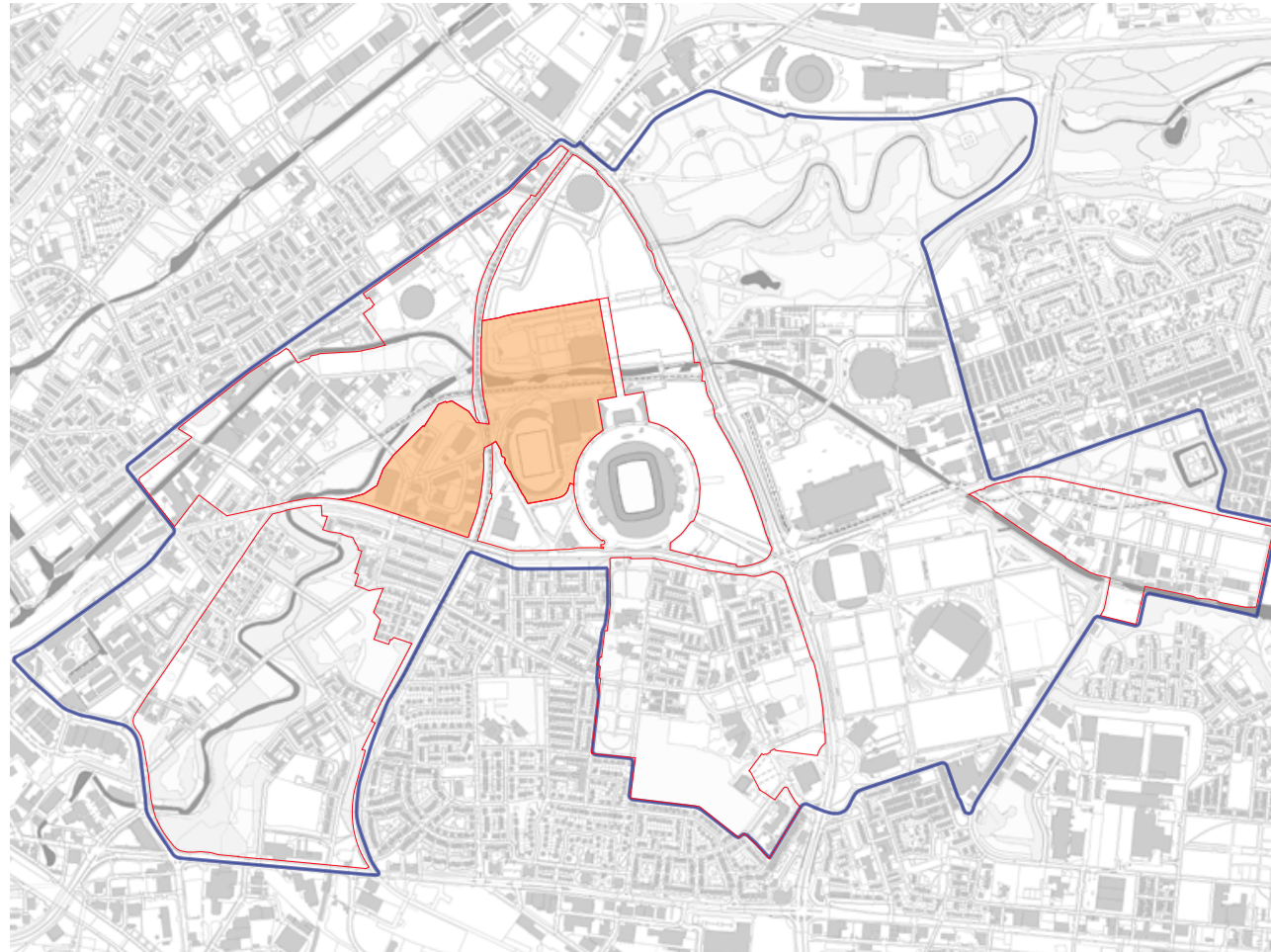


Figure 7.2 Location plan

EASTLANDS REGENERATION FRAMEWORK

33

07

Area 1: Etihad Campus: Sports and Innovation Zone

The Design Directions for Eastlands

EASTLAND REGENERATION FRAMEWORK



1. View of Etihad Stadium from 400m athletics track

The Etihad Campus: Sport and Innovation Zone 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.



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



3. View of Etihad Campus station

Area 1: Etihad Campus: Sports and Innovation Zone

07

The Design Directions for Eastlands



Figure 7.3 Aerial view of the regeneration area from south

EASTLAND REGENERATION FRAMEWORK

07

The Design Directions for Eastlands

EASTLAND REGENERATION FRAMEWORK

Area 2: Etihad Campus: Commercial Zone

The land to the east of the Etihad Stadium from the Bradford Road Gasholder in the north and 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.

