



# Eastlands Regeneration Framework

July 2011

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**EAST MANCHESTER**  
IT ALL ADDS UP

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## Foreword

In March 2010 I, along with Sir Richard Leese, Leader of Manchester City Council, and Garry Cook, the Chief Executive of Manchester City Football Club (MCFC), signed a Memorandum of Understanding (MOU) that committed each partner to work together to create a transformational plan for the area around the City of Manchester Stadium.

A Joint Development Board was formed between the three parties that has collectively harnessed the respective strengths of each of the partners: the parties' land ownerships, the Council and New East Manchester Ltd (NEM)'s track record in regeneration and access to public funding; and Manchester City Football Club's commercial leverage with brand partners and its track record of investment in all aspects of the Club's development.

The commitment of Manchester City Football Club to East Manchester encouraged New East Manchester Ltd to undertake a mini-review of the existing 2008–2018 East Manchester Strategic Regeneration Framework to ensure that the benefits flowing from this partnership were recognised and maximised.

Working with Urban Strategies, New East Manchester Ltd has taken the lead on this review and has developed this document – the Eastlands Regeneration Framework – to help not only to guide a wide range of actions and activities that will emerge within the Eastlands area immediately adjacent to the City of Manchester Stadium and to provide a robust framework for responding to planning applications, but also to help guide future investment priorities in the surrounding areas that neighbour Eastlands.



The draft Eastlands Regeneration Framework was the subject of extensive consultation in the Spring and early Summer of 2011 with residents, businesses and landowners in and around the City of Manchester Stadium. On behalf of New East Manchester Ltd I would like to express my thanks for and welcome the time and the energy which all of those individuals and organisations have given to provide us with their views and opinions on the proposals contained within the Framework.

The outcomes of the extensive consultation undertaken was that the priorities that were set out within the draft Framework commanded widespread support. We have made some amendments to reflect the comments we have received and I believe the resulting document is a lot stronger for those inputs.

Having been approved by New East Manchester Ltd, Manchester City Council and Manchester City Football Club, the Eastlands Regeneration Framework will now shape our priorities and actions over the coming years, helping to add considerable momentum to the very significant transformation of East Manchester that has already been achieved over the last 15 years, and enabling businesses, local residents and visitors to benefit from future investment opportunities.

**Simon Bate**  
Chair, New East Manchester Limited,  
July 2011

## 1 Introduction

**1.1** This regeneration framework has been prepared by Urban Strategies Inc. at the request of New East Manchester Ltd in the light of the need to bring forward regeneration plans for Eastlands following the Memorandum of Understanding signed on 12<sup>th</sup> March 2010 between MCFC, New East Manchester Ltd and the Council.

**1.2** The brief for this regeneration framework requested a document that was compliant with the 2008–2018 New East Manchester Strategic Regeneration Framework, as well as local, regional and national planning policy.

**1.3** Public and stakeholder consultation on the contents of a draft of this document was authorised by Manchester City Council's Executive on 16<sup>th</sup> March 2011 and the board of New East Manchester on 4<sup>th</sup> April 2011. Following these approvals the draft Framework was subjected to a period of consultation with residents, businesses and landowners in and around the City of Manchester Stadium.

**1.4** This document is intended to supplement the 2008–2018 East Manchester Strategic Regeneration Framework, particularly in relation to Eastlands and its immediate environs. Following consultation, the revised final version of this document was considered for endorsement by Manchester City Council as a material consideration for development control purposes and by New East Manchester Ltd as a guide to the regeneration of Eastlands and its environs within East Manchester.

## 2 A vision for Eastlands

**2.1** This regeneration framework sets out a future vision for Eastlands that builds on the extensive and successful investment in sports facilities and neighbourhood regeneration undertaken in East Manchester over the past 15 years.

It represents guidance for the next generation of private and public investment that will realise the following overall ambitions for Eastlands and the wider East Manchester area:

- To confirm and expand the area's role as a national and international destination.
- To strengthen the area's focus on sports and recreation.
- To increase community access to sports facilities.
- To develop the area's accompanying leisure and entertainment provision.
- To build on opportunities presented by the opening of Metrolink in 2012 and its further expansion across the conurbation that will expand the local catchment area and linkages to employment.
- To strengthen the pedestrian and cycle connections of the area with the rest of the city.
- To undertake the regeneration in a way that supports Manchester's Green City programme.

**2.2** Eastlands is a large area of formerly heavy industrial land that is midway through a dramatic transformation. The electricity and gas generating plants and coalmines that characterised the site have been replaced by a complex of world-class sporting facilities brought forward for the 2002 Commonwealth Games. Mill buildings along the canal have been reinvented as residential and commercial accommodation. The tired housing estates of the wider area have been steadily rejuvenated and augmented with new housing. Central Park has provided new office space to the north and new educational facilities have been added throughout the area. Collectively these initiatives have set a clear new direction for East Manchester. Property values are increasing and there have been improvements in social indicators of employment, education and health across East Manchester.

**2.3** The next phase of development for Eastlands is crucial to drive economic success for the wider East Manchester area.

**2.4** At the core of this next generation of investment are the emerging opportunities for Openshaw West, the area to the south and east of the City of Manchester Stadium. Subject to due diligence work which is still underway, this new regeneration framework promotes the replacement of a large area of derelict and/or underused industrial land with a modern development that focuses primarily on new football and community facilities. Work has already commenced to address the contaminated state of this site through a comprehensive remediation programme in tandem with work by the Football Club to help preserve local employment by seeking to relocate local businesses. The scale of this proposal should stretch across Eastlands, beneficially impacting a range of adjacent development sites, for which the complex's flagship brand quality and design opportunities should provide a substantial uplift.

**2.5** To the immediate north and west of the Openshaw West site are undeveloped sites around the City of Manchester Stadium. Development of the 'collar site' immediately east of the stadium will be stimulated by major public sector investment to remediate the site which is now complete and will help prepare it for development.

**2.6** Development of the sites to the north of the 'collar site' across the Ashton Canal should follow with a complex of commercial uses and structured parking. Over the medium to long term, commercial development opportunities should emerge on the western and northern side of the stadium in particular, which will facilitate the further expansion of the East Manchester employment base provided the proposals are commercially deliverable and therefore able to support the relocation of the existing sporting facilities.

**2.7** The existing sports facilities should be relocated over time to create a new cluster or community hub in the heart of the East Manchester community on Grey Mare Lane within Beswick, optimising access to the existing community facilities on Grey Mare Lane, anchored by The East Manchester Academy, the new Beswick Library and St Brigid's RC Primary School.

**2.8** The Velodrome has recently been expanded with the construction of the soon to be opened Indoor BMX Arena. Further expansion of cycling activity is anticipated with the linked development of cyclo-cross and related activities in Clayton Vale, transforming the eastern part of Eastlands into a world-class Velopark that will bring together elite and performance athletes along with local residents who wish to enjoy the experience of using these world-class facilities.

**2.9** The comprehensive development of the Eastlands estate will have a positive impact on a much wider area. There are potential development sites available for private residential, commercial, hotel and ancillary retail development in Clayton, along Ashton New Road and on the Alan Turing Way corridor with the visibility, accessibility and scale to extend the impacts of this transformation.

**2.10** To the north of Philips Park stretches a large area of vacant or underused industrial land and buildings up to the new Central Park development for which a new future with modern employment, media and green industry activity is envisaged. Increased levels of activity in Eastlands will provide a more favourable environment for development in the Holt Town area to the west. The park and heritage area around Clayton Hall offers a distinct urban environment that can capitalise on increased visitor numbers.

**2.11** This regeneration framework provides the guidance necessary to guide this next round of investment to deliver the maximum benefit for East Manchester and the city as a whole. It provides a description of the general use, design, character and phasing of each of the principal initiatives and surrounding opportunities, as well as guidance to secure their optimal development.





### 3 Eastlands: the strategic context

#### The city of Manchester: a premier destination

3.1 Eastlands is a remarkable success and sits within the wider transformation of Manchester, the original modern city, now the regional capital for England's north west and recognised as one of Europe's most exciting and dynamic cities. With a diverse population of almost half a million people, the city of Manchester is located at the heart of Greater Manchester, the largest conurbation outside London. The Greater Manchester sub-region, which has a resident population of over 2.5 million and a combined Gross Value Added (GVA) of £42 billion, accounts for over a third of the north west's economic output.

3.2 Manchester's competitive position is underpinned by a number of key assets, including:

#### Significant and growing leisure and tourism sector

3.3 The importance of leisure and tourism to the Manchester economy is increasing, underlining the significance of the opportunities presented by Eastlands with its great potential to become a truly sustainable destination with a range of commercial and visitor facilities. Greater Manchester currently welcomes some 93.4 million visitors a year<sup>1</sup>, and Manchester is the second most popular city in England after London for international visitors. The latest research indicates that the tourism industry in Manchester was worth approximately £1.74 billion in 2008 and £5.52 billion across the Greater Manchester conurbation<sup>2</sup>. In the lead-up to the 2002 Commonwealth Games, Manchester saw a steep change in the range and quality of cultural and leisure facilities in the city, which include the Manchester Evening News Arena, The Bridgewater Hall,

Urbis, a major extension to the City Art Gallery, and Manchester Central, the premier conference and exhibition facility in the North of England, attracting a number of major conferences. The city is also home to the world's first festival of original work by international artists – the innovative Manchester International Festival. Eastlands represents an opportunity to build on these attractive assets and anchor the tourism industry in Manchester.

