

**Manchester City Council  
Report for Resolution**

**Report to:** Executive – 26 June 2019

**Subject:** Former Boddingtons Brewery Site – Strategic Regeneration Framework (SRF) Addendum

**Report of:** Strategic Director – Strategic Development

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**Summary**

This report informs the Executive of the outcome of a public consultation exercise with local residents, businesses and stakeholders, on the draft Strategic Regeneration Framework Addendum for the former Boddingtons Brewery site, and seeks the Executive's approval of the framework.

**Recommendations**

The Executive is recommended to:

- i) Note the outcome of the public consultation on the draft Strategic Regeneration Framework Addendum for the former Boddingtons Brewery site.
  - ii) Formally approve the draft Strategic Regeneration Framework Addendum for the former Boddingtons Brewery site and request that Planning and Highways Committee take the framework into account as a material consideration when considering planning applications for the site.
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**Wards Affected** Piccadilly & Cheetham

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	<p>Development of the former Boddingtons Brewery site will facilitate the delivery of substantial commercial, retail and leisure space. These uses will create a significant number of new jobs through both construction and end use. The Manchester College campus will create 500 construction jobs and provide a range of training and apprenticeship opportunities. The College will also play a key role in offering training and education within some of the city's key growth sectors.</p> <p>Regeneration of the area will provide a major focus for new investment, and will contribute towards a growth in employment opportunities and the economic performance of the wider city centre.</p>

<p>A highly skilled city: world class and home grown talent sustaining the city's economic success</p>	<p>The new Manchester College campus will create an innovative, sustainable and functional educational facility which will be at the forefront of education and vocational training.</p> <p>The campus will facilitate the provision of skills and learning in a range of both national and regional key growth sectors, including media, performing and visual arts, computing and digital media. In addition, the building will respond to employer and local business needs.</p> <p>Alongside the provision of the Manchester College campus, development of the site will also deliver flexible, commercial space, and the introduction and development of new businesses within a range of key growth sectors will support the city's drive for high calibre talent attraction and graduate retention.</p>
<p>A progressive and equitable city: making a positive contribution by unlocking the potential of our communities</p>	<p>The former Boddingtons Brewery Site SRF has been developed in alignment with adjacent Strategic Regeneration Frameworks to ensure it is complementary, and takes a holistic view of a key gateway into the city centre from the north. These frameworks include the original former Boddingtons Brewery SRF (2015), Great Ducie Street, NOMA, and the Northern Gateway which will collectively transform the northern side of the city centre.</p> <p>The framework details the addition of high quality public realm space, with a primary focus on enhancing connections and routes within the SRF area and links to the city centre. This will help to ensure the area is a popular neighbourhood of choice to study, visit and work.</p>
<p>A liveable and low carbon city: a destination of choice to live, visit, work</p>	<p>The delivery of an educational campus alongside office space and retail development will create a unique destination in the city and build on a key opportunity at the city centre's edge.</p> <p>The Strategic Regeneration Framework Addendum sets out the priorities for place-making activity, including new public realm, within the specific sites that collectively form the SRF area.</p>

<p>A connected city: world class infrastructure and connectivity to drive growth</p>	<p>The delivery of a world class educational facility will serve the further education and vocational skills training needs of the city and Greater Manchester. The site benefits from excellent access to public transport, which will be critical in enabling students to access education provision. These strong transport links include Victoria Rail and Metrolink stations within a 5 minute walk and Shudehill Bus Interchange a further 5 minutes' walk away. This aligns with the city's transport strategy, encouraging a modal shift towards more sustainable modes of transport.</p> <p>The introduction of active frontages is identified as a priority for new development across the former Boddingtons Brewery site. These uses will be of increasing importance together with pedestrian routes and key public spaces. At present the area experiences little footfall beyond those using the surface car park, however, development of the neighbourhood's amenities will see a significant increase in the number of people visiting and spending time in the area.</p>
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**Full details are in the body of the report, along with any implications for**

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

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### **Financial Consequences – Revenue**

None directly from this report.