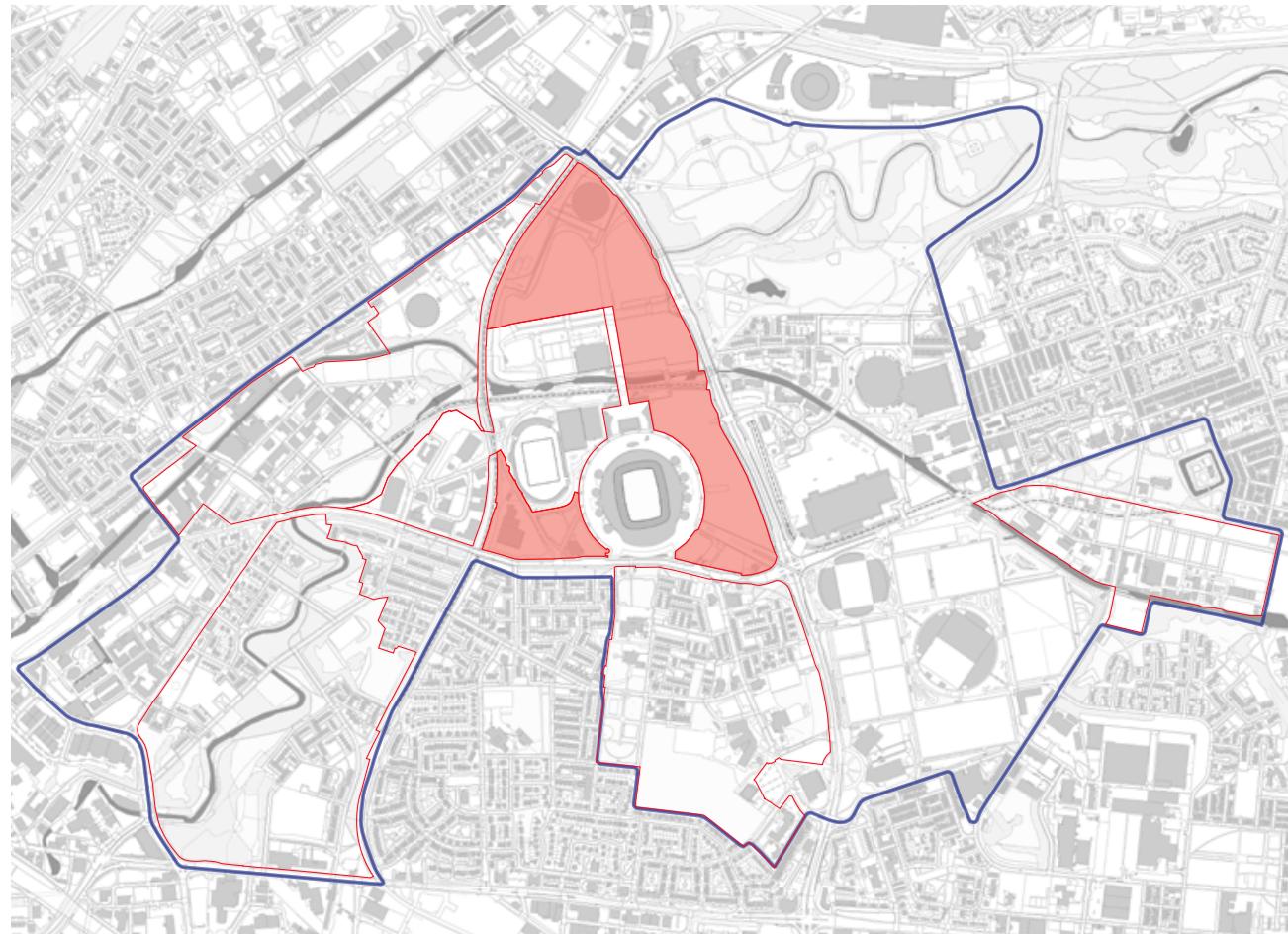


Figure 7.4 Location plan

Area 2: Etihad Campus: Commercial Zone



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.

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. 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 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 Zone

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The Design Directions for Eastlands

EASTLAND REGENERATION FRAMEWORK

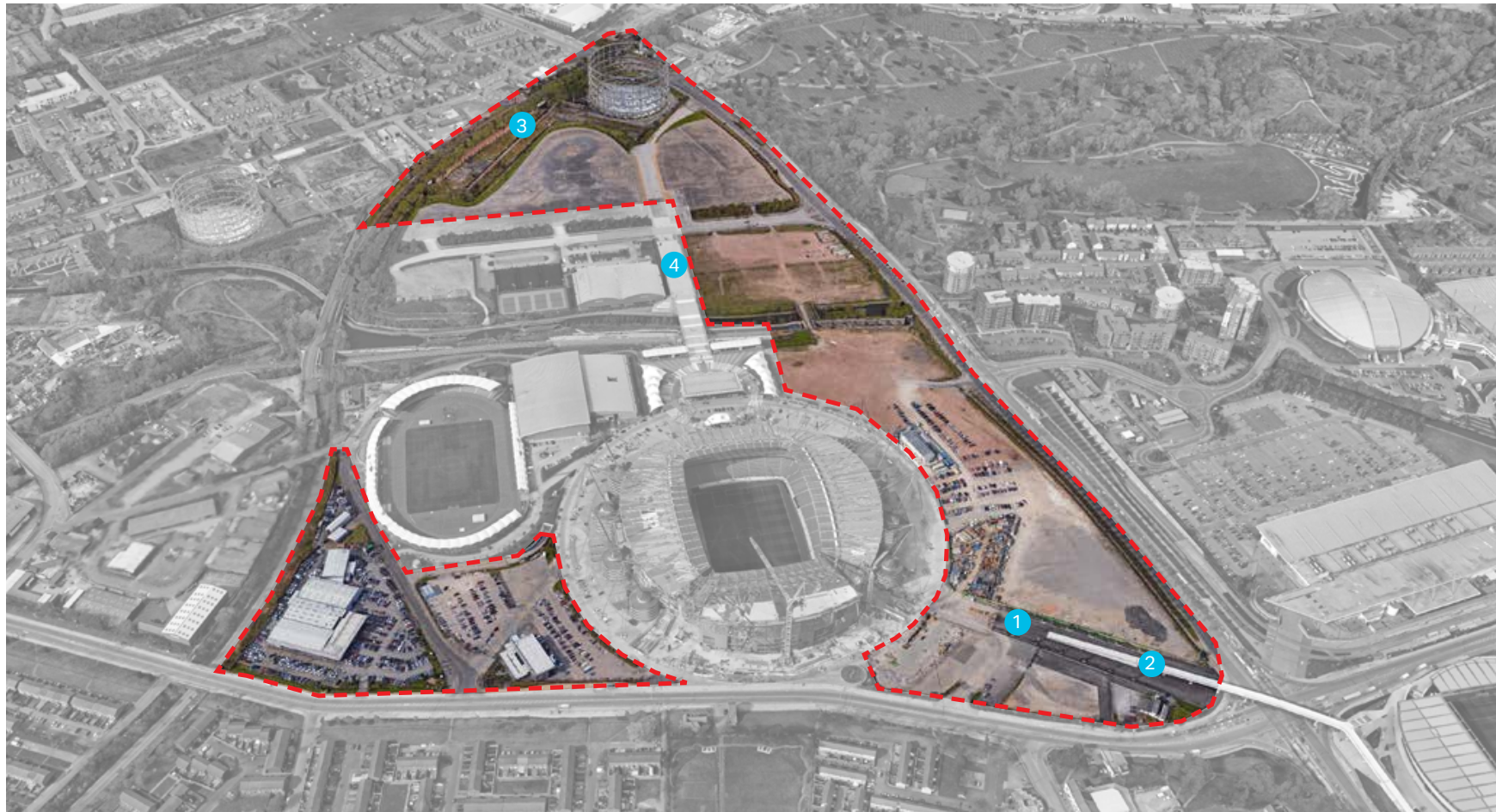


Figure 7.5 Aerial view of the regeneration area from south

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The Design Directions for Eastlands

EASTLAND REGENERATION FRAMEWORK

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. Existing businesses compatible with a mixed-use neighbourhood who wish to invest in their premises and expand their workforce will be encouraged and supported. 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. New development will not be allowed to exceed the 8 storeys datum without a planning and townscape justification discussed and agreed with the Local Planning Authority.

