

**Manchester City Council
Report for Resolution**

Report to: Executive – 8 April 2014

Subject: The University of Manchester's Fallowfield Campus:
A Draft Development Framework

Report of: The Chief Executive

Summary

This report presents a draft Development Framework for the University of Manchester's Fallowfield Campus that seeks to guide the future redevelopment of that site.

Recommendations

The Executive is recommended to:

- Endorse the draft Fallowfield Campus Development Framework as a basis for consultation with local stakeholders and neighbouring landowners; and
- Note that the outcomes of consultation and a final version of the Fallowfield Campus Development Framework will be reported to a future meeting of the Executive.

Wards Affected: Fallowfield; Levenshulme; Rusholme

Community Strategy Spine	Summary of the contribution to the strategy
Performance of the economy of the region and sub region	The proposals for the University of Manchester's Fallowfield Campus offer the potential for the University to strengthen its residential offer to students as part of its wider ambition to be one of the top 25 international Universities by 2015. Securing this outcome will help add to the performance of the sub-regional and regional economy, supporting the city's economic growth objectives and creating new employment opportunities.
Reaching full potential in education and employment	The Fallowfield Campus will continue to provide direct employment opportunities and will help underpin the employment base of the Fallowfield District Centre.

Individual and collective self esteem – mutual respect	Not Applicable
Neighbourhoods of Choice	The development of a strengthened student residential offer on the Fallowfield Campus should help support the transition of the residential offer in neighbouring areas of South Manchester away from student housing thereby helping to meet the demand for homes from working households in the city.

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

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

Financial Consequences

There are no financial implications for the City Council arising from this report.

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Background documents (available for public inspection):

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy

please contact one of the contact officers above.

- Student Strategy Implementation Plan, Executive, 21st October 2009
- Fallowfield and Withington District Centre Action Plans, Economy, Employment and Skills Overview and Scrutiny Committee, 20th October 2010.
- Student Housing Market, Neighbourhoods Scrutiny Committee, 5th February 2013.
- Update on the Student Housing Market , Neighbourhoods Scrutiny Committee, 12th November 2013

1.0 Introduction

- 1.1 This report presents a draft Development Framework for the University of Manchester's Fallowfield Campus South Manchester. It outlines a set of proposals for the future development of this part of the University's estate, which subject to the comments of the Executive, will then be subject to consultation in the Spring. The outcomes of this consultation will be reported to a future meeting of the Executive along with a final version of the Framework for which approval will be sought.

2.0 Background

- 2.1 The provision of 21st Century residential services is key to supporting the University of Manchester's ambition to be one of the top 25 international Universities by 2015. This is key to encouraging the recruitment of students, aiding their retention, and helping to deliver a significant element of the overall student experience. The high levels of support and security offered by the University's residences, together with the ability to develop extended social networks, fosters the personal and academic development of students, benefitting not only the student but also the University as a whole.
- 2.2 The quality of student accommodation is increasingly considered to be of high importance to both domestic and international students. It is therefore a key factor in the ability of the University to recruit the quality of students it needs to meet its strategic objectives, which include building upon its status as a world class, top ranking Russell Group University.
- 2.3 The University of Manchester's Fallowfield Campus has operated for many years and has played a valuable role for the University, in particular providing the bulk of its first year accommodation. It is an imperative for the University that an enhanced student experience is created at the Fallowfield Campus. Today much of the site is in poor condition and does not meet the expectations of students, or indeed their parents. It is in need of major investment and regeneration for a number of reasons.
- 2.4 The site is underutilised and is capable of accommodating additional student numbers which in turn would support the provision of new, essential support facilities on the site such as a new student hub building. Such facilities would also serve the needs of the wider student population in the Fallowfield area.
- 2.5 In September 2014 the University will demolish around 800 bed spaces at the Grosvenor Group of Halls. This is necessary to support the development of the University's new Engineering Campus in and around Booth Street West and the intention of the University is to reprovide some of the accommodation that will be lost on the Fallowfield Campus.

3.0 The University of Manchester's Fallowfield Campus: A Draft Development Framework

- 3.1 Annex 1 of this report sets out the Draft Development Framework that has

been developed for the University of Manchester's Fallowfield Campus. It has been prepared in response to both the strategic requirements of the University of Manchester, which seeks to secure a place in the top 25 international universities, but it also responds to existing frameworks and strategies that have been approved by the City Council, notably the Student Strategy Implementation Plan.

