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Holt Town Draft Neighbourhood Development Framework

Consultation Summary Report

Form engaged communities. Create informed places.

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Executive Summary

This Consultation Summary Report has been produced on behalf of Manchester City Council (MCC), in respect of the draft Neighbourhood Development Framework (NDF) for Holt Town, which proposes a pioneering mixed-use, residential-led neighbourhood in Manchester.

MCC have engaged with the public via a fully inclusive consultation process that allowed for the public to share their thoughts on the draft NDF, in advance of the final NDF being considered for endorsement by Manchester City Council's Executive Committee.

An online tool utilising Deetu's Engaged Space platform was used as the backbone of a wider consultation methodology. This was made publicly available and can be accessed via a web browser, on any device, to allow people to understand the plans in more detail and complete a feedback survey from this website:

holttownwoodtown.com

The consultation was communicated via a leaflet drop to 4,652 local addresses, promoted social media on Facebook and Instagram and through wider stakeholder correspondence. The methodology behind this approach is detailed out in **Section 3.3** of this report.

The online consultation was visited 10,000 times by 7,900 unique visitors and 409 surveys were completed throughout the formal consultation period. 95% of the users that viewed the online consultation materials did not feel the need to provide feedback.

A freephone number was available for those unable to access the links to call for paper information packs and surveys, with two surveys distributed as a result.

Four in-person events were held during the formal consultation period: two public events, a drop-in session for local businesses, and a breakfast event for landowners. The events were well attended and gave participants the opportunity to speak with MCC staff members and other members of the project team.

A workshop session with members of the project team was held at St Anne's RC Primary School, engaging with Year 6 pupils as part of MCC's child friendly city strategy.

All feedback as part of the formal consultation has been reviewed by the project team and MCC would like to thank stakeholders, residents and the wider community who took part in the consultation to provide feedback.

Based upon the survey responses, stakeholder feedback and in-person event feedback, it is evident that design considerations have been brought forward from the public. These have been addressed within the report and those within the control of MCC will be taken into consideration as the NDF develops.

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1. Introduction

- 1.1.1. This Consultation Summary Report has been prepared in respect of the draft Neighbourhood Development Framework (NDF) for Holt Town, which proposes a pioneering mixed-use, residential-led neighbourhood in Manchester. This report has been produced on behalf of Manchester City Council (MCC).
- 1.1.2. The report has been produced with the aim of evidencing the stakeholder and community engagement methodologies undertaken by MCC and public consultation feedback received in respect to the draft NDF.
- 1.1.3. To aid in the community engagement and consultation activities, MCC appointed independent engagement specialists Deetu to the project team.
- 1.1.4. Deetu focuses on consultations that utilise digital tools at the core of their engagement strategy. The approach helps form engaged communities and create informed places built upon representative consultation and a data-driven evidence base.
- 1.1.5. This report documents how MCC has approached creating and developing an informed design through engaging with the local community ahead of the presentation of the revised NDF to Manchester City Council's Executive Committee in early 2025.

2. Project Background

2.1. Existing Site

- 2.1.1. The Holt Town NDF area sits between the City Centre and Sport City and the Etihad Campus. The Ashton Canal and the River Medlock run through the site. The site area is set out in **Figure 2.1**.
- 2.1.2. Holt Town is distinguished by prominent physical features such as the Ashton canal corridor, the Lower Medlock Valley, historic mills and warehouse buildings, and the former Saxon Street Gasworks.
- 2.1.3. The area comprises a residential population of around one hundred people, pockets of nature, woodland, and between 70 to 90 businesses, which have emerged amongst an array of disused land and buildings.



Figure 2.1. Holt Town Location Plan

2.2. Draft Neighbourhood Development Framework

- 2.2.1. The NDF envisions Holt Town as a pioneering mixed-use, residential-led neighbourhood that breathes new life into this part of East Manchester. The plan proposes 4,500 new homes alongside 30,000 sq. m of commercial space, aiming to create a vibrant, mixed-use neighbourhood with a range of facilities, including high quality open spaces and linkages to surrounding areas.
- 2.2.2. The draft NDF can be read in full on Manchester City Council’s website via the following link:
<https://democracy.manchester.gov.uk/documents/s48114/Appendix 2 - Draft Holt Town NDF.pdf>
- 2.2.3. The emerging illustrative framework is included as **Appendix 1**.

3. Forming an Engaged Community

3.1. Breaking Down Barriers

- 3.1.1. A digital-first consultation accompanied by the use of traditional engagement methodologies, such as physical events and leaflets, allows for thorough engagement of the full diversity of a community at a time and place that suits the individual or organisation.
- 3.1.2. This variety of consultation methodologies has allowed MCC to overcome the following barriers:

Inclusivity

- 3.1.3. Traditional methods that rely solely on physical practices such as leaflet dropping and in-person events can isolate those who have familial or caring responsibilities or digitally-native and seldom-heard groups such as younger generations, thus far more participative techniques are required.
- 3.1.4. Seeking the views of those that have always attended traditional planning-related consultation events will always be more straightforward than building relationships with new or smaller communities and groups who are less accustomed to the planning and consultation process.

Accessibility

- 3.1.5. Traditional consultation methods often result in complex planning documents and development proposals that can be daunting. This disproportionately impacts groups with English as a second language or special education needs. This complexity reduces comprehension and makes it difficult for respondents to provide “*meaningful feedback*” as set out in the [Gunning Principles](#).

3.2. Doing Things Differently

- 3.2.1. Separate to the Holt Town NDF consultation exercise, MCC have been running numerous consultation processes, which have accelerated understanding of community concerns around the interfaces of Holt Town. These include consultation exercises around Ancoats Phase 3, New Islington, Residents Parking Zone (RPZ) consultations, and Central Retail Park.
- 3.2.2. The consultation strategy for the Holt Town draft NDF was built upon the information, understanding and context of these exercises.
- 3.2.3. To overcome the barriers highlighted above in **Section 3.1**, a consultation approach that utilised digital tools at the heart of its strategy, whilst still being inclusive of those unable to access the internet was adopted.
- 3.2.4. An online tool utilising Deetu’s Engaged Space platform was used as the backbone of a wider consultation methodology. This was made publicly available and can be accessed via any web browser, on any device, to allow

people to understand the draft NDF in more detail and complete a feedback survey from this website:

holttownwoodtown.com

3.2.5. While the core of the consultation was via the online tool, MCC was also mindful of those unable to access the internet or are digitally uncertain. As such, additional methodologies were used to raise awareness and understanding about the consultation and to supplement the online tool as detailed below.

3.2.6. Further detail on the online consultation strategy has been included in **Appendix 2**.

3.3. Communicating the Consultation

Target Audience

3.3.1. The primary audiences for this engagement exercise were:

- The existing residents, businesses, freeholders and leaseholders in the Holt Town NDF area;
- Key stakeholders, including statutory bodies;
- Members of Manchester City Council and elected members;
- Residents across Manchester City Centre, and the wards of Miles Platting & Newton Heath and Ancoats & Beswick;
- Potential future residents of Holt Town.

3.3.2. These audiences were contacted because they were deemed to be those immediately affected by the development with strong local knowledge. However, as the development may be of interest to potential future residents of Holt Town, the consultation was also shared more widely within the region.

Consultation Schedule

3.3.3. The formal consultation was open for 6 weeks, with in-person events being held during the fifth week of consultation.

3.3.4. A more detailed breakdown of the schedule is below:

- 19/08/2024 – Leaflets and letters delivered.
- 19/08/2024 – Digital consultation opened.
- 19/08/2024 – First round of stakeholder emails distributed.
- 19/08/2024 – Social media advertisement campaign launched.
- 02/09/2024 – Second round of stakeholder emails distributed.

- 05/09/2024 – Landowner breakfast event.
- 18/09/2024 – In-person business consultation drop-in event held.
- 18/09/2024 – First public in-person event held.
- 19/09/2024 – Second public in-person event held.
- 23/09/2024 – Third and final round of stakeholder emails distributed.
- 25/09/2024 – Workshop with St Anne’s RC Primary School.
- 29/09/2024 – Digital consultation and survey closed.

Leaflet and Letter Drop

- 3.3.5. An invitation to participate in the consultation was delivered as an addressed envelope containing a leaflet to the residents of Holt Town and surrounding areas.
- 3.3.6. In total leaflets were sent to 4,652 addresses within a mailing area bound by the A665 Inner Ring Road, Old Mill Street and Bradford Road, the A6010, and Ashton New Road and Palmerston Street. Additional commercial properties fronting onto the A6010 and the northeast of the NDF area were also included, due to this proximity. This area is illustrated in **Figure 3.5**.
- 3.3.7. This mailing area, covering addresses in the wards of Miles Platting & Newton Heath and Ancoats & Beswick, was decided upon due to being deemed to be those immediately affected by any development within Holt Town. The draft NDF proposes improved connections to, and interfaces with, these neighbourhoods, presenting potential changes within these areas.
- 3.3.8. This leaflet contained the details of the consultation, a Quick Response (QR) Code, links to the digital tool, information about the in-person events, and contact details by which recipients could request a physical copy of the consultation material.
- 3.3.9. In addition to the wider leaflet campaign, the Council sent 229 letters to the freeholders and leaseholders within the NDF site boundary, to notify them of the consultation and asking them to take part. These letters were sent by tracked delivery. Of these letters, 20 were returned via Royal Mail.
- 3.3.10. 111 letters were also sent to local businesses within the NDF site boundary. Again, this notified them of the consultation and invited them to take part. Four of these letters were returned via Royal Mail.
- 3.3.11. A copy of the leaflet and the letters for businesses, leaseholders and freeholders can be found in **Appendix 3**.



Figure 3.5. Leaflet Distribution Area

Consultation Information Line

- 3.3.12. The consultation freephone number (0800 170 1223) was also available from the leaflet for those that were unable to access the links.
- 3.3.13. The number was in operation Monday to Friday between the hours of 9:00am and 5:30pm. A voicemail was then used to collect any messages outside of these hours. These were responded to at the earliest opportunity.
- 3.3.14. From this number, a call-back could be requested from the consultation team, or an information pack and paper survey could be requested with a pre-paid envelope to return a physical survey.
- 3.3.15. A copy of the information pack and the paper survey containing the same questions as the digital survey is included as **Appendix 4**.

In-person Events

- 3.3.16. In-person events were held to provide landowners, local businesses and residents the opportunity to speak to the team. Members of the team were in attendance along with informational boards. Attendees were provided the option to fill out the survey at the events either online or on paper, which 17 attendees did at the business and public events.
- 3.3.17. The landowner breakfast event was held on Thursday 5th September at Hallé St Peter's, Blossom Street, Ancoats M4 6BF. In attendance were 11 representatives, covering each of the major landowners in Holt Town. The event was also attended by Homes England and the Interim Chief Executive and Strategic Director for Growth & Development at Manchester City Council.
- 3.3.18. Studio Egret West led a presentation on the draft NDF and the strategic vision for the future of Holt Town. This included the approach to land uses, housing

and social infrastructure as well as the proposed character areas for future development in Holt Town. This session set out the ambition for a pioneering mixed-use neighbourhood that could deliver up to 4,500 new homes and create new town in the city. All landowners were encouraged to use the website to take part in the public consultation and feedback views on the draft NDF.

3.3.19. The business event and two public events were held at Church of the Apostles & St. Cuthbert's, Ridgeway Street, Miles Platting, M40 7FY. These were held on:

- Business Consultation Drop-in: Wednesday 18th September, 8:30AM to 10:00AM
- Public Event: Wednesday 18th September, 1PM to 5PM
- Public Event: Thursday 19th September, 3PM to 7PM

3.3.20. The Business Consultation Drop-in was advertised on the website as exclusively for local businesses to learn about the plans for Holt Town and ask questions of the Council and design team. A representative of the GM Business Growth Hub was also in attendance. Attendees were encouraged to book online for free in advance of the event, to allow the Council to gather an understanding of the expected attendees. However, the event was free to attend and walk-ins were welcome.

3.3.21. The public events were open to everybody, were free to attend, and there was no need to book a place in advance. While many attendees made the trip to the venue especially for the consultation, the events saw additional attendance due to footfall in the venue from other community uses, such as the community shop. This allowed a wider audience to be reached, including several attendees who hadn't previously heard about the consultation.

3.3.22. A total of 12 individuals from 9 different businesses attended the business event and 71 individuals to the two public events. While many attendees appeared to be over the age of 60, which is the traditional demographic for in-person events, it is notable that each event saw a full range of age groups in attendance, including children and young adults.

Workshop with St Anne's RC Primary School

3.3.23. A workshop was held by Studio Egret West (SEW) with 26 Year 6 pupils from St Anne's RC Primary School, located just outside the Holt Town NDF area on Carruthers Street, but within the Ancoats and Beswick ward.

3.3.24. The aim of the workshop was to give pupils an opportunity to familiarise themselves with the Holt Town proposals, while also teaching them about the design and development process and also a part of a wider approach to engaging with young people as part of the child friendly city strategy.

3.3.25. The workshop invited these students to share ideas about what they need in a city and what they feel would make a new neighbourhood child friendly.

- 3.3.26. The session began with a short summary by SEW of the history and heritage of Holt Town, going on to explain the reasoning behind the evolution from Holt Town to Wood Town to Sponge Town in the NDF.
- 3.3.27. The rest of the session was dedicated to an activity for the children to come up with ideas for the car-free Play Link, which forms part of the NDF proposals.
- 3.3.28. They explored this pedestrianised street in creative ways and demonstrated their ideas through 5 different collages, which they presented to their peers at the end of the session.

Wider Stakeholder Correspondence

- 3.3.29. The Council identified key stakeholders comprising members of Manchester City Council; local Councillors; statutory bodies and wider interest organisations; residential community groups and community voices; key landowners and occupiers; developers and interested parties; and members of the business community.
- 3.3.30. These stakeholders were emailed regarding the consultation on three occasions throughout the formal consultation period, inviting feedback. The first email was sent on the 19th August as a notification of the consultation launch, the second on the 2nd September as a first reminder, and the third as a final reminder in the last week of consultation on the 23rd September.
- 3.3.31. Formal feedback was submitted via email by some stakeholders. This feedback has been summarised in Section 4.2 below.

4. Creating an Informed Place

4.1. Community Response

- 4.1.1. As detailed in previous sections, the Council is keen to understand feedback on the proposals and how this may inform the next iteration of the NDF.
- 4.1.2. As such, to gauge how the community perceived the draft NDF, the engagement methodology detailed in **Section 3** was undertaken.
- 4.1.3. The online consultation was visited 10,000 times by 7,900 unique visitors and 409 surveys were completed throughout the formal consultation period. Approximately 95% of those users who viewed the materials did not feel the need to provide feedback.
- 4.1.4. Two calls to the freephone number were made, with both callers being sent a paper information pack.

Community Demographics

- 4.1.5. Respondents to the consultation were asked about their relationship with Holt Town, to help the project team understand the types of people who were giving feedback.
- 4.1.6. A third of respondents to this question said they live in or near the area, with a further 13% working in the area, as shown in **Figure 4.1**.
- 4.1.7. Those who said “Other” made up almost 35% of respondents, with a wide array of responses specified here, including use of local businesses and community uses, and those interested in living in the area. Of these “Other” responses, 60% are affiliated with the Hope Mill Theatre.

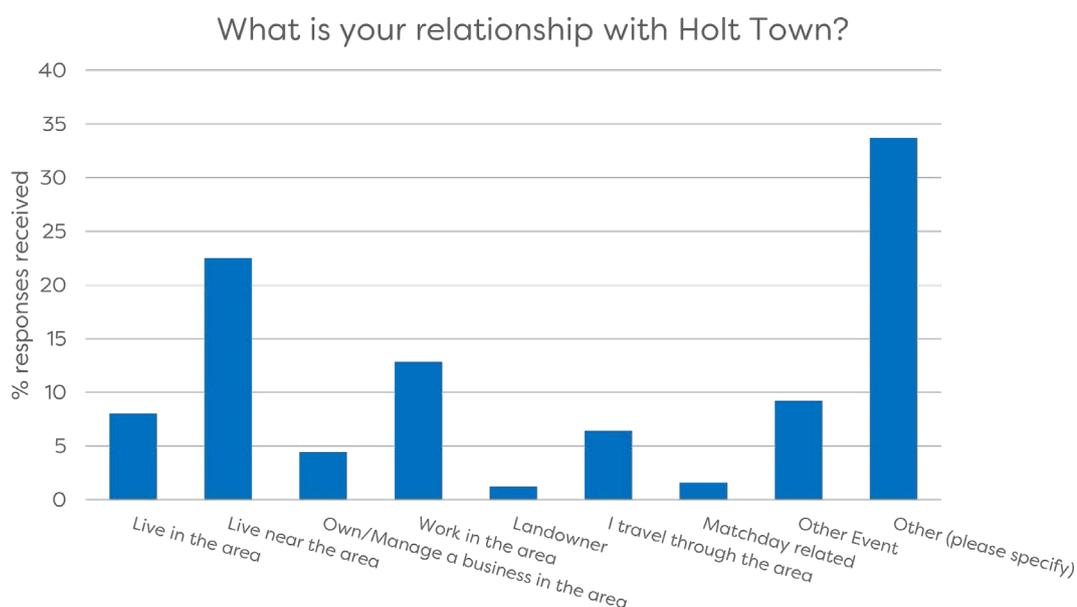


Figure 4.1. Survey Respondents’ Relationships with Holt Town

4.1.8. Respondents were then asked how they heard about the consultation, as per **Figure 4.2**.

4.1.9. 28% of respondents heard about it via Facebook and Instagram, 17% by word of mouth, and 10% each via the leaflet drop or by news articles. The remaining 34% said they heard about it via other means, with over half of these respondents specifying Hope Mill Theatre.

