# Moston Lane Neighbourhood Development Framework: report from the public consultation in June/July 2023

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#### 1.0 Introduction

- 1.1 As part of MCC's district centres programme the MCC Development, Strategic Housing and Neighbourhoods Teams are working together to deliver a range of projects and improvements in and around Moston Lane in north Manchester.
- 1.2 One of the initial steps in this programme of work is the drafting of a Neighbourhood Development Framework (NDF) for Moston Lane, the aim of which is to help secure and promote the future growth and sustainability of Moston Lane in the years ahead.
- 1.3 The draft NDF sets out a vision of Moston Lane as a "vibrant centre where families, community and culture mix along rejuvenated streets and new community-focused spaces".
- 1.4 This vision for Moston Lane will be achieved through seven projects set out in the framework:
  - a) Establishing a stronger local centre with the creation of a new community focused space, able to host events, activities and comfortable dwell time within the heart of the local centre.
  - b) Supporting the delivery of new homes on various opportunity sites within the local centre.
  - c) Improve the quality and management of existing private rented stock.
  - d) Enhancing the quality of public realm along Moston Lane, humanising the corridor to allow for spill out space, environmental improvements, and improved pedestrian facilities.
  - e) Supporting more sustainable movement around the local centre and to surrounding green spaces.
  - f) Enhancing our existing green spaces to offer improved functions for the local community.
  - g) Rationalising car parking and improving the provision of parking within the centre.
- 1.5 This document provides a summary of the feedback from the consultation on the draft Neighbourhood Development Framework. It is intended to provide a standalone account of that consultation for future reference, including when the final draft of the NDF is presented to MCC's Executive for endorsement.

#### 2.0 Consultation Process

- 2.1 The consultation ran for 4 weeks from 26 June to 23 July 2023 and was managed by officers from the MCC Development Team. To note, written responses received by post after 23 July were accepted and the results included in this analysis.
- 2.2 MCC sent out a range of consultation materials before and during the consultation period to inform residents and local businesses about the draft strategy, as well as to engage and inform the target audiences. A dedicated email address (district.centres@manchester.gov.uk) was also set up before the consultation period.

#### Consultation materials and publicity

- 2.3 On 26 June MCC officers sent out postcards to 2,975 homes and businesses in the local area to alert people to the consultation. These postcards were distributed to homes and shops in the wider neighbourhood around Moston Lane, as these are the residents and businesses who are most likely to live, work and connect locally and therefore impacted by the proposals in the framework. The postcard and the distribution area are at Appendix 1.
- 2.4 The postcard included a link and QR code to the online consultation and information about the in-person consultation sessions taking place in July. Digital versions of the postcard were also issued through community networks, and posters advertising the consultation were given to shops on Moston Lane to put up in their windows, along with a banner outside Simpson Memorial Hall.
- 2.5 A press release was sent out on 26 June to local and industry media. The consultation was also featured on the MCC website and was also posted across MCC's social media accounts (see appendix). A dedicated email address (<a href="mailto:district.centres@manchester.gov.uk">district.centres@manchester.gov.uk</a>) was also set up as another channel for residents to use to provide feedback.

#### Online Consultation

2.6 A webpage for the consultation was set up on the manchester.gov.uk website and went live on 26 June 2023. This provided information on the key principles of the draft Strategy and a link to a downloadable PDF version of the full draft Strategy. The webpage also included a link to the online questionnaire and details of the in-person engagement sessions.

#### **Elected Members**

2.7 The ward councillors in Moston had been involved in discussions about the draft framework since the work commenced in 2022, and they provided advice and support on the adopted consultation strategy with the local community. When the consultation was launched, ward members followed this up by circulating the consultation information through their networks, and promoting it in their conversations with residents and businesses in Moston. Members also attended a number of the in-person events that were held.