#### Thriving regional centre and national destination

3.4 Manchester City Council has driven the physical and economic renewal of the regional centre through the development and implementation of a strategic framework for sustained regeneration, investment and service improvement to ensure that Manchester maintains its position as the nation's leading regional centre and that it can successfully compete as an international investment location and visitor destination.

#### Dynamic private sector

3.5 With a thriving private sector, the city is a leading business location and has been recognised as the best British city in which to locate a business after London in the recently published European Cities Monitor report<sup>3</sup>. Sixty-five of the FTSE 100 companies now have a presence in the Manchester City Region, and approximately forty per cent of the north west's top 500 companies are based here.

#### Mobile and skilled workforce

3.6 The Manchester City Region offers a high-quality and growing workforce of some 6.4 million within an hour's drive of the city. There is access to a pool of skilled people across a wide range of industries, and 100,000 students in five Higher Education Institutions across Greater Manchester.

#### Manchester International Airport

3.7 Manchester's airport is the UK's third largest and the primary gateway for the north of England, serving 200 destinations worldwide. Direct flights serve all of Europe's major cities and the airport provides long-haul routes to North America, the Middle East, Asia and Australasia. At present the airport serves some 22 million passengers a year, forecast to rise to 50 million by 2030.

#### Manchester – sports capital of the UK

3.8 Manchester's pre-eminence in football is represented by the presence of two of the leading teams in England, Europe and the world, with two other Premier League football teams located elsewhere in the Manchester City Region. Other major sports such as rugby league, rugby union and cricket also have a significant presence. Eastlands is home to the National Cycling Centre and has established itself as the home for the British Cycling Team, a position that will be further strengthened with the opening of the Indoor BMX Arena. The latter will bring benefits to Philips Park, such as increased activity and recreational opportunity.

3.9 Investment in new football facilities and other sporting infrastructure around the City of Manchester

Stadium will be matched by the creation of a significant cluster of community-accessible sports and recreational facilities, creating a unique sports corridor along the length of Alan Turing Way.

#### Extensive transportation network

3.10 Manchester is within two hours' drive time of some 15.6 million people. With four mainline stations, the city is well connected to the national railway network, and the existing commitments to the extended Metrolink system will provide excellent public transport links across the conurbation. Direct links to Eastlands will become operational in 2012.

3.11 All of these factors combine to position Manchester as one of Europe's premier business, sporting, leisure and tourism destinations. Because of its many locational and market attributes, there is a great opportunity to enhance this position through investments that improve the tourism offer, which include new visitor attractions and facilities that will broaden Manchester's appeal to visitors. Eastlands is ideally located just minutes from Manchester city centre, and has the right foundation to help Manchester realise the full potential of its sports, leisure and tourism industry and broader economic and social development.

Images from left to right:  
— Spinningfields (photo by Tony West)  
— The Bridgewater Hall  
— Central Manchester  
— The University of Manchester  
— Piccadilly Basin  
— Manchester Airport

1 <http://www.maketingmanchester.com/media/7889/facts-and-figures.pdf>. 93.4 million in 2008

2 Visit Manchester

3 Cushman & Wakefield 2010 European Cities Monitor



## East Manchester: a district of opportunity

**3.12** Eastlands is at the heart of East Manchester, which is the focus of a consistent long-term strategy for regeneration, led by New East Manchester Ltd. This area of the city was once home to traditional manufacturing industries on which the wealth of Manchester was founded. In the second half of the 20th century, much of the area's economic base was decimated by successive economic recessions and intensive competition from increasingly global markets. This left the area with a significant amount of brownfield land, vacant and underused buildings along with a low-value, low-demand housing market in a poor physical environment.

Images from left to right:  
— Eastlands: pre-Commonwealth Games  
— Eastlands: 2011  
— Sportcity Living, Clayton  
— The Way, Beswick  
— Beswick Library  
— The East Manchester Academy



**3.13** New East Manchester Ltd has been guided by successive Strategic Regeneration Frameworks (SRFs), the current one being the 2008–2018 East Manchester Strategic Regeneration Framework. The SRF sets out a long-term integrated regeneration strategy for East Manchester. Consistent with the SRF, New East Manchester Ltd has focused on the physical, economic, and social transformation of the area, delivering an agenda for restructuring the area and supporting the community so that East Manchester and its residents can make a more effective contribution to the economy of the wider city region. Since the establishment of New East Manchester Ltd, the spiral of economic and social decline has been reversed, with employment and people now returning to East Manchester.

**3.14** Key achievements within East Manchester include:

### Restructuring the housing market

**3.15** From a position of virtually no new housing development in 2000, there has been a steady stream of new developments in communities such as Beswick and New Islington. Almost 5,000 new homes have been completed in the past decade, adding considerably to the range and quality of the existing stock. The neighbourhoods immediately surrounding Eastlands offer a significant opportunity for accommodating further residential growth.

### Employment and investment

**3.16** Over 4,000 new jobs have already been created within East Manchester in the last 10 years. A number of regionally significant assets have been developed, which are now realising their potential to attract further investment and employment. Eastlands is among these major assets, which are helping to transform the image of East Manchester as a place to invest, and which has the potential to offer significant new employment opportunities for local residents.



### Education

**3.17** Significantly improved educational facilities and outcomes are one of the East Manchester success stories. New East Manchester Ltd and Manchester City Council have driven the transformation of the primary and secondary school offer within East Manchester to create a 21st century learning environment.

**3.18** East Manchester has now reached a turning point – the area has been stabilised and foundations laid that will enable it to make a significant contribution to the sustained growth of the city region economy going forward. Building on a strong foundation, New East Manchester, working with Manchester City Council and other stakeholders, will continue to support long-term renewal and focus on the outstanding requirements that must be addressed in order to develop East Manchester as a sustainable place in which to work, invest, live and play.



**3.19** Eastlands is a strategic priority site for NEM and Manchester City Council. It represents one of the largest physical and economic regeneration opportunities in the UK and its future development will play a critical role in underpinning the ongoing transformation and creation of a new economic base for East Manchester, enabling the area to make a significant contribution to the city region economy. It also has a critical role to play in creating the sense of place which can help change perceptions of East Manchester even further as a place to invest, and in promoting further regeneration across the eastern side of the city.



## The planning policy context

**3.20** The planning policy context for Eastlands includes the North West Regional Strategy, saved policies from the Unitary Development Plan (UDP) for the city of Manchester and the emerging Core Strategy which is set to replace elements of the UDP. Also of relevance at a national level are Planning Policy Statement 1 – Delivering Sustainable Development, and Planning Policy Statement 4 – Sustainable Economic Development.

**3.21** The Regional Strategy stresses the need to focus development in a way that promotes regeneration (DP2, DP6) and also underlines the potential for growth through culture and tourism, particularly through the region's sporting assets (W1, W6, W7). Eastlands lies within the regional centre, and as such also benefits from policies that support investment in leisure, retail, culture and tourism (MCR1, MCR2).

**3.22** The relevant saved key policies in the UDP, EM1 and EM11, are clear that leisure and ancillary uses would be appropriate at Eastlands as part of a mixed-use development which includes the existing international sports facilities.

**3.23** Policy EM11 specifically identifies Sportcity (Eastlands), which includes the District Centre as a major focus for regeneration activity on previously developed land. It acknowledges that Sportcity (Eastlands) is located in a strategic position at the heart of East Manchester with excellent infrastructure and proposed transport links to the city centre, adjacent areas and the national motorway network. Policy EM11 further states that within Sportcity (Eastlands), development will be permitted which includes international sports facilities and mixed use along Alan Turing Way. The area fronting Alan Turing Way adjacent to the City of Manchester Stadium is suitable for a mix of uses, including a hotel, leisure and other commercial uses.

**3.24** The emerging Core Strategy builds on the aforementioned policies and reaffirms Eastlands as lying within the north west's regional centre for finance, commerce, retail, culture and leisure.

**3.25** Along with the district centre, Eastlands is identified as a focus for major national and regional sporting events. It is a growing destination with further opportunities for significant employment creation vital to local people and for adding value to the city region.

**3.26** The emerging Core Strategy further identifies Eastlands as one of the key locations for major employment growth where development proposals should:

- Have regard to climate change resilience demonstrating how CO<sub>2</sub> emissions will be minimised.
- Ensure design makes the best possible use of a site or building in terms of efficient use of space, etc.

**3.27** Policy EC3 of the Core Strategy states that in relation to the regional centre development for employment, generating uses will be appropriate provided that:

- They are in locations that are well connected by sustainable transport.
- The scale and type of office development does not undermine delivery of employment space in the city centre.

**3.28** It also states that the regional centre is an appropriate location for large leisure uses for which city centre sites are unsuitable.

**3.29** Within the context of the regional centre, housing is also identified as an appropriate use, although it should complement the development of mixed-use employment areas.

Image:  
— East Manchester in a city context

**3.30** Aside from the general policies relating to the regional centre, the Core Strategy also includes a specific policy relevant to Eastlands.

**3.31** Policy EC7 identifies Eastlands as a strategic employment location, the heart of which is the City of Manchester Stadium, the Eastlands District Centre and the Velodrome, but it also includes the Openshaw West site and surrounding environs.

**3.32** Policy EC7 goes on to state that it is suitable for a major sports and leisure visitor destination with ancillary commercial, retail and hotels. Developments 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 flagship design.
- 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 and north Manchester communities by a choice of sustainable and public transport.