Existing heritage buildings should be retained wherever possible and infill development around the mills which is complementary will be encouraged. However, it is critical that comprehensive

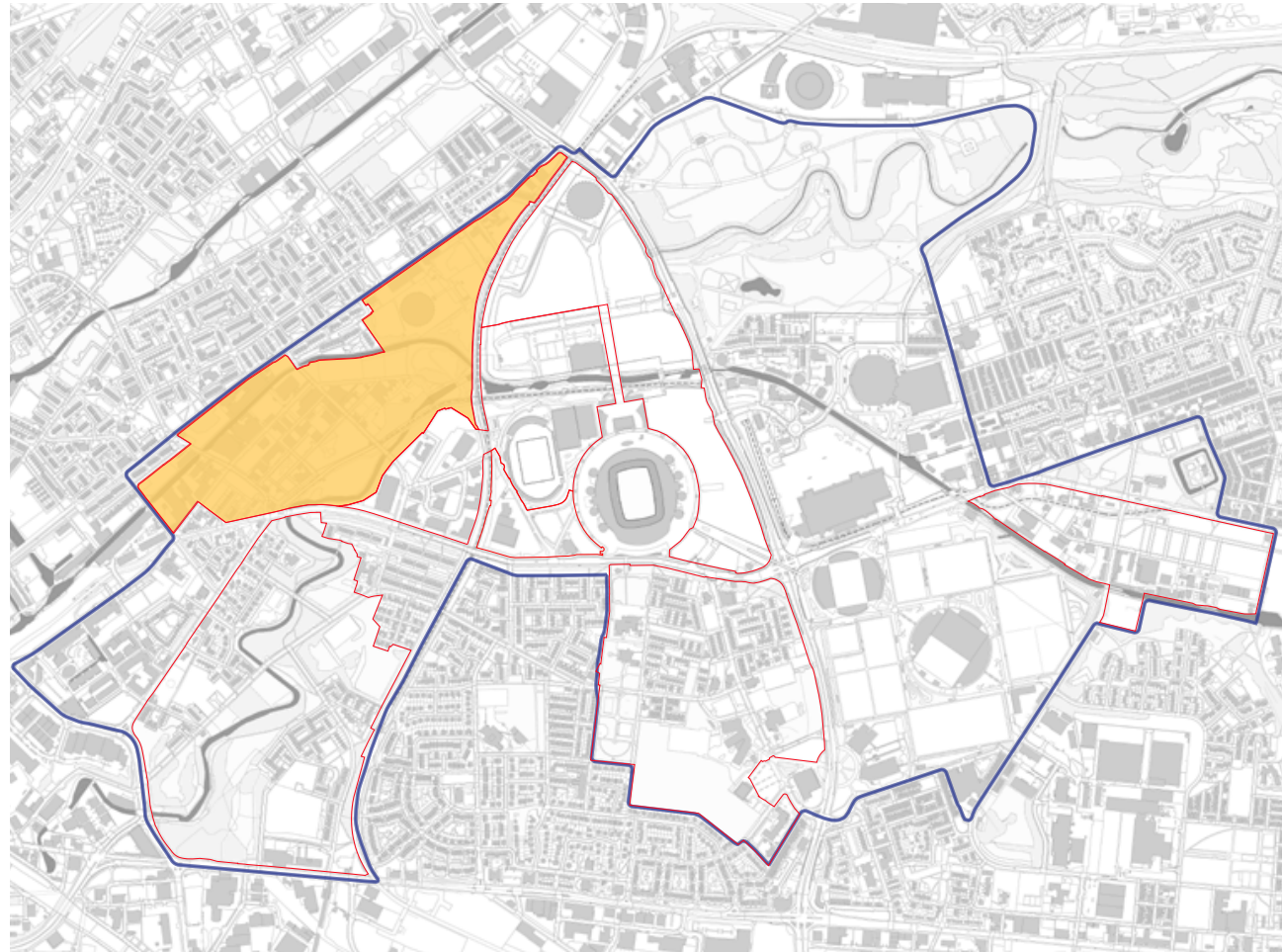


Figure 7.6 Location plan

Area 3: Holt Town



1. View looking East



2. View of Brunswick Mill frontage onto Bradford Road



3. View towards gasholder

and coherent approaches, which may involve collaboration between adjacent landowners, are taken to create development opportunities of appropriate scale that will contribute to place-making and provide adequate solutions to issues such as car parking and amenity space. 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 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

07

The Design Directions for Eastlands

EASTLAND REGENERATION FRAMEWORK

Area 4: Lower Medlock Valley

Sitting adjacent to Piccadilly Train Station, which in itself is anticipated to benefit from the arrival of HS2 and 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.

