

**Manchester City Council  
Report for Resolution**

**Report to:** The Executive – 11 September 2013

**Subject:** Corn Exchange - A New Vision

**Report of:** The Chief Executive

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**Summary**

This report seeks to inform the Executive of the outcome of a public consultation exercise with local businesses on the updated vision for the Corn Exchange; to respond to the issues raised; and to seek the Executive's approval and endorsement of the vision and strategy, which will lead to the creation of a new quality food and retail destination in the city centre.

**Recommendations**

The Executive is recommended to:

1. Note in summary the comments received from local businesses; and
2. formally endorse the *Strategic Approach to Revitalising Manchester's Corn Exchange*, and request that a partnership team to build on the vision is established.

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**Ward Affected:**

City Centre

<b>Community Strategy Spine</b>	<b>Summary of the contribution to the strategy</b>
Performance of the economy of the region and sub region	The Corn Exchange is a key anchor building in the retail core. By maximising its contribution to the functionality of the city centre the Corn Exchange has the potential to promote economic growth.
Reaching full potential in education and employment	Ensuring this landmark building is brought back into full use with a diverse retail offer will create job opportunities for local residents.
Individual and collective self esteem – mutual respect	

Neighbourhoods of Choice	The provision of accessible independent retailing and quality food provision is important to promote the city centre as a visitor destination and a sustainable residential neighbourhood, in terms of quality of life and environmental performance.
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**Full details are in the body of the report, along with any implications for:**

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

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### **Financial Consequences – Revenue**

None

### **Financial Consequences – Capital**

None

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### **Contact Officers:**

Name: Howard Bernstein

Position: Chief Executive

Telephone: 234 3006

E-mail:

[h.bernstein@manchester.gov.uk](mailto:h.bernstein@manchester.gov.uk)

Name: Pat Bartoli

Position: City Centre Regeneration

Telephone: 234 3329

Email:

[p.bartoli@manchester.gov.uk](mailto:p.bartoli@manchester.gov.uk)

Name: Dave Roscoe

Position: City Centre Planning Team

Telephone: 234 3567

Email: [d.roscoe@manchester.gov.uk](mailto:d.roscoe@manchester.gov.uk)

### **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.

Report to Executive – 26 October 2011

Report to Executive – 14 March 2012

Report by Drivers Jonas Deloitte – *A Strategic Approach to Revitalising Manchester's Corn Exchange* – May 2013

Report to Executive – 26 June 2013

## 1. Background

- 1.1 On 26 June 2013, the Executive requested that the Chief Executive undertake a public consultation exercise in respect of the Corn Exchange, and that a further report be brought forward, following this consultation, outlining the comments received.
- 1.2 The *Strategic Approach to Revitalising Manchester's Corn Exchange* set out four key areas:
- The retail vision – to develop a unique and complementary retail offer;
  - External enhancements – to recreate the main entrance and introduce single story glazed extensions to the Exchange Square and Fennel St elevations;
  - New signage and stronger identity – by reintroducing the Corn and Produce Exchange which already exists on the building;
  - Public realm – improvements to Exchange Square and Hanging Ditch to improve the setting of the Corn Exchange and respond to the opportunities presented by the introduction of the new Metrolink stop in Exchange Square.
- 1.3 It is anticipated that the works will be delivered in a single phase and should be completed by October 2014. Aviva have committed themselves to delivering the full programme, subject to obtaining all the necessary consents.

## 2. Introduction

- 2.1 On 26 July, the *Strategic Approach to Revitalising Manchester's Corn Exchange* was distributed to local businesses and key stakeholders and their comments invited on this.
- 2.2 The consultation was closed on 27 August 2013.

## 3. Responses

- 3.1 In total, six responses were received. The responses are summarised below:

### **Chethams School of Music**

- 3.2 Whilst welcoming the planned innovations and the potential for enlivening the retail offer and visitor engagement in the area, Chethams has also expressed some concerns regarding the potential for noise disturbance on the back of the development. In particular, they have raised concerns regarding amplified noise which may be generated through events around the building and which has the potential to disturb lessons or, during the evening, the sleep of the 230 borders who live on site. They have also raised specific concerns about the

timing of deliveries to the Corn Exchange and the potential to wake children up.

### **TfGM**

- 3.3 TfGM has submitted a formal response to the consultation acknowledging the existing relationship with MCC and Aviva with regards to the redevelopment of the Corn Exchange and the interface with the designs for the new Metrolink stop at Exchange Square. They acknowledge the need for the ongoing relationship to deal with issues including phasing of the development, construction management and servicing arrangements.