— Take advantage of the existing infrastructure on site and proposed improvements, such as Metrolink and digital infrastructure.

— Ensure opportunities to employ residents of the local communities are established with key partners.

— Acknowledge the importance of waterways and canals such as the Ashton Canal in creating a sense of place and attracting investment.

— Have regard to flood risk through the Manchester-Salford-Trafford Strategic Flood Risk Assessment.

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

**3.34** Policy EC7 recognises that while further sites will come forward over the plan period, there are two sites that are currently the focus for development:

— The land around the City of Manchester Stadium, including the 'Collar Site' to the east and further land to the north and west provides an opportunity for a leisure, recreation and entertainment visitor attraction of national significance. A landmark design will be key to delivering such a prestigious development which, together with the existing developments within Eastlands, will not only create



a sense of place but will also ensure integration with the surrounding community. 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 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 Openshaw West site in the context of this overall vision is suitable for the development of a large facility incorporating football and community uses, linked to the operation of Manchester City Football Club. It could also include some ancillary commercial activity, the location of which should create links with the surrounding Eastlands location.

**3.35** The emerging Core Strategy recognises that Eastlands, as an area of key strategic importance, extends beyond the stadium and other existing sporting/leisure developments. The Core Strategy anticipates that sites around the stadium, not only those identified above but also land, for example adjacent to Openshaw West – will present opportunities to secure further regeneration benefits for East Manchester as a whole.





## 4 Ambitions for Eastlands: creating a high-profile urban place

**4.1** The vision for Eastlands must be to continue the transformation of a former heavy industrial area into an attractive and unique urban place of the highest quality, attracting internationally renowned high-profile sports, entertainment, leisure and commercial uses.

**4.2** The strategic development ambitions for Eastlands can be summarised as follows:

- Expand a world-class sports destination.
- Introduce destination leisure and recreation facilities.
- Capitalise on regeneration investment.
- Support Manchester's Green City initiatives.
- Create a distinctive sense of place.
- Deliver improved social and economic outcomes.

### Expand a world-class sports destination

**4.3** Eastlands is already home to nationally and internationally significant sports facilities.

**4.4** An opportunity exists to enhance this role through investment by Manchester City Football Club, primarily in football and community facilities at Openshaw West.

**4.5** The existing cycling facilities at the Velodrome are already undergoing expansion with the construction of the new Indoor BMX Arena and potential also exists for cyclo-cross to be established in Clayton Vale, thereby creating a world-class Velopark and confirming Eastlands as the home of British Cycling.

**4.6** In keeping with the existing policy framework and the emerging Core Strategy, the ongoing development of sports facilities at Eastlands will:

- Ensure the greatest possible community access to sports facilities compatible with their high-performance training functions.
- Expand the range of world-class opportunities for the training of high-performance athletes.
- Recognise the connections between redevelopment of the Openshaw West site and the City of Manchester Stadium.
- Create a new hub of community and sports facilities along Grey Mare Lane in Beswick focused on land adjacent to The East Manchester Academy and Beswick Library.
- Continue expansion of the full range of cycling-related activities to create a world-class Velopark.
- Protect the long-term expansion potential of the City of Manchester Stadium.

### Introduce destination leisure and recreation facilities

**4.7** The development of a destination leisure and tourism attraction is a key component of the overall strategy for securing the comprehensive development of Eastlands and represents an opportunity to introduce to Manchester an internationally distinctive concept in leisure provision. This should set new standards in terms of content, scale and customer experience, maximising the opportunity for local people to benefit from the future success of the site.

**4.8** A successful destination leisure and tourism attraction at Eastlands will:

- Be internationally distinctive in content and scale and will be set firmly within the context of the wider Eastlands facilities and the objectives of the East Manchester Strategic Regeneration Framework, Manchester City Council's existing and emerging planning policy framework, and regional and national planning policies.
- Be differentiated from but complementary to the offer in the city centre and from a regional scale leisure development.
- Offer an exciting experience that caters for all, including families, underpinned by a unique vision.
- Generate a significant number of additional visitors to Eastlands per annum.
- Offer a mix of world-class content that will animate the site all year round throughout the day and night time, all year round.
- Consolidate Eastlands' role as a destination of national and international significance.

### Capitalise on regeneration investment

**4.9** East Manchester in general and Eastlands in particular have been the recipients of a significant and sustained regeneration investment programme over the past decade that is now yielding measurable social, economic, educational and health benefits. Moving forward, existing and committed investment in and around Eastlands will be leveraged in accordance with the following guiding objectives:

- Expand upon the great legacy of the Commonwealth Games and existing facilities.
- Ensure the investment in new football and other sporting facilities promotes and supports the emergence of a community-based sports and recreation hub in East Manchester.
- Capitalise on Metrolink investment by focusing development around transport nodes and promoting transport accessibility through pedestrian networks.
- Build on and support neighbouring regeneration activity.
- Provide a step change in the provision of local employment opportunities and amenities.

Images from left to right:  
 — Manchester City Football Club  
 — Velopark  
 — Ajax Amsterdam Arena  
 — Tourism and leisure attractions





## Support Manchester's Green City initiatives

**4.10** The comprehensive development of Eastlands will contribute significantly in bringing Manchester into the 'ecological age' in response to Manchester's Climate Change Call to Action and Green City ambitions. An Environmental Sustainability Framework has been developed to support the vision for Eastlands. Consistent with the themes and objectives set out in the framework, development in Eastlands will:

- Reinforce its health and fitness focus by facilitating pedestrian and cyclist movement and community access to sports and recreation facilities.
- Use valleys and canals as green infrastructure.
- Promote the use of public transport.
- Showcase best practices in green design and technology, including green roofs, living walls, innovative materials, water and waste management techniques.
- Introduce energy-efficient technology, including combined heat and power (CHP) facilities, where possible.
- Lead in the areas of environmental quality and natural resource stewardship.

**4.11** Eastlands also has the particular potential to lead in the provision of innovative waste management, water, and energy strategies. New development should prioritise the establishment of co-ordinated strategies for minimising waste and conserving resources. The implementation of infrastructure that will support the longer-term objectives for waste and resource management at both site-specific and area-wide scales should be considered in the planning and delivering of projects.

## Create a distinctive sense of place

**4.12** Eastlands will become a unique place where sporting activities and destination leisure activity and at all levels are combined with community-accessible facilities that contribute to neighbourhood regeneration objectives. A unique mix of employment and residential uses should transform the area, complemented by a full range of ancillary and appropriately scaled supporting retail uses.

**4.13** Particular development principles should:

- Establish a high-quality, multifunctional public realm network that defines a distinctive character for both Eastlands and the surrounding communities.
- Address the desirability for a new bridge linking Openshaw West to the rest of the stadium site.
- Create a high-quality address that is represented by appropriate landscaping and streetscaping to provide a competitive environment for office and employment space along Alan Turing Way.
- Take full advantage of the potential for commercial development opportunities on the eastern, northern and western sides of the stadium.
- Celebrate natural heritage and local amenities such as Philips Park, Ashton Canal, Clayton Vale, and the Medlock Valley.
- Develop new north/south green linkages through Eastlands where opportunity permits.
- Establish a clear urban movement hierarchy capable of supporting new uses while sensitively incorporating parking and existing road and rail infrastructure.

- Focus on Metrolink stations as important addresses and high-quality urban places of higher density.
- Introduce public art that reinforces Eastlands' unique identity within East Manchester and Manchester as a whole and which communicates its importance as a place for community and sport.
- Appropriately integrate ancillary retail, office and residential uses to maximise their mutually supportive potential.
- Ensure Eastlands can act as a catalyst for the ongoing regeneration of surrounding districts.
- Reinforce linkages to the city centre and surrounding neighbourhoods, such as Holt Town, Clayton, Beswick, Openshaw and Miles Platting.
- Develop creative solutions for addressing infrastructure challenges, such as the proximity of the gasometers, associated pipelines and existing road and rail infrastructure.

Images from left to right:  
 — Green Parking Structure, Miami  
 — Manchester Metrolink  
 — Delft University of Technology Library  
 — Medlock Valley, East Manchester  
 — Chelsea Embankment, London

## Deliver improved social and economic outcomes

**4.14** The 2008–2018 East Manchester Strategic Regeneration Framework (SRF) was developed with an explicit recognition that the physical transformation of neighbourhoods must be accompanied by related activities that directly impact on the quality of life of East Manchester residents and improve their social and economic prospects.

**4.15** The SRF set out a series of objectives and tasks for public sector partners to deliver if the wide-ranging ambitions set out for the ten-year period covered by the framework were to be achieved. The key outcomes that the SRF set were as follows:

- That education results in East Manchester schools consistently match and exceed national averages.
- That even more dramatic reductions in the levels of crime and antisocial behaviour that have been realised to date would be secured.
- That all adults, both young and old, have the aspirations, skills and confidence to be engaged and succeed in the labour market and that significant progress would be made in tackling the long-standing high levels of worklessness that have been prevalent in the area.
- That significant improvements would be made in terms of the overall health and wellbeing of all residents.
- That all residents actively contribute to vibrant and cohesive communities by valuing their neighbourhood and neighbours.

**4.16** The SRF recognised that such outcomes would only be secured if interventions are designed and delivered in a manner that recognises the complexity of many residents' lives and the challenging issues which contribute to poor performance, such as the direct and indirect impacts of alcohol and drugs on individuals and families; the impact of household and personal debt; the mental health of a significant proportion of residents; the need to provide diversionary activities through art, culture and sporting endeavours that engage, stimulate and motivate residents, particularly younger residents; and the need to put in place preventative actions to ensure that families are not put at risk.

