



Economy Scrutiny Committee

Date: Thursday, 18 July 2019

Time: 10.00 am

Venue: Council Antechamber, Level 2, Town Hall Extension

This is a **Supplementary Agenda** containing additional information about the business of the meeting that was not available when the agenda was published

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Membership of the Economy Scrutiny Committee

Councillors - H Priest (Chair), Abdullatif, Douglas, Green, Hacking, Hitchen, Johns, Noor, Raikes, Shilton Godwin, K Simcock and Stanton

Supplementary Agenda

5. **Eastlands Regeneration Framework update** 3 - 102
Report of the Strategic Director – Growth and Development attached

This report sets out the feedback that the Council has received following consultation with residents, businesses, landowners and other stakeholders to the draft Eastlands Regeneration Framework and proposes a response to the key issues that have been raised within the consultation process.

8. **Review of Post-18 Education and Funding (Augar Review)** 103 - 116
Report of the Head of Work and Skills attached

This report provides an overview of the key recommendations of the Independent Panel Review of Post-18 Education and Funding, chaired by Dr Philip Augar, including a short commentary on some of the opportunities and issues for the City. It also sets the context for bringing back a more detailed report in the future subject to the Government agreeing the implementation and funding of some or all of the recommendations

Further Information

For help, advice and information about this meeting please contact the Committee Officer:

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This supplementary agenda was issued on **Friday, 12 July 2019** by the Governance and Scrutiny Support Unit, Manchester City Council, Level 3, Town Hall Extension (Mount Street Elevation), Manchester M60 2LA

**Manchester City Council
Report for Resolution**

Report to: Economy Scrutiny Committee - 18 July 2019
Executive - 24 July 2019

Subject: The Eastlands Regeneration Framework

Report of: Strategic Director – Growth and Development

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.

Recommendations

The Economy Scrutiny Committee is recommended to comment on the report and, if minded to, endorse the recommendations to the Executive as detailed below.

The Executive is recommended to:

1. Note the summary of issues and comments received from residents, businesses and other interested parties set out in Section 3 to 5 of this report and approve the suggested amendments set out in these sections to the final version of the Eastlands Regeneration Framework;
2. Approve the proposed approach set out in Section 3 of this report in respect of new commercial led opportunities associated with the Pollard Street Sub Area;
3. Approve the proposed approach set out in Section 5 of this report in respect of new commercial led opportunities associated with the Etihad Campus Commercial Zone Sub Area;
4. Delegate to the Strategic Director – Growth & Development, in consultation with the Leader of the Council and the Executive Member for Housing & Regeneration, authority to approve the final version of the Eastlands Regeneration Framework, with the intention that, if approved, it will become a material consideration in the Council's decision making as a Local Planning Authority.

Wards Affected: Ancoats & Beswick; Clayton & Openshaw; Miles Platting & Newton Heath

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 deliver the Sports & Innovation Zone on the Etihad Stadium and also new opportunities to develop a new leisure and recreation offer with that can drive forward the growth of a sport, leisure and recreation economic cluster across the Eastlands area. Beyond the Etihad Campus 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 wider area will also now provide for a range of affordable and higher value homes to support the needs of the wider city.
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 Housing Affordability Strategy to meet the growing demand for new homes in the City. In relation to the creation of new residential led neighbourhoods in the Eastlands area these will include the provision of new social infrastructure such as schools and new 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 delivery of the Eastlands Regeneration Framework will embrace developments that will support the City Council's ambitions for Manchester to deliver a zero carbon footprint for the city by 2038.
A connected city: world class infrastructure and connectivity to drive growth	Eastlands will create a strong connection between the City Centre and the neighbourhoods of East Manchester, contributing to the vibrancy and attractiveness of these areas.

Full details are in the body of the report, along with any implications for:

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

Financial Consequences – Revenue

None

Financial Consequences – Capital

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

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Background documents (available for public inspection):

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

- East Manchester Strategic Regeneration Framework, Executive, 19 December 2007
- A Strategic Partnership with Manchester City Football Club, Executive, 24 March, 2010
- Ancoats and New Islington Neighbourhood Development Framework, Executive, 29 October 2014
- Refresh of the Ancoats and New Islington Neighbourhood Development Framework, Executive, 14 December 2016
- The Eastlands Regeneration Framework, Executive, 8 March 2017
- Eastlands Regeneration Framework, Executive, 13 December 2017
- The Eastlands Regeneration Framework: Update, Executive, 25 July 2018
- Eastlands Regeneration Framework, Executive, 13 March 2019

1.0 Introduction

- 1.1 The regeneration of East Manchester has been a long term priority for the City Council. Over the last 25 years the Council has sought to transform the physical, economic, social and environmental fortunes of the area.
- 1.2 At the heart of the renaissance of East Manchester has been the Etihad (formerly the City of Manchester) Stadium and the complex of sporting assets on the Etihad Campus developed for the hosting of the 2002 Commonwealth Games. The Stadium has acted, and still acts, as the beacon of the economic transformation of East Manchester, a symbol of change and improvement in the fortunes of the area.
- 1.3 In the twenty year journey of transformation the Eastlands area, and specifically the Etihad Campus, has been consistently viewed as a major economic driver in its own right within a city region and national context. Successive Regeneration Frameworks have consistently identified the Campus as a place to drive forward the development of a globally competitive sport, leisure and recreation offer. This is also reflected in the approved planning policy framework.
- 1.4 Over the last 15 years the opportunities to transform the Eastlands area have ebbed and flowed. The loss of the opportunity for Manchester to have the only Regional Casino License within the UK in March 2008, and with it the option of delivering a leisure and visitor destination of national significance on the Etihad Campus, aligned with the impacts of the economic recession of 2009 and 2010, have undoubtedly held back the pace of regeneration and transformation in and around East Manchester. These impacts have, in part, been offset by the commitment of Manchester City Football Club to invest into the Etihad Campus to underpin the ownership's ambitions for the Club and for East Manchester.
- 1.5 In December 2017, Manchester City Council approved a further version of the Eastlands Regeneration Framework (ERF 2017) in order to guide the next phases of identified projects and development activity in and around the Etihad Campus as well as the westward expansion of activity along the Ashton Canal Corridor, joining up with the eastward expansion of the City Centre taking place in Ancoats and New Islington.
- 1.6 Over the 24 months since that Framework was developed, consulted upon and subsequently approved the economic growth momentum in the city has continued to grow at a pace not predicted by any forecast, with 10 to 15 years of employment growth likely to be delivered in half that time. The impacts of that positive economic dynamic are now clearly flowing into east Manchester and, in particular, the area between the Etihad Stadium and Great Ancoats Street. Such impacts present opportunities and challenges for the existing Eastlands Regeneration Framework. These include:
 - A significant demand for new commercial floorspace reflecting the potential to widen and deepen the business and employment base in

the area. Such demand is driving rising equity values and rents for commercial floorspace;

- Employment growth across the city is also fuelling the demand for new homes in the area, driving rising residential land values and the creation of higher value homes in both sale and rental terms. This dynamic requires a need to widen and deepen the housing offer in the area to ensure that there is a sufficient supply of new affordable homes to enable residents to share in the success of the area's ongoing transformation; and
- The profile of Manchester, the Etihad Campus and, in particular, the long held ambition to develop the Campus as a place with a globally competitive sport, leisure and recreation offer, is now attracting significant interest from investors wanting to develop a 21st century sport, leisure and recreation offer of national scale. This interest was market driven and not stimulated by the City Council.

1.7 These drivers have reshaped the commercial and residential prospects of the area not only between the Stadium and Great Ancoats Street but also radiating eastwards beyond the Etihad Stadium. As such the draft Eastlands Regeneration Framework embraced a wider geography than its December 2017 predecessor along with a broader ambition reflecting the opportunities and challenges arising from the growth of the city.

1.8 The March 2019 meeting of the Executive endorsed a draft Eastlands Regeneration Framework (See Annex 1) for consultation. This consultation was undertaken after the local and European Elections at the end of May 2019. This report sets out the feedback that the Council has received and proposes a response to the key issues that have been raised within the consultation process.

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 2019 a consultation process was conducted; this followed the May Local and European elections.

2.2 The consultation process ran from 31st May – 26th June 2019 and was managed by staff from the North Manchester Neighbourhood Regeneration Team in conjunction with officers from Strategic Development. The following consultation methods were used:

- Letters inviting residents and businesses to a consultation event were sent via email and post to circa 4000 residential addresses, 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. The letter that was distributed provided details of the proposed drop in event and

also provided a link to provide comments on the draft Framework online;

- The drop in event organised for residents and local businesses 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 6th June at Beswick Library;
- 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 there were 2414 unique of the consultation website;
- 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.

2.3 It should also be noted that in their submission to the City Council in respect of the draft Eastlands Regeneration Framework SMG (the operators of the Manchester Arena) state that they conducted a campaign to raise awareness of the proposed Arena in the Eastlands Regeneration Framework area. SMG commissioned a public relations agency Fleishman Hillard Fishburn (FHF) to help raise awareness of the consultation period, the arena proposal and the impacts it could have on the local community. The awareness campaign comprised:

- Canvassing at Eastlands ASDA on 14, 19, 20, 21 and 24 June;
- Distributing leaflets through door knocking in Miles Platting and the wider area on 19 June; and
- Distributing the leaflet to 5,700 households on 21 June across Clayton, West Bradford Road and Beswick.

2.4 The leaflet distributed encouraged those receiving it to submit their concerns and questions to the Council through the online portal with a link direct to the online page for responses. It did not provide a link to the draft Eastlands Regeneration Framework itself.

2.5 SMG have indicated that FHF communicated with in excess of 300 people at ASDA and at least another 150 through door to door knocking through estates in Clayton, Miles Platting and Beswick.

3.0 The Eastlands Regeneration Framework: Resident Consultation Outcomes and Responses

- 3.1 By way of comparison the previous version of the Eastlands Regeneration Framework that was approved by the Executive in December 2017 received a total of 39 responses following an eight week consultation period in the summer of 2017. The consultation that ran between the 31st May and the 26th June has stimulated 1445 unique responses onto the Council's website of which 492 responses are assessed to come from within the Eastlands Regeneration Framework area, 474 from other "M" postcodes; 355 from other Greater Manchester postcodes, 112 from outside GM and the remainder (12) did not give their postcode or location. In respect of the proposals for developing the land in and around the New Islington tram stop on Pollard Street this has stimulated an online petition of which, as of 4pm on the 8th July, 2607 individuals had signed electronically. Finally, the SMG awareness raising campaign generated 329 postcards.
- 3.2 In terms of the responses received there were two specific matters that drew a significant interest. These were:
- (i) the proposals within the Etihad Campus Commercial Zone Sub Area for a second large indoor arena; and
 - (ii) the proposals to bring forward a commercial led scheme – MXM – on Pollard Street, in and around the New Islington tram stop.
- 3.3 This section will address the Etihad Campus Commercial Zone, Pollard Street and finally any other significant comments raised about other issues in the draft Eastlands Regeneration Zone area.

The Etihad Campus Commercial Zone Sub Area

- 3.4 The draft Eastlands Regeneration Framework indicated that the area in and around the Etihad Stadium - the Etihad Campus Commercial Zone – was attracting interest from a number of international entertainment operators and investors who were looking at this location for new facilities. One such opportunity being a large indoor arena with a capacity in excess of 20,000. This interest was market driven and not stimulated by the City Council.
- 3.5 Issues raised in the consultation process have undoubtedly been impacted by the SMG sponsored awareness campaign referenced in the previous section. A copy of the leaflet distributed is attached in Annex 2 of this report. It states, amongst other things, that ***“Manchester City Council want to build a new arena on your doorstep”***. It goes on to imply that this arena is being funded by the City Council stating, under a heading ***“Where Your Council's Investment Should Go”***, that ***“The funding of a damaging second arena redirects investment away from projects which would hugely benefit the community – affordable housing; improving public transport; reducing road congestion for residents; more funding for community and policing services; and protection from harmful congestion”***. The City Council has received no indication if these messages were repeated to residents at the

drop in events referenced or in any other verbal communications to residents and businesses in the area.

- 3.6 Suffice to say the leaflet distributed as part of the SMG awareness campaign is very misleading. The leaflet invites recipients to believe that the Council (and / or other public sector organisations) will deploy public resources to directly support the financing of a new arena thus diverting investment away from the delivery of local priorities. It is not unreasonable to conclude therefore, that in the light of the responses received via the Council website and the postcards which accompanied the distribution of the leaflet distributed by SMG's PR agency, that many residents believe that it is proposed that the Council intends to invest in a second arena at the Etihad Campus. This is not the case.
- 3.7 The draft Eastlands Regeneration Framework does not change the existing statutory planning framework which will be observed in light of any planning applications made. Section 5 of this report sets out in more detail the planning status of the draft Framework. However, it is important to note here that the revised draft Framework does not seek to allocate land for an arena. Any future planning application for an arena would be determined through the statutory planning process. Furthermore, Manchester City Council has not made any investment decision to support a new indoor arena in Manchester. If a second large indoor arena was to be brought forward then it would need to be funded in its entirety by the private sector with no use of City Council financial resources. The draft Eastlands Regeneration Framework makes no reference to Manchester City Council funding or part funding a second large indoor arena nor does it not identify the Council as a promoter or co-promoter of any new Arena.
- 3.8 In light of the above it is not surprising that the numbers of responses received on the City Council website were significant nor is it a surprise that there was a very significant weight of opposition to the proposals from local residents. Within the M4 postcode area in and around New Islington the focus of the responses was directed at the issue of the development of the Pollard Street Sub area. Of those 374 responses received in this area 33 were opposed to a second large arena. Within the M11 and M40 postcodes that cover the neighbourhoods in the immediate environs of the Etihad Campus the responses received take a negative position reflecting back the issues raised in the leaflet distributed on behalf of SMG. Of the 118 responses received from within these postcodes 93 expressed concerns and opposition to the second Arena opportunity.
- 3.9 Beyond the responses received from M4, M11 and M40 postcodes there were 474 responses received from other M postcodes. Of those responses received 312 responses were not supportive of the draft Framework with concerns associated with the opportunity to host a second Arena very strongly represented in those comments. Reasons for objections were primarily focussed on views that a second arena was not needed; there would be traffic congestion and parking problems; the impact on the city centre and that the investment should be used on other things. In other Greater Manchester postcodes and outside of Greater Manchester there were 459 responses with

399 expressing concern about the proposal for a second arena on the Etihad Campus. Again views were expressed that a second arena was not needed; there would traffic congestion and parking problems; the impact on the city centre and that the investment should be used on other things.

- 3.10 Notwithstanding the concerns that can be levelled at the leaflet distributed the following issues were raised by respondents.
- 3.11 **Feedback:** The issue of transportation to and from the Etihad Campus, traffic congestion, air pollution and the potential for car parking to become a significant neighbourhood issue were all raised as linked issues with a potential new large indoor arena.
- 3.12 **Response:** The Eastlands Regeneration Framework area will bear two separate pressures 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, education and visitor / leisure destination will also place new demands on the Campus in respect of both the transportation infrastructure and the disruptive impacts of car parking on the wider area.
- 3.13 The draft Framework stresses that new development will continue to **“promote the use of public transport”**. The proposed Development Principles set out in Section 8 of the draft Framework, amongst other things, **“encourage sustainable transport through a range of measures including; car charging, bicycle facilities, well lit streets and paths and access to the tram and other forms of public transport”**.
- 3.14 In respect of any proposal for a second large indoor arena (and indeed any other destination use on the Etihad campus) the draft Framework is very explicit on the need for any application for such a proposal to **“to address detailed transport impacts and would need to be accompanied by detailed proposals for the management of the network (and any necessary modifications) to sustain the demands for different facilities cumulatively and at different times of the day.”**
- 3.15 With regard to the disruptive impacts of car parking on the wider area the draft Framework is again very explicit. It states that **“of paramount concern to the Council and residents will of course be the need to protect and enhance amenity in adjacent neighbourhoods to the Etihad Campus. If proposals for facilities are brought forward which are likely to generate significant increased demands on the transport network, it will be essential that detailed proposals are also brought forward for the implementation of a controlled parking scheme with a coverage to be agreed by the Council following consultation with residents and businesses and with the costs of provision and operations underwritten by commercial third parties rather than directly by the Council”**.
- 3.16 **Feedback:** A new second large indoor arena will create an increase in littering and anti-social behaviour in the environs in and around the Etihad Campus.

- 3.17 **Response:** As already indicated the draft Framework recognises the **“need to protect and enhance amenity in adjacent neighbourhoods to the Etihad Campus”**. The final version of the Framework will explicitly reference the need for the matters of littering and anti-social behaviour to be addressed if development is brought forward.
- 3.18 **Feedback:** A need for more Affordable Housing in the area.
- 3.19 **Response:** The draft Eastlands Regeneration Framework is very explicit in addressing the issue of affordable housing across the whole of the Framework area. Section 2 of the draft Framework “The Vision for Eastlands” states that **“opportunities for new affordable housing in areas such as Beswick, Riverpark Road, Clayton, Miles Platting and New Islington must be captured to provide the opportunities for all residents to capture the benefits of growth to be found in the area and the wider city”**. With the exception of New Islington, these named areas are all in the immediate vicinity of the Etihad Campus.

Pollard Street Sub Area

- 3.20 The draft Eastlands Regeneration Framework sets out a clear intent to bring a scheme forward – the MXM scheme. This proposal and ambition reflects the decisions previously made in respect of this area of land as set out in the Ancoats and New Islington Development Framework that was approved by the Executive in December 2016. The MXM scheme has been developed in line with the approved Ancoats and New Islington Development Framework. Amongst other things that Framework stated that “The New Islington Metrolink stop should be promoted as a threshold into the wider city and as a hub of activity within the area, including commercial, residential, retail and leisure uses...”. The Framework that was approved in December 2016 by the Executive changed the previous Framework that was approved in October 2014 which promoted residential development on land in and around the New Islington tram stop.
- 3.21 A series of Character Area Principles were also set out within the Ancoats and New Islington Development Framework. Paragraphs 6.115 to 6.138 set out the approach to be adopted for the Ashton Canal Corridor that includes the land in and around the New Islington tram stop on Pollard Street. These principles, amongst other things, state that “the area has the potential to become a more effective and sustainable location for commercial activity” and that “at the confluence of key pedestrian routes within the heart of the character area, adjoining the Metrolink stop on the south side of the canal, there is an opportunity to create new green public space. This could be delivered as a larger space or a series of public spaces, with a variety of character and functions responding to the canal and intensity of use.”
- 3.22 The development of this area, together with enhancements of the canal corridor is mirrored in a long held planning policy objective. This was initially set out in the early development plan for the city (the UDP) which identified the site for mixed use and is currently part of a wider city centre fringe

employment area in the Core Strategy.

- 3.23 **Feedback:** Within the M4 postcode 374 responses were received. The Pollard Street Sub area lies within that postcode area. Of those responses received 286 responses were opposed to development on the green space within the immediate environs of the New Islington tram stop on Pollard Street, with 259 of those responses citing the loss of and lack of green space in Manchester and 137 citing the loss of amenity use for local residents. A minority of responses were supportive of development.
- 3.24 **Response:** The draft Eastlands Regeneration Framework makes explicit reference to the undeveloped land adjacent to Pollard Street, which is bisected by the Metrolink line and incorporates the New Islington tram stop. It outlines that the site has been identified as suitable for employment or employment-led, mixed-use development and that **“a specific scheme has been identified and is coming forward for the site. The scheme, known as MXM, has been developed by General Projects, which encapsulates the latest thinking in providing a range of flexible workspaces for businesses.**
- 3.25 Since December 2016 proposals to bring forward this land have been progressed with General Projects for the MXM scheme. The inclusion of the Pollard Street area and the explicit reference to the MXM scheme was intended to highlight the intention to bring a development forward that delivers on the requirements set out within the 2016 approved Ancoats and New Islington Development Framework as set out in paragraphs 3.17 to 3.19.
- 3.26 It is anticipated that a planning application for the MXM scheme will be submitted in the Autumn of 2019. The overall ambition for this proposal is to help strengthen the employment creation capacity of this part of the city. The vision for the MXM scheme is to deliver a new creative workspace campus that will bring together small and medium sized enterprises (SMEs), Makers, growth companies and creative businesses into a new collaborative community. Over 220,000 sq ft of workspace will be delivered, this will include a mix of workshops, design studios and media-style office space, so as to attract a wide range of businesses. A mix of independent cafes and restaurants will sit alongside new space for craft manufacturing and making.
- 3.27 With regard to green public space the 2016 Ancoats & New Islington Development Framework is also very explicit. It states that:
- “at the confluence of key pedestrian routes within the heart of the character area, adjoining the Metrolink stop on the south side of the canal, there is an opportunity to create new green public space. This could be delivered as a larger space or a series of public spaces, with a variety of character and functions responding to the canal and intensity of use. This can establish yet another fantastic neighbourhood amenity; it can start to support higher density forms of development adjoining this key public transport and can significantly contribute to the creation of a real sense of place in this locality.”

The proposals being developed for the MXM respond to the guidance set out above. The scheme that will be submitted for planning in the Autumn will create a new linear green park along the canal from Great Ancoats street all the way through to Milliners Wharf. The park will run over 300 meters in length, and measure over 35,000 sq ft. It will completely activate the canal and provide a very unique green space for the community to enjoy. In addition to this new asset a new central square adjacent to New Islington tram stop will also be created. This new public piazza will be the heart of the MXM scheme and connect Pollard Street with the canal. The square will measure circa 15,000 sq ft and be a mix of open green space and high quality public realm. The design will encourage it to be used throughout the week and on weekends as a focal point public space for New Islington. Finally, the MXM development will include a variety of incidental public spaces between buildings that can be enjoyed. Of the entirety of the site, over 2 acres will not be developed on and will remain fully publicly accessible every day and all day.

- 3.28 The proposals for the MXM are well advanced and, as indicated above, a planning application is expected to be submitted in the early autumn. This application will be based on the Ancoats and New Islington Development Framework approved by Executive in December 2016. In light of any submission for planning being made residents and other stakeholders will then have the opportunity to review the detail of the proposal and make further representations based on these detailed proposals. Given the information set out in this response the Executive are requested to encourage an application based on the 2016 Ancoats & New Islington Development Framework to be brought forward for consideration by the City Council's Planning & Highways Committee.

Other Issues Raised

- 3.29 **Feedback:** A number of comments were received concerning the future redevelopment of the former Central Retail Park site on Great Ancoats Street with views being expressed about the type of development and the facilities that should be provided on the site.
- 3.30 **Response:** A detailed set of proposals for the Central Retail Park are currently under preparation and it is expected that the Executive will consider those proposals in the Autumn of this year in advance of undergoing public consultation.

4.0 The Eastlands Regeneration Framework: Other Stakeholder Comments and Responses

- 4.1 Responses were received from the following organisations:

- A New Leaf
- Bridge 5 Mill
- Northern Group
- Evonic Chemicals Limited

- Lawn Tennis Association
- Manchester Active
- UK Sport
- The Manchester College
- The University Campus of Football Business (UCFB)
- The Canals & Rivers Trust
- Groundwork Manchester
- United Utilities
- Hope Mill Theatre

- 4.2 **A New Leaf** are a registered charity established to champion space in Manchester, deliver community greening projects and support others who share their vision for Manchester as a green city. The written submission clearly states their opposition to the proposed use of the land at Pollard Street for employment or employment led mixed use development.
- 4.3 A New Leaf welcome the proposals for new public space on the Central Retail Park that connects to Cottonfield Park in New Islington. They suggest that “the public realm should not only be high quality green space but that thought should be given as to the scale of this green space, noting that the tranquillity and character of the marina in part derives from the wide vistas, naturalistic tree planting, and limited high rise development”. Support is also given to the proposal for safe and attractive walking and cycling routes through the site.
- 4.4 Finally in relation to the Lower Medlock Valley, A New Leaf appreciate the potential of new residential development to rejuvenate the river valley actively supporting proposals to improve the accessibility to the river corridor. They suggest, as they did for the Pollard Street area that ecological baselining is undertaken with a view to any development delivering a net gain in biodiversity.
- 4.5 **Response:** In respect of Pollard Street Paragraphs 3.19 to 3.27 of this report set out the City Council’s position. The comments on the Central Retail Park are noted and will be considered as part of any proposals as referenced in Paragraph 3.29 above. Similarly, the comments received on the Lower Medlock Valley are noted.
- 4.6 With regards to a net gain in biodiversity on individual sites, this is a matter that will be addressed fully in any planning application. Ecology, biodiversity and impacts for green and blue infrastructure are all key factors for consideration in a development proposal. This is underpinned by a planning policy framework which supports strategic objectives in seeking an environmental uplift across the city. The draft ERF reflects this position.
- 4.7 **Bridge 5 Mill** is a not for profit organisation based in the Holt Town area. Their building is a conference and events venue with 16 tenants (small businesses, social enterprises and charities). They express concern that not enough emphasis has been placed within the Framework on local and regional investment into the area and that there is an over-emphasis on national and international investors. Bridge 5 Mill are not convinced there is a need for a

- second Arena.
- 4.8 Bridge 5 Mill consider the plans to support the development of business premises for small, medium and large technology and creative industries at differing price points to be positive along with the proposals to support live-work space.
- 4.9 Finally, Bridge 5 Mill are broadly supportive of the proposals for Holt Town Central Sub Area but have concerns about the use of Compulsory Purchase Powers (CPO). They are keen to see residents and businesses connected into the development process in a genuine and active way – especially if there is a potential for CPO powers to be deployed by the Council.
- 4.10 **Response:** The views expressed on the source of investment are noted but the City Council are of the view that the future growth and success of the city is dependent on being able to stimulate local and regional investment along with national and international investment into the city. Limiting sources of investment as suggested would significantly curtail new homes being developed and new employment opportunities being created.
- 4.11 Section 5 of this report sets out the City Council's position on the opportunity for a new second Arena within the city.
- 4.12 The comments on the type of premises are noted as are those made in respect of Holt Town Central Sub Area. With regard to any possible CPO this would be an action of last resort and would only be taken forward by the City Council if there was a strong case in the public interest to do so. In arriving at that position the views of landowners, businesses and residents will be of paramount importance.
- 4.13 The **Northern Group** are a property company and local developer based in East Manchester. They hold several significant land interests, particularly around the Holt Town area.
- 4.14 The Company are generally supportive of the revised Framework and recognise the opportunity and needs contained within the document. In relation to the Holt Town area the Northern Group agree with the majority of the sentiments on this area within the ERF, however, they do not agree with the blanket height restriction of 8 storeys in this location. They state that opportunities must be given, especially along the canal side locations, to create new focal point buildings which commercially then enable some of the ambitious public realm improvements to take place. In addition, aside from Brunswick Mill, the Northern Group do not agree with the retention of other (non-listed) buildings in this area, in particular, Wellington House which they believe would severely restrict the development potential of Holt Town in a key canal side location.
- 4.15 **Response:** With regard to the specific comments about building heights, especially along the Ashton Canal, and those that relate to non-listed buildings in the area the draft framework sets out to establish some key guiding principles. The comments received from the Canal & River Trust regarding the height of development along the Ashton Canal (set out elsewhere in this

Section) should also be noted.

