EMPLOYMENT & ECONOMIC DEVELOPMENT

INTRODUCTION
After a period when its economic future was uncertain, Manchester is re-emerging as an international city - a player on the world stage. The Council wishes to see Manchester plugged-in to the network of world cities which are developing as centres of decision making, information exchange, professional services, culture, the media, research & education, sport and financial institutions. This will bring with it benefits for people living in the City in terms of new jobs and facilities. It will also benefit the region as a whole of which Manchester is the capital.

It is clear that the nature of the City's economy has been changing. Whilst it is still the centre of a manufacturing region, the City's economy is now dominated by the service sector which accounts for three quarters of Manchester's 300,000 jobs. Although many of the older traditional industries have closed down, the electronics industry still has a major presence in the City. The decision of Siemens to establish their northern headquarters in Manchester highlights and reinforces this.

In terms of future development Manchester has a number of strengths on which to build:-
• the City Centre with its concentration of facilities and attractions and its role as a centre for business,
• finance, shopping, leisure, tourism, culture, public services and government
• Manchester Airport - the fastest growing in Europe
• the concentration of media industries
• the presence of major electronics companies
• the Higher Education Precinct - the largest in Europe
• the City's role as the centre for youth culture
• the Olympic and Commonwealth Games bids which have not only brought world class facilities to Manchester and the region but which have also placed it firmly on the map alongside other international cities.

The Council wishes to work closely with other parts of the region to promote appropriate economic development. Whilst there will always be an element of competition between different towns and cities, there is increasingly an awareness that a strategy which is based on complementary roles for different parts of the region can bring the most benefits for the region as a whole. As the regional centre this is obviously of great importance to Manchester. Current examples of joint working are the identification of major sites in Greater Manchester for high technology industries in accordance with the Government's Strategic Planning Guidance and the study of the economic potential of the growth of the airport which is being carried out by the local authorities in the southern part of the conurbation. Within the City, the Council wishes to ensure that economic development brings benefits to the people of Manchester. In locational terms this means ensuring that new activity is easily accessible by public transport and to disabled people. It means ensuring that it does not have unacceptable effects on residential areas and the natural environment. It means encouraging the provision of training facilities and child care facilities.

The land supply for economic development in the city is intentionally generous. This is consistent with one of the central aims of the Plan which is to revitalise the city's economy. It is necessary for Manchester to be able to offer a wide range of development opportunities capable of being attractive to all components of the market in economic activity.

The Employment and Economic Development policies come under three broad headings:-
(1) retaining existing jobs and maximising the opportunities for the generation of new employment consistent with the need to protect residential and environmental amenity;
(2) ensuring that the Manchester residents benefit from economic development;
(3) ensuring that economic development brings environmental benefits.
The policies are summarised below:

(1) NEW JOBS
In terms of maximising job opportunities the approach will be:-
• identifying a good range of sites for new factories and offices especially to bring back into use vacant land in the eastern, northern and central parts of the City
• providing two major sites for high-technology industries at Eastlands to the west of Philip’s Park, and
• Woodhouse Park near the airport and two smaller sites at Sharston (Manchester Business Park) and in Hulme (Birley Fields)
• providing premises for small firms
• encouraging further appropriate development in the Regional Centre
• encouraging the growth of higher education facilities
• encouraging new businesses but not allowing such development where it would create problems in residential areas
• upgrading older industrial areas
• promoting tourism and new hotels but not where they would adversely affect residential areas
• promoting the City as an international conference centre
• encouraging the provision of advanced telecommunication systems
• supporting proposals from firms for economic and technological change.

(2) BENEFITS FOR THE PEOPLE OF MANCHESTER
The Council wishes to ensure that the people of Manchester benefit from new economic development. It will seek to achieve this by:-
• requiring all major development to be easily accessible by public transport
• requiring new offices and factories to be accessible to disabled people (see City Wide Development Control Policy DC9.1)

(3) A BETTER ENVIRONMENT
The Council wishes to ensure that economic development contributes towards creating a better environment by:-
• giving priority to the development of vacant and derelict land and buildings (see policy II.1)
• requiring new offices and factories to be of a high standard of design
• imposing strict health and safety requirements on new hazardous installations
• allowing ‘bad neighbour’ uses only on isolated and well screened sites well away from residential areas and encouraging the relocation of existing such activities to these sites
• encouraging the use of rail freight facilities
• not allowing new development which would have an unacceptable affect on residential areas (see Housing section).