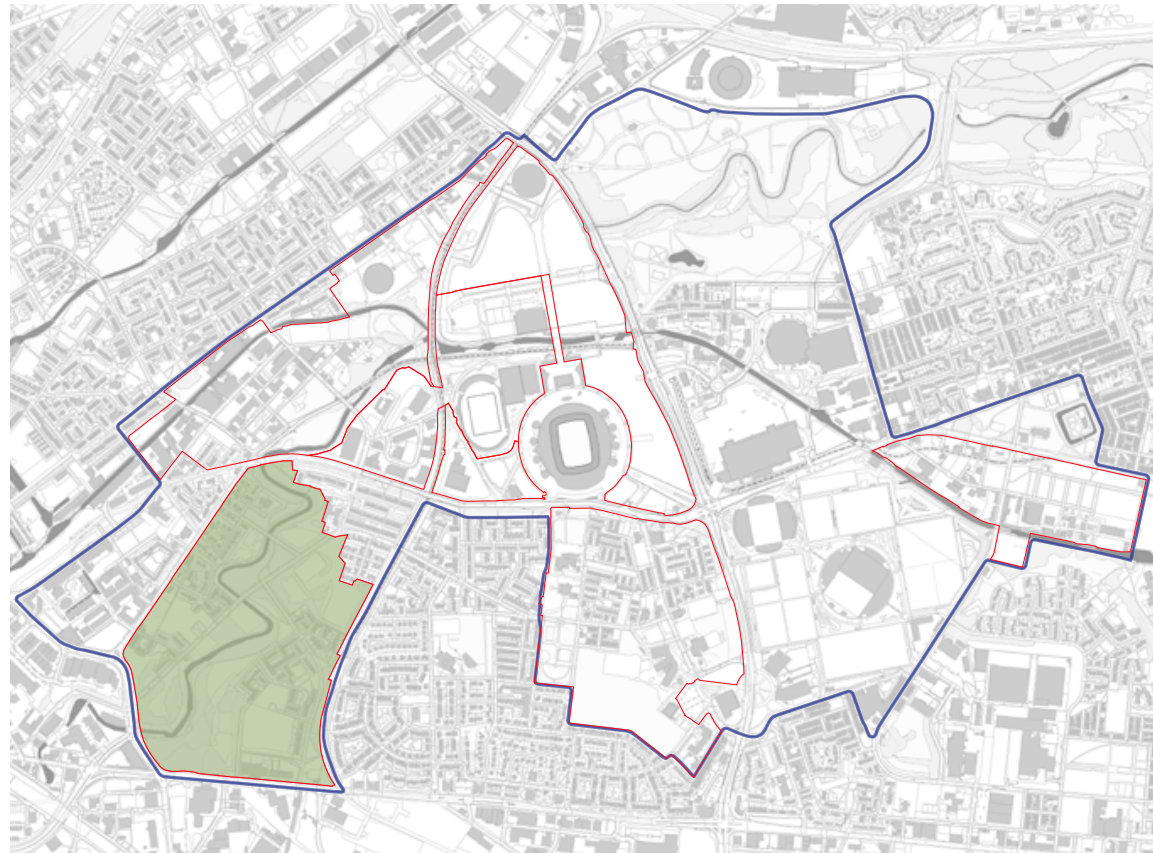


Figure 7.8 Location plan

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Area 4: Lower Medlock Valley

The Design Directions for Eastlands

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

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The Design Directions for Eastlands

EASTLAND REGENERATION FRAMEWORK

Area 5: Beswick

07

The Design Directions for Eastlands

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, will 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.

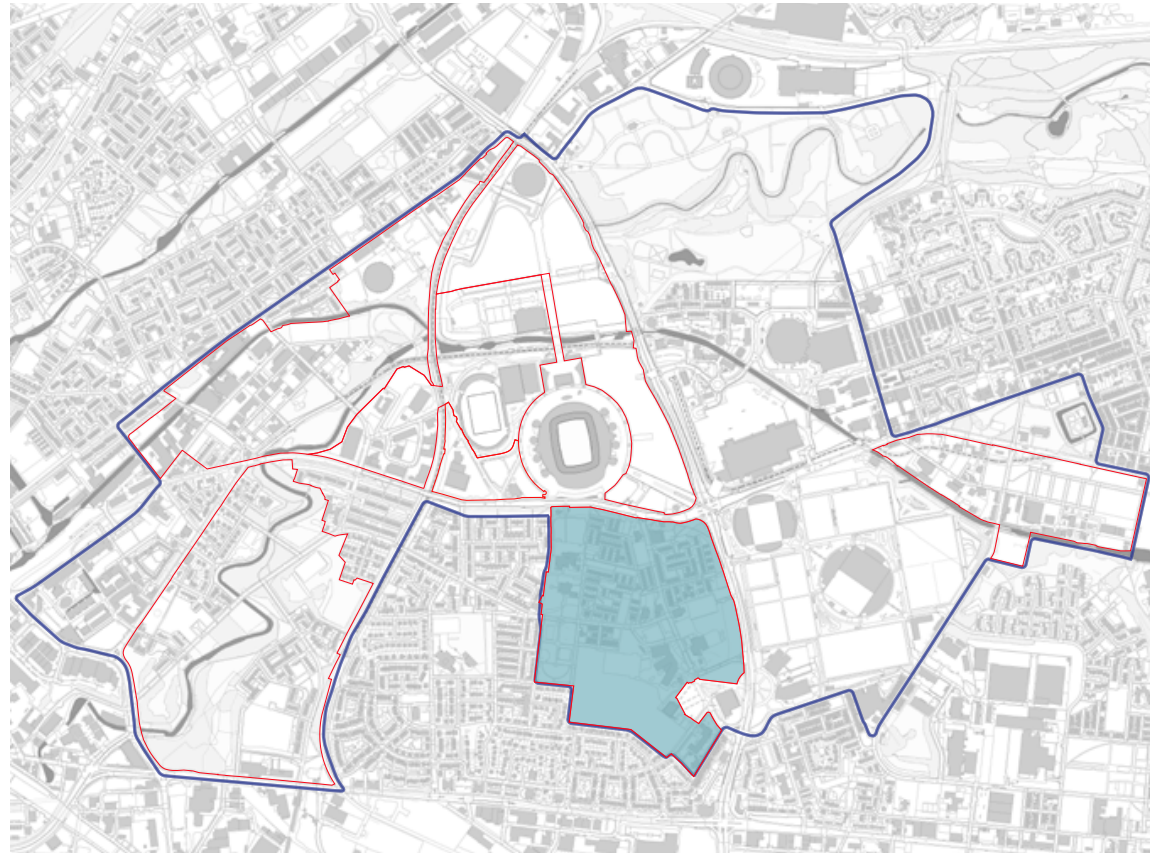


Figure 7.10 Location plan

EASTLAND REGENERATION FRAMEWORK

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Area 5: Beswick

The Design Directions for Eastlands

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

07

The Design Directions for Eastlands

EASTLAND REGENERATION FRAMEWORK



Figure 7.11 Aerial view of the regeneration area from south

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The Design Directions for Eastlands

EASTLAND REGENERATION FRAMEWORK

Area 6: The Croft Street Triangle and Eccleshall Street

This will be a predominantly residential neighbourhood, with low to 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.