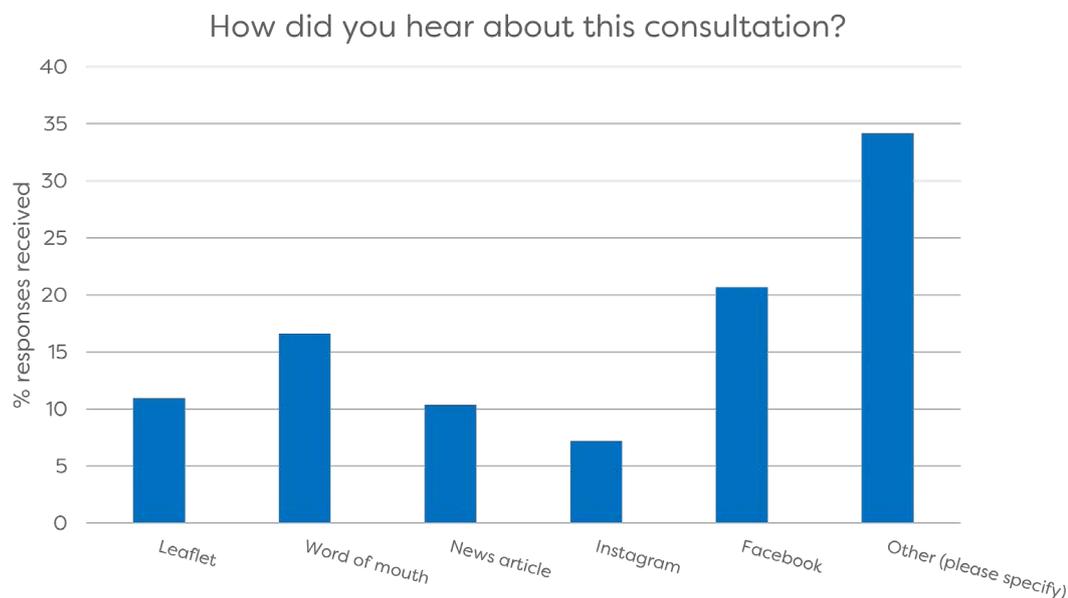


Figure 4.2. How Survey Respondents heard about the Consultation

4.1.10. 30% of all responses were received in the first week of the consultation. **Figure 4.3** shows the response numbers by date throughout the consultation with indications of key events in the timeline.

4.1.11. Of particular note is the spike in responses around the 11th and 12th September, when the Hope Mill Theatre circulated an email about the consultation to their wide supporter base. Almost 55% of the responses received on these dates were from those who said they heard about the consultation via an email from the theatre.

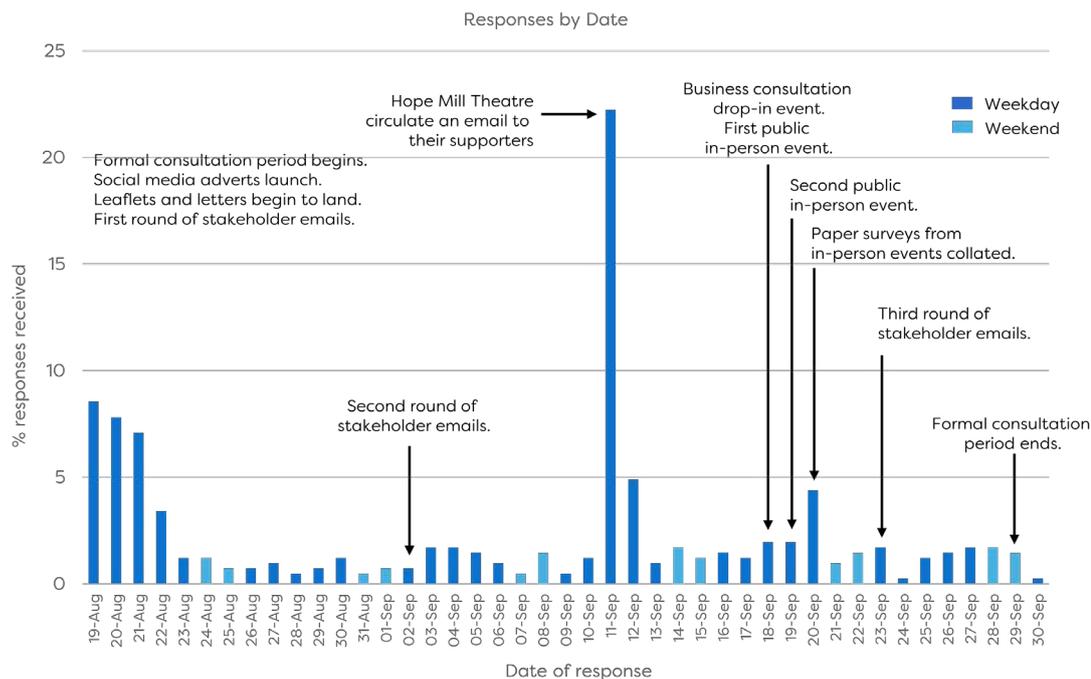


Figure 4.3. Survey Respondents by Date

Local Community Reach

4.1.12. Although the surveys were anonymous, users were asked to provide their postcode so an understanding of the demographics for those who had completed the surveys could be gained.

4.1.13. 325 survey respondents provided a valid postcode, with 266 unique postcodes provided in total. 257 of the unique postcodes are from within the Greater Manchester region, with 169 specifically within the Manchester metropolitan borough. The remainder of responses originate within Cheshire East and Lancashire. The local postcode response is demonstrated in **Figure 4.4**.

4.1.14. The remaining 84 respondents provided no postcode.

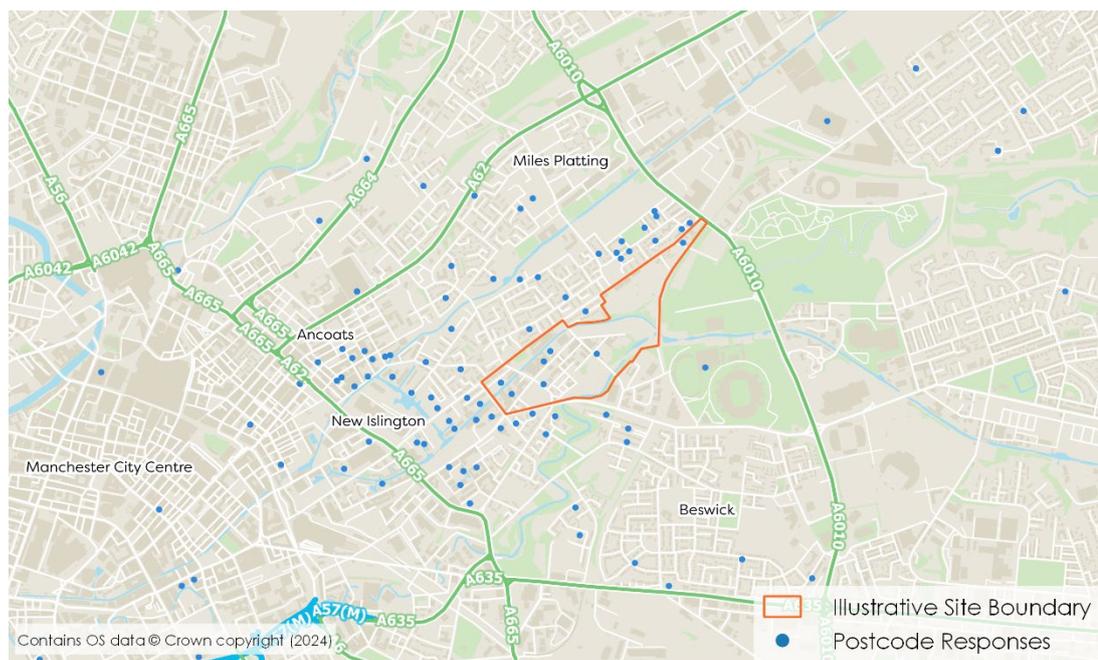


Figure 4.4. Local Survey Result Postcode Locations

4.2. Analysis

4.2.1. The feedback survey took respondents through the high-level principles set out within the draft NDF. The following sections break down the response we received for each question asked.

The Approach to the Holt Town NDF

4.2.2. Respondents were initially asked if they agree with the following approach to Holt Town: ***Holt Town has the potential to be a pioneering mixed-use, residential-led neighbourhood that breathes new life into an underused part of East Manchester. The draft framework suggests the new Holt Town could be a neighbourhood with 4,500 new homes, including 1,000 affordable homes. Alongside the diverse ecological setting of the Medlock Valley and the historic character of the Ashton Canal corridor, Holt Town can be a rooted, layered, and connected piece of Manchester. A new town in the city.***

4.2.3. Of the 296 respondents who answered this question, 39% said they agree and 49% that they strongly agree, leaving only 12% of respondents saying they disagree with this approach.

4.2.4. The response from those located within the NDF area itself was fairly mixed in sentiment, with 41% disagreeing and 59% agreeing in this area. Meanwhile those respondents neighbouring the site in Ancoats & Beswick and Miles Platting & Newton Heath were more likely to agree, with 87% of respondents in this area, compared with 13% who said they disagree. This is demonstrated in **Figure 4.5**.

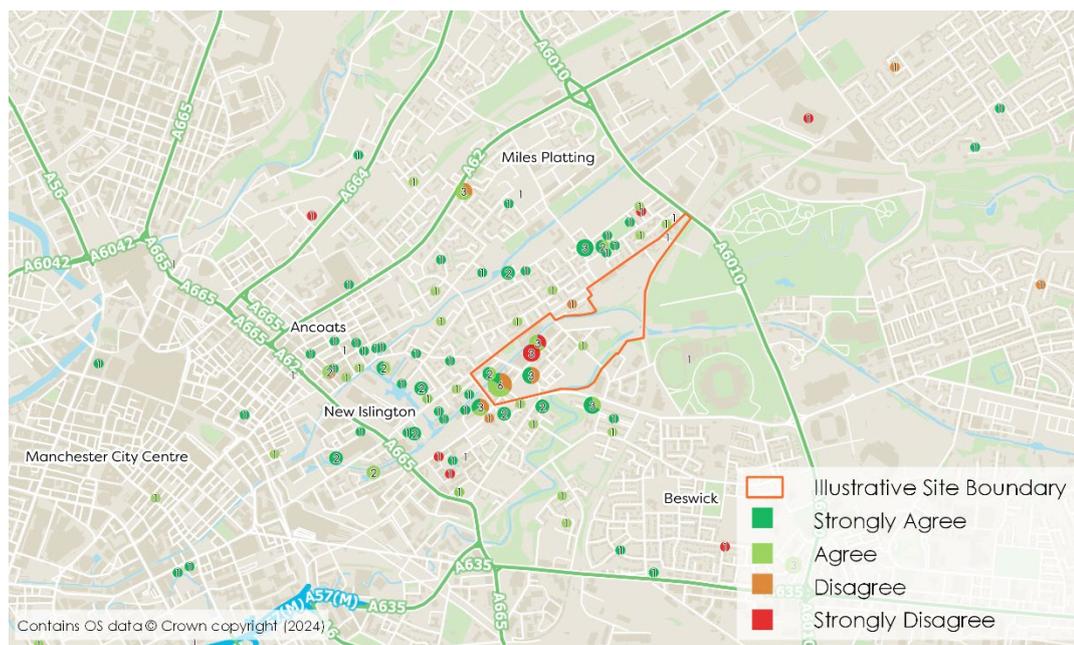


Figure 4.5. Geographic response to the draft NDF's approach to the new Holt Town

- 4.2.5. Respondents were then asked ***What sort of place do you think the new Holt Town should be?*** with 265 leaving a comment.
- 4.2.6. These comments were broken down and collated into key categories, with many comments covering multiple themes.
- 4.2.7. The most common themes that arose were those of vibrant new spaces and expanded community green space, relating to 130 comments in total, or almost 50%.
- 4.2.8. 49 comments acknowledged an openness to the provision of new homes, with 21 relating to the desire for a sustainable development.
- 4.2.9. Further themes that arose related to community and commercial uses: an affordable new community (47), a new creative hub (38), a general focus on community (37), mixed use (22), retail friendly (21), and open to small businesses (20).
- 4.2.10. Comments were made around connectivity and public realm in the form of accessible space (33), a safe space for all to enjoy (30), and a pedestrian-first approach across the area (19).
- 4.2.11. Traffic movement is a key aspect of the draft NDF. A few specific comments were made about existing traffic movement in the area, with three respondents mentioning one each of the following: traffic “backing up” on Pollard Street; drivers using Carruthers Street as a cut through from Bradford Road; and the need for increased capacity of the junction of Beswick Street and Ashton New Road. These respondents ask that the NDF takes these issues into account.

New Homes

- 4.2.12. The following questions turned the focus to new homes within the draft framework, which suggests the idea of a mix of low-, mid- and high-rise homes with a variety of tenures including affordable, homes to rent and homes to buy.
- 4.2.13. Respondents were asked: ***The draft framework suggests the idea of a mix of low-, mid- and high-rise homes with a variety of tenures including affordable, homes to rent and homes to buy. Do you agree with the idea of a mix of types of new homes in Holt Town?***
- 4.2.14. 289 respondents answered, with 40% said they agree, with a further 40% saying they strongly agree, leaving 12% disagreeing and 7% strongly disagreeing.
- 4.2.15. **Figure 4.6** shows the local geographic spread of these responses. The response within the NDF area is again mixed, with 53% of respondents in this area in agreement and 47% in disagreement. Some of this disagreement from within Holt Town may come from existing businesses who feel uncertain about the proposal of new development and changing uses within the area.
- 4.2.16. There is agreement with the idea of a mix of new homes from respondents throughout the city centre. Within the wards of Ancoats & Beswick and Miles Platting & Newton Heath, 77% of respondents in these areas agree with the idea of a mix of new homes, and 23% disagree.

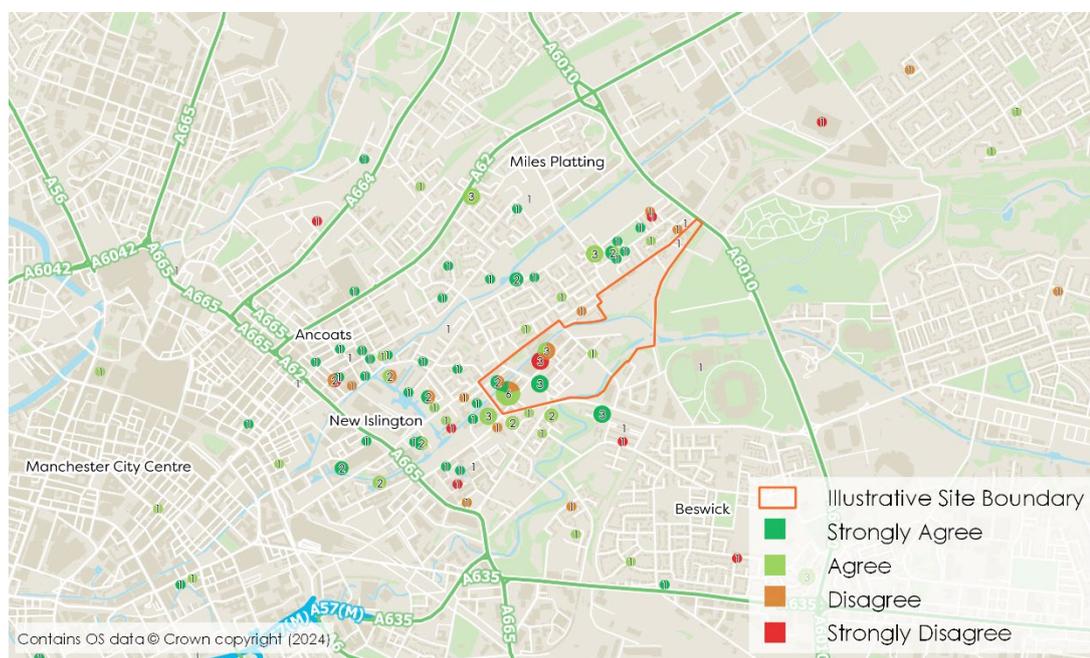


Figure 4.6. Geographic response to the idea of a mix of new homes within the NDF

- 4.2.17. When asked ***What type of new homes do you think are required for the new Holt Town?*** 260 individuals left comments. The wide variety of responses echoed the need for a mix of homes identified by the previous question.

- 4.2.18. A third of respondents mentioned the need for affordable homes in the area (102 comments), with 30 comments also mentioning social housing.
- 4.2.19. Echoing the previous question, 61 comments were made regarding a mix of home types, and this is again clear with further comments relating to: larger homes for families (50), town houses (24) and apartments (21). 42 comments mention the need for low density homes vs those 24 mentioning high density homes. Some community feedback suggested better integration was required with Miles Platting.
- 4.2.20. A further 14 comments specified the need for sustainable homes, leading on from the earlier response highlighting the desire for sustainable development.