- 4.16 The existing mills along the canal corridor are an important feature in the area and together with the designated heritage assets provide the setting and context for further development. This includes re-establishing the historic urban grain. Any proposal which exceeds the guidance would need to be supported by a full planning, heritage and townscape justification. There are also potential ecological issues which could arise from overshadowing of parts of the canal.
- 4.17 **Evonic Chemicals Limited** (formerly Air Products) have indicated that they continue to trade successfully and have no plans for closure. As such they object to their site that fronts onto Gorton Lane and the Ashton Canal being designated for residential purposes within the Croft Street Triangle and Eccleshall Street Sub Area.
- 4.18 **Response:** The Council notes the current trading position of the Evonic Chemicals facility and welcomes the employment given to Manchester residents. The plans for this part of the Eastlands Regeneration Framework, like the other Sub Areas, set out intended uses of the land if, at some point in the future, the factory ceased to trade. The Council accepts that this situation may never arise.
- 4.19 The **Lawn Tennis Association** (LTA) are supportive of the draft Eastlands Regeneration Framework seeing the proposals as very exciting and showing an opportunity to really put Manchester at the heart of sporting excellence, participation, commercial sporting enterprise. The LTA are keen to continue to explore how they can support further the development of the indoor tennis centre on the Etihad Campus developing a high class performance programme, driving participation and developing young people.
- 4.20 **Response:** The continued support and commitment of the LTA to Manchester and the Etihad Campus is welcomed.
- 4.21 **Manchester Active** (MCRactive) provides leadership and a common narrative for sport and physical activity in Manchester, working with the whole sport and physical activity sector to activate all publicly accessible sport and leisure facilities that exist across Manchester.
- 4.22 MCRactive recognise that the large “collar site” on the Etihad Campus (to the east of the Stadium) clearly presents vast commercial opportunities and are to be welcomed where they are complimentary and add real value to the existing infrastructure and to partners’ on the Campus and in the city. MCRactive would encourage efforts to ensure that the community are connected wherever possible and that the any new opportunity on the Campus benefits local resident’s prospects and opportunities with a key focus on investment and employment. MCRactive would want to see time/use specified within any new agreements to deliver community events and activation with a particular focus on increasing levels of physical activity and wellbeing.
- 4.23 MCRactive also advocate the need for a clear car parking strategy for the

Etihad Campus that enables the continued use of the current sporting facilities - the plan should ensure continued accessibility and adequacy at no additional cost to both users and staff.

- 4.24 MCRactive also indicate that the current arrangements for estate management, given the complexity of facilities and organisations based on and around the Etihad Campus, have led to the creation of an efficiently well managed Estate Management model. Any new development on the Etihad Campus should be connected in a similar manner to ensure that the excellent communication and partnership working continues and that no negative impacts are experienced by existing occupiers on the Campus.
- 4.25 MCRactive are keen to see how cycling and walking routes in particular throughout the Campus could be incorporated into the future development - opening up the site and removing the current physical and virtual barriers.
- 4.26 MCRactive are supportive of bringing forward the opportunity of a large second arena on the Etihad Campus as it adds value to the existing facilities within East Manchester, will enable Manchester to secure additional major sporting events including those that the City are currently unable to host. In addition, it will provide a unique offering in that a major event can be held in a venue in very close proximity to a permanent sport specific facility that can be used for warm-up. MCRactive have stated that many major sporting championships require a competition venue alongside a warm-up facility and so the opportunity of an arena in East Manchester sat alongside the various national sporting centres is of real benefit which would attract events that Manchester can currently not secure.
- 4.27 **Response:** The comments from MCRactive in respect of the opportunity to deliver community events and activation with a view to increasing physical activity are noted as are the comments relating to securing local employment benefits.
- 4.28 The comments on car parking are noted but the issue of cost is a matter that will need to be carefully considered as part of any future strategy for on-Campus parking.
- 4.29 **UK Sport Elite Training Centre** works in partnership with National Governing Bodies (NGBs) through their UK Sport funded World Class Programme, English Institute of Sport (EIS) and Host (MCR Active) to "enable World Class Programmes (WCP), Host and Institute to deliver world leading hub environments to accelerate athlete performance". This is solely within UK Sport's remit to deliver medal success at Olympic and Paralympic Games.
- 4.30 In respect of the future development of the Etihad Campus and the wider Eastlands area the UK Sport ETC are keen to see opportunities taken to explore new sports technology enhancements to the current environment – for example a Wind Tunnel, for use by Cycling and EIS (to support other sports such as Skeleton, Wheelchair Racing, Alpine and others). They are also supportive of the need to support and invest in 'resident' WCPs (Cycling,

Taekwondo and Para Swimming) and the EIS to enable the current hub environments to continually improve and deliver world leading opportunities.

- 4.31 The UK Sport ETC submission also encourages the City Council and partners to continue to work in partnership with Sport England to ensure that any future developments meet not only the needs of elite but community and other users are also connected and enabled to benefit from the investments.
- 4.32 The UK Sport ETC submission also support the need for new venues to provide better provision to enable world class events to be staged in Manchester. In their view the current provision is limited to existing venues or hosting within busy / less than ideal venues across the city. In their view a new Arena on the Etihad Campus could add huge benefit.
- 4.33 **Response:** The City Council will work with Sport England and UK Sport to develop a robust set of investment proposals for new facilities and technologies based on the Etihad Campus that can meet our shared ambitions for elite and community sports development and improved health and well-being outcomes in east Manchester and the city along with strengthening the ambition to deliver a new “Sportstech” cluster on the Campus.
- 4.34 **The Manchester College** have welcomed the proposals in the draft Eastlands Regeneration Framework which they see aligning with their plans to transform The Manchester College estate which over the life of the new facilities will benefit more than one million students of Manchester and Greater Manchester, using skills and education to underpin personal success and economic futures for the Region’s businesses over the next fifty years.
- 4.35 The vision for the College’s educational learning strategy is to develop ‘centres of excellence’ in partnership with the Region’s employers, and with a strong focus on the skills required by the region’s growth sectors. The Openshaw campus, of particular interest in the context of the Eastlands framework, will be transformed with two Centres of Excellence. These plans include:
- a Centre of Excellence in Construction & Logistics and a Centre of Excellence in Sport, Health & Wellbeing, preparing students for careers and/or further learning in sectors with strong projected job growth and which are pivotal to Manchester’s future economic success;
 - An engagement curriculum for harder-to-reach learners of all ages including those furthest from the job market and those who haven’t yet chosen an area of specialisation;
 - A broader curriculum including pre-employment information, advice and guidance; and
 - Welfare and wraparound support to help all learners achieve their goals, including SEND, care leavers/looked-after children, migrants, and mental health needs.
- 4.36 The College indicate that these plans and the development of the curriculum offer at Openshaw were specifically designed to align to the existing and planned sport developments at the Etihad. We need to ensure that the existing plans are linked to new proposals for the area. The College note that there is

no mention of the significant expansion plans of the Manchester College Openshaw site in the draft Framework.

- 4.37 The College would also welcome an opportunity to be part of the plans for the development of the Manchester Institute of Sport and the creation of a curriculum offer through to higher education.
- 4.38 The College also state that there are challenges currently in the movement of football traffic into the Eastlands area and they would welcome more detail on how other activities on the site could be accommodated without impact on the wider neighbourhood.
- 4.39 **Response:** The final version of the Eastlands Regeneration Framework will reference the Openshaw Campus, the plans the College have for its transformation, and how the College can support and deliver a wide set of educational outcomes for east Manchester and Manchester residents.
- 4.40 **The University Campus of Football Business (UCFB)** welcomes and endorses the vision set out in the Eastlands Regeneration Framework. Specifically, UCFB directly supports the plans set out in the Sports and Innovation Zone, Commercial Zone and Local Neighbourhoods. UCFB is ready and willing to build on the success they have achieved over the last few years as a resident organisation on the Etihad Campus and assist the exciting vision for Eastland's.
- 4.41 **Response:** Proposals for the Institute of Sport will be finalised in the coming year with the City Council, Manchester City Football Club and other partners such as UK Sport and Sport England determining the overall approach and the partnering arrangements needed to underpin the ambitions of these strategic partners.
- 4.42 The **Canal & Rivers Trust** is a charity entrusted with the care of over 2000 miles of canals, rivers, docks and reservoirs in England and Wales. Within the Eastlands Regeneration Framework area the Trust is responsible for the Ashton and Rochdale Canals, which are connected (for pedestrians) via New Islington.
- 4.43 The Canal & Rivers Trust welcome the many positive references to the canal throughout the ERF. They have provided a very detailed response setting out a series of suggestions in terms of design, towpath use, boater facilities, drainage and flood risk, ecology, sustainable development. The following provides a summary of the salient points:
- 4.44 In respect of the Etihad Campus Sport & Innovation Zone, the Etihad Campus Commercial Zone, Holt Town Central, Holt Town East, Lower Medlock Valley, Beswick, the Croft Street Triangle & Eccleshall Street, Pollard Street and Central Retail Park Sub Areas the Trust see significant opportunities for development to secure and to contribute to improvements to the blue infrastructure and to provide connections to such infrastructure. This will support, amongst other things, sustainable and active travel along with providing a community asset that can support other health and well-being

outcomes.

- 4.45 Specific comments on the height and massing of development are made in relation to the Holt Town Central and Holt Town East Sub areas seeking support to prevent development giving a “canyoning” effect along the Ashton Canal. They suggest introducing a variety of heights up to the 8 storeys suggested in the draft Framework.
- 4.46 Comments are also made about the opportunity to use the towpath as a sustainable walking/cycling route but that any potential impact on the unlisted assets of heritage value (bridges) will need to be considered.
- 4.47 Finally in respect of Pollard Street the Trust suggest that the existing lock crossing will need improvement or replacement to accommodate and mitigate the impact of planned development in the wider area.
- 4.48 **Response:** The advice submitted by the Trust will be taken into consideration in respect of new development along and adjacent to the blue infrastructure in the Framework area.
- 4.49 With regard to the suggestions that new development should secure and to contribute to improvements to the blue infrastructure and to provide connections to such infrastructure, the Framework should be amended to make that expectation clear. The comments regarding “canyoning” are noted and the Framework will be amended to mitigate against such an outcome. It is recognised that these are matters that would also be key considerations on future planning applications.
- 4.50 **Groundwork Manchester** have noted the transformational nature of the draft Framework and have commented that the Framework should make the role of the Voluntary, Community and Social Enterprise sector more explicit as a key partner to harness all the good work already happening within communities covered by the Framework.
- 4.51 **Response:** The final version of the Framework will emphasise the role of the Voluntary, Community and Social Enterprise sector as a key partner in ensuring that the Framework’s ambitions can be successfully secured.
- 4.52 **United Utilities (UU)** have commented that UU has water and wastewater infrastructure passing through the Eastlands Regeneration Framework area and that all UU assets will need to be afforded due regard in the masterplanning process and deliverability due to the location of such assets. UU encourage early dialogue in advance of any land transactions, and certainly prior to planning application stage, to explore options as early as possible.
- 4.53 **Response:** The City Council as landowner, a partner in a number of schemes and as an enabler of development in the Framework area will work with UU to ensure that the Framework ambitions can be successfully secured.
- 4.54 **Hope Mill Theatre** have requested a meeting with the City Council to discuss

the draft Framework.

4.55 **Response:** This meeting will be organised.

5.0 The Eastlands Regeneration Framework: Responding to Key City Centre Stakeholder Submissions

- 5.1 The draft Eastlands Regeneration Framework indicated that the area in and around the Etihad Stadium - the Etihad Campus Commercial Zone – was attracting interest from a number of international entertainment operators and investors who were looking at this location for new facilities. One such opportunity being a large indoor arena with a capacity in excess of 20,000. This interest was market driven and not stimulated by the City Council. As part of the online submissions a number of city centre organisations made representations. Submissions were received from: Aviva Investors (owners and asset managers of the Corn Exchange); Crowne Plaza (Manchester City Centre) / Holiday Inn Express Manchester Arena; Hard Rock Café Manchester; Harvey Nichols; Inside by Melia Manchester; Manchester Theatres.com; Vapiano Manchester; William Edwards – Street Trader outside the Manchester Arena. Each of these submissions made very similar comments - all were opposed to any second Arena at the Etihad Campus as the current proposal for a 20,000 capacity arena would directly compete with the Manchester Arena, reducing the number of events at the Manchester Arena with a consequential impact upon the city centre as a destination and leading to a reduction in footfall and trading performance.
- 5.2 In addition to the above, three substantive submissions have been made by representatives on behalf of SMG (Operators of the Manchester Arena), MJV who own the long leasehold interest of, and operate, the Manchester Arndale) and DTZ Investors (owners of the Printworks) all of whom have a clear interest in the existing Manchester Arena in the city centre. The issues raised by each party are set out below. As their concerns, to a degree, overlap a single response to these comments is then set out.

SMG's Comments:

- 5.3 SMG have made a detailed representation. The central argument set out in SMG submission is that, in their view, the underlying supply analysis of the UK arena market does not support another venue of this type to a Manchester market, which is already one of the most saturated markets in the UK. They argue, in their view, that there is no market case in terms of venue supply, and that a second Arena would compete directly for entertainment events with the existing Arena. In SMG's view the number of events required for both arenas to survive is not supported by the market so trade and spend will be drawn away from the City Centre, impacting on its economic function. As such SMG strongly objects to the introduction of a new 20,000+ capacity arena through the ERF 2019 Update.
- 5.4 The main arguments underpinning SMG's objection are set out below:

- a) A non-statutory Eastlands Regeneration Framework (ERF) is not the correct vehicle to bring forward an allocation for major strategic development such as that proposed. It should be widely considered through a statutory development plan and subject to independent Strategic Environmental Assessment and Sustainability Appraisal.
- b) Any such proposal should be subject to independent and objectively assessed need and widely consulted upon before it is proposed to be enshrined in adopted policy, after which the principle would carry material weight, even though it had not been tested. The City Council should devote time to allow this important work to be completed and not rush a proposal through into a policy document without a thorough and clear understanding of all the likely implications.
- c) The consultation for the ERF does not meet the Council's own minimum standards set out in the Statement of Community Involvement (SCI). It has been too short a period (less than four weeks) and far too narrow in extent, with the City Council not consulting with businesses in the City Centre that will be directly affected by the proposals or a wide enough sample of local residents in the Eastlands area. It is unclear what other stakeholders have been consulted, but we would expect Greater Manchester Police, Transport for Greater Manchester, surrounding local authorities, the Greater Manchester Combined Authority and other statutory bodies to have a thorough and informed opportunity to assess the implications of this proposal.
- d) There is no market for an additional 20,000+ capacity arena in Manchester, unless the aim is to remove the existing Manchester Arena venue from the market.
- e) The city venue offer is, in any event, expanding through the provision of complementary facilities in better and more sustainable locations, such as at The Factory (6,500 capacity) and the recent proposal at Mayfield Depot (10,000 capacity). These diverse facilities add to the City's ecosystem and the transformation of Manchester Arena itself will keep Manchester City Centre at the forefront of global culture and entertainment.
- f) SMG supports these complementary facilities although their full impact is not yet known and has always (and continues to) be supportive of the City Council in the regeneration of East Manchester at Eastlands, focused on a complementary sporting offer.
- g) With a finite market for arena shows and no market evidence to suggest Manchester being able to attract an additional 140+ events, a new arena is likely to render the existing Manchester Arena unviable, with major knock on implications for the future of the complex at Victoria station, potential to frustrate development of nearby land, and material damage to the City Centre food, beverage, retail and hotel markets that the Arena programming supports.

- h) This would inevitably lead to job losses in the City Centre, which would be a clear offset to any job creation at Eastlands, which is in a far less sustainable location. National and MCC's planning strategies have long sought to protect the function of the City Centre and this approach has been demonstrably successful. A new arena of the proposed capacity in an out of centre location brings into question the strategy and function for the City Centre as a whole.
- i) Any employment associated with a new arena in East Manchester would simply be direct displacement and would have a negative impact on the eco-system that has grown in the City Centre.
- j) If the objective was to transfer arena entertainment from the City Centre to Eastlands, the economic impact of the same operation out of town would be smaller given visitors' stated propensity to spend less and reduce destination leisure dwell time because they are not in the City Centre.
- k) The existing transport network at Eastlands could not cope with introducing an average of three arena events per week, which could rise to five or even seven per week at peak times.
- l) It would not be possible to avoid clashes with football fixtures or other events which often have a very short lead in time, which would add even greater strain to transport and police resources. Where major events have taken place in parallel previously (such as the One Love concert and Michael Carrick's testimonial), it took huge amounts of planning with multiple stakeholder groups. This would not be feasible on a weekly basis, or, as would likely be the case, more frequently than weekly. Revenue implications for policing and neighbourhood management have not been assessed.
- m) Unlike Manchester Arena, Eastlands is not on a primary public transport node. It has only a very limited Metrolink service and bus routes. These routes are already populated by commuters leaving the City Centre at the same time as customers would be trying to travel to the new arena (rather than travelling in the opposite direction to commuters as is the current position with visitors to Manchester Arena).
- n) These factors will inevitably result in a higher proportion of customers travelling to Eastlands by car, reducing economic impact, adding further congestion to the road network, with related impacts on air quality and on the Eastlands residential and business communities. In turn this will also result in far less associated spend on other food, beverage, retail and hotel outlets in the City Centre, which are so reliant on the trade driven by events at Manchester Arena.

MJV's Comments

- 5.5 The over-riding concern that has been raised in MJV's representation focusses on proposals in the draft Eastlands Regeneration Framework to

deliver a large out of city centre redevelopment opportunity outside of the development plan process and with no consideration of consequential impacts.

- 5.6 Concerns have also been raised as whether or not the draft Framework has supplementary planning document status (or is a non-statutory document to which weight is afforded). It is argued that neither approach would be the appropriate mechanism to introduce a major entertainment and leisure facility. MJV are of the view that allocations and land uses should be tested through the proper development plan process.
- 5.7 MJV's representation also comments that there is no evidence base assessing future needs and opportunities, testing impacts and setting out a preferred approach. Other than acknowledging 'market interest' MJV argue that there is no basis to allocate or seek to accommodate the opportunity for a major recreation/leisure development that is contrary to national guidance and that there is no evidence base to support social, economic and environmental implications.
- 5.8 MJV have serious concerns about the amount of retail, leisure and other main town centre uses envisaged. They argue that Manchester benefits from an existing 21,000 capacity arena which is an important component of the city centres entertainment offer indicating that has positive spin off benefits, food, beverage, hotel and retail. They state that events at the Arndale leads to an uplift in footfall within the Arndale.
- 5.9 MJV are of the view that a new recreational/leisure complex would provide direct competition with the city centre provision with consequential impacts on spin off benefits. They comment that the economic, environmental, social and transport impacts all need to be fully tested and scrutinised before proposals come forward in a Council supported document.
- 5.10 In summary MJV are of the view that it is premature to bring forward an opportunity/allocation within a City Council policy document as there has been no proper testing and a non-statutory framework is not the correct process to promote an allocation for major strategic development.

DTZ Investors's Comments

- 5.11 An objection to the draft Eastlands Regeneration Framework was made on behalf of DTZ Investors, owners of the Printworks who acquired the premises in 2017. The owners have a stated intention of progressing a significant investment in the Printworks to ensure it remains at the forefront of the leisure market with associated benefits for the city. The concerns largely mirror those raised by both SMG, the operators of the Manchester Arena, and MJV, the owners of a long leasehold and operators of the Manchester Arndale.
- 5.12 The concern put forward by DTZ Investors is that the scale of the additional leisure uses referenced in the ERF is significant and clearly comprises main town centre uses. The proposal to provide competing provision at Eastlands could be prejudicial to the on-going successful operation of the Printworks and

neighbouring businesses (notably the Corn Exchange). In their representation DTZ state that the introduction of a significant leisure offer at Eastlands, which replicates existing facilities, could therefore result in a significant adverse impact on the on-going operation of key attractions within the city centre.

- 5.13 The representation from DTZ is that large-scale proposals of strategic relevance should be considered as part of an independently tested development plan document. This would relate to objectively assessed need and be informed by a sustainability appraisal to meet legal requirements.
- 5.14 **Response:** A strategic regeneration framework, such as the Eastland's Regeneration Framework (ERF), sets out the broad vision for the regeneration of an area. It is not a planning policy document and it is not a site allocations document, nor is it a supplementary planning document (which would add further detail to the development plan). The draft ERF is a statement of ambition reflecting opportunities stimulated by market demand which if approved will become a material factor in the determination of any subsequent planning applications that fall within its scope. It will not (and cannot) be an overriding factor. Indeed if any development is pursued it will be necessary to determine such proposals through the statutory planning processes. This would include a full and robust assessment of those proposals in strict accordance with both national and local planning policy and any material considerations.
- 5.15 In light of this the draft Eastlands Regeneration Framework has not undergone a formal statutory consultation although it has been developed through a series of consultations with key stakeholders as outlined in Section 2. Although it does not have the status of planning policy, if it is approved it would be a material consideration in the determination of subsequent planning applications that fall within its scope.
- 5.16 The draft Eastlands Regeneration Framework reflects both interest that has been expressed to the city for new major visitor attractions, including a new Arena, to be brought forward in Manchester; and for these opportunities to be potentially hosted on the Etihad Campus. The draft Framework acknowledges this potential opportunity but if such development were to be pursued, each planning application would be subject to consideration in the usual way. As noted above this would include a full assessment of the proposals in accordance with both national and local planning policy and any material considerations.
- 5.17 The Unitary Development Plan for the City of Manchester (the UDP) was adopted by the Council on 21 July 1995 as the statutory document which set out guidelines for all development in Manchester and provided a framework from which to base decisions about planning applications. The key saved policy as it related to the development of the Etihad Campus is set out below:

“Sub-Area 7 – Sportcity [now the Etihad Campus]

Sportcity is located in the heart of the East Manchester regeneration area at the junction of Ashton New Road and

Alan Turing Way. Its reuse is integral to the regeneration of East Manchester, as it is key to connecting the areas of East Manchester. Its redevelopment for uses which create a focus of activity in East Manchester is pivotal to the regeneration of the wider area.

EM11

Sportcity including the District Centre is a major focus for regeneration activity on previously developed land. It is located in a strategic position at the heart of East Manchester with excellent infrastructure and proposed infrastructure links to the City Centre, adjacent areas and the national motorway network. Within Sportcity, development will be permitted which includes:

- i. **International sports facilities and mixed use development along Alan Turing Way;**
- ii. **The District Centre within Sportcity as defined on the proposals map comprising retail A1, A2 and A3, residential, community facilities and mixed use development to create a vibrant district centre and High Street along Ashton New Road;**
- iii. **Further commercial development to complement the nature and scale of facilities and their accessibility;**
- iv. **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;**
- vii. **The provision of two Metrolink stops, one adjacent to the City of Manchester Stadium [now the Etihad Stadium] and the other on Ashton New Road adjacent to the District Centre.**

The development of Sportcity has become a symbol of the renaissance of East Manchester with facilities to attract visitors from Greater Manchester, the region, and national and international locations. The infrastructure in place and proposed will create strong links between Sportcity and the City Centre, for example the proposed Metrolink from the City Centre to Ashton-under-Lyne with stops within Sportcity; the improvements to the Ashton Canal will provide a pedestrian and cycle path from the City Centre to Sportcity; and there is a high frequency of buses along

Ashton New Road. Sportcity is surrounded by major residential neighbourhoods, namely Beswick, Miles Platting, Newton Heath, Clayton and Openshaw, and will be accessible by foot to a large proportion of these communities.

The area is being developed as a major mixed use area with a defined district centre boundary stretching from the shops on Ashton New Road to the Alan Turing Way and the Ashton Canal. To the north of the district centre is the Velodrome and proposed housing which will abut the Ashton Canal and contribute to the activity and surveillance of the Ashton Canal, making use of this feature of the urban landscape and providing a waterside setting for new houses. To the west of the District Centre is the new City of Manchester [now Etihad] stadium, a National Institute of Sport, Tennis Centre, athletics facilities and other uses including employment and retail.

The area fronting the Alan Turing Way is suitable for a mix of uses including a hotel, leisure and other commercial uses.

Improvements to the Ashton Canal and the provision of a continuous link between the Lower and Upper Medlock Valley will contribute to improving the quality of the environment.”

- 5.18 Manchester 's Core Strategy was adopted on 11 July 2012 which is the key Development Plan Document in the Local Development Framework (LDF). It replaced significant elements of the UDP as the document that sets out the long term strategic policies for Manchester's future development and has formed the policy framework that planning applications will be assessed against.
- 5.19 Policy EC7 of the Core Strategy (Pages 72 to 76) identifies:

“Eastlands (now the Etihad Campus) lies within East Manchester, the heart of which is the City of Manchester (now the Etihad) Stadium, the Eastlands District Centre and the Velodrome but also includes the Openshaw West site and surrounding environs, as shown in Figure 8.5. It is in excess of 80 hectares and will accommodate 40-45 hectares of new development. This location is suitable for a major sports and leisure visitor destination with complementary commercial, retail and hotels.”

Policy EC7 identifies two sites as a focus for development, one of which is the land around the stadium including the “Collar Site” which **“provides an opportunity for a leisure, recreation and entertainment visitor attraction of national significance”**.

5.20 Policy EC7 reflects the vision set out in the 2008 – 2018 East Manchester Strategic Regeneration Framework, approved by the City Council in December 2007. Page 113 states that, amongst other things, Sportcity (now the Etihad Campus) should:

- **“Encourage an appropriate mix of retail, commercial, entertainment and residential uses to reinforce Sportcity (now the Etihad Campus) as a regionally significant district centre”;**
- **“Continue to support the development of the Sportcity (now the Etihad Campus) site as a national sports, leisure and entertainment visitor destination”; and**
- **“Capitalise on the high profile areas along Alan Turing Way for high-quality commercial, leisure or entertainment development”.**

5.21 Any planning application would be determined in accordance with the Core Strategy and saved policies of the UDP unless material considerations indicate otherwise. The draft ERF, if approved, would be one of a number of material considerations and it would be for the decision maker to decide the weight to be attributed to it.

5.22 For the avoidance of doubt, if the ERF is approved and a planning application was to be made for land covered by the ERF that was not in conformity with the ERF, this would not necessarily be refused. Equally, the ERF would not create any obligation or requirement that a planning application be made in the future for the types of development referenced in the document.

5.23 The objections from SMG, MVJ and DTZ Investors largely focus on the impact on the existing Manchester Arena should another large events venue be constructed within the City’s boundaries. The concern is that the City cannot sustain two significant entertainment venues. This would lead to fewer events being staged at the Manchester Arena with a consequent loss of revenue to the city centre economy. The draft Eastlands Regeneration Framework considered by the City Council’s Executive in March 2019 is very clear on the status of any proposed Arena.

5.24 The Eastlands Regeneration Framework, the ERF emphasizes that this is an opportunities focused document – related to the opportunity to continue the Eastlands regeneration journey, building on the transformation that has been achieved to date. In addition, the ERF is not a Supplementary Planning Document (SPD) or any other form of planning policy document and it will not be adopted by the Council as such. Specifically, the Introduction to the Framework will now be amended to state that:

“This Framework should not be considered or viewed as planning policy. It represents an opportunities paper, which has been the subject of public consultation and scrutiny. It provides guidance on key issues that will need to be addressed and which will be considered by the City Council

when planning applications come forward within the Eastlands Regeneration Framework Area.”