POLICY
I1.1 The Council will ensure the allocation of a range of sites both in terms of size and appropriate location for a variety of different commercial and industrial development purposes in order to maximise new employment opportunities. In locational terms the major opportunities are:-
a) in and adjoining the Regional Centre;
b) sites with good access to the Airport;
c) sites in East Manchester.
Priority will be given to:-

i. promoting economic development in the northern, eastern and central parts of the City;
ii. the development of vacant and derelict land and buildings;
iii. promoting development in District Centres consistent with them remaining the focus for shopping provision and community facilities.

Objective: To retain existing jobs and maximise the opportunities for the generation of new employment consistent with the need to protect residential and environmental amenity.

Reason: If the City’s economy is to prosper it is important that existing firms wishing to expand, and new firms wishing to locate in the City, have access to appropriate land and premises. The Manchester Plan has an important role to play in identifying sites where new industrial and commercial development can take place. The opportunities to bring disused land and buildings back into productive use are greatest in the eastern, central and northern parts of the City where unemployment levels are high. The re-use of such land will relieve pressure to build on greenfield sites.

11.2 The Council has identified, with other local authorities in Greater Manchester, major sites for high technology industries wishing to develop in the conurbation. These represent opportunities in strategic locations for the provision or creation of high amenity sites, preferably in existing urban areas and with good access to the motorway network and public transport. In the City the major strategic sites are:-

a) Central Park, East Manchester;
b) Woodhouse Park to the north of the Airport;
c) Manchester Business Park, Sharston;
d) Birley Fields, Hulme.

Objective: To retain existing jobs and maximise the opportunities for the generation of new employment consistent with the need to protect residential and environmental amenity.

Reason: It is important for the future of the economy of the North West in general and Greater Manchester in particular that a range of high quality sites is available to high technology industries wishing to invest in the area. There are four sites in the City which meet the criteria set down in Strategic Guidance. Central Park is located in the Monsall/Newton Heath area with Oldham Road providing it with good access to the M60 motorway less than 5 kilometres away, the wider national road network, Manchester International Airport and the City Centre 2.5 kilometres away. A new combined Metrolink and rail station is proposed within Central Park which will serve the wider employment area. The intention is to provide a high quality, flexible range of buildings to service the life cycle of businesses, from incubators and start up units, to medium and large flexible business space. A high quality landscape environment will be required as part of the planned development of the Business Park. The site in Woodhouse Park has excellent access to the motorway network and is adjacent to Manchester Airport and will be attractive to incoming firms which will benefit from an airport location. Manchester Business Park, at Sharston, similarly has very good motorway access and is close to the Airport. Birley Fields is a part of the Hulme City Challenge area with very good access to the Regional Centre.

11.3 The provision of suitable premises for small firms such as managed workspace will be encouraged in appropriate locations.

Objective: To retain existing jobs and maximise the opportunities for the generation of new employment consistent with the need to protect residential and environmental amenity.

Reason: Small firms are important to the city’s economy. They provide employment opportunities for local people and some have potential to grow and thus provide even more jobs. People starting up in business need suitable premises. Small firms often need to relocate as they grow or
because their existing premises are subject to redevelopment. Where there is a demand the Council is keen to see further premises provided.

I1.4 The Council will continue to encourage further development in the Regional Centre for those activities which will benefit from a regional centre location both in terms of the refurbishment of existing buildings, where these need to be retained to safeguard the appearance and character of the area, and the sensitive redevelopment of vacant sites.

Objective: To retain existing jobs and maximise the opportunities for the generation of new employment consistent with the need to protect residential and environmental amenity.

Reason: The City Centre contains the second largest concentration of office space in England and is also a Regional Centre for retailing and entertainment. The Council will build upon and reinforce the economic and cultural role of the Regional Centre by continuing to implement the proposals in the City Centre Local Plan which has been incorporated into the Manchester Plan. The City Centre Local Plan, which has been incorporated into the Manchester Plan, sets down a framework for the development of the City Centre. The policies seek to improve the quality of the City Centre's environment, to improve the accessibility of the City Centre and to take a positive attitude towards new development proposals which increases employment opportunities for local people. The Local Plan is consistent with and supported by the Development Strategy of the Central Manchester Development Corporation. As indicated in the introduction to the City Centre section of Part 2 of the Plan, it is the Council's intention to review the planning framework for the City Centre following the adoption of the Manchester Plan. The Council and, in its own area, the Central Manchester Development Corporation, will continue to produce supplementary planning guidance where this is necessary to facilitate urban regeneration.

