

## **Manchester City Council Report for Resolution**

<b>Report to:</b>	Executive – 14 March 2012
<b>Subject:</b>	Partnership with Manchester City Football Club and East Manchester
<b>Report of:</b>	The Chief Executive, the City Treasurer, the Chief Executive of New East Manchester Ltd, the Strategic Director of Neighbourhood Services and the Strategic Director of Children's Services

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### **Summary**

This report seeks approval to the Eastlands Community Plan that sets out a series of proposals building on the ambition of both the Eastlands Regeneration Framework and the 2008 – 2018 East Manchester Regeneration Framework to improve the quality of life outcomes for residents and strengthen the contribution East Manchester and its residents make to the City Region economy.

The 16<sup>th</sup> March 2011 Executive approved in principle a proposal to establish an "Eastlands Development Partnership" with Manchester City Football Club and its associated land holding and development companies to drive forward the comprehensive development of the now renamed Etihad Campus and its surrounding area. This report now sets out detailed proposals to the Executive to establish the various bodies that together make up the "Eastlands Development Partnership".

### **Recommendations**

The Executive is recommended to:

1. Approve the Eastlands Community Plan, that is appended to this Report;
2. Note that the proposals set out in Table 1 of the Eastlands Community Plan which require public sector support will be brought forward for Executive approval only when robust business cases and associated business plans have been developed to underpin the investment case, including where appropriate, evidence of private sector funding support;
3. Approve the proposal to bring forward a detailed Masterplan for the Beswick Community Hub and to note the intention to bring this plan to a future meeting of the Executive for endorsement prior to public consultation;
4. Note that the proposals for an East Manchester Sixth Form College are now being brought forward by the AGGS Academy Trust;

5. Note that no Commercial Plan for the Etihad Campus and surrounding area shall be finalised without the approval of the Executive.
6. Agree to the establishment of the "TopCo" Strategic Board Limited, the "JV" Development Company and the Eastlands Advisory Board on the terms set out in this report;
7. Nominate the Chief Executive and the Chief Executive of New East Manchester Limited as the first Directors of the "TopCo" Strategic Board Limited;
8. Appoint the Chief Executive, City Treasurer and the Chief Executive of New East Manchester representatives of the Council as shareholder in the "TopCo" Strategic Board Limited pursuant to section 323 of the Companies Act 2006;
9. Nominate the Chief Executive and the City Treasurer as first Directors of the "JV" Development Company Limited;
10. Appoint the Chief Executive and City Treasurer to act as representatives of the Council as shareholder in the "JV" Development Company Limited pursuant to section 323 of the Companies Act 2006;
11. Authorise the Chief Executive in consultation with the Deputy Leader to establish the Eastlands Advisory Board and invite representatives from key stakeholders to participate in this arrangement;
12. Agree the provision of the function of the "TopCo" Strategic Board Limited Company Secretary role shall be provided by the Council and authorise the City Solicitor to make the necessary arrangements to provide the Company Secretariat;
13. Taking into account information set out in a report on Part B of the agenda, agree the disposal of the Land known as "Collar Site" and shown edged red on the plan attached as Annex 2 to the "JV" Development Company for market value;
14. Recommend that the Council agrees to the investment of that part of the capital receipt remaining after repayment of grant funding to be invested in the "JV" Development Company and agrees to increase the Capital Programme for this purpose by an amount to be determined by the City Treasurer;
15. Agree that the annual running costs of the "TopCo" Strategic Board Limited shall be met from the English Partnership (HCA) Reserve Account;
16. Authorise the Chief Executive, the City Treasurer and the City Solicitor in consultation with the Deputy Leader to conduct and conclude negotiations to give effect to the above resolutions; and
17. Authorise the City Solicitor to take all steps and complete all transactions expedient to give effect to the above resolutions.

- 18 Agree that giving effect to the above resolutions will promote the social, economic and environmental well being of Manchester.

**Wards Affected:** Bradford and Ancoats & Clayton

Community Strategy Spine	Summary of the contribution to the strategy
Performance of the economy of the region and sub region	Proposals set out within the Eastlands Community Plan and the proposals to establish the “Eastlands Development Partnership” will provide the catalyst for further investment and employment in the area.
Reaching full potential in education and employment	<p>The next generation of investment at the Etihad Campus and into adjoining areas will facilitate the creation of a substantial number of jobs in a range of employment sectors.</p> <p>The proposal within the Eastlands Community Plan for a new Sixth Form College will help to strengthen the education offer within East Manchester.</p>
Individual and collective self esteem – mutual respect	The Eastlands Community Plan will encourage participation in sport which will enhance individual and collective self esteem.
Neighbourhoods of Choice	<p>The proposed developments are aimed at establishing the Etihad Campus and the surrounding area as a global destination and 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.</p> <p>The Eastlands Regeneration Framework and the proposals within the Eastlands Community Plan, will provide the opportunity to deliver appropriate additional sports and community facilities which will help ensure surrounding communities can secure benefits from future investment into the Etihad Campus and the surrounding area.</p>

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

- Equal Opportunities Policy

- Risk Management
- Legal Considerations

### **Financial Consequences – Revenue**

The annual costs of providing the Secretariat function of “TopCo” Strategic Board Limited are estimated to be £50,000 per annum and will be met from the English Partnerships (HCA) Reserve Account.

### **Financial Consequences – Capital**

The disposal of the Collar Site will result in a capital receipt. Details of the financial consequences of the disposal are set out in a report on Part B of the agenda.

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### **Background documents (available for public inspection):**

The following documents disclose important facts on which the report is based and

have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

- 2000 – 2010 East Manchester Strategic Regeneration Framework, Executive, March 2001
- Sportcity, Executive, 23<sup>rd</sup> July, 2008
- A Strategic Partnership with Manchester City Football Club, Executive, 24<sup>th</sup> March, 2010
- Eastlands, Executive, 16<sup>th</sup> March, 2011
- Partnership with Manchester City Football Club and East Manchester, Executive, 13<sup>th</sup> July, 2011
- Proposed City of Manchester (Corbett Street, Bradford) Compulsory Purchase Order 2011, Executive, 26<sup>th</sup> October, 2011
- Indoor Leisure Review - Facility Strategy for Swimming Pools, Executive, 18<sup>th</sup> January, 2012

## 1.0 Introduction

- 1.1 On 12<sup>th</sup> March 2010 Manchester City Council and New East Manchester Ltd (NEM) agreed a memorandum of understanding with Manchester City Football Club (MCFC) under which they agreed to work together to develop a transformational plan for East Manchester focused on the area around the Etihad Stadium (formerly the City of Manchester Stadium).
- 1.2 On 13<sup>th</sup> July 2011 the Executive approved the Eastlands Regeneration Framework following consultation with residents, business, landowners and other stakeholders. This Framework builds on the 2008 – 2018 East Manchester Strategic Regeneration Framework and sets out a future vision for the area around the Etihad Stadium 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 wave of private and public investment which is designed to accelerate the transformation and enhance the image of the area, attracting new commercial development and leverage in other investment to drive forward new community facilities.
- 1.3 In approving the Eastlands Regeneration Framework on the 13<sup>th</sup> July 2011 the Executive also endorsed a Draft Eastlands Community Plan that set out in some detail the opportunities in respect of new community infrastructure. The Eastlands Community Plan adds value to the approved Eastlands Regeneration Framework and helps to secure the wider ambitions set out in the 2008 - 2018 East Manchester Strategic Regeneration Framework which in turn seeks to improve the quality of life outcomes for residents and strengthen the contribution East Manchester and its residents make to the City Region economy.
- 1.4 The draft Eastlands Community Plan, and the proposals within it, were then the subject of further consultation with residents and key stakeholders to determine the levels of support for the core propositions set out within the draft. Following consultation the final version of the ECP (see Annex 1) now puts forward a series of proposals that should be taken forward over the next five years that will capture enhanced educational, health and employment related outcomes for East Manchester and the wider city.
- 1.5 The July 2011 meeting of the Executive also approved the proposal that the area immediately surrounding the Etihad Stadium would be renamed “The Etihad Campus”.
- 1.6 On the 16<sup>th</sup> March 2011 the Executive approved the principle of a proposal to establish the “Eastlands Development Partnership” with Manchester City Football Club (MCFC) and its associated land holding and development companies. The purpose of the partnership would be to drive forward the comprehensive development of the Etihad Campus and its surrounding area. This Partnership would also oversee a co-ordinated approach to the management and operation of the facilities in and around the Etihad Campus. This report now sets out detailed proposals to the Executive to establish the “Eastlands Development Partnership”.