- 5.25 The descriptions in Section 9 of the draft Framework states that: **“This section of the report describes the areas of focus for the next phases of regeneration across the ERF area and considers key issues and opportunities that will be key to the consideration of proposals as they come forward.”** The plans included within Section 9 are not allocations for particular land uses and the Framework does not have policy status, rather they reflect these areas of focus. In describing the opportunities, the key issues are made clear in the document, including the need to ensure that the requirements of existing planning policy are addressed. In relation to the references to a ‘new large indoor arena.’ it is made clear that **‘investors are evaluating locational options...with a view to selecting a site and bringing forward detailed development proposals later this year.’**
- 5.26 In addition, the opportunity description further explains that, in relation to the Etihad Campus as a location, **‘the Etihad Campus will be judged against the availability and suitability of other sites’**, which in the final version of the Framework will be clarified to state that should any planning application be brought forward for the Etihad Campus it will require a market assessment to underpin any proposals along with an evaluation of sequentially preferable sites within the city centre. Whilst not wishing to anticipate the outcomes of any market assessment for an additional arena within Manchester, the final version of the Framework will be amended to identify an opportunity for a medium or large indoor Arena, subject to that market assessment and the sequential test referenced.
- 5.27 The opportunity description in Section 9 – the Etihad Campus Commercial Zone Sub Area – clearly states that any promoters of a new arena, or other entertainment facilities, will need to address the requirements of planning policy in bringing forward planning applications. The text in Section 9 Page 46 of the draft Eastlands Regeneration Framework states:

‘It is also recognised that any planning proposals will need to be accompanied by a detailed Business Case explaining the overall benefits and market case. It will be for promoters of a scheme to bring forward detailed evidence to demonstrate the realism and sustainability of such an investment as well as the robust case underpinning the location all of which will be at the heart of a detailed and balanced assessment of the planning and development case which would need to be undertaken at the appropriate time by the Local planning Authority.’

‘Any such planning applications would have to address detailed transport impacts and would need to be accompanied by detailed proposals for the engagement of the network and any necessary modifications) to sustain the demands for different facilities cumulatively and at different times of the day. There would need to be detailed

consideration given to the development of a new operational platform for the Etihad Campus not only to fully maximise efficiencies and functionality but to create an integrated approach to programming.'

Of paramount concern to the Council and residents will of course be the need to protect and enhance amenity in adjacent neighbourhoods to the Etihad Campus. If proposals for facilities are brought forward which are likely to generate significant increased demands on the transport network it will be essential that detailed proposals are also brought forward for the implementation of a controlled parking scheme with a coverage to be agreed by the Council following consultation with residents and businesses and with the costs of provision and operations underwritten by commercial third parties rather than directly but the Council.'

- 5.28 In this regard, the Framework is clear that any future planning submissions for an Arena or any other leisure related activity will need to be supported by all of the necessary evidence to address the requirements of planning policy. For the avoidance of doubt this would include the need to submit an Environmental Impact Assessment (EIA) where appropriate.

Summary

- 5.29 The approach set out within the draft Eastlands Regeneration Framework reflects the long term ambitions that have been pursued by the City Council through the East Manchester Strategic Regeneration Framework and its Core Strategy to establish the area around the Stadium (now known as the Etihad Campus) as a major sports and leisure destination complex. The draft ERF also acknowledges the importance of the planning process to determine the specific development that will take place on the Etihad Campus in future.
- 5.30 The Council acknowledges the representations about competition with existing venues and the concerns about potential impact on the city centre economy if these venues were to see a reduction in footfall. The draft Eastlands Regeneration Framework, however, does not set out a policy position but recognises that there is interest and a possible opportunity for further investment in the city on the Etihad Campus. As the draft Eastlands Regeneration Framework clearly states, the manifestation of any opportunity would require a full and robust assessment against national and local policy, including associated social, economic and environmental impacts together with market assessment and a sequential sites assessment. The potential effects on the city centre of any development will be a critical component in any such assessment.
- 5.31 If proposals are brought forward for planning these applications will be the subject of public scrutiny and consultation with every opportunity made available for parties with potentially different perspectives to submit their considered views on all aspects of any proposals including the crucial issue of

market assessment which will be important factors in determining the robustness or otherwise of planning proposals. The final version of the Framework will be amended to clarify this as a response to the comments made on behalf of SMG, MJV and DTZ Investors.

6.0 Concluding Remarks

6.1 The scale, nature and ambition of the opportunities that can now be brought forward within the Eastlands Regeneration Framework area offers real and tangible prospects of securing much wider regeneration benefits for East Manchester. The interest in the Etihad Campus from investors who want to explore both the development of a 21st century sport, leisure and recreation offer of a national scale along with an associated cultural and entertainment offer on the Campus is to be welcomed as it reflects the Council's long held ambition to develop a globally competitive sport, leisure and recreation offer in this part of the city. The new employment opportunities that would flow from this next generation of investment across the Framework area could 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 help guide this new development and investment activity.

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 deliver the Sports & Innovation Zone on the Etihad Stadium and also new opportunities to develop a new leisure and recreation offer with that can drive forward the growth of a sport, leisure and recreation economic cluster across the Eastlands area. Beyond the Etihad Campus 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 wider area will also now provide for a range of affordable and higher value homes to support the needs of the wider city.

(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 Housing Affordability Strategy to meet the growing demand for new homes in the City. In relation to the creation of new residential led neighbourhoods in the Eastlands area these will include the provision of new social infrastructure

such as schools and new 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 delivery of the Eastlands Regeneration Framework will embrace developments that will support the City Council's ambitions for Manchester to deliver a zero carbon footprint for the city by 2038.

(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 Policies 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.

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Eastlands Regeneration Framework: A 2019 Update

March 2019

March 2019

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March 2019

1 Introduction

Few areas better demonstrate the transformation of a city than East Manchester. Once the powerhouse of the Industrial Revolution and a hugely significant focus for manufacturing and production for the wider region, the area's economy collapsed in the 1970s and 1980s as globalisation changed trade and investment patterns leaving industrial dereliction and communities left behind on an unprecedented scale.

Today, after three decades of strong civic leadership, with the support of successive Governments and through the active support of key stakeholders and private sector partners, the East Manchester area has been transformed. A platform has been created for further investment that can drive a further phase of transformation in East Manchester to deliver physical, social and economic benefits for existing and future residents as a whole. As has been successfully achieved in the past this new phase of growth needs to ensure that the area's success impacts on everyone's life so that all East Manchester residents are positively encouraged to reach their full potential and have every opportunity to do so.

At the heart of the renaissance of East Manchester has been the Etihad (formerly the City of Manchester) Stadium and the complex of sporting assets on the Etihad Campus (formerly Sportcity) that were developed for the 2002 Commonwealth Games. The Stadium has acted, and still acts, as the beacon of the economic transformation of East Manchester, a symbol of change and improvement in the fortunes of the area.

In the thirty-year journey of transformation of East Manchester, the Etihad Campus has consistently been a major economic driver in its own right within a city region and national context. Successive Regeneration Frameworks have identified the Etihad Campus as a place to drive forward the development of a globally competitive sport, leisure and recreation offer. Over the last ten years' significant new investment has been made to deliver new facilities that benefit the community with new local leisure and educational developments being part of an integrated approach to the transformation of the area.

In December 2017, Manchester City Council approved a further version of the Eastlands Regeneration Framework (ERF 2017) in order to guide the next phases of identified projects and development activity in and around the Etihad Campus as well as the westward expansion of activity along the Ashton Canal Corridor, joining up with the eastward expansion of the City Centre taking place in Ancoats and New Islington.

Since that Framework was developed, consulted upon, and subsequently approved by the City Council, the economic growth in the City has continued at pace, with up to fifteen years of employment growth now likely to be delivered in half that time. The impacts of this growth trajectory are now clearly flowing into East Manchester and, in particular, the area between the Etihad Campus and Great Ancoats Street. Such impacts present new opportunities and challenges for the existing ERF 2017. These include:

- A significant demand for new commercial floorspace reflecting the potential to widen and deepen the business and employment base in the area. Such demand is driving rising equity values and rents for commercial floorspace;
- Employment growth in the area and across the City is also fuelling the demand for a range of new homes in the area driving rising residential land values and the creation of higher value homes for both sale and rent. A key objective must also be to ensure that the housing offer (in terms of type, tenure and value) in the area is broadened. Within such an approach to housing growth a defined strategy to increase in the number of affordable homes is now required in order to enable residents on very low, low and below average incomes to share in the long-term success of the area's ongoing transformation; and
- The profile of Manchester, the Etihad Campus and, in particular, the long-held ambition to develop the Etihad Campus as a place with a globally competitive sport, leisure and recreation offer, is now attracting significant interest from investors who are anxious to explore both the development of a 21st century sport, leisure and recreation offer of national scale along with an associated cultural and entertainment offer.

These drivers have the capacity to re-shape and deepen the commercial and residential prospects of the area not only between the Etihad Stadium and Great Ancoats Street but also further eastwards beyond the Etihad Stadium. As such this new Eastland Regeneration Framework has embraced a wider geography than its predecessor along with a broader ambition.

2 The Vision for Eastlands

The broad vision for Eastlands has remained consistent for nearly twenty years – it is to become a place which is attractive for people to live, work and to visit; an area which builds upon its assets to provide a distinctive contribution to the overall success of the city region; and crucially to be a place where all residents are able to share in the long term success of the area.

The Etihad Campus

Central to the long term vision for the Etihad Campus and the wider area has been the ambition to establish it as a place to drive forward the development of a globally competitive sport, leisure and recreation offer. Over the last 15 years the loss of the opportunity for Manchester to host the first Regional Casino aligned with the deep economic recession of 2008 and 2009 thwarted any opportunity for the Etihad Campus to fulfil that long term ambition to host a globally competitive leisure and recreation offer.

The pace of economic growth within Manchester over the last ten years along with the ongoing investment from the City Council, the Abu Dhabi United Group and other partners, such as Sport England, has strengthened the focus of the Etihad Stadium and its environs as a focus for new investment and job growth in East Manchester.

The proven resilience of the Etihad Campus' transport capability; the increasing proliferation of sports based activities on the Etihad Campus; the scale of the Etihad Campus and the availability of land for development; along with the growing global recognition and success of Manchester City Football Club have all become powerful influences on a number of entertainment operators and investors. They have now identified the Etihad Campus as an option for creating new recreation and leisure facilities to respond to what they view are strong market opportunities to further serve Manchester, the rest of the city region, the north of England and beyond.

One such opportunity is for a new large indoor arena with a capacity in excess of 20,000 spectators. It is known that investors are currently evaluating locational options and are addressing the detailed business case for such an investment with a view to selecting a site in Manchester. As such the Etihad Campus as a potential location must be judged against the consideration of other sites depending upon the availability and suitability of sites within the City Centre.

The Etihad Campus has the capacity to respond to and host significant new opportunities for a globally competitive leisure and recreation offer. If secured this would deliver key benefits to residents through investment and jobs. In promoting any such opportunity, it recognised that there must be robust transport planning and mitigation for residents living in the area to protect their amenity. Any proposal would also require detailed analysis to satisfy not only the planning process but also that the regeneration priorities of the area will be met.

Other Commercial Development

On the 200 acre Etihad Campus further opportunities exist to build upon the City Football Academy, and the range of other sports-based organisations and facilities in the area including the Manchester Institute of Health and Performance (MIHP). These facilities have strengthened even further the Etihad Campus offer associated with elite and community sport.

The Etihad Campus should now be planned in order to become the home of global and national sports organisations which can thrive and develop global best practice. In doing so the Etihad Campus can become the home to new sports related businesses in a new "Sports-Tech" cluster for the city-region.

Looking beyond the environs of the Etihad Campus the pace of economic growth with the core of the conurbation along with the significant growth in new business start-ups is driving significant demand for new commercial floorspace. As such the Ancoats, New Islington and Holt Town neighbourhoods are becoming increasingly established as locations for small, medium and large scale creative, digital and tech-based companies. There are emerging demands for space within the area not only for small businesses throughout the creative technology sector but new demand from larger businesses which can sustain new commercial development in the Eastlands area.

The growth that the area will experience in the coming years will require a commercial development strategy that reflect the needs of existing businesses within the area and ensure that different price points are facilitated. Sustaining those businesses and the employment within them is key to a successful transformation of the Eastlands area.

The Eastlands area, particularly those neighbourhoods between the Etihad Stadium and the City Centre, should now be planned to meet this demand for commercial floorspace from creative, digital and tech orientated businesses. New opportunities for additional commercial floorspace for such businesses should be provided for in the Ancoats, New Islington and the Holt Town areas. The former Central Retail Park in New Islington is the most significant development opportunity and a commercial led mixed used development should be an immediate priority to capture new employment in the City and the Eastlands area.

New workspace products should also be planned for which are different to traditional models of floor space reflecting what new start up and maturing businesses increasingly demand thus widening even further the range of business types to be found in the area – there is a need to create the framework for a dynamic ecosystem of employment, enterprise and opportunity for all to flourish. Embedding opportunities for local residents to access jobs through training and apprenticeships will be a central component of the delivery of this business growth strategy.

New Homes in the Eastlands Area

Within the Eastlands area delivering the widest possible housing choice for a growing and changing population has to run side by side with the opportunities to expand new employment in the area. By 2025, over 600,000 people are forecast to be living in Manchester with an even stronger pattern of young people who are attracted to stay in and to come to the City because of the range of educational, leisure, creative and tech-based jobs now to be found in East Manchester and the wider City. Over the next decade there is the capacity to create places where people generally and young people in particular not only want to live and visit but also work in increasing numbers – turning a full circle from where the East Manchester Journey started.

There exists the opportunity to continue to broaden and deepen the housing offer, providing both affordable and higher value homes to promote the diversity every successful place requires.

Opportunities for new affordable housing in areas such as Beswick, Riverpark Road, Clayton, Miles Platting and New Islington must be captured to provide the opportunities for all residents to fully capture the benefits of growth to be found in the area and the wider City. Integrating the demand for commercial space new models of live and work accommodation must be developed which are affordable to everyone who wants to play a part in East Manchester's success.

Delivering the Vision for Eastlands

In delivering these proposals everything that is done must focus on the following:

- Ensuring that Manchester City Council, through the management of its land assets, as well as adoption of a strong leadership role in influencing the behaviour of its partners and residents, delivers on the City Council's commitment for Manchester to be zero carbon by 2038;
- Maximising opportunities to enhance the City's green and blue assets and improve the quality of life;
- Creating employment opportunities for local people and driving innovation and economic growth;

- Putting residents at the heart of the plans and proposals – ensuring they are able to share in the benefits of success, that their interests are safeguarded where necessary and that they participate in the overall success of the City; and

Creating partnerships between the Council and all those who want to play a part in the continued regeneration journey which will be the key to long term success of the area.

Success will be increasingly determined by the widening range of partnerships that can be developed to sustain investment in the area.

Manchester Life (the partnership between Manchester City Council and the Abu Dhabi United Group (ADUG)) has played a significant role in shaping the residential market in the area and has the investment capacity to support other changes in the future.

Partnerships between Manchester City Council and the Abu Dhabi United Group must be extended to cover the fullest range of housing and commercial investors and developers including Registered Providers of social housing (RPs) and Homes England who have a significant role in helping to deliver our vision for the area through their investment in affordable housing and in supporting innovation in the way, for example, new live and work models are brought forward and our zero carbon ambitions can be delivered.

The Vision for Eastlands: A Summary

In summary the vision for the Etihad Campus within an Eastlands and City context is to develop a place that can successfully host a globally competitive sport, leisure and recreation economic offer. As such the Etihad Campus will be:

- **The home of a new destination leisure and recreation complex where residents and visitors will come to spend their time on leisure and recreation related activities;**
- **The home of global and national sports organisations which can thrive and develop global best practice. In doing so the Etihad Campus can become the home to new sports related businesses in a new "Sports-Tech" cluster for the city-region; and**
- **The home of a Manchester exemplar in seeking to achieve zero carbon outcomes, stimulating a change in behaviours towards the zero carbon agenda, creating employment opportunities for local people and driving innovation and economic growth across the City.**

Looking beyond the immediate environs of the Etihad Campus across the wider Eastlands area the draft Framework seeks to:

- **Promote new commercial led mixed use development opportunities, along with providing opportunities for new homes, in Ancoats, New Islington, and Holt Town to capture the wider benefits of economic growth within the core of the conurbation and of the new growth being promoted in and around the Etihad Campus; and**
- **Promote a diverse range of new homes in the area ensuring that affordability of these homes is at the heart of residential growth and a broadening of the area's housing offer. New affordable housing in areas such as Beswick, Clayton, Riverdale Park, Miles Platting and New Islington will be promoted to provide the opportunities for residents to fully capture the benefits of the new growth at the core of the conurbation.**

3 Eastlands: The Strategic Context

Manchester - A Growing City

With a diverse population of close to 600,000 people, the City of Manchester is located at the heart of Greater Manchester, the largest conurbation outside of London.

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.

Manchester is one of the fastest growing cities in Europe; by 2025, almost 650,000 people are expected to live in the City, with the wider City Centre population growing to 100,000 as expected new apartment-led residential development adds further capacity¹.

Manchester has experienced an exceptional increase in its population since the late 1990s and is the leading example in both Europe and the UK of a major urban centre reversing long-term population decline. While this level of population growth is exceptional, the City is still some way below its historical peak population of 766,311, achieved in 1931. New high quality and high-density development will allow Manchester to continue to increase its population without impinging on highly valued community and green space.

The Greater Manchester sub-region, which has a resident population of over 2.78 million and a combined GVA of over £62.8 billion, accounts for around two fifths of the North West's economic output². In 2016, almost one third of the £62.8 billion of GVA generated in Greater Manchester was produced in the City of Manchester³. Employment growth of 8.9% is forecast in Manchester between 2016 and 2025 (and 14.1% in the period 2016 to 2036). This growth rate is forecast to add 35,200 jobs to the Manchester economy, taking the total employment level towards 430,000 in 2025. 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 21.8% to 2025, with a 45.2% change forecast from 2016 to 2036. During this period, GVA across Greater Manchester is forecast to rise by an average of 1.74% per year, increasing to over £82.8 billion by 2036⁴.

Manchester's enhanced economic performance has been underpinned by a move from its traditional manufacturing and industrial role towards a more knowledge intensive service-based high-growth economy. Manchester's economy is continuing to strengthen and diversify with strong high added value growth forecast in Business, Financial and Professional Services, Science and Innovation, and Creative and Digital, as well as Sports and Culture, Leisure and Tourism sectors⁵.

¹ Manchester City Council Forecasting Model 2018

² Office for National Statistics, *Regional Gross Value Added (Income Approach) tables (released 20 December 2017)*, <https://www.ons.gov.uk/file?uri=/economy/grossvalueaddedgva/datasets/regionalgrossvalueaddedincomeapproach/current/gvaireferencetables2.xls>. Accessed 11 January 2018.

³ Office for National Statistics, *ibid*.

⁴ Greater Manchester Combined Authority, *Greater Manchester Forecasting Model: Summary of outputs (2017 update)*, http://www.manchester.gov.uk/downloads/downloads/id/253330/14_greater_manchester_forecasting_model_2017_-_manchester.pdf. Accessed 11 January 2018.

⁵ Manchester City Council, *State of the City Report 2018*, https://www.manchester.gov.uk/downloads/downloads/6964/state_of_the_city_report_2018_whole_document Accessed 22 February 2018.

Manchester's current and future competitive position is underpinned by a number of key economic assets as set out below. East Manchester can make a distinctive contribution to the City's long-term economic success given its focus on world-class sport and tourism, and its capacity to accommodate thousands more homes and millions of square feet of commercial floorspace in a place where aspirational young people and families want to live.

Manchester - A Thriving City Centre

Over the last twenty years, Manchester City Council has driven the physical and economic renewal of the City Centre through the development and implementation of strategic frameworks for sustained regeneration, investment and service improvement to ensure that Manchester maintains its position as the nation's leading City Centre location. The success of this approach sees Manchester successfully compete as an international investment location and visitor destination today.

Given Manchester's economic growth, its universities and buoyant leisure and cultural sector, it is not surprising that the largest population increases are within the age bands that are typically considered to fuel economic growth. Across Greater Manchester, the 2011 Census identified that the 20-24 age band experienced the greatest level of growth, with the 25-29 age band also witnessing a significant increase of just fewer than 30,000 over the same period⁶.

Growth in this population cohort 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. Consequently, Manchester has emerged as having the second largest concentration of Build to Rent homes, with circa 5,000 units either under construction or recently completed and over 4,000 more with planning permission, according to recent figures supplied by JLL. Designed to meet the housing and lifestyle choices of the City's working population, this growth is a clear indicator of the City's success. East Manchester will be a key part of this development, and central to ensuring the retention of this cohort via an expanded and balanced portfolio of housing opportunities.

Manchester – Encouraging the Growth of a Dynamic Private Sector

With a thriving private sector, the City is a leading business location and remains a top place in Europe for foreign direct investment outside of London⁷. Sixty-five FTSE 100 companies now have a presence in Greater Manchester, and around 40% of the North West's Top 500 companies are based in the City⁸.

Increasingly businesses are looking for benefits from agglomeration. Business sectors which are influenced by agglomeration (where entrepreneurs, companies, new start-ups and talented workers from disparate economic growth sectors are keen to cluster in locations which can provide business and networking opportunities) are attracted to locations where there are deep labour markets offering an exceptional range of highly qualified and skilled staff.

Manchester's existing business base ensures that it is in prime position to attract such companies that benefit from clustering. This is particularly prevalent in the digital and creative industries, as well as life sciences and advanced manufacturing.

⁶ Manchester City Council, *Public Intelligence 2011 Census*, http://www.manchester.gov.uk/downloads/download/5154/public_intelligence_2011_census. Accessed 20 December 2017.

⁷ Ernst and Young (EY), *European Investment Monitor 2017*, cited in *EY UK Attractiveness Survey (May 2017)*, [http://www.ey.com/Publication/vwLUAssets/2017-UK-Attractiveness-Survey/\\$FILE/EY-UK-Attractiveness-Survey-2017.pdf](http://www.ey.com/Publication/vwLUAssets/2017-UK-Attractiveness-Survey/$FILE/EY-UK-Attractiveness-Survey-2017.pdf). Accessed 11 January 2018.

⁸ Savills, *Spotlight: Manchester Office Market (September 2013)*, <http://pdf.euro.savills.co.uk/uk/office-reports/manchester-office-market-spotlight---sept-2013.pdf>. Accessed 12 January 2018.

Manchester - A City of Sport

Manchester's globally-renowned pre-eminence in football is due to the presence of two world leading teams, with Manchester City Football Club based at the Etihad Campus.

Manchester's prowess in sport extends well beyond football. The City is home to the HSBC National Cycling Centre, which hosts the British Cycling Team. Additionally, 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. With world leading facilities, the recently opened Manchester Institute of Health and Performance (MIHP) in Beswick is the home of the English Institute of Sport. Other major sports, such as rugby league, rugby union and cricket, have a significant presence across the conurbation.

Manchester – A Culture, Leisure and Tourism Destination

Manchester's cultural, leisure, and tourism offer plays a pivotal role in shaping the City's identity and supporting its international profile. Its importance continues to rise and today Manchester increasingly attracts a wide range of regional, national, and international events. The City's major venues (including sports stadia, concert venues, galleries and exhibition spaces) have underpinned this offer. Driving major regeneration programmes, they ensure Manchester continues to attract people to live and work in the City, alongside attracting major investment. The Etihad Campus and wider East Manchester regeneration journey to date is a prime example of this.

The culture, leisure and tourism economy is increasing and its offer is diversifying, enhancing the significance of the City's asset base. In recent years, this has been further boosted by substantial investment in new globally recognised world class facilities and events, such as the Whitworth Art Gallery and the forthcoming Factory in St John's (which will become a permanent home for the Manchester International Festival).

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 (after London and Edinburgh), with the City experiencing a 21% rise in the number of international visits since 2005⁹. This growth in the visitor economy has been underpinned by, and acted as a catalyst for, a significant increase in the supply of visitor accommodation within the City Centre over the last decade.

Manchester - A Growing Digital and Creative Sector

The Digital and Creative economy is an increasingly important feature of the City's economy, with a significant core hub of businesses clustered in the centre, East Manchester and Salford Quays.

Manchester's business growth in this sector can be seen in take-up figures during 2017, with the city continuing its strong performance with circa 1.2 million sq. ft of workspace transacted. Within that figure, Digital and Creative was the most dominant sectors:

- 416,534 sq. ft was let to Digital & Creative businesses during 2017;
- 25% of the total workspace take-up during 2017 was from the Digital sector; and
- 10% of the total workspace take-up during 2017 was from the Creative sector.

⁹ Manchester City Council, *Report to the Economy Scrutiny Committee: Manchester's Visitor Economy (12 October 2016)*, http://www.manchester.gov.uk/download/meetings/id/21584/6_manchesters_visitor_economy. Accessed 20 December 2017.

The popularity of Ancoats and the Northern Quarter as a location for Tech and Creative sector occupiers is of particular relevance to this regeneration framework given its geographical proximity.

Manchester - A Mobile and Skilled Workforce

The city region offers a high quality and growing workforce of some 7.2 million people within a one hour commute of the City¹⁰. There is access to a pool of skilled people across a wide range of industries, and over 99,000 students in four universities across Greater Manchester¹¹.

A feature of the City's economy and its employment growth has been the ability to attract an international workforce from Europe and beyond. International migration has contributed to economic growth in both the high skilled occupations, such as health and digital, and also in the leisure and care economies. The residential property market has a considerable effect in making the City an attractive destination. Its success has seen an increased birth rate of international migrants' families, which has further contributed to employment growth and housing demand.

Whilst new purpose-built student accommodation is now a feature of the residential property market in the City Centre, a considerable number of international students are using the high quality private rented sector for accommodation, increasing demand in new developments.

Manchester – National, Regional and City Region Connectivity

Manchester has continued to invest significantly in its transport infrastructure, delivering major improvements in terms of accessibility to and within the Regional Centre. This increases the City's capacity of its travel to work area (and therefore its pool of labour), and enhances connectivity between businesses. It also makes the City Centre easier to get around and a better place to live.

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

East Manchester is connected to the City Centre via five Metrolink stops. The majority of this 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 Manchester Piccadilly Station are 10 minutes by tram from the Etihad Campus.

In addition, accessibility improvements in terms of enhanced infrastructure to promote walking and cycling, continue to be delivered as part of major regeneration programmes. This enhances connectivity to jobs, education and recreational opportunities for the local workforce and residents.

Manchester - International Connectivity

Manchester International Airport is the third largest airport in the UK and is the primary gateway for the north of England. It serves 26 million passengers a year and connects to over 200 destinations worldwide. Direct flights serve all of Europe's major cities and the airport provides multiple long haul routes to North America, the Middle East, Asia and Australasia. The Airport is currently embarking on a £1 billion transformation programme of investment and improvement, with its number of passengers forecast to rise to 45 million by 2030.¹²

¹⁰ Invest in Manchester, *Workforce*, <https://www.investinmanchester.com/why-manchester/workforce>. Accessed 11 January 2018.

¹¹ Invest in Manchester, *Universities in Manchester*, <https://www.investinmanchester.com/why-manchester/education/universities>. Accessed 20 December 2017.

