



Manchester Life

Presentation to Manchester City Council

District Centre Sub Group

31 October 2019

Who are Manchester Life?

We are a unique partnership between Abu Dhabi United Group (ADUG) and Manchester City Council (MCC).

Manchester Life was established at the request of MCC to respond to the lack of well-managed private rented sector homes in the City. The market was not responding fast enough to the dynamics of Manchester's growth and demographic change.

Manchester Life operates as an investor, developer, placemaker and landlord to support the city's housing priorities, including the transformation of two emerging neighbourhoods in East Manchester in need of significant regeneration.

Our mission is to write the next chapter in Ancoats' history by helping to turn once thriving, industrial areas into beautiful, buzzing residential neighbourhoods.





Our Impact on Ancoats & New Islington

Ancoats had been a densely populated area which lost a lot of its population and didn't have the critical mass to support the services and places needed to build a new community.

Manchester Life agreed to develop six sites at once, creating confidence and momentum.

We undertook to do the first phase of development within three and a half years - piecemeal development could have gone on for ten years.





What makes a good neighbourhood?

We thought about what defines a neighbourhood.

One of the things we came up with was that on your journey from your front door to work, you would like to see at least one person who would greet you by name. That might be your concierge or the person who sells you your coffee in the morning.

Cotton Field Wharf 302 for rent apartments completed in 2017

A Sense of Welcome

Small details like a fireplace in the shared space of every rental building are important to us – to create a sense of welcome from the front door of the building.





We included spaces for businesses to provide services such as bakeries, coffee shops, bars, restaurants, convenience store - which activates the streets and provides meeting spaces, jobs and life to the area.

We work closely with MCC Planning and Neighbourhood Management teams on issues such as licensing - this has been really important - placemaking needs to be backed up by place management.

Sawmill Court 158 for rent apartments completed June 2018



The success of the Ancoats and New Islington neighbourhoods was made possible by forward thinking, patient investment in land assembly, infrastructure and up front public realm works by local, regional and national public sector bodies working in partnership.

The public sector held its nerve for years, creating infrastructure and spaces. This was key to creating confidence.

One Cutting Room Square 31 homes for sale & 115 space car park completed May 2018



We worked with MCC on the ground floor strategy for the whole area – other developers joined us too – so we could implement a shared vision.

We controlled both sides of Blossom Street, enabling us to create a new ‘high street’ for the area.

Our 16 commercial units, let within the agreed ‘independent operator’ strategy, currently employing 92 people with a further 34 jobs expected once all outlets are open.

Smith’s Yard 185 apartments and 14 townhouses completed March 2019



We worked with the heritage assets and Conservation Area characteristics to maximise the sense of place and distinctiveness of Ancoats.

Murray's Mills Refurbishment of the world's oldest steam powered cotton mill into 124 homes