## **2.0 The Eastlands Community Plan**

- 2.1 The Eastlands Regeneration Framework highlights the importance of the existing sports and community facilities in and around the Etihad Campus and the surrounding area along with the imperative of ensuring that any new facilities not only reinforce and expand the existing community and sporting offer but also supports the wider regeneration of East Manchester.
- 2.2 On the 16<sup>th</sup> March 2011 Executive approved further work to evaluate opportunities to expand community facilities which would include, but not be limited to, educational, recreational and swimming facilities that would form a part of the development of a Community Plan. Amongst other things the Community Plan would review the existing facility provision for community and elite sport, identify long term community and elite sport needs, identify potential investment opportunities which add value to the wider East Manchester offer.
- 2.3 The 13<sup>th</sup> July 2011 meeting of the Executive received a draft Eastlands Community Plan which was endorsed by the City Council as a basis for further consultation. The draft Community Plan set out a series of proposals that could be brought forward if they commanded the support of residents and stakeholders. These proposals were:
- The proposed Openshaw West Football Facilities;
  - A proposed new Sixth Form Institute;
  - A proposed Institute of Sports Science and Sports Medicine;
  - A proposed New Sports National Governing Body Office Base – “The Regional Sports Hub”;
  - The proposed New Swimming Pool and Leisure Hub on Grey Mare Lane, Beswick;
  - The Manchester Velopark; and
  - The Belle Vue Sports Village.
- 2.4 Since the summer of 2011 the draft Eastlands Community Plan has been the subject of further consultation with residents and key stakeholders. Separately, Manchester City Football Club’s proposals for the Manchester City Football Academy development and associated community facilities on the Openshaw West site were the subject of extensive public consultation in the summer and early autumn of 2011. Taken together both consultation processes have resulted in very significant support for the proposals that were set out in the draft version of the Plan and the amendments that have been made to the draft have strengthened the focus and the potential for securing sustainable improvements in the quality of life of East Manchester residents.
- 2.5 The final version of the Eastlands Community Plan that is attached to this report (See Annex 1) now identifies a number of proposals to be taken forward to the next stage of detailed evaluation that will build on the proposed Manchester City Football Academy which was granted planning permission on the 22<sup>nd</sup> December 2011.
- 2.6 Over the next five years, from 2012/13 onwards, the following initiatives will be

taken forward to the next stage of evaluation and development. Each of them, it must be emphasised, will be subject to a robust business case and business plan evaluation and, in some instances, will have to compete for scarce public and private sector finance to underpin both the capital and revenue costs needed to deliver them. The lack of availability of such resources may act as a break on the pace at which even strong proposals can be brought forward.

2.7 Eight key initiatives are now put forward for development within the Community Plan. These are:

- The Manchester City Football Academy;
- The East Manchester Sixth Form College;
- The Manchester Institute of Sports Science and Sports Medicine;
- The Manchester House of Sport;
- The Beswick Leisure Hub;
- The Manchester Velopark;
- The Belle Vue Sports Village; and
- The Ten Acres Lane Sport Complex.

2.8 The proposals by Manchester City Football Club for their Football Academy have been rigorously evaluated and will be delivered by the Club. At present the Club and the Council are still seeking to acquire the outstanding land interests in this site and the Council is promoting the City of Manchester (Corbett Street, Bradford) Compulsory Purchase Order 2011 that was approved by the Executive at its meeting in October 2011.

2.9 With regard to the remaining seven initiatives that are set out within the Community Plan significant work is underway to develop robust a business case and business plan for each individual proposal in order to, amongst other things, underpin the case for public and private sector resources to help deliver each proposal. Progress on each scheme is set out below.

### **The “Beswick Community Hub”**

2.10 Four of these initiatives (the East Manchester Sixth Form College; the Manchester Institute of Sports Science and Sports Medicine; the Manchester House of Sport; and the Beswick Leisure Hub) will be brought together to contribute significantly to our sporting, commercial, place-making, social and economic agenda and create a new community hub in the heart of East Manchester. Focused in and around the key gateway junction of Grey Mare Lane and Alan Turing Way the “Beswick Community Hub” will build on the community assets already present (The East Manchester Academy, the Beswick Community Library and St Brigid’s Primary school) and capture the very significant land contribution for community facilities that MCFC will make on the south west corner of the Openshaw West site if the Corbett St CPO is confirmed to enable the Academy, East Manchester Sixth Form College and Manchester Institute of Sports Science and Sports Medicine to be delivered. An overarching Masterplan is in preparation. It is intended that following Executive endorsement for publication, consultation on the Masterplan will be completed by summer 2012 when a further report will seek Executive approval for delivery of the plan.



- 2.11 With regard to the progress being made on each of the four new initiatives that are proposed within the Beswick Community Hub the following briefly updates Members on the processes and timescales associated with each scheme.

*The East Manchester Sixth Form College*

- 2.12 In January 2012 discussions were held with officials from the Department of Education to determine support from the Government for an East Manchester Sixth Form College. Officials were very interested in the opportunity for such a facility to be brought forward.
- 2.13 An application was made on the 24<sup>th</sup> February 2012 for a “16 to 19 Free School” by the AGGS Academy Trust who have an established track record of excellent academic work in the city for 11 to 16 year olds and who run one of the highest performing sixth forms in England. This Trust already has a presence in East Manchester and will soon incorporate Cedar Mount High School into their corporate structure. Discussions with other high schools in East Manchester, in particular The East Manchester Academy, have supported a proposal for a sixth form college to be brought forward by the AGGS Academy Trust, who will be expected to expand its partnership base, working with other stakeholders in the area, over time. The outcomes of this bidding process will be known in July 2012.

*The Manchester Institute of Sports Science and Sports Medicine*

- 2.14 The concentration of Manchester’s academic, clinical and sporting assets and their focus in and around the Etihad Stadium has prompted the concept of a Manchester Institute of Sports Science and Sports Medicine. Work undertaken to date, led by the City Council, has highlighted that many academic, health, and sports related organisations based in the city see the potential benefits of the Institute including: easier access to enhanced diagnostics; research and development; continued professional development; education; and access to facilities and equipment.
- 2.15 The significant talent pool of young athletes within all the sporting organisations in Manchester also lends itself to an Institute focused on research into the investigation of growth, maturation and development of young performers. It is also evident that research outcomes within this population also have potential links to corresponding community projects in attempting to increase physical activity, health and wellbeing.
- 2.16 The due diligence work undertaken to date has indicated that there is strong interest from academic, health, and sports related organisations based in the city and that there is sufficient interest from internationally significant partners to assemble and drive forward an Institute proposition which incorporates the following key elements:
- A diagnostics suite including MRI (Magnetic Resonance Imaging), A CT (Computerised Tomography) scanner and ultrasound in partnership with leading radiographers and clinicians;

- A performance measurement and data capture centre capable of accommodating a range of athletes and sports
- A research centre offering collaborative, cross-sport facilities to work in partnership with Universities, including hypoxic, hyperbaric and hydrotherapy facilities
- A centre for Continuing Professional Education and Development in Sports Science and Sports Medicine, able to offer theoretical and practical courses in partnership with professional bodies and associations;
- A population of young potentially elite athletes across a range of sports including football, cycling and taekwondo, able to participate in longitudinal studies;
- A local population suffering from poor health outcomes and high levels of obesity, heart disease and diabetes, who would benefit from research into topics such as the benefits of physical activity; and
- Scope to house specialist rehabilitation, strength and conditioning and consulting facilities for a range of specialists and practitioners

2.17 MCFC, the City Council and UK Sport are the principal partners in this next stage of work which will develop a detailed business case for the Institute. MCFC's Board has resolved to contribute financially to the project.

*The Manchester House of Sport*

2.18 Manchester's reputation as a European city of sporting excellence is underpinned by the range of world class venues located within the City and an ambitious sports events programme. In addition to a vibrant professional and amateur sports scene, Manchester currently also hosts a number of governing bodies and a variety of other organisations with links to the sport and leisure industry. These bodies are located across the City, in locations such as the Etihad Campus, the City Centre and Belle Vue. There has been a long standing ambition to provide a single facility which would cater for the needs of these organisations (a House of Sport), which would not only secure their presence in the City and attract further organisations, but also deliver cost savings, efficiencies and synergies for the occupiers. A similar such facility, the Sport Park, has been delivered in Loughborough.

2.19 At present work is underway to develop an investment case for the House of Sport project. The work comprises an assessment of demand from sports governing bodies for a regional sports hub to accommodate a range of sports and leisure bodies. It also includes reviewing site options, funding strategy, project impacts, and delivery arrangements. This work will be completed by Spring 2012.