¹² Manchester Airport Group, 'Secretary of State for Transport sees work begin on Manchester Airport's £1 billion transformation programme' (21 July 2017), <http://mediacentre.manchesterairport.co.uk/secretary-of-state-for-transport-sees-work-begin-on-manchester-airports-1-billion-transformation-programme/>. Accessed 11 January 2018.

Manchester - the Wider Policy Context

Our Manchester Strategy 2016-25

The Our Manchester Strategy 2016-25 was adopted by Manchester City Council in January 2016 and sets the ambitions for the City for the next decade. The Strategy sets out a vision for Manchester to be in the top flight of world-class cities by 2025, when the City will:

- have a competitive, dynamic and sustainable economy that draws on our distinctive strengths in science, advanced manufacturing, culture, and creative and digital business – cultivating and encouraging new ideas;
- possess highly skilled, enterprising and industrious people;
- be connected, internationally and within the UK;
- play its full part in limiting the impacts of climate change;
- be a place where residents from all backgrounds feel safe, can aspire, succeed and live well; and
- be clean, attractive, culturally rich, outward-looking and welcoming.

The Our Manchester Strategy also commits to giving the local community and other stakeholders the opportunity to be involved in decision making, with a primary focus on a continuous approach to engagement.

The 'Our Manchester' approach seeks to build a different relationship with residents and communities, recognising that this also means undertaking a different approach to engagement; engagement that is sustainable and driven by the City's communities. This is based on the following essential principles¹³:

- Better lives – it's about people;
- Listening – listen, learn and respond;
- Recognising strengths of individuals and communities – starting from strengths; and
- Working together – building relationships and creating conversations.

Manchester's Green and Blue Infrastructure Strategy

Manchester City Council recognises that green and blue infrastructure is an essential part of creating a successful, livable city. Parks, river valleys, gardens, street trees, green roofs, canals and many other components all form part of a rich network that is integrated with the built environment in the world's most popular cities.

Manchester's green and blue infrastructure has been part of the City's success for a number of years. Five river valleys, three canals, over 160 parks, street trees, woodland, private gardens, and other areas of natural environment are familiar and well-used parts of the City's landscape. As the City

¹³ Manchester City Council (2016). *Our Manchester Framework*, http://www.manchester.gov.uk/download/downloads/id/24983/our_manchester_framework.pdf. Accessed 20 December 2017.

continues to grow over the next decade, existing and new high quality green and blue infrastructure will need to continue to be an integrated part of this growth, particularly in the City Centre which has a distinct lack of publicly accessible green space compared with other cities of a similar size.

The vision for green and blue infrastructure in Manchester over the next ten years is that by 2025 high quality, well maintained green and blue spaces will be an integral part of all neighbourhoods. The City's communities will be living healthy, fulfilled lives, enjoying access to parks and green spaces and safe green routes for walking, cycling and exercise throughout the City. Businesses will be investing in areas with a high environmental quality and attractive surroundings, enjoying access to a healthy, talented workforce. New funding models will be in place, ensuring progress achieved by 2025 can be sustained and provide the platform for ongoing investment in the years to follow.

Manchester's Green and Blue Infrastructure (G&BI) Strategy, together with its Stakeholder Implementation Plan, was approved in July 2015. The strategy is founded on the basis that attractive, multi-functional green and blue infrastructure is a key component of shaping and delivering the quality of life people expect and enhancing the City's global image as a place in which to live, work and invest. It also recognises the vital role it plays in terms of sustaining a healthy and biodiverse City which is flood and climate resilient, has good air quality and accessible opportunities for recreation and exercise. As such, the strategy was adopted to ensure that the City as a whole, including the Council, residents, the private and volunteer sectors, developers and other stakeholders could maximise opportunities to enhance the City's green and blue assets and improve the quality of life.

The strategy and implementation plan are based around the following four objectives:

1. Improving the quality and function of Green and Blue Infrastructure to maximise the benefits it delivers;
2. Using appropriate Green and Blue Infrastructure as a key component of new developments to help create successful neighbourhoods and support the City's growth;
3. Improving connectivity and accessibility to Green and Blue Infrastructure within the City and beyond; and
4. Improving and promoting a wider understanding and awareness of the benefits that Green and Blue Infrastructure provides to residents, the economy and the local environment.

The 3 year review notes the significant achievements and progress against the strategy that has been delivered, however, of most importance to the ERF is the continued relevance of the four objectives identified above and in particular the emphasis placed on the future priority of: "Continued progress towards enhancing the quality of GI within new developments through the planning process and the ongoing delivery of SRFs, particularly Mayfield, the Northern Gateway, **Eastern Gateway** and Medieval Quarter."

Playing our Full Part on Climate Change

There is increasing evidence of global temperature rises and the prospect therefore of increasing incidences of extreme weather as well as risk of water and food shortages and flooding, all causing increasing insecurity. Whilst Manchester may not feel these effects as severely as other areas globally, there is an identified urgent need for all cities to consider what they need to do to play their full part in addressing climate change.

In November 2018, Manchester City Council made a series of commitments, informed by the Manchester Climate Change Agency's (MCCA) work with the world renowned Tyndall Centre for Climate Research based at University of Manchester.

The key commitments are as follows:

- To becoming zero carbon by 2038, significantly accelerated from the original target of 2050;
- To adopt a carbon budget and emit only a maximum of 15 million tonnes CO₂ for the period 2018-2100. This has been transposed from a global carbon budget which has been calculated as "likely" to maintain global temperature change within 2°C as agreed in the Paris Agreement;

- To achieve a 13% year-on-year reduction in citywide CO₂ emissions from 2018 to achieve this carbon budget. As well as addressing its own emissions, the Council's role will be to take a significant leadership and influencing role across a number of thematic areas, promoting behavioural changes:
 - Industry and Commercial: Supporting schools and businesses to reduce their emissions wherever possible, developing planning policy, influencing contractors through procurement and commissioning.
 - Domestic: Partnership working with social housing providers across the City to improve social housing properties, working with the Greater Manchester Combined Authority (GMCA) to develop energy efficiency programmes to support private renters and owner occupiers.
 - Transport: Partnership working with TfGM, continuing to promote modal shift from the private car to public transport, cycling and walking by investing in sustainable transport infrastructure, ensuring new developments are close to transport nodes.
- A draft Manchester Zero Carbon Framework has been developed which sets out the City's overarching approach to meeting its science-based climate change targets over the period 2020-38 and draft action plans for the period 2020-22 are being developed by the Council and other strategic organisations and sectors.

Manchester's Residential Growth Strategy and Housing Affordability Framework

Recognising the critical relationship between housing and economic growth, Manchester City Council approved a Residential Growth Strategy in March 2016 which sought to deliver a target of 25,000 new homes in a ten-year period between 2015 and 2025.

Key aspects of this policy framework include: ensuring that there is the right quality, mix and type of housing in the right locations to meet demand and changing demographics; developing neighbourhoods of choice; and, the requirement to improve equality amongst the City's residents in terms of housing choice, quality and affordability in order to develop strong communities.

The Residential Growth Strategy report was accompanied by an Action Plan which set out the key actions to be delivered during the first year of the Strategy (2016/17).

In December 2016, the Residential Growth Strategy was further strengthened and refined by the development of the Council's Housing Affordability Policy Framework. This Framework defines affordable housing as homes that cost no more than 30% of gross household income for those at or below the City's then average income of £27,000. The Council subsequently agreed at its Executive in May 2018 that no Manchester resident should have to spend more than 30% of their household income on accommodation - and ideally less. In June 2017, the Council's Executive received and approved a Residential Growth Update report that included a Five-Year Action Plan covering the period 2017 – 2022 which identified key priority areas and key actions to be progressed.

In October 2017, 4 areas across the City where the Council has significant land interests were identified as potential Housing Affordability Zones. In addition to Wythenshawe Town Centre and Central Estates in North Manchester, two of these areas relate to the ERF area, namely:

- Clayton (including land at Eccleshall Street and Ilk/Alpine Streets);
- Beswick (including land at Grey Mare Lane).

These two areas will add scale and focus to delivery and the Council will invest directly into the provision of additional affordable homes, over and above existing Homes England Affordable Homes Programme. Manchester's proposed Housing Affordability Fund will provide subsidy for new and existing homes that are affordable to Manchester residents on or below the City's average household income. In December 2018, the Council's Economy Scrutiny

Committee and the Executive received a report from the Executive Member for Housing and Regeneration which set out a number of policy proposals in relation to the delivery of the City Council's Affordable Housing Strategy. This included a revised Residential Growth Strategy target of 32,000 homes (including 6,400 i.e. a 3,000 increase, in affordable homes) for the ten-year period ending in 2025.

Further work is being undertaken to assess the challenges and external factors that pose a risk to the Council's ability to deliver against its residential growth ambitions, and to identify the actions and opportunities that will ensure that the City delivers the aligned objectives of sustained economic and residential growth including the provision of affordable housing.

In this regard, the Residential Growth Strategy will continue to ensure:

- that the right mix of new housing is delivered in the areas that can accommodate growth and that new homes are connected to new and existing employment opportunities;
- new housing supports the retention and attraction of a highly skilled and economically active population;
- the growing demand for high quality new housing in the City is met, which meets the needs of existing and future residents;
- new residential growth opportunities support the delivery of sustainable neighbourhoods with excellent pedestrian and transport connections including the use of low carbon construction methods and technologies; and,
- that the master-planning of new neighbourhoods and residential developments will include infrastructure and traffic and transport planning ensuring that various modes of transport (car, bus, rail, Metrolink, cycle, and walk) are provided for.

Manchester Residential Quality Guidance (2016)

The Manchester Residential Quality Guidance document was endorsed in December 2016 and aims to ensure that high quality, sustainable housing that meets the needs of the City and its communities will be built.

Prospective developers and their design teams bringing forward sites for residential development 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.

Greater Manchester - the Wider Policy Context

The Greater Manchester Strategy

The Greater Manchester Strategy (GMS) is Greater Manchester's overarching strategy which has set the strategic framework for policy development across Greater Manchester since 2009. As the context for how Greater Manchester operates had altered significantly since the last refreshed 2013 Strategy, the GMS was subsequently updated in October 2017. This is the third GMS and it builds on the substantial progress made since the first was published in 2009 and the most recent refresh in 2013. The strategy was refreshed to reflect the change in the economic and political climate, particularly:

- the substantial devolution that is now underway in Greater Manchester;
- the Mayoral election in May 2017 and the Mayor's manifesto commitments; and
- the changing economic and political climate, particularly the vote to leave the EU.

The GMS sets out a very clear vision for the City Region. It states that:

"Our vision is to make Greater Manchester one of the best places in the world to grow up, get on and grow old: A place where all children are given the best start in life and young people grow up inspired to exceed expectations; A place where people are proud to live, with a decent home, a fulfilling job, and stress-free journeys the norm. But if you need a helping hand you'll get it; A place of ideas and invention, with a modern and productive economy that draws in investment, visitors and talent; A place where people live healthy lives and older people are valued; A place at the forefront of action on climate change with clean air and a flourishing natural environment; A place where all voices are heard and where, working together, we can shape our future."

The strategy for achieving this vision is structured around ten priorities, reflecting the life journey:

- Priority 1: Children starting school ready to learn;
- Priority 2: Young people equipped for life;
- Priority 3: Good jobs, with opportunities for people to progress and develop;
- Priority 4: A thriving and productive economy in all parts of Greater Manchester;
- Priority 5: World-class connectivity that keeps Greater Manchester moving;
- Priority 6: Safe, decent and affordable housing;
- Priority 7: A green city-region and a high-quality culture and leisure offer for all;
- Priority 8: Safer and stronger communities;
- Priority 9: Healthy lives, with quality care available for those that need it; and
- Priority 10: An age-friendly city-region.

The GM approach to delivering these priorities is underpinned by five key enablers:

- Enabler 1: Communities in control;
- Enabler 2: People at the heart of everything we do;
- Enabler 3: An integrated approach to place-shaping;
- Enabler 4: Leadership and accountability; and
- Enabler 5: Taking control of our future.

The priorities set out within the updated GMS continue to build on the twin themes of 'People and Place in GM' which formed the basis for previous versions of the document. It sets out to achieve the vision contained within the document through new approaches which are shaped and driven by communities themselves. By harnessing the strengths of Greater Manchester's people and places, the GMS aims to create a more inclusive and productive city region where everyone, and every place, can succeed. It builds on the work that has been done in previous strategies around reforming public services and growing the economy, with an increased focus on ensuring that the people of Greater Manchester can all benefit from economic growth and the opportunities it brings throughout their lives.

The GMS is also the blueprint for the future of public services in the city region, setting out how public bodies – including the ten councils and the Mayor, the NHS, transport, police and the fire service – will work alongside local people to take charge of the future. It addresses education and skills, health, wellbeing, environment, work and economic growth simultaneously in the belief that this is the best way to bring about change and make a real difference to the lives of real people.

The GMS 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 Greater Manchester strategic priorities and achieve the Greater Manchester vision.

In addition to the GMSF which has already been referenced, these plans include:

- The **Greater Manchester Investment Strategy**, which supports the implementation of the GMS 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 Greater Manchester transport network and the delivery of strategic transport priorities;
- The **Climate Change and Low Emissions Implementation Plan (2016-2020)**, which sets out the steps that will be taken to become energy-efficient and investing in our natural environment to respond to climate change and to improve quality of life;
- **Springboard to a Green City Region**, setting out the plans for making Greater Manchester one of the leading green city regions in the UK and Europe, was produced following the Greater Manchester Green Summit held in March 2018;
- The **Greater Manchester Work and Skills Strategy and Priorities 2016-2019**, setting out the Greater Manchester approach to delivering a work and skills system that meets the needs of Greater Manchester's employers and residents
- The **Northern Powerhouse Strategy (2016)**, 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; and
- The **HS2 Growth Strategy** set within the context of the above plans and demonstrates how opportunities such as HS2 and NPR will be maximised for the benefit of businesses and residents around Manchester Piccadilly and Manchester Airport.

4 Eastlands: The Planning Context

The Manchester Core Strategy (2012)

Manchester adopted its Core Strategy in 2012 and this is the key overarching Development Plan Document (DPD) within the Local Plan. The Core Strategy sets out the City Council's vision for Manchester to 2026, along with the planning policies that provide the framework for delivering that vision.

East Manchester has the potential to contribute strongly to a number of Manchester's key strategic policy objectives, including policies which make specific reference to the ERF area. These are summarised below:

Policy SP1 Spatial Principles: The ERF area falls within the Regional Centre - the focus for economic and commercial development, retail, leisure and cultural activity, alongside high-quality city living.

The Regional Centre, with Manchester City Centre at its core, is the economic driver of the city region and has greatest potential to drive its continued economic growth, and to do so with the least environmental costs. New development will maximise the potential of the City's transport infrastructure, in particular promoting walking, cycling and use of the public transport.

Policy EC1 Employment and Economic Growth: identifies key locations for major employment growth, including the following sites within the Regional Centre which fall within this Framework Area:

- Eastlands
- Ancoats and New Islington (City Centre Fringe)

The policy notes that the Council will support other significant contributors to economic growth and productivity including health, education, retailing, cultural and tourism facilities and other employment generating uses mainly in the City Centre and Eastlands, and specifically recognises the ERF area as a growing destination, with further opportunities for sports and leisure uses.

A key tenet of Policy EC1 is to improve access to employment for communities experiencing some of the highest levels of deprivation in England. East Manchester, as a growing employment destination, is ideally located to provide improved access to jobs for the communities both within and immediately adjacent to the ERF area.

Policy EC3 The Regional Centre: Within the Regional Centre development for employment generating uses will be encouraged. The Regional Centre is an appropriate location for large scale leisure uses, for which City Centre sites are unsuitable.

The supporting text to Policy EC3 notes that there is also potential for leisure development which has a regional-scale catchment at Eastlands, which offers an extremely accessible location with land available to support large scale development. This, allied with the existing sporting and leisure infrastructure already present at Eastlands, provides a clear focus for additional development of a similar type in this location.

Policy EC5 East Manchester: East Manchester is expected to provide approximately 80-85ha of employment land over the Plan period. The majority of this provision will be within the Regional Centre, including a major leisure visitor destination with ancillary retail and offices at Eastlands and within the City Centre Fringe (along Great Ancoats Street) to provide an extension to City Centre employment opportunities, supporting a mix of employment uses and integrating East Manchester neighbourhoods with the City Centre.

Policy EC7 Eastlands Strategic Employment Location: Eastlands Strategic Employment Location will accommodate 40-45 ha. of new development and is 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;
- Place design at the heart of any scheme delivering a flagship building;
- Consider wider design and layout objectives, taking advantage of important frontages such as Alan Turing Way and Ashton New Road;
- Set out the scale of land uses proposed as part of the comprehensive development of the proposal;
- Ensure the site is accessible to the East/ North Manchester communities by a choice of sustainable and public transport provision;
- Take advantage of the existing infrastructure on site and proposed improvements such as Metrolink and digital infrastructure;
- Ensure opportunities to employ residents from the local community are established with key partners;
- Use waterways and canals such as the Ashton Canal to create a sense of place and attract investment, in line with Policy EN1; and,
- Have regard to flood risk through the Manchester-Salford-Trafford SFRA.

The vision is to broaden the activities within Eastlands to ensure development opportunities secure the wider regeneration of the surrounding area and deliver maximum benefits for the community.

Policy EC7 identifies two sites as a focus for development. The first is land around the City of Manchester Stadium, including the "Collar Site" to the east and further land to the north and west. The "Collar Site" provides an opportunity for a leisure, recreation and entertainment visitor attraction of national significance. Developments that are predominantly tourism/ leisure based, including hotels and food and drink will be appropriate together with ancillary retail required to support the principal uses. On the development sites to the north and west of the stadium, development of complementary commercial uses will be supported, particularly to accommodate economic activities associated with the growth of Manchester City Football Club.

The second site identified is Openshaw West, which the policy outlines as suitable for the development of a large facility incorporating football and community uses, linked to the operation of Manchester City Football Club. The regeneration of this site has been delivered through the completion of the City Football Academy to expand the Ethad Campus, accompanied by new community sports, education, health and sports performance facilities.

Developments which support the overall vision for this major regeneration initiative on sites within the general environs of Eastlands will be appropriate, provided they do not prejudice other policies within the plan.

Policy CC1 Primary Economic Development Focus: City Centre and Fringe: Ancoats and New Islington (including Central Retail Park) is identified by Policy CC1 as forming part of the City Centre Fringe¹⁴.

The City Centre Fringe is expected to accommodate 25ha of office or similar employment development and will be considered a suitable location for the consideration of high-density building and commercially led mixed use schemes. A variety of high-quality accommodation types, sizes and footplates will be encouraged to boost investment by local, national and international businesses.

¹⁴ The Manchester City Centre Strategic Plan 2015-2018 (2016) included an extended City Centre boundary to include Ancoats and New Islington to respond to the rapidly evolving economic geography of the City Centre and to recognise the contribution of former 'fringe' areas and their relationship with the city centre.

The supporting text acknowledges that the City Centre Fringe areas have emerged due to their potential to provide well-connected City Centre extensions to meet development demand. This process has begun, notably in parts of Ancoats and through the Co-op development, and the City Centre Fringe will become increasingly significant over the life of the Core Strategy. In addition, the Fringe area can offer accommodation to businesses which may suit the central location in policy and operational terms but would struggle to access City Centre accommodation due to cost.

Policy 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, including Holt Town and the Lower Medlock Valley. Land assembly will be supported in this area to encourage the creation of large development sites or clusters of sites providing the potential for significant regeneration benefits.

Policy H4 East Manchester: East Manchester, over the lifetime of the Core Strategy, will accommodate around 30% of new residential development, with priority given to family housing and other high quality, high value development. Within those areas falling within the regional centre, located adjacent to the City Centre (including Ancoats, New Islington and Holt Town), high density residential development will be permitted.

Policy T2: Accessible areas of opportunity and need: 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 (including the regional centre) and is easily accessible by walking, cycling and public transport.

Particular priority will be given to providing all residents access to strategic employment sites including links within East Manchester to employment locations (Eastlands in particular).

Policy EN12 Area priorities for Open Space, Sport and Recreation: East Manchester is outlined as one of the priority areas for sport and recreation and the Council supports proposals to enhance existing facilities and provide new spaces and facilities in accessible locations.

Other Material Planning Considerations

National Planning Policy Framework (2018)

The National Planning Policy Framework (NPPF) is a material consideration in the determination of planning applications and sets out the Government's planning policies for England and how these are expected to be applied. It sets out the Government's requirements for the planning system only to the extent that it is relevant, proportionate and necessary to do so.

At the heart of the NPPF is a presumption in favour of sustainable development; the golden thread running through plan-making and decision taking. The NPPF notes that there are three dimensions to sustainable development:

An economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;

A social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and,

An environmental objective – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

These dimensions are considered to be mutually dependent with the NPPF, in its entirety, defining sustainable development.

The Draft Greater Manchester Spatial Framework

The Draft Greater Manchester Spatial Framework (GMSF) has been published for its first round of consultation in January 2019. This document sets out Greater Manchester's plan for homes, jobs and the environment for the whole of the city region.

Draft GMSF priorities are fully aligned with the longstanding regeneration strategy for Eastlands and include: the use of brownfield land; delivering higher densities of land use within the most accessible locations; facilitating employment development; and, maximising the potential of national and international assets through focussing development in key locations.

Eastlands falls within one of these key locations, referenced as the 'Core Growth Area.' The draft GMSF seeks to focus development within the Core Growth Area, improving visitor facilities in the City Centre, Quays and Manchester Airport, and at international and national sporting assets and promoting economic and housing growth. The delivery of housing to meet local needs is also an important focus of the document.

Policy GM-E 6 is of relevance and seeks to protect and enhance sports and recreational facilities in Greater Manchester, enabling the continued development of major sports facilities and events, which can further enhance Greater Manchester's international sporting reputation.

Objective 4 identifies the need to maximise the potential arising from Greater Manchester's national and international assets and Policy GM -P.1 identifies the area stretching from the Ethihad Campus through to the City Centre, as a key growth location, where international competitiveness should be maximised.

The Draft GMSF also promotes improvements to sustainable transport and seeks to ensure development is located in the most sustainable locations, reducing the need for car travel, and maximising residential densities around transport hubs.

Manchester - Local Planning Frameworks

In addition to the Eastlands Regeneration Framework (2017), the following, fully endorsed Neighbourhood Development Framework, will remain relevant and fully endorsed in respect of the ERF boundary, until such time as it is refreshed.

Ancoats and New Islington Neighbourhood Development Framework Update (2016)

The 2016 Ancoats and New Islington Neighbourhood Development Framework (NDF) Update identifies that Ancoats and New Islington has all the attributes to act as a major focus for population growth over the next ten years. This includes reference to the area's proximity to the thriving City Centre, its exceptional transport connections, its natural and man-made character (and the place-making potential those features present) as well as delivered/committed investment in infrastructure.

The positive regeneration of this neighbourhood has and will continue to happen on the basis of residential, commercial, leisure and community uses, each combining to create a distinctive sense of place and neighbourhood, ensuring life and vitality on weekdays and evenings.

5 Eastlands: The Regeneration Journey

The East Manchester Regeneration Journey

East Manchester grew and developed in the nineteenth and early decades of the twentieth century as home to traditional manufacturing industries on which the wealth of Manchester was founded. It was also home to the large workforces required by these industries. In the second half of the twentieth century, much of area's economic base, and the employment that accompanied it, was decimated by successive economic recessions and intensive competition from increasingly global markets.

Between 1970 and 1985 some 60 per cent of its economic base was lost, leading to the loss of over 33,000 jobs in that period, along with a collapse in the skill base, the area's population and the demand for housing. The decline continued beyond 1985, albeit less dramatically. Over a fifty year period the area's population fell from 164,000 in 1951 to 62,000 in 2001. This combination of employment and population loss left the area with significant amount of brownfield, vacant, and underused land and buildings along with a low value, low demand housing market operating in a less than ideal physical environment. The impacts on the communities and those who could not exercise a choice to leave was profound with high levels unemployment, poor service provision and significant levels of crime and anti-social behaviour prevalent across this part of the City.

Over the last 20 years the regeneration of East Manchester has been a long term regeneration priority for the City Council. New East Manchester (NEM) Limited, established in October 1999, was charged with leading the regeneration of the area. It was a partnership vehicle tying together national government inputs via English Partnerships, regional governmental structures via the North West Development Agency and the City Council. The core objectives set out for New East Manchester in 1999 were:

- to create sustainable communities through making the area an attractive place to live and work with a range of facilities and services that the local community needs, and through making sure that economic benefit is secured for local people; and
- to ensure that East Manchester maximises the contribution it can make to the regional, national, and global economy.

The regeneration strategy pursued from 1999 onwards, enshrined in the first Strategic Regeneration Framework for the area - "**New East Manchester: A New Town in the City**", recognised the need to tackle a broad range of inter-related issues – social, environmental and economic – that had a negative impact on the area.

The approach to regeneration critically recognised, however, that the origins of the multi-faceted deprivation which East Manchester was experiencing at that time lay in the serious decline of the area's manufacturing base over the latter half of the 20th Century. The most fundamental component of the strategy to transform East Manchester was the restructuring and diversification of the area's economic base to attract businesses in the City's economic growth sectors which offered the best prospects for future job growth and to ensure that this growth was accompanied by a range of measures to secure benefit – particularly employment – for all local people.

The first Strategic Regeneration Framework for East Manchester set out a very clear and ambitious template for the transformation of the area. Over and above the range of social, environmental and economic interventions needed to transform East Manchester the Framework delineated a set of comprehensive Neighbourhood Development Frameworks that sought to shape the physical transformation of a series of neighbourhoods and guide principally public and private sector investment to create sustainable places to live, work and visit.

The successor Regeneration Framework - "**The East Manchester Strategic Regeneration Framework 2008 – 2018**" - broadened and deepened the approach to regeneration adopted by its predecessor. That Framework refined the focus of the regeneration effort encouraging the public and private sector to:

- Work within a wider sub-regional context and focus energy on encouraging those businesses within competitive economic sectors to locate into and remain within East Manchester;
- Renew the physical landscape of East Manchester so that it explicitly supported the development of a new economic base and new residential neighbourhoods through, for example, world class public realm, high-quality amenity space, iconic buildings, and a modern tram and associated public transport system;
- Champion the need to drive up education standards in East Manchester schools as part of a wider strategy of attracting and retaining working families who were regarded as an essential foundation of economic prosperity, financial vitality and neighbourhood stability;
- Implement strategies to enable residents to enhance their skills and secure employment within the City and the wider city region; and
- Establish "neighbourhoods of choice" that can attract and retain working households recognising that neighbourhoods function best when they contain families and households with a broad mix of incomes.

The two East Manchester Strategic Regeneration Frameworks clearly set out a long-term, integrated regeneration strategy for East Manchester. The City Council, through New East Manchester, 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. With the withdrawal of National Government funding in 2011 New East Manchester was effectively wound up. To sustain the regeneration momentum, the Council recognised the need to develop a range of partnering structures that could take the area forward through the national economic recession and the challenges to sustain what have been achieved over the previous decade.

The Etihad Campus: An Economic Driver

At the heart of the economic transformation of East Manchester was the investment made to deliver the Etihad (formerly the City of Manchester) Stadium and other sports facilities as part of delivering the 2002 Commonwealth Games. Following the successful hosting of the Games there has been a consistent approach pursued to establishing the area around the Stadium (now known as the Etihad Campus) as a major sports and leisure destination complex. At the heart of this strategy has been the recognition of the role that the Stadium and its environs play in creating the sense of place which can help change the perceptions of investors of East Manchester as a place to invest.