#### **Public Consultation Events**

- 2.8 Two public consultation drop-in sessions were held in the main hall in Simpson Memorial Hall, located on Moston Lane. The events were held 3-6pm on Thursday 13 July and 12-3pm on Saturday 15 July.
- 2.9 Both sessions were staffed by representatives from MCC's Development, Strategic Housing and Neighbourhoods Teams, alongside landscape architects from CW studio Ltd, who are designing the enhancements to three green spaces in Moston Lane (see 'Pocket Parks' below).
- 2.10 At each event, visitors could look at the consultation boards, which showed the overall vision and objectives for Moston Lane, and highlighted plans for a new public square, new affordable homes, improved travel around Moston Lane and enhancing green spaces. MCC officers were also available to discuss any queries about the draft strategy. An A3 hard copy of the full draft strategy was also available for visitors to read.
- 2.11 Both events were well attended, with approximately 120 attendees on the Thursday and 114 attendees recorded on the Saturday.
- 2.12 At both events, hard copies of the feedback form were provided with a freepost envelope to assist residents without internet access.

#### **Targeted Engagement Groups**

- 2.13 Officers from the Neighbourhoods team also identified a number of local groups to engage:
  - Moston Lane Trader's Association
  - Moston Home Watch
  - Moston Muslim Community Centre (Masjid Al-Noor)
  - Bowler's Club
  - Moston Matters





Public consultation drop-in sessions at Simpson Memorial Hall on 13 July (top) and 15 July (bottom).

#### 3.0 SUMMARY AND EVALUATION OF RESPONSES

#### <u>Total Responses</u>

3.1 In total, we received 494 completed questionnaire responses, of which 43 were hard copy questionnaire responses and 451 were completed online. This represents a healthy response rate, and compares with 271 responses to the Wythenshawe Civic consultation in 2022 and 268 returns for the Gorton District Centre NDF consultation in the same year.

#### About the people who responded

- 3.2 Three quarters of respondents live on or near Moston Lane. Looking at the additional comments provided, it seems that many respondents who don't actually live on Moston Lane used to, or still have, family in the area.
- 3.3 27.6% of respondents said they visited Moston Lane for shopping, which is notable given that a) Moston Lane is only a local centre, and Harpurhey is - in planning terms - the primary shopping destination in this part of the city; and b) many people responded negatively in terms of the quality of the retail offer along Moston Lane.
- 3.4 Nearly 70% of respondents (68.8%) visit Moston Lane at least once a week, whilst 10% did report 'never' visiting - this perhaps reflects those residents who live elsewhere in Moston ward who replied to the consultation.

#### Current perceptions of Moston Lane (Q4), and hopes for the future (Q13)

"How would you describe Moston Lane in 3

3.5 We asked people "How would you describe Moston Lane in 3 words?", and also "Use 3 words to describe how you would like Moston Lane to be in the future". The responses are listed below and set out in two 'word clouds'.

words?" like Moston Lane to be in the future." Top 10 most used words: The top 10 most used words were: Dirty Clean Unsafe Safe Scruffy Vibrant Friendly Busy

"Use 3 words to describe how you would

Rundown Community

Green Disgrace

Modern Neglected Welcoming **Dangerous** 

Attractive Scary Diverse/Inclusive Disgusting



Above: word cloud of responses to Q4 "How would you describe Moston Lane in 3 words?"



Above: word cloud of responses to Q13 "Use 3 words to describe how you would like Moston Lane to be in the future".

3.6 These responses indicate that residents are keen to see improvements to the quality of the local environment and cleanliness of Moston Lane, and to enjoy a greater sense of safety, alongside any physical changes proposed in the Moston Lane NDF.