*The Beswick Leisure Hub*

- 2.20 In January 2012 the Executive approved the case for investment into a new swimming facility in Beswick to replace the older facilities currently located in Miles Platting. This new pool is now proposed to be the anchor of a new leisure facility to be located within Beswick Community Hub as part of the emerging Beswick Community Hub masterplan. At this stage it is envisaged that the leisure centre will take a prominent place at this gateway location to the Etihad campus. It is anticipated that the facilities will include as a minimum a 25m pool, fitness suite, dance studio, changing facilities and a cafe area. Externally there will be areas for servicing, parking and a high quality public realm / entrance forecourt. The facility will be predominantly for community use, however, discussions have been held with Great Britain Waterpolo about the possibility of them using the facility, which will require a pool tank with a flexible floor. In addition, following discussions with the Rugby Football Union and local clubs, it is proposed that a full size grass rugby pitch is constructed adjacent to The East Manchester Academy.
- 2.21 The funders for this proposed facility are anticipated to include Manchester City Football Club (via a S106 contribution related to the MCFA development), Sport England (an application will be made for 'Iconic Buildings' funding) and the City Council (from the Eastlands Reserve Fund) Final Business Case and Business Plan along with designs will be completed by July 2012 and if supported a planning application will be made in autumn 2012. The current programme envisages that a start on site will be made in spring 2013 and that completion of the facility would be achieved in August 2014.

*The Manchester Velopark*

- 2.22 Adding to the existing world class cycling facilities at the National Cycling Centre will transform this part of East Manchester into a Velopark that offers cycling enthusiasts of all ages the opportunity to experience a number of differing cycling disciplines. In order to achieve this goal detailed work is underway to bring forward a series of mixed ability mountain bike trails within Clayton Vale that are capable of hosting international events with the full engagement of the British Cycling, the Friends of Clayton Vale, the Velodrome Trust and Sport England. The full Business Case and Business Plan will be complete in June 2012 and it is anticipated that this will lead to a planning submission in July 2012 if the Business Case and Business Plan are supported.

*The Belle Vue Sports Village*

- 2.23 Detailed work has been undertaken with Sport England to determine the viability of developing a sports village concept at Belle Vue. Currently there is strong support for bringing forward a martial arts facility linked to GB Taekwondo's performance training needs and other National Governing Bodies of Sport for martial arts. Discussions with GB Taekwondo are in advanced stages, however, further work is underway to secure the necessary support from other martial arts governing bodies.

- 2.24 The development of basketball and the establishment of a National Centre remains an aspiration for the site. England Basketball have prioritised this site for strategic investment and indications are that the facility could access up to £1m of funding directly from England Basketball, if the required specification can be met. However, it is anticipated that there will be a funding gap, which would need to be met in order to bring this proposal to fruition. Funding options are currently being examined with Sport England and a detailed brief is currently being finalised with a view to having a costed design during by the summer 2012.
- 2.25 Following a review by Corporate Property, it has been agreed that the existing office block on site will be demolished and that access to the leisure centre from the Pink Bank Lane side will be improved. It is proposed that a grass pitch will be established on site for use by the St Peter's High School and for some limited community use. It is anticipated that this work will commence in April / May 2012.
- 2.26 With regard to the proposal to develop a new national Speedway Stadium as part of the Belle Vue Sports Village concept, work is being undertaken by BV Arena to develop a robust business plan that can demonstrate the levels of private sector funding needed to underpin a sustainable proposition. Officers are continuing to work with BV Arena Ltd to facilitate this work which is crucial to taking this aspect of the Belle Vue Sports Village proposal forward.

#### *The Ten Acres Lane Sport Complex*

- 2.27 Feasibility work has been undertaken on the replacement of the existing all weather pitch at Ten Acres Lane in Newton Heath, which has now reached the end of its natural lifespan. The proposal is to replace the pitch with a new third generation synthetic pitch specified for both hockey and football use. The feasibility work has indicated a need to replace the synthetic surface and upgrade the fencing and sub base. The costs associated with completing the works are anticipated to be circa £300,000. There are two possible funding streams for this work: grant funding from the Football Foundation; and capital funding from the Manchester Sport and Leisure Trust, who will be directly operating the facility from April 2012 on behalf of the Council. Work is underway to develop the necessary business case and funding applications with a view to undertaking and completing these new facilities in 2012/13.

### **3.0 The "Eastlands Development Partnership"**

- 3.1 On 16<sup>th</sup> March 2011 the Executive approved in principle the proposal to establish a Development Partnership with Manchester City Football Club and its associated land holding and development companies. The Executive were informed that this partnership would have two principal roles:
- To co-ordinate the implementation of the Eastlands Regeneration Framework to secure the comprehensive development of the remaining land at the Etihad Campus and its surrounding area and the realisation

of the Club's proposals for the development of its facilities in the area;  
and

- To develop a model and commissioning arrangement for the management and operation of the Campus along with the sports and community facilities on and off the Campus (including new and/or reprovided facilities delivered as part of the redevelopment) in accordance with an agreed Eastlands Community Plan.

Building on the Memorandum of Understanding that was agreed by the City Council, NEM and the Club in March 2010 the establishment of this partnership arrangement is the next stage of a deeper and broader relationship between partners who share an ambition for the regeneration of the East Manchester area and ensuring that residents benefit from an improved quality of life.

- 3.2 Detailed discussions have been held with MCFC and its sister company Brookshaw Developments Limited (BDL) and, as a result, sufficient detail has been agreed to enable the establishment of two separate companies to take forward plans to promote and improve the social, economic and environmental well being of East Manchester. In addition the Council will facilitate and participate in the Eastlands Advisory Board which will provide a forum for key stakeholders to influence and align their priorities in relation to the Etihad Campus.
- 3.3 BDL is a land holding company owned by the owner of MCFC. It has taken an active part in the assembly of the site for the proposed Manchester City Football Academy (MCFA) which received planning consent on 22<sup>nd</sup> December 2011. The planning consent was accompanied by a S106 agreement which reserves land for the proposed Manchester Sports Science and Sports Medicine Institute along with the proposed Sixth Form College.
- 3.4 The proposal is to establish two companies. Names for the companies will be finalised during their establishment. The first, the "TopCo" Strategic Board Limited, will be responsible for:
- overseeing the site's role as a national and international destination and ensuring that it makes a positive contribution to the regeneration of the wider area;
  - keeping under review the Eastlands Regeneration Framework;
  - transforming the campus and its surrounding area into an all year round destination using events and related activities to activate the site;
  - overseeing the development of a range of facilities and programmes, including community sport; and
  - overseeing the development of a commissioning arrangement for the management and operation of the Campus.

The "TopCo" Strategic Board Ltd will make recommendations to the City Council as appropriate.

- 3.5 To achieve this a Commercial Plan will be produced that set out plans to deliver the commercial and regeneration ambitions of the City Council, NEM and the Club. This Plan will be produced for approval by the City Council and other parties and it will ensure that redevelopment is brought forward so as to secure the economic, social and environmental outcomes which were specified within the Eastlands Regeneration Framework.
- 3.6 The TopCo Strategic Board Limited will be a company limited by guarantee and will be owned 50% by the Council 25% by MCFC and 25% by BDL. The shareholders will appoint two directors each. The Council's directors will be the Chief Executive and the Chief Executive of New East Manchester. All its decisions will require unanimous agreement. The Council will provide the administrative support required to run the company but it is not envisaged that this company will incur substantial costs other than those associated with the development and regular review of the Commercial Plan.
- 3.7 The second proposed company, the "JV" Development Company Limited, will initially have a tight focus on the Stadium Eastern "Collar Site" which is shown on the plan attached at Annex 2. It will acquire this site and promote its development. As identified in the Eastlands Regeneration Framework, the "Collar Site" is a high visibility, 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 the new MCFA facilities on the Openshaw West site, while delivering significant regeneration benefits, including employment opportunities, for East Manchester. In addition to this site this Company may take on further property development projects in accordance with the TopCo Strategic Board Limited Commercial Plan as and when commercial opportunities arise.
- 3.8 The "JV" Development Company Limited will be a company limited by shares and it will be owned circa 80% by BDL and 20% by the Council. It will acquire the Collar Site from the Council and will take forward the redevelopment of the Collar Site in accordance with the Commercial Plan adopted by the TopCo Strategic Board Limited. It may later acquire other land and develop it in the same way. The Council and BDL will contribute to the running costs of the company in shares that reflect the ownership (circa 80/20) subject to Executive approval of future expenditure plans. The Company will contribute to the construction of a bridge linking the MCFA to the Collar Site. This contribution will be fully funded by BDL. The Council's consent will be required for any proposed action that is not consistent with the "TopCo" Strategic Board Limited Commercial Plan, any steps that may change the balance of ownership of the company, the onward disposal of any part of the Collar Site and other significant issues relating to the running of the company.
- 3.9 To widen collaboration on the development and delivery of the Commercial Plan for the Etihad Campus and the surrounding area along with securing an alignment of other key sources of public sector investment an "Eastlands Advisory Board" will be established. This will be an unincorporated structure made up of senior representatives of the Manchester City Football Club, Manchester City Council, representatives of the HCA and Sport England, the two main funders of the works to the site in the past, and other key

stakeholders.