- 3.2 This Framework sets the context for proposals to redevelop the Fallowfield Campus demolishing nearly 2,200 bedrooms and replacing them with 3,000 new bed spaces – combined with the loss of 800 bed spaces at the Grosvenor Group of Halls there will be no growth in the University's stock of bed spaces. A range of new and upgraded facilities are also proposed for the Campus to ensure that the offer to students, who live both on and off the Campus, enables the development of extended social networks along with fostering personal and academic development.
- 3.3 It is intended that this draft Framework, subject to the comments of the Executive, will then undergo a period of public consultation in the Spring of 2014. It is anticipated that the final draft of this Development Framework will be submitted to the Executive in early Summer 2014.

4.0 Concluding Remarks

- 4.1 The proposals by the University of Manchester to comprehensively redevelop the Fallowfield Campus are consistent with the ambitions to provide better accommodation for students in appropriate locations of the city that was set out in the Student Strategy Implementation Plan, approved by the Executive in October 2009. The draft Neighbourhood Development Framework attached to this report has been developed within that context, clearly reflecting the contribution that the Campus can make to the long term sustainability of Fallowfield and helping to transform the wider South Manchester housing market as well as underpinning the future growth and development of the University of Manchester.
- 4.2 Detailed recommendations appear at the front of this Report.

5.0 Contributing to the Community Strategy

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

- 5.1 The proposals for the University of Manchester's Fallowfield Campus offer the potential for the University to strengthen its residential offer to students as part of its wider ambition to be one of the top 25 international Universities by 2015. Securing this outcome will help add to the performance of the sub-regional and regional economy, supporting the city's economic growth objectives and creating new employment opportunities.

(b) Reaching full potential in education and employment

- 5.2 The Fallowfield Campus will continue to provide direct employment opportunities and will help underpin the employment base of the Fallowfield District Centre.

(c) Individual and collective self esteem – mutual respect

- 5.3 Not Applicable

(d) Neighbourhoods of Choice

- 5.4 The development of a strengthened student residential offer on the Fallowfield Campus should help support the transition of the residential offer in neighbouring areas of South Manchester away from student housing thereby helping to meet the demand for homes from working households in the city.

6.0 Key Polices and Considerations

(a) Equal Opportunities

- 6.1 The Development Framework will be the subject of local consultation, giving all stakeholders opportunities to engage in the process.

(b) Risk Management

- 6.2 Not applicable

(c) Legal Considerations

- 6.3 The City Council will receive a final version of the Framework later in the year which will include the results of a public consultation. The framework will become a material consideration for the Council as Local Planning Authority. The framework will have more weight after the consultation has concluded and the final document has been adopted by the Council.



University of Manchester Fallowfield Campus Development Framework

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Executive Summary

- § The University of Manchester's has commenced the largest capital investment programme ever undertaken by a University - £1.78 billion completed, committed or targeted (see paragraph 1.37 for details of individual projects).
- § Aligned to this investment is the vision that by 2020, The University of Manchester will be one of the top 25 research universities in the world, where all students enjoy a rewarding educational and wider experience within an institution that is known worldwide as a place where the highest academic values and educational innovation are cherished, where research prospers and makes a real difference, and where the fruits of scholarship resonate throughout society.
- § This level of investment, and the University's future growth and continued success will have a crucial role to play in terms of strengthening Greater Manchester's economic base. The University is a key asset in the quest for sustained economic growth. Its role in attracting and retaining talent in the City and its knowledge and skills outputs represent a significant competitive advantage to the City in relation to attracting national and international inward investment.
- § An essential part of unlocking its next phase of growth, and a key component of the University's Vision, is the need to enhance the student experience within the University of Manchester's largest Student Campus in Fallowfield. Through the proposed investment (£175 - £200 million) and redevelopment of the site there is a basis for encouraging recruitment, aiding retention and delivering a significant element of the overall student experience. The high levels of support and security offered by University Residences, together with the ability to develop extended social networks, fosters personal and academic development which benefits both the individual student and the University as a whole. This Development Framework has been prepared in order to guide the future development of that Campus.
- § Re-planning the campus presents opportunities to diversify its range of services and facilities – creating a student village which is a vibrant place where students want to live and hub facilities that will support the student population within the wider Fallowfield Area.
- § The importance of the Fallowfield Campus to the wider Fallowfield Area should not be underestimated. The District Centre relies significantly upon students and their expenditure and the Fallowfield housing market includes a significant percentage of Houses in Multiple Occupancy (HMOs) occupied by students. Without the student market, there is significant risk that private student landlords will come under pressure and look towards different target markets for their properties.
- § Whilst the existing Fallowfield Campus has operated for many years and has played a valuable role for the University, much of the site is currently in a poor condition and does not meet the expectations of students, or indeed their parents. It is in need of major investment and regeneration.
- § It is imperative for the University that an enhanced student experience is created at the Fallowfield Campus. Currently, much of the existing accommodation is tired and is not of a standard or quality that meets the changing aspirations of students.
- § The site is currently underutilised and is capable of accommodating additional student numbers which in turn would support new essential