The occupation of the Stadium by Manchester City Football Club, to become the principal occupant in 2003, has enabled the sports led regeneration of the area to be progressed much further than was originally envisaged when developing the assets for the 2002 Commonwealth Games.

In January 2007, following a national competition, Manchester was recommended as the location for a Regional Casino by an independent Casino Advisory Panel reporting to Government. At that time there was a very clear and compelling argument that a Regional Casino on the land immediate adjacent to the Stadium would make a significant contribution to the regeneration of East Manchester. In March 2008 the Government took the decision not to pursue with the licensing of a Regional Casino.

The 2008 acquisition of Manchester City Football Club by the Abu Dhabi United Group (ADUG) was the beginning of a major new phase of regeneration in the east of the City. The club's new owners and the City Council formed a partnership in 2010 based on a shared commitment to continue the regeneration of the area. The immediate priority was to transform the 200 acres Etihad Campus that hosted 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 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 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 the 2011 Framework. This included:

- 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.
- Specifically, the £400m of public and private investment delivered:

- the Indoor BMX Arena and offices for British Cycling at the National Cycling Centre 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 transforming 75 acres of reclaimed land into the world's leading training ground and expanding the Etihad Campus. The project has delivered jobs and training opportunities for local residents and is accompanied by a new community hub incorporating sports and education facilities, in addition to the Manchester Institute of Health and Performance (MIHP), which is a world-class centre for scientific research, analysis and treatment;
- 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.

In addition to this £400m of investment the opening of the Metrolink Phase 3a East Manchester tramline in 2013 provided five tram stops in East Manchester, three of which would serve the Etihad Campus: the Etihad Campus, the Velopark and the Clayton Hall stops.

The Eastlands Regeneration Framework was further reviewed in 2017 seeking to build on the very significant progress made in and around the Etihad Campus since 2011 but also to help drive forward the regeneration momentum spreading eastwards from Great Ancoats Street into Ancoats, New Islington and along the Ashton Canal Corridor.

The focus of the 2017 Eastlands Regeneration Framework was to guide the next phase of investment at the Etihad Campus recognising that there was a significant 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. The Framework recognised that taken together, these assets could 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" would be the economic, educational and community driver for the Etihad Campus and surrounding area.

A central component of unlocking this vision was a recognition of 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 Framework stated that the unique asset base within the Etihad Campus, and those other sports assets across Greater Manchester and beyond, offered a significant opportunity to connect talent to the business of sport, leisure and recreation and at the same time integrating the wider health and well-being agendas being delivered by Greater Manchester and Sport England. Such an academic platform on the Etihad Campus would be an economic driver in itself attracting the best students and the best academic talent to the City. 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.

The vision for the area in and around the Etihad Campus that the 2017 Framework set out was to develop a place that could 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 Framework envisioned that the Etihad Campus would 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.

Progress from 2017 onwards

Since 2017 the next phases of development on the Etihad campus have commenced. Projects that are being progressed include:

The Manchester Institute of Sport - a facility which will seek to combine Science, Business and Culture of Sport;

House of Sport - a facility which will cater for a range of National Governing Bodies (NGBs), either already located in facilities across the Etihad Campus, as a legacy of the 2002 Commonwealth Games, or, wishing to relocate. The proposals for the next phase of development across the Etihad Campus, has generated significant interest from NGBs across the country.

A 14-acre extension of the Etihad Campus westward has been endorsed by the City Council and is being assembled to create a **Sports and Innovation Zone**. There is an opportunity to create a safe and vibrant student campus which combines student accommodation to meet the needs of the Manchester Institute of Sport and athlete's accommodation required by the NGBs. It will also provide workspace which is capable of meeting demand and successfully contributing to an entire ecosystem of occupiers from start-ups, including those linked with research activity at the proposed Manchester Institute of Sport, to more established businesses.

The Transformation of East Manchester beyond the Etihad Campus

The two East Manchester Strategic Regeneration Frameworks, the two Eastlands Regeneration Frameworks and a series of other Neighbourhood and individual site-led Development Frameworks have all sought to set the strategic and neighbourhood related context within which to guide the regeneration effort and frame the deployment of public and private sector resources to deliver the ongoing transformation of the wider East Manchester Area.

The delivery of the East Manchester Metrolink line in 2013 and other infrastructure, as well as the long term focus on regeneration, has seen neighbourhoods in East Manchester re-energised. This has resulted in the creation of new workplaces and the establishment of new housing markets which respond to the lifestyle choices of those wanting to stay and migrate into the City. This has also contributed to a positive change in the demography of the City, from an ageing one into one of the youngest and most dynamic cities in Europe.

Over the last twenty years new business parks, new industries and a significant number of new homes have been created in East Manchester. Every part of the area has benefited from the renewed confidence in the area. A number of factors have acted as a catalyst this transformation: the success of the Etihad Campus; the long term investment in infrastructure and land assembly; the retention and better use of the area's natural and man-made assets; and, its other significant locational advantages. The Ancoats and New Islington neighbourhoods have been a tangible beneficiary of these factors being located close to the City core. However, other neighbourhoods such as Beswick, West Gorton, Openshaw and Miles Platting have gone through, and still are going through, very major transformational regeneration change.

Manchester Life

Ancoats and New Islington on the eastern edge of the City Centre are two neighbourhoods that have been the subject of two long term regeneration programmes since the late 1990s/ early 2000s. The economic recession of 2008 / 2009 had a significant impact on the delivery of these programmes with commercial and residential development stalling for a number of years due to the lack of availability of finance from lending institutions.

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 (Manchester Life) 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 Ethihad Campus.

Manchester Life combines the best of public and private sector expertise to set a new benchmark for residential property development in Manchester by planning, financing, developing and managing a portfolio of high-quality homes for private rent and private sale. The Company was established to expand the lifestyle choices available to existing and new Manchester residents, meeting a need for centrally located, stable, well-managed rental accommodation in addition to apartments and town houses for sale.

New planning frameworks for Ancoats and New Islington have been developed, place-creation has been championed, along with new place management arrangements which are now being instigated. Manchester Life has worked closely with the City Council and other local developers to foster a collaborative approach to placemaking. An important part of the placemaking strategy has been to target local and independent operators for the portfolio of ground floor units. This has been a successful strategy, resulting in a range of independent bars, cafes and restaurants now in operation and attracting people to the area. 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

Since the completion of Manchester Life's first scheme, Cotton Field Wharf, in late 2017, the pace of change in this area has been rapid. To date, Manchester Life has delivered 659 build to rent homes and 31 homes for sale and is on site with a further 565 homes across four schemes. Manchester Life's investment, including the conversion of two listed buildings, has transformed this area and cemented Ancoats and New Islington as neighbourhoods of choice. In terms of the properties that are rented, Manchester Life offer a minimum tenancy term of one year up to a maximum of three years. The initial take up has predominantly been limited to one year tenancies; however, over 80% of the tenants renewing for a subsequent term are electing to take longer tenancies up to 3 years at renewal. The average age of residents is within the 27 -34 age range with the youngest tenant aged 18 and the oldest 50 plus. The tenants represent a huge range of occupations from administrative roles, shop workers, solicitors, doctors, architects, teachers and retired downsizers.

Manchester Life's success alongside others means the time is right to look at the mix of housing that is appropriate for the next phase of development, including what proportions of social affordable and high value housing are needed to underpin a balanced and self-sustaining community. Manchester Life has recently entered into a Memorandum of Understanding with Great Places Housing Group to collaborate on master planning and land assembly to deliver affordable housing in a range of different ways and tenures. This will help to ensure further phases continue to play a key role in meeting the City Council's housing policy objectives, particularly around affordability

Progress from 2017 onwards

Since 2017 a number of key opportunities that were identified within the 2017 Eastlands Regeneration Framework have progressed. These include:

- Manchester City Council completing the acquisition of the highly prominent and strategically positioned 10.5-acre former **Central Retail Park** on Great Ancoats Street within New Islington in early 2018. Demolition of this site will be completed by the spring of 2019.
- Using land predominantly owned by the City Council and TfGM between Pollard Street and to the Ashton Canal Corridor, bisected by the East Manchester Metrolink line, and incorporating the New Islington tram is now being brought forward for commercial development. A scheme known as **MXM**, has

been developed by General Projects, which encapsulates the latest thinking in providing a range of flexible workspaces for businesses which have been identified as drivers of the new economy, such as creative, technological and scientific.

- **Holt Town** has experienced significant growth in the reuse of existing mill and light industrial space to support the growth and expansion of businesses who operate within the creative, digital and tech sector. The pricing of these buildings has been key to attracting these businesses.
- Community consultation has taken place and master planning work is underway led by the largest Registered Social Landlord operating in East Manchester - One Manchester - to establish a transformational programme for the **Beswick** estate in and around Grey Mare Lane. This work is principally focused on reviewing capacity and decant / demolition options for a predominantly residential scheme which will provide new affordable home, raises quality, includes open space, revised traffic circulation and amenity uses as well as making a more efficient use of land. The latter issue will help increase the area's provision of new affordable homes.

6 Ambitions for East Manchester

The Vision for East Manchester presented in Chapter 2 of this report is focused on building on the platform created by the successful investment in sports facilities, infrastructure and neighbourhood regeneration and capitalising on the eastward expansion of the City Centre.

This is consistent with the principal aims for the East Manchester area over twenty years of regeneration focus and will continue to accelerate and deepen the East Manchester regeneration journey and support inclusive growth.

Underscoring the East Manchester vision are a number of strategic ambitions which have consistently guided the ERF journey and continue to be applicable today. These are summarised and updated below:

Bringing sport, education and commerce together

The business of sport is one of the fastest growing sectors in the UK and across the world, outstripping national GDP rates. This is being driven by a diversifying sport, leisure and recreation market, combined with the rapid growth of the associated education sector. The combined strength of excellence, reputation and infrastructure in both sports and education provides a unique opportunity for Manchester to compete internationally amongst the world's top universities.

The opportunity has been identified and continues to be applied in terms of attracting new business partners, drive forward start-ups, attract new world leading sports organisations and forming a new sport, leisure and recreation economic cluster for the City and the north of England. There continues to be an opportunity to build on the presence of a leading higher education offer, existing elite and community sports facilities, the presence of a global football team and NGBs of sport, and the talent that both trains and works with those organisations.

In addition, there is potential to accelerate delivery of new commercial development that can exploit the presence of higher education and a strong research base along with Manchester's track record in industry, craft and making. Key to this requirement will be the availability of high-quality workspace which can meet a spectrum of end user requirements, as part of a commercial ecosystem.

Expand a world-class sports destination

The cluster of world class assets at the Etihad Campus continues to drive the opportunity to create a global exemplar. In line with established policy, this should also ensure:

- the greatest possible community access to sports facilities compatible with high performance training functions;
- expansion of opportunities for the training of high-performance athletes; protection of the long term expansion potential of the Etihad Campus; and,
- support for the retention of existing and attraction of new leading-edge sports events (spectator and participation) to East Manchester.

Destination leisure and recreation facilities

The development of leisure and tourism attractions has always been viewed as a key component of securing comprehensive development of the Etihad Campus. In this regard, attractions should be internationally distinctive and set new standards in terms of content, scale and customer experience. The facilities should be:

- differentiated from, but complementary to, the offer in the City Centre; offer new experiences and cater for all;
- offer an exciting experience that caters for all, including families, underpinned by a unique vision;
- generate a significant number of additional visitors to the Etihad Campus, per annum;

- offer a mix of world-class content that will animate the site all year round throughout the day and night time;
- maximise the opportunity for local people to benefit from the future success of the site; and,
- consolidate the Ethihad Campus' role as a destination of national and international significance.

Capitalise on the regeneration investment made

The last twenty years' sustained regeneration programme has yielded measurable social, economic, educational and health benefits.

Over the next decade, there is an opportunity to capitalise on this success and the investment that has been secured to create places where people not only want to live and visit but work in increasing numbers - turning a full circle from where the East Manchester journey began.

In this regard, there is an opportunity to add significantly to the economic role of the area and provide new employment opportunities that will be accessible to East Manchester residents, growing skills development, connecting talent to jobs, supporting graduate retention and the attraction of talent to the City.

There is an opportunity to spread the effects of introducing higher education, into the Ashton Canal Corridor, helping to underpin the investments in sports, leisure and recreation through complementary commercial development, facilities and student accommodation.

There is an opportunity to introduce a wider choice of housing, underpinned by good schools, social and cultural facilities in order to create a successful and vibrant urban neighbourhood. Consultation is underway with existing residents in the Beswick neighbourhood around Grey Mare Lane, led by One Manchester, around the way in which the local community would like to see their area develop and improve. This could include additional new social and affordable homes across a range of property types to meet the needs of the local community.

Support Manchester's Green City initiatives

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

- reinforce the health and fitness focus of the Ethihad Campus and its environs through facilitating cycling and pedestrian movement and community access to sports and recreation facilities;
- enhance the accessibility and utilisation of the area's blue and green infrastructure, in accordance with the aims and objectives of Manchester's Green and Blue Infrastructure Strategy;
- promote use of public transport;
- showcase best practise in green design and technology in the built environment;
- introduce energy efficient technology; and,
- lead in areas of environmental quality and natural resource stewardship.

The Ethihad 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 delivery of projects.

Recognising that in November 2018, the Council committed to achieving Zero Carbon by 2038 and the important role that existing and new housing can play in delivering this commitment, an Action Plan will be developed later in 2019 to identify how the Council can support developers of market sale/ rent and those delivering affordable housing to work towards this goal.

Create a distinctive sense of place

The area covered by this Framework encompasses a unique collection of neighbourhoods. Particular development principles should include a unique mix of employment and residential uses to continue the transformation of the area, complemented by a full range of ancillary and appropriately scaled retail uses.

Particular development principles should include the following:

- a) A high quality and multi-functional public realm network that defines a distinctive character for both the Etihad Campus and the surrounding communities.
- b) Create a high-quality place with appropriate landscaping and street scape works to provide a competitive environment for offices and employment space.
- c) Celebrate the area's history and heritage, including the historic mills, Ashton Canal, the River Medlock, Philips Park and Clayton Vale promoting new green linkages throughout the area where opportunities exist.
- d) Establish a clear urban movement hierarchy capable of supporting new uses while sensitively incorporating parking and existing road and rail infrastructure.
- e) Focus on developing the immediate environs of Metrolink stations as high-quality places promoting a higher density of development.
- f) Ensure the area's regeneration acts as a catalyst for the ongoing regeneration of surrounding districts.
- g) Introduce public art to reinforce the Etihad Campus' unique identity within East Manchester and Manchester as a whole. It should reflect the importance of its history and as a place for community and sport.
- h) Developing creative solutions for addressing infrastructure challenges, such as the proximity of the gasholders, associated pipelines and existing road and rail infrastructure.

Deliver improved social and economic outcomes

A fundamental objective of the ERF will be its approach to securing improved social and economic outcomes across East Manchester. The reach and impact of the next phases of physical transformation and investment will be profound, contributing very significantly to the long-term task of considerably reducing the long-term impacts of the social and economic decline, which affected East Manchester in the latter half of the 20th Century.

This will be delivered through an implementation plan which encompasses the following:

- Empowerment of existing community and third sector organisations to drive and lead service delivery that will improve economic and social outcomes for East Manchester residents.
- Connecting local schools and local residents to the high-quality sports and leisure offer in order to improve health and well-being outcomes.
- New local employment and active recruitment and training initiatives and apprenticeships which deliver enhanced pathways to new jobs.
- Utilise local procurement and authentic, sustainable supply chains.

- Providing a high quality vocational and academic offer which caters for the needs of all young people and use sports and education to reach disengaged groups.
- Increasing and linking green space across East Manchester.
- Retention of existing residents whilst attracting new working households to live in the wider East Manchester area.
- Ensuring that new development is accompanied by robust proposals to protect and improve adjacent residential areas including robust transport proposals.
- Where needed in the area an unambiguous commitment to fund, independently to the Council and residents, the capital and revenue costs of a residential parking scheme.

7 A Strategic Framework for East Manchester

The ERF 2019 covers an extraordinary area with an ongoing opportunity to build on the vibrancy and success of the Etihad Campus, to continue the westward expansion of activity along the Ashton Canal Corridor, joining up with the eastward expansion of the City Centre and, critically to stretch the regeneration momentum eastwards beyond the Campus.

Its boundary remains largely consistent with that identified in 2017. This area stretches between the Etihad Campus, Beswick, Croft Street and Philips Park to the east and the City Centre to the west via the Ashton Canal, River Medlock and Metrolink corridors through New Islington, Ancoats, Holt Town and the Lower Medlock Valley.

The only variations relate to the incorporation of two significant sites on the eastern side of the Etihad Campus. The first site, the Riverpark Trading Estate that is home to the former Manchester Abattoir, lies to the north of Philips Park and Riverpark Road and to the north east of the Etihad Campus Commercial Zone (the northern part of that zone). Outline Planning Permission has recently lapsed on this site and it is therefore considered to be appropriate and necessary to recognise it as a next phase future opportunity. The inclusion of that area allows that opportunity to be considered as part of the comprehensive planning and regeneration of the wider ERF.

The second new area of opportunity is the Eccleshall Street site that is bounded by Clayton Lane, Ashton New Road, Crabtree Lane and the Aston Canal. The City Council has significant ownerships in this area. As such it has been already incorporated into the Clayton Housing Affordability Zone.

The Etihad Campus itself and in those neighbourhoods to the west and to the east of the Etihad Campus will have common themes based on assigning appropriate land uses across the area, to ensure a vibrant character of complementary development delivering:

- a new destination leisure and recreation complex on the Etihad Campus where residents and visitors will come to spend their time on leisure and recreation related activities;
- a home to new sports related businesses in a new “Sports-Tech” cluster for the city-region anchored at the Etihad Campus;
- world-class sports and leisure facilities on and off the Etihad Campus promoting positive health outcomes for residents;
- new commercial development opportunities that capture the wider benefits of economic growth within the core of the conurbation and of the new growth being promoted in and around the Etihad Campus;
- a diverse range of new homes in the area ensuring that affordability of these homes is at the heart of residential growth and a broadening of the area's housing offer;
- a distinctive urban form; and
- a high quality public realm.

This update to the ERF, also recognises that the Etihad Campus sphere of influence extends beyond its current boundaries. This recognises and clarifies that the clear commitments of this ERF, to fully understand and mitigate the effects of major proposals as well as maximise the beneficial effects of the Etihad Campus' success for local communities, are considered and applied across the full extent of its local sphere of influence.

The ERF area's success over twenty years of regeneration, the enhanced attributes it now possesses and the strong growth trajectory of the City all position it as the 'right place at the right time' to support positive added value growth.

To be successful however the City will need to provide a housing offer that continues to grow in order to accommodate this economic growth as well as meeting the needs of existing residents. It also needs to grow in a manner that deepens and broadens the tax base of the City.

It is envisaged that the ERF area will accommodate a significant number of new homes over the next 15 years, for existing and future residents, to provide a range and mix of residential accommodation which includes both affordable and higher value homes to attract and retain residents at this end of the market.

In respect of the issue of affordability of homes for East Manchester residents and the residential strategy for the ERF area must ensure that the nature and form of new housing provision takes account of this situation – delivering a balanced range of housing types and tenures that operate at all price points and meet the needs of Manchester and its residents in the short, medium and long term.

In guiding that future growth over the next decade, the overall area should be considered as one in respect of the overarching strategy, land uses, critical infrastructure and phasing. However, each opportunity requires to be considered in terms of approach, depth of design, planning resolution and delivery.

Fundamentally every scheme must make a positive contribution to create a world class, sustainable place which all Mancunians can benefit from, with the requirement to make appropriate contributions to on-site and offsite objectives around a range of related topics including transport, remediation, affordable housing and infrastructure provisions, as referenced in Chapter 8 of this report.

8 Eastlands: Proposed Development Principles

Whilst the ERF covers a broad range of city environments, from existing housing and industry, underused and derelict land, world-class sports facilities, listed parks as well as historic mills and canals, it has been possible to identify an overall approach and a set of ongoing and overarching Development Principles which have been consistently applied. These are set out and refreshed in the remainder of this section and all future development proposals within the ERF area will be expected to contribute fully to the implementation and costs of delivering projects which fully align with these development principles.

Close working with local communities whilst the process of change and development proceeds. This relies on the buildings and places created being entirely relevant to those who will occupy them. It also acknowledges that regeneration is about people not just buildings. This aspiration applies to a broad spectrum of needs from young to old, buyers to renters, families to the elderly and single, employer and employee.

Creating excellent, sustainable neighbourhoods comprising: high quality homes, work places and other buildings; exciting and stimulating public facilities; and, spaces that engender a strong sense of place, community pride and longevity.

Wherever possible restoring, reusing and thereby **realising the huge potential of the remaining historic buildings, canals and river, streets, and parks** in order to create a future urban environment that is distinctive and characterful and will underpin a sense of place and community longevity. Proposals should work with these assets in order to increase their visibility and accessibility.

Responding to place, with particular regard to East Manchester's iconic assets and places including its historic mills, Ashton and Rochdale Canals, the River Medlock, Etihad Stadium, Philips Park, Clayton Hall as well as numerous local streets, places, industrial structures and other features that will help to define distinctive neighbourhoods and local relevance.

Deliver **high quality contemporary buildings** and places to enable the best of urban living and ensure the potential of local communities is realised. The use of contemporary design and construction techniques will also allow flexible buildings and high performance with regard to energy and operation.

Design solutions are necessary for creating an **enhanced street image** and for establishing an efficient and **attractive network between facilities** for vehicles, cyclists and pedestrians.

Alan Turing Way represents a highly visible frontage to the Etihad Stadium, the City Football Academy and other investments on the Etihad Campus which front this road. This should further develop through high quality architecture, public realm and tree planting in and around the Etihad Campus. Future development should consider inviting points of entry, and well considered visual and physical connections through the area.

To continue to support **high quality desirable places and destinations**, the ERF area must also continue to overcome problems caused by large isolated facilities, with large surface parking provision, and, ensure that an appropriate network and hierarchy of streets is created.

High quality community resources, surgeries, schools, shops entertainment and culture and public realm which reflects a growing population and needs and underpins a diverse community and economy. New schools and health facilities will be required, as will additional local retail, and other quality services along with high quality management of the place.

Create **spaces 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 which is fully **accessible and inclusive** and includes zero carbon homes with low energy and resource demand as part of the process of making housing affordable in the long term, creating cities of the future and delivering on Manchester's zero carbon and carbon budget commitments. The area should benefit from extensive **tree planting** and landscaping to emphasise the green character of the area.

Encourage **sustainable transport** through a range of measures including; car charging, bicycle facilities, well-lit streets and paths and access to the tram and other forms of public transport.

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

Varied massing and density responding to the local context:

- a) The dominant mill buildings will set the tonal height and massing for structures in Holt Town;
- b) The city centre fringe's scale of development with a density and massing that facilitates vibrant activity and a multiplicity of uses; and
- c) The tram system as an enabler of density and permeability and reducer of car usage.

There is an opportunity to create a **diverse, balanced mix of housing** across the ERF area. This will include broadening the values of new housing to include both higher value housing and also affordable housing, including provision that is accessible to those on low or lower incomes. New housing should meet the needs of both existing and future residents, support economic growth and support the delivery of sustainable neighborhoods where people want to live, work and spend leisure time.

Residential quality as a fundamental and an all encompassing foundation of stable and buoyant neighbourhoods, delivered in accordance with the Manchester Residential Quality Guidance.

A diverse workplace offer – from commercial development aligned to the new technology and sports, leisure and recreation cluster at the Etihad Campus, and elsewhere co-working, live-work spaces, serviced offices, traditional offices, light industrial space for manufacturing and processing, all accommodated within mixed-use environments in an appropriate neighbourly manner. This will be underpinned by an economic and demographic analysis.

This builds on the 2017 ERF formed around a number of consistently applied strategies:

Section 3 of this document has already outlined the City Council's Blue and Green Infrastructure Strategy, and the identified the important role that Manchester's Eastern Gateway will play in relation to enhancing the City's green and blue assets and improving quality of life. **The Medlock Valley and Philips Park** are core recreational spaces for East Manchester as well as the backbone for critical strategic footpath and cycleway provision. Philips Park is a listed open space with a high-quality environment and range of recreational facilities. It links directly to green spaces to the east that run in an unbroken chain to the Pennines along the Medlock. To the west, the green link is broken by the Etihad Campus and when it re-emerges, the quality is more urban and reduced. This section – the Lower Medlock Valley – is a key undeveloped asset, and one that can provide valuable direction for establishing a new character for the district and critical connections to the City Centre which will increase its use and perception as a city-wide asset.

The four objectives set out in the Council's Green and Blue Infrastructure will be applied to new development. In addition, three further specific goals are set for the transformation of the Valley:

- 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 primarily for environmental and recreational purposes, and to enhance a natural asset, recognising that this can provide improved property value, provide an 'address' and a consistent sense of place deep into the Ashton Canal Corridor extending to the City Centre and through the Ethiad 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, opening up new business and development opportunities. Delivery of the Council's HS2 SRF will restructure road and open space patterns in the area, between the new station and Great Ancoats Street, improving the connection between the Ashton Canal Corridor and the City Centre. Specifically, the new road patterns will 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** mirrors the route of the tram and is a primary route through the historic core and high-density neighbourhoods of the ERF area. It is another critical spine of the public realm structure, tying pedestrian and cycle routes east to west. The density of the canal corridor demands a significant upgrade in public realm adjacent to the canal – high quality lighting, security systems, additional bridges and access points as well as new links to neighbourhoods, both north and south.

New development should:

- Promote connectivity to the canal through additional access points down to the canal towpath;
- Provide activity and natural surveillance;
- Improve the quality of the canal towpath to increase the effective width for pedestrians and cyclists; and
- In addition, there are important opportunities at the Beswick Street and Carruthers Street bridges for café style activity to animate these sections of the canal;

The canal routes should be treated as key linkages as well as leisure and amenity resources. They are a character feature and opportunity to create a special setting for new buildings.

Where the Ashton Canal crosses into the Ethiad 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 will require 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.

Impact on the Community – a fundamental principle of the ERF is to ensure that new development areas are fully integrated with existing communities. This is both in terms of physical connections and the creation of inclusive and accessible buildings and places, as well as functional connections including employment and training initiatives, all as part of an overall requirement to maximise benefits for local communities. As part of planning applications, the potential impacts of new development on existing communities will need to be fully assessed and commitments to requisite levels of mitigation identified.

Parking & Transport - transport proposals will be required which demonstrate the robustness of all plans, and these will include an unambiguous commitment to fund, independently of either the City Council or residents, the capital and revenue costs of an enhanced residential parking scheme.