#### **4.0 Disposal of Land on the Eastern side of the Etihad Stadium and option to reacquire**

- 4.1 The Collar Site is an area of land on the eastern side of the Etihad Stadium. The plan at Annex 2 shows the outline of the land. This site has been identified for over ten years as one which the City Council and NEM should seek to develop to transform Sportcity (now the Etihad Campus) into a 365 day a year employment generating location. Indeed the first 2000 – 2010 East Manchester Strategic Regeneration Framework suggested that “development sites immediately east of the Stadium should be reserved for uses of a character and design quality that complement the sports facilities - a range of uses that have a regional or national draw”
- 4.2 In terms of securing commercial development on the Stadium eastern Collar Site the City Council and NEM have actively sought to market the site competitively in a manner that has been consistent with the vision for the Sportcity (now Etihad Campus) area. These attempts to market the site have demonstrated that it is difficult to create a scheme for the Stadium eastern Collar Site that can attract the support of occupiers and funders without a significant value generator as an anchor use.
- 4.3 The Manchester City Football Academy proposals have the potential to radically change the market position of the site, raise the profile of the Etihad Campus and increase investor confidence thereby stimulating development on other undeveloped areas around the Etihad Stadium. Disposing of the Stadium Eastern Collar Side into the “JV” Development Company Limited will enable MCFC’s commercial aspirations to become a driver for the future development of the site and enable MCFC’s, the City Council’s and NEM’s wider ambitions of securing improved social, economic and environmental outcomes for East Manchester to be delivered. Work is now underway to evaluate future options for the commercial development of this site in a manner that is consistent with the developing plans of the Club in terms of football facilities. The outcomes of this work will be brought to a future meeting of the Executive.
- 4.4 The proposed disposal will be by way of a circa 250 year lease. The “JV” Development Company Limited will develop the land in accordance with the Commercial Plan but if less than 25% of the Collar Site has been redeveloped within 15 years of the grant of the lease the Council will have the right to take the lease back from the “JV” Development Company Limited at market value.

#### **5.0 Concluding Remarks**

- 5.1 Over the last three and a half years Manchester City Football Club has undergone a remarkable transformation, both on the field and off it. During this time the Club’s commitment to East Manchester has become much deeper and much broader, setting an example for other Premiership Football Clubs and other professional sports bodies elsewhere in the UK to become involved in transforming their communities.

- 5.2 This report marks the outcomes of the latest stage of partnership working between Manchester City Football Club, the City Council and New East Manchester Ltd. The proposals set out within the Eastlands Community Plan build on, and add value to, the Eastlands Regeneration Framework ensuring that meeting community needs, for sports facilities and participation can become an integral feature of short and long term development objectives of the partnership.
- 5.3 Finally, the establishment of the companies set out above and the disposal of the Collar Site into the “JV” Development Company offers real opportunities for Manchester City Football Club’s commercial aspirations to become a driver for the future development of the site and enable the Football Club, the City Council’s and NEM’s shared ambitions of securing improved social, economic and environmental outcomes for East Manchester to be delivered. These proposals create a structure in which the Council’s aspirations for social economic and environmental improvements can be met while ensuring that Manchester City Football Club’s commercial ambitions are delivered.
- 5.4 Detailed recommendations appear at the front of this Report.

## **6.0 Contributing to the Community Strategy**

### **(a) Performance of the economy of the region and sub region**

- 6.1 Proposals set out within the Eastlands Community Plan and the proposals to establish the “Eastlands Development Partnership” will provide the catalyst for further investment and employment in the area.

### **(b) Reaching full potential in education and employment**

- 6.2 The next generation of investment at the Etihad Campus and into adjoining areas will facilitate the creation of a substantial number of jobs in a range of employment sectors.
- 6.3 The proposal within the Eastlands Community Plan for a new Sixth Form College will help to strengthen the education offer within East Manchester.

### **(c) Individual and collective self esteem – mutual respect**

- 6.4 The Eastlands Community Plan will encourage participation in sport which will enhance individual and collective self esteem.

### **(d) Neighbourhoods of Choice**

- 6.5 The proposed developments are aimed at establishing the Etihad Campus and the surrounding area as a global destination and 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.



- 6.6 The Eastlands Regeneration Framework and the proposals within the Eastlands Community Plan, will provide the opportunity to deliver appropriate additional sports and community facilities which will help ensure surrounding communities can secure benefits from future investment into the Etihad Campus and the surrounding area.

## **7.0 Key Policies and Considerations**

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

- 7.1 A key outcome will be to capture significant employment opportunities and ensure that local residents have the opportunity to compete for such job opportunities. In addition, there is a commitment to ensure that design standards will comply with the highest standards of accessibility.

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

- 7.2 There is a risk that the land will remain undeveloped to the detriment of the well being of the area. The proposals build in safeguards against no or slow development by facilitating a transfer back to the Council of the land.

The land is currently subject to ERDF grant claw back conditions on disposal of the land and requires CLG consent to the disposal. Officers will negotiate a release from these obligations.

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

- 7.3 The City Solicitor has been involved in negotiations with the Club in relation to the Joint Venture and will continue to negotiate on behalf of the City Council to ensure that the City Council's interests are protected.
- 7.4 If adopted by the Executive, the Eastlands Community Plan will not form part of the Council's Development Plan but would be a material consideration when development control decisions are made.
- 7.5 The proposed disposal of land is for market value. Although the land has not been exposed to competition, an independent valuation is being sought and will not therefore carry the risk of unlawful State Aid by sale at an undervalue.

## **Annex 1**

# **The 2012/13 – 2016/17 Eastlands Community Plan**

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## Introduction

In March 2010 New East Manchester Ltd , Manchester City Council and Manchester City Football Club agreed a Memorandum of Understanding that committed each partner to work together to create a transformational plan for the area around the now renamed Etihad Stadium that would drive forward the regeneration of East Manchester.

Following local consultation with residents and other stakeholders the 16<sup>th</sup> July 2011 meeting of Manchester City Council's Executive approved the Eastlands Regeneration Framework that would accelerate the transformation of the image of the area, attract new commercial development and leverage in other investment to drive forward new community facilities that underpinned the development of the Framework. In approving the Eastlands Regeneration Framework the Executive of Manchester City Council also endorsed a Draft Eastlands Community Plan that set out in some detail the opportunities to be grasped in respect of new community infrastructure, which would add value to the approved Eastlands Regeneration Framework but also help secure the wider ambitions set out in the 2008 - 2018 East Manchester Strategic Regeneration Framework that seeks to improve the quality of life outcomes for residents and strengthen the contribution East Manchester and its residents make to the City Region economy. Finally, in respect of this Community Plan, it is important to note that the Executive approved the proposal that the area immediately surrounding the Etihad Stadium would be renamed "The Etihad Campus" replacing the name "Sportcity".

Following the July 2011 meeting of the City Council's Executive the draft Eastlands Community Plan was the subject of extensive consultation with residents and key stakeholders to determine the levels of support for the core propositions set out within the draft. This document sets out the outcomes of that consultation putting forward a series of proposals that should be taken forward that will capture enhanced educational, health and employment related outcomes for East Manchester and the wider city.

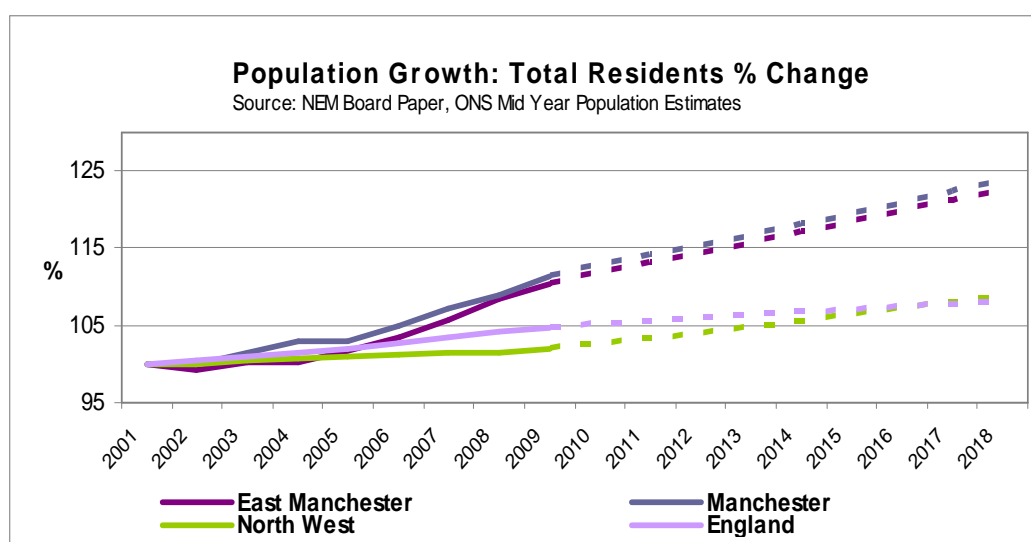
In parallel with the development of proposals to be incorporated into the Eastlands Community Plan Manchester City Football Club undertook extensive consultation on their proposals for new football and community facilities on the Openshaw West site in East Manchester that is adjacent to the Etihad Stadium. This work culminated in the Club submitting a planning application in September 2011 for the Manchester City Football Academy and associated community facilities. The opportunities to secure significant social, economic and environmental benefits from this proposal cannot be overstated and, having secured approval from the City Council in December 2011, the Football Academy proposal will now play a key role, in the context of this document, in helping to secure a wide range of community and economic benefits for East Manchester, the city and beyond.