### **Network Rail**

- 3.4 Whilst the ownership and interest of Network Rail does not extend beyond the frontage of Victoria Station, they believe the revitalisation of the Corn Exchange provides the developers the opportunity to improve connectivity and linkages between the building and the station by undertaking improvements to landscaped areas. By redesigning the landscaping there is potential to remove the obstacles caused by the level differences and to develop better signage for visitors to the area. Network Rail is keen to work in partnership with local stakeholders to achieve this.

### **Manchester Cathedral**

- 3.5 The Cathedral is both supportive of the Corn Exchange proposals and keen to work in partnership to develop them further for the benefit of the city as a whole. They are particularly keen to work together to look at issues surrounding access and public realm and the linkages between the Cathedral and the Corn Exchange. They also express their desire to work on joint promotions with the Corn Exchange to enhance business development opportunities. They have expressed some concerns relating to noise control and how this will be managed, in addition to concerns regarding the servicing of the building and the potential disruption from HGVs in the area.

### **Land Securities**

- 3.6 Land Securities owns the Printworks, which is in close proximity to the Corn Exchange. The company is supportive of the vision and proposed physical changes to the building. They believe that a revitalised and successful Corn Exchange, particularly one which provides a new and unique offer, enhances the city centre as a whole. They do however stress that the development must complement rather than compete with the Printworks. They have requested that controls are imposed to preclude lettings to existing operators within the city centre in order to avoid competition, attract new tenants from outside of the city and ensure complementarity with the Printworks offer.

## **English Heritage**

- 3.7 English Heritage supports the determination to re-animate the Corn Exchange which is an important historical asset. They believe the physical work to the building presents an opportunity to restore some of the key features lost following the IRA bomb in 1996. They raise some concerns about the impact on the listed building and its historic character. They continue to advise against the proposed vitrines and ask for a consideration of further options with a more historic approach. They note that the building exterior creates an expectation of an interior emphasising historic character, but that designs to date have not yet achieved this and further consideration should be given to the little historic detail which survives.

## **4. Responses to the Comments / Concerns**

- 4.1 The issue relating to noise, potential disturbance from the servicing of the building and design concerns are important issues and officers will continue to work with Aviva to develop and implement strategies that will address these points.
- 4.2 With regards to the comments raised on competition, Aviva have placed an emphasis on repositioning the Corn Exchange so it will attract occupational interest that is not currently represented in the City. This approach will improve the overall retail offer that the city centre currently enjoys.

## **5. Conclusion**

- 5.1 The responses received indicate broad support for the vision to revitalise the Corn Exchange. The majority of issues which have been raised can be addressed as the individual elements of the overall vision are brought forward over the coming months and as part of the planning application for the scheme. On this basis, no amendments are required to the *Strategic Approach to Revitalising Manchester's Corn Exchange*.
- 5.2 Immediately to the north of the Corn Exchange, an unprecedented number of infrastructure and mixed-use development projects are being brought forward by the City Council and its private sector partners. Each of these projects has a key part to play in terms of maximising the city centre's role as a driver of economic growth across the City Region and as a focal point for retailing, leisure and cultural facilities and other visitor attractions. These developments will be brought forward, alongside the Corn Exchange, in a complementary and well managed way.
- 5.3 The Corn Exchange has a pivotal role to play in terms of physically and functionally connecting the city centre's existing commercial and retail heart to its new or enhanced cultural, leisure, business and public transport destinations at the north of the city centre.

## **6 Contributing to the Community Strategy**

### **(a) Performance of the economy of the region and sub region**

- 6.1 The city centre is the location which most influences the overall economic strength of the region and sub region. This proposal would help to maximise its economic function by ensuring that retail and leisure developments support the wider role of the city centre.

### **(b) Reaching full potential in education and employment**

- 6.2 The building has the potential to generate much higher levels of employment opportunities for local residents. The recommended approach seeks to ensure that these opportunities are promoted, and by improving linkages to a wider area it should help to create other employment opportunities.

### **(c) Individual and collective self esteem – mutual respect**

### **(d) Neighbourhoods of Choice**

- 6.3 Alongside its primary economic role, the city centre has a large and growing residential community. The proposed redevelopment seeks to ensure that city centre residents have better access to food and other retail opportunities, in an integrated and high quality environment.

## **7 Key Polices and Considerations**

### **(a) Equal Opportunities**

### **(b) Risk Management**

- 7.1 The introduction of this vision would ensure that opportunities for regeneration are fully realised.

### **(c) Legal Considerations**

- 7.2 The Planning and Highways Committee will be requested to take this vision into consideration when determining planning applications. However, applications for planning permission and listed building consent will have to be determined by the Local Planning Authority in the usual manner.

## **8. Recommendations**

Recommendations can be found at the front of the report.