
**Manchester City Council
Report for Resolution**

Report to: Economy Scrutiny Committee – 18 July 2018
Executive - 25 July 2018

Subject: The Eastlands Regeneration Framework: Update

Report of: Strategic Director (Development)

Summary

The December 2017 meeting of the Executive gave approval to the Eastlands Regeneration Framework following consultation with residents, businesses, landowners and other stakeholders. That report also confirmed that Manchester Metropolitan University would establish the “Manchester Metropolitan Institute of Sport” within a new Sports and Innovation Zone on an expanded Etihad Campus.

The purpose of this report is to update Members on developments associated with the Sports and Innovation Zone including seeking approval to a Masterplan for the Sports and Innovation Zone and progress on acquiring land interests within the Edwin Road Industrial Estate which are required to deliver the Zone.

The December 2017 Executive were also informed that work was underway to evaluate proposals to establish a new Management Company arrangement that will deliver estate management services across the Etihad Campus. A separate report elsewhere on this Agenda sets out proposals to establish an Eastlands Management Company to take forward those proposals.

Recommendations

The Executive is recommended to:

1. Welcome the decision of Rugby Football League, Rugby League’s governing body, to relocate their Headquarters onto the Etihad Campus helping to deepen and broaden the range of international and national sports organisations based there;
2. Note the progress being made to assemble land within the Sports and Innovation Zone as set out in Section 3 of this report;
3. Endorse the draft Masterplan for the Etihad Campus Sport and Innovation Zone as a basis for consultation with residents, organisations and businesses, landowners and other statutory stakeholders who would be affected by these proposals.

Wards Affected:

Ancoats & Beswick and Clayton & Openshaw

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 the “Manchester Metropolitan Institute of Sport” that will anchor the Sports and Innovation Zone and will drive forward the growth of a sport, leisure and leisure economic cluster across the Eastlands area.
A highly skilled city: world class and home-grown talent sustaining the city’s economic success	The Eastlands area will provide a wide range of new employment opportunities for east Manchester and Manchester residents.
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

A separate report elsewhere on this agenda details the potential revenue impacts of the current programme.

Financial Consequences – Capital

A separate report elsewhere on this Agenda details the land acquisition programme and the impacts on the capital programme of delivering that programme.

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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
- The Eastlands Regeneration Framework, Executive, 13th December 2017

1.0 Introduction

- 1.1 The December 2017 meeting of the Executive gave approval to the Eastlands Regeneration Framework following consultation with residents, businesses, landowners and other stakeholders. That report also confirmed that Manchester Metropolitan University would establish the “Manchester Metropolitan Institute of Sport” within a new Sports and Innovation Zone on an expanded Etihad Campus.
- 1.2 The purpose of this report is to update Members on developments associated with the Sports and Innovation Zone including seeking approval to a Masterplan for the Sports and Innovation Zone and progress on acquiring land interests within the Edwin Road Industrial Estate which are required to deliver the Zone.
- 1.3 The December 2017 Executive were also informed that work was underway to evaluate proposals to establish a new Management Company arrangement that will deliver estate management services across the Etihad Campus. A separate report elsewhere on this Agenda sets out proposals to establish an Eastlands Management Company to take forward those proposals.

2.0 Background

- 2.1 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.
- 2.2 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.
- 2.3 The March 2017 meeting of the Executive considered a new Regeneration Framework for the Eastlands area, an area encompassing both the Etihad Stadium environs and along the Ashton Canal into both Holt Town and into the Lower Medlock Valley. In respect of the Etihad 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 Etihad 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 Campus. The March 2017 meeting of the Executive subsequently endorsed this 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.

- 2.4 The December 2017 meeting of the Executive gave approval to the Eastlands Regeneration Framework following the completion of that consultation process. That meeting of the Executive approved the westward extension of the Etihad Campus to embrace the Edwin Road Industrial Estate that would form part of a new Sports and Innovation Zone on the Campus. That report also confirmed the decision of the Manchester Metropolitan University to establish the “Manchester Metropolitan Institute of Sport” in the Sports and Innovation Zone and that a more detailed masterplan for the Sports and Innovation Zone would be brought forward to a future meeting of the Executive.