support facilities on the site, such as a new student hub, which would also provide for the wider student population in the Fallowfield area.

- § Against this context, the Development Framework proposals will involve substantial investment in renewing out-dated elements of the University's existing stock that are both currently provided at the site and also within the Grosvenor Group of Halls in the City Centre.
- § Specifically the provision of 3,000 purpose built new student bedspaces at the Fallowfield Campus will directly replace 2,193 bedspaces currently provided on the site and 864 bed spaces provided at the Grosvenor Group of Halls. The Grosvenor Halls will be demolished in September 2014 as part of the development of the new Engineering Campus on the area around Booth Street West.
- § Consolidating the University's offer on this site also supports the Council's Student Housing Strategy; meeting the requirement to ensure that the offer of student accommodation is on sites that are both easily accessible to the University campus and compatible with increases in density.
- § As part of the proposed re-provision and in the face of increasing competition from the private sector, and the substantial trend towards new forms of purpose built student accommodation within the City Centre fringe, it is essential that new forms of student accommodation are considered for the site in line with value for money – in terms of quality and affordability – an offer that students now demand.
- § With the right offer, Fallowfield undoubtedly has a key role to play in the student residential market. Whilst there is continued demand for accommodation at Fallowfield, in spite of its clear and compelling need for investment, this is very unlikely to continue if the situation is not addressed.
- § There is an opportunity to create a campus with an appealing and attractive environment. This would provide the campus with a key point of difference from the city centre / fringe offerings.
- § As part of this, the University is also keen to upgrade its sport facilities. There is currently good provision of pitches (artificial and grass); however, further investment is required to ensure that the site continues to provide excellent sport provision for students, staff and the wider community.
- § As mentioned, without investment in the Fallowfield Campus, there are potential ramifications for the wider Fallowfield area, its District Centre and its Housing Market – with potential knock-on effects for South Manchester and the areas around the Wilmslow Road Corridor as a whole.
- § Without the quality of activities that a reinvigorated Fallowfield Campus could offer, and under increasing pressure from the city centre / fringe market, there is significant risk that the future health of District Centre would be undermined and private student landlords will come under pressure and look towards different target markets for their properties.
- § Through the redevelopment and regeneration of the Fallowfield campus, it is essential that a new student hub and enhanced range of facilities are provided. Those facilities should reach out to the wider student community and support the ongoing health and vitality of Fallowfield and its high concentration of students, particularly within areas such as Fallowfield Brow.
- § By re-planning and enhancing the physical and functional connections between the site and the wider area, there is a significant opportunity for investment in the site to have a catalytic regeneration effect on the wider area.
- § The University is exploring options for commercial and retail type uses which would activate the Wilmslow Road frontage and provide an improved offer to serve the wider community. When combined with an enhanced public realm this presents a major opportunity to significantly add value to the area.
- § By re-establishing and re-invigorating Fallowfield as a destination of choice for students – both within the Campus and within the area such as Fallowfield Brow – it will be possible to create benefits within the wider South Manchester / Wilmslow Road Corridor areas. This may include increasingly the return of Houses in Multiple Occupation to family accommodation, particularly in neighbourhoods to the south where the condition and type of some of the period properties in particular, lends itself to an emerging regeneration profile akin to the more prosperous parts of south Manchester.