Neighbourhood Facilities

- 4.2.21. The survey then asked respondents for their opinions and ideas for potential neighbourhood facilities.
- 4.2.22. Respondents were asked if they agree with the following proposal: ***The draft framework proposes new workspace as well as important neighbourhood facilities for health, retail, social and cultural uses. There is also an idea for a multi-use Mobility Hub which will include parking, cycle hire, flexible workspace and other social infrastructure.***
- 4.2.23. Of the 281 who answered this question, over 90% said they agree (35%) or strongly agree (56%) with these proposals, with only 4% disagreeing and 5% strongly disagreeing.
- 4.2.24. When looking at the geographic spread of responses to this question, the pattern largely follows that of the previous question about the general approach to the Holt Town NDF, with a more mixed sentiment within the NDF area than the surrounding neighbourhoods. Within the NDF area, 67% of respondents agreed with these proposals, with 33% disagreeing. Some of this disagreement from within Holt Town may come from existing businesses who feel threatened by the proposal of new development and changing uses within the area.
- 4.2.25. As per **Figure 4.7**, there are strong areas of support wrapping directly around the site within the neighbouring communities, demonstrating a wider need for a range of new facilities.
- 4.2.26. Within the wards of Ancoats & Beswick and Miles Platting & Newton Heath, 91% of respondents agreed with the proposal for new facilities as outlined in the draft NDF. 9% of these respondents disagreed.

4.2.34. **Figure 4.8** shows the geographic spread of responses to this question, again following a similar pattern to the previous questions. In this case, it is notable that the proposals for the public realm elicited a more supportive response within the Holt Town NDF area, compared with the previous questions, with 80% in this area in agreement, and 20% in disagreement.

4.2.35. Likewise, those within the wards of Ancoats & Beswick and Miles Platting & Newton Heath were overall very supportive of these proposals, with 89% of respondents in these areas in agreement, and 11% in disagreement.

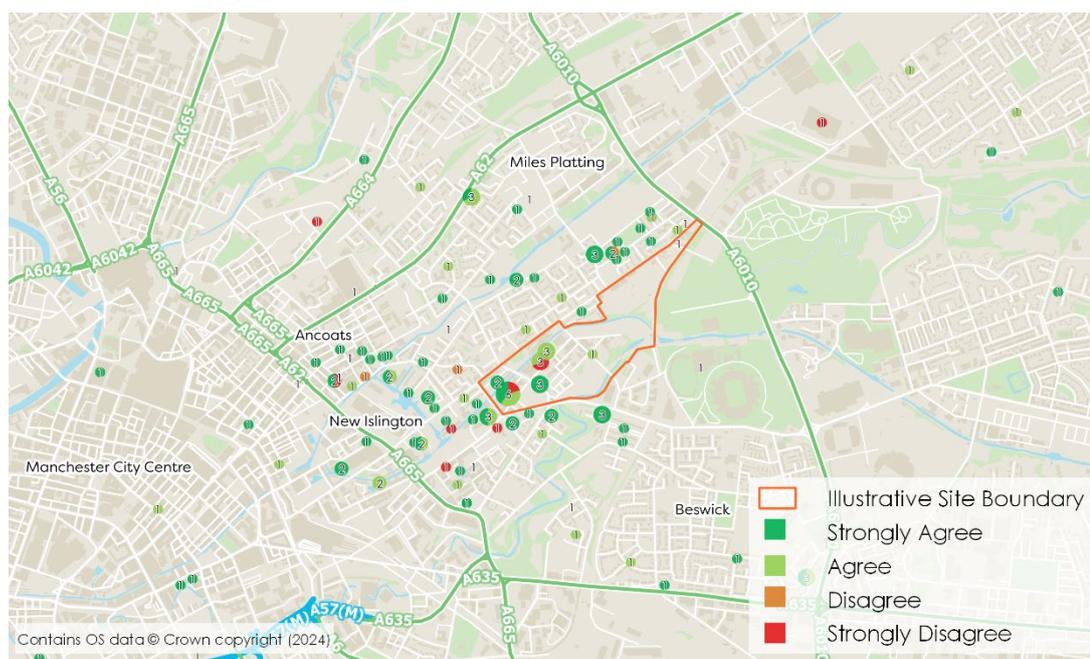


Figure 4.8. Geographic response to the proposal of new improved public realm

Final Comments

4.2.36. The final three questions provided respondents the opportunity to comment on the draft NDF more generally.

4.2.37. Firstly, respondents were asked ***Do you have any other comments on these proposals, or other ideas?*** In total, 181 individuals left a comment, with 30 of these leaving generally positive feedback about the proposals.

4.2.38. The main suggestion that was made was for even more green space (33 comments) and more youth space (8).

4.2.39. Some respondents raised the need for creating spaces that are safe (18) and accessible (11), with more walking routes (9).

4.2.40. 12 comments raised concerns around the removal of existing planting and green space and 9 asked about site maintenance.

4.2.41. Respondents were then asked ***Do you think there is anything we have missed out in the framework for a new Holt Town?*** 188 individuals provided a

response to this question, several of those to only say that they didn't have any further comment to make, and 12 leaving a generally positive response.

- 4.2.42. Many of the topics previously mentioned throughout the survey were raised again here including healthcare facilities (15 comments), social housing (14) and affordable homes (11), a new school (9), and accessible spaces (5).
- 4.2.43. 15 comments mentioned creative spaces and 9 raised questions around what will happen to the existing businesses and residents in the area.
- 4.2.44. Transport and travel was also a key topic that came up again, specifically around more car parking (8), expanding the public transport network (8), active travel infrastructure (7) and expanding the infrastructure around the Canal (5).
- 4.2.45. Finally, respondents were asked ***Do you have any further comments?*** with 152 leaving an answer. Many of these comments were again those saying they had nothing further to add, and 30 were explicitly positive about the draft NDF proposals. 5 respondents left negative comments.
- 4.2.46. The final topics that came up were largely around housing and businesses: new houses should be for local residents (10), preference for lower density housing (8) and affordable housing (7); retaining the Hope Mill cultural hub (9) and providing support for existing businesses (7).

Online Business Response

- 4.2.47. MCC commissioned Turley to prepare an Economic Analysis, providing a summary of the existing business community within Holt Town and the opportunities for the NDF to promote new and revitalised economic activity. This report found there may be between 70 to 90 businesses in the area.
- 4.2.48. As such, the survey provided local business owners, managers or representatives the opportunity to provide a response on behalf of their business. This survey option was used by 14 respondents, some of which may be part of the same business entity. This doesn't include business owners, managers or representatives who provided feedback via email or contact via the in-person events. It is acknowledged that some of these respondents were navigated to this part of the survey while they were trying to answer as an individual.
- 4.2.49. Of these respondents, 7 provided a name for their business. It is acknowledged that this represents only a small proportion, between 7-10%, of the business activity within Holt Town, identified by the Turley Economic Analysis.
- 4.2.50. It is anticipated that several business representatives would have chosen to answer the main aspect of the survey in a personal capacity instead, resulting in the lower feedback numbers to the business survey.
- 4.2.51. As such, the small amount of feedback provided via this online survey is not truly representative of the wider business community operating in the area. While MCC welcome this feedback and will address it while amending the NDF, it must be taken into consideration within the context of the wider business consultation methods and the ongoing landowner engagement strategy.

Response from Workshop with St Anne’s RC Primary School

- 4.2.52. In total, 26 Year 6 pupils took part in this SEW-led workshop at St Anne’s RC Primary School. The workshop was hosted as part of the MCC approach to child friendly cities and as a way of engaging with young people who are potential future residents of the area.
- 4.2.53. The pupils contributed to the play link proposal and gave valuable insights to what would enhance the quality of their lives and the lives of their families.
- 4.2.54. Key ideas raised by the pupils included building treehouses in the existing trees in the park; being able to walk as much as possible and having fun; having a boardwalk through the high grass; water features to cool down; benches under trees to rest and have shade.
- 4.2.55. Pupils also pointed out that indoor play is important because it rains a lot in Manchester.
- 4.2.56. The children really liked the idea of a car free play street lined with family houses, because they *“could play outside and the parents can watch them from inside the house and they feel safe”*.

The pupils understood the importance of regeneration to *“make a place safe again”*, to *“make it clean again”*, and to *“build new homes”*.

Statutory Body Response

- 4.2.57. **Historic England** acknowledged the exciting opportunity of the NDF to promote the heritage-led regeneration of Holt Town and to enhance the industrial assets. Historic England have offered advice and services on de-risking the site to provide certainty early in the development, allowing for the regeneration of these heritage assets during the early phases.
- 4.2.58. The **Environment Agency (EA)** thanked MCC for the opportunity to provide comments on the draft NDF and particularly welcomed the proposed water-centric interventions and intent to deliver natural and holistic water management to mitigate flood risk. The EA would also welcome any consideration to improvement to the river bank and they support intentions to enhance the Medlock river corridor. The EA have set out the followed detailed recommendations in their formal response:
- that Section 7.7.2 is reworded to reflect the ‘Flood Risk and Coastal Change’ Planning Practice Guidance (PPG) and ‘Annex 3: Flood risk vulnerability classification’ of the National Planning Policy Framework in terms of the appropriateness of development in respective flood zones.
 - that a sequential approach should be undertaken to ensure development is located in areas at the lowest flood risk in the first instance.
 - that consideration is taken for surface water flood risk / drainage matters within the ‘physical considerations and constraints’ section, noting the ambition to incorporate innovative water management techniques under Section 7.5.3.

- that the area in which the buildings are proposed to be sited are located in the 1 in 100 year plus 35% climate change extent and would be impacted by flood depths of approximately 1m in this return period according to the EA flood model data in this area.
- that for developments located in the floodplain, including the proposed Medlock Park, consideration is taken on the potential hazards that occupants / users would be exposed to from floodwaters.
- that the Holt Town NDF project team consult with the Emergency Planners at Manchester City Council on this matter.
- that the EA are recognised within the NDF to ensure either EA access is maintained and / or appropriate / improved access is provided where proposals come forward in the riverside area currently utilised by the EA for vehicular access for maintenance work.
- that the NDF recognises for any proposals in proximity to the River Medlock (i.e. ancillary works to the proposed development / Medlock Park) includes a sufficient buffer free from development and structures from the top of bank of the watercourse, with the exemption of footpaths or other suitable access routes with minimal obstruction.
- that baseline assessment work along the Medlock river corridor should be undertaken to determine optimal enhancements and maximise benefits along the Medlock river corridor to further strengthen the ecological proposals within the NDF.
- that BNG is included and highlighted within the ‘Ecology’ section of Section 7.7.2.
- that there is recognition within the NDF that potential sources of contamination, pathways and receptors may need to be assessed and subsequent remedial works may be required for future development in this area.
- that recognition is included that further investigation / assessment work will establish whether infiltration drainage techniques would be suitable to support the ‘Sponge Town’.
- that potential opportunities are explored on how the Medlock re-naturalisation scheme that has been delivered upstream of the Holt Town NDF boundary at Philips Park could potentially contribute to the aims of the Holt Town NDF.

4.2.59. Natural England welcomed the opportunity to take part in the consultation and particularly welcomed within the draft NDF reference to canopy cover, water management and use of Sustainable Urban Drainage (SuDS), movement and connectivity. Natural England have set out the following detailed recommendations in their formal response:

- that relevant consideration is given to the Greater Manchester Local Nature Recovery Strategy (LNRS), within the context of the Holt Town

regeneration area, and check that relevant sites are included in the LNRS by contacting the Greater Manchester Combined Authority.

- that both National Biodiversity Net Gain (BNG) Planning and Practice Guidance and Policy JP-G8 within the Greater Manchester Places for Everyone Joint Development Plan should be adhered to throughout the NDF.
- reference to the Greater Manchester BNG Guidance Note and recently prepared Greater Manchester Habitat Banking Strategy.
- that any Green Infrastructure (GI) is designed and delivered in alignment with Natural England's Green Infrastructure Framework (GIF) and GI Planning and Design Guide regarding: urban tree canopy cover, incorporation of SuDS, improving access to support active travel and access to green and blue spaces.
- Natural England encourage the incorporation of green roofs and biosolar roofs in the NDF.

4.2.60. United Utilities welcomed the opportunity to provide further feedback, following a previous discussion with MCC on 20th May 2024. United Utilities specifically welcomed the Sponge City approach to SuDS in the draft NDF, the removal of proposals from Flood Zone 3 following a previous meeting with MCC, the proposal to collect, manage and use rainwater, and the approach of bringing forward comprehensive elements of infrastructure so that development can come forward in a holistic manner. United Utilities made the following specific requests:

- that MCC engage with United Utilities on the detail of the design and proposed construction works, in light of the range of water and wastewater assets located in and around the NDF area.
- that MCC contact United Utilities' Developer Services team to discuss the asset protection issues laid out.
- that due consideration is given to the impact on utility services by any approach to landscaping and planting new trees.
- that any masterplan, including landscaping and public realm improvements, clearly outlines the opportunities, aspirations and requirements for water management, in terms of sustainable foul and surface water drainage and water efficiency, reflecting the hierarchy for managing surface water.
- that a review of the site includes an assessment of any potential uncharted culverted watercourses.
- that MCC refer to the Susdrain website for a range of case studies showing how SuDS have been implemented in the urban environments.
- that MCC consider the resilience of any planting to drought.

- that MCC engage with United Utilities prior to any masterplanning to assess the flood risk and ensure development is not located in an area at risk of flooding from the public sewer; to ensure the implications of any change in levels on their assets are fully understood; and to ensure any such approaches should be first discussed and agreed with United Utilities.
- that any masterplan sets out clear expectations for how water efficiency measures will be incorporated into the future detailed design of the site.
- that any masterplan is underpinned by a remediation strategy which ensures all contaminated land is remediated to a standard that allows the discharge of any land drainage to a receiving water body.
- that United Utilities has the opportunity to liaise with MCC on the strategy for new infrastructure, ensuring a holistic and co-ordinated approach; to consider a foul water drainage strategy and identify potential points of connection for each phase.

4.2.61. **Transport for Greater Manchester (TfGM)** welcome the water management and landscaping proposals across the site and are supportive of the inclusion of the pedestrian play street and multi-use mobility hub. Their feedback encourages pedestrian improvements around the Holt Town tram stop and road. TfGM make the following recommendations:

- that additional Active Travel links are made through the development, building on the walking route from the Co-op Live Arena.
- that a direct pedestrian route could be created between the canal, Lind Street and Holt Town tram stop, including measures to promote safety, such as lighting. Improved lighting should also be considered at the back of the inbound tram stop to promote safety.
- that an upgrade to the Holt Town tram stop, capacity and crossings is considered and discussed with TfGM, to accommodate increased patronage. TfGM highlight the current peak-time frequency and operational constraints of the Metrolink in this area, and the regular temporary closures of this tram stop during events at the Co-op Live Arena and Etihad Stadium.
- that pedestrian access via the dirt path between Pollard Street and the A662 junction is discouraged, potentially via use of new fencing and signage.
- that a structural survey is conducted on the retaining wall at the tram stop, and that environmental survey is carried out in relation to nesting bats.
- that the Metrolink Hazard Zone is considered during construction at Holt Town (in relation to access and maintenance) and during the design process (in relation to placement of windows and balconies in this area and the potential for objects to be dropped onto or touch the Overhead Line Equipment).

- that impacts from electromagnetic interference of the development on Metrolink equipment is considered and stray current from the Metrolink on the development.
- that the effect of reduced traffic access during construction is considered and discussed with stakeholders such as Greater Manchester Police.
- that ongoing engagement is conducted with the Metrolink team as the designs move forward, to ensure existing or future Metrolink operations are not compromised by development.

4.2.62. **The Canal and River Trust** welcome that the canal and historic mill buildings are seen as part of the key features of Holt Town, the inclusion of the canal towpath in the plans, the consideration of increasing activity on the water, and the ambition to retain the historic setting of the listed structures. The Trust make the following recommendations:

- that microclimate studies are undertaken in terms of shading of the waterways and any wind tunnelling effects that may be created from the tall buildings along the canal corridor which may adversely impact waterway users.
- that opportunities are explored in terms of creating safe towpath access points to aid movement and sustainable travel along the canal.
- that the construction of a new pedestrian bridge crossing over the canal would require the separate consent of the Trust, who would not want to take on any maintenance liability for the structure. Any such crossing should provide towpath access to aid east/west movement and should be appropriate to the canal corridor.
- that any pedestrian bridge proposal including land registered as Infrastructure Trust Property, lease of this land would require the Trust to gain the express consent of the Secretary of State via DEFRA. All the Trust's legal and estate costs would need to be borne by the applicant.
- replacement of the boundary walls to the canal corridor and maintenance of the wash walls on both side of the canal.
- assessment and consideration of any increased light spill along the canal from increased building heights.
- that water safety is considered in any plans for crossings or public space along the canal and river.
- that the height of the landmark tower would need to be carefully balanced to ensure the character and environment of the canal corridor is not compromised.
- further detail on the enhancements to the ecology and habitats along the canal corridor; and the use of digital and smart infrastructure to see how the canal corridor could be included.

Landowner Response

4.2.63. Commercially confidential discussions are ongoing between MCC and landowners, following the Landowner Breakfast Event detailed in **Section 3.3**.

4.2.64. **National Grid Property Holdings (NGPH)** is supportive of the content and vision of the NDF, particularly the emerging designations which encourage high-density development and, where appropriate, high-rise residential dwellings and some leisure space. NGPH highlights the extensive remediation required prior to any redevelopment proposals, due to the contamination recognised by the NDF, with potentially significant financial implications impacting the deliverability of redevelopment proposals. NGPH requests that these abnormal costs are given due consideration as the NDF progresses and when suitable development comes forwards. NGPH notes that, on a short-term basis, the site could be used for temporary compatible uses, such as open storage or parking, but it is acknowledged that any temporary use of the site should not undermine the longer term aspirations.