#### Feedback on our objectives for Moston Lane (Q5)

- 3.7 We asked people "What do you think about our objectives for Moston Lane?". The seven objectives are listed below, along with the responses:
  - **1. Establishing a stronger local centre and creating new community focused space.** 71% of respondents were in support.
  - **2. Delivering new homes within the local centre.** 68% respondents were in support of this proposal.
  - **3. Improve the quality and management of private rented homes.** 85% respondents were in support of this proposal.
  - **4. Improving the public realm along Moston Lane.** This received the highest level of support, from 88% of respondents.
  - 5. Supporting sustainable movement around the local centre and to surrounding green spaces. 80% of respondents were in support.
  - **6.** Enhancing our existing spaces to offer improved functions for the local community. 81% expressed support.
  - **7. Improving provision of car parking.** 76% respondents were in favour.

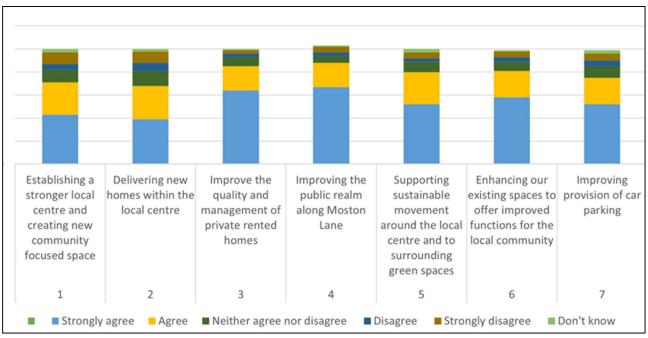


Figure 1: Responses to 'What do you think about our proposals for Moston Lane?'

3.8 The strong positive response indicate that the framework has correctly identified many of the issues of concern in Moston Lane, and has set out a series of responses to those issues that local residents support.

#### Feedback on proposals for a new public square

- 3.9 Moston Lane does not currently have a particular focal point or space where people can meet and where events can take place. This was identified as a weakness in the draft framework, and the creation of a new square somewhere along Moston Lane was identified as an objective for the future.
- 3.10 We asked people "Would you like to see a new square like this in Moston?" (Q7) and "What do you think are the important things that would go into a new square in Moston?" (Q8).
- 3.11 Overall, respondents were supportive of a new public square in Moston, with 68% of respondents in favour (see Figure 2).

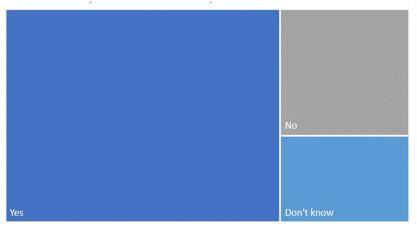


Figure 2: Illustration of responses to 'Would you like to see a new square like this in Moston?'

- 3.12 Responses to Question 8, and what residents would like to see in a new square, are set out below in Figure 3. Several respondents [17] wished to see a range of shops, cafes or restaurants on the square. Other comments received also supported the idea of community events.
- 3.13 A large number of responses [83] expressed concern about potential for anti-social behaviour in the square. Additionally, several of these respondents wished to see security measures such as CCTV, or increased police presence.
- 3.14 Some respondents supported the idea of high-quality, maker's markets in the square, however, some respondents queried the need for a market in Moston, given its proximity to Harpurhey market.
- 3.15 Other comments [22] wanted to understand how the square would be maintained and cleaned.

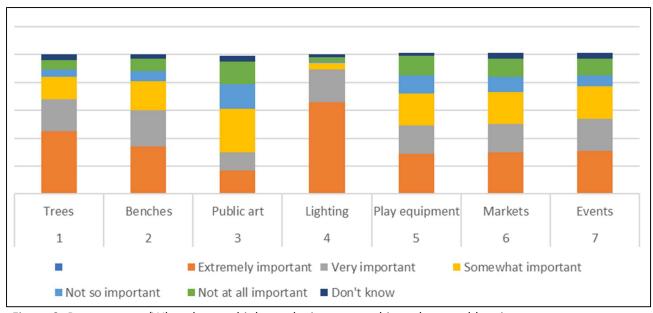


Figure 3: Responses to 'What do you think are the important things that would go into a new square in Moston?