1 Introduction

- 1.1 This Development Framework has been prepared in order to guide the future redevelopment of the University of Manchester's Student Campus in Fallowfield (refer to figure 1.1).



Figure 1.1 – Fallowfield Campus Site boundary

- 1.2 It draws on Feasibility Study work which has been undertaken on behalf of the University of Manchester, by a team comprising Deloitte Real Estate, BDP and CBRE. It also reflects consultation with Manchester City Council – to understand their policies and priorities – and in turn research which has been produced in recent years by Manchester City Council's Student Strategy Board.
- 1.3 The existing Fallowfield Campus has operated for many years and has played a valuable role for the University, in particular by providing the bulk of its first year accommodation – currently 3,286 bed spaces. In addition, it has played a key role in supporting the Fallowfield area as a whole – the health of its District Centre, and, given the significant percentage of Houses in Multiple Occupancy (HMOs), its student housing market, without which there is significant risk that private student landlords will come under pressure and look towards different target markets for their properties.
- 1.4 Today however much of the site is in a poor condition and does not meet the expectations of students, or indeed their parents. It is in need of major investment and regeneration for a number of reasons.
- 1.5 The site is currently underutilised and is capable of accommodating additional student numbers which in turn would support the provision of new, essential support facilities on the site such as a new student hub building. These facilities would also provide for the wider student population in Fallowfield area.
- 1.6 Against this context, the Development Framework proposals will involve substantial investment in renewing out-dated elements of the University's existing stock that are both currently provided at the site and also within the Grosvenor Group of Halls in the City Centre.

- 1.7 Specifically the provision of 3,000 purpose built new student bedspaces at the Fallowfield Campus will directly replace 2,193 bedspaces currently provided on the site and 864 bed spaces provided at the Grosvenor Group of Halls. The Grosvenor Halls will be demolished in September 2014 as part of the development of the new Engineering Campus on the area around Booth Street West.
- 1.8 Consolidating the University's offer on this site also supports the Council's Student Housing Strategy; meeting the requirement to ensure that the offer of student accommodation is on sites that are both easily accessible to the University campus and compatible with increases in density.
- 1.9 The project is a key component of the University of Manchester's vision to be one of the top 25 international Universities. It forms an essential part of the strategy for unlocking the next phase of the University's investment and growth towards this vision.
- 1.10 To put this into perspective, The University of Manchester's has commenced the largest capital investment programme ever undertaken by a University - £1.78 billion completed, committed or targeted (see paragraph 1.37 for details of individual projects).
- 1.11 This level of investment, and the University's future growth and continued success will have a crucial role to play in terms of strengthening Greater Manchester's economic base. The University is a key asset in the quest for sustained economic growth. Its role in attracting and retaining talent in the City and its knowledge and skills outputs represent a significant competitive advantage to the City in relation to attracting national and international inward investment.
- 1.12 An essential part of unlocking its next phase of growth, and a key component of the University's Vision, is the need to enhance the student experience within the University of Manchester's largest Student Campus in Fallowfield.
- 1.13 Currently, much of the existing accommodation is tired and is not of a standard or quality that meets the aspirations of modern students. The quality of student accommodation provision is increasingly considered to be of high importance to both domestic and international students (undergraduates and post graduates).
- 1.14 It is therefore a key factor in the ability for the University to recruit the quality of students it needs to meet its strategic objectives, which include building upon its status as a world class, top ranking Russell Group University.
- 1.15 Simple or comprehensive refurbishments are not a viable option here and a more comprehensive redevelopment and investment programme is required to deliver an enhanced experience.
- 1.16 Whilst demand and take up rates remain very strong (outstripping supply) - especially for first year students and their parents who are attracted to the safe, managed and nurturing environment on offer - it is essential that in the face of increasing competition from the private sector, and the substantial trend toward new forms of purpose built student accommodation within the City Centre fringe, that new forms of student accommodation are considered for the site. This should be in line with the value for money – in terms of quality and affordability – an offer that students now demand. That offer ranges from cluster flats to town house student accommodation models with better facilities including en-suite bathrooms, communal space for socialising and learning, fast Wi-Fi broadband and internet access to the University systems to enable remote working etc.
- 1.17 The proposed level of investment in the Fallowfield campus by the University of Manchester is significant. It is expected that approximately £175-200 million will be required to deliver the student accommodation, student hub, landscaping and public realm and enabling works.