**4.17** The Eastlands Regeneration Framework will provide significant opportunities for advancing the agenda for improving social and economic outcomes across East Manchester, and these will be taken forward through an accompanying Community Plan. The opportunities include:

- The creation of a high-quality sporting and leisure offer that is accessible not only to elite and performance athletes but also to local schools and local residents, helping to improve health and wellbeing across East Manchester.
- The creation of new local employment and active recruitment and training initiatives to increase the prospects of local residents securing jobs.
- The opportunity to strengthen the existing educational provision and performance in east Manchester, providing a high quality academic offer which caters for the needs of all young people, and using sports and education to reach disengaged groups
- Increasing and linking together green space across East Manchester.
- Acting as a major catalyst for driving forward and encouraging the retention of existing residents and

attracting new working households to live in the wider East Manchester area.

**4.18** The Eastlands Regeneration Framework will be rooted within the existing SRF approach to securing improved social and economic outcomes across East Manchester. The reach and impacts of the physical transformation of Eastlands and the surrounding areas that will benefit from the next generation of investment will be profound, contributing very significantly to the long-term ambitions of reversing the social and economic decline of the area which affected East Manchester in the latter half of the 20th century.





## 5 A strategic framework for Eastlands

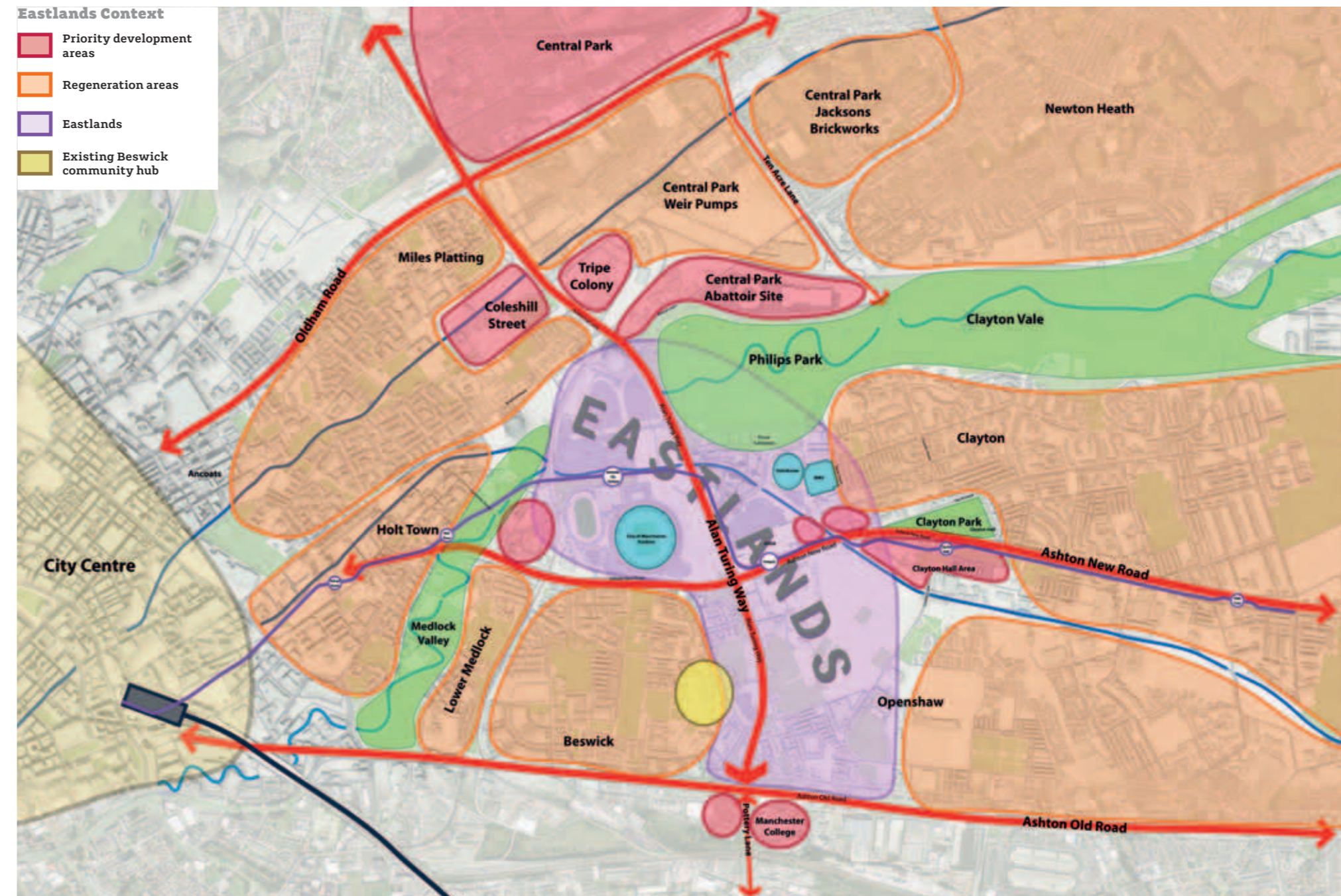
### The opportunity

**5.1** At the heart of East Manchester the area around the City of Manchester Stadium – Eastlands – presents up to 80 hectares of opportunity. It is distinguished by remarkable natural and industrial heritage features, and significant Metrolink network investment, with three new stations being established – Eastlands City Stadium, Velopark and Clayton Hall – that can service Eastlands. Existing facilities are clustered north of the junction of Ashton New Road and Alan Turing Way, bordering on the neighbourhoods of Beswick, Clayton, Openshaw, Miles Platting and extending north to the historic Philips Park.

**5.2** When this area was selected as the site of the 2002 Commonwealth Games, significant land remediation was undertaken and Eastlands underwent a major transformation as the City of Manchester Stadium, the Regional Tennis Centre, the Velodrome and the National Squash Centre were constructed. The new Indoor BMX Arena will open in August 2011. Major development opportunities exist around the City of Manchester Stadium on vacant and underutilised sites. New housing and retail uses have also been established in the period since the Commonwealth Games. The large area of predominantly vacant land in Openshaw West presents a huge opportunity for the southwards expansion of the sports character of Eastlands, reusing a former difficult-to-develop industrial area for which extensive sports activities are an optimal use. Transformation of this great, centrally located rectangle of land will spread beneficial effects widely across adjoining areas and neighbourhoods.

**5.3** The Eastlands area of influence extends well beyond its current boundaries. Great potential exists to embrace the natural landscape of the Medlock Valley, the listed Philips Park and the built industrial heritage of viaducts and canals to build a network for cycling, walking and running. This potential is significant in Clayton Vale, but also exists throughout East Manchester and should be explored to extend opportunities and to better integrate Eastlands into the fabric of the community.

**5.4** With a strong foundation in place, Eastlands is now set to play a much enhanced role, again as a key driver in a competitive and prosperous city region, but with a sharper private sector-led focus of investment and activity for a full range of world-class sports facilities and a sustainable variety of complementary entertainment, leisure, recreation, appropriately scaled ancillary retail, residential and other uses.





## 6 Eastlands: proposed uses

**6.1** The regeneration framework for Eastlands recognises its distinct urban structure.

At its core are the City of Manchester Stadium, the associated sports facilities and the new opportunity presented by the Openshaw West site. Surrounding the core sites are a number of adjacent areas that will be beneficially impacted by the development of the core area. At a larger scale, the regeneration of Eastlands will have beneficial impacts across East Manchester.

**6.2** Proposals for the Openshaw West site when they emerge should sit within a wider Eastlands area to maximise their potential to stimulate development on the undeveloped areas around the stadium. Major opportunities exist on Alan Turing Way and Ashton New Road and should be seen to be part of the wider regeneration framework, given that their development potential will be greatly increased by the rise in activity generated by new sports and community investments. Most significant are the stadium collar site, immediately east of the stadium, the existing car parks to the north of the stadium, and in the medium to long term on the western side of the stadium.