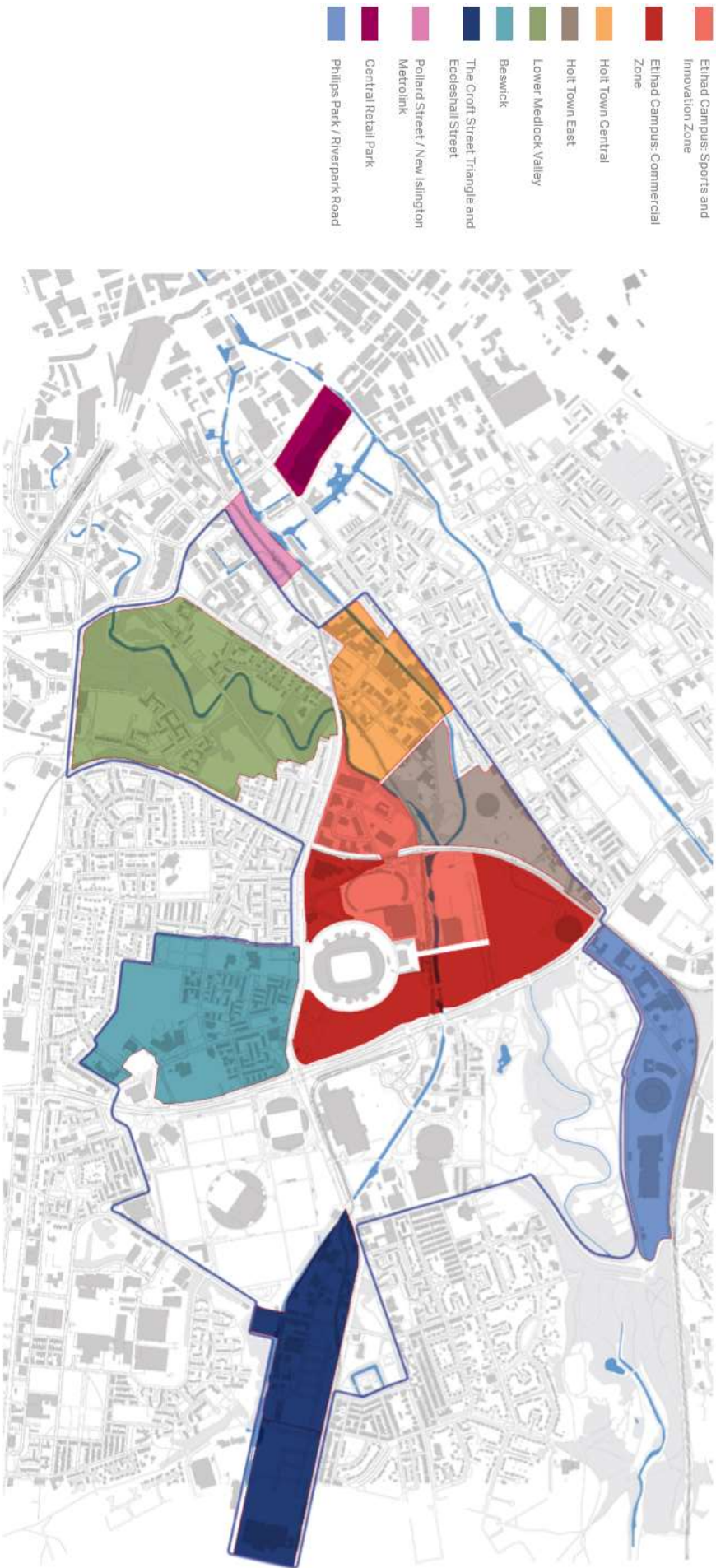
Utility Infrastructure - considerable investment in supporting infrastructure is required across the area. In particular, upgrades to the electrical supply system to provide for development and a growing population will need to be implemented.

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.

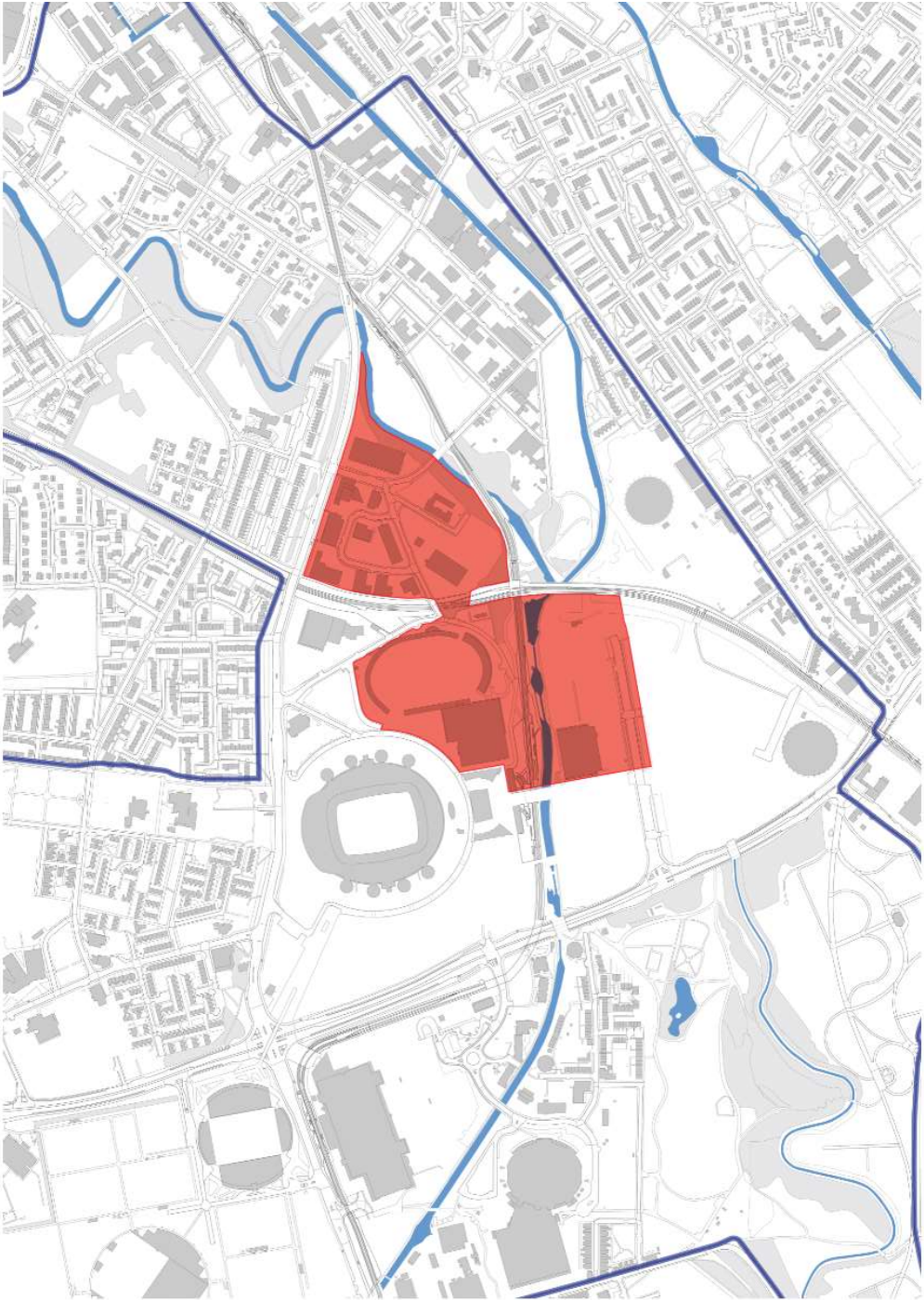
9 Eastlands: New Opportunities

This section of the report describes the areas of focus for the next phases of regeneration across the ERF area and considers key issues and opportunities that will be key to the consideration of proposals as they come forward. Together with the guidance set out in previous sections of this report, it also provides a basis upon which more detailed Development Frameworks and associated masterplans can be prepared for strategic sites, in partnership with those landowners and developers who will actively promote development.

Figure 9.1: Eastlands: New Opportunities - Key Sub-Areas



The Etihad Campus Sport & Innovation Zone



The Etihad Campus Sport and Innovation Zone is centred to the north and south of the Ashtun Canal to the north west of the Etihad Stadium adjacent and encompasses the existing Regional Athletics Centre, the indoor training centre, the National Squash Centre and the Regional Tennis Centre. The Sport and Innovation Zone spans across the existing railway line into the Edwin Road Industrial Estate, connected via an existing bridge. This part of the Etihad Campus can accommodate new higher education and support facilities, new student accommodation and a diverse range of commercial workspace and office requirements.

This area will be home to the Manchester Institute of Sport, a new higher education institution promoting learning, research, development and innovation in the world of sport that will attract the best academic, graduate and post-graduate talent in this field. The Council is working with a range of local, national and international partners and Manchester Metropolitan University, to realise a compelling Academic Vision for the Manchester Institute of Sport, which will include post-graduate and research activities as well as providing a range of undergraduate programmes.

The Manchester Institute of Sport will embed students, graduates, apprentices and executive learners amongst world-leading facilities at the Etihad Campus to benefit from the best available practice-led education and research. In order to ensure that innovation and research activities from the Institute of Sport 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 this campus environment with appropriate access to business-support services to allow viable propositions to develop.

Separately, the identified need to accommodate additional office space for NGBs who wish to relocate to the Etihad Campus, has identified land adjacent to the National Squash Centre as a potential location. A number of existing NGBs are located in facilities across the Etihad Campus as a legacy from the success of the 2002 Commonwealth Games, which has built up the City's elite talent base (including the HSBC National Cycling Centre, National Taekwondo Centre, National Speedway Stadium and Regional Basketball, Squash and Tennis Centres).

Recently, following a competitive bidding process, Rugby Football League (RFL) has decided to relocate its HQ to the Etihad Campus. There were several reasons for the RFL's decision to relocate, including the ability to work closely with existing and future sporting organisations at the Etihad Campus together with proximity to the MIHP and the future Manchester Institute of Sport.

The Etihad Campus partners have explored the appetite from other key NGBs and sports organisations from across the country to have a presence on the Etihad Campus. There is a real opportunity to create a flexible office base at the Etihad Campus which may either be used as a hub or on an ad-hoc basis by partner NGBs. This 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.

As part of the development of the Sport and Innovation Zone, there is the opportunity to improve and enhance National Squash Centre and the Regional Athletics Arena. Some key works include the renewal of the running track and improvement to changing and spectator facilities for the Outdoor Arena.

In addition, the Sport and Innovation Zone will provide the following:

- Accommodation which is inspirational for young people and sports professionals.
- The Institute of Sport and NGBs with shared use of existing sporting facilities, underpinning the viability and use of existing facilities.
- Shared meeting, workspace and catering facilities to facilitate knowledge-sharing and partnering in a 'where sports meet' hub.

A draft framework masterplan for the Sport and Innovation Zone sets out a number of options for the future development 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 NGBs. The proximity of the student accommodation to the Manchester 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.

In order to ensure that innovation and research activities from the Manchester Institute of Sport 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 support business growth, talent retention and the development of a dynamic eco-system.

There is significant scope to deliver an integrated scheme centred on both high quality, affordable accommodation for students and young people along with managed workspace which supports spin-out and start-up businesses. This will underpin the shared ambitions for the Etihad Campus, ensuring that the Manchester Institute of Sport will be globally competitive attracting the best academics and students.

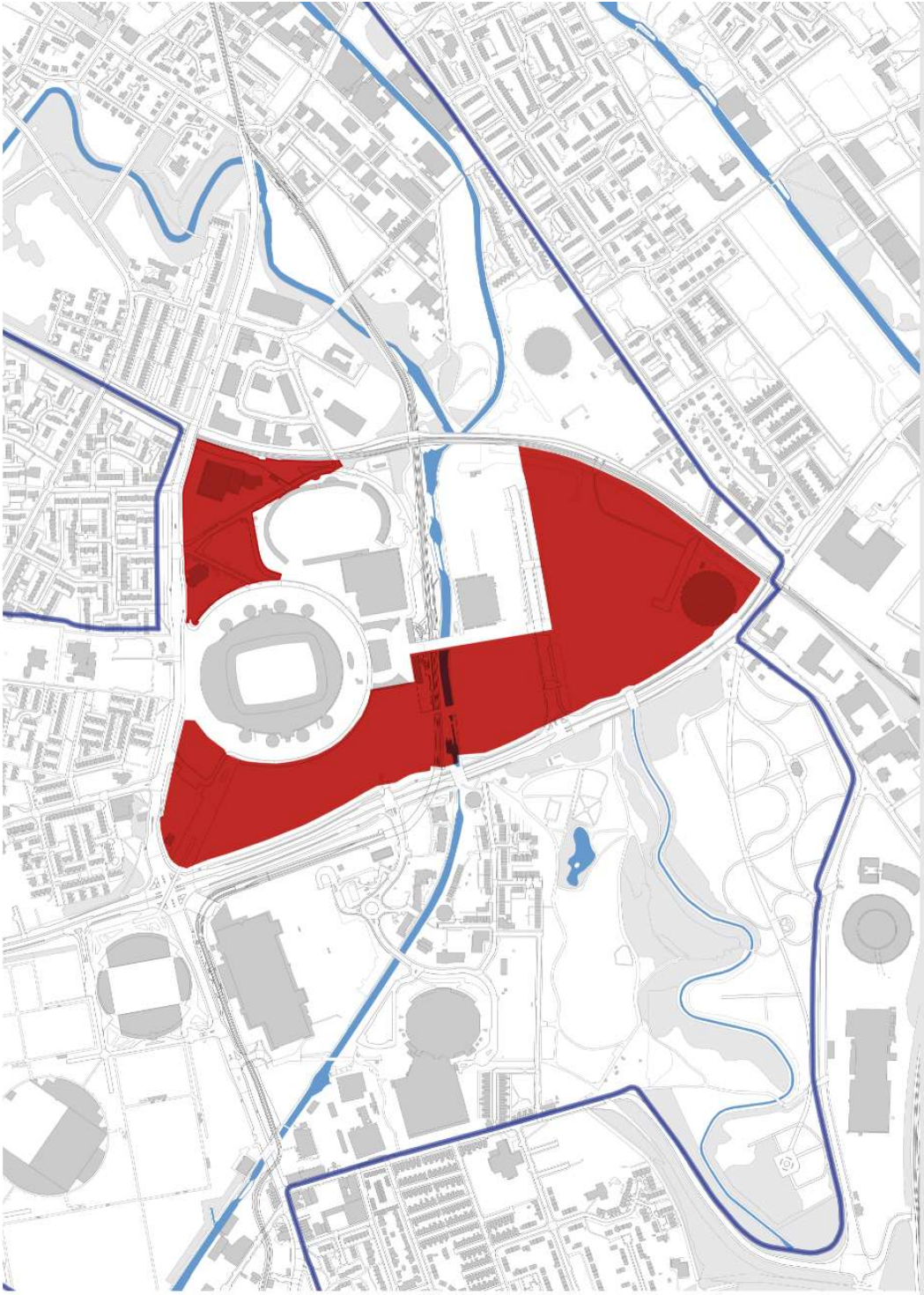
Conventional models of live and workspace are changing, and the Sport and Innovation Zone should be at the forefront of new thinking so that innovative live and work developments which remain affordable, especially for young people, can be developed. There is an opportunity here to partner with progressive RSLs to ensure that new provision is made for affordable accommodation which will be attractive to young people from all backgrounds creating new opportunities for business incubation and diversification of the local economy.

A Development Framework for the Sport and Innovation Zone will be established, building on the options set out in the framework masterplan. The Development Framework should ensure that 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.

The development of the Sport and Innovation Zone will deliver an improved environment along this section of the recreational route, enhancing the green and blue links from the Etihad Campus into Holt Town and through to the City Centre. The Development Framework will identify desired traffic calming measures, including proposed road closures, particularly to New Viaduct Street, which will improve the safety and environment of the proposed Sport and Innovation Zone.

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

The Etihad Campus Commercial Zone



A consistent long term strategic ambition for the Etihad Campus which has been articulated in successive strategies has been the need to diversify the pattern of uses on the Etihad Campus, create a wider profile of activity day by day and all the year round and fully exploit the latent economic capacity of the Etihad Campus as a whole. This would maximise the destination role of the Etihad Campus and drive investment and job creation not only for East Manchester but for the City as a whole.

The changing economic and demographic profile of the area has led the Etihad Campus partners to consider the potential for commercial offices to the east of the Etihad Stadium, whilst maintaining vistas to the iconic Etihad Stadium.

This is likely to be based upon:

- Creating a specification of product which is attractive to sports-related occupiers who are drawn to the Etihad Campus by anchors such as City Football Group, the Manchester Institute of Sport and NGBs;
- An emphasis on the development of a sports eco-system which provides shared services, amenity facilities and an active management approach to develop tenant communities;
- Attraction of an initial significant occupier to complement the presence of the Institute of Sport and the existing and future sports and entertainment organisations located at the Etihad Campus;
- Securing an investor with a patient approach to capital investment with rental yields likely to increase over the medium term; and
- A robust and compelling branding and marketing strategy which establishes the Etihad Campus as a centre of national and international significance for sports and entertainment related businesses and organisations.

The ERF should continue to allow for commercial space to come forward in this location and allow for the opportunity for sports-based businesses to locate here particularly when the Manchester Institute of Sport is completed.

In addition to providing new commercial development opportunities on the Etihad Campus to provide the opportunity to develop a new Sport Tech cluster for the City there has also been a long term ambition to deliver a destination leisure and recreation offer as part of a diversified pattern of economic uses on the Campus. This ambition, now aligned with the proven resilience of the Etihad Campus' transport capability, the increasing proliferation of sports based activities and the growing global recognition and success of Manchester City Football Club have become powerful influences on a number of international entertainment operators and investors who have now identified the Etihad Campus as an option for creating new facilities to respond to what they indicate are strong market opportunities to further serve the City and the wider region.

One such opportunity is a new large indoor arena (with a capacity in excess of 20,000 spectators). International investors and operators see Manchester as one of the few cities in Europe with the ability to successfully host more than one large arena. It is known that these investors are evaluating locational options and are addressing the detailed business case for such an investment with a view to selecting a site and bringing forward detailed development proposals later this year.

This and other facilities including a multi-plex cinema, an expanded food and beverage offer, and hotel development are seen by investors and operators as being potentially viable propositions given the changing and growing market for entertainment activities.

The trends show that live entertainment has seen significant growth over the last few years. Most if not all forecasts show continuing and significant growth in live music and entertainment. To put this into perspective, across 69 venues surveyed in Europe, over 32 million people attended arena shows in 2016. The UK and Ireland led this figure, making up over 11m attendances alone.¹⁵ Of these, almost 40% were attending music concerts, with sports as the next leading category with 31.7% of tickets.

¹⁵ IQ Magazine (2017)

The live music industry in the UK is also growing. In 2016 the sector was worth £80m in exports and £1bn in total GVA contribution.¹⁶ This was up on 2015 when the sector was worth £57m in exports and £904m in GVA contribution.¹⁷ Employment figures also grew from 25,150 people in 2015¹⁸ to 28,538 people in 2016.¹⁹ In the UK, major events (those with crowds of over 10,000) generated £2.2bn and supported over 21,000 jobs during the four years after the 2012 Olympics.²⁰

Manchester as a music industry centre underlines this potential. There is also very strong international interest in the UK market for sports and entertainment-based activities (including Manchester). Experience elsewhere also suggests that if Manchester is to fully achieve its potential as a world class entertainment venue it will require facilities with the necessary flexibility to be able to embrace different venue configurations for live events including sports music and family shows; as well as facilities which respond to new hospitality demands and a requirement to meet changing visitor and artist expectations.

While the provision of an arena could add significantly to the regeneration and local employment potential of the Etihad Campus and to the wider priorities for East Manchester, it is recognised that the Etihad Campus will be judged against the availability and suitability of other sites.

It is also recognised that any planning proposals will need to be accompanied by a detailed Business Case explaining the overall benefits and market case. It will be for the promoters of a scheme to bring forward the detailed evidence to demonstrate the realism and sustainability of such an investment as well as the robust case underpinning the location all of which will be at the heart of a detailed and balanced assessment of the planning and development case which would need to be undertaken at the appropriate time by the Local Planning Authority.

Similar criteria, in accordance with the requirements of planning policy, will apply to other entertainment facilities coming forward for the Etihad Campus which may become the subject of a planning application.

Any such planning applications would have to address detailed transport impacts and would need to be accompanied by detailed proposals for the management of the network (and any necessary modifications) to sustain the demands for different facilities cumulatively and at different times of the day. There would also need to be detailed consideration given to the development of a new operational platform for the Etihad Campus not only to fully maximise efficiencies and functionality but to create an integrated approach to programming.

Of paramount concern to the Council and residents will of course be the need to protect and enhance amenity in adjacent neighbourhoods to the Etihad Campus. If proposals for facilities are brought forward which are likely to generate significant increased demands on the transport network it will be essential that detailed proposals are also brought forward for the implementation of a controlled parking scheme with a coverage to be agreed by the Council following consultation with residents and businesses and with the costs of provision and operations underwritten by commercial third parties rather than directly by the Council.

Subject to the above it is considered that the opportunity for an indoor arena within Manchester based on the Etihad Campus, along with the provision of other entertainment facilities should be allowed for in the next phase of development opportunities subject to detailed appraisal and analysis.

¹⁶ UK Music (2017)

¹⁷ UK Music (2016)

¹⁸ Ibid.

¹⁹ UK Music (2017)

²⁰ London and Partners (2016)

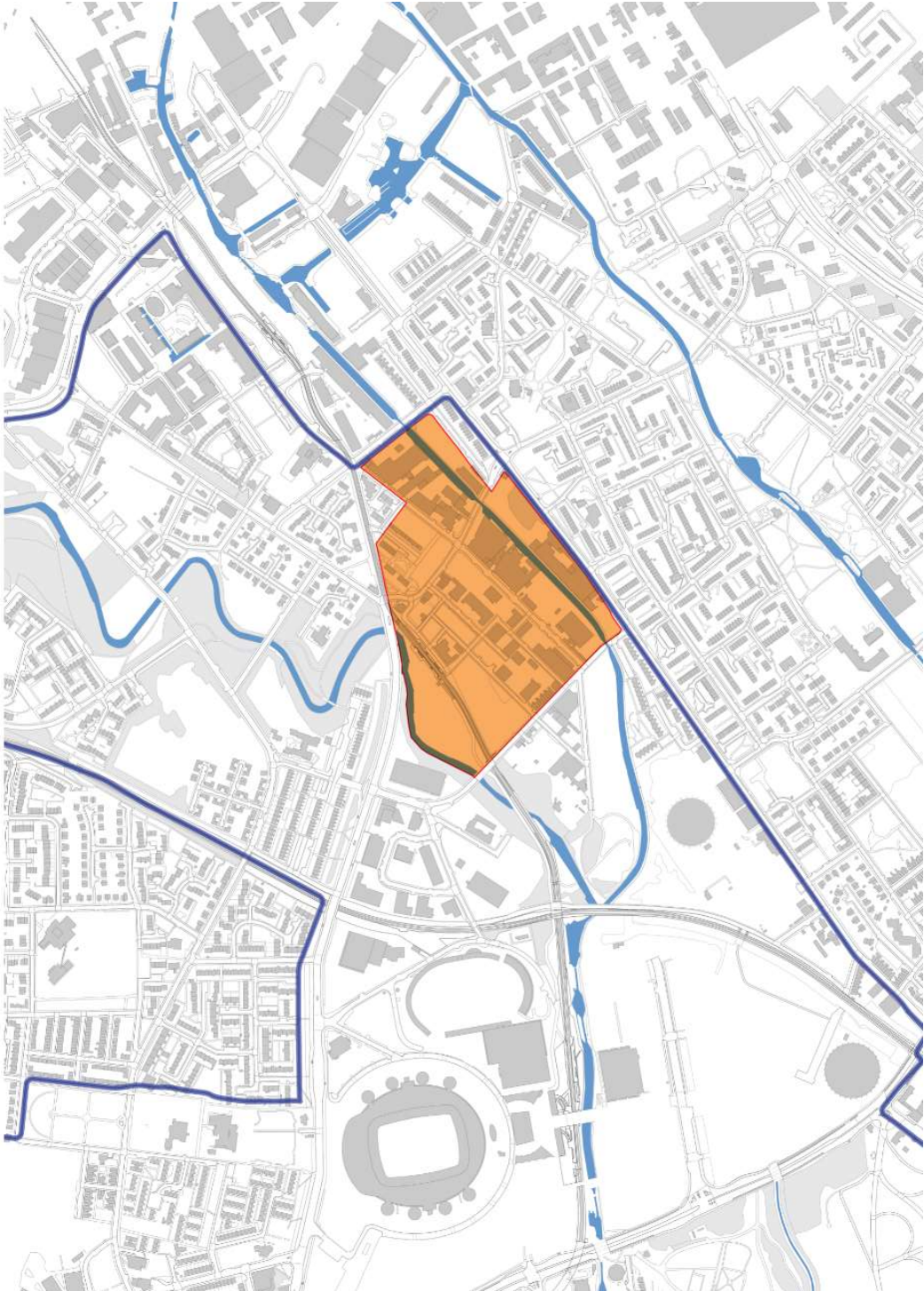
In addition to the above opportunities, this area already benefits from an extant planning permission, granted in February 2014, to extend the Etihad Stadium and increase capacity from 47,670 to 62,170 on matchdays, and up to 63,834 for concerts. To date, the south stand extension has been delivered increasing capacity by 6,250.

The introduction of committed and proposed developments could, subject to further analysis, transform the vibrancy of the Etihad Campus on non-match and Stadium event days.

This could also bring about the opportunity for Manchester City Football Club to review its requirements for an expanded and improved retail store facility (in line with requirements from a new sponsor partner) combined with an improved visitor attraction 'City Experience' sales base and refreshed customer services centre.

In terms of open space, the River Medlock Valley runs right through the site and development of the car park area north of the stadium will provide an opportunity for a strong green pedestrian and cycle linkage as well as acknowledge, in landscape terms, the buried river in the culvert below.

Holt Town Central



The Holt Town Central area is located between, and connects, the Etihad Campus and the Ancoats and New Islington neighbourhoods. As such, it has long been regarded as the “missing link” in the regeneration of the Ashton Canal Corridor from the City Centre to the Etihad Campus.

The Ashton Canal runs through this area and the River Medlock valley is located immediately adjacent - two major assets that can both frame and link together new development.

There is huge potential to improve the canal and the surrounding environment to enable greater links from the Etihad Campus into Holt Town and through to Manchester City Centre. Additional canal towpath access for cyclists and pedestrians is required, together with security and lighting improvements. New development has the potential to increase natural surveillance and add activity to the streetscape and towpath.

The East Manchester Metrolink extension has made Holt Town a highly accessible location. The Holt Town Metrolink stop provides a public transport gateway into the area and its introduction has already acted as a catalyst for regeneration and enhanced levels of activity and development interest.

The Holt Town Central site also benefits from an established road network and connections to important highways. Pollard Street and Merrill Street provide main routes through the wider Holt Town area, connecting the Etihad Campus to the City Centre and the surrounding area and there are ten bus routes within 400m of the site, which provide further sustainable transport options.

Density should be concentrated along the canal corridor and surrounding the Holt Town Metrolink stop in order to encourage sustainable transport choices, maximising upgraded connections to the City Centre and the Etihad Campus via the Ashton Canal towpath and the wider green and blue infrastructure network.

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. 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.

The ERF 2017 set out Holt Town as a mixed-use neighbourhood anticipating higher density residential uses including family homes across a range of price points and tenures, employment space for a wide variety of businesses from "makers" to tech entrepreneurs, with local retail and services to support the wider area, making maximum use of the proximity to the Holt Town Metrolink stop.