- 1.18 With the right offer, Fallowfield undoubtedly has a key role to play in the student residential market. Whilst there is continued demand for accommodation at Fallowfield, in spite of its clear and compelling need for investment that demand is not likely to continue if the offer is not enhanced and brought up to date.
- 1.19 A re-planned and re-invigorated campus is required to provide the safe, warm and nurturing environment which offers students, including a significant proportion of first year students (and their parents), exactly what they need.
- 1.20 Critical to this vision is the need to provide: modern student accommodation – ‘A Place to Live and Study;’ student services and support facilities- ‘A Place to Work and Socialise;’ sports facilities and commercial uses – ‘A Place to Relax and Play’.
- 1.21 Re-planning the campus presents opportunities to diversify its range of services and facilities – creating a student village which is a vibrant place where students want to live.
- 1.22 There is an opportunity to create a campus with an appealing and attractive environment – utilising the site’s natural assets from mature trees to its extensive green environment. Combined with the range of facilities on offer in the campus including student support facilities, sports provision, open spaces, student food and beverage offerings, the result would be a campus with a key point of difference from the city centre / fringe offerings – an environment which offers a completely different experience - a ‘jewel in the crown’ of student accommodation in Manchester.
- 1.23 In developing the campus the University is also keen to upgrade and expand its sport facilities located next to the Fallowfield Campus. There is currently good provision of pitches (artificial and grass), but further investment is required to ensure that the site continues to provide excellent sport provision for students, staff and the wider community. In addition, the University’s current provision of playing fields is spread across a number of sites, making it difficult to provide an efficient and effective service.
- 1.24 One aspect of existing provision that the University is keen to resolve is the future of the MuTECH site, which isolated away from their other sports provision and has not been utilised for ten years. The University would like to build further artificial pitches on the Fallowfield site to support increased usage and greater flexibility. Overall, the desire is to increase the number of artificial pitches and relinquish the MuTECH site for other uses.
- 1.25 The proposed expansion of sports facilities on the Fallowfield site would support a greater participation for students, staff and the wider community as well as providing world class training environment for the University’s high performance teams, local sports clubs and National Governing Body training camps. Several significant partners are interested in working with the University on the proposed expansion of sports facilities development including Manchester City Council, The FA, England Hockey and English Lacrosse.
- 1.26 The project also has an important role to play in the wider South Manchester context. Without investment in the Fallowfield Campus, there are potential ramifications for the wider Fallowfield Area and for the South Manchester, Wilmslow Corridor as a whole.
- 1.27 Firstly, the District Centre relies significantly upon students and their expenditure.
- 1.28 In addition, the housing market includes Houses in Multiple Occupation (HMOs) occupied by students. Without the quality of facilities that a reinvigorated Fallowfield Campus could offer, and under increasing pressure from the city centre / fringe market, there is a significant risk that private student landlords will come under pressure and look towards different target markets for their properties.

- 1.29 To reiterate, through the redevelopment and regeneration of the Fallowfield Campus it is essential that a new student hub and enhanced range of facilities are provided that will reach out to the wider student community and support the ongoing health and vitality of the wider area and its high concentration of students, particularly within areas such as Fallowfield Brow.
- 1.30 By re-planning and enhancing the physical and functional connections within the site as well as between the site and the wider area, there is a significant opportunity for investment in the site to have a catalytic regeneration effect on the wider area. For example, the existing Wilmslow Road frontage is dead, it turns its back on the District Centre, and there is a lack of clear entry points or linkages into the site. The University are exploring options for commercial and retail type uses which would activate the Wilmslow Road frontage and provide an improved offer to serve the wider community. When combined with an enhanced public realm, this presents a major opportunity to significantly add value to the area.
- 1.31 By re-establishing and re-invigorating Fallowfield as a destination of choice for students – both within the Campus and within the areas such as Fallowfield Brow – it will be possible to create benefits within the wider South Manchester / Wilmslow Road Corridor areas.
- 1.32 Withington faces similar challenges to Fallowfield in terms of HMOs and increasing pressure from the city centre / fringe market and this is being evidenced by data in relation to Council tax exemptions. The difference with Withington however, is that it offers an area that has a much greater potential for a return of HMOs to family housing based on the condition and type of some of the period properties in particular. These properties lend themselves to an emerging regeneration profile akin to the more prosperous parts of south Manchester.
- 1.33 On the back of a revitalised Fallowfield offer, University of Manchester would be well placed to assist this process by withdrawing from its own managed rental accommodation within these opportunity areas.