Image:  
— Openshaw West



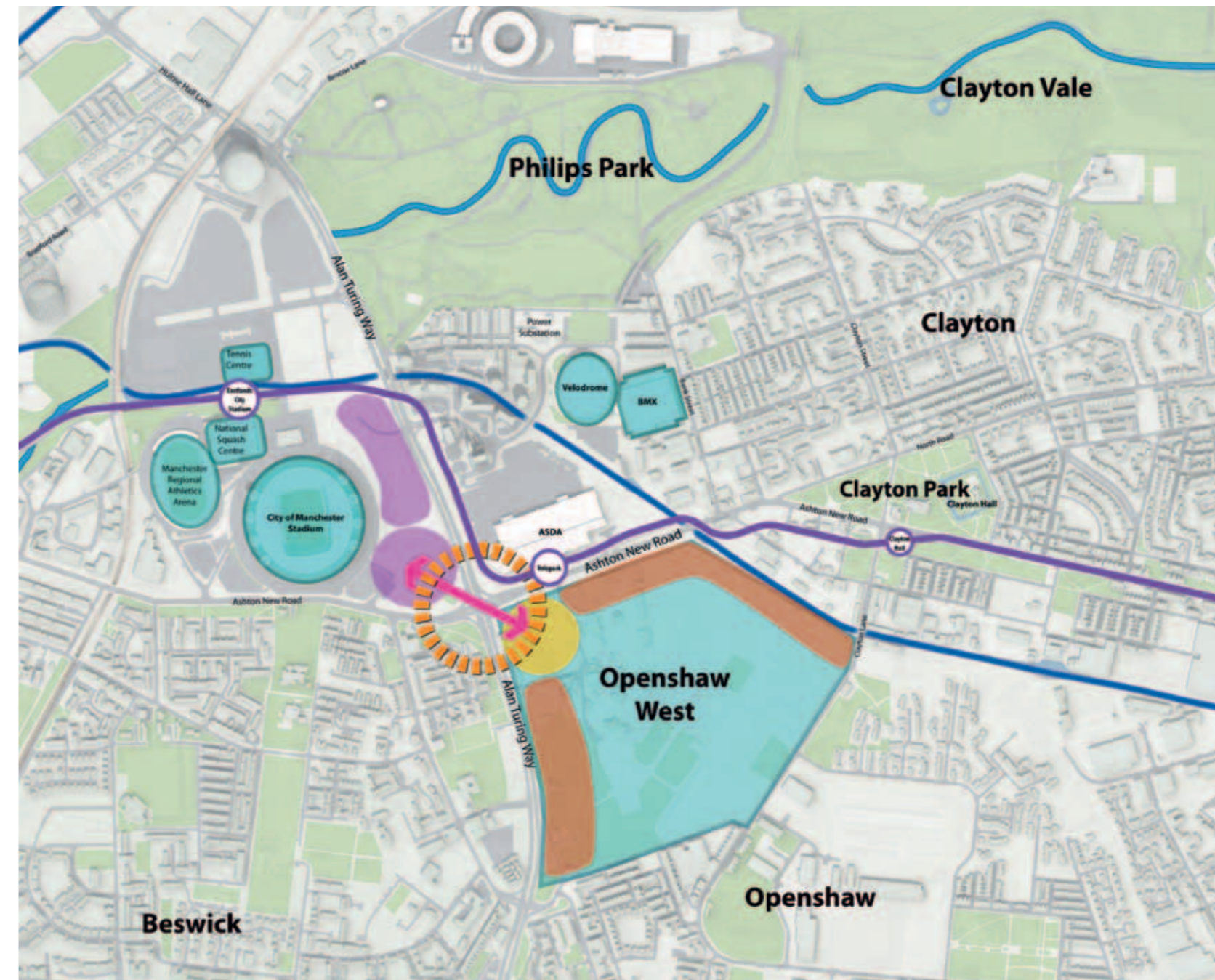
**6.3** The influence of significant new investment in the core and adjacent sites will have a spread effect on surrounding districts, such as the Beswick area, directly south of the City of Manchester Stadium, Holt Town to the immediate west, the Clayton Hall area to the immediate east and the industrial areas in Central Park to the north.

### The Openshaw West site

**6.4** Due diligence is due to be completed in July 2011, and subject to the satisfactory completion of this work this regeneration framework promotes the Openshaw West site as a location primarily for a range of football facilities for Manchester City Football Club and community facilities.

**6.5** The development of this large area of derelict and underused land to the south and east of Alan Turing Way and Ashton New Road for such purposes should be of such a scale that its energy and impact must be carefully directed to maximise its benefits for the site, the Eastlands area and the wider East Manchester context.

**6.6** On the site itself, the development of football and community facilities should be located and arranged to best advantage with respect to existing and potential developments and significant features. Once determined, the size and scale of MCFC's proposals should reflect optimal treatment of the site's edges. The former industrial site in Openshaw West is larger than Philips Park and the stimulative power of that image transformation should be extended across Eastlands. The sense of a high-quality, highly sustainable, green, modern quarter of the city benefiting from potential new investment should be strongly communicated to the outside world.



- Eastlands core sites**
- Potential commercial development
  - Potential development
  - Leisure/recreation/entertainment
  - Football and community facilities
  - Stadium/MCFC facilities connection



**Eastlands adjacent areas**

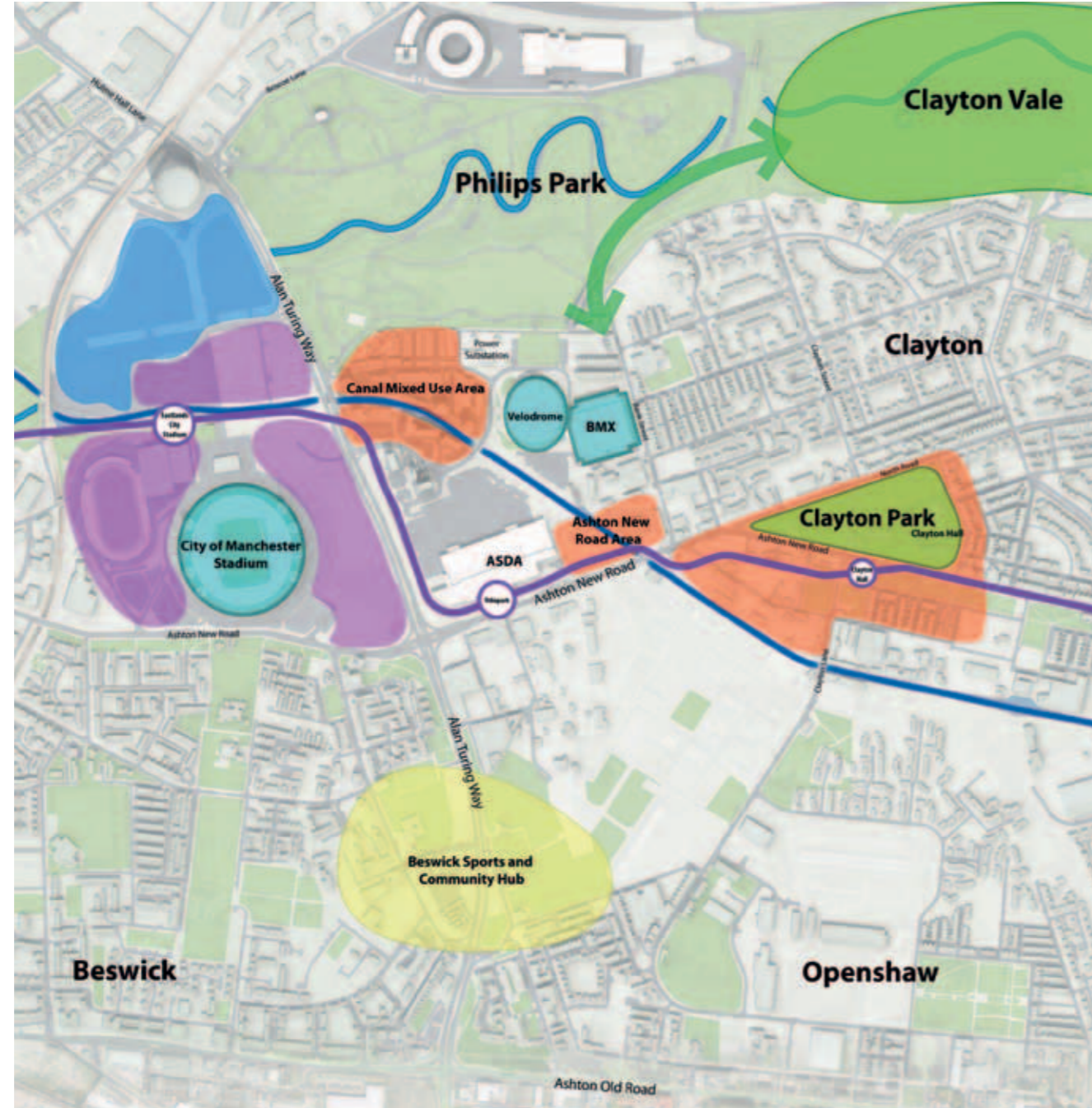
- Area development opportunities
- Sports facilities
- Commercial development
- Parking
- ↻

 Velopark link
- Beswick sports and community hub
- New cyclocross facility

**The stadium eastern 'Collar Site'**

6.7 The large 'collar site' south and east of the stadium has frontages on two major roads and is directly opposite Openshaw West. It should be occupied by a significant well-designed building that can act as a link across the major junction, to enable a physical and functional connection across the streets. A direct above-grade link should be examined, as this could offer a unique design opportunity and respond to the desirability of connecting Openshaw West and the range of facilities envisaged with the rest of the Eastlands site. The 'collar site' is an appropriate high-visibility and high-accessibility location for a major leisure, recreational and entertainment facility with an appropriate mix of other uses that can feed off and complement the activity generated by the stadium and new facilities in Openshaw West, while delivering significant regeneration benefits, including employment opportunities, for East Manchester.

Images left to right:  
 — Stadium eastern 'collar site'  
 — Artist's impression of BMX Centre, East Manchester  
 — Rotterdam Skatepark



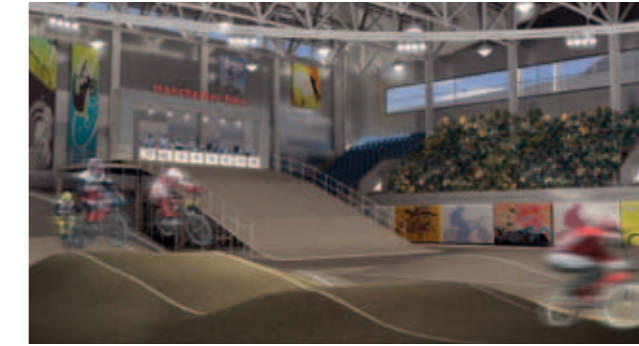
**North and west of the stadium area**

6.8 Detailed proposals must protect the long-term expansion potential of the City of Manchester Stadium. The area to the west and north of the stadium presents commercial development opportunities, either for the Club itself or for third parties.