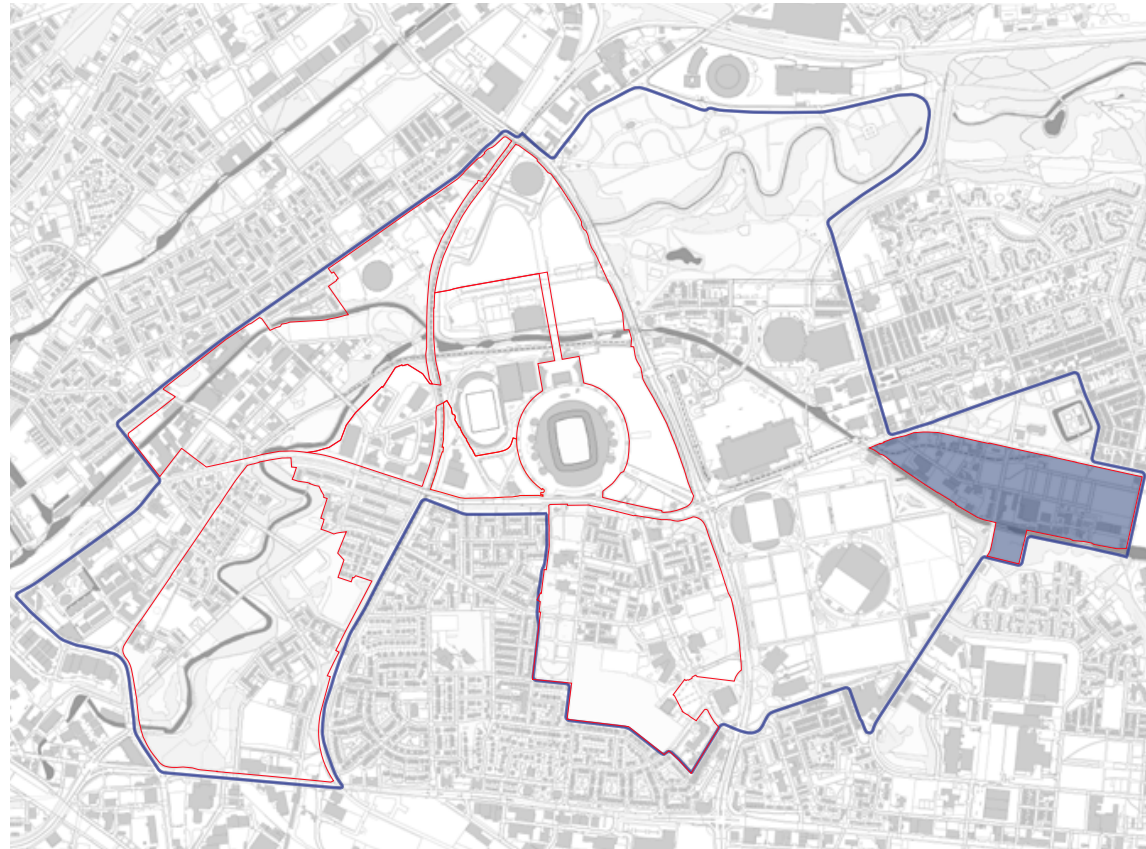


Figure 7.12 Location plan

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Area 6: The Croft Street Triangle and Eccleshall Street

The Design Directions for Eastlands

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 and Eccleshall Street

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The Design Directions for Eastlands

EASTLAND REGENERATION FRAMEWORK



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 as soon as possible following the endorsement of this document by the city council, 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. The Eastlands Strategic Development Company will work with One Manchester, City in the Community and other recognised community organisations to realise the benefits which the next wave of investment will bring. 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 creative and innovative meanwhile uses for land and buildings to sustain activity and interest in the near term;

- Continued dialogue with the community and voluntary sector to play a part in celebrating the heritage of the area and contributing to future opportunities;
- 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

Following endorsement of this document by the City Council, the following steps will be undertaken in order to ensure that the potential of the Eastlands area can be successfully unlocked:

1. Continuing 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 detailed discussions with Manchester Metropolitan University about the development of a robust business case for the establishment of a world class facility at the Etihad Campus for University-level education and research in the science, business, policy and culture of sport;
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. The development of a series of co-ordinated master plans for each of the key areas set out in this document; and
6. 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.

08

Implementation Plan

EASTLAND REGENERATION FRAMEWORK

Appendix 1: Planning Policy Review

This Appendix provides a detailed summary of the relevant Development Plan policies for the Eastlands Regeneration Framework area.

Manchester's current Development Plan comprises:

- Core Strategy
- Interactive Proposals Map: showing the Core Strategy and the extant (remaining) Unitary Development Plan policies
- Extant (remaining) Unitary Development Plan policies

Manchester Core Strategy (2012) policies

The Core Strategy has a vision for Manchester to be an 'economic engine of the North West' and has 'a concentration of people and business activity without parallel in England'. By 2017 it aims for Manchester to be:

- A sustainable and accessible City in the front rank of cities in Europe and the World.
- A City with a growing economy driven by the strength of the Regional Centre and Manchester Airport which supports a successful City Region.
- A city with neighbourhoods where people choose to live all their lives because they offer a wide range of quality housing and an attractive environment where locally distinctive character is conserved and enhanced. Neighbourhoods in the North and East of the City will have benefited from a significant increase in the quantity and quality of housing.

This vision is underpinned by a number of key spatial objectives, in particular the need to:

- S01. Provide a framework within which sustainable development of the City can contribute to halting climate change.
- SO2. Support a significant further improvement of the City's economic performance and spread the benefits of this growth across the City to reduce economic, environmental and social disparities, and to help create inclusive sustainable communities.

- S03. Provide for a significant increase in high quality housing provision at sustainable locations throughout the City, to address demographic needs and to support economic growth.
- SO4 Provide a network of distinctive, attractive and high quality centres, strengthening local identity, providing essential services close to homes and local access to healthy food.
- S06. Protect and enhance both the natural and built environment of the City and ensure the sustainable use of natural resources, in order to mitigate and adapt to climate change, support biodiversity and wildlife, improve air, water and land quality, recreational opportunities and provide networks of high quality green infrastructure, ensuring the City is inclusive and attractive to residents, workers investors and visitors.

This 'Vision' and 'Spatial Objectives' are delivered by Core Strategy Policy SP1, which set a number of Key Spatial Principles which guide strategic development in Manchester. Primarily, this policy indicates that the Regional Centre will be the focus for:

"... commercial development, retail, leisure and cultural activity, alongside high quality city living" beyond the Regional Centre, emphasis will be on the creation of neighbourhoods of choice, providing high quality and diverse housing around district centres which meet local needs, all in a distinct environment. Further the majority of new residential development will be accommodated in the Inner Areas, defined by the North Manchester, East Manchester and Central Manchester Regeneration Areas."