3.0 The Etihad Campus Sport and Innovation Zone: Progress Update

- 3.1 The overall vision as set out in the final version of the Eastlands Regeneration Framework is to establish the Etihad Campus as the key driver of the development of a globally competitive sport, leisure and recreation economic cluster. The intent is to make the Etihad Stadium environs as the:

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

- 3.2 A key component of securing the overall vision of establishing a globally competitive sport, leisure and recreation economic cluster is the development of the Sports and Innovation Zone on the western side of the Etihad Stadium. The focus of this Zone will be to accommodate new academic facilities, student accommodation, offices for sports organisations and managed workspace for new business start-ups.

Rugby Football League

- 3.3 Since the December 2017 meeting of Executive the Rugby Football League confirmed their intentions to consolidate its existing offices in Leeds and Salford onto the Etihad Campus within the Sport and Innovation Zone. The regional athletics arena will retain the athletics track but the arena will be rebranded as the National Rugby League Centre acting as a facility to host a

wide range of rugby league games at all levels of the sport. The Zone itself and the existing sports assets across the wider Etihad Campus will provide Rugby Football League with access to a wide range of world class training, recovery and on-field sporting facilities. The new Headquarters will be open in advance of the 2021 Rugby League World Cup that England will host.

The House of Sport

- 3.4 The Etihad Campus is home to a number of National and Regional Sports Governing Bodies, including British Cycling and England Squash who are located within their own National Performance Centres, developed by the Council for the 2002 Commonwealth Games, along with other organisations that occupy office space for use as national headquarters. The proposals for the next phase of development across the Etihad Campus, has generated significant interest from National Governing Bodies across the country. The Etihad Campus is now being viewed as a significant location for such organisations to do business, given the range of occupiers and facilities already on the site.
- 3.5 The development for Rugby Football League will also allow the City Council the opportunity to incorporate an additional, flexible office solution for other National Governing Bodies, enabling use for ad hoc visits to Manchester through to the full relocation of organisations as an HQ or regional location. The ability for collaboration between occupiers is critical to the success of the Etihad Campus. As such, the proposal will incorporate flexible and informal meeting spaces enabling collaboration between all of the occupiers within the complex including, Manchester Metropolitan University, Rugby Football League and National Governing Bodies to ensure that such opportunities are maximised.
- 3.6 The proposal is supported by Sport England which understands the importance of collaboration amongst its organisations and will enhance the vision for the Etihad Campus of being the epicentre of sport in the UK.

Land Assembly

- 3.7 Central to the successful delivery of the Etihad Campus Sport and Innovation Zone is the acquisition of all of the interests within the Edwin Road Industrial Estate on the western side of the Etihad Campus. The Executive at its meeting in December 2017 approved the acquisition of all interests in this to facilitate the establishment of the Zone and the Executive also noted that this acquisition strategy may require the City Council to explore the use of its Compulsory Purchase Order powers to secure such an outcome. The Executive were also informed that where the acquisition impacts on existing businesses every effort would be made to relocate these businesses, as far as possible, within East Manchester so as to retain the employment base in the area.
- 3.8 Since December 2017 good progress has been made in terms of engaging with all of the existing businesses and landowners. At present all key interests

are engaged with the City Council. It is clear from the dialogue that has taken place that businesses are likely to extinguish their business and retire; seek to find new premises for their business without support from the City Council or are wanting to work pro-actively with the City Council to find suitable premises for their business and their employees. A separate report elsewhere on this Agenda provides more detail on individual acquisitions.