I1.5 The Council will promote and support development which will enhance the City's role as an international centre of excellence for learning and research.

Objective: To retain existing jobs and maximise the opportunities for the generation of new employment consistent with the need to protect residential and environmental amenity.

Reason: One of the strengths of the City is the wealth of expertise in its higher educational establishments which comprise the largest concentration of such facilities in Europe. The Council wishes to work closely with the various higher education establishments to encourage the further growth of higher education facilities. The economy of the City and of the region will be strengthened if close links are developed between these institutions and the business community.

I1.6 The Council will encourage the location of new business developments (as defined in Class Bl and A2 of the Town and Country Planning Use Classes Order 1987) on sites where they will contribute to urban regeneration. Particular encouragement will be given to such development on derelict or unused land in areas of high unemployment. Business use developments will normally be allowed:

a) Within the City Centre on sites where such development accords with the provisions in Part 2 of the Plan;
b) Within the City's other main shopping and commercial centres and areas which are already primarily industrial or office areas;
c) Elsewhere in the City where:
   i) they are seen to be a contribution to the Council's overall objective of achieving urban regeneration; and
   ii) they are not isolated business developments within a predominantly residential environment; and
   iii) it can be demonstrated that the development will not be unneighbourly in relation to adjacent or nearby residential properties; and
   iv) such development would not conflict with policies in Part 2 of the Plan.
Objective: To retain existing jobs and maximise the opportunities for the generation of new employment consistent with the need to protect residential and environmental amenity.

Reason: The Council wishes generally to use business development as a tool of urban economic regeneration. It is particularly important to encourage such development on derelict and vacant land in inner urban areas as well as in the more traditional locations of the City Centre and the other main shopping and commercial centres. In accordance with Policy 11.1, the Council aims to channel business use development towards northern, eastern and central parts of the City and away from those parts of south Manchester where business development has recently been concentrated. The criteria contained in part (c) of the policy will mean in practice that there will be far fewer future opportunities for business use development in much of South Manchester than elsewhere in the City.

The Council considers it inappropriate for business activities to be a significant feature of the residential area of the City. Random or sporadic office uses should not be permitted in wholly residential areas since this would generate potential problems for residential amenity and would create a precedent which would open the way for a gradual change away from the residential character of an area. It is clear that there is public opposition to significant incursions of commercial activities into the City's residential streets.

I1.7 The Council will bring forward proposals to upgrade the older industrial areas and estates in the City. It will seek to work in collaboration with existing occupants to improve the environment in these areas and to ensure that they become better adapted to meet the needs of modern businesses.

Objective: To retain existing jobs and maximise the opportunities for the generation of new employment consistent with the need to protect residential and environmental amenity.

Reason: The City contains a number of industrial areas and estates which are an important source of employment and are well located in relation to the motorway network. If they are to continue to be attractive to businesses in the future, however, there is a need for their buildings and their overall environment to be upgraded to meet modern needs and aspirations.

I1.8 The Council will promote Manchester as a tourist destination both for conventional and business tourism. The City Centre Local Plan (now incorporated into the Manchester Plan) provides the framework for tourist related development in the City Centre. Outside the City Centre the Council will seek to exploit opportunities for tourist related development particularly along radial routes and within the City's major public parks and other open space. The Council will encourage youth tourism by, for example, establishing a camping site and youth hostel easily accessible by public transport and supporting initiatives such as the Trans-Pennine Trail which passes through the City.

Objective: To retain existing jobs and maximise the opportunities for the generation of new employment consistent with the need to protect residential and environmental amenity.

Reason: Tourism is playing an increasingly important role in Manchester's economy. The City is well situated to become a significant tourist destination with Manchester International Airport, the City Centre's attractions and nearby attractive countryside all playing an important role in the development of the industry in the City. The Council believes that there is scope for a considerable growth in tourist related employment and wishes to ensure that opportunities are available for those wishing to invest in the future of the industry in the City.

I1.9 The Council will allow a range of new hotel developments in appropriate locations in the City Centre, along radial routes, in District Centres, in the vicinity of the Airport and, where appropriate, in areas devoted to Leisure and recreational activity. In predominantly residential
areas hotel development will be permitted only where there would be no adverse impact on local residential amenity.