University of Manchester Strategic Vision and Estates Strategy

- 1.34 As reflected in the introductory paragraphs of this document. It is important from the outset that any objectives and principles generated for the Fallowfield Campus are provided in this document within the context of the University's Strategic Vision. Selected extracts are provided below:
- 1.35 By 2020, The University of Manchester will be one of the top 25 research universities in the world, where all students enjoy a rewarding educational and wider experience; known worldwide as a place where the highest academic values and educational innovation are cherished, where research prospers and makes a real difference, and where the fruits of scholarship resonate throughout society.
- 1.36 We will seek excellence, inclusivity and impact in all that we do, and the University will be:
- § exceptional in our breadth and strength, building on our significant scale, and involved in research and education in science, engineering, humanities, and medical sciences;
 - § recognised for the breadth of our research quality and as the largest provider of quality post-graduate education in the UK;
 - § known for the diversity of our students and the quality and employability of our graduates;
 - § a truly international University, which is also a major contributor to the economic, social and cultural transformation of the city of Manchester and the North West region.
- 1.37 The University's Strategic Vision highlights its wider economic importance, and the competitive advantages it provides through its **world class research**. The document identifies that since the foundation of the University in 2004, it has gathered a formidable track record in the commercialisation of research with 1,600 invention disclosures and 17 new companies formed, attracting £173 million in third-party investment.

1.38 A key aspect of this objective is to ensure that the University's work has impact beyond academia and yields economic, social and cultural benefits, whenever the opportunity arises. This can be achieved through a focus on:

- § becoming the partner of choice for business and other external organisations through the quality and focus of its research, and the efficiency of its outward interfaces;
- § identifying the University's key external relationships and managing them strategically for the long-term benefit of the research agenda;
- § building on how Manchester's heritage, image and population can give its research a distinctive identity and attract knowledge-based investment to the city;
- § creating impact, through impact plans for individual researchers and research groups, promoting academic mobility outside the higher education sector and capitalising on business relations activity;
- § demonstrating impact through case studies and improving the capture of impact;
- § ensuring parity of esteem for impact-generating translation and knowledge transfer activities;
- § commercialising research wherever appropriate, through a balanced approach of spinning-out, licensing and sale of intellectual property activities, and introducing support for student and alumni enterprises;
- § ensuring that its work contributes to societal challenges and, where relevant, drawing on alliances with stakeholder groups.

1.39 Clearly, the role of the University in terms of leading and commercialising research, as well as knowledge transfer, can deliver opportunities for organisations seeking close locational and functional links with the UoM and MMU.

1.40 The University has commenced transformation of the campus through the largest capital investment programme ever undertaken by a UK University and achieved a 70% growth in visitors to its public places, including the Manchester Museum, the Whitworth Art Gallery, the John Rylands Library and the Jodrell Bank Discovery Centre.

1.41 The scale of the University's current, committed and planned investment is reflected in the following table:

Project	Investment
Completed and Current Investment	
Ten new buildings and refurbishments, including the Alan Gilbert Learning Commons	£750 million
Committed Investment	
Manchester Engineering Campus	£200 million
Manchester Business School	£45 million
School of Law	£29 million
University Library Refurbishment	£11 million
Student Union	£2 million
Simon Building	£12 million
National Graphene Institute	£61 million
Michael Smith Building, Additional Offices	£1 million

Project	Investment
Jodrell Bank	£11 million
Teaching Block	£32 million
Samuel Alexander & Mansfield Cooper Building	£11 million
Whitworth Art Gallery	£15 million
Future Investment	
University Estate Masterplan Phase 2, including further work at:	£400 million
<ul style="list-style-type: none"> • Faculty of medical and Human Sciences and Life Sciences • Faculty of Engineering and Physical Sciences • Faculty of Humanities 	
Fallowfield Campus	£175-£200 million
TOTAL	£1.78 billion

1.43 The vision highlights the University's role and contribution to the social and economic success of the local, national and international community by using its expertise and knowledge to find solutions to the major challenges of the 21st Century, and by producing graduates who exercise **social leadership and responsibility**.