The Core Strategy confirms that the area within the Eastlands RF area lies within the Regional Centre and Inner Areas of Manchester (Proposal Maps).

East Manchester

Policy EC5 (East Manchester) states that East Manchester is expected to provide approximately 80-85ha of employment land. Within this area, employment generating uses which are connected via non-car modes to residential neighbourhoods with East and North Manchester will be supported.

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

Core Strategy Policies

There are a number of policies within the Core Strategy which are relevant to future development within the Eastlands Regeneration Framework area. A detailed summary of the relevant policy context is provided in the table below.

Table A1: Manchester Core Strategy Policies

Policy	Policy Summary
EC1 Employment and Economic Growth in Manchester	A minimum of 200 ha of employment land will be developed between 2010 and 2027 for offices (B1a), research and development (B1b), light industrial (B1c), general industry (B2) and distribution and warehousing (B8). Key locations for major employment growth include Central Park and Eastlands (65ha).

Policy	Policy Summary
EC3 The Regional Centre	Within the Regional Centre development for employment generating uses including offices and other commercial development will be encouraged. Housing will also be an appropriate use within the Regional Centre, although this should complement the development of mixed use employment areas. Subject to site and location details, the Regional Centre will generally be a location where higher density residential development is appropriate.
EC5 East Manchester	East Manchester is expected to provide approximately 80-85ha of employment land. Within this area, employment generating uses which are connected via non-car modes to residential neighbourhoods with East and North Manchester will be supported
EC6 Central Park Strategic Employment Location	Central Park is suitable for accommodating 60ha of employment uses. A range of employment types will be encouraged across the whole of the Central Park area including B1 (b) and (c), B2, B8 and sui generis employment uses, with ancillary commercial services supporting the creation of a sustainable employment destination.
EC7 Eastlands Strategic Employment Location	Recognises Eastlands as suitable for a major sports and leisure visitor destination with complementary commercial, retail and hotels. Proposals will be expected to show how development of the area will support the continued social, economic and physical regeneration of East Manchester.
H1 Overall Housing Provision	Policy H1 identifies that approximately 60,000 new dwellings will be delivered in Manchester between 2009 and 2027. The policy indicates that new housing will be

Policy	Policy Summary
	<p>predominately in the North, East, City Centre and Central Manchester; with approximately 18,280 new homes being directed to the East Manchester (Policy H4 East Manchester).</p> <p>Within the Inner Areas in North, East and Central Manchester densities will be lower but generally around 40 units per hectare. The type, size and tenure of the housing mix will be assessed on a site by site basis and be influenced by local housing need and economic viability.</p>
H2 Strategic Housing Location	The key location for new residential development throughout the plan period will be within the area to the east and north of Manchester City Centre identified as a strategic location for new housing. This includes part of the East City SRF area.
H4 East Manchester	East Manchester, over the lifetime of the Core Strategy, will accommodate around 30% of new residential development. Priority will be given to family housing and other high value, high quality development where this can be sustained. High density housing will be permitted within the parts of East Manchester that fall within the Regional Centre which are adjacent to the City Centre. These neighbourhoods include Ancoats, New Islington, Holt Town and Chancellor's Place; to the west of Alan Turing Way, and within Eastlands, Newton Heath, Openshaw and Gorton district centres as part of mixed-use schemes
H8 Affordable Housing	Affordable housing contributions will be considered for sites of 0.3 hectares and 15 units or more. The Policy confirms that new development will need to contribute to the city-wide target for 20% of new housing, unless one

Policy	Policy Summary
	of the exceptions under the policy (and the Providing for Housing Choice SPD) is met.
H10 Housing for people with additional support needs	Welcomes the development of appropriately designed accommodation which enables people with additional support needs to maintain an independent lifestyle, and supports the work of housing associations and other agencies in this respect.
H11 Houses in Multiple Occupation	Sets out the policy criteria for determining the change of use from a C3 dwelling house to a C4 HMO. All proposals for change of use of existing properties into houses in multiple occupation, and all proposals for conversion of existing properties into flats (which might not necessarily fall within Class C4), would be permitted only where the accommodation to be provided is of a high standard and where it will not materially harm the character of the area.
H12 Purpose Built Student Accommodation	States that the provision of purpose built student accommodation will be supported in areas which are compatible with existing developments and initiatives and where proposals can demonstrate a positive regeneration impact in their own right.
C2 District Centres	Confirms that development that's supports thriving district centres, with distinct local character, providing a good range of accessible key services, including retail, health facilities, public services, leisure activities and financial and legal services will be supported. Housing will also be considered an appropriate use within District Centres, providing it supports the vitality and viability of the centre.

Policy	Policy Summary
C4 East Manchester District Centres (Eastlands, Gorton, Newton Heath and Openshaw)	States that there is capacity for 4,000 square metres convenience and 1,000 square metres comparison retail development in East Manchester up to 2027, with a priority being improved provision in Newton Heath.
C8 Local Centres	Local shopping and service provision in local centres should be retained where it remains viable and provides an important service to the local community. The provision of new small scale retail facilities will be encouraged where they would provide for local every day needs and would not be harmful to the vitality and diversity of nearby centres. Careful consideration will be given to the impacts of new commercial development on residential amenity, which is particularly an issue for food and drink uses.
C9 Out of Centre Development	Development of town centre uses in locations which are outside a centre identified in policy C1 or a strategic location identified for such uses will be inappropriate unless it can meet the sequential and impact criteria set out in Policy C9.
T1 Sustainable Transport	Policy T1 seeks to deliver sustainable, high quality and integrated transport system to encourage modal shift away from the car to public transport. In particular the Council will support proposals that, inter alia: improve choice by developing alternatives to the car; improve pedestrian routes and the pedestrian environment; facilitate modes of transport that reduce carbon emissions; and take account of the needs of road users.