Other Key Stakeholder Response

4.2.65. **The Age Friendly Manchester (AFM) Board** were glad to see plans for intergenerational spaces and leisure options and believe Holt Town can set a standard for inclusive urban planning. AFM noticed references in the draft NDF to “family homes” and made clear it is important to consider the offering to older residents, a diverse group facing unique challenges, especially with rising numbers in private rentals linked to insecurity and poverty for older people. AFM suggest Holt Town could lead in this area by providing diverse housing options, from extra-care to co-housing, and ensuring new homes are designed with older residents in mind. AFM make the following suggestions:

- to meet to discuss the project and how AFM can work with the NDF project team for an age-inclusive program.
- to consider forming a steering group or design review panel with specialists, including an AFM Board member and community members from various age groups, as the project develops.

4.2.66. Several members of **Manchester Hackspace** wrote to the project team with feedback, including a formal response from the Board of Directors. They outlined the value of Manchester Hackspace as a “third space” for people to spend time, gather and learn practical and creative skills. The Board flagged the insecurity of their current tenancy within Wellington House, including the clause that permits tenants to be removed with 6 months’ notice in the case of redevelopment of the building. The Board highlighted their own consultation currently taking place on their own long-term plan. Alongside their hopes for the future of Holt Town, their plan is focused on the desire to be recognised as an important community asset.

Community Organisation Response

4.2.67. **Manchester and Salford Ramblers** welcomed the objective of a walkable street network that puts pedestrians first and to enhance the River Medlock and Ashton Canal Corridors. They agree that the existing vegetation should be

the foundation of the Woodland Town. The Ramblers have concerns around the impact of proposed high-rise on the existing riverside meadow and the quality of the City Link. The Ramblers make the following comments:

- that the NDF should build on the success of City Link and realise the potential of the Ashton Canal, enhancing these routes to maintain a feel of being in nature.
- that, in addition to the retention of as much of the existing tree cover as possible, there should be a positive assessment of the flora and fauna already existing.
- that the proposals for the Confluence Park should learn from experience of the development of Mayfield Park.
- that other key connections should be built on, such as the Manchester Green Trail, an initiative between MCC and the Ramblers. This walking circuit connects many of the City’s parks, woodlands and open spaces, and comes through the NDF area along Beswick Steet, linking the Ashton Canal with lower Medlock Valley.

4.3. Future Considerations & Response to Feedback

- 4.3.1. All feedback as part of the formal consultation has been reviewed by the project team. Manchester City Council would like to thank the residents and the wider community who took part in the consultation to provide feedback.
- 4.3.2. Based upon the public comments via the online and paper feedback forms, the St Anne’s School engagements, and verbal comments made at consultation events, several considerations have been brought forward. These have been broken down below.

Affordable / Social housing

Feedback Summary	<p>The topic of affordable and social housing received the most amount of comments, with the majority of those commenting stating that more affordable housing is required that the 1,000 stated in the public consultation. There were also many requests specifically for social housing.</p> <p>Concerns were expressed regarding new development in the traditional city centre being unaffordable; along with the issue of gentrification.</p>
Response	<p>We acknowledge the importance of integrating affordable housing as part of the Holt Town NDF and the vision is for Holt Town to be a place for everyone to live, work, and thrive. Holt Town as a location for affordable housing is clearly stated within the NDF.</p> <p>An NDF must be in accordance with adopted Local Development Plan (which includes the Manchester City Council Core Strategy 2012 and Greater Manchester Places for Everyone 2024), and it is not within the remit of an NDF to create, alter or exceed adopted policy.</p> <p>Manchester City Council Core Strategy (Policy H8 - Affordable Housing) stipulates that new development will contribute to the City-wide target for 20% of new housing provision to be affordable, unless specific exemptions are applicable.</p> <p>The definition of affordable housing within the Core Strategy, Places for Everyone and National Planning Policy Framework includes affordable housing for rent (which includes Social Rent); Starter homes; discounted marked sales housing; and other affordable routes to home ownership.</p> <p>In accordance with policy the NDF supports the provision of social housing, albeit this is not clear unless you are very familiar with the detail of policy.</p> <p>It is not within the remit of the NDF to state the exact mix of affordable housing that could come forward, where this would be exactly and what this would look like.</p> <p>In our response we understand that when the term 'council housing' is used by respondents it is intended to mean lower-cost housing that can be rented from a local council or housing association.</p>

NDF Amendment	<p>Specific reference is now made in the NDF regarding the delivery of 20% affordable housing in Holt Town, in accordance with policy. When referencing Holt Town as a place for affordable housing, this has been expanded to 'including social housing'.</p> <p>Within Section 9 'Concluding Remarks and Next Steps', 'partnership to deliver affordable homes.' has also been identified as a key investment theme.</p> <p>Appendix 1 - Planning Policy Framework: Reference added to clarify that the Core Strategy policy definition of affordable housing includes social housing etc.</p> <p>Appendix 2 - Socio Economic Context: Now specifically acknowledges the demand for affordable (including social housing). Statement added in 'Concluding Remarks and Next Steps' section, part 9.2: 'When bringing forward development proposals, the City Council will engage with current residents at the appropriate time.'</p>
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Business / Culture / Creative Spaces

Feedback Summary	<p>The comments highlight a strong desire to protect and support the existing creative industries and affordable workspaces in Holt Town, ensuring they are not displaced by the proposed redevelopment. There was support for increased retail provision and small businesses, alongside a creative hub. The local business community raised concerns about how new residential development would affect their existing operations. Hope Mill Theatre was referenced over 130 times throughout the comments, as were creative and community hubs (37 times combined).</p>
Response	<p>We recognise and acknowledge that there is a strong business presence within Holt Town, particularly in the creative and manufacturing sectors.</p> <p>The provision of up to 30,000 sq. m. of commercial space in Holt Town will accommodate a variety of businesses at different scales, supporting ground floor active frontages, live-work spaces, and smaller format office floorspace, with a cluster established to incubate embryonic businesses and encourage economic agglomeration. A multi-use mobility hub including affordable workspace is envisaged. There will be opportunities for existing businesses who want to remain in the area, particularly high-quality manufacturing and creative and social enterprises.</p> <p>Engagement has been carried out with existing businesses in the area throughout the consultation process, including Hope Mill Theatre and specific reference is made to the Hope Mill Theatre in the document. The City Council will continue to engage with existing businesses as needed.</p>
NDF Amendment	<p>Specific reference now made to 'creative' and 'culture', rather than just creative commercial spaces.</p> <p>Further reference has been made to existing businesses, particularly opportunity for those that wish to remain.</p> <p>The illustrative framework text, and images particularly, illustrate how resident and non-residential uses, including creative and cultural uses, can be accommodated in Holt Town and co-exist together.</p>

Density, Scale and Mix

<p>Feedback Summary</p>	<p>Public feedback emphasises a desire for Holt Town to be a mixed-use development that prioritises affordable family housing, green spaces, and a strong sense of community. Suggestions were made regarding ensuring that the homes on offer catered for all stages of life, including multigenerational / intergenerational living. There was acknowledgement that the typology of homes would be mixed, but some concern expressed around the suitability of taller buildings in Holt Town. Some specific comments regarding Holt Town being an opportunity area for cohousing / self and custom build / community led.</p>
<p>Response</p>	<p>The NDF prioritises creating an inclusive neighbourhood and states that 'Holt Town has the opportunity to deliver a range of homes that are diverse in their typology, construction form, tenure, scale, accessibility, and affordability. The Area can support both high-density and lower density living, superbly connected to the City Centre. It can be a place that fosters a modern form of urban family living'.</p> <p>The NDF identifies a number of character areas for the Holt Town area, and has made specific reference to the inclusion of family housing (particularly in the "Terraces" area).</p> <p>Furthermore, one of the key guiding principles of the NDF is to foster a family-friendly and intergenerational public realm that prioritises people-first, safe, and accessible routes.</p> <p>Due consideration on density throughout the Holt Town Area has been made ensuring that the scale is suitable to the respective location, context, accessibility, and landscape. Various analysis of site constraints and opportunities has been carried out and the Holt Town NDF includes indicative density / scale between different character areas of the Holt Town Area.</p> <p>An NDF must be in accordance with adopted Local Development Plan (which includes the Manchester City Council Core Strategy 2012 and Greater Manchester Places for Everyone 2024), and it is not within the remit of an NDF to create, alter or exceed adopted policy. It therefore cannot be specific and plans, and images are all illustrative. The planning application process is the appropriate point at which detailed design should be proposed and consulted upon.</p>
<p>NDF Amendment</p>	<p>Additional references added in '7.2 Holt Town Diverse Town and 7.7 Holt Town Rooted Town' highlighting varied tenure (including family housing) across all character area descriptions, and descriptions expanded of the Terraces to describe larger units for more varied users. Further description on varied type and tenure of homes (including family homes) on cover pages to each character area (8.2, 8.3, 8.4, 8.5, 8.6) now also included.</p> <p>The objectives have been expanded and 'Climate-resilient and sustainable' now includes: 'Innovative approaches to home delivery, including co-housing, self and custom build, to support eco-conscious and affordable housing models.' There is now also a (new) accompanying sitewide Design Principle: 'Experimentation and new housing models. Holt Town, Pioneering Town'. Within Section 9 'Concluding Remarks and Next Steps' 'Innovative housing delivery such as self-build.' has also been identified as a key investment theme.</p>

Character

Feedback Summary	The public envisions Holt Town as a safe, vibrant, and inclusive community that celebrates its industrial heritage, prioritises green spaces and high-quality design, and offers a diverse mix of housing and amenities for all. "Vibrant" (39 times), "Positive" (20 times) and "Safe" (19 times) were all referenced regularly.
Response	<p>Holt Town is envisaged as a place that can meet the character aspirations set out in the consultation responses.</p> <p>Holt Town can transform into a safe and accessible place for residents, businesses, and visitors.</p> <p>The NDF aspires to create an environment that celebrates nature, culture and creativity and nurtures health and wellbeing.</p> <p>Working with existing and new landowners, businesses, and residents there is a collective opportunity at Holt Town to create a new town that is informed and respectful of the past, but firmly rooted in the future.</p>
NDF Amendment	<p>Analysis acknowledges that the confluence point is referred to locally as the 'seven wonders'.</p> <p>The text and illustrative material specifically respond to some of the key characteristics that the public emphasises, particularly: safe, diverse, vibrant, community.</p>

Sustainable

Feedback Summary	The comments strongly advocate for Holt Town to be a sustainable, low-carbon neighbourhood that prioritises renewable energy solutions and limits car dependency.
Response	<p>This aligns with the NDF's commitment to creating a low-carbon, sustainable neighbourhood as outlined in 'Vision, Objectives, and Overarching Principles,' which specifically mentions climate resilience and nature-embedded design.</p> <p>The document already references Manchester's Climate Change Framework and Action Plan 2020-25, indicating an intention to align with the city's net-zero targets. However, the community's feedback underscores the need to elaborate on the potential practical implementation of these sustainability goals within Holt Town.</p>
NDF Amendment	There is now a new accompanying sitewide Design Principle: 'Sustainable building practices Holt Town, Exemplar Town', which addresses many of the comments. This principle has then fed through to the illustrative framework and as an investment theme in Section 9 'Concluding Remarks and Next Steps'.

Green and blue infrastructure

Feedback Summary	Highlighted need for some houses with clear access to greenspace, including private gardens. There was a strong emphasis on new and expanded community greenspaces and whether 15 acres was sufficient for the new neighbourhood.
Response	<p>Holt Town, Wood Town is the overarching vision of the Holt Town NDF, signifies the leverage of its diverse ecological setting of the Medlock Valley. The Holt Town NDF aims to make best use of existing green space in the area, which is largely currently inaccessible for a variety of reasons. The NDF demonstrates the opportunity for accessible user-friendly green space that enhances development and contributes to legible movement routes with nature inspired landscaping to include play, wellbeing, and relaxation opportunities to create a new residential neighbourhood.</p> <p>The Holt Town NDF will also encourage all future developments to explore all opportunities for the provision of green infrastructure or "urban greening" throughout the NDF Area.</p> <p>The NDF states the intention to deliver at least 6 acres of new and enhanced public realm, including play areas and an enhanced river corridor. However, the community's feedback underscores the importance of clarifying the types and distribution of green spaces, particularly the distinction between public parks, play streets, and private gardens. NB. Originally 15 acres was identified, but this included social infrastructure and amenities. The provision of greenspace and then social infrastructure and amenities has now been clearly delineated within the NDF.</p>
NDF Amendment	<p>Illustrative material better emphasises and highlights the opportunity for new and enhanced green space.</p> <p>Accompanying Public Realm Strategy provides a lot more detail and information on green and blue infrastructure, including accessibility and typologies.</p> <p>Regarding private amenity space, references have now been added to the following sections: 7.2; 7.4; cover pages for the character areas; and reference added to the framework zoomed in visuals for character areas.</p>

Sense of Community

Feedback Summary	The comments advocate for a diverse and mixed community in Holt Town, achieved through a range of housing options, including affordable homes, self-build opportunities, and community-led housing, while discouraging excessive high-rise development. There are also comments relating to long term management and addressing issues of anti-social behaviour.
Response	<p>A process of site analysis and stakeholder discussions has informed the creation of a proposed vision for Holt Town that embeds the aspiration to 'regrow the community like a woodland', building on the Area's multi-layered history.</p> <p>The illustrative masterplan includes many elements intended to foster a sense of community, including space for community events, the 'Play Street', and using water management as a tool to harness community engagement and discussion.</p>

<p>NDF Amendment</p>	<p>Progressive management is paramount to the success of this NDF and opportunities could be explored for collaborative approaches to maintenance at Holt Town. Opportunities include fostering community involvement through volunteer events, educational programs, and the creation of a 'Friends of Holt Town' group to engage residents in ongoing stewardship activities.</p> <p>There is also an opportunity for Holt Town to be a digitally enabled neighbourhood where the community of residents, businesses and visitors can leverage technology to improve quality of life and enhance the experiences of its residents and users e.g. individuals can stay informed about community events, as well as voice wishes and opinions regarding neighbourhood governance.</p> <p>It is however not clear specifically how different types of housing could foster community cohesion.</p> <p>The objectives have been expanded and 'Climate-resilient and sustainable' now includes: 'Innovative approaches to home delivery, including co-housing, self and custom build, to support eco-conscious and affordable housing models.' There is now also a (new) accompanying sitewide Design Principle: 'Experimentation and new housing models. Holt Town, Pioneering Town'. Within Section 9 'Concluding Remarks and Next Steps', 'Innovative housing delivery such as self-build.' has also been identified as a key investment theme.</p>
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Neighbourhood facilities and infrastructure

<p>Feedback Summary</p>	<p>The public comments strongly identify and support the need for neighbourhood facilities and infrastructure for a successful residential neighbourhood. Common and notable suggestions include: Schools; Community centres; Independent shops, bars; Public toilets; Leisure, gym, sports facilities; Local food shops; GPs; Dentist; Cafes; Charity shop; All price points; Pharmacy; Post office; Library; Playground. The St. Anne's Primary School session offered ideas around the play spaces and greenspaces. However, some concern was expressed regarding the impact of a Mobility Hub and impact of cars on the neighbourhood as a result.</p>
<p>Response</p>	<p>The NDF Vision states that 'At the heart of this regenerative approach is a commitment to social, physical, and digital connectivity and the modern, flexible infrastructure that is required to support this. Amenity and social provision will be prioritised, alongside a network of new and existing routes transforming Holt Town to be a safe, accessible place for residents, businesses, and visitors.'</p> <p>Within the NDF Objective 'Mixed use and root in place' social infrastructure is prioritised: 'Social infrastructure, including healthcare, education, and community spaces, to support the growing population and enhance quality of life.'</p> <p>The opportunity for leisure and cultural uses, including the opportunity for a 300-capacity flexible cultural and community space, which could be home to Hope Mill Theatre is also identified. The Holt Town NDF strives to build flexibility into designated ground floor commercial units in order to provide space for social amenities for future residents.</p>

	<p>The suggestions made through the public consultation process are all helpful in considering the future development of a successful neighbourhood. The current NDF does not give many examples of these important neighbourhood facilities. The children's ideas strongly align with the NDF's vision for a green, connected, and playful Holt Town. Their desire for treehouses, a boardwalk, water features, and benches under trees can be integrated into the existing plans for Confluence Park, the riparian areas, and the overall green infrastructure strategy.</p> <p>The identified opportunity for the 'Mobility Mill' is to deliver a mobility hub wrapped in affordable workspace as a centralised location for multi-levelled parking. The design for a Mobility Hub could be flexible to allow for it to be repurposed to accommodate evolving mobility patterns and new technologies, or to adopt new uses in the future. Potential provision for car sharing and other such schemes and futureproofing to adapt to the changing private and public transport landscape.</p>
<p>NDF Amendment</p>	<p>Multiple play opportunities are illustrated in the visuals. 'Transport, active travel and infrastructure renewal' is referenced as a key investment theme in 'Section 9 'Concluding Remarks and Next Steps' - this would include the feasibility of a mobility hub.</p> <p>Public Realm Strategy that accompanies the NDF contains further detail on public realm infrastructure including play.</p> <p>Under 'Holt Town Rooted Town' Site Wide Design Principle additional sub-section added: 'Social Infrastructure' which references various opportunities as suggested by the public, along with specific sections on the Mobility Mill and a lido.</p>