## East Manchester: A District of Opportunity

The Etihad campus and the surrounding area 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 (NEM). 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 20<sup>th</sup> century, much of the area's economic base was decimated by successive economic recessions and intensive competition from increasingly global markets. Over the fifty year period between 1951 and 2001, the area's population fell from 164,000 to 62,000.

The combination of employment and population loss left the area with a significant amount of brownfield, vacant, and underused land and buildings along with a low value, low demand housing market operating in a less than ideal physical environment and low population densities that could not support local facilities such as shops, post offices, banks or schools. The impact on the communities who could not exercise a choice to leave was profound with over 90% of the 62,000 East Manchester residents living in neighbourhoods that were classified in 2004 as being in the worst 10% in England, with the majority of residents (33,000) living in the worst 1% of neighbourhoods.

Since 2001 Manchester and East Manchester have experienced rapid population growth and forecasts indicate that this will continue. East Manchester's population of 70,000 is forecast to increase over the next ten years, primarily driven by families taking advantage of new housing provision.



The growth in population is helping to re-balance the community, bringing in more working households keen to access local and city centre employment.

Despite the changes in the area over the last ten years, East Manchester still has high levels of multiple deprivation and household incomes are low, a result of the high proportion of workless households. Poor health amongst the wider population

and low skill levels in the adult population are key drivers of the high level of worklessness.

There continues to be a number of challenges with regard to young people, including the high proportion leaving school with poor qualifications, and rising youth unemployment is now a major issue. There also continues to be a small but persistent group of young people who have disengaged from any education, training or employment opportunities.

Considerable progress has been made, however, in helping local people into jobs and employment rates have been improving for some time. The improving school results will help to reduce unemployment amongst young people.

East Manchester today continues to be characterised by communities with a strong sense of identity. In spite of the high levels of deprivation, there are many active community and voluntary groups, and previous initiatives, such as Beacons New Deal for Communities, have benefited from high levels of community involvement and support.

The last fifteen years have witnessed a sustained commitment from all parts of the public sector to reverse the downward trajectory that characterised East Manchester in the latter half of the 20<sup>th</sup> Century. The investment in new schools, new sports facilities, new commercial development opportunities and in Metrolink has created an unprecedented platform for the next phase of private sector led investment. The opportunities at the Etihad Campus and its surrounding area, now being driven forward by the partnership between the City Council, NEM and Manchester City Football Club, represents a major opportunity to accelerate the transformation of the wider East Manchester area that must be grasped to create a sustainable platform for economic and population growth.

## The Eastlands Regeneration Framework – An Overview

The Eastlands Regeneration Framework that was adopted in July 2011 takes into account the major new opportunities emerging in and around the Etihad Stadium, updates the existing 2008 – 2018 East Manchester Strategic Regeneration Framework and seeks to guide the physical development of the Etihad Campus and surrounding area. The Framework sets out a future vision for the Etihad Campus and its environs 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 overall ambitions for the Etihad Campus and its surrounding area and for East Manchester:

- 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 provide a full range of employment opportunities;
- To build on the 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; and
- To undertake the regeneration in a way that supports Manchester's Green City programme

The Framework recognises that the next phase of development for the Etihad Campus and its surrounding area is crucial to driving economic success for the wider East Manchester area. The key development opportunities over the next 10 years are summarised below:

- At the core of the next generation of investment are the emerging opportunities in and around the site of the former Clayton Aniline factory in Openshaw West, the area to the south and east of the Etihad Stadium which focuses primarily on the development of the Manchester City Football Academy and associated community facilities;
- To the immediate north and west of the Openshaw West site are undeveloped sites around the Etihad Stadium. Development of the 'collar site' immediately east of the stadium will be stimulated by the recently completed major public sector investment to remediate the site that will help prepare it for development.
- The Framework also acknowledges that the 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, provided they are commercially deliverable plans and thereby able to support the relocation of the existing sporting facilities, will facilitate the further expansion of the East Manchester employment base.
- The existing sports facilities immediately surrounding the Etihad Stadium may need to be relocated, over time, to release the development potential around the western and northern sides of the stadium, this will create an opportunity

to consider reproviding facilities in the heart of the East Manchester community on Grey Mare Lane within Beswick.

- The Velodrome has recently been expanded with the construction of the National 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 the site and its surrounding area into a world class Velopark.
- The comprehensive development of the Etihad Campus and its immediate environs 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 the Ashton New Road and on the Alan Turing Way corridor with the visibility, accessibility and scale to extend the impacts of this transformation.
- To the north of Phillips Park stretches a large area of vacant or under-used 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.

In summary the Eastlands Regeneration Framework provides the essential framework necessary to guide the next round of private sector led investment to deliver the maximum economic benefit for East Manchester and the city as a whole. Critically the Framework sets out the opportunities to add new community facilities where there is a strategic gap in the market and where there is significant potential to capture whatever limited public sector resources there are to help underpin the delivery of such facilities. Finally, the Framework 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.

## The Eastlands Community Plan: the Context

The draft Eastlands Community Plan expanded on the Eastlands Regeneration Framework, which provides direction for the next generation of private and public investment that will realise the overall ambitions for the Etihad Campus and the surrounding area and across the wider East Manchester area. Central to the draft Community Plan were the core drivers of the 2008 – 2018 East Manchester Strategic Regeneration Framework of improving quality of life outcomes for residents, including, giving our young people the best possible start in life, reducing health inequalities, and helping residents to secure employment and reduce dependency.

The draft Eastlands Community Plan was published in July 2011 and endorsed by the City Council as a basis for further consultation. This draft document set out in some detail the ambition and background that underpinned a series of proposals that



could be brought forward if they commanded the support of residents and stakeholders. These proposals were:

- The Proposed Openshaw West Football Facilities;
- A proposed New Sixth Form Institute;
- A proposed Institute of Sports Science and Sports Medicine;
- A Proposed New Sports National Governing Body Office Base – “The Regional Sports Hub”;
- The Proposed New Swimming Pool and Leisure Hub on Grey Mare Lane, Beswick;
- The Manchester Velopark; and
- The Belle Vue Sports Village.

Since July 2011, when the Eastlands Regeneration Framework was approved and the draft version of this plan was endorsed by the City Council for consultation purposes, the opportunities to bring forward a coherent and deliverable set of proposals that respond to challenges and opportunities at the heart of East Manchester have changed dramatically. As mentioned elsewhere, having secured planning approval from the City Council in December 2011, Manchester City Football Club’s proposals for the Manchester City Football Academy development and associated community facilities on the Openshaw West site will now play a key role in helping to secure a wide range of community and economic benefits for East Manchester, the city and beyond. This important milestone, aligned with the significant levels of resources that result from the revised rental agreements for the Stadium which can now be invested in new community and elite sports facilities within the East Manchester area will create a transformational investment platform for this Plan.

### **The Consultation Response**

A wide ranging consultation process was undertaken in the late Summer and early Autumn of 2011 involving residents and key stakeholders who operate both locally and at a city level. This work built on the extensive consultation process already undertaken to develop the final version of the Eastlands Regeneration Framework. It should be noted that a separate consultation process was undertaken by Manchester City Football Club in respect of the proposals for the Manchester City Football Academy.

The views of local residents have been central to the Community Plan consultation process. In short there has been overwhelming endorsement for the direction of travel and the proposals set out in the draft of the Plan. Those proposals that sought to create employment – generated over 90% approval whilst those proposals for new sports and educational facilities generated in excess of 80% support,

Other Stakeholders similarly responded positively to the direction of travel and the proposals set out in the draft of the Plan. Sport England, National Governing Bodies and other sports related organisations responded enthusiastically to the sports

related proposals in the draft Plan seeing significant opportunities not only to support the development of their own sport but also to engage with and secure participation from residents in East Manchester thereby extending and deepening the approach established across Manchester. Manchester Sport and Leisure Trust, as a result of the investment made into the Ten Acre Lane Sports Complex, have indicated that this facility should be put forward as another initiative for inclusion in the final version of the plan. The Trust have indicated they will be considering further investment into this sports complex.