#### **Pocket Parks**

- 3.16 Along Moston Lane there are three areas of green space that the draft framework identified as requiring investment these are the Peace Gardens, St Dunstan's Green, and the front garden area of the Simpson Memorial Hall.
- 3.17 For the purposes of the consultation these three spaces were termed 'pocket parks' and we asked people "Do you use any of these pocket parks?" (Q10) and "Do you have any suggestions to improve these three pocket parks?" (Q11).
- 3.18 Overall, the majority of respondents [72%] said they did not currently use the pocket parks, as illustrated below in Figure 4. Many comments received referenced anti-social behaviour as a deterrent to using these spaces. However, several respondents welcomed the idea of designing these spaces to improve their perception of safety i.e. improved lighting, and better visibility on to Moston Lane.

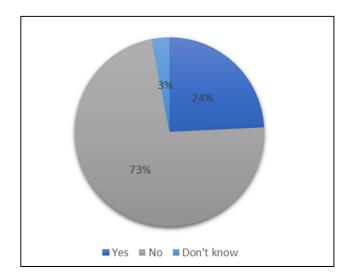


Figure 4: Responses to 'do you use any of these pocket parks?'

3.19 Among the suggestions to improve these pocket parks, several respondents wished to see more colours or different types of plants [20], in addition to more seating [19] and better lighting [19]. Many residents also said that they wanted to see improved cleanliness and maintenance of the pocket parks. These comments will be used to inform the proposals for the pocket parks currently being developed.

#### **New Homes**

- 3.20 There are a number of sites within the Moston Lane NDF area where residential development is planned to come forward, with some schemes on site, and some still being designed.
- 3.21 Respondents were asked "Do you support new homes being built on vacant land?" (Q12). 69% respondents supported new homes, 21% said they do no not, and 10% said they do not know, as per Figure 5 below.

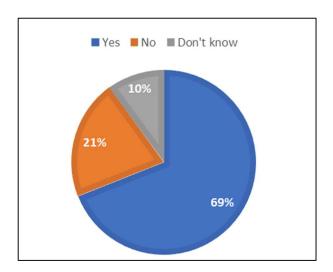


Figure 5: Responses to 'do you support new homes being built on vacant land?'

3.22 Several respondents supported the provision of affordable tenures, and many expressed dissatisfaction with the private rented sector in the area. A number of respondents also raised the question of new school places and additional health capacity to meet the needs of the residents who will occupy the new homes. These points have been addressed in the updated framework document.

#### Other issues raised

- 3.23 Whilst the focus of the consultation was on the changes proposed in the draft Development Framework, we were conscious that residents may have their own ideas about what changes should be made in Moston Lane, and that there may be other issues that we need to be aware of as we finalise the framework. As such, we asked people "Do you have any other ideas about what changes we should consider for Moston Lane?" (Q6) "Is there anything else you think we should consider as part of the new framework?" (Q14).
- 3.24 A number of particular topics came up in both the written feedback and in the course of the consultation events.
- 3.25 **Moston Lane Shops:** Although the survey did not include a specific question regarding the shops on Moston Lane, a large number of respondents expressed dissatisfaction with the current retail offer on Moston Lane. Several respondents highlighted that the shops did not appeal to them, with some respondents expressing their dissatisfaction with the condition of the shop frontages. This issue, and the potential responses to it, has been considered in the updated NDF.
- 3.26 **Hough Hall:** Although we did not ask a specific question on Hough Hall, some respondents [10] raised questions on the future of this property. Those that commented on Hough Hall were in agreement and expressed disappointment at the state of Hough Hall, highlighting that its restoration or preservation should be included in the development framework.
- 3.27 **Neighbourhood and environmental issues:** several respondents expressed dissatisfaction over neighbourhood issues within the Moston Lane corridor, including:
  - Fly-tipping
  - Pest Control
  - Littering
  - Encroachment by traders on the footway
  - Parking on the pavement
- 3.28 Whilst the above matters are not within the intended scope of a development framework, they have nonetheless been identified as important to the community. These comments, and others addressing wider 'environmental' issues, have been shared with the MCC Neighbourhoods Team, and work has already started with other services across the Council to prioritise areas in and around Moston Lane and take a holistic and intensive neighbourhood management approach. This has been included in the action plan in the final draft of the NDF.