6.9 The canal and Metrolink line and station provide a distinct and attractive design and development opportunity, perhaps of smaller scale and texture than exists to the south and east at the 'collar site' or the potential sites to the west of the stadium.

6.10 To the north of the canal are large parking areas serving the sports facilities. Their redevelopment would require some degree of parking replacement, potentially in multistorey car parks.

6.11 More significantly, development of the area is heavily influenced by the presence of gas holders and gas supply lines to the north and west of the car parks. In the longer term, these facilities may be relocated, providing an excellent, highly visible opportunity for a range of commercial development activities.



6.12 The potential for substantial commercial development opportunities on sites currently occupied by low-density sports buildings, such as the athletics arena and the squash and tennis centres, should be explored. Provided commercially deliverable plans emerge that are capable of supporting the relocation of these facilities, the opportunity should also be explored to enhance the scale of the sports and community hub centred on Grey Mare Lane of Beswick. The relocation of sports facilities would provide large flexible sites on the western side of the stadium for a wide range of high-activity uses at Eastlands while ensuring that the relocated facilities benefit from improved accessibility and synergies with other community uses in the immediate vicinity.



**Velopark**

6.13 The new Indoor BMX Arena represents another opportunity for significant improvement. In combination with the Velodrome it establishes the foundation of a world-class Velopark in the eastern section of Eastlands – something that should be augmented by the proposed cycling connections to Philips Park and the development of Clayton Vale as a world-class cyclo-cross facility.

6.14 The investment in new world class cycling facilities on the eastern side of Eastlands also provides a frontage onto Bank Street, which could be a stimulus for wider improvement to this residential area. Bank Street is the connection between Eastlands and the western side of Clayton and between Openshaw West and the Clayton Vale cyclo-cross opportunity. It and the adjacent viaduct should be re-imagined as a 'green street' to take advantage of that potential.

6.15 An opportunity still exists to integrate with Clayton through the development of a new residential corridor along Bank Street that focuses on new housing development along with the retention of and improvement to those homes where the costs and benefits of such investment would restore market demand on a sound value for money basis. New Homes should be family-oriented 3-4 bedroom units.



### **The Beswick Sports and Community Hub**

**6.16** The investment in football facilities on the Openshaw West site, along with the investment already made in the East Manchester Academy and Beswick Library on Grey Mare Lane, represent transformative investments in the heart of East Manchester. Significant public land ownership exists in this area, presenting the opportunity to strengthen and build upon the existing community, education and sporting facilities centred around the East Manchester Academy.

**6.17** Additions to the existing cluster of sports and community facilities within Beswick should be centred on the Grey Mare Lane – Bell Crescent junction, extending eastwards onto the lands on the south west corner of the Openshaw West site. The Eastlands Community Plan (and any subsequent amendments to this document) will provide the rationale and investment context for the sports facilities to be located in this hub.

**6.18** In bringing forward new facilities consideration will be given to providing an improved pedestrian experience and minimising the impacts of through traffic along Grey Mare Lane.

**6.19** Over the medium to longer-term many of the sports facilities currently located to the west and north

of the City of Manchester Stadium should, subject to commercially deliverable plans being developed and being consistent with the Eastlands Community Sports Plan, be relocated into the new Beswick Sports and Community Hub with a focus on maximising community access to these facilities and the connectivity between them.

### **Clayton Hall area**

**6.20** A significant opportunity exists to the east of Openshaw West, around Clayton Hall.

**6.21** A vision for this area would include all the lands between the canal and Ashton New Road as far east as the new Clayton Hall Metrolink station. That station will form an important part of the access provision to the Openshaw West site. Such a vision would connect the existing village, the wonderful but undervisited Clayton Hall, the canal and the associated open space areas, all as a part of a much larger mixed-use green vision for this section of East Manchester.

**6.22** Opportunities to deliver further development and regeneration between Ashton New Road and the canal in a manner that fully supports and complements the wider vision for Eastlands should be explored. A design and development plan, targeted at hotel, retail uses of

an appropriate scale, and residential uses benefiting from the area's expanding sports, recreational, tourism and hospitality uses, should also be considered. The presence and environmental quality of the Ashton Canal and its bordering uses should be improved in the way that is characteristic of Manchester's established canal districts such as Castlefield.

### **Openshaw**

**6.23** The Openshaw West residential neighbourhood, is one of the most isolated and fragmented districts in East Manchester. It should continue to function as primarily a family-oriented residential area. Fragmented land development, receding employment uses and remnants of a previous transport infrastructure have resulted in some smaller isolated developments with poor relationships to the wider area.

**6.24** A mixture of housing renewal and development will be required with an emphasis on stabilising and improving conditions across the neighbourhood. New housing should reconnect areas and extend the grid street pattern where possible, to promote greater neighbourhood cohesion. New homes should be family-oriented 3-4 bedroom units.

**6.25** With new football and community facilities centred on the site of the former Clayton Aniline chemical factory the neighbourhood will now be provided with much better frontage along the Clayton Lane – Wilson Street Corridor. Care must be taken in its design and landscaping not to make this the 'back door' of the football and community facilities but rather a good quality address street.

### **Beyond Eastlands**

**6.26** The potential MCFC investment in Eastlands represents a major new impetus to the repositioning and re-imaging of East Manchester initiated by the Commonwealth Games and the regeneration of Beswick, Miles Platting and the Ashton Canal corridor. To maximise the benefits of this investment, New East Manchester Ltd and its partners should consider some actions at the broader scale of East Manchester. These actions can be categorised as follows:

#### **i) Alan Turing Way**

**6.27** The significance of Alan Turing Way as a principal axis of quality and investment in East Manchester will be considerably augmented by the development of Openshaw West. The design of the site and of other new developments at Eastlands should emphasise its transformational character. The anticipated installation

of next-generation access broadband to Eastlands suggests other opportunities should emerge along Alan Turing Way. Emphasis should be placed on employment and commercial uses that can take best advantage of this potential connectivity. Behind the immediate quality frontage desired, the axis offers large, relatively inexpensive sites that could house the media, communications and digital design industries that are increasingly being attracted to the region.

**6.28** At the southern end of Alan Turing Way, large underutilised sites exist at the Pottery Lane junction with Ashton Old Road. Their future should be considered in the light of Alan Turing Way's enhanced role. The expansion of Manchester College out to Pottery Lane suggests the potential for an employment hub taking advantage of improved access, technology and visibility.

#### **ii) Metrolink stations**

**6.29** If Alan Turing Way is the north/south axis, then the Ashton Metrolink line is the east/west equivalent. The new line represents a very substantial investment and it is essential that the development patterns of East Manchester should be managed to take best advantage of the accessibility and image it represents.

**6.30** As indicated earlier, the Clayton Hall Metrolink station should become the centre of a development hub

that is brought forward as a result of the development of Manchester City Football Club's investment opportunity in Openshaw West. A comprehensive re-imaging should be undertaken to accommodate associated commercial, hospitality and higher quality residential development that is fully integrated with and provides major benefits to the neighbouring communities in Clayton and Openshaw.

**6.31** The Eastlands City Stadium and Velopark stations are already surrounded by significant development and their role will be augmented by future development at Eastlands. Attractive, clear pedestrian routes from the stations to major destinations need to be developed, using the canal corridor wherever possible.

#### **iii) Holt Town**

**6.32** Holt Town station should be treated as the focus for any development in that area. If the potential for early comprehensive residential redevelopment has been delayed by the recession, other forms of development should be considered. Given the area's proximity to the city centre and adjacency to Eastlands, the canal corridor and Metrolink, the development strategy for the Holt Town area should be reconsidered in the event of a major destination attraction being located at Eastlands. There are other lands in the immediate area, such as the industrial land on the edge



of Holt Town, which should be expected to become prime development opportunities within the context of a new vision for Eastlands.

**iv) Central Park**

**6.33** At the north end of the Alan Turing Way axis, the success of the Sharp Building’s conversion to business incubator space for creative and digital media companies and the demand for sites in Central Park indicate the beneficial impacts of improved infrastructure. A wider strategy would consider the potential of underused sites in the Ten Acres Lane area, extending south to the abattoir site on Riverpark Road. The availability of Next Generation Access Broadband connectivity should underpin such strategic considerations along with work to determine the future demands for power and the provision of new sustainable energy sources.

**6.34** The Coleshill Street frontage of Miles Platting on the Rochdale Canal also offers similar large-scale opportunities, and again should be largely dedicated to non-residential development.

## 7 The design directions for Eastlands

**7.1** Previous sections have laid out the strategic land use objectives for Eastlands. This section describes the desired urban design and open space directions for the area and its subdistricts.

### Re-imagining Eastlands

**7.2** Realising the vision for Eastlands requires solutions for addressing the challenges of its industrial heritage and locational constraints. Significant public sector investment has already been made to remediate the collar site, and additional investment may be required to support land remediation and site preparation for other areas of former industrial land. Design solutions are necessary for creating an enhanced street image of the new Eastlands, for establishing an efficient and attractive circulation network between facilities for vehicles, cyclists and pedestrians, and for addressing the physical infrastructure and natural heritage features that currently isolate the facilities at Eastlands from nearby neighbourhoods. To support high-quality desirable places and destinations, Eastlands must also overcome the problems caused by large, isolated facilities, with large surface parking provision and a road circulation network designed primarily for large events and commuter traffic.