Transport and Movement

<p>Feedback Summary</p>	<p>The comments highlight a strong desire for safe, well-connected, and attractive routes for walking and cycling, both within the development and linking to surrounding areas.</p> <p>The comments express strong support for the development's focus on pedestrian and cycle-friendly infrastructure, particularly the Play Street, while also emphasising the need for reliable public transport connections. There were some comments regarding controlling parking in the area as per adjacent areas, and requests for family housing to have a car space within curtilage. There were also issues raised in relation to existing traffic and requests that the NDF seeks to address these issues, particularly cutting through Carruthers Street and Bradford Road.</p>
<p>Response</p>	<p>The comments align with the NDF's commitment to creating a highly accessible and integrated neighbourhood, as outlined in 'Vision, Objectives, and Overarching Principles,' which specifically mentions capitalising on existing Metrolink connections and improving connectivity through sustainable modes of transport.</p> <p>The document already proposes enhancements to pedestrian and cycle routes, including the "Play Link" and improvements to the Ashton Canal towpath. However, the community's feedback underscores the need for a more comprehensive and integrated approach to active travel planning, ensuring these routes are not only functional but also enjoyable and encourage a shift away from car dependency.</p>

NDF Amendment	<p>'Active travel' is now specifically referenced within the Objective 'Healthy, compact and pedestrian-first'.</p> <p>The Design Principle: 'Movement and Connections – Holt Town, Connected Town' has been expanded, along with accompanying illustrative plans. The principles are also illustrated in greater depth in the Character Areas, particularly interfaces, responding to comments. 'Transport, active travel and infrastructure renewal' is also referenced as a key investment theme in 'Section 9 'Concluding Remarks and Next Steps'.</p>
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Management and Maintenance

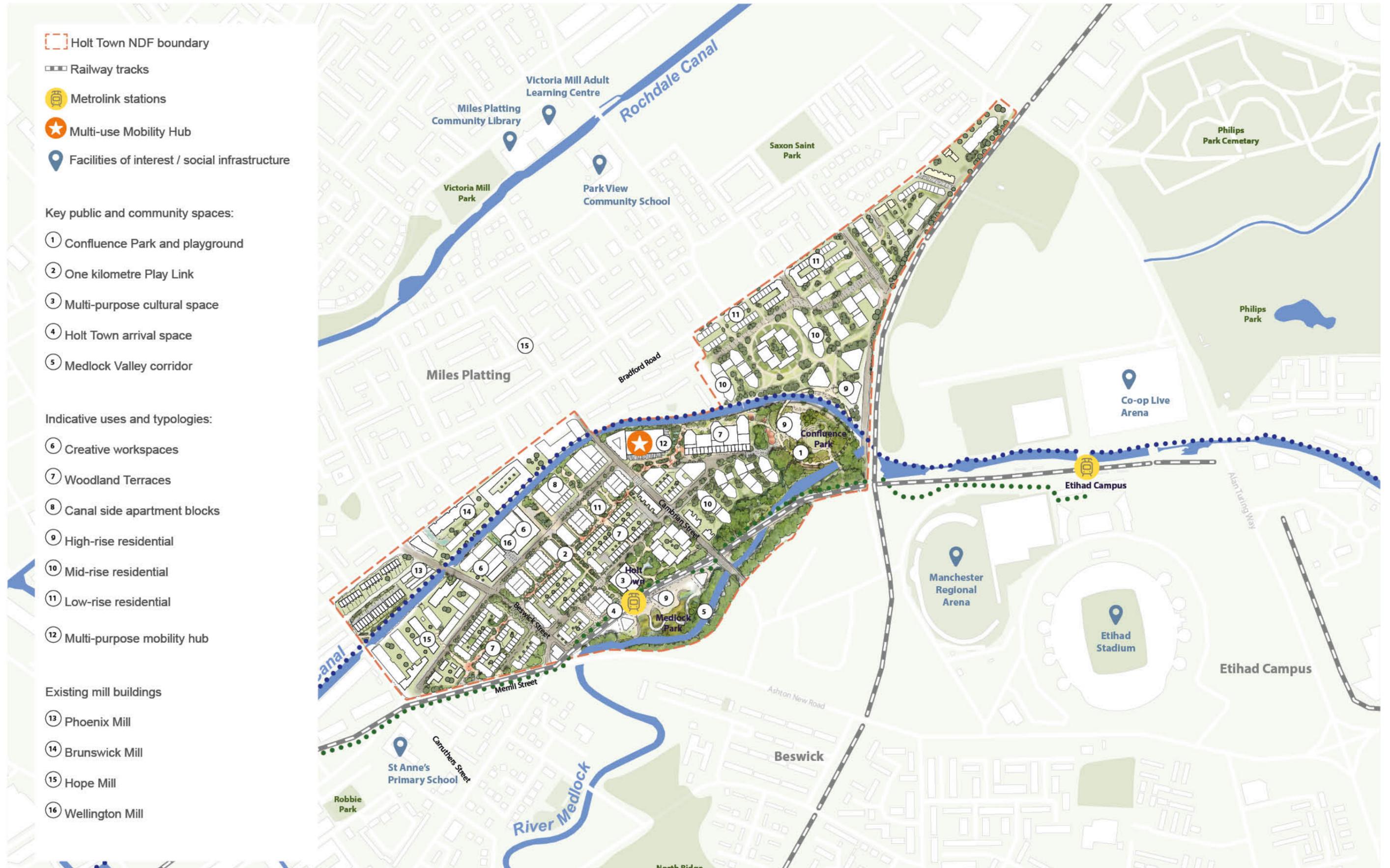
Feedback Summary	<p>The comments highlight a desire for clear strategies to ensure areas remain safe, accessible, and well-maintained, avoiding the pitfalls of neglect and deterioration seen in other public spaces. There was also a reference to making sure that private developers had regard for existing communities and businesses.</p>
Response	<p>This feedback aligns with the NDF's commitment to a "practical and partnership approach to management and maintenance of the public realm", as stated in 'Vision, Objectives, and Overarching Principles'.</p> <p>One of the NDF Design Principles is 'Stewardship and Management - Holt Town, Steward Town' where opportunities are outlined including creation of a formal organisation; comprehensive plan; community involvement; and technology.</p> <p>The intention to create a Public Realm Strategy is referenced, but not in many places.</p>
NDF Amendment	<p>This topic is covered in greater detail in the Public Realm Strategy; and the cross reference to this document is now highlighted better throughout the document.</p>

4.4. Feedback & Continued Engagement

- 4.4.1. All the feedback received as part of the consultation process will be listened to and considered when plans are finalised. An evaluation report will be taken to MCC Executive to summarise the findings of the consultation and how the NDF plans will be amended in response will be clearly set out.
- 4.4.2. The aim is to consider these comments and present a revised version of the NDF to Manchester City Council's Executive Committee in early 2025 for final endorsement. Once endorsed, it will become a material consideration for all planning applications coming forward for the Holt Town area.
- 4.4.3. Engagement will continue via future planning applications for the area.

Appendix 1 – Illustrative Masterplan

10 - EMERGING ILLUSTRATIVE FRAMEWORK MASTERPLAN



Appendix 2 – Online Consultation Strategy

The Online Consultation Strategy

The Landing Page

When the tool initially loads, the user is presented with a straightforward introduction about the scheme and consultation, where they can then continue reading more about the details of the proposals. **Figure i** shows the digital tool landing page.

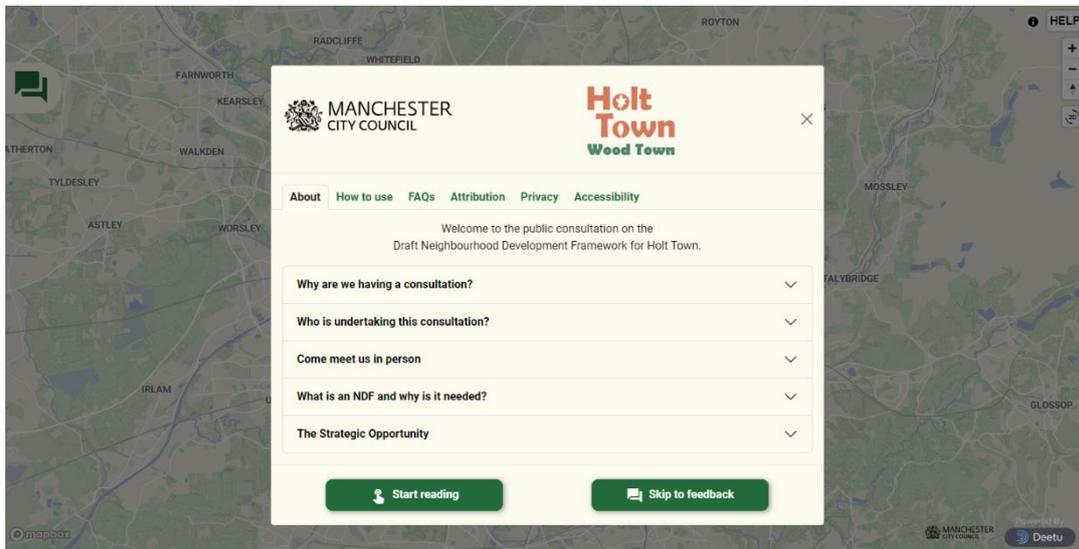


Figure i. Holt Town Wood Town Online Tool Landing Page

The Proposal Details

The user is introduced to Holt Town and its history, the vision, and a detailed breakdown of the draft NDF including detailed diagrams. The following sections detail the five character areas that make up Holt Town. The user can find out more information via interactive prompts and illustrative sketches, as per **Figure ii**.

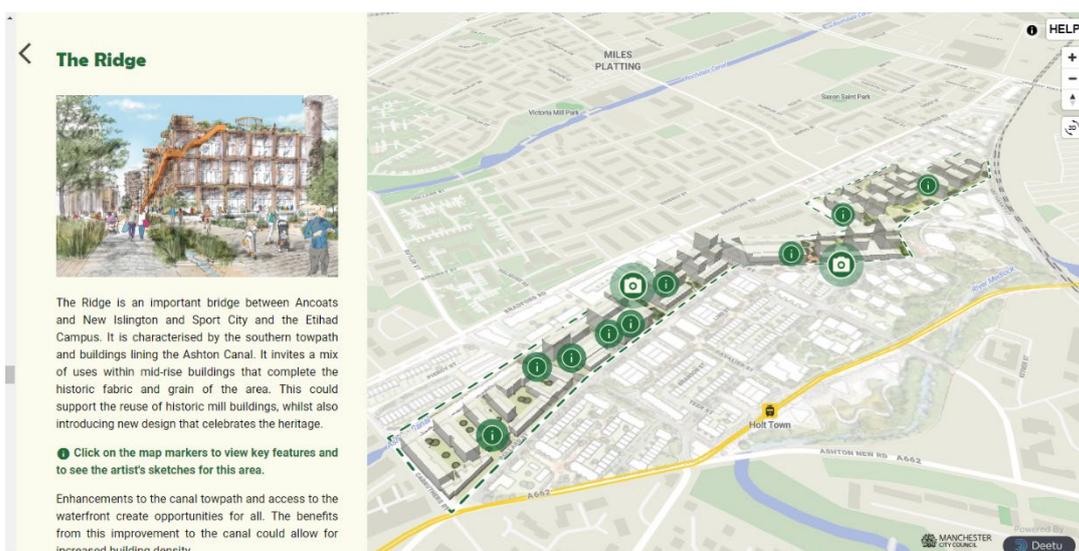


Figure ii. Holt Town Wood Town Online Tool Interactive Proposals

The Survey

The online survey asked respondents to provide feedback on the main elements of the draft NDF, allowing for future decision making to be more focused.

A general feedback section was also included in the survey, for people to provide broader responses on the scheme. **Figure iii** shows the survey location on the digital tool. The survey was available at the following link:

holttownwoodtown.com/survey

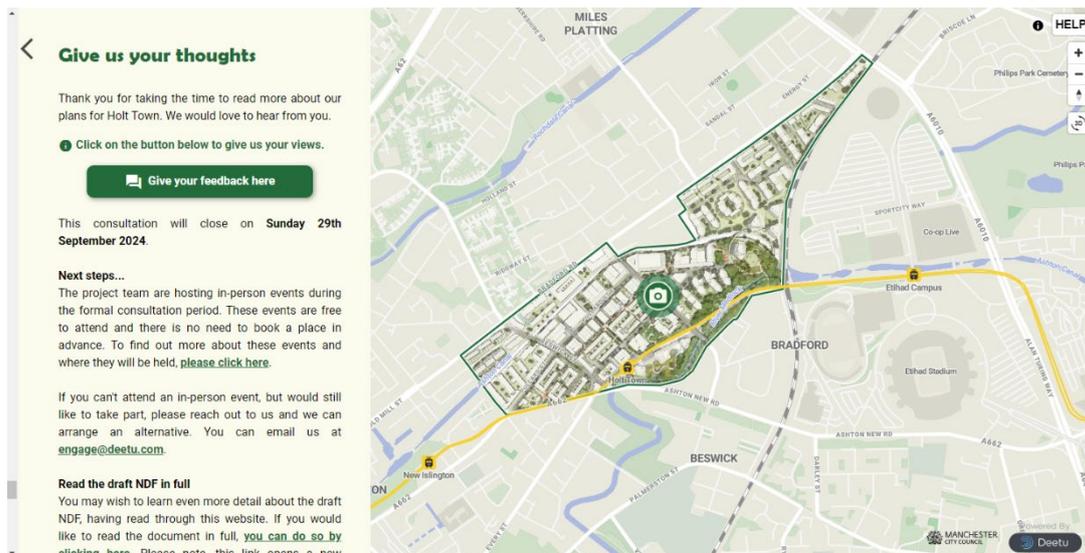


Figure iii. Holt Town Wood Town Online Tool Survey Location

The survey was designed to be straightforward, easy to understand and quick to undertake. The average response time was around five minutes, and a mix of quantitative and open-ended questions were used.

To minimise the risk of individuals completing the survey multiple times and skewing the results, the survey was limited to one response per IP address. Therefore, after the user had completed the survey once, they could not submit a response to the survey again from that device.

Survey Language & Testing

To ensure the right questions were being asked in the survey, thorough testing was conducted with the aid of proprietary language software.

This proprietary software ensured that the language used in the online tool and the survey were easily understandable and suitable for the target audience.

To improve the accessibility of the consultation materials, a number of improvements were made to ensure a high comprehension score. The consultation website text was scored an A grade by the software, based on 10 various readability indices. This theoretically equates to being readable for 100% of our addressable audience, which equates to approximately 85% of the general public. **Appendix 2.1** shows the report and its findings.

Accessibility

The Deetu Engaged Space platform has been developed with accessibility at the forefront of the user experience. It has a simple and intuitive design, allowing any user to interact with the proposals and complete the survey without any training or previous experience of the planning process.

It has also been created using responsive design principles, allowing it to be used on any device (see **Figure iv**) via any web browser and compatible with screen reading tools. As such, the tool is not limited to those with specialist hardware or software, and it can be accessed at any time, from any place.



Figure iv. Holt Town Wood Town Consultation Responsive Design

The Council was also mindful that the consultation was inclusive of the seldom online, the digitally uncertain and those less confident with using digital tools. The communication methods below detail how these barriers were overcome by incorporating physical consultation with the technology.

Appendix 2.1 – Readability Report

Text readability report generated on 2024-08-06 15:52.

Readability Grade Levels	
Flesch-Kincaid Grade Level	8.05
Gunning Fog Index	9.98
Coleman-Liau Index	11.31
SMOG Index	11.21
Automated Readability Index	8.20
FORCAST Grade Level	10.55
Powers Sumner Kearsley Grade	5.40
Rix Readability	8.00
Raygor Readability	8.00
Fry Readability	9.00

ReadablePro Rating
A

Readability Scores	
Flesch Reading Ease	58.42
CEFR Level	C2
IELTS Level	8+
Spache Score	3.62
New Dale-Chall Score	6.18
Lix Readability	38.83
Lensear Write	79.42

Text Quality		
<u>Spelling Issues</u>	0	0%
<u>Grammar Issues</u>	3	1%
Sentences > 35 Syllables	5	2%
Sentences > 30 Syllables	10	5%
Words > 6 Syllables	1	0%
Words > 12 Letters	28	1%

Writing Style		
<u>Passive Voice Count</u>	14	1%
<u>Adverb Count</u>	9	0%
<u>Cliché Count</u>	0	0%

i Text aimed at a general public audience should be around grade 8 to 10.