#### **Community cohesion**

3.29 In both the questionnaires and the in-person events there were frequent references to immigration, race and ethnicity, and the changing demographics in Moston Lane over the past twenty years. Many of these comments were in the context of the retail offer, and the perception that most shops were now focused on serving particular ethnic groups.

- 3.30 Age and ethnicity questions were not included in the online or written questionnaire (they are not routinely included in MCC consultations such as this), so it is not possible to specify any particular patterns around which groups expressed such sentiments.
- 3.31 Such issues of 'community cohesion' and 'integration' are not new to the city and are not unique to Moston. In 2022 the Council consulted on its first Integrated Communities Strategy, and in 2023 it is anticipated that the Council will publish its first Building Stronger Communities Strategy. The issues raised through this consultation have been picked up through the Council's community sentiments analysis process and will be a priority for North Manchester's delivery of the strategy.
- 3.32 The Moston Lane NDF can support these efforts to promote integration in a number of ways, as the role of the physical environment in helping to shape communities is well-recognised. At a basic level, providing good quality new and refurbished open spaces as set out in the framework can over time allow for greater mixing between groups who might otherwise be separated by housing patterns or income. Creating attractive, safe neighbourhoods with a good range of shops and amenities also promotes stronger community spirit, as do local community groups, such as Moston Matters, who bring people together from a wide variety of backgrounds.

#### Consultation and feedback from local groups and stakeholders

- 3.33 Specific meetings or consultation sessions were arranged with a number of local groups and organisations, as follows.
- 3.34 **Moston Lane Trader's Association:** given the work commitments of the people running businesses on Moston Lane, a separate briefing session was provided for them on Sunday 16 July. 24 shop owners and shop tenants attended. The topics raised included:
  - The new square: traders were keen to understand where this would be located, and the potential impact on adjacent businesses if any demolition was required.
  - What type of new shops or food/beverage outlets would be located in the new square, and how they would be marketed and let.
  - Timescales for the changes proposed in the NDF.
  - Support available to existing businesses on Moston Lane to improve/expand/invest in their premises.
- 3.35 **Moston Matters:** this group is a 'community pride campaign', bringing together businesses, residents and the Council. It aims, celebrate what makes Moston and New Moston unique and vibrant places to live and work, and has helped to deliver projects such as the banners erected on Moston Lane. Officers had previously briefed the group on an early draft of the framework, and its members were written to and invited to submit their comments as part of the consultation process.
- 3.36 As the various projects within the framework are delivered in the years ahead, Moston Matters will continue to provide a helpful consultative forum for officers to test proposals and discuss new initiatives.
- 3.37 **Moston Muslim Community Centre (Masjid Al-Noor):** Representatives from the Centre have highlighted that they are interested in expansion to better meet the needs of a growing community, and a petition was submitted during the consultation, signed by worshippers, expressing a keenness to secure a site in Moston Lane. Officers are now in dialogue with the representatives from the Centre to better understand their requirements, and this will form part of the NDF action plan.
- 3.38 **Moston Home Watch:** Officers from the MCC Development Team attended a Moston Home Watch meeting on 6 July 2023. The Home Watch Group is based in New Moston which is outside the area covered by the draft development framework.
- 3.39 The feedback raised by the group included:
  - Several respondents felt that MCC predominantly focus on Moston Lane, and although New Moston is part of the Moston ward they feel forgotten.
  - Many residents of New Moston used to live nearer to Moston Lane but have moved away due to its perception as unsafe/unwelcoming.
  - In line with feedback from other consultation responses, several respondents raised that the shops on Moston Lane are untidy/ need attention, and that there are no shops for them on Moston Lane, hence only visit the area if essential.