Existing businesses compatible with a mixed-use neighbourhood who wish to invest in their premises and expand their workforce will be encouraged and supported.

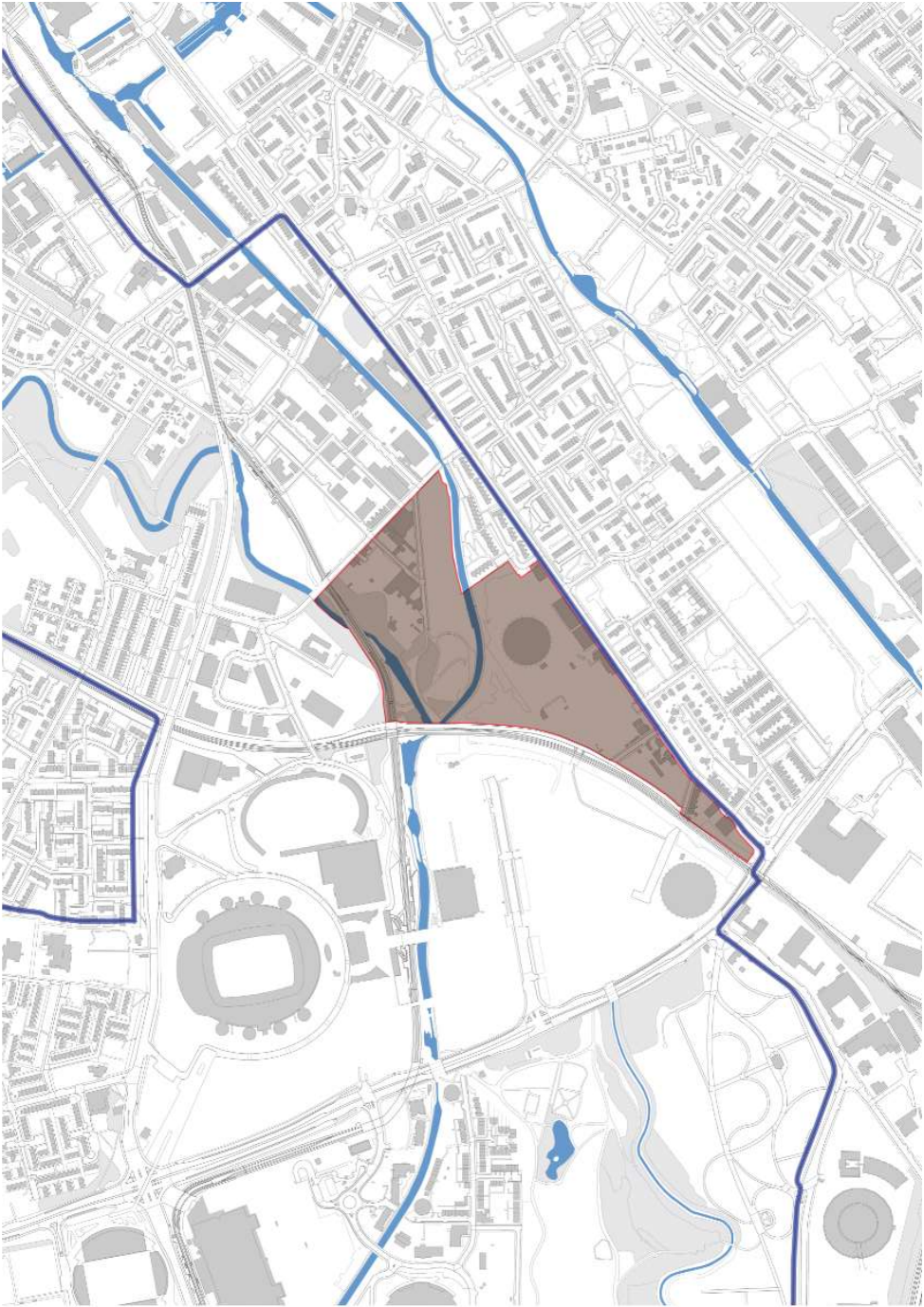
Consideration will need to be given to the location of facilities such as health-care, schools and retail to support the existing and growing community in the Holt Town neighbourhood.

The extraordinary listed former mill buildings offer significant potential for commercial, residential and cultural uses, creating a neighbourhood of character, similar to Ancoats, which is now well established as a residential and commercial neighbourhood of choice.

Additional canal and 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 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 mixed-use neighbourhoods. It will require collaboration between landowners as ownership is fragmented, and there is a risk of inappropriate, piecemeal development. It is critical that comprehensive and coherent approaches 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 Council will play a central role in ensuring a coherent approach is brought forward to the development of this part of the Eastlands area. Given the fragmented ownerships within Holt Town area the City Council will consider using its Compulsory Purchase powers should they be required. The use of such powers would be the subject of a separate approval by the City Council.

Holt Town East



Where the Ashton Canal meets the Ethnad Campus, the land is owned by a limited number of landowners, including the Council, and Transco National Grid. Discussions with both Transco and other significant private landowners is ongoing and have been prioritised in order to inject pace into the land assembly process.

It is critical that comprehensive 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 for issues such as amenity space. The significant areas of open space should be sensitively developed to create additional residential-led mixed-use development.

Existing residential areas should be sensitively integrated into the new development areas. Poor neighbour land uses will be required to be relocated and much of the land in the area remediated. As such significant decontamination costs and costs associated with business relocation or extinguishment of bad-neighbour uses are anticipated. Costs associated with bringing forward development will need to be shared by the parties if they are to participate in development going forward or reflected in the price agreed for any transactions.

Additional canal towpath access for cyclists and pedestrians is required, together with security and lighting improvements.

Lower Medlock Valley

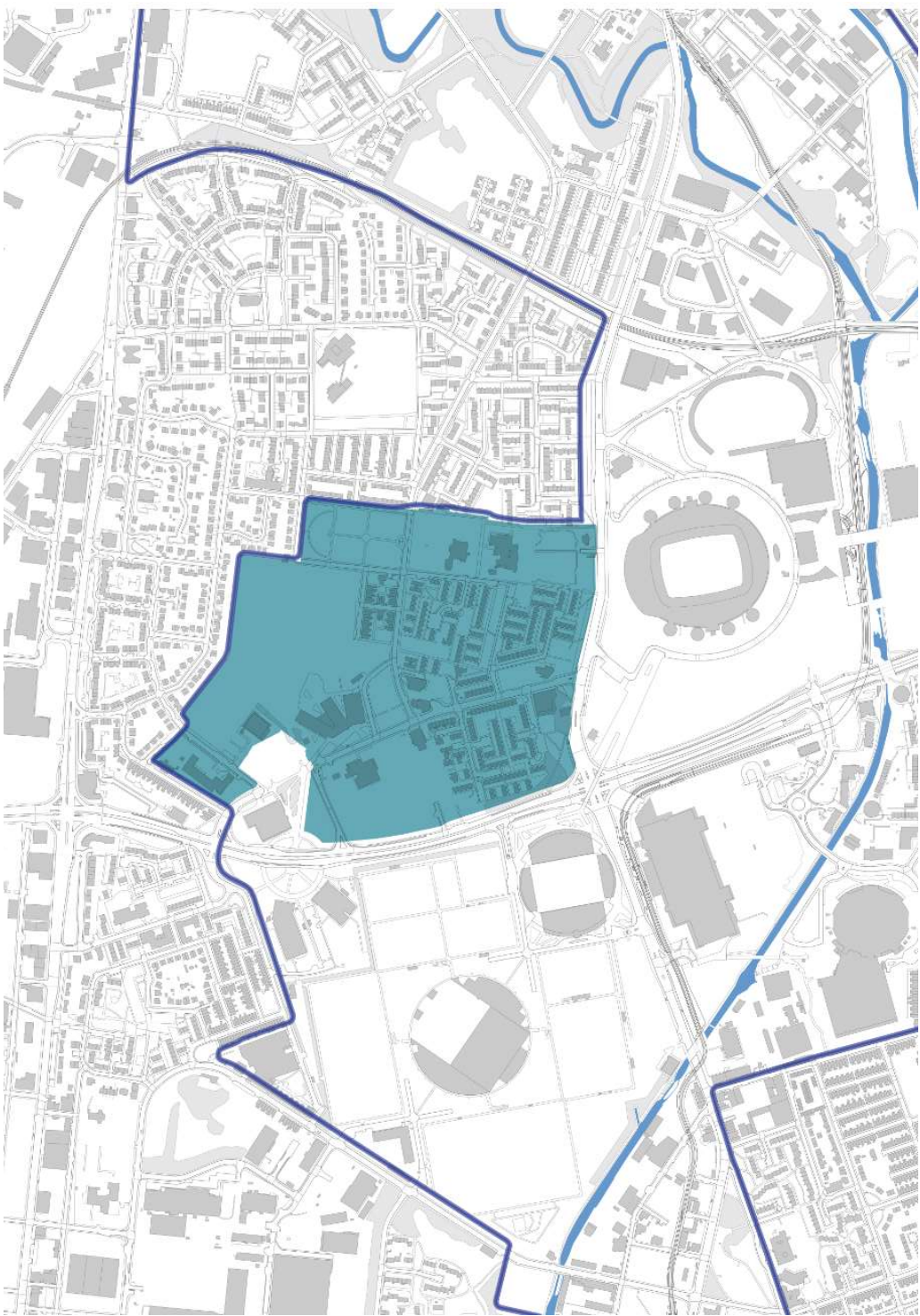


Sitting in close proximity to Piccadilly Train Station, which in itself is anticipated to benefit from the arrival of HS2 and Northern Powerhouse Rail (NPR) over the next 15 to 20 years, the Lower Medlock Valley offers the opportunity to create a new residential district, rejuvenating the river valley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

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

Beswick



Grey Mare Lane is a principal route and spine road within this area. In recent years the southern end of Grey Mare Lane has already been transformed through a programme of community education, sports and leisure facilities.

Moving north along Grey Mare lane, the area is characterised by largely residential development, infill sites and community uses. It has the potential for further investment both in the improvement of existing homes and the delivery of new affordable homes or additional local facilities through the better

utilisation of vacant or underused sites. This would increase the range of residential development, including opportunities for local people to stay through provision of sufficient social rented accommodation as well as other forms of affordable housing for sale and rent, whilst also significant enhancing residential amenity and the quality of place within this area.

In October 2017, the Council's Executive agreed to establish four Housing Affordability Zones, including Beswick, which have the potential to bring forward a significant number of affordable homes. There is also an opportunity to develop Grey Mare Lane as a 'High Street' with new homes, community facilities and shops, bars, cafes and restaurants (with licensing hours suitable for a residential neighbourhood)

The 2017 ERF suggested that One Manchester, the principal landlord for the Beswick estate, should be encouraged to take the lead in establishing a transformational programme for the neighbourhood in and around Grey Mare Lane. This work is now underway with master planners appointed to review options for a predominantly residential led scheme focussing on affordable homes.

This followed early consultation with local residents during 2018 to gather the views of local communities about the regeneration of the area and to inform future master planning options. The intended focus of the One Manchester work is to look at a mix of dwelling types including well planned apartments, town houses and family homes, with the design of the residential community planned around clear and safe pedestrian and cycle routes with parking carefully managed to maximise the quality and extent of shared landscaping spaces and play areas.

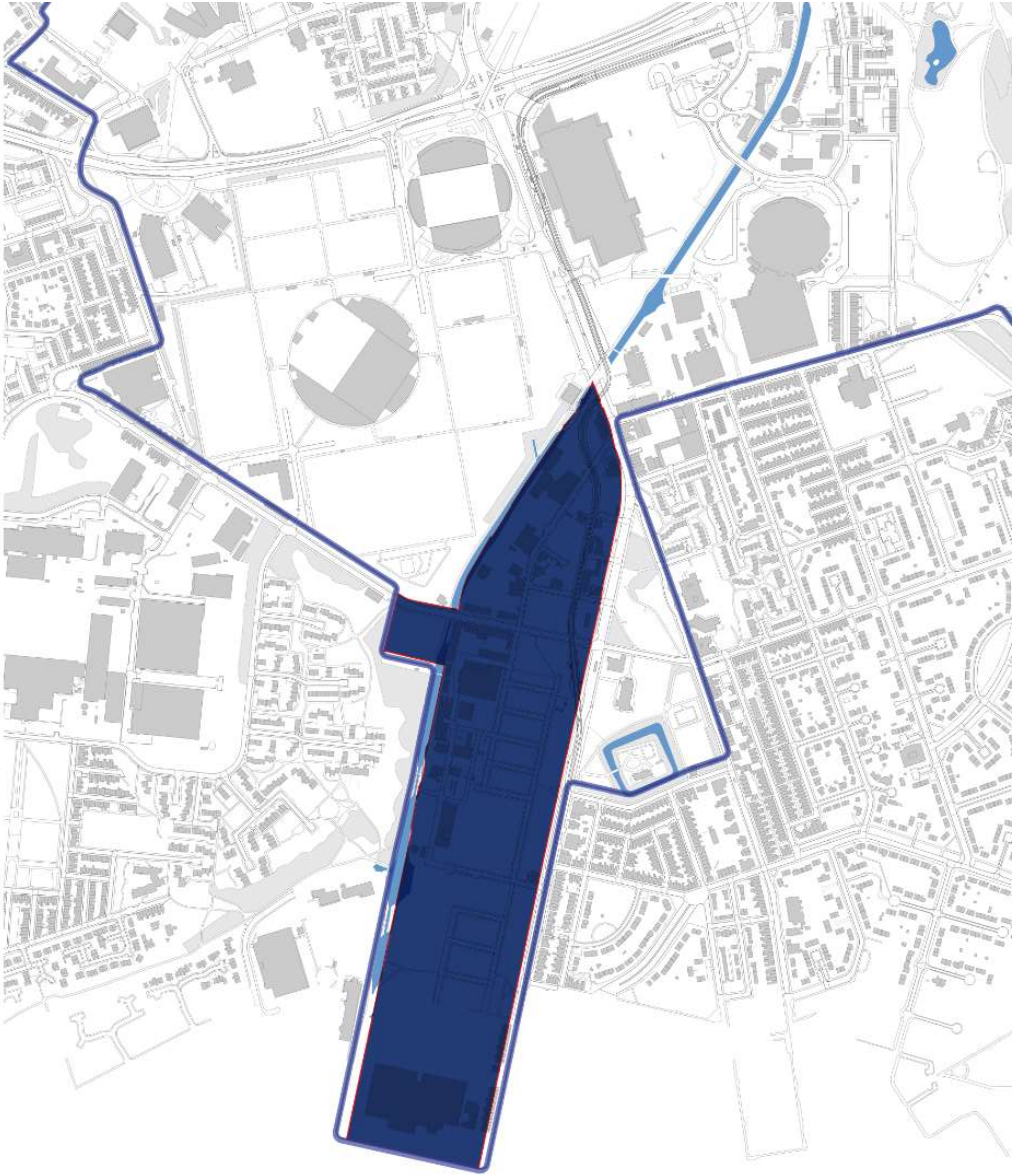
The former Greater Manchester Police HQ remains at the southern end of Grey Mare Lane. This site was identified for commercial office space with the ERF 2017. However, with the emergence of commercial office opportunities around the Etihad Stadium (identified within the Etihad Campus Commercial Zone section above), and within the Sport and Innovation Zone, appropriate uses would now be those which support the existing facilities in Beswick as a Sports Participation Hub, for use by the community, education and sports organisations and NGBs. Redevelopment of this site should strengthen the quality of uses and footfall within this area and support wider regeneration objectives.

In addition, there are two playing pitches to the rear of The East Manchester Academy (TEMA) which are likely to see some investment to accommodate increased usage by the Rugby Football League. The community access to these pitches will be maintained, with improved changing facilities included in the scope of works.

As density and population increases, any new proposals will need to carefully consider the capacity of, and access to existing social infrastructure including health, education and other community facilities, and ensure that appropriate provision continues.

Measure will be taken to protect and enhance the amenity of the existing and future population. As referenced in other sections of this document, this will include ensuring that residents parking and visitor parking is adequately provided for and that appropriate restrictions are applied on matchdays and other event days.

Croft Street Triangle and Eccleshall Street



This area extends eastwards from the Etihad Campus. Ashton New Road forms its northern boundary, a main arterial route into the City and the area is further bisected by Eccleshall Street and Oldfield Street which run east to west through the area. The Ashton Canal forms the southern boundary to the area.

Land uses within this area comprise a number of cleared, previously developed sites running north and south of Eccleshall Street predominantly and employment/ industrial uses, particularly to the west and lying adjacent to the canal.

As the area comes forward, it will be delivered as a predominantly residential neighbourhood, delivering a balanced mix and type of housing of the right quality. It has also been identified as one of the four Housing Affordability Zones areas in the City (as identified in section 3). Overall, a key requirement, in line with the Council's Residential Growth Strategy and the designation of this land within the Housing Affordability Zone, will be to improve equality amongst the City's residents in terms of housing choice, quality and affordability in order to expand the Clayton neighbourhood.

The area immediately adjacent to the Clayton Lane Metrolink Tram Stop presents the opportunity for medium density development housing, local retail and other services taking advantage of the tram 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 also will encourages similar type of development. New residential development will not be allowed to exceed the 4 storeys datum without a planning and townscape justification discussed and agreed with the Local Planning Authority.

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.

The Manchester Abattoir / Riverpark Road Trading Estate



The former Manchester Abattoir is located on the Riverpark Trading Estate. The Trading Estate is located immediately to the north of Grade II listed Philips Park and the Grade 1 listed Philips Park Cemetery, immediately beyond Riverpark Road. It comprises a variety of buildings and uses - principally employment uses - offices, light industrial uses and warehouses (B1, B2 and B8 uses), and former buildings associated with an abattoir. The perimeter of this land is secured by railings with access points taken from Riverpark Road. The railway line bounds the site to the north which is the main route connecting Manchester Victoria and Huddersfield and Ten Acres Lane forms the eastern boundary of the site.

Briscoe Lane lies to the west of the Riverpark Trading Estate and is characterised by a variety of commercial uses and has multiple land ownerships. Beyond the Briscoe Lane area to the west is Alan Turing Way which forms the key interface between the site and the northern part of the Etihad Campus Commercial Zone.

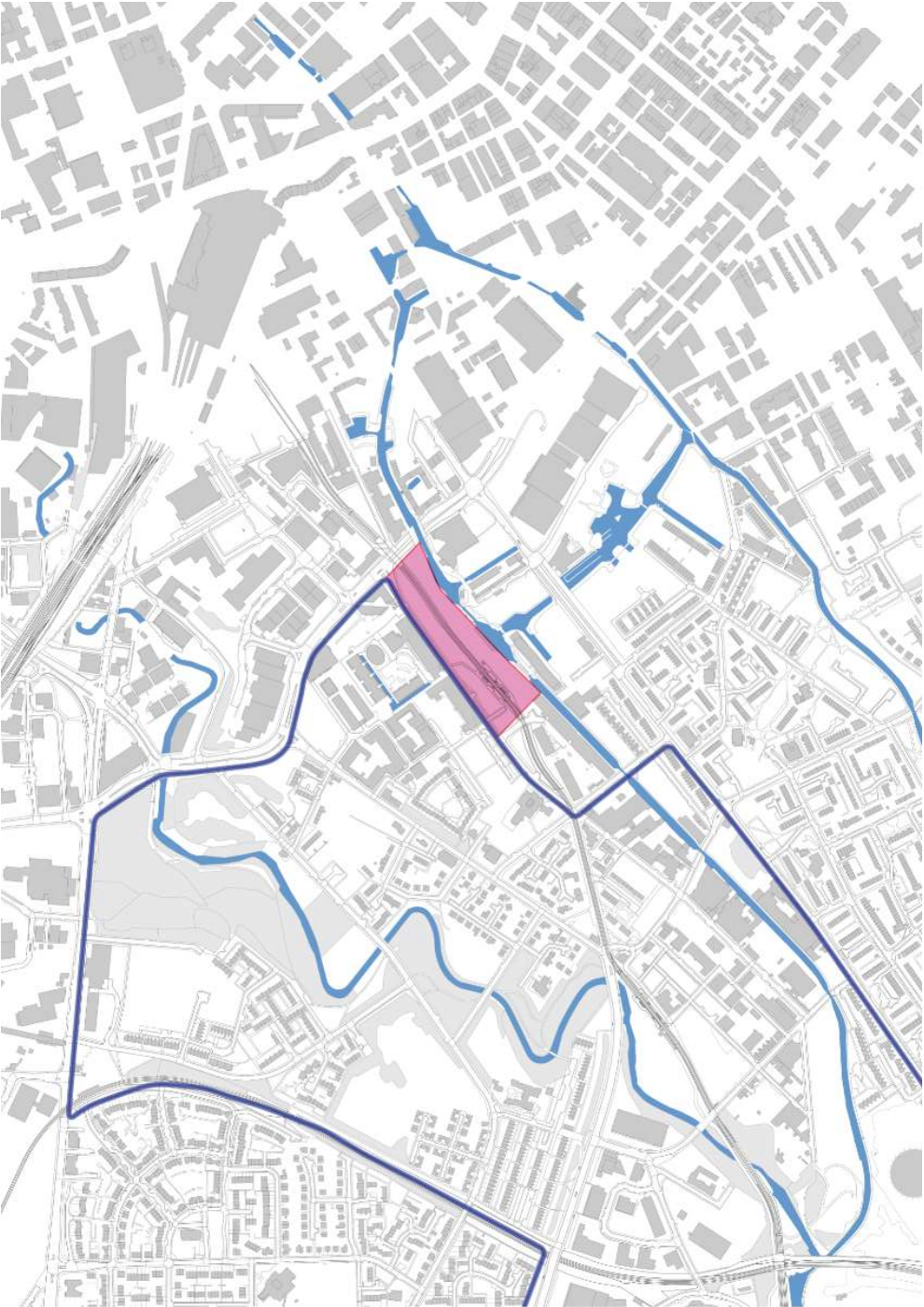
The Riverpark Trading Estate is an eight-hectare site in a single ownership. The size of the Riverpark Road site, its proximity to the Etihad Campus and the City Centre, and its relationship to Phillips Park means that is a site of strategic importance within the context of East Manchester. In November 2015, this site secured outline planning permission for 340 residential dwellings, a proposal which represented a departure from adopted Development Plan policy which remains in place today. This scheme has not come forward and has not been implemented and as such, the planning permission lapsed in November 2018. The previously consented residential proposals were focused on a family housing offer for private sale, at a relatively low density of approximately 40 dwellings per hectare. No affordable housing was provided as part of the scheme.

It is considered that this site offers a residential opportunity. In this regard, there has been ongoing interest from residential delivery partners in the site. The focus today is to ensure that the broadest range of housing choice is made available across the ERF area. This means there is an expectation that housing will be affordable to local people, whether that be for private sale, shared ownership, affordable rent and social rent. Developing this site in partnership with RSLs should be part of any future proposals that come forward. As part of this offer, there is an opportunity for proposals to come forward which explore opportunities to increase density, whilst remaining residential quality. This is given that the site falls within the Regional Centre, as defined within the Core Strategy, and has a sustainable location close to public transport and District Centre amenities.

Critically, any development should promote excellent accessibility to Phillips Park and also ensure that the north boundary of the Park is activated in order to promote better utilisation of the Park as a resource and to improve natural surveillance. This scenario would be in sharp contrast to the fenced off boundary treatment on Riverpark Road which currently characterises the site. Development adjacent to the Grade II Listed Park and Cemetery must also respect and enhance the setting of this important heritage asset and utilise the presence of this key piece of green infrastructure to maximise and support its own sense of place.

Development on the Etihad Campus commercial zone should consider how linkages across Alan Turing Way can be provided to encourage use of the Park and Cemetery. Any future work to the National Cycling Centre should seek to maximise visibility and appropriate use of the green space.

Pollard Street



This area relates to undeveloped land adjacent to Pollard Street, which is bisected by the Metrolink line and incorporates the New Islington tram stop with some frontage onto Great Ancoats Street to the south. It forms part of the Ashton Canal Corridor with Ancoats, the New Islington Marina and Central Retail Park located within close walking distance.

The land is within public ownership, with the majority owned by Manchester City Council; however, some of the land was purchased to enable the construction of Metrolink. This land includes residual land following the construction of the Metrolink route and station which remains within the ownership of TfGM.

The tram stop opened in 2013 and since then, the immediately surrounding land has remained undeveloped. There are currently no streets provided within the site, however, there are a number of informal desire lines across the site, from the New Islington Marina and surrounding pedestrian routes, towards the tram stop.

Adjacent development is sited adjacent to the Ashton Canal and the two canal arms stretching north from the canal to Old Mill Street. These developments comprise new and existing residential buildings including:

- Islington Wharf Locks (under construction), providing a mix of for sale town houses and apartments.
- Vesta (under construction) - a for sale Manchester Life development providing apartments and townhouses facing the Ashton Canal and the Ashton Canal arm.
- Lampwick – built to rent apartment scheme by Manchester Life, scheduled to commence construction in Spring 2019
- Chips - Urban Splash apartment scheme delivered in 2009.

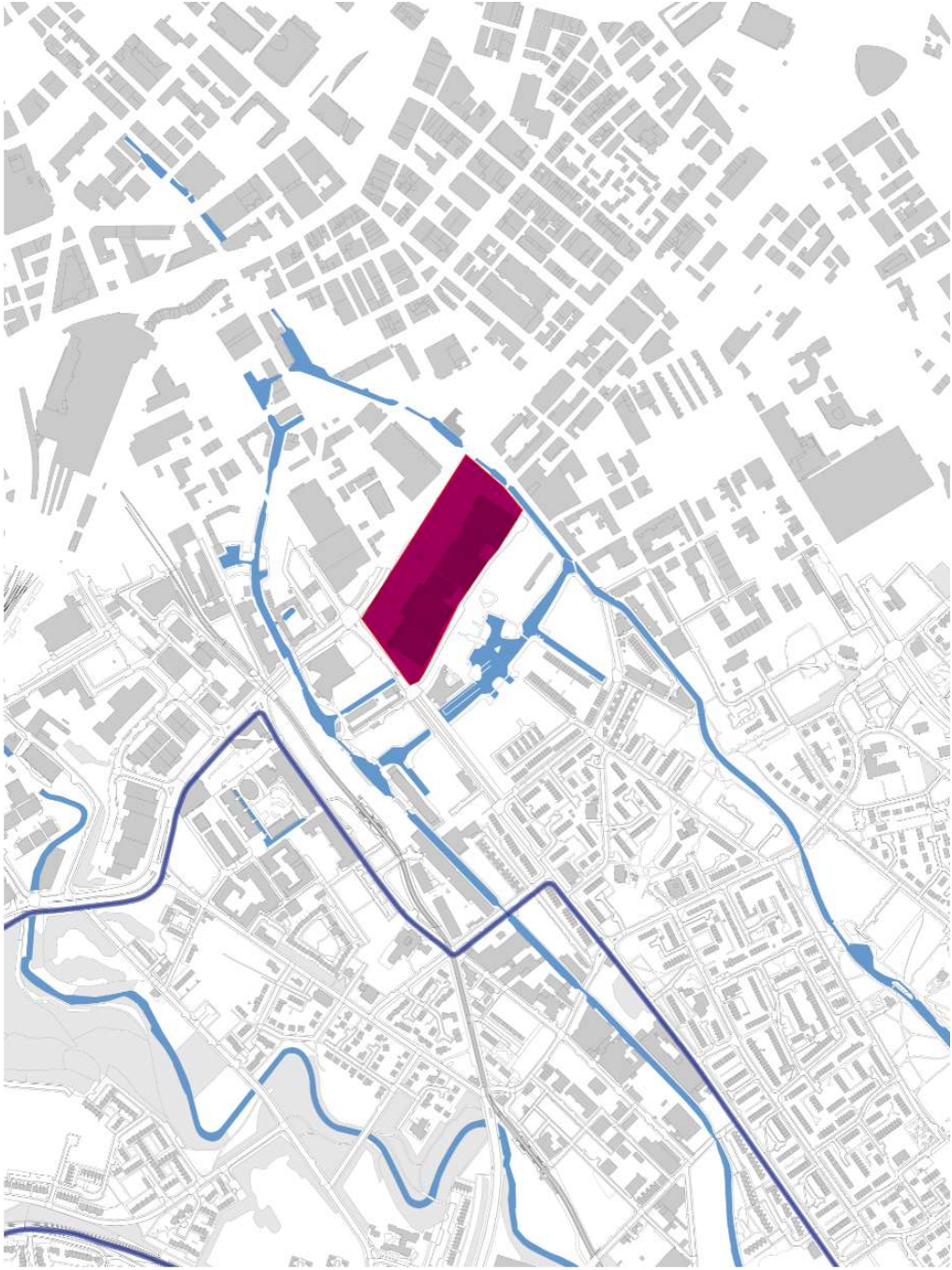
Other prominent residential developments in this area are the Hat Box and Milliners Wharf scheme to the north of Mundy Street.