Policy	Policy Summary
T2 Accessible Areas of Opportunity and Need	States that the Council will actively manage the pattern of development to ensure that new development is located to ensure good access to the City's main economic drivers, such as the Regional Centre; and is easily accessible by walking, cycling and public transport; connecting residents to jobs, centres, health, leisure, and educational opportunities.
EN 1 Design principles and strategic character areas (Medlock Valley)	Requires new development to respond to the particular attributes of the valley's changing character. Development adjacent to the valley sides must not diminish the degree of openness or accessibility in any particular sub area.
EN 2 Tall Buildings	States that outside the city centre, tall building development will only be supported where, it can be shown to play a positive role in a coordinated place-making approach to a wider area. Suitable locations are likely to relate to existing district centres. The height of tall buildings in such locations should relate more to the local, rather than the City Centre, urban context.
EN 3 Heritage	Advises that throughout the City, the Council will encourage development that complements and takes advantage of the distinct historic and heritage features of its districts and neighbourhoods, including those of the City Centre.
EN4 Reducing CO2 Emissions by Enabling Low and Zero Carbon Development	Seeks the reduction in CO2 emissions by enabling low and zero carbon development. It further states that all development must follow the principle of the Energy Hierarchy, being designed; to reduce the need for energy through design features that provide passive heating, natural lighting and cooling; to reduce the need for energy

Policy	Policy Summary
	through energy efficient features such as improved insulation and glazing; and to meet residual energy requirements through the use of low or zero carbon energy generating technologies.
EN5 - Strategic Area for low and zero carbon decentralised energy	Advises that within the Regional Centre new development, regeneration and retrofit projects, will be expected to take place in the context of more detailed proposals for decentralised low and zero carbon energy infrastructure in the form of energy proposals plans.
EN6 Target Framework for CO2 reductions	States that applications for residential development of 10 or more units and all other development over 1,000 sq. m will be expected as a minimum to meet the target of CHP/district heating anchor or connection or where not feasible, a 15% increase on Part L 2010 in network development areas.
EN8 Adaption to Climate Change	States that all new development will be expected to be adaptable to climate change in terms of the design, layout, siting and function of both buildings and associated external spaces.
EN9 Green Infrastructure	Requires new development to maintain existing green infrastructure in terms of its quantity, quality and multiple function. Where the opportunity arises and in accordance with current Green Infrastructure Strategies the Council will encourage developers to enhance the quality and quantity of green infrastructure, improve the performance of its functions and create and improve linkages to and between areas of green infrastructure.

Policy	Policy Summary
EN 10 Safeguarding Open Space, Sport and Recreation Facilities	States that the Council seeks to retain and improve existing open spaces, sport and recreation facilities in accordance with the standards set out in the Core Strategy and provide a network of diverse, multi-functional open spaces. Proposals will be supported that: improve the quality and quantity of accessible open space, sport and recreation in the local area and provide innovative solutions to improving the network of existing open spaces, increase accessibility to green corridors, and enhance biodiversity.
EN 11 Quantity of Open Space, Sport and Recreational	Indicates that as opportunities arise, new open space will be created across Manchester. It further states that new open spaces should be interconnected, to allow for better links for disabled people, pedestrians and cyclists and to enhance the biodiversity of the City. It is noted in the Core Strategy that one of the most valuable open space assets in the Manchester is the network of rivers.
EN 12 Area priorities for Open Space, Sport and Recreation	Identifies East Manchester as a priority area for enhancing existing facilities and providing new spaces and facilities for open space, sport and recreation in the City.
EN 13 Green Belt	States that, there are no amendments to the Green Belt boundary to be effected through the Core Strategy. However, this does not preclude further consideration of sites currently within the Green Belt through subsequent Development Plan Documents.
EN14 - Flood Risk	Advises that development should be directed away from sites at the greatest risk of flooding, and towards sites with little or no risk of flooding; this should take account of all sources of flooding identified in the Manchester-

Policy	Policy Summary
	Salford-Trafford Strategic Flood Risk Assessment (SFRA). The policy also sets out the requirement for the preparation of flood risk assessments for all development proposals, including changes of use, on sites greater than 0.5ha within Critical Drainage Areas (CDAs) and Canal Hazard Zones identified in the SFRA.
EN15 Biodiversity and Geological Conservation	States that the Council will seek to maintain or enhance sites of biodiversity and geological value throughout the City.
EN16 Air Quality	Advises that the Council will seek to improve the air quality within Manchester, and particularly within Air Quality Management Areas, located along Manchester's principal traffic routes and that developers will be expected to take measures to minimise and mitigate the local impact of emissions from traffic generated by the development, as well as emissions created by the use of the development itself, including from Combined Heat and Power and biomass plant.
EN17 Water Quality	Requires development to avoid any adverse impact on water quality, including during the construction phase, and wherever possible should seek to enhance water quality, both chemical and ecological.
EN18 Contaminated Land and Ground Stability	States that priority will be given for the remediation of contaminated land to strategic locations as identified within this document. Proposal for development of contaminated land must be accompanied by a health risk assessment.

Policy	Policy Summary
EN19 Waste	Indicates that the Council will require all developers to demonstrate the proposal's consistency with the principles of the waste hierarchy (prevention, reduction, reuse, recycling/composting, energy recovery, final disposal). EN19 also requires that all developers submit a waste management plan to demonstrate how both construction and demolition waste will be minimised and recycled on site wherever possible and how the sustainable waste management needs of the end user will be met.
PA1 Developer Contributions	Where needs arise as a result of development, the Council will seek to secure planning obligations in line with Circular 5/2005, Community Infrastructure Levy regulations or successor regulations/guidance.
DM1 Development Management	Requires all development to have regard to the specific issues including: effects on amenity such as noise, light, air quality, road safety and traffic generation; accessibility; community safety and crime prevention; vehicular access; and, green infrastructure.
DM2 Aerodrome Safeguarding	Development that would affect the operational integrity or safety of Manchester Airport or Manchester Radar will not be permitted.
DM3 Public Safety Zones	Within the Public Safety Zones as defined by the Civil Aviation Authority, development or changes of use will not be permitted, except where that development conforms to that set out in Paragraphs 11 & 12 of DfT Circular 01/2010 or any replacement guidance.

Saved 1995 Manchester Unitary Development Plan policies


The Core Strategy replaced much of the UDP but some UDP policies are 'Saved' and remain extant / part of the Development Plan.