Objective: To retain existing jobs and maximise the opportunities for the generation of new employment consistent with the need to protect residential and environmental amenity.

Reason: The Council is keen to encourage the growth of business, tourist and visitor trips to the City in support of the local economy. The functions attached to some hotels, such as public bars, restaurants and conference facilities can cause severe residential disamenity through traffic generation, noise and late night opening.

I1.10 The Council will promote and support development which will strengthen the City as an International Conference Centre.

Objective: To retain existing jobs and maximise the opportunities for the generation of new employment consistent with the need to protect residential and environmental amenity.

Reason: There is considerable potential for the development of the City's role as an international conference centre given the presence of the largest higher education precinct in Europe, a major international airport and numerous good quality hotels, high technology companies and the attractions of the City Centre.

I1.11 The Council will encourage infrastructure developments for advanced telecommunications systems to serve existing and future commercial and industrial premises in the City especially the provision of fibre-optic cables. Priority will be given to providing for the City Centre, the Higher Education Precinct, major economic development sites in East Manchester and Wythenshawe, and major road corridors between the City Centre and the airport.

Objective: To retain existing jobs and maximise the opportunities for the generation of new employment consistent with the need to protect residential and environmental amenity.

Reason: The provision of an advanced information infrastructure is vital to the success of many of the City's existing commercial and industrial concerns. It will be a key to attracting new activities to the City.

I1.12 The Council will support proposals from businesses which seek to expand or adapt their premises to meet changing economic and technological circumstances and to improve energy efficiency.

Objective: To retain existing jobs and maximise the opportunities for the generation of new employment consistent with the need to protect residential and environmental amenity.

Reason: Manchester has a legacy of old and outmoded premises which are in need of modernisation and renewal. It is important to the economy of the City that this renewal takes place and the Council will encourage this process in ways which are consistent with its environmental and conservation policies.

I2.1 The Council will seek to ensure that new commercial and industrial development is fully accessible by all forms of transport and, in particular, is adequately served by the public transport network.

Objective: To ensure that the people of Manchester benefit from the growth of the City's economy.

Reason: A large proportion of City residents do not have access to a private car and if new development is to be of benefit to them it needs to be well served by public transport. The Council wish to encourage people to use public transport for journeys to work. This will enable
improvements to be made to the quality of the City's environment, and is a contribution to national and international objectives for transport and the environment.

I3.1 New commercial and industrial development will be expected to be of a good standard of design and, where appropriate, include suitable landscaping treatment.

Objective: To ensure that economic development contributes to improving the quality of the City's overall environment.

Reason: New development, if appropriately designed, can have a major beneficial effect on the appearance of the City. The Council is committed to improving the appearance and image of the City, and to promoting a safe environment.

I3.2 Proposals for new hazardous installations in the City will have to meet strict health and safety guidelines. Such development will only be permitted where it can be demonstrated that there is no additional risk of illness or death resulting from the process or any detrimental effect on the environment or amenity of the surrounding area. The Council will favour proposals where rail is used for the transport of hazardous substances.

Objective: To ensure that economic development contributes to improving the quality of the City's overall environment.

Reason: The Government has identified a number of hazardous installations within the City. These are industrial processes which are potentially harmful to the surrounding area. The Council closely monitors the activities of existing hazardous installations to ensure any possible danger is minimised. The Council believes that it is important that any increase in such activities is closely controlled. The Council wishes to see hazardous substances transported by rail wherever this is possible. The Council will publish, as supplementary planning guidance, the health and safety guidelines which hazardous installations will be expected to meet.

I3.3 The Council will only allow new bad neighbour industrial uses on relatively isolated and well screened sites where they will not have a direct impact on surrounding activities. It will also encourage the relocation of existing bad neighbour uses to such sites.

Objective: To ensure that economic development contributes to improving the quality of the City’s overall environment.

Reason: It is important that bad neighbour uses do not have an adverse affect on surrounding activities. The removal of such uses is necessary in redevelopment areas where environmental quality needs to be improved in order to attract new activities. It is also necessary as part of environmental improvements in their own right.

I3.4 The Council will welcome new commercial and industrial development on sites which can be served by rail freight facilities. It will also welcome infrastructure developments which facilitate the diversion of freight traffic from road to rail.

Objective: To ensure that economic development contributes to improving the quality of the City’s overall environment.

Reason: The Council wishes to encourage the movement of goods by rail so as to reduce the environmental impact of their movement by road and to contribute to local as well as national transport and environmental objectives.