With regards to education stakeholders the proposal for a new Sixth Form College offering a comprehensive, broad based “A” Level Curriculum offer was recognised as filling a gap in provision within East Manchester. There was a recognition that population growth, increasing numbers of young people of school age, improved GCSE results pointed to an increase in demand for such a facility within East Manchester given the existing numbers of young people who currently travel out of area to secure such provision. The loss of Educational Maintenance Allowance was also going to be a factor in encouraging students to seek a more local solution to their educational needs. Those High Schools who engaged in the consultation process were keen to stress a desire to be engaged in the governance of a Sixth Form College thereby offering opportunities to shape the future curriculum of the College and secure their full support.

The only significant amendment that emerged from the consultation came from the Director of Public Health. This final version of the Plan acknowledges that improving health and promoting well being are cross cutting themes throughout the proposed investment programme. Tackling low education attainment rates, high dependency on benefits, poor housing and environment as well as the fear of crime will improve the health of individuals. There are also a number of behavioural and lifestyle issues such as smoking, diet and lack of exercise, which have a detrimental impact on health. A key element in changing lifestyles will be actions that raise aspirations and people’s sense of self-worth and self-determination.

The amendment sought to broaden out the opportunities to use the proposals to improve the health outcomes for local residents and to dramatically change the life chances of the local community. This ambition is now reflected in the final version of the Plan.

This Plan therefore highlights the opportunities and priorities for ensuring that local residents and communities benefit from the wider plans for the Etihad Campus and the surrounding area, focusing on investment in community, sport, leisure, youth and education facilities, and critically for residents, the scope to create employment benefit from the investment proposed. The plan sets out the gaps in provision and priorities for the delivery of new facilities and developments.

## The Eastlands Community Plan: An Investment Programme

East Manchester continues to present very significant challenges to all partners in terms of restructuring the economic base along with transforming the social and economic outcomes for those residents who live in this part of the city. Although tremendous improvements have been made there is still much more to do to rebuild the economy and to create a vibrant and sustainable community.

The Eastlands Community Plan builds on the incredible asset base that has been developed across East Manchester over the last 15 years, the product of a concerted effort by all partners to rebuild the core economic, social, environmental and educational infrastructure of the area. This has included significant investment in new community and elite sports facilities since the 2002 Commonwealth Games with the creation of the Regional Athletics Arena, new facilities at Wright Robinson Sports College and The East Manchester Academy and the recently completed National Indoor BMX arena,

Aligned with a dynamic set of interventions to engage local residents to help improve their quality of life there is a significant platform onto which new investment proposals can be brought forward.

The development of the Eastlands Regeneration Framework and the Eastlands Community Plan has enabled a wide set of stakeholders and residents to be engaged in shaping the proposals set out in this Plan. As a result of these inputs the Eastlands Community Plan is now based around four main strands which will play a key role in addressing gaps in the area and meeting the needs of the local community. These are summarised below:

### Eastlands Community Plan :

- 1 Improving the Educational Offer** to ensure that all residents can access education and training which meets their needs and ambitions;
- 2 Strengthening Community Sports and Leisure Provision and Participation** to support healthier and more engaged communities, enjoying a better quality of life;
- 3 Improving health outcomes for residents** with a focus on engaging older adults, parents, young children and young people; and
- 4 Increasing Investment and Local Employment** to increase the number of residents in work.

The Community Plan will help to ensure that the vision agreed for the Etihad Campus and the surrounding area will translate into real benefits which impact on the everyday lives of local residents in East Manchester. This will include providing better education for young people, a more active and healthier community across all age groups, and higher household incomes as more local people secure jobs in the growing East Manchester economy.

Over the next five years, from 2012/13 onwards, the following initiatives will now be moved forward to the next stage of evaluation and development. Each of them, it must be emphasised, will be subject to a robust business case and business plan evaluation and, in some instances, will have to compete for scarce public and private sector finance to underpin both the capital and revenue costs needed to deliver them. The lack of availability of such resources may act as a break on the pace at which even strong proposals can be brought forward.

Eight key initiatives are now put forward for development within the Community Plan. These are:

- The Manchester City Football Academy;
- The East Manchester Sixth Form College;
- The Manchester Institute of Sports Science and Sports Medicine;
- The Manchester House of Sport;
- The Beswick Leisure Hub;
- The Manchester Velopark;
- The Belle Vue Sports Village; and
- The Ten Acres Lane Sport Complex.

The proposals by Manchester City Football Club for their Football Academy proposals have been rigorously evaluated and will be delivered by the Club. All of the remaining initiatives require some form of public sector support in order to bring the proposal to fruition.

In order to bring forward these proposals in a manner that they can contribute significantly to our sporting, commercial, place-making, social and economic agendas this Plan sets out a proposal to bring together four of these initiatives (the East Manchester Sixth Form College; the Manchester Institute of Sports Science and Sports Medicine; the Manchester House of Sport; and the Beswick Leisure Hub) to create a new community campus in the heart of East Manchester focused in and around the key gateway junction of Grey Mare Lane and Alan Turing Way. Such a campus will capture the very significant land contribution for community facilities that the Football Club have made on the south west corner of the Openshaw West site.

### **The Manchester City Football Academy**

In April 2011 the Council and Manchester City Football Club (MCFC) signed a collaboration agreement to bring forward development on land within Openshaw

West for the benefit of the Club by the provision of football and community related facilities.

As a result of this collaboration a planning application was submitted on 19th September 2011 for the "Manchester City Football Academy" (MCFA) which sought full planning permission for a "state of the art" football academy and new football training facilities for the Club, incorporating a 7,000 capacity arena, new MCFC headquarters, 15 full size and two half size football training pitches, on-site accommodation for both the Youth development and First Teams, a grounds maintenance building to serve the site, an on-site combined heat and power energy centre and pedestrian bridge across Ashton New Road to link the site to the Etihad stadium. Outline consent was sought for a new Sixth Form College and an Institute of Sports Science and Sports Medicine to be located in the south west corner of the site (see further discussion below).

On the 22<sup>nd</sup> December 2011 the City Council's Planning and Highways Committee granted planning permission to the Manchester City Football Academy proposals from Manchester City Football Club. As part of the Section 106 agreement the Club has agreed to contribute around 5.5 acres of remediated land on the south west corner of the Openshaw West site for the development of community facilities (see below), support the development of a new swimming pool (see below) and to provide limited access to parts of the wider MCFA site for community use. As part of the Manchester City Football Academy development the Football Club will make available the 7,000 seat Arena and a third generation synthetic full size football pitch for sporting activities in accordance with an annual programme for agreed fixtures involving agreed clubs and schools. In addition, the Sixth Form College (once constructed and open to students) will have access to the facilities for an agreed annual programme.

### **A New Community Hub at the heart of East Manchester**

A number of the investment proposals have the opportunity to be located together in and around the key gateway junction of Grey Mare Lane and Alan Turing Way. These include: the new Sixth Form College for East Manchester; the Manchester Institute for Sports Science and Sports Medicine; the Manchester House of Sport - a Regional Sports Hub for National Governing Bodies; and the delivery of a new Leisure Hub including a new swimming pool. The commitment by Manchester City Football Club to contribute around 5.5 acres of remediated land on the south west corner of the Openshaw West site for the development of community facilities along with an agreement to set aside a £3m contribution towards the development of a community swimming pool as part of any Beswick Leisure Hub development offers a real opportunity to add to the existing community assets within this part of East Manchester.

The existing health facilities based around Cornerstones at the junction of Alan Turing Way and Ashton Old Road, along with The Beswick Library, The East

Manchester Academy, St Brigid's Primary School and the existing retail facilities (including the markets) on Grey Mare Lane provide a platform onto which these new facilities can be developed and create a significant community focal point within East Manchester.

As part of the Council's Neighbourhood Strategy a consistent offer of Community and Cultural Services is emerging. Where appropriate leisure provision is being combined with libraries, cultural and youth activity from community hubs at strategic locations across the city. The ambition is for each community hub to be tailored to the specific needs and requirements of the surrounding neighbourhoods, including accessing activities, information, advice with the added potential for customer self service.

An enhanced Community Hub, developed around the existing community facilities on Grey Mare Lane and on the land on the south west corner of Openshaw West offers a real opportunity to create a place where Manchester City Football Club, its partners and the East Manchester community can come together sharing an ambition to secure improved educational, community participation, employment and wellbeing outcomes. This ambition can drive the activities of all partners who are based there. Building on the existing platform of community facilities will provide the opportunity to bring together the proposed new facilities to create a vibrant community hub that can establish itself as a ground breaking and innovative interface between the Etihad Campus and the East Manchester community.