Text Statistics

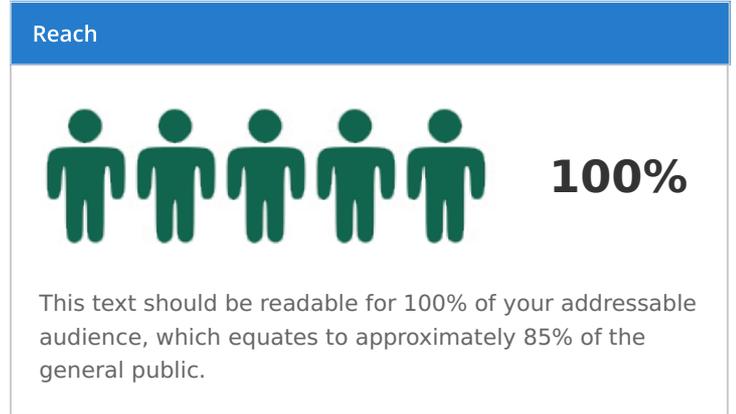
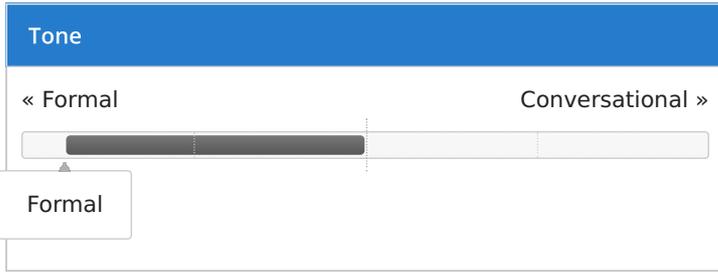
Text Composition		
Adjectives	207	8%
Adverbs	16	1%
Conjunctions	176	7%
Determiners	370	14%
Interjections	5	0%
Nouns	1057	41%
Proper Nouns	154	6%
Prepositions	286	11%
Pronouns	77	3%
Qualifiers	1	0%
Verbs	374	15%
Unrecognised	0	0%
Non-Words	0	0%

Text Statistics	
Character Count	12870
Syllable Count	4121
Word Count	2556
Unique Word Count	703
Sentence Count	216
Paragraph Count	88

Text Statistics Averages	
Characters per Word	5.0
Syllables per Word	1.6
Words per Sentence	11.8
Words per Paragraph	29.0
Sentences per Paragraph	2.5

Timings	
Reading Time	11:21
Speaking Time	20:26

Content Composition



Keyword Density

Keyword Density - 1 Word	
Town	3.12%
Holt	2.43%
The	1.77%
will	1.62%
is	1.08%
be	1.00%
This	0.85%
new	0.81%
It	0.73%
could	0.65%
would	0.62%
NDF	0.62%
Manchester	0.50%
Canal	0.50%
Ashton	0.50%

Keyword Density - 2 Words	
Holt Town	2.39%
Ashton Canal	0.50%
will be	0.39%
the Ashton	0.35%
It will	0.31%
for Holt	0.27%
at Holt	0.27%
a new	0.27%
This will	0.27%
could be	0.23%
Town Holt	0.23%

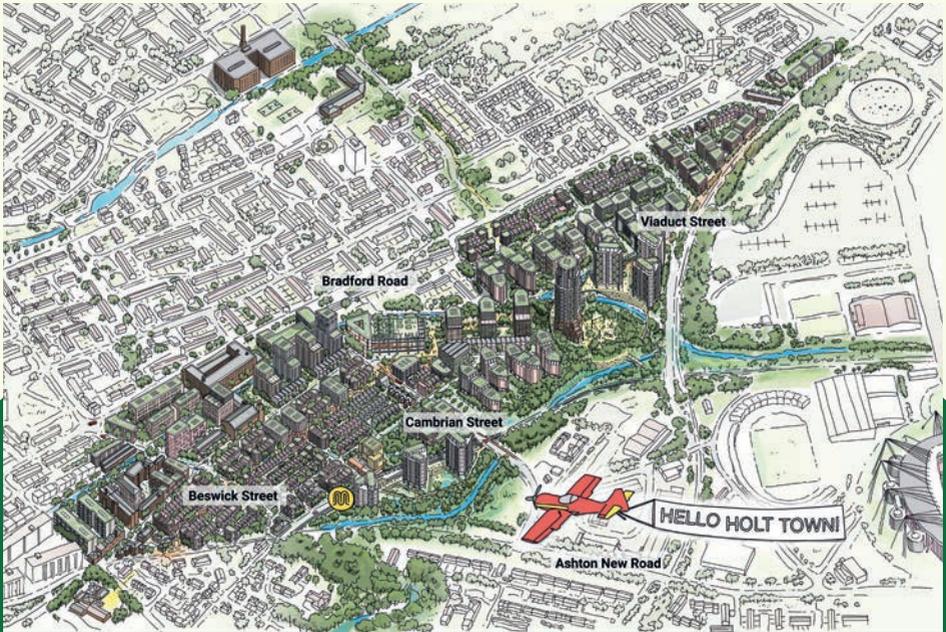
Keyword Density - 3 Words	
the Ashton Canal	0.35%
for Holt Town	0.27%
at Holt Town	0.27%
in the city	0.23%
Town Holt Town	0.23%
Holt Town will	0.23%
the City Centre	0.19%
of Holt Town	0.19%
Neighbourhood Development Framework	0.19%
Holt Town has	0.19%
has the potential	0.15%

Appendix 3 –Community Leaflet and Letters

Holt Town Wood Town

We want to hear your views

as part of Manchester City Council's consultation for the new Neighbourhood Development Framework (NDF) for Holt Town



Holt Town is the area of East Manchester that sits between the economic drivers of the expanding City Centre, Sports City and the Etihad Campus. Alongside the diverse ecological setting of the Medlock Valley and the historic character of the Ashton Canal corridor, Holt Town can become a better rooted, layered and connected piece of the city. We want to transform this area of East Manchester into a new mixed-use neighbourhood. To regrow Holt Town like a woodland.

A new town in the city.

To learn more and give your views, please visit:

holttownwoodtown.com

Scan to
learn more



MANCHESTER
CITY COUNCIL

What is the NDF?

The NDF is a planning document that will guide the future development and regeneration of Holt Town.

It will ensure that what happens at Holt Town in the future is aligned with the Council's bold aspirations to transform this area into a sustainable, digitally driven new town within the city.

Give us your views on our draft NDF and help us grow the Holt Town of tomorrow.

To learn more and give your views, please visit:

holttownwoodtown.com



Come meet us in person:

We are inviting you to our public consultation events in September.

Where:

Church Of The Apostles & St. Cuthbert's,
Ridgway Street, Miles Platting,
Manchester, M40 7FY

When:

Wednesday 18th September 1PM – 5PM
Thursday 19th September 3PM – 7PM

These are for everyone and are free to attend.



The Play Link, a one-kilometre car-free route

Can't access the links?

Please call the following freephone number

0800 170 1223

and we can arrange for information to be sent out via post.

An Engaged Space Community Consultation on behalf of Manchester City Council. Powered by Deetu.



**MANCHESTER
CITY COUNCIL**



16 August 2024

Dear Recipient

Holt Town Draft Neighbourhood Development Framework – Business Consultation

We have recently published a Draft Neighbourhood Development Framework ('NDF') for Holt Town. The purpose of an NDF is to capture an area's priorities in terms of development and to act as a guide, or material consideration, in the assessment of any planning applications for future development proposals in the area.

As a Council, we have a duty to consult anyone who may be affected by the proposals. As a member of the local business community, you are invited to take part in the business consultation relating to the Draft NDF for Holt Town. The purpose of this engagement is to share our thinking about the future of this area and seek your views on the initial ideas via the online website or at in-person events. The consultation will run from 19 August – 29 September.

Following this consultation, we will collate and integrate feedback into the production of a revised Framework for the area. The current timetable aims to present a Final NDF to Manchester City Council's Executive for endorsement early next year. More information, including our draft vision, objectives, and principles to tackle the key issues in the area, is now available to view online. **To access the online material, please go to holttownwoodtown.com or use the QR code below. We would ask you to read through the information set out and provide us with your valuable feedback before 29 September 2024.**

In addition to the online material, you are cordially invited to an in-person event dedicated to the local business community so you can view the proposals at the event and speak to members of the project team to ask any questions you might have.

- Date: 18th September 2024 from 8:30am to 10:00am.
- Venue: Church Of The Apostles & St. Cuthbert's, Miles Platting, Ridgway St, Miles Platting, Manchester M40 7FY

If you are unable to attend the event, access the materials online or have any other questions, please let us know by calling 0800 170 1223 and we will look to get a copy of the document issued to you with a paper form so that you can fill it in at home and post your comments back to us.

We look forward to hearing from you in the near future.

Yours sincerely
Shelagh McNerney, Head of Regeneration - Eastern Gateway



16 August 2024

ADDRESS DETAILS

Dear Recipient

Holt Town Draft Neighbourhood Development Framework – Landowner Notification and Consultation

We have recently published a Draft Neighbourhood Development Framework ('NDF') for Holt Town. The purpose of an NDF is to capture an area's priorities in terms of development and to act as a guide, or material consideration, in the assessment of any planning applications for future development proposals in the area.

As a Council, we have a duty to consult anyone who may be affected by the proposals. As you have a freehold interest or leasehold interest within the NDF site boundary, you are invited to take part in the public consultation relating to the Draft NDF for Holt Town. The purpose of this engagement is to share our thinking about the future of this area and seek your views on the initial ideas via the online website or at in-person events. The consultation will run from 19 August – 29 September 2024.

For clarity, the freehold interest or leasehold interest within the NDF site boundary we have identified in association with you is as follows:

[Holt Town]

Following this consultation, we will collate and integrate your valuable feedback into the production of a revised Framework for the area. The current timetable aims to present a Final NDF to Manchester City Council's Executive for endorsement early next year.

More information, including our draft vision, objectives, and principles to tackle the key issues in the area, is now available to view online alongside questionnaire forms so that you can provide feedback. **To access the online material, please go to holttownwoodtown.com or use the QR code below. We would ask you to read through the information set out and provide us with your feedback before 29 September 2024.**

In addition to the online material, you are cordially invited to an in-person event so you can view the proposals at the event and speak to members of the project team to ask any questions you might have.

- Date: 18th September 2024 from 1:00pm to 5:00pm & 19th September 2024 from 3:00pm to 7:00pm.
- Venue: Church Of The Apostles & St. Cuthbert's, Miles Platting, Ridgway St, Miles Platting, Manchester M40 7FY

If you are unable to attend the event, access the materials online or have any other questions, please let us know by calling us on 0800 170 1223 and we will look to get a copy of the document issued to you with a paper form so that you can fill it in at home and post your comments back to us.

We look forward to hearing from you in the near future.

Yours sincerely

Shelagh McNerney, Head of Regeneration - Eastern Gateway



Appendix 4 – Paper Information Pack & Survey

Holt Town, Wood Town

Thank you for contacting our freephone number about our draft Neighbourhood Development Framework (NDF) for the Holt Town area north west of Manchester City Centre. **The map below shows this area in green.**

This document will guide you through our draft NDF and **ask you to complete a short survey** to give us your feedback.



Holt Town is the area between the City Centre and Sport City and the Etihad Stadium. The Ashton Canal and the River Medlock run through the site. Today there remains a woodland presence at Holt Town and our vision is to build on this foundation. **We want to regrow Holt Town like a woodland. A new town in the city.**

Help us grow the Holt Town of tomorrow: We are keen to hear your views about the approach we have taken and invite you to take part in a short survey at the end.

The consultation and survey will close on **Sunday 29th September 2024.**

What happens next? Your feedback will inform the content of the final Neighbourhood Development Framework (NDF).

Manchester City Council and the design team will review the Draft NDF. Feedback received from residents, landowners, statutory stakeholders and the business community will be considered. The final NDF will be considered for endorsement by the Manchester City Council Executive in the beginning of 2025.

Please return ONLY your completed survey (pages 13 - 17) in the envelope provided.

Holt Town, Past and Present: from Factory Town to Woodland Town

Holt Town, Factory Town (1700s - 1940)

In the 1700s, Holt Town was established by David Holt as Manchester's first factory colony. It was pivotal to Manchester's industrial revolution. The products manufactured in its factories and mills were exported all over the globe.



Above left: Photograph of the Gas Works from Bridge at Ashton New Road corner, 1965. Above right: Photograph of Pollard Street East, 1967.

Holt Town, Ghost Town (1940 - 1990)

Changing patterns in trade and investment caused decades of decline from the early 20th Century. People and businesses moved away from the area.

Holt Town, Frontier Town (1990 - 2020)

In recent decades, Holt Town has remained largely untouched by regeneration. There is an opportunity for Holt Town to be home to pioneering economic, social and cultural activity.

Holt Town, Woodland Town (2020 onward)

Despite the decline, pockets of vegetation have reclaimed parts of the site. These pockets lay the foundation for a new concept, 'Woodland Town'.

Key features of Holt Town today

1. Two distinct **waterways**, the Ashton Canal, and the River Medlock, come together at Ashton Canal Park.
2. **Historic mill buildings** such as Brunswick Mill, Wellington Mill, Bridge 5 Mill, and Hope Mill line the Ashton Canal. These reflect the area's industrial heritage. Some of these buildings have taken on a new life as hubs for creative and social enterprises and small businesses.
3. **Ecology**: Pockets of vegetation have reclaimed parts of the area. This is the foundation for a new concept 'Woodland Town', that is at the heart of the approach to this NDF.
4. **Uses**: Holt Town features a few homes alongside remnants of its industrial past. A variety of light industrial and warehousing businesses are all present.

A vision to regrow the community like a woodland

Our vision is to 'regrow the community like a woodland'. This is inspired by the idea of working around the pockets of nature that have reclaimed parts of the site.

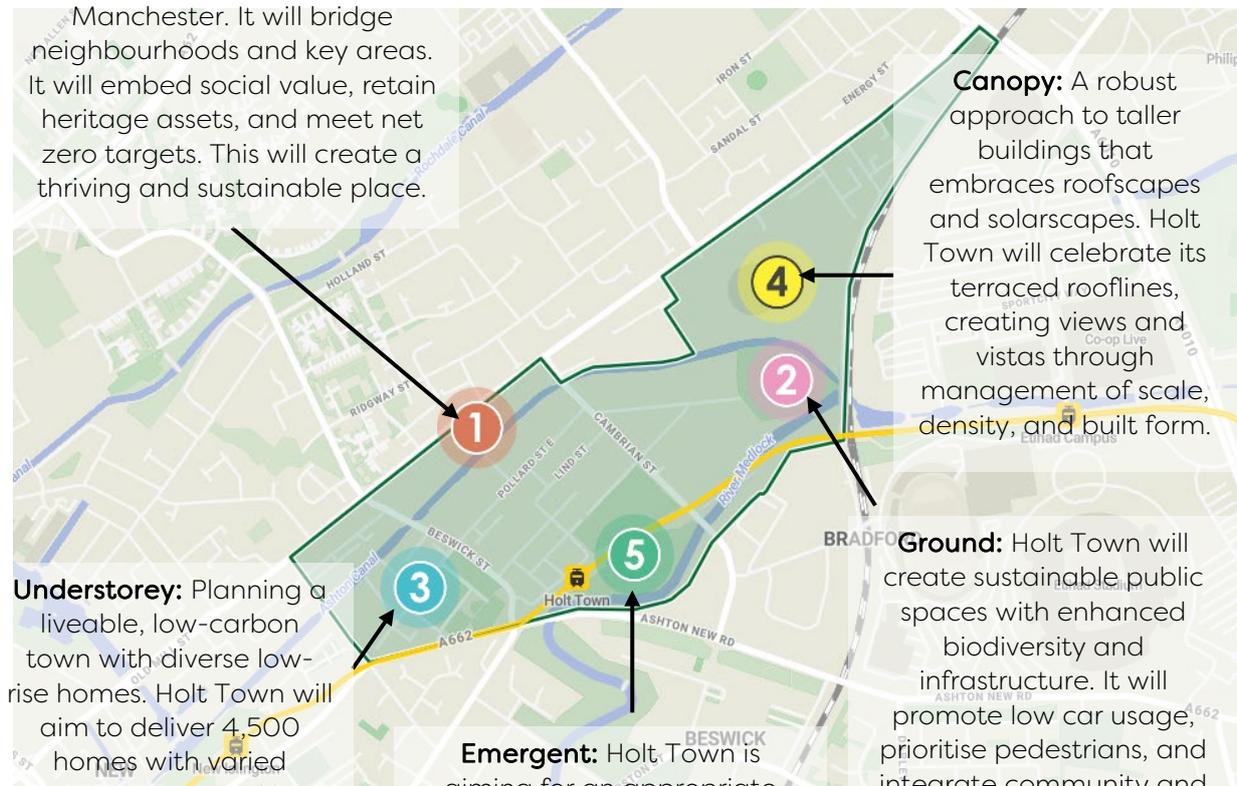
We have identified five layers of place to regrow a neighbourhood at Holt Town. Our inspiration was the anatomy of a woodland, rooting and sustaining:



1. Roots
2. Ground
3. Understorey
4. Canopy
5. Emergent

Roots: The regeneration of Holt Town will reconnect this part of

Manchester. It will bridge neighbourhoods and key areas. It will embed social value, retain heritage assets, and meet net zero targets. This will create a thriving and sustainable place.



Understorey: Planning a liveable, low-carbon town with diverse low-rise homes. Holt Town will aim to deliver 4,500 homes with varied tenure, supported by social infrastructure. It will promote economic growth through mixed-use spaces and low-scale development.

Emergent: Holt Town is aiming for an appropriate density and scale. Higher density developments will be sensitively placed. This will help ensure a pedestrian-friendly environment.

Canopy: A robust approach to taller buildings that embraces roofscapes and solarscapes. Holt Town will celebrate its terraced rooflines, creating views and vistas through management of scale, density, and built form.