### **Financial Consequences – Capital**

None directly from this report.

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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 officers above.

- Former Boddingtons Brewery Site Strategic Regeneration Framework – April 2015
- Report to the Executive – Strategic Regeneration Framework for the Former Boddingtons Site – June 2015
- Report to the Executive – Strategic Regeneration Framework for the Former Boddingtons Site – November 2015
- Report to the Executive – The Manchester College – New Campus – July 2018
- Report to the Executive - Great Ducie Street SRF – February 2018
- Report to the Executive - Great Ducie Street SRF – November 2018
- Great Ducie Street Strategic Regeneration Framework – January 2019
- Draft Former Boddingtons Brewery Site Strategic Regeneration Framework Addendum – March 2019
- Report to the Executive – Former Boddingtons Brewery SRF Addendum – March 2019

## **1.0 Introduction**

- 1.1 On 13 March 2019, the Executive endorsed, in principle, the draft Strategic Regeneration Framework (SRF) Addendum for the former Boddingtons Brewery Site and requested that the Strategic Director undertake a public consultation exercise in relation to it.
- 1.2 This report summarises the outcome of the public consultation on the framework.

## **2.0 Background**

- 2.1 The former Boddingtons Brewery site is located on the north side of the city centre and has long been a regeneration priority of the city. Previous Strategic Regeneration Frameworks have been approved by Executive for the whole former brewery site, in 2007 and in 2015.
- 2.2 The proposed addendum of the Strategic Regeneration Framework (SRF) for the area was approved, subject to consultation, by the Executive in March 2019. The updated document detailed the opportunity for Manchester College to build its new city centre campus in the area, promoting educational use on the western part of the site, alongside the delivery of a multi storey car park, and the residential and commercial development set out within the 2015 SRF.
- 2.3 The proposals set out the ambition to deliver the Manchester College campus in two phases. The College has secured commitment to deliver the first phase. Phase 2 will follow this, subject to both demand and funding support.
- 2.4 The former Boddingtons Brewery site has historically been used to provide temporary surface car parking. For the eastern part of the site, the temporary permission lapses in May 2019. For the western part it lapses on 21 August 2019.
- 2.5 In 2018, the developers Prosperity secured planning consent for an eastern portion of the site, to bring forward 556 residential units and 37,500 sq. ft. of commercial floor space. The development named Old Brewery Gardens will be a residential-led regeneration project, delivering homes, retail and commercial space to the area.
- 2.6 The opportunity for Manchester College to build its new city centre campus on the corner of Great Ducie Street and New Bridge Street is in line with their 2017 – 2022 Estates Strategy. The campus contributes to the delivery of the Skills Strategy for the city and the city region, supporting sustainable economic and employment growth. The campus provides opportunities for residents through training, apprenticeships, vocational subjects, further education and jobs.
- 2.7 This framework addendum also seeks to bring high quality public realm and an improved sense of place for residents, workers, college students and those visiting the area. The framework aligns with development aspirations for Great

Ducie Street, which is situated adjacent to the site and will deliver commercially-led regeneration, and new green space adjacent to the River Irwell, to transform the area.

### **3.0 The Consultation Process**

- 3.1 Consultation letters have been sent out to 515 local residents, landowners, businesses, local community groups and stakeholders, informing them about the public consultation, how to participate, and engage in the consultation process, and where to access the SRF document. The draft framework was made available on the Council's website, and comments were invited on this.
- 3.2 The formal consultation opened Friday 22 March and following a six week period of consultation closed on Friday 3 May.
- 3.3 The City Council has received 7 responses to the consultation on the Strategic Regeneration Framework Addendum, all of which were submitted by email. These are broken down as follows:
- 2 businesses
  - 2 charitable organisations
  - 2 landowners within a joint response
  - 1 public body
  - 1 educational organisation

### **4.0 Consultation Comments**

- 4.1 In response to the consultation, a range of topics were raised. These can all be classified within the following categories and are summarised below.
- General support
  - Format of the consultation
  - Skills and economic growth
  - Accessibility (Public Transport and servicing routes)
  - Connectivity
  - Public Realm
- 4.2 The majority of responses received support the proposals outlined in the SRF addendum for a new city centre college campus and for the framework in general. Five respondents stated their support, one asked a single question regarding the format of the consultation, and one respondent commented on certain aspects of the public realm and connectivity within the western part of the site.
- 4.3 A respondent queried whether a public event would be held that they could attend.
- 4.4 In support of the overall aims and objectives of the draft SRF, five respondents cited the contribution of the proposals to the Skills Strategy on a local, regional and national basis.