As part of the business case development work for the four new investment proposals within the Community Hub a commission to bring forward an overarching Masterplan for these new community facilities at the junction of Alan Turing Way and Ashton Old Road is now underway. The core objective of this commission will be to deliver a masterplan for the wider site that seeks to bring together the existing and the new community facilities in a manner that secures our sporting, commercial, place-making, social and economic agendas. This work will be overseen by a Beswick Hub Project Board led by the City Council, Manchester City Football Club, Sport England, the Amateur Swimming Association, the East Manchester Academy and the Rugby Football Union. The Board will take the overall leadership role and bring forward the individual investment proposals on a phased basis consistent with the Community Hub masterplan.

With regard to the four new investment proposals within the Community Hub each will now be covered in detail.

### **The East Manchester Sixth Form College**

At present there is no educational institution based within East Manchester that offers young people a breadth and depth of "A" level (or equivalent) curriculum offer. Currently significant numbers of young people travel outside of the area to secure an "A" level educational offer. Population growth, increasing numbers of young people of school age, improved GCSE results all point to a gap in provision within East

Manchester and a strong case can be made for a new “East Manchester Sixth Form College” that focuses on delivering a broad “A” level (or equivalent) curriculum offer. In addition to this dynamic, Manchester City Football Club have indicated that, as a result of the MCFA scheme, there will be a need to support the Club’s Football Academy Educational Strategy for their scholars.

Establishing a new Sixth Form College in East Manchester that focuses on delivering a broad “A” level (or equivalent) curriculum offer will help deliver the long term regeneration ambitions for the area helping to raise aspirations, improve educational attainment, and help attract families into the area who want a high quality education for their children. Seen in the wider context of rising school rolls and pressures within the primary and high schools for future expansion such a proposal has added value on the eastern side of the city.

To bring this ambitious proposal forward it will be critical to engage the City Council, Manchester City Football Club, existing High Schools and other supportive education institutions within East Manchester to shape the overall proposition. Following positive discussions with Government in January 2012 who encouraged an application to be made for a “16 to 19 Free School” led by an Academy Trust partner with an excellent academic track record in the area of Sixth Form provision.

The AGGS Academy Trust have been tasked with the responsibility of bringing a new Sixth Form College forward. At the heart of the proposal that has been made to Government is the core task of providing a full sixth form academic curriculum in East Manchester that will increase the number of young people going on to higher education or skilled employment along with contributing to the educational provision of Manchester City Football Club’s Football Academy.

As indicated above Manchester City Football Club has agreed to contribute around 5.5 acres of remediated land on the south west corner of the Openshaw West site for the development of community facilities. In anticipation of bringing forward a Sixth Form College outline consent has been granted for a College on this site.

### **The Manchester Institute of Sports Science and Sports Medicine**

The concentration of Manchester’s academic, clinical and sporting assets has prompted the concept of a Manchester Institute of Sports Science and Sports Medicine. As indicated above Manchester City Football Club have agreed to contribute around 5.5 acres of remediated land on the south west corner of the Openshaw West site and the Club has now secured outline planning consent for both a new Sixth Form College and an Institute of Sports Science and Sports Medicine Building on that land.

Work undertaken to date, led by the City Council, has highlighted that many academic, health, and sports related organisations see the potential benefits of the Institute including: easier access to enhanced diagnostics; research and development; continued professional development; education; and access to

facilities and equipment. The significant talent pool of young athletes within all the sporting organisations in Manchester also lends itself to an Institute focused on research into the investigation of growth, maturation and development of young performers. It is also evident that research outcomes within this population also have potential links to corresponding community projects in attempting to increase physical activity, health and wellbeing.

The key elements of the Manchester Institute of Sports Science and Sports Medicine proposition are summarised below. The consultations undertaken to date confirm that there is sufficient interest from internationally significant partners to assemble these elements.

- A Diagnostics suite including MRI (Magnetic Resonance Imaging), A CT (computerised tomography) scanner and ultrasound in partnership with leading radiographers and clinicians;
- A Performance measurement and data capture centre capable of accommodating a range of athletes and sports
- A Research centre offering collaborative, cross-sport facilities to work in partnership with Universities, including hypoxic, hyperbaric and hydrotherapy facilities
- A Centre for Continuing Professional Education and Development in Sports Science and Sports Medicine, able to offer theoretical and practical courses in partnership with professional bodies and associations;
- A population of young potentially elite athletes across a range of sports including football, cycling and taekwondo, able to participate in longitudinal studies;
- A local population suffering from poor health outcomes and high levels of obesity, heart disease and diabetes, who would benefit from research into topics such as the benefits of physical activity; and
- Scope to house specialist rehabilitation, strength and conditioning and consulting facilities for a range of specialists and practitioners

Having established that there is a strong platform of interest from academic, health, and sports related organisations based in the city and that there is sufficient interest from internationally significant partners to assemble and drive forward an Institute proposition a further stage of more detailed development work is underway to drive the Institute proposition forward to the next stage of deliverability.



## **The Manchester House of Sport**

Manchester is currently the home of a number of National Governing Sporting Bodies and other regional sports organisations. This includes the national headquarters for both cycling and squash, while a number of organisations are currently provided with accommodation at the Belle Vue Centre including the International Federation of Netball Associations; English Lacrosse; Amateur Swimming Association; and English Federation of Disability Sports.

The staff numbers of Governing Bodies based in Manchester are considerable and there are other sports related projects and initiatives based at Sportcity. The shortage of accommodation has resulted in administration and management staff being based in a number of the facilities, and this is now acting as a constraint on further expansion.

The emerging concept is to create a 21<sup>st</sup> century 'Sports Hub', a Manchester version of the Sports Park recently established at Loughborough University and soon to be completed accommodation at the Olympic Park in London. The Manchester site would include bespoke facilities designed around the needs of international and national governing bodies and sports organisations to ensure that they continue to contribute to establishing Manchester as a national and international hotbed for sport. The vision is to establish an innovative, cutting edge hub for governing bodies, sport event organisers and sport industry partners, with a unique focus on providing integrated back office and front office support functions for small and medium size federations and organisations.

## **The Beswick Leisure Hub**

Whilst there is a strong perception that the provision of sport and leisure opportunities within East Manchester is generally either good or very good, there is however strong support for additional improvements to community sports opportunities, with particular gaps including:

- A high quality, community swimming pool;
- Flexible spaces for established and emerging sports;
- High quality fitness facilities making use of the latest technologies and equipment.

The existing swimming provision in East Manchester is largely catered for by Miles Platting Pools which were built in 1978. The facility generates low usage figures, the condition of the facility is poor and the subsidy per user is the highest for any pool in Manchester. The site is part of a planned Housing PFI contract and the City Council has agreed to provide vacant possession of this site under the terms of that contract.

Evidence gathered as part of the Council's emerging Indoor Leisure Strategy for Swimming Pools demonstrates that the existing location of Miles Platting overlaps

significantly with swimming pools in North Manchester and that there are gaps in provision in Bradford and Ancoats and Clayton wards. Therefore, the Strategy has acknowledged a desire to create a new facility in the central area of East Manchester within close proximity to the Etihad Campus.

Located on Grey Mare Lane the development of such facilities would deliver key sports participation and health related priorities along with supporting the Council's priority of increasing the proportion of Manchester's population located within a 20 minute public transport catchment of a high quality swimming facility. In addition, as part of securing their Planning Permission for the Football Academy Manchester City Football Club have, agreed to set aside a £3m contribution towards the development of a community swimming pool as part of any Beswick Leisure Hub development.

The Rugby Football Union have acknowledged that there is a gap in club development in East Manchester and have indicated a desire to work with partners to bring forward investment into Rugby Union provision. Currently there are no Rugby Union clubs located in East Manchester and there is a strong desire to work closely with The East Manchester Academy to develop a new junior and adult club. The East Manchester Academy have established a strong curriculum Rugby programme and have invested in the creation of two full size Rugby pitches for curriculum use. The RFU have indicated that they would ring fence resources to support the development of a further full size pitch on the school site to enable the School to be established as a home for an East Manchester Rugby Club.

The Beswick Leisure Hub proposals will be driven forward by a partnership structure involving Manchester City Council, Manchester City Football Club, Sport England, the Amateur Swimming Association, The East Manchester Academy and The Rugby Football Union.

### **The Manchester Velopark – Expanding into Clayton Vale**

Considerable investment has already been made in establishing the eastern side of the Etihad Campus as the home of British cycling with the recent addition to the existing Velodrome facility of the new Indoor BMX Arena, new office accommodation and significant new public realm connecting the facilities to the new Metrolink Tram Stop on Ashton New Road.