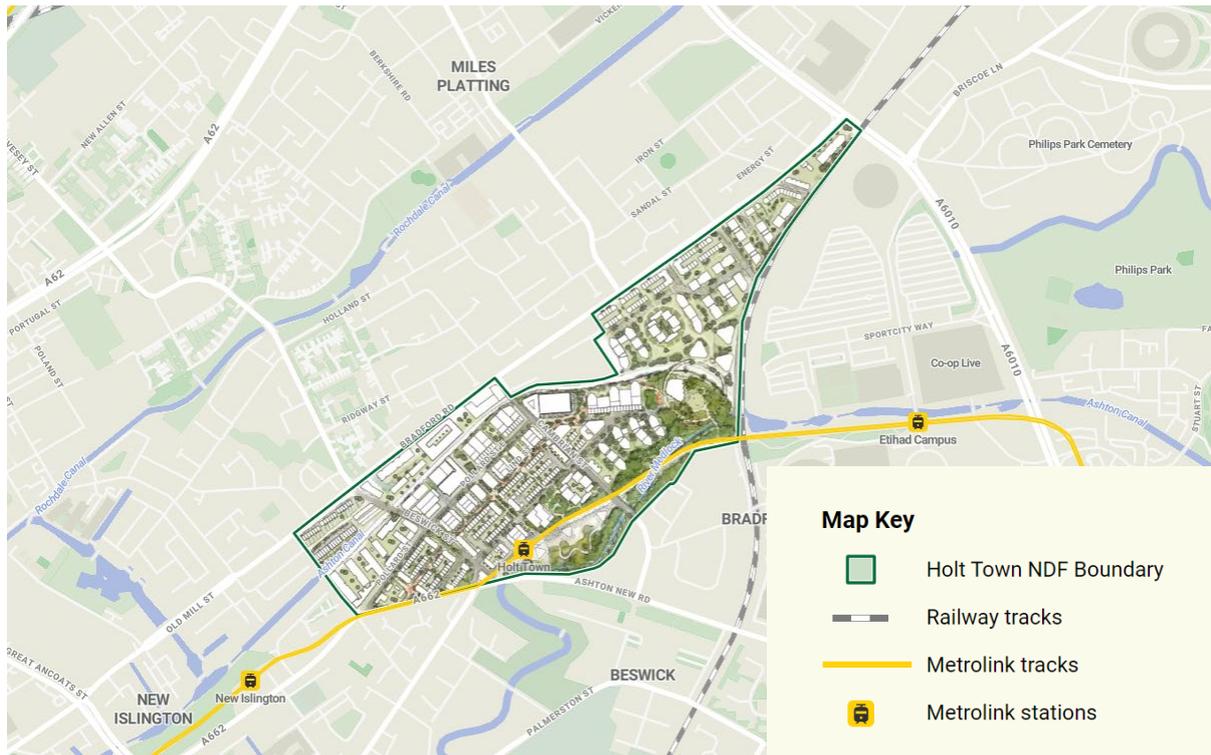
Ground: Holt Town will create sustainable public spaces with enhanced biodiversity and infrastructure. It will promote low car usage, prioritise pedestrians, and integrate community and culture.

A new town in the city: Holt Town, Wood Town

Holt Town has the potential to be a pioneering mixed-use, residential-led neighbourhood. This will breathe new life into this part of East Manchester.

The draft framework suggests the new Holt Town could be a neighbourhood with 4,500 new homes. This aims to include 1,000 affordable homes.

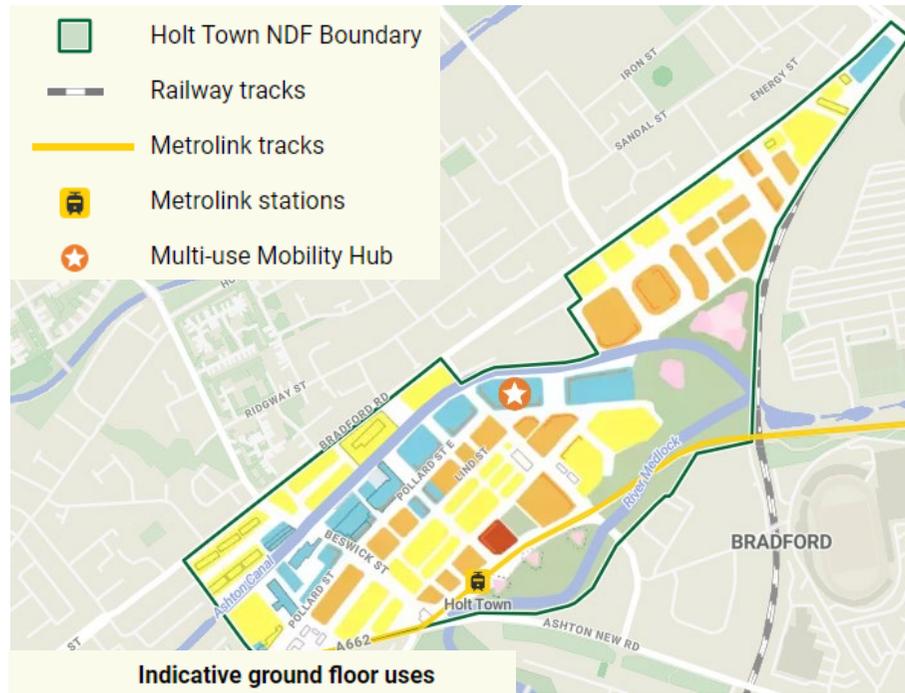
Alongside the diverse ecological setting of the Medlock Valley and the historic character of the Ashton Canal corridor, Holt Town can be a rooted, layered, and connected piece of Manchester. **A new town in the city.**



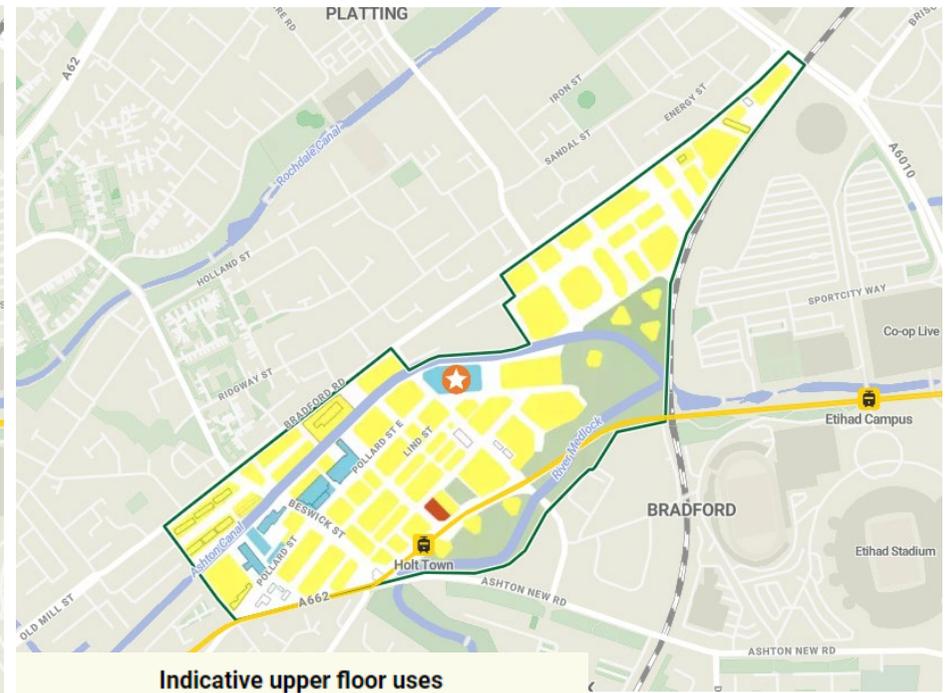
Land uses, housing and social infrastructure: Holt Town, Rooted Town

Holt Town could deliver a variety of uses. These could amplify the Area's established network of creative and social enterprises. Opportunities include the clustering of commercial and creative uses along the area we are calling the Ridge, along the southern edge of the canal. This would build upon the existing businesses along this edge.

The diagrams on the next page show these indicative ground floor and upper floor uses.



- Indicative ground floor uses**
- Predominantly residential
 - Predominantly mixed-use
 - Predominantly commercial
 - Predominantly cultural/community
 - Predominantly leisure/recreation/health & well-being
 - Primary frontage



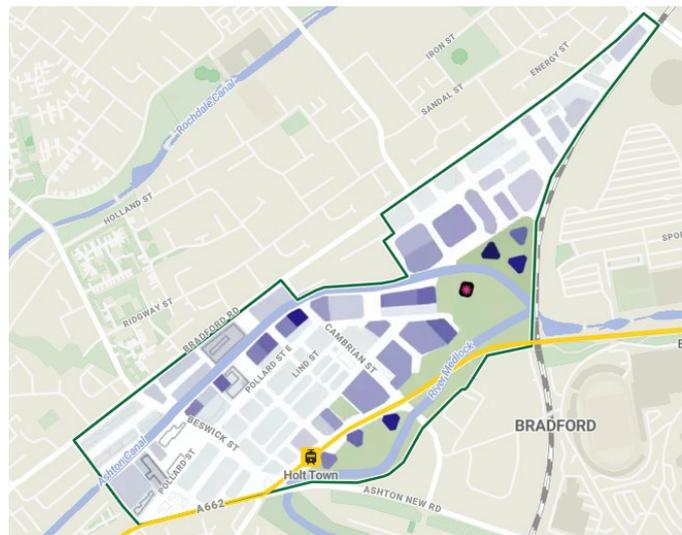
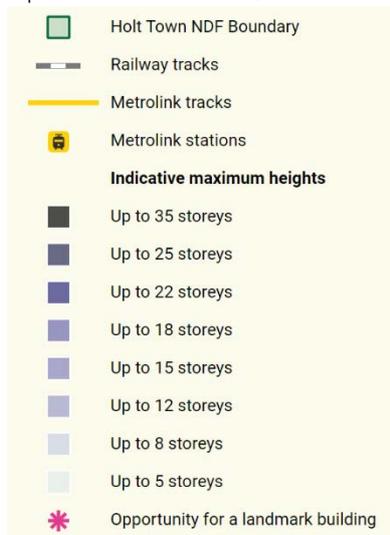
- Indicative upper floor uses**
- Predominantly residential
 - Predominantly commercial
 - Predominantly cultural/community

Scale, density and built form: Holt Town, Layered Town

The framework proposes to deliver 4,500 homes at Holt Town. A variety of homes is paramount to the success of Holt Town. An inclusive and diverse neighbourhood includes low-rise townhouses and maisonettes to taller buildings.

The approach to scale and massing at Holt Town has been informed by an in-depth analysis of site constraints and considerations. These include thorough density and layout testing.

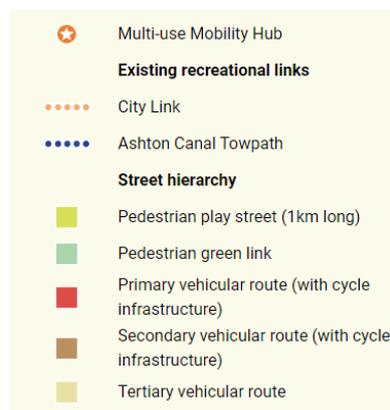
The following building typologies could be appropriate: Mid to high-rise pavilion buildings; Townhouses; Maisonettes; Low to mid-rise courtyard blocks; Mid-rise apartment blocks; Landmark tower.



Movement and connections: Holt Town, Connected Town

Holt Town will be more accessible and connected to surrounding areas. There is potential for a compact and walkable street network that puts pedestrians first. This will help manage the heavy movement between the City Centre and Sport City and the Etihad Campus.

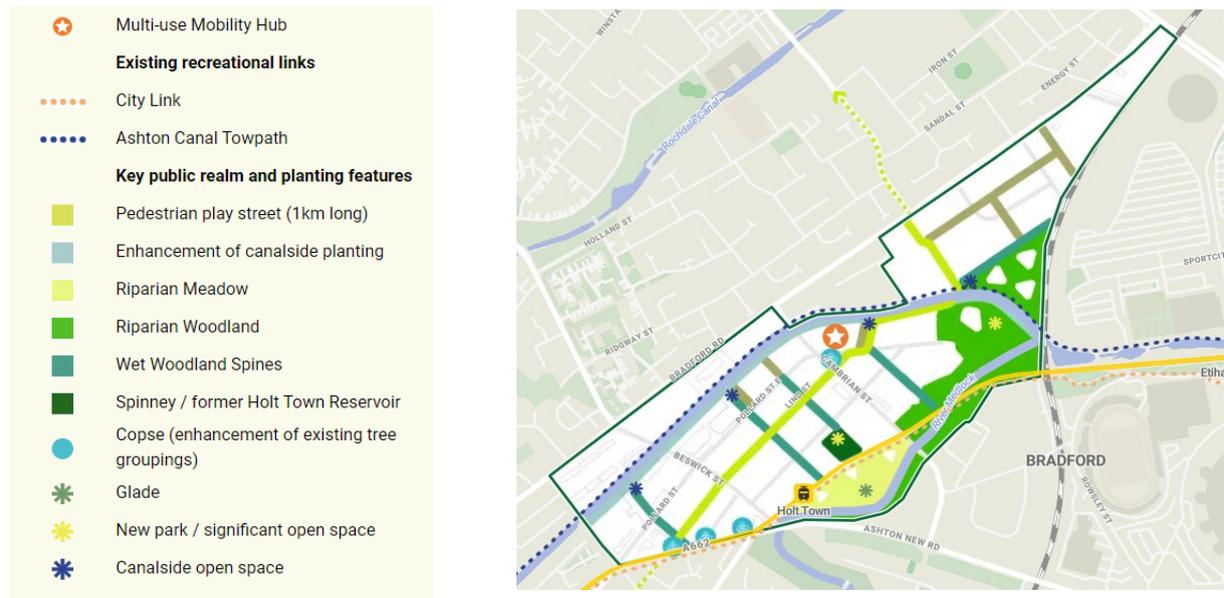
The area's proximity to the City Centre creates a potential for a low-car neighbourhood. Minimal on-street parking will promote sustainable travel and safer streets.



Public realm and ecology: Holt Town, Woodland Town

There is an opportunity to deliver new and enhanced public spaces at Holt Town. We would like to enhance the River Medlock and Ashton Canal corridors. The planting approach will create and restore natural ecosystems and habitats.

These habitats include meadows, woodlands, hedgerows, and wetlands. Connecting both with a high-quality network of landscaped streets will enable the movement of people and manage drainage.



Play and recreation: Holt Town, Play Town

Play is key to fostering a family-friendly and intergenerational public space at Holt Town. We propose to create a "Play Link"; a one kilometre long, car-free, pedestrian-friendly route along Lind Street. This will connect St Anne's Primary School and Park View Community School. It will complement links between the City Centre, Sport City and Etihad Campus, and neighbouring communities.

We imagine the transformation of Ashton Canal Park into the Confluence Park and Playground. The word "confluence" means a meeting point. The meeting point of the Medlock River and the Ashton Canal could be celebrated by a curated landscape. This could be the centrepiece of the neighbourhood. There is potential for an indoor sport and play venue spilling outdoors to offer a range of activities for all ages.

Water management: Holt Town, Sponge Town

Water can contribute meaningfully to positive ecological, health and wellbeing outcomes at Holt Town. The NDF promotes a 'Sponge Town' approach to promote innovative water management. This would mitigate flood risk, enhance the natural setting, and help urban areas adapt to climate change.



Stewardship and management: Holt Town, Steward Town

Good management and maintenance are key to the success of Holt Town. Creative and collaborative approaches to maintenance will ensure that the place retains its quality in the long-term.

Smart infrastructure: Holt Town, Digital Town

There is an opportunity for Holt Town to be a digitally enabled neighbourhood. Residents and businesses could have access to technology to improve their quality of life and experiences.

Digital technology could help to monitor transport, energy, water collection, lighting, etc. It could help people engage with one another and with their environment in more interactive ways.

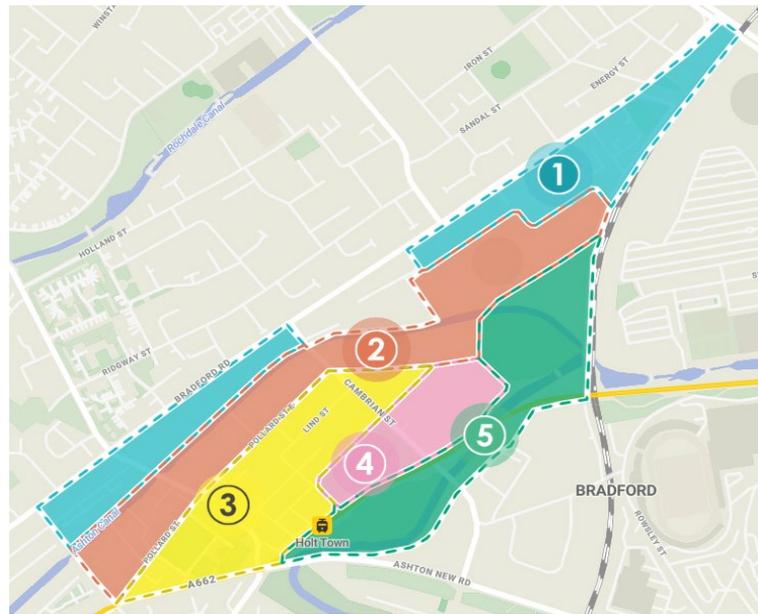
Character areas: Holt Town, Diverse Town

Holt Town can be a new town in the city. Composed of five distinct sub-areas, each with their own character inspired by the site's levels, ecology, and built character.

The following sections explore these areas in more detail.