- 4.5 A local business commented that a city centre college campus will provide new opportunities and links between the night time economy, creative industries sector and young people. This respondent also supported the ambition to bring a vacant site back in to use, aligned with the skills development of young people.
- 4.6 A second business respondent regarded the proposed city centre campus as positively contributing to economic growth in the city. Furthermore recognising the demand for employment in the creative and digital sectors, amongst other sectors (Business, Finance and Professional, Health and Wellbeing and Construction and Logistics) and the contribution of The Manchester College to nurturing talent in the North West, and addressing the skills gap in a range of sectors.
- 4.7 This respondent felt the proposed college campus would benefit employers, by allowing for collaborative working and active employer engagement through new events and specialist facilities on site.
- 4.8 An education provider commented that the proposed development within the SRF would bring increased footfall and attract inward investment to the area. They cited the importance of high quality further education, higher education and training, and the transformational impact it can have on people's lives and the economic success of an area. The respondent regarded the SRF as having a unique mix of development uses, forming a neighbourhood with a unique identity, and in doing so creating a new destination within the city centre.
- 4.9 A charity responded to the consultation to outline their strong support for a college campus in the area. They highlighted the role of further education in transforming recruitment, skills and training within the rapidly growing creative and digital sectors in Greater Manchester, in the context of rapidly changing technological advances. The charity indicated their experience working with The Manchester College, and supported an inclusive and innovative professional learning environment that will promote diversity, encourage achievement by young people, and provide a diverse talent pool for recruitment, including disadvantaged young people.
- 4.10 A public body responded in support of the updated SRF proposals, recognising the role of The Manchester College as an educational establishment in delivering the Skills Strategy in the city region.
- 4.11 The location of the college on this site was supported by this organisation given its links to the wider network of public transport in the city, ensuring the site is accessible and well connected as a destination. They highlighted that the location of the site encourages sustainable transport use by prospective students and employees, and supports the wider ambition of the city to reduce car trips as a mode of transport. The respondent also added that the connectivity and permeability of the SRF area is improved with access to public transport, new public realm and proximity to other regeneration areas

including Great Ducie Street and Lower Irk Valley.

- 4.12 The respondent also commented that the existing cycle network is limited in the area, and that the Manchester and Salford Inner Relief Route provides a barrier to pedestrians and cyclists. The respondent suggested that future development of the campus should consider ways to overcome this and ensure safe pedestrian access across the Inner Ring Road. A campus travel plan by The College was recommended to consider cycle parking, pedestrian safety, and encourage use of public transport and active travel.
- 4.13 Two landowners in the area submitted a joint response, commenting on the importance of public realm and connections through the SRF area for pedestrians and certain vehicles.
- 4.14 This response included a comment that any new development should consider active frontages, and the pedestrian experience of the 'boulevard', as an important piece of public realm.
- 4.15 The respondent anticipates the boulevard will be well used by commuters accessing the proposed multi storey car park. The response also detailed a concern that servicing routes for proposed commercial units had been omitted in the 2019 addendum of the SRF, and that the northern side of the college building is closed to vehicular access.