1.44 A further key aspect of the Vision is for the University to act as an **exemplary employer** and a destination of preference for all staff, both nationally and internationally, to enable it to become one of the leading universities in the world by 2020.

1.45 Of particular relevance to this document, it should provide a **world-class estate** which meets the needs of The University of Manchester in 2020. This includes ensuring that the estate and buildings meet the University's teaching and learning, research, academic and social needs and that the estate creates a genuine sense of place.

1.46 The University will be a **truly international institution**, with a global reach in its research, teaching and social responsibility.

1.47 It will **embed environmental sustainability** as a key priority across the full range of activities.

1.42 Moving forward, the growth and success of the University will have a crucial role to play in terms of strengthening GM's economic base. The University's 20/20 Vision contains a number of important objectives which should form part of the context for The Site's development strategy:

2 Policy Context

- 2.1 This Framework has been developed in collaboration with Manchester City Council. It has been developed to ensure that the benefits of major investment in the Fallowfield Campus are maximised both in relation to the relevant strategic policy priorities of the City Region and the area specific policy priorities for South Manchester and Fallowfield.
- 2.2 The remainder of this section highlights the key policy areas that have framed the approach to this Development Framework.

Greater Manchester Strategy (GMS) (Adopted November 2013)

- 2.3 The GMS provides a joint working strategy between the Greater Manchester (GM) local authorities for achieving sustainable economic growth across the City Region.
- 2.4 It was originally prepared in 2009 as a response to the Manchester Independent Economic Review (MIER) – the most robust analysis ever undertaken of a city, led by global experts. It identified priorities to enable the Manchester City Region to pioneer a new model for sustainable economic growth based around a more connected, talented and greener City Region where the prosperity secured is enjoyed by many.
- 2.5 In November 2013, an updated version of the document was adopted following a period of consultation over the preceding Summer.
- 2.6 Of key interest in relation to this document is the identified importance of the University, as a key asset in the quest for sustained economic growth. The University's role in attracting and retaining talent in the City and it

knowledge and skills outputs represents a significant competitive advantage to the City in relation to attracting national and international inward investment.

- 2.7 This has been highlighted in the original MIER which identified that GM is the best placed city outside London to increase its long term growth rate based on its size and productive potential. In making this point, the document discusses the City's scale, connectivity and specifically references the fact that it has, in the University of Manchester, an international seat of learning of the highest quality.
- 2.8 Also with reference to the University, a critical element of the GM Strategy is the need to build on the benefits of its agglomeration economy to capitalise on the assets in the 'Manchester Corridor' - the central business and education district, and "...one of the world's largest clusters of health research, practice and commercial development...home to Manchester's Universities, hospitals, science park and innovation centre".
- 2.9 The Corridor's assets include:
- § Significant expertise in key enabling technologies, such as nano-technology, micro and nano-electronics, advanced materials and biotechnology, which can be employed to produce the next generation of industrial products.
 - § Significant trans-locational capacity, including people, organisations and networks, surrounding the research excellence, which allow the idea to be taken from lab to market.
 - § World-leading specialisms in healthcare innovation and advanced materials, including the development of a £61 million Graphene Hub – a global growth opportunity (refer to Figure 2.1).



Figure 2.1 - Visualisation of Graphene

2.10 The Corridor is home to some of GM's key sectors, which are identified as:

- § Health and Life Sciences
- § Financial and Professional Services
- § Creative and Digital
- § Education
- § Sport
- § Culture and Heritage
- § Advanced Manufacturing, including Low Carbon Technologies.

2.11 In addition, Science and technology, research and development are at the heart of Manchester's plans for growth, with the strategy focused on how its public, private and academic institutions can act collectively to translate its exceptional science and technology assets into economic output for Manchester and the UK.

2.12 The GM Strategy states that 105,000 people are employed in education and that this sector adds GVA of £3.0 billion per year to the city. The city's

five Universities have over 100,000 students, the largest concentration of students in Europe.