The Sport and Innovation Zone Framework Masterplan

- 3.9 A draft framework masterplan for the Sport and Innovation Zone is attached as Appendix A. The draft framework masterplan sets out the preferred location for the Manchester Metropolitan Institute of Sport, at the north stand of the regional athletics arena, together with options for the location of the House of Sport to accommodate existing and future National Governing Bodies as described above. A Project Management-led team is being assembled to progress the new build elements and refurbishment of the existing facilities to accommodate both the Higher Education Institute and House of Sport, and a further report will be brought back to a future meeting.
- 3.10 The draft framework masterplan also sets out a number of options for the future redevelopment of the Edwin Road Industrial Estate area to provide up to 1,000 student accommodation bed spaces together with the potential for providing a modest amount of accommodation for athletes, subject to further consultation with existing and future National Governing Bodies. The proximity of the student accommodation to the Manchester Metropolitan Institute of Sport will provide a safe and attractive campus environment and the intention is for the area to have priority for pedestrians and cyclists. The options show a variety of traffic calming proposals, all of which include a proposal to stop up New Viaduct Street to create a safe link between the academic and sports facilities around the Etihad Stadium to the student village area.
- 3.11 The Manchester Metropolitan Institute of Sport will focus on post-graduate and research activities as well as providing a range of undergraduate programmes, all within a setting at the Etihad Campus which draws on the wealth of sporting excellence that already exists in Manchester. In order to ensure that innovation and research activities from the University can be translated into opportunities for young people and entrepreneurs to develop their own businesses, products and services, affordable incubator and small-scale workspace should be developed within the Sports and Innovation Zone, with appropriate access to business-support services to allow viable propositions to develop. The Council will seek to appoint a development partner to deliver an integrated scheme centred on both high quality, affordable student accommodation and workspace which supports spin-out and start-up businesses. This will underpin the shared ambitions for the Etihad Campus, ensuring that the University will be globally competitive attracting the best academics and students.
- 3.12 The Council's objectives in acquiring this site are to:

- i. secure full control over the future redevelopment of this site in a manner that will accord with the extant and any future iteration of the wider Ancoats and New Islington Neighbourhood Development Framework;
 - ii. shape the development strategy to ensure that the site makes a significant contribution to the future growth of the city in line with the Council's Residential Growth and wider economic growth ambitions; and
 - iii. promote the redevelopment of the site in a timely manner and appropriately sequenced ensuring that the Council's interest in its wider land portfolio across Ancoats and New Islington is protected and potentially enhanced.
- 3.13 The Part B Report elsewhere on the Agenda sets out the property, commercial and financial details associated with this acquisition.

4.0 Concluding Remarks

- 4.1 The scale, nature and ambition of the opportunities that can be brought forward in and around the Etihad Campus to deliver the development of a globally competitive sport, leisure and recreation economic cluster are now establishing momentum. Design work is now progressing with the Manchester Metropolitan University to develop their Manchester Metropolitan Institute of Sport on the Etihad Campus within the Sport and Innovation Zone as are plans for the House of Sport and a new home for Rugby Football League.
- 4.2 The framework masterplan for the Sport and Innovation Zone is intended to create the world class platform to realise the wider vision and ambition for the site. It is key to unlocking the new employment opportunities that will flow from the next generation of investment across the wider Eastlands Regeneration Framework area and making positive impacts on the lives of East Manchester residents and the wider regeneration of the East Manchester area.
- 4.3 Detailed recommendations appear at the front of this Report.

5.0 Contributing to the Manchester Strategy Outcomes

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

- 5.1 The proposals contained within the Eastlands Regeneration Framework seek to bring forward the Manchester Metropolitan Institute of Sport that will anchor the Sports and Innovation Zone and will a drive forward the growth of a sport, leisure and leisure economic cluster across the Eastlands area.

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

- 5.2 The Eastlands area will provide a wide range of new employment opportunities for east Manchester and Manchester residents.

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

5.3 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

5.4 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

5.5 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.

6.0 Key Policies and Considerations

(a) Equal Opportunities

6.1 The Sport and Innovation Zone framework masterplan will be the subject of a public consultation process giving all stakeholders – residents, businesses affected and landowners affected – the opportunity to engage in that consultation process.

(b) Risk Management

6.2 Not applicable

(c) Legal Considerations

6.3 The City Council will receive a final version of the Etihad Campus Sport and Innovation Zone Masterplan later in the year which will include the results of a public consultation. Once the Masterplan has been approved by Council it will become a material consideration for the City Council as Local Planning Authority