Table A2: Manchester Saved UDP Policies

Policy	Policy Summary
E3.3 Environmental Improvement and Protection	The Council will upgrade the appearance of the City's major radial and orbital roads and rail routes. This will include improvements to the appearance of adjacent premises; encouraging new development of the highest quality; and ensuring that landscape schemes are designed to minimise litter problems.
E3.4 Environmental Improvement and Protection	The Council will create a network of safe and attractive major linear recreational open spaces by linking and making better use of river valleys, canals, disused railways and other appropriate areas of open space.
S1.2 Shopping	The Council in partnership with the private sector will encourage, where appropriate, the improvement and re-development of existing District Centres (including SportCity) in order to ensure that they remain the focus for both shopping and a full range of community facilities. Particular emphasis will be given to improving safety and enhancing environmental quality, tackling traffic problems and increasing economic viability. Priority will be given to following centres: Cheetham Hill, the district centre in Sportcity, Gorton, Harpurhey, Levenshulme, Longsight, Newton Heath, Openshaw, and Wythenshawe.
T1.8 Transport	The Council will safeguard those routes within Manchester over which the Greater Manchester Passenger Transport

Policy	Policy Summary
	Authority has powers for the extension of the Light Rapid Transit (LRT) network including from the City Centre to Ashton via East Manchester.
EM5 Central Park	Within Central Park, development will be permitted which includes a high quality business park comprising Use Classes B1, B2 and B8 alongside the design of development and structure which creates a new central entrance north of Oldham Road that forms a gateway for the business park; a new combined Metrolink/Railway Station, facilities to serve the daily needs of employees and residents of the business park; high quality landscaping to enhance the character of the area; improved access to the Rochdale Canal.
EM11 - Sportcity	Within Sportcity, development will be permitted which includes International sports facilities and mixed use development along Alan Turing Way; The District Centre within Sportcity comprising retail A1, A2 and A3, residential, community facilities and mixed use development; Further commercial development to complement the nature and scale of facilities and their accessibility; Provision of pedestrian and cycle links to adjacent residential neighbourhoods, the Ashton Canal, Phillips Park and the Medlock Valley; v. Residential and mixed use development adjacent to the Ashton Canal; vi. Provision of public art in prominent locations; and the provision of two Metrolink stops, one adjacent to the City of Manchester Stadium and the other on Ashton New Road adjacent to the District Centre.

07 The Development Directions for Eastlands

-  Area 1: Etihad Campus: Sports and Innovation Zone
-  Area 2: Etihad Campus: Commercial Zone
-  Area 3: Holt Town
-  Area 4: Lower Medlock Valley
-  Area 5: Beswick
-  Area 6: The Croft Street Triangle and Eccleshall Street
-  Ancoats & New Islington Neighbourhood Development Framework Area

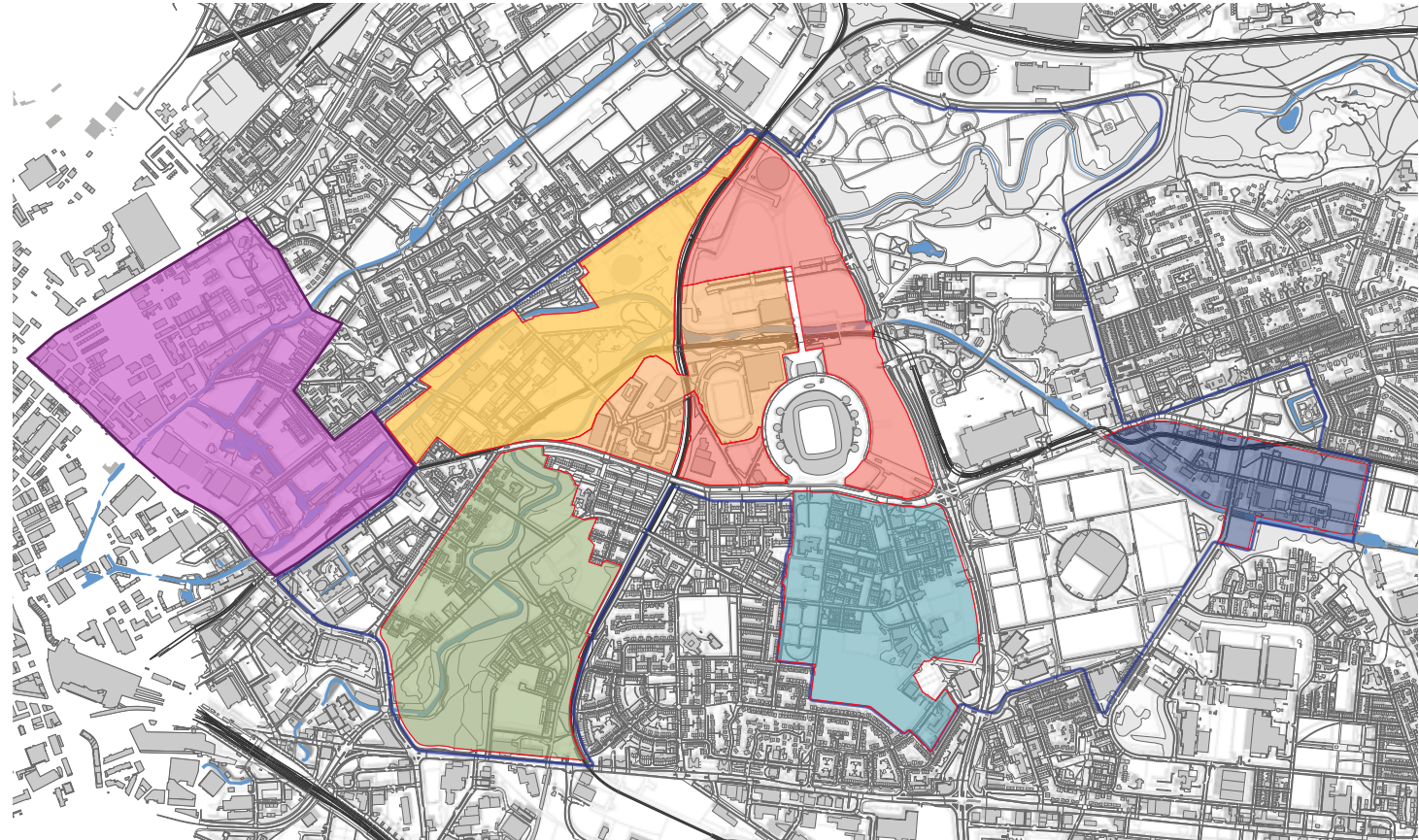


Figure 7.1 Eastlands Regeneration Framework sub-areas