## **5.0 Response to Consultation Comments**

- 5.1 The support received for the new city centre campus is welcomed. The framework aligns with the city's priorities for economic growth, employment and skill development for the growing population. The Manchester College campus will provide new opportunities for learning, and in particular contribute to meeting the employment demand of a growing digital and creative sector. This aligns with the Greater Manchester Skills Strategy and priorities.
- 5.2 Employers will benefit from a city centre hub for learning and events, with modern facilities for engaging with students on vocational and further education courses. The campus will be delivered to a high level of quality, and offer a curriculum that strives to be exemplary.
- 5.3 The SRF is based upon design principles which ensure the space is inclusive, feels welcoming to all and encourages a diverse range of visitors to high quality public realm and mixed use development. The proposed college campus will provide a range of opportunities for young people, including further education, training and apprenticeships at different levels. The provision of education and employment opportunities also contributes to new jobs in the city centre, benefitting residents.
- 5.4 The SRF area benefits from the excellent nearby public transport connections from Victoria Station and Shudehill via Metrolink, as well as bus routes, giving access to the wider transport network, linking communities to the area. This will be further realised with new public realm and improved connectivity to



allow active travel via walking and cycling and encouraging visitors to use public transport. Promoting active travel through the delivery of safe and attractive streets is a key part of the approach to improving pedestrian connectivity in the city centre. Further detail with regards to campus access will be required as part of a detailed planning application. The suggestion for a specific campus travel plan is noted and has been shared with The Manchester College.

- 5.5 In response to the comments from landowners concerning public realm and delivery/service routes for commercial units, the masterplan recognises the importance of public realm and connectivity for pedestrians. The north-south connecting 'boulevard' is created to encourage active travel and will be a safe and welcoming environment to distinguish the area from other developments. The close proximity of residential, commercial and educational buildings will create a vibrant and well connected area of development.
- 5.6 The 2019 SRF addendum has not removed a servicing route from the masterplan since the 2015 SRF was consulted on, and is consistent with previous design principles. The framework does not propose to terminate vehicular access at the northern boundary of the college site, which allows access to both vehicles for servicing/delivery and pedestrians in line with the approved public realm scheme in the 2015 SRF.
- 5.7 In response to comments made on active frontages, as an educational establishment it is not expected all of the college building frontages will be active. However the potential for active frontages will be considered, and the design of public realm is key to ensuring there is a welcoming sense of place for all users of the boulevard and other connecting public spaces, whilst maintaining a secure and safe environment for those working and studying within the college building and its amenity spaces. This will be realised through natural surveillance and maximising the use of frontages on outward facing sides of the building. Any future planning applications will include detailed design principles.
- 5.8 A response was issued to the query about a public event to clarify that the consultation did not include an event, and the respondent was invited to respond with comment by email or in writing instead.

## **6.0 Conclusions**

- 6.1 The addendum to the former Boddingtons Brewery Site SRF has been informed by the significant opportunity to locate a new Manchester College campus within the city centre boundary.
- 6.2 Redevelopment of the site presents an opportunity to create a new, mixed use and vibrant destination as part of an extended city centre and aligns with neighbouring regeneration of the Great Ducie Street site. As well as commercial, leisure and residential uses, it will deliver a high quality educational campus critical to supporting the long term growth of the city and city region economy.

- 6.3 The proposal to include a city centre campus for The Manchester College in the SRF area was generally supported in the consultation responses. This, along with the importance of public realm, connectivity and accessibility, supporting sustainable travel and a quality environment for users across the site, was welcomed.
- 6.4 The suggestion for a specific campus travel plan is noted and has been shared with The Manchester College.
- 6.5 No amendments to the draft updated SRF are proposed arising from the consultation.
- 6.6 Recommendations appear at the front of this report.

## **7.0 Key Policies and Considerations**

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

- 7.1 The site has the capacity to create a significant number of new jobs, educational and training opportunities, and apprenticeships as well as residential and leisure opportunities. In addition, there is a commitment to ensure that design standards throughout the development will comply with the highest standards of accessibility.

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

- 7.2 N/A

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

- 7.3 If the SRF Addendum is approved by the City Council, it will become a material consideration for the Local Planning Authority.

**Figure 1:** Former Boddingtons Site Showing Phases of College Development, Extent of Public Realm and Site of Proposed Multi-Storey Car Park



**Figure 2:** The range of public space and public realm across the whole of the Former Boddingtons Brewery Site