NDF character areas

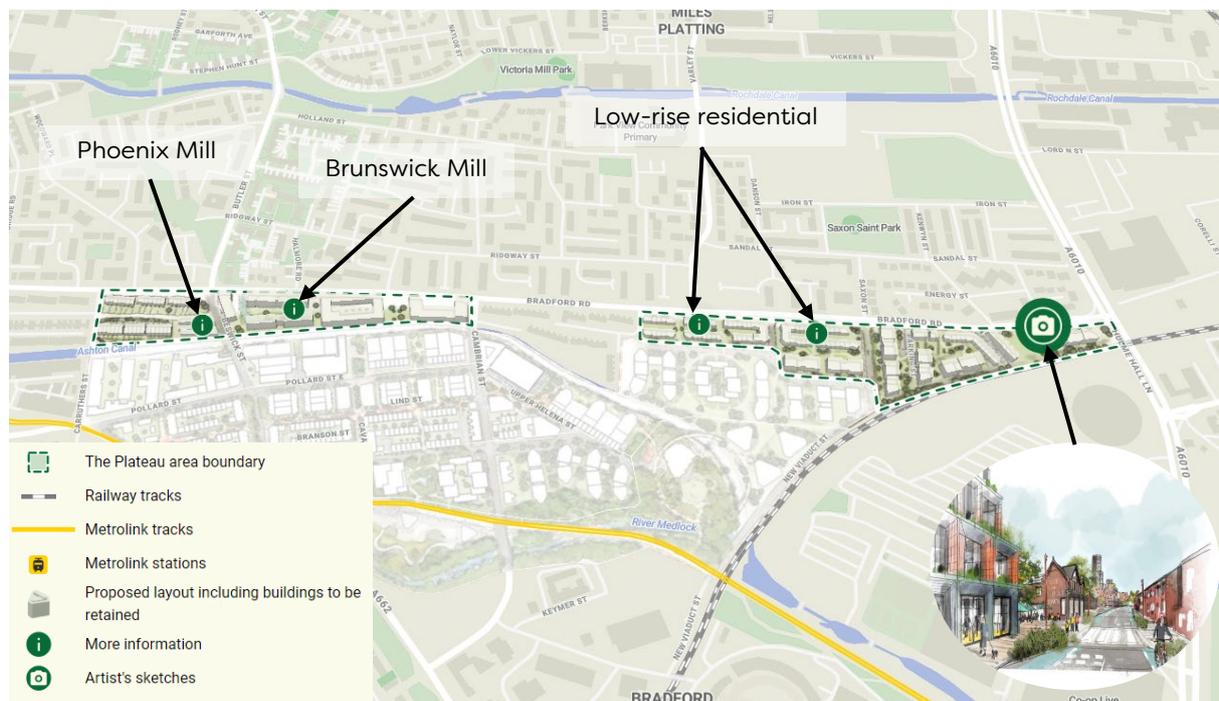
-  The Plateau
-  The Ridge
-  The Terraces
-  The Embankment
-  The Valley



The Plateau

The Plateau forms the northern edge of the Area. It defines the transitional character of the strip of land nestled between Bradford Road and the Ashton Canal.

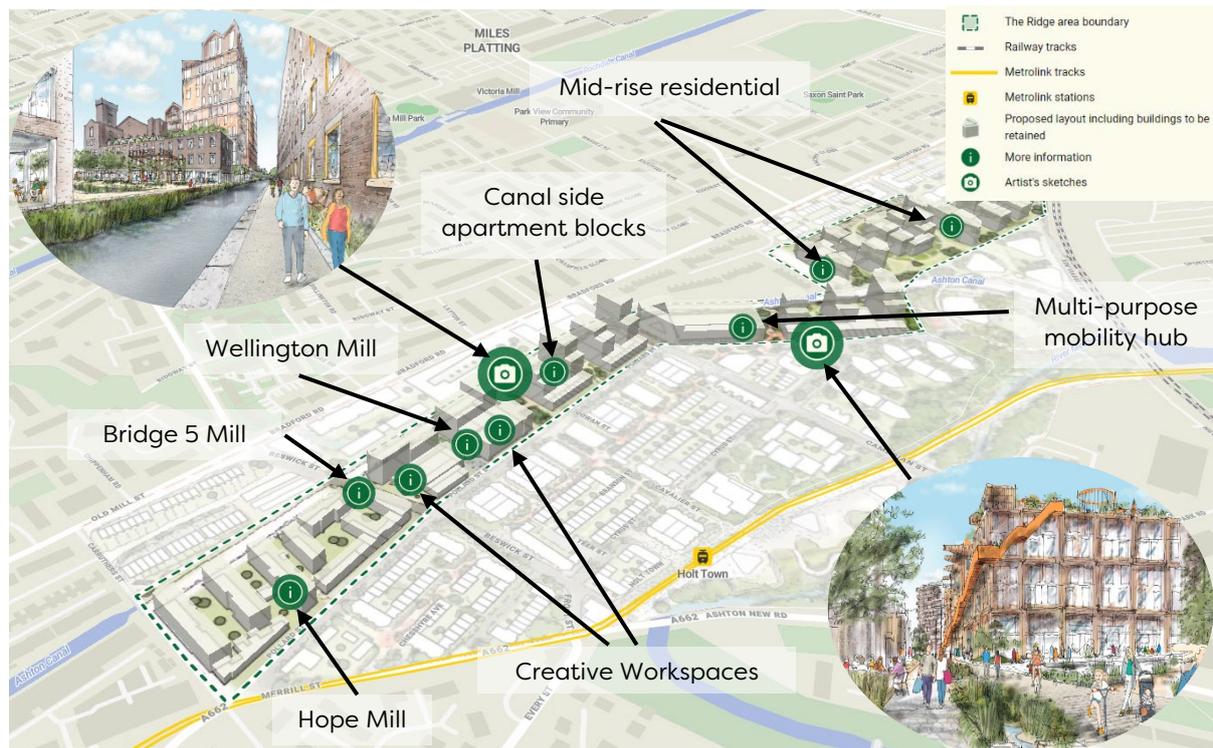
It has the potential for a sequence of lower rise buildings. These would align with those in Miles Platting and nurture a harmonious townscape along Bradford Road.



The Ridge

The Ridge is an important bridge between Ancoats and New Islington and Sport City and the Etihad Campus. It is characterised by the southern towpath and buildings lining the Ashton Canal. It invites a mix of uses within mid-rise buildings that complete the historic fabric and grain of the area. This could support the reuse of historic mill buildings, whilst also introducing new design that celebrates the heritage.

Enhancements to the canal towpath and access to the waterfront create opportunities for all. The benefits from this improvement to the canal could allow for increased building density.



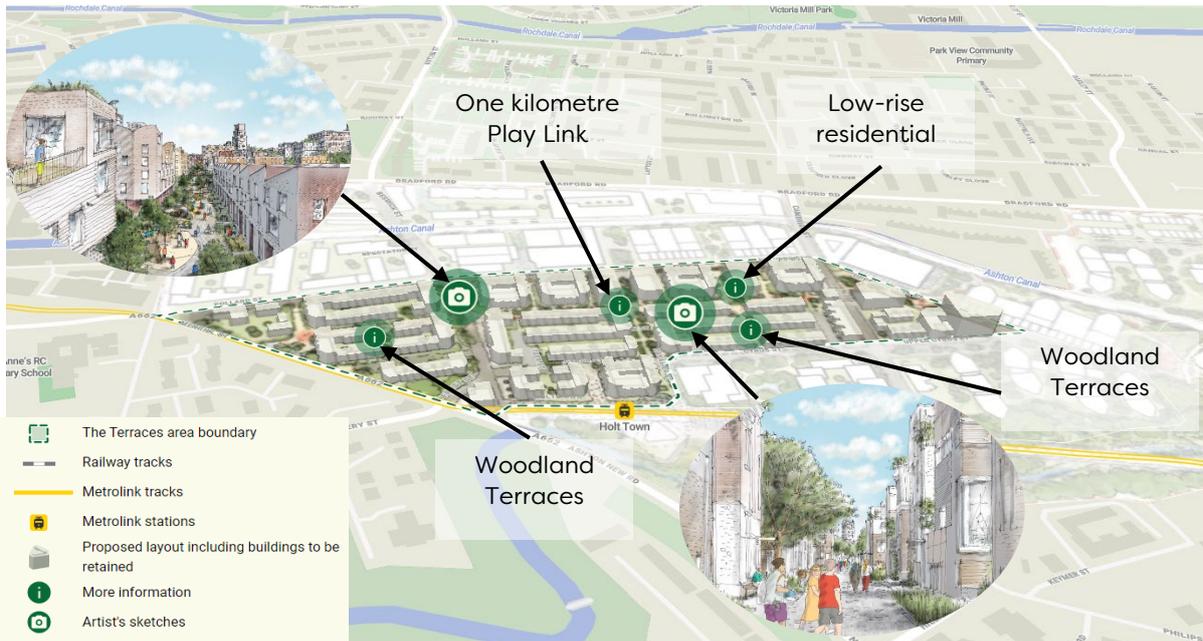
The Terraces

The Terraces emerge from the transition between the Lower Medlock and the Ashton Canal. This area is an opportunity to deliver a compact, tight-knit fabric of low-rise townhouses. These would blend living and working and address the need for family housing in proximity to the City Centre.

The low-rise buildings in the Terraces encourages innovative construction methods and material. These could include timber-led construction, to support a low carbon neighbourhood.

Running through the Terraces is the Play Link, a one-kilometre car-free route. It would safely connect St Anne's Primary School and Parkview Community School. A clear and inviting connection to Miles Platting would be created.

The next page contains a diagram of the Terraces.



The Embankment

The Embankment occupies the site of the former Holt Town Reservoir. It would define the transition between the Valley and the Terraces. A memorable and inviting arrival space opposite the Holt Town Metrolink station could be created.

Another possibility is to site a new cultural and community venue. Or an enhanced area of open space could be created. Further east, mid- to higher rise buildings could step up towards Confluence Park.

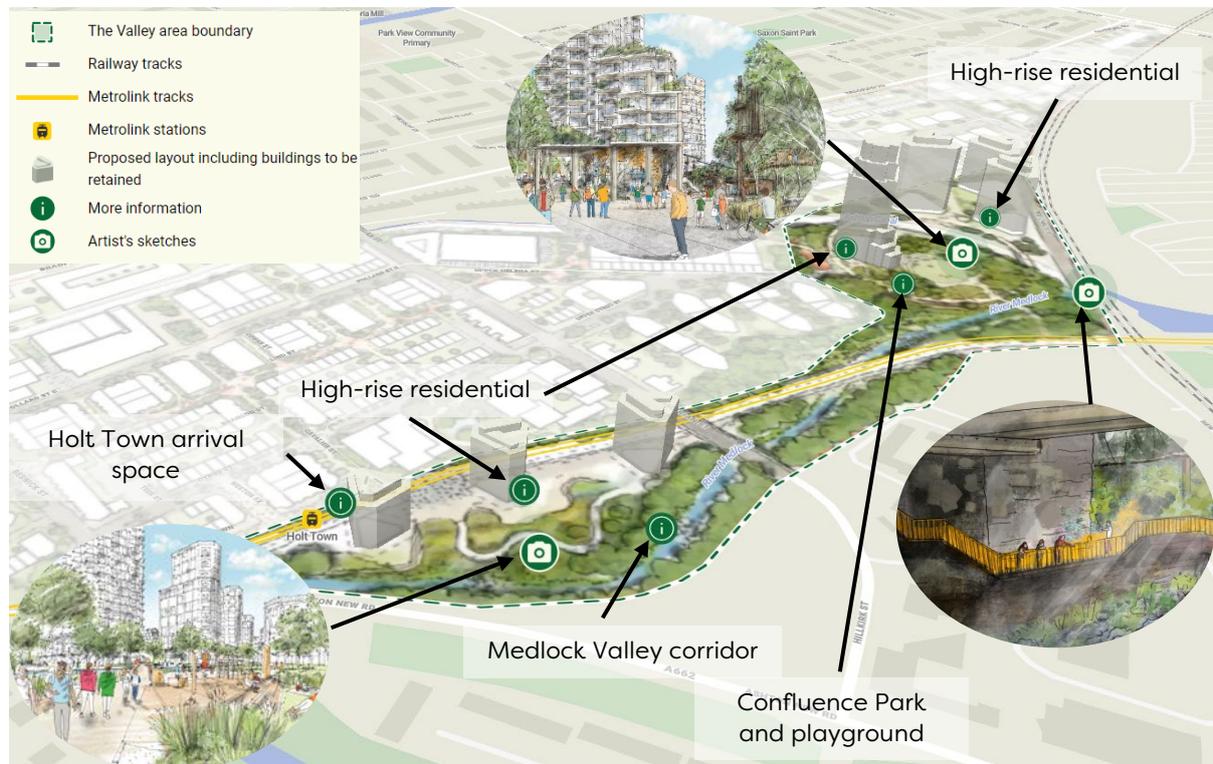


The Valley

The Valley forms a unique opportunity to enhance and reinvent the landscape adjoining the River Medlock. It can deliver an ecological and recreational link between the City Centre and Sport City and the Etihad Campus. The floodplain requires careful regard for any development in this area.

Two clusters of tall buildings would balance with upgrades to the river corridor. These would improve biodiversity, recreation, and play.

The culmination of this area will be at Confluence Park. The enhanced park setting would form the basis for a single landmark tower of up to thirty-five storeys. This would have a destination play and recreation space at its base.



Survey | Holt Town

Thank you for taking the time to read more about our plans for Holt Town. We would love to hear from you. The survey will close on **Sunday 29th September 2024**

The project team are hosting in-person events during the formal consultation period. These events are free to attend and there is no need to book a place in advance.

If you can't attend an in-person event, but would still like to take part, please reach out to us and we can arrange an alternative. You can email us at engage@deetu.com.

Please answer this short anonymous survey to let us know your thoughts as to what could make Holt Town an exciting, meaningful, and attractive place for all.

Your views really matter to us and will help to inspire our plans for the future.

Please return ONLY your completed survey (pages 13 - 17) in the envelope provided.

1. What is your relationship with Holt Town?

- Live in the area Work in the area live near the area Own/Manage a business in the area Landowner I travel through the area Matchday related
 Other event
 Prefer to self-describe:

If you answered "Own/Manage a business in the area please skip to question 15 on page 16.

2. What is your postcode?

.....

3. How did you hear about this consultation?

- Leaflet Word of mouth News article Facebook Instagram
 Other (please specify)

Holt Town, wood Town: a new Manchester neighbourhood that regrows the community like a woodland

4.Holt Town has the potential to be a pioneering mixed-use, residential-led neighbourhood that breathes new life into an underused part of East Manchester. The draft framework suggests the new Holt Town could be a neighbourhood with 4,500 new homes, including 1,000 affordable homes. Alongside the diverse ecological setting of the Medlock Valley and the historic character of the Ashton Canal corridor, Holt Town can be a rooted, layered, and connected piece of Manchester. A new town in the city.

Do you agree with this approach to the new Holt Town?

- Strongly agree Agree Neither agree nor disagree Disagree
 Strongly Disagree

5. What sort of place do you think the new Holt Town should be?

.....

.....

Holt Town, Layered Town: houses of various scales

6. The draft framework suggests the idea of a mix of low-, mid- and high-rise homes with a variety of tenures including affordable, homes to rent and homes to buy.

Do you agree with the idea of a mix of types of new homes in Holt Town?

Strongly agree Agree Neither agree nor disagree Disagree

Strongly Disagree

7. What type of new homes do you think are required for the new Holt Town?

.....

.....

.....

Holt Town, Rooted Town: facilities and non-residential uses

8. The draft framework proposes new workspace as well as important neighbourhood facilities for health, retail, social and cultural uses. There is also an idea for a multi-use Mobility Hub which will include parking, cycle hire, flexible workspace and other social infrastructure.

Do you agree with these proposals?

Strongly agree Agree Neither agree nor disagree Disagree

Strongly Disagree

9. What type of neighbourhood facilities do you think the new Holt Town must have?

.....

.....

.....

Holt Town, Connected Town, Play Town & Woodland Town

10. The draft framework proposes 15 acres of public realm, new improved parkland and woodlands and improvements to the Ashton Canal Corridor and River Medlock Valley. There are also proposals for a play street and green pedestrian and cycle routes that will link the new Holt Town to the neighbouring communities.

Do you agree with these proposals?

Strongly agree Agree Neither agree nor disagree Disagree

Strongly Disagree

11. Do you have any other comments on these proposals, or other ideas?

.....
.....
.....

12. Do you think there is anything we have missed out in the framework for a new Holt Town?

.....
.....
.....

13. Do you have any further comments?

.....
.....
.....

14. If you would like to receive updates about the Holt Town Plans, please leave your contact details.

Name:

Company:

Email:

Address:

Thank you for taking part in the survey. Your views really matter to us.

The consultation will end on **Sunday 29th September 2024.**

Please only answer the questions below if you answered “Own/Manage a business in the area” in question 1.

15. Are you responding to this survey as...

- Business Owner Business Manager Business Representative
 Other (please specify)

16. What is your business’ postcode?

.....

17. What is the name of your business?

.....

18. What is your main business activity?

- Manufacturing Waste management Clothing or textiles
 Hospitality Professional services
 Other (please specify)

19. How many employees work at your business in Holt Town?

- 1 2 - 4 5 - 9 10 - 24 25 - 49 50 - 249
 Over 250

20. Approximately how many of your employees live within Greater Manchester?

- 0 - 24% 25 - 49% 50 - 74% 75 - 100%

21. How do the majority of your employees travel to your business in Holt Town?

- Walk Cycle Drive Bus Tram Train
 Other (please specify)

22. How do you feel about the plans for Holt Town?

- Very positive Positive Negative Very negative

Please elaborate if you have any comments

.....

.....

23. What is the most important change you would like to see in Holt Town?

.....

.....

.....

24. Do you think the plans address this change?

.....

.....

25. Do you think there is anything we have missed in the framework or have any other comments?

.....

.....

.....

Thank you for taking part in the survey. Your views really matter to us.

The consultation will end on **Sunday 29th September 2024.**

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Form engaged communities. Create informed places.