Adjacent to the site on the other side of the Ashton Canal is Stubbs Mill, a former industrial building that was converted to commercial use by Urban Splash in 2016. The building provides 27,500 sq. ft of B1 office floorspace and is let to Fanatics, a global online sports e-commerce brand.

The site's access to public transport and proximity to the City Centre and the Etihad Campus, as well as the market analysis presented in this document, means the site has been identified as suitable for employment or employment-led, mixed-use development. In this regard, a specific scheme has been identified and is coming forward for the site.

The scheme, known as MXM, has been developed by General Projects, which encapsulates the latest thinking in providing a range of flexible workspaces for businesses. This could have particular focus on Manchester's key growth sectors, including creative and media, technological and scientific industries. The scheme could be delivered over two or three phases providing circa 200,000 sq. ft. made up of a likely combination of maker space, incubators, co-working, Creative/ TMT, office, 'life support' (Food and Beverage offerings and shared facilities), and arts & culture (exhibition, event space).

Central Retail Park



The acquisition of the 10.5-acre former Central Retail Park site by Manchester City Council provides the opportunity for a significant intervention in this key area of Manchester.

The former Central Retail Park is strategically located on the eastern side of the City Centre between the Etihad Campus and the two principal rail gateways into Manchester: Piccadilly and Victoria Train Stations. It is immediately adjacent to Ancoats and the Northern Quarter and is 10 minutes' walk from the City's main retail area, and a 15-minute walk from the Civic Quarter and the Oxford Road Corridor.

The site is highly prominent with an extensive frontage to Great Ancoats Street, which lies immediately to the south and forms part of the Inner Ring Road. To the north of the site is Cotton Field Park and the New Islington Free School and Health Centre. To the west of the site is the Rochdale Canal and associated listed lock structures. Old Mill Street forms the eastern boundary of the site.

The site had been a retail destination in the City since the late 1980s. However, following a notable decline in recent years in the performance of the retail park, it is now vacant. This decline has been made all the more visible by the ongoing regeneration of this part of the city, which is bringing significant investment, activity and environmental improvement to the surrounding area. The site acts as a significant barrier into Ancoats and New Islington and the appearance of the estate contrasts sharply with the enhanced environment and sense of place being created around it.

The strategic acquisition of the site by the Council was aimed at ensuring its development respects the historical frontage to the Rochdale Canal on Redhill Street and complements activity promoted by Manchester Life both in terms of residential development and place making. Work has taken place to analyse trends and growth opportunities for this area of the City.

Ancoats and New Islington have become established residential neighbourhoods, with new developments including both build-for-rent apartments, and for sale homes, many aimed at owner occupiers. The neighbourhood has been identified as having the opportunity to provide new homes targeted at markets which are currently not well provided for in Manchester.

The neighbourhood is increasingly a destination of choice for office occupiers, particularly for businesses in the TMT sector. These organisations are attracted to the character of the area and are seeking a different type of office offer to the traditional Grade A office space, instead looking for flexible spaces with more character, tenant facilities and amenities.

The adjacency of the Northern Quarter, which is also popular with parts of this sector, but has limited space to accommodate such occupiers, is a key benefit. These new types of office spaces encourage agile and collaborative working, creating spaces that aim to contribute to the wellbeing of the workforce. Existing stock tends to be 'characterful' because it is old and raw with limited facilities – the former Central Retail Park presents the best opportunity to work up a model which attracts this sector into new purpose-built spaces close to the workforce talent it needs. It is anticipated that in excess of 500,000 sq. ft. of this type of space could be accommodated on this site, and initial market advice supports this assessment. Further masterplanning and market analysis will define an appropriate mix, phasing and scale of development

New development on this site should face the canal and Cotton Field Park, in contrast to the existing retail park building form which backs onto these assets. Opportunities for public space that complements and connects to the neighbouring park, marina and canals should be identified. Creating safe and attractive walking and cycling routes through the site is important as well as opportunities to create or strengthen key linkages north/ south – particularly from Piccadilly station through to Cotton Field Park, and also east/ west between Ancoats Urban Village centre and the New Islington Metrolink stop. As part of any mixed-use development, the site could also accommodate residential retail and leisure facilities, which service the development.

10 Implementation and Delivery

Phasing

The ERF identifies a series of opportunities which will strengthen and deepen the regeneration journey achieved in East Manchester to date. The comprehensive development of the ERF area will require robust phasing and commercial plans to be put in place and the objective should be to have these 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 opportunities outlined in this document have been identified on the basis that they have the potential to accelerate and complete another round of investment in large-scale, strategically significant development opportunities. The impacts of each initiative must be carefully managed to ensure optimal outcomes for the ERF area, and for all of Manchester.

Every scheme will be required to make a positive contribution to create a world class, sustainable place which all Mancunians can benefit from, and will include the requirement to make appropriate contributions to on-site and offsite transport, remediation, public realm investment, affordable housing, neighbourhood management, community and social infrastructure, as well as employment and training initiatives through the construction and operational phases of development. Where necessary, these will be secured through the use of Planning Obligations.

Next Steps: Directions for Action

This ERF update establishes an overall vision and approach for moving forward with the next stages of transformational major investments and development in East Manchester.

This refreshed ERF 2019 provides the basis for consultation, debate and ultimately, it is hoped, endorsement.

The consultation process will be open, inclusive and robust, ensuring that the Local Planning Authority, who will use the ERF 2019 in the future as a material consideration in the determination of planning applications, have absolute confidence that consultation has been properly carried out.

The consultation process will raise awareness of the plans for the ERF area among key audiences, including existing residents and businesses within the area but also a wider audience across the City. Feedback will be gathered to help refine and finalise the ERF. Following completion of this process, a final version will be put before the Council's Executive for consideration. Following endorsement of this document by the City Council, the following steps will be undertaken in order to ensure that the potential of the ERF area can be successfully unlocked, and their beneficial impacts optimally directed:

- Continuing discussions with all significant landowners within the ERF area 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 ERF and be prepared to take steps to secure control over the ownership of key landholdings where support for the strategy set out in the ERF 2019 is not available.
- Complete the land assembly and master planning of the Edwin Road Industrial Estate site in order to deliver an extended Etihad Campus Sports and Innovation Zone and maximise the opportunities for education, research, business, enterprise, sport and new innovative models of living and working, accessible to young people.
- The continued development of the Manchester Life pipeline beyond current phases to underpin its development programme for the next five years.

- Continued support for the development of robust proposals for extending the range of developer and investor participation in accelerating the transformational journey that is now very evident on the eastern side of the City Centre. This includes continued discussions with international operators and investors who have now identified the Etihad Campus as an option for creating new facilities.
- Using the Council's land assets to shape outcomes, in line with the residential and commercial strategies presented in this document, and in order to ensure that the benefits of East Manchester's success is translated to all Mancunians.
- As an extension of this point, the development of a series of co-ordinated masterplans for the opportunity areas coming forward across the ERF area.
- Working with landowners and businesses on sites considered strategically important in progressing the ERF journey to establish the reasons why development is being delayed. This analysis will address what role the Council can play in facilitating development, including the case for utilisation of CPO powers of land acquisition which will be deployed in cases where voluntary means of acquisition have been exhausted.

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YOUR COMMUNITY YOUR DECISION

MANCHESTER CITY COUNCIL WANT TO BUILD A NEW ARENA ON YOUR DOORSTEP

Manchester City Council has proposed the development of a 20,000 capacity indoor arena, located next to the Etihad Stadium.

Until now, the Council hasn't sought the thoughts and feedback of residents about a substantial development which will impact your community for years to come.

HOW THIS PROPOSAL WILL AFFECT YOU

Your community already faces ongoing problems as a result of events at the Etihad Stadium. A new arena would bring over 200 days of events per year to your area, only adding to the following:



Traffic
Pollution
Anti-social behaviour
Littering and damage



Public transport
Policing
Emergency services

DO WE NEED A SECOND ARENA?

Our city is already home to a fantastic arena which is investing to deliver the best possible concert experience:

- A transformed space for visitors
- Upgraded facilities for bigger and better events
- A digitally-powered and technologically vibrant venue
- Improved environmental, transport, clean air and green credentials

Appendix 2, Item 5 WHERE YOUR COUNCIL'S INVESTMENT SHOULD GO

The funding of a damaging second arena redirects investment away from projects which would hugely benefit the community:

- Affordable housing
- Improving public transport
- Reducing road congestion for residents
- More funding for community and policing services
- Protection from harmful congestion

NEXT STEPS

We want to gather any concerns you may have. We're hosting an event at ASDA, Ashton New Road, on Friday 21st June from 1 - 5pm.

This will be an open forum to organise on next steps for communicating our shared concerns to the Council.

CONSULTATION PROCESS

Manchester City Council has opened a consultation period running until 26th June. Your voice deserves to be heard by the Council and time is of the essence.

Submit your concerns and any questions to the Council through its online portal. Visit:
surveys.manchester.gov.uk/s/5SJKJ/



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Manchester City Council Report for Information

Report to: Economy Scrutiny Committee – 18 July 2019

Subject: Review of Post-18 Education & Funding (Augar Review)

Report of: Head of Work and Skills

Summary

This report provides an overview of the key recommendations of the Independent Panel Review of Post-18 Education and Funding, chaired by Dr Philip Augar. It includes a short commentary on some of the opportunities and issues for the City. As this report is for information only, it sets the context for bringing back a more detailed report in the future subject to the Government agreeing the implementation and funding of some or all of the recommendations.

Recommendations

The Committee is recommended to note the report and is invited to request a more detailed report in the future on the implications for the City, subject to the Review recommendations being implemented by Central Government.

Wards Affected: All

Alignment to the Our Manchester Strategy Outcomes (if applicable)

Manchester Strategy outcomes	Summary of how this report aligns to the OMS
A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities	
A highly skilled city: world class and home grown talent sustaining the city's economic success	The Review focuses on post-18 education both HE and FE and implementation of its recommendations would help address some of the City's skills and productivity challenges
A progressive and equitable city: making a positive contribution by unlocking the potential of our communities	
A liveable and low carbon city: a destination of choice to live, visit, work	

A connected city: world class infrastructure and connectivity to drive growth	
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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.

The Augar Report - <https://www.gov.uk/government/publications/post-18-review-of-education-and-funding-independent-panel-report>

1.0 Background

- 1.1 A fundamental review of post-18 ('tertiary') education and funding was announced in February 2018. An independent panel, chaired by Dr Philip Augar, was tasked with undertaking a programme of evidence gathering and stakeholder engagement to inform the review. The panel's report was published on 30 May and the government will consider the report in preparation for the forthcoming Spending Review and respond to the panel's recommendations in due course.
- 1.2 This is the first government review to consider both parts of the tertiary education system – higher and further education – together since 1963. It has been an opportunity to consider the roles that both parts of the system should play in meeting the UK's social and economic needs, how they fit together, how they should be funded, and whether they are delivering value for students and taxpayers.

2.0 Core message

- 2.1 *"Post-18 (or 'tertiary') education in England is a story of both care and neglect, depending on whether students are amongst the 50 per cent of young people who participate in higher education (HE) or the rest. The panel believes that this disparity simply has to be addressed. Doing so is a matter of fairness and equity and is likely to bring considerable social and economic benefits to individuals and the country at large. It is our core message."*

3.0 Key findings

- Universities receive the majority of public funding and attention: in 2017/18, over £8bn was committed to support 1.2million UK undergraduate students in English HE institutions. Universities serve important social and economic purposes and are one of the UK's truly world-class 'industries'.
- By contrast, the Further Education (FE) sector, which is the main source of education and training for individuals who do not go to university (including young adults pursuing technical pathways and adults with basic or intermediate skills), has suffered from neglect and a steep, steady decline in funding, despite wide acknowledgement of its importance to the country's economic success.
- There are 2.2 million full- and part-time adult (18+) FE students, receiving £2.3bn of public funding; this represents significant under-investment relative to the state support provided to university students.
- The number of 16-18 year olds staying in full-time education has increased, yet spending on 16-18 year olds has dropped by 15% in real terms between 2009/10 and 2017/18. Real terms spending per learner has dropped by almost one fifth (17%) in that time.

- Teachers in FE are paid on average less than their counterparts in schools, making recruitment and retention difficult, particularly in terms of attracting functional specialists from industry to teach and assess up-to-date technical skills.
- Funding levels are inadequate to cover essential maintenance for the FE infrastructure or to provide modern facilities.
- FE Funding flows are complex to navigate.
- The sector is demoralised, has little to spend on 'mission groups' and is under-represented in Westminster and in the media.
- The consequence of decades of neglect for FE is a loss of status and prestige amongst learners, employers and the public at large.
- There have in effect been two very different funding systems operating across tertiary education: HE, with uncapped student numbers and lack of restrictions in the application of funds, and FE, with capped learner numbers and restrictive funding rules.
- There are at least 15 different agencies involved in the funding, delivery and regulation of FE, HE and apprenticeships, with differences in both policy priorities and regulatory philosophies, which impedes integration and innovation.
- Level 4&5 technical qualifications (eg HNCs/HNDs, foundation degrees, Certificates and Diplomas) are the 'missing middle', neglected in policy terms and lost in the 'school to A levels to university' narrative; enrolments in these qualifications have been declining for several years as a result. This has created a vacuum for individuals who cannot go straight from L3 to L6 (eg A level to degree), explaining in part the specialist/technician level skills gaps in the workforce.
- Changes in funding rules for degrees, including restrictions in accessing loans to pay for fees and/or maintenance costs, have forced changes in the type of courses taken as well as reducing numbers at sub-degree levels. To match the proportion of learners studying L4/5 qualifications in Germany and the OECD average England would need to double current numbers, but the long term trend is declining.
- Some attempts have been made to meet skills gaps in specialised sectors through four industry-focused National Colleges and the announcement of Institutes of Technology (FE/HE collaborations) but a more comprehensive and systemic solution is required. Despite the area based review process, there are still problems with the way the FE system is organised – GM is mentioned as still having nine FE colleges following the area review, as the panel's view is that there is further rationalisation/specialisation possible, particularly in large cities.

- Apprenticeship reforms are still in progress so it would not be appropriate to undertake a wholesale evaluation of current arrangements, but there are issues which will have a direct bearing on the likely success of the reforms.

4.0 Key messages for Greater Manchester:

4.1 Some of the panel's findings have clear resonance with the conclusions and recommendations arising from GM's Independent Prosperity Review linked to the Local Industrial Strategy, as well as supporting our wider ambitions for GM's integrated education, skills and work system, in particular around the devolved Adult Education Budget:

- Despite improvements in some areas, grade attainment and longer term employment outcomes for disadvantaged learners remain disappointing and there are regional disparities in access.
- Whilst the UK has some world-class assets, questions remain about capacity to convert research and innovation into productive growth.
- Whilst the UK economy is diverse and, in many ways, successful, there are shortages of higher technical and craft skills that are acute in some regions/sectors, with STEM remaining a particular area of concern. Given their long-standing nature, these are indicative of systemic failings and serious structural problems.
- Skills shortages and mismatches are hampering productive growth; whilst there is no consensus on how to measure graduate oversupply, estimates of English graduates in non-graduate roles are anywhere between 30-50% (compared to an average of 14% across OECD countries)
- Findings in relation to adult learning reflect some of the policy changes we have made for the devolved AEB and associated asks of government:
 - the recommendations include exploring additional flexibilities, funding rule simplifications and removal of some of the current restrictions to make free Level 2 and 3 qualifications more accessible, regardless of age and employment status;
 - the panel has called on the government to commit to an indicative AEB that would enable colleges to plan over a 3 year period.
- There is a paucity of data compared to HE and schools and under-utilisation of what is available, reducing opportunities for benchmarking. This also supports GMCA's stated intention for the first few years of devolved AEB funding to prioritise improving the data and analysis relating to use of the AEB in order to better evaluate the social and economic impact for residents, communities and the wider GM economy.

5.0 Guiding principles and the panel's proposals

5.1 A set of principles developed in the course of the review:

- Post-18 education benefits society, the economy and individuals.
- Everyone should have the opportunity to be educated after the age of 18.
- The decline in numbers of those getting post-18 education needs to be reversed.
- The cost of post-18 education needs to be shared between taxpayers, employers and learners.
- Organisations providing education and training must be accountable for the public subsidy they receive.
- Government has a responsibility to ensure that its investment in tertiary education is appropriately spent and directed.
- Post-18 education cannot be left entirely to market forces.
- Post-18 education needs to be forward-looking.

5.2 Shaped by those principles, the panel has developed a series of recommendations around how the present system could be strengthened based on current performance and future challenges. These recommendations, which will feed into the government's review of post-18 education and funding, are summarised in the appended table and relate to the following areas:

- Strengthening technical education.
- Increasing opportunities for everyone.
- Reforming and refunding the FE college network.
- Bearing down on low value HE.
- Addressing HE funding.
- Increasing flexibility and lifetime learning.
- Supporting disadvantaged students.
- Ensuring those who benefit from higher education contribute fairly.
- Improving the apprenticeship offer.

6.0 Cost of implementation

6.1 The Independent Panel found It difficult to make an accurate estimate of the costs of implementing the full range of recommendations and itl has indicated that additional work is required to estimate the costs with greater certainty. However, it is estimated that, in addition to a one-off capital investment of £1bn (spread across the Spending Review period), the annual net increase in spending on post-18 education in England would be in the region of £0.3bn-0.6bn ('steady state' by 2024/25), offset in part by estimated net savings of £0.1bn-0.5bn generated by changes to funding and student finance.

7.0 Commentary

7.1 The recommendations of the Augar Review have implications for the delivery of both the Manchester and Greater Manchester Local Industrial Strategies (the subject of separate reports to this Scrutiny). Clearly there are implications

for individual HE and FE institutions in the City in terms of resources and their long-term contribution to meeting the skills and economic needs of the City, as well as for the City's residents and businesses. Increasing numbers of our young people attend university including those from disadvantaged areas and the recommendations to reintroduce maintenance grants for students from low income households and the reduction of fees to £7,500 will benefit them personally. Manchester has one of the largest student populations in Europe and has produced world renowned research. The students and the institutions make an important contribution to our economy. Manchester's growth sectors rely on access to a highly skilled workforce and the City has in recent years improved graduate retention. Media coverage of the Augar Review was unsurprisingly dominated by the impact on universities and university fees.

- 7.2 However, Augar's focus on the disparity of funding for those who don't go to University ("the neglected 50%") and the recommendations to reverse cuts in adult education provision; increase flexibility and support lifelong and part-time learning will increase opportunities for adults in the City, particularly adults whose qualifications haven't progressed beyond GCSEs/level 2. This is important to address some of the skills gaps identified in our emerging Adult Education and Skills Plan and because two-thirds of the 2030 workforce are already working. The report notes that the "UK faces perhaps no greater challenge economically and socially than its productivity challenge" and the productivity challenge in Greater Manchester is even greater than the national average. The Augar Review suggests that the "missing middle" of higher level technical education delivered by reformed and refunded FE colleges is key to addressing technical skills shortages and the productivity gap. There are particular opportunities if these can be focused on the City's growth sectors: advanced manufacture; health innovation; clean growth and digital & creative. It may be a more balanced approach between HE & FE, with collaborations between them can better meet the needs of the economy and social & economic needs of the City's residents.
- 7.3 The Augar Review was commissioned by Theresa May and its recommendations welcomed by her. Given her imminent departure and the forthcoming election of a new Leader of the Conservative Party, it is unclear how many of the Review's recommendations will be taken forward and as Brexit rumbles on, how much bandwidth there will be in Government to implement and fund its recommendations. The Comprehensive Spending Review in the Autumn will give a clearer indication as to how many of the recommendations will be taken forward and would be a good time to revisit the implications of the implementation of the Review in the City.

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Appendix: Summary of Panel recommendations

Recommendation	Rationale	Focus of recommendations
Strengthening technical education	England needs a stronger technical and vocational education system at sub-degree levels to meet the structural skills shortages that are contributing to the UK's weak productivity performance	Improved funding, a better maintenance offer, and a more coherent suite of higher technical and professional qualifications would help level the playing field with degrees and drive up both the supply of and demand for such courses.
Increasing opportunities for everyone	Despite the very large increase in participation in HE by young people, the total number of people involved in tertiary education has declined. Almost 40% of 25 year olds do not progress beyond GCSEs as their highest qualification and social mobility shows little sign of improvement.	<p>Recommendations seek to address these problems by reversing cuts in adult skills provision, particularly at Level 3, and encouraging part time and later life learning.</p> <p>Proposals seek to recognise interim milestones by awarding L4 or 5 qualifications achieved in the course of studying a Level 6 programme, making them a more widely recognised and visible part of the system, particularly for learners who do not complete the full undergraduate degree.</p> <p>The Careers Strategy should also be rolled out nationally so that every secondary school is able to be part of a Careers Hub (Hub in GM was launched in October 2018 and involves 36 schools and colleges).</p>
Reforming and refunding the FE college network	FE colleges are an essential part of the national educational infrastructure and should play a core role in the delivery of higher technical	Reform and refund the FE college network by means of an increased base rate of funding for high return courses and investment in the workforce to improve recruitment and retention.

	and intermediate level training.	<p>Commit to an additional dedicated £1bn capital investment over the coming spending review period (in addition to T level funding), and consider redirecting HE capital grant to FE.</p> <p>Rationalisation of the network to even out provision across over-supplied and under-supplied areas, funding for some specialised colleges and closer links with HE and other providers would help establish a genuinely national system of higher technical education. FE colleges should also have a protected title (in the same way that 'university' is protected) in order to distinguish them from other types of provider.</p> <p>ESFA and Office for Students should establish a joint working party to align regulatory requirements and improve information exchange between HE/FE, to report to the SoS by March 2020.</p>
Bearing down on low value HE	There is a misalignment at the margin between England's otherwise outstanding system of HE and the country's economic requirements. A twenty-year market in lightly regulated HE has greatly expanded the number of skilled graduates and widened participation for students from lower socio-economic groups, but for a small but significant minority of degree students the university experience leads to disappointment.	Universities are encouraged to bear down on low value degrees and to incentivise/increase the provision of courses better aligned with the economy's needs. The Office for Students will have a key role to play as a regulator for HE.

Addressing HE funding	Generous and undirected funding has led to an over-supply of some courses at great cost to the taxpayer and a corresponding under-supply of graduates in strategically important sectors. The recommendations would restore more control over taxpayer support and would reduce what universities may charge each degree student.	Universities should find further efficiency savings over the coming years, maximum fees for students should be reduced to a maximum of £7,500 a year (currently £9,250), and more of the taxpayer funding should come through grants directed to disadvantaged students and to high value and high cost subjects.
Increasing flexibility and lifetime learning	Employment patterns are changing fast with shorter job cycles and longer working lives requiring many people to reskill and upskill.	<p>Introduction of a lifelong learning loan allowance is recommended, for higher technical and degree level learning at any stage of an adult's career for full and part-time students. To encourage retraining and flexible learning, this should be available for modules of credit-based qualifications at levels 4, 5 and 6. Proposals should facilitate transfer between different institutions.</p> <p>Greater investment in so-called 'second chance' learning at intermediate levels proposed, with the recommendation to increase the funding rate for the most economically valuable adult education courses and to remove current restrictions so that first full level 2 and 3 qualifications are available free of charge to all learners regardless of age or employment status.</p> <p>Panel endorses the government's National Retraining Scheme as a potentially valuable supplement to college based learning.</p>
Supporting disadvantaged students	Disadvantaged students need better financial support, improved choices and more effective advice and guidance	Provide additional support and reduce the level of debt upon graduation by reintroducing maintenance grants for students from low income households (at least £3,000 per year for individuals with maximum entitlement), and by

	to benefit fully from post-18 education. Particular concerns were raised about the assumption of a parental contribution.	<p>increasing and better targeting the government's funding for disadvantaged students.</p> <p>Funding available for bursaries should also increase to accommodate the growth in Level 2 and 3 adult learners expected based on related recommendations.</p>
Ensuring those who benefit from higher education contribute fairly	Most graduates benefit significantly from participating in higher education – as does the economy and wider society. Panel endorses the established principle that students and the state should share the cost of tertiary education, as well as supporting the income-contingent repayment approach as a means of delivering this fairly, with those benefitting the most making the greatest contribution. However, public misunderstanding is high.	<p>Better communication is required, including a new name, the Student Contribution System, rather than talking in terms of 'loans', 'debt', 'interest', etc. More graduates should repay their loans in full over their lifetimes; the repayment period for future students should be extended and the repayment threshold should in effect be frozen. These changes – with the reduction in fees – would apply only to students entering higher education from 2021-22 at the earliest: students starting before then would not be affected.</p> <p>Some aspects of the present system appear to be unfairly punitive and the panel recommends reducing students' in-study interest charges and capping graduates' lifetime repayments.</p>
Improving the apprenticeship offer	Apprenticeships can deliver benefits both for apprentices and employers but there is evidence of a mismatch between the economy's strategic requirements and current apprenticeship starts.	Together with recent government reforms, the panel's recommendations aim to make further improvements in the quality of the apprenticeship offer by providing learners with better wage return information, strengthening Ofsted's role (currently one of a number of agencies and regulators in this space) – and thus the quality of providers – and better understanding and addressing the barriers SMEs face within the apprenticeship system. Greater clarity and transparency is also required when processing new

		<p>standards that have been submitted by employer trailblazer groups for approval.</p> <p>In view of the finite funding which is available for apprenticeships, the panel recommends that apprenticeships at degree level and above should normally be funded only for those who do not already have a publicly-funded degree. Should demand outstrip funding, prioritisation should be in line with needs of the Industrial Strategy.</p> <p>Panel recommends that all approved providers in receipt of government funding to deliver training, including apprenticeships, must make clear provision for learner protection in the event of closure or insolvency, bringing independent providers in line with all other parts of the post-18 system.</p>
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