Opportunities have been identified to bring forward off road cycling provision within Clayton Vale that is immediately adjacent to the existing Velodrome and the BMX facilities. The development of cyclo-cross and related activities in Clayton Vale, added to the existing cycling asset base, will transform the eastern part of the Etihad campus into a world class Velopark. It will be capable of attracting residents and workers, as well as mountain bike enthusiasts from across Greater Manchester and beyond, and host regional and national mountain bike events. The development of a world class Velopark will add to the city's existing cultural offer which is an important part of the City Region's continued economic transformation and growth.

Bringing forward plans for new cycling facilities within Clayton Vale will require further master planning work to be undertaken to make sure that these proposals support and add value to the existing investments that have been made, plus those previously made in Clayton Vale and Philips Park. This will help ensure that a world class Velopark facility is established and that the proposals within the Vale and surrounding area are sensitively developed, taking into account the heritage value of Philips Park and the natural habitats of the wildlife who live in the river valley and the park. This work will be overseen by a Partnership Board that is led by the City Council and includes Sport England, British Cycling, and the Velodrome Trust. This Board will seek an active engagement with the Friends of Clayton Vale to ensure any proposals command their full support.

### The Belle Vue Sports Village

At the heart of the proposal for the Belle Vue Sports Village are the core objectives of developing new high quality and unique community and elite sports facilities and adding to the existing sporting infrastructure assets in the City. This would include providing new outdoor and indoor sports facilities for use by St Peter's RC School, Sports National Governing Bodies (NGB's) performance programmes and community sports clubs. Belle Vue Aces via BV Arena Ltd also propose to bring forward a new National Speedway Stadium within the new complex. As well as securing significant community usage the development is seeking to ensure that the facilities can host a number of national and international sporting events to add to the existing Major Events Programme in Manchester.

The proposed Sports Village development is located on Pink Bank Lane and Kirkmanshulme Lane in Belle Vue, a site currently under the ownership of the City Council, containing City Council office accommodation and business centre (that will be shortly vacated) and a leisure centre comprising a double sports hall, two all weather hockey pitches and a grass pitch constructed as part of the Commonwealth Games in 2002. The current site has a number of constraints and the opportunity exists to redevelop the site to accommodate new national centres for Speedway, Basketball and Taekwondo as well as improving community and school sports facilities.

Detailed Master planning work is being undertaken to ensure that the proposals for the following facilities can be accommodated:

- A new 3G pitch which represents an improvement to the site's all weather provision and an opportunity to accommodate a wider range of sports other than just hockey;
- A new grass pitch for Rugby League;
- A new national Speedway stadium and Academy;
- A new national Taekwondo Facility through the remodelling of the current sports hall;
- A new national Basketball Centre; and
- Improvements and extension to the existing fitness and leisure facilities.

This work is being overseen by a Partnership Board that is being led by the City Council, supported by representatives from the Manchester Sport and Leisure Trust (MSLT), Sport England, St Peter's High School and the five sports organisations who have an interest in being based in the proposed Sports Village.

The development of the Belle Vue Sports Village will require significant public and private sector resources to bring this proposal forward. Given the challenges associated with securing such investment it is likely that the development will be delivered in phases in accordance with an agreed masterplan for the site. Each individual phase of development will require a robust business case and business plan to unlock the public and private sector resources needed.

### **The Ten Acre Lane Sports Complex**

The Ten Acre Lane Sports Complex has recently received significant investment to transform the facility into a training centre for Martial Arts and Taekwondo. In principle agreement has also been secured with the Manchester Sports and Leisure Trust (MSLT) to bring forward proposals for new management arrangements associated with this facility. The MSLT are now evaluating proposals to secure additional investment into the existing full size all weather pitch to develop an improved and expanded multi sports and leisure facility in Newton Heath.

### **The Eastlands Community Plan: Next Steps**

As indicated in the previous section each of the investment proposals require further work to both develop and refine the business case for public and private sector resources. In certain instances a number of proposals, for example, the new Sixth Form College will require the funding proposition for a "16 to 19 Free School" to be accepted by Government as a central plank of the funding strategy for this facility. Notwithstanding the work now required to bring each of these individual propositions to fruition there are significant opportunities to ensure that each of these proposals adds value to the city's wider sporting and commercial offer while at the same time underpinning the city's place making, social and economic agendas.

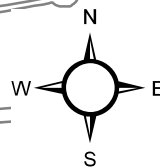
Table 1 now sets out a proposed Development Framework for bringing forward these proposals in a manner that is consistent with the need to ensure that each proposal is integrated in physical masterplanning terms, co-ordinated with wider service developments along with a robust business case and business plan to underpin the proposal.

**Table 1: Eastlands Community Plan Development Framework**

Title	Core Proposition	Lead Partner (s)	Potential Funding Partners	Estimated Timescales for Delivery	Other Comments
<b>The “Beswick” Community Hub</b>					
The East Manchester Sixth Form College	A 600 place sixth form facility meeting the needs of 550 members of the public and 50 MCFC scholars.	The AGGS Academy Trust	Department of Education (DfE)	Subject to timing and availability of DfE resources. An application for “16 to 19 Free School” capital and revenue support has been made. Decisions are expected in July 2012.	The final proposals for the Community Hub will be influenced by an overarching Masterplan for the area. This plan will seek to bring the four proposals together in a manner that secures the maximum regenerative benefit for this part of the city. It will, amongst other things, address the need to maximise and secure new retail opportunities along with seeking to improve access to the hub and enhancing the pedestrian experience. This Masterplan will be subject to detailed consultation in Spring 2012. A detailed Implementation Plan and funding strategy for that plan will be developed once the Community Hub Masterplan has been agreed
The Manchester Institute of Sports Science and Sports Medicine	A second stage phase of work has been commissioned to establish the development of a core proposition.	Manchester City Council and UK Sport	Manchester City Council, UK Sport, Sports National Governing Bodies and Manchester City Football Club	Second Stage Review to be undertaken. Delivery outcomes will be subject to the outcomes of that work	
The Manchester House of Sport	Feasibility work is underway to establish the suitability of Grey Mare Lane Police Station as a home for Regional and National Sporting Governing Bodies and other stakeholders.	Development Partner will be procured by Manchester City Council	MCC Private Sector Partner	Subject to the finalisation of the business case and business plan and the completion of the overarching Masterplan works could commence in 2012/13 subject to public and / or private sector investment being available.	
The Beswick Leisure Hub	A circa 2200sq metre multi use space comprising wet and dry leisure facilities.	Manchester City Council	Sport England and Manchester City Council	Subject to the finalisation of the business case and business plan and the completion of the overarching Masterplan works could commence in 2012/13 subject to public sector investment being available.	

Title	Core Proposition	Lead Partner (s)	Potential Funding Partners	Estimated Timescales for Delivery	Other Comments
<b>The Belle Vue Sports Village</b>					
Belle Vue Phase 1	Phase 1: Facilities for English Basketball and British Taekwondo, a 3G all weather pitch, a grass pitch and associated parking and public realm.	Manchester City Council	Sport England, Sports National Governing Bodies and Manchester City Council	Subject to the finalisation of the business case and business plan works could commence in 2012/13 subject to public sector investment being available.	
Belle Vue Phase 2	Phase 2: a mini stadium including a multi-sport grass pitch facility, speedway track and grandstand.	Manchester City Council and BV Arenas Ltd	Manchester City Council, Sport England, Sports National Governing Bodies and Belle Vue Aces	Subject to the finalisation of the business case and business plan works could commence in 2012/13 subject to public and private sector investment being available.	Phase 2 will be significantly influenced by the availability of third party investment needed by Belle Vue Aces to bring forward their ambitions for the speedway facility.
<b>The Manchester Velopark</b>					
Clayton Vale Cyclo Cross	9 km of multi disciplinary Cyclo Cross trails to suit experienced and novice mountain bike riders.	Manchester City Council	Manchester City Council and British Cycling	Subject to the finalisation of the business case and business plan and the completion of the overarching Masterplan works could commence in 2012/13 subject to public and / or private sector investment being available.	
<b>The Ten Acre Lane Sports Complex</b>					
Ten Acre Lane Refurbishment Phase 2	Replace the outdoor artificial pitch and develop an indoor programme for martial arts.	Manchester Sport & Leisure Trust	Manchester Sport & Leisure Trust	Subject to the finalisation of the business case and business plan works could commence in 2012/13	

**Annexe 2**



**BRADFORD**

Sportcity

CORPORATE SERVICES DEPARTMENT - CORPORATE PROPERTY

**PLAN FOR IDENTIFICATION  
PURPOSES ONLY**

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