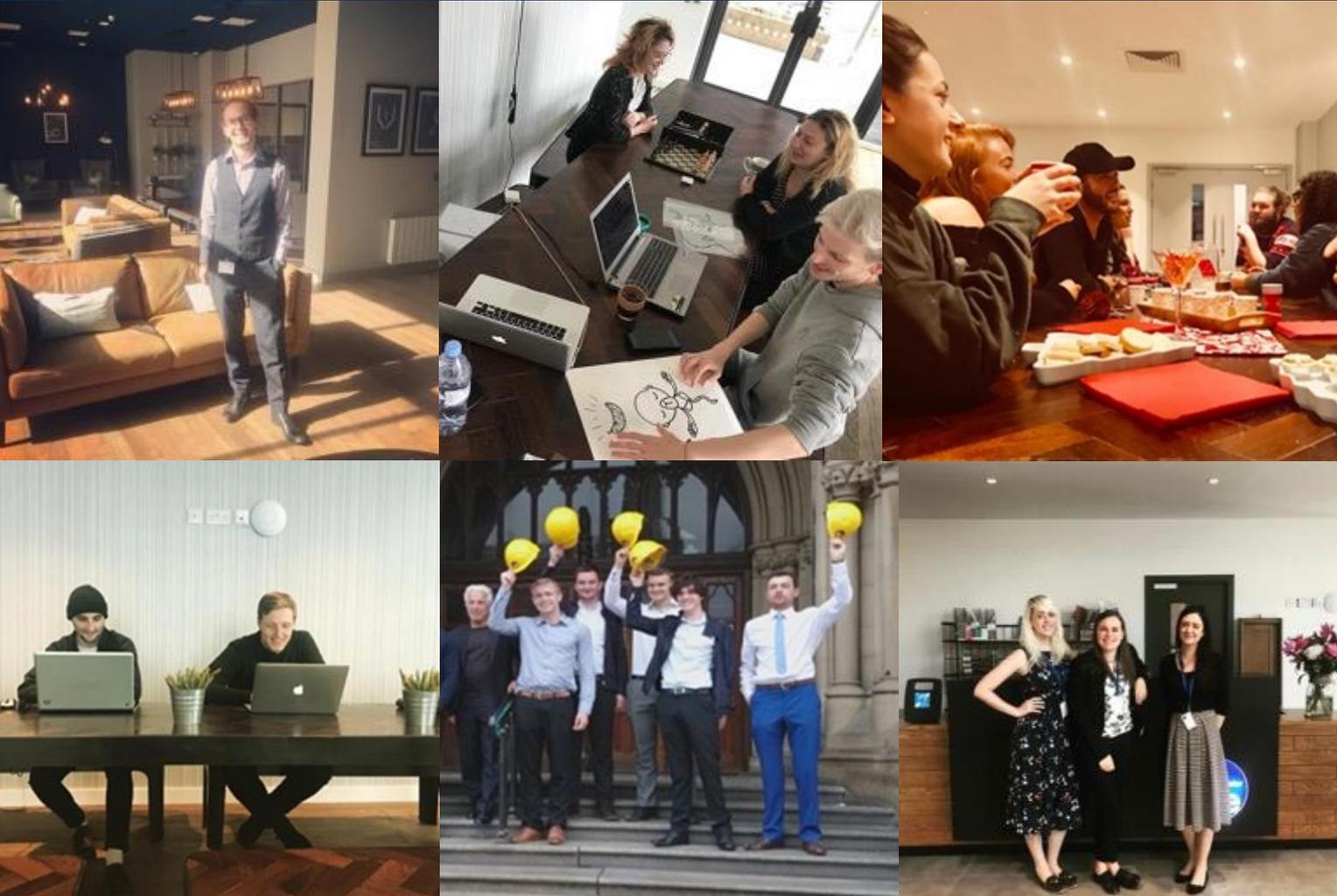
Our most complex scheme has been the refurbishment of the world's oldest steam powered cotton mill into 124 homes – every single one is unique. Over 70 apartments have now been handed over to their new owners.

Reserving Murrays' Mills for owner occupiers only was an early decision and one which has paid off, creating a foundation for a long-term stable community.

Murrays' Mills Refurbishment of the world's oldest steam powered cotton mill into 124 homes



The Manchester Life Difference



The People

Our 24/7 concierge in-house maintenance team put people into buildings so that residents feel more connected. This is also important in creating confidence in public safety. Ancoats has a Neighbourhood Watch which has been set up by long-established residents – we have been happy to support this.

We have made a strong commitment to local economy – including bespoke Higher Apprenticeships and schemes to maximise local employment.



Our Placemaker



New Class Announcement!

FOR HEALTH | FOR YOU | FOR LIFE
OPERATION FIT

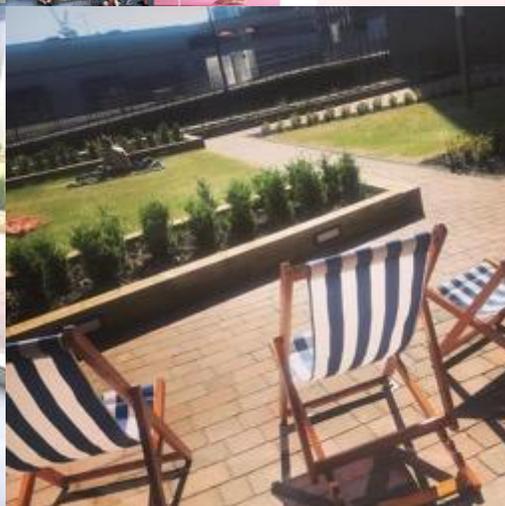
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Fitness Classes with Manchester Life

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LOVE. LIFE. M

A collage of fitness-related images including a woman on a rowing machine, a woman in a white sports bra, a woman in a pink outfit, and a group of people.



The Neighbourhood

We have carefully curated the occupiers of these spaces to create opportunities for local, independent businesses to give a sense of place.

We charge relatively low rents and everyone pays the same – this has given us a great range of high quality tenants and Ancoats is now very well established and known for its food and drink businesses.





We are passionate about the details – litter collection, lighting, policing, use of art in outside spaces – that make a space feel cared for. This can only be delivered by a partnership with MCC.





Thank you