3.40	<b>Simpson Memorial Bowling Green members</b> : Overall, the Bowlers were supportive of the proposals. Similar to the above, they highlighted that the retail offer need to broadening to
	make Moston Lane appeal to them.

#### **Conclusions and next steps**

- 4.1 The headline proposals in the draft Moston Lane NDF were positively received. In many cases, respondents raised legitimate questions about how the proposals would be delivered and/or managed over the long-term (e.g. how the new square would be looked after, or what tenure the new homes would be), and such questions will be considered as and when the individual projects come forward.
- 4.2 The draft NDF document will, where possible, be amended to reflect some of the feedback received, for example to address the Moston Lane 'retail offer' and to respond to questions about school and health provision. The updated NDF will be presented to the MCC Executive for endorsement, and thereafter officers will start the process of delivering the projects and interventions set out in the framework, subject to funding and any further approvals that may be required (e.g. planning permission). Further consultation on specific projects will be undertaken on a case by case basis.
- 4.3 The wider environmental, liveability and community cohesion issues identified during this consultation will be assessed and addressed, in consultation with teams across MCC and partners such as GMP.

Appendix 1: Postcard issued to residents in the NDF red line area, and plan of the red line area



### Help shape the future of Moston Lane

Take a look at our vision for Moston Lane and tell us what changes you'd like to see in the local area. You can see the proposals online and have your say at manchester.gov.uk/consultations or via the QR code below – the consultation closes on 23 July.

#### Our proposals include:

- A new public square
- New affordable homes to rent and buy
   Improvements to local green spaces.

#### Find out more at one of our drop-in sessions at Simpson Memorial Hall:

Thursday 13 July, 3-6pm Saturday 15 July, 12 noon-3pm



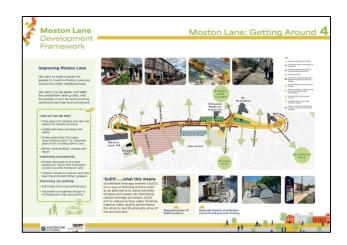


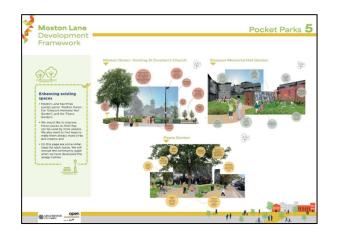
#### **Appendix 2: Consultation Boards**













#### Appendix 3 - media release (screengrab from MCC website)

https://www.manchester.gov.uk/info/200024/consultations and surveys/8601/moston lane consultation

## Consultation - Development plan for Moston Lane welcomes feedback from locals

Monday 26 June 2023

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News stories



A public consultation has opened Monday 26 June urging local people and businesses to have their say on the long-term vision for Moston Lane.

The Lane is the economic heart of the Moston neighbourhood and the Council has produced a development framework to help guide investment in the area over the coming years and support the area to meet its potential – including a new public square.

Moston Lane has been the heart of the local community for decades and boasts a number of heritage buildings alongside a range of local and independent shops and three small pocket parks.

However, visiting the district centre is undermined by the volume of traffic, informal car parking and limited opportunities for meeting and spending time in the area with friends and family.

The Lane also suffers from poor active travel opportunities, which means visitors are more likely to travel by car rather than walking and cycling.

A key aim of the proposals is to invest in a Moston Lane that puts people at the heart of the district centre – rather than the car – leading to a greener, more attractive and sustainable destination, enhancing the existing public spaces and creating a definite sense of place.

The Lane is surrounded by attractive green spaces – including Boggart Hole Clough, Moston Vale, Broadhurst Fields and Broadhurst Clough – and the proposals would look to promote improved sustainable travel through the wider neighbourhood.