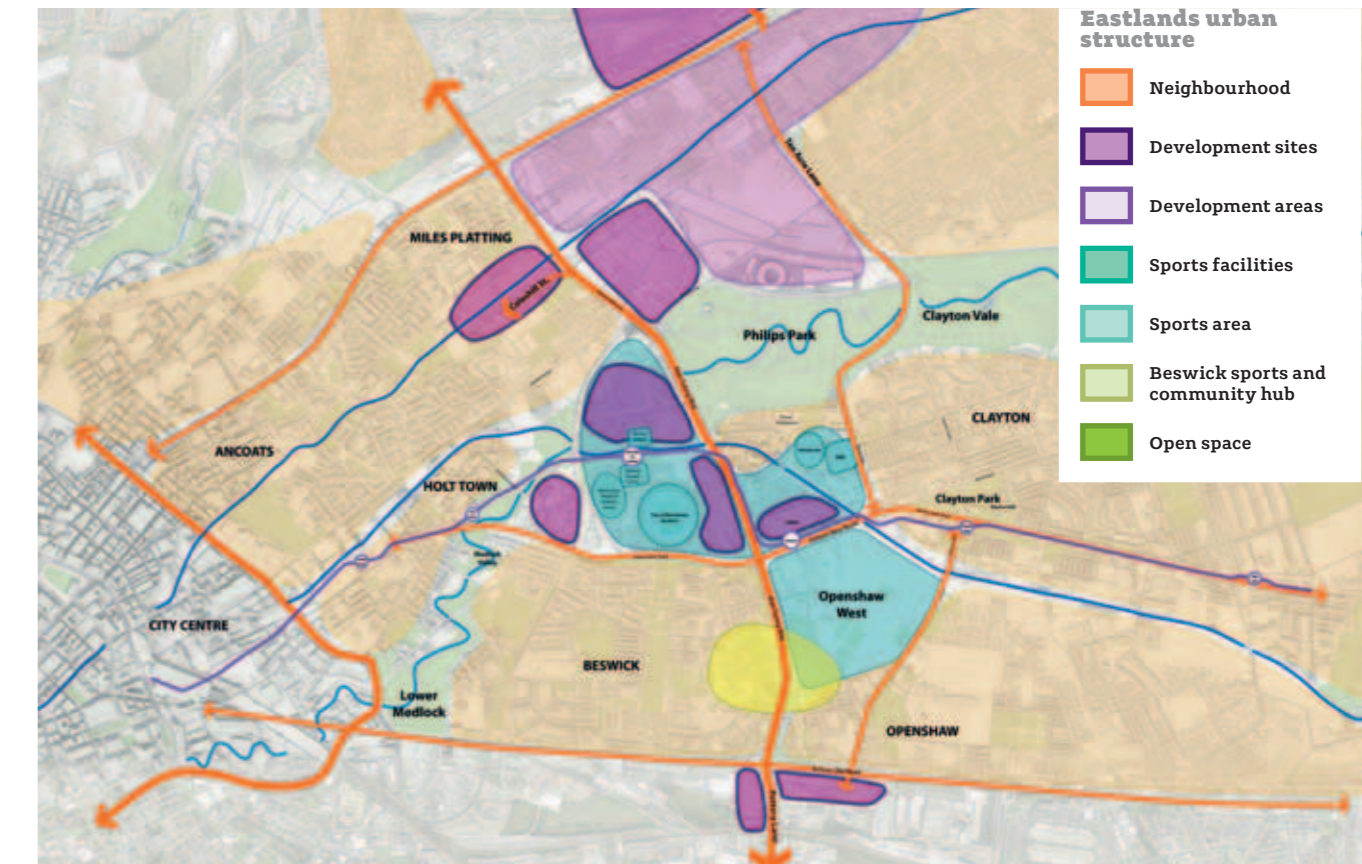
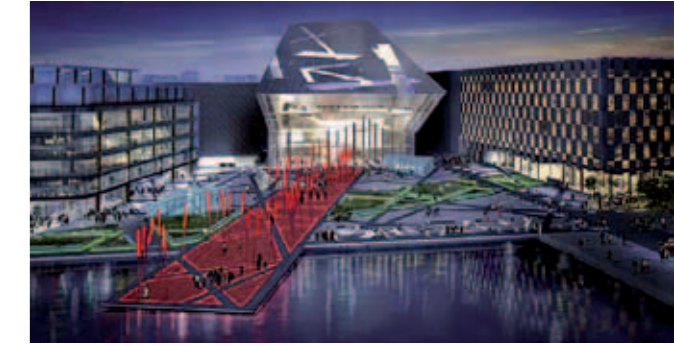




Image:  
— Pittsburgh riverfront

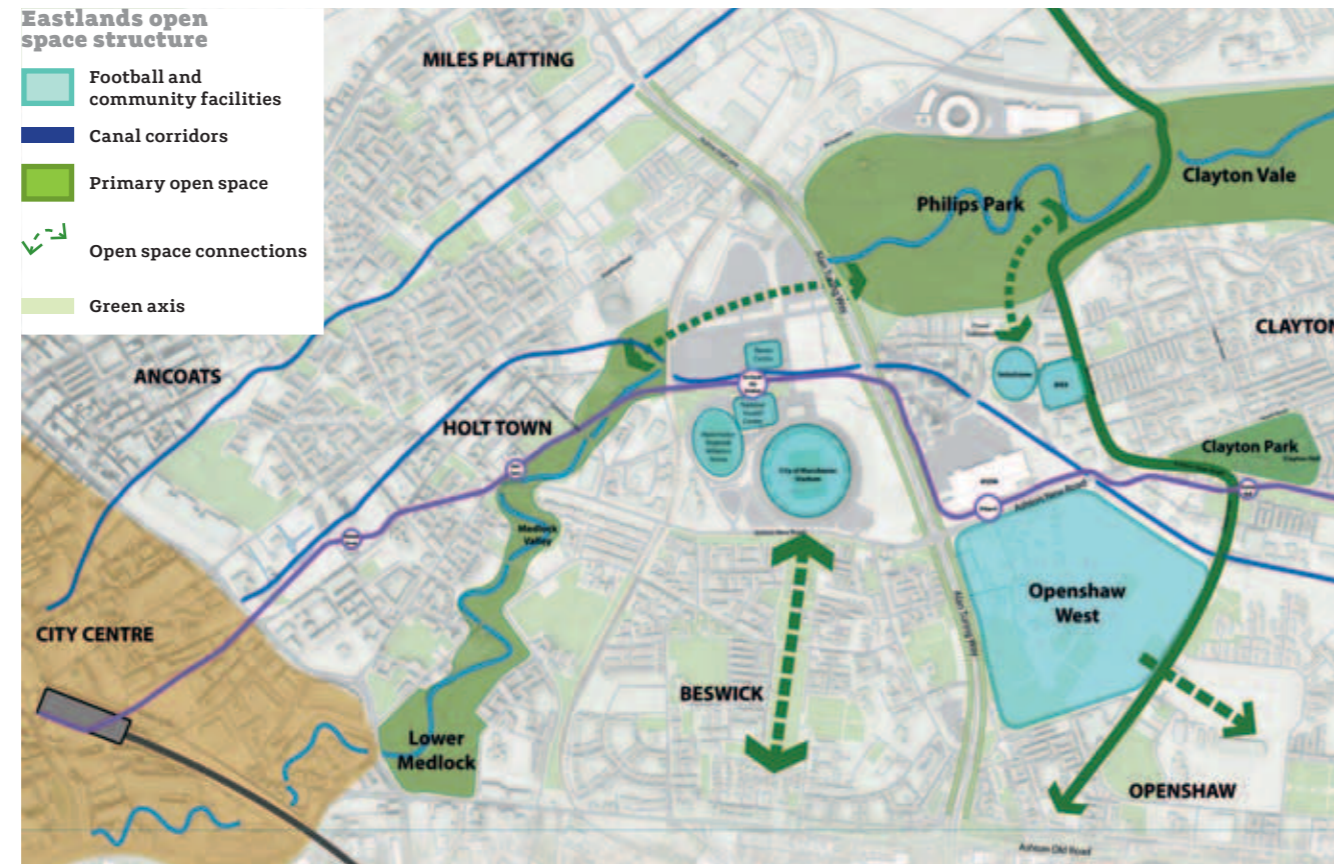


Images left to right:  
— Parc De Bercy, Paris  
— Grand Canal Square, Dublin



### Open space structure

7.3 Eastlands features good parks and natural assets and development investment in the area should work with these assets to increase their visibility and accessibility. The River Medlock valley runs right through the site and development of the car park area north of the stadium should provide a strong green pedestrian and bicycle linkage as well as acknowledge in landscape terms the river buried in a culvert below. The proposal for the cyclo-cross park in Clayton Vale provides the opportunity to link that area directly to the Velopark and improve activity and amenities in the eastern sections of Philips Park. Development in Holt Town should support the restoration of the river valley landscape and trail system.