The framework also responds to high demand for new housing in the city and the potential for Moston to support the delivery of more modern affordable family housing using across a number of identified sites.

#### The Moston Lane Development Framework sets out to:

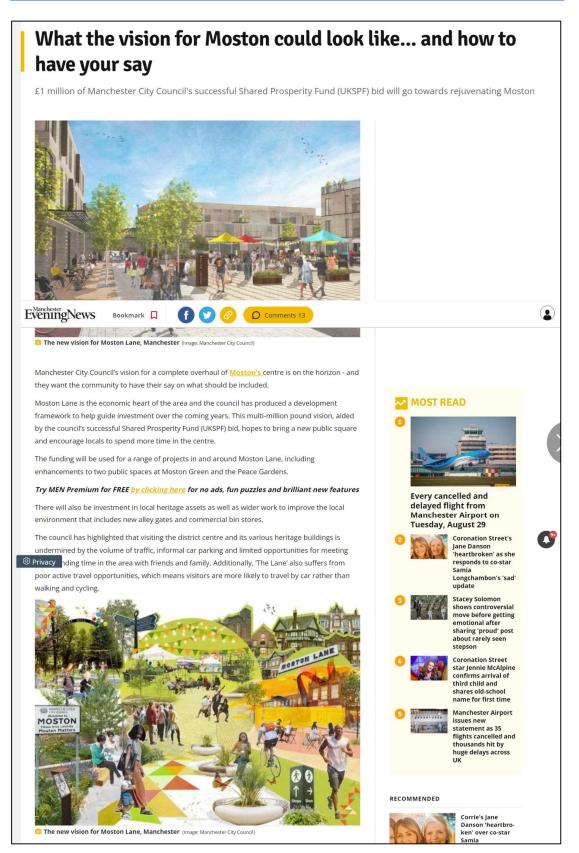
- Create a new local centre and public square for Moston with a clear 'sense of place.' A
  place that offers space for the community, residents and local businesses to come
  together
- To provide more opportunities for visitors to spend longer together in Moston Lane in attractive new spaces which can support a vibrant programme of events
- Make more of and enhance the existing green public spaces
- Support Moston to be an attractive, safe and vibrant neighbourhood
- Create improved and safer streets that provide walking and cycling opportunities for all and a more connected neighbourhood that is less car focused
- To enhance the choice and diversity of quality affordable and market homes and improve the quality and management of existing housing
- Provide new, sustainable homes that integrate with existing streets
- Support local businesses to continue to prosper and promote opportunities for new retail

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#### Appendix 4 - media coverage

### **Manchester Evening News**

https://www.manchestereveningnews.co.uk/news/what-vision-moston-could-look-27202786



#### **Place North West**

https://www.placenorthwest.co.uk/moston-in-manchesters-regeneration-crosshairs/

## Moston in Manchester's regeneration crosshairs

27 June 2023 10:09 • Dan Whelan • Comments (13)











A host of interventions, including the creation of affordable homes and redeveloping the local centre, are planned as part of a vision to improve the neighbourhood.

Manchester City Council has launched a public consultation on a development framework for Moston Lane, the main road running through the suburb, located north-east of the city centre.

The framework would aim to make visiting Moston a better experience, deliver homes, reduce traffic, and guide investment in the area.

Some of the interventions include:

- Redeveloping the local centre and public square
- Enhancing existing green spaces, including Boggart Hole Clough, Moston Vale
- Improve active travel infrastructure and reduce traffic
- Support local businesses and promote opportunities for retail and commercial units to grow.

Moston also presents an opportunity to deliver housing and improve existing, poor-quality stock through landlord licensing, the draft framework states.

A site off Whittaker Street abutting Tulketh Industrial Estate has been earmarked for housing, while work to deliver homes on the former Manchester College site is underway.

The upgraded local centre, proposed on land off Moston Lane and around Cole Street, Albine Street, and Pym Street, could also feature an element of residential.