7.4 East/west open space linkages in Eastlands are relatively strong. North/south linkages are weak. The potential green corridor from Ashton New Road to Ashton Old Road through Beswick should be created in the process of area regeneration, linking the stadium and associated sports facilities to neighbourhoods in the south. The emerging football and community facility proposals for Openshaw West represent a huge green presence in the middle of Openshaw, to which the somewhat isolated industrial and residential districts to the east and south should respond in their future design.

7.5 In keeping with the East Manchester Sustainability Framework and the City's overall tree strategy, the principal streets of Eastlands – Alan Turing Way, Ashton New and Old Roads and Oldham Road – should benefit from a tree-planting and landscape programme to emphasise the green character of the area. Landscaping along Alan Turing Way in association with new site development can develop its character as a unique green axis through the heart of Eastlands, linking the many sports and recreational facilities and commercial development opportunities.

7.6 A new north-south 'greenway' street could also be established along the axis of Ten Acres Lane/Bank Street/Clayton Lane.

### Core sites: The Ashton New Road/Alan Turing Way junction

7.7 The Ashton New Road frontage, and in particular the corner opposite the stadium, is probably the most important frontage of the site. It is the public face of the emerging proposals for football facilities and the point of contact with the City of Manchester Stadium, other sporting facilities, Metrolink, ASDA and associated developments. The corner should be designed as one unified element, ensuring maximum linkage to the stadium site and future adjacent investments. Building architecture, landscaping, pedestrian movement and special features must make this into a place, not just a road junction.

### Alan Turing Way

7.8 The Alan Turing Way frontage is the next most visible of the site frontages. The City of Manchester Stadium and other investments have already established this route as an axis of quality and that character must be continued south of Ashton New Road, forming a continuous link of quality and confidence from Oldham Road to Ashton Old Road. This frontage should feature good landscaping, contributing to the creation of a green axis and communicating a sense of what lies in the site. It should also feature well-made entrances to the stadium and sports facilities, and appropriately designed buildings within the Openshaw West development. Any over-street connection should be designed with architectural flair to celebrate the experience, not as a merely functional pedestrian bridge.



### Openshaw West

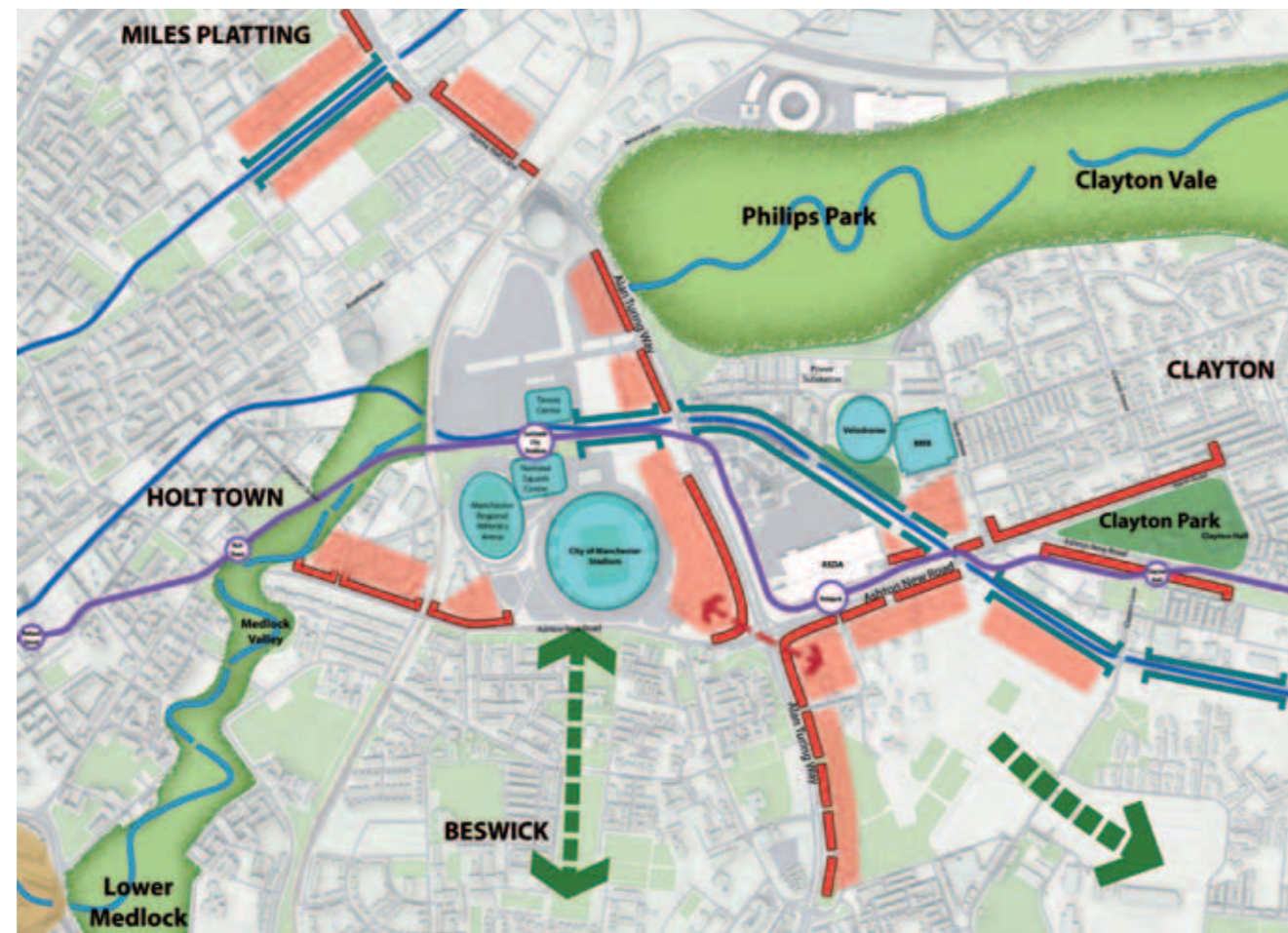
7.9 The scale of the Openshaw West opportunity should establish an entirely new eastern frontage along Ashton New Road, promoting wherever possible positive benefits for the wider Clayton area north of the canal, providing premium development opportunities, and significantly raising the quality of the environment for any adjacent residential development.

### Clayton Hall

7.10 The area around Clayton Hall, the park, local shops and the coming Metrolink station all present a great opportunity to establish the area as an 'urban village centre', given the proposals for Openshaw West and other Eastlands initiatives. The area on both sides of Ashton New Road where the bridge crosses the canal presents a unique design opportunity to provide for a gateway transition between this village and the major facilities to the west. It is important that the canal be opened up to play the beneficial role in this area, as canals have in other Manchester districts.

#### Urban design structure

- Key development sites
- Canal corridors
- Major street frontages
- Primary open space frontages
- Open space connections



## 8 Implementation Plan

### Phasing

8.1 This regeneration framework proposes a series of interventions that will build on the successes achieved in East Manchester to date. The comprehensive development of Eastlands will require the development of a robust phasing and commercial plan and the objective should be to have this in place for the autumn of this year and for this to be the subject of periodic review.

### Maximising the benefits

8.2 The initiatives outlined in the Eastlands Regeneration Framework are aimed at capitalising on and completing another round of major investment in large-scale development opportunities. The impacts of each initiative must be carefully managed to result in optimal outcomes for the Eastlands area, and for all of Manchester.

8.3 Reflecting the objectives of New East Manchester Ltd to create an attractive and unique urban place of international repute and a district making a unique contribution to Manchester with its high-profile sports, entertainment, leisure and commercial uses, planning obligations in the form of Section 106 and other agreements will ensure that the vision for Eastlands is achieved. Planning obligations may include the provision of community and social infrastructure, employment initiatives, transport improvements, public realm enhancement and related benefits.

8.4 Investments on the scale proposed in this framework will bring important benefits to the local area. As the various proposals move forward and further work is undertaken to detail development schemes, discussions on the potential Section 106 obligations will be undertaken to ensure the best outcomes for the area.

### Next steps: directions for action

8.5 The Eastlands Regeneration Framework establishes an overall vision and approach for moving forward with the next stage of development in this key district of East Manchester. Transformational major investments are anticipated and their beneficial impacts must be optimally directed. What follows is a short list of immediate actions that will build on this momentum and set New East Manchester Ltd and its partners on the path to delivering the vision:

1. Manchester City Council and New East Manchester Ltd will bring forward an Eastlands Community Plan that will set out a five-year plan to drive forward investment and jobs in new world-class sports and other facilities in the Eastlands estate, supporting community access and increased participation; new and improved educational facilities and training initiatives; and actions and services which link young people and local residents to new employment opportunities.
2. Through the existing partnership arrangements Manchester City Football Club, New East Manchester Ltd and Manchester City Council will bring forward proposals to deliver the football, sporting, community and commercial aspects of developing

the 80 hectare Eastlands site at a pace that is consistent with the ambitions of the Football Club, the need to sustain commercially viable propositions and the availability of public funding to underpin the sports and community proposals. In doing so the Partnership will identify the more detailed immediate actions and the longer-term work necessary for its implementation. The regeneration framework will be refined and detailed as individual actions, projects and initiatives are prioritised.

3. The Partnership will advance the regeneration framework, coordinate actions, set up an overall timetable, develop a common business plan and allocate action responsibilities.
4. The Partnership will identify strategic site acquisitions, open space initiatives, sports and recreation investments and other complementary strategic undertakings in the area to maximise the benefits of the new football facilities and other recent public investments.
5. New East Manchester Ltd should coordinate development of the planning and design guidance framework within which implementation can take place.

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