2.13 Each of the factors underlines the importance of supporting the health and wellbeing of the University and other key institutions in the City.

2.14 Attracting the best students i.e. the talent requires the right student experience. This is fundamentally important to the continued upward trajectory of the City's institutions and the continued, sustained opportunities for economic growth that they can provide.

2.15 Underpinning this is the fact that Manchester, according to the census, is the fastest growing city in the UK in terms of population and not only that but it has the greatest increase amongst people of working age.

2.16 A redeveloped and reinvigorated Fallowfield Campus which showcases student life at the City to potential new recruits has a key role to play moving forward.

Manchester Core Strategy (July 2012)

2.17 Manchester's Core Strategy sets out the long term strategic policies for Manchester's future development and will form a primary part of the planning policy framework against which any future planning application for the Fallowfield Campus would be assessed.

2.18 The Core Strategy identifies the role of Fallowfield District Centre as a focal point for students, both in terms of purpose built accommodation at Owen's Park and in the private rented sector.

2.19 At Paragraph 9.27, the Core Strategy identifies the importance of students to the health and vitality of Fallowfield District Centre: "*The Council also recognises that the University-owned Fallowfield campus sites will be appropriate for further high density purpose built student accommodation. This will contribute to the vitality of the District Centre.*"

- 2.20 Policy C6 relates to South Manchester District Centres. It states that in Fallowfield development which creates more diverse centres will be supported, in particular involving improvement to the retail offer to meet the full range of residents in surrounding neighbourhoods and promoting community uses. Specifically, it states that development of the University of Manchester facilities adjoining Fallowfield District Centre will be supported as a means of improving the balance of uses within the centre.
- 2.21 In addition, the supporting text states that the plans to develop the University of Manchester site are an opportunity to focus student activities and encourage a wider range of uses elsewhere in the District Centre.
- 2.22 Policy H12 relates to 'Purpose Built Student Accommodation.' This policy is aimed at ensuring that better student accommodation is provided in the right locations. It sets out a criteria based approach for new development to guide this process.
- 2.23 Whilst the proposals are for redevelopment within an area that is already established as a student living quarter, the requirements of this policy would still be taken into account by the Local Planning Authority in assessing planning application proposals.
- 2.24 In this regard, the document makes it clear that: *"Priority will be given to schemes which are part of the Universities' own plans for additional or redeveloped accommodation which involves surplus University-owned land..."*
- 2.25 The following bullet points highlight the criteria. In each case, the key points which are either inherently achieved by the Fallowfield Campus, in terms of its locational and ownership attributes, or, are capable of being addressed through the detailed development of the design for the proposals in a manner which transforms the positive beneficial relationship of the Campus with the Fallowfield District Centre and Greater Fallowfield area.

§ sites should be in close proximity to the University campuses or to a high frequency public transport route which passes this area.

§ the Regional Centre, including the Oxford Road Corridor, is a strategic area for low and zero carbon decentralised energy infrastructure. Proposed schemes that fall within this area will be expected to take place in the context of the energy proposals plans as required by Policy EN 5.

§ high density developments should be sited in locations where this is compatible with existing developments and initiatives, and where retail facilities are within walking distance. Proposals should not lead to an increase in on-street parking in the surrounding area.

§ proposals that can demonstrate a positive regeneration impact in their own right will be given preference over other schemes. This can be demonstrated for example through impact assessments on district centres and the wider area. Proposals should contribute to providing a mix of uses and support district and local centres, in line with relevant Strategic Regeneration Frameworks, local plans and other masterplans as student accommodation should closely integrate with existing neighbourhoods to contribute in a positive way to their vibrancy without increasing pressure on existing neighbourhood services to the detriment of existing residents.

§ proposals should be designed to be safe and secure for their users, and avoid causing an increase in crime in the surrounding area. Consideration needs to be given to how proposed developments could assist in improving the safety of the surrounding area in terms of increased informal surveillance or other measures to contribute to crime prevention.

§ consideration should be given to the design and layout of the student accommodation and siting of individual uses within the overall development in relation to adjacent neighbouring uses. The aim is to ensure that there is no unacceptable effect on residential amenity in the surrounding area through increased noise, disturbance or impact on the street scene either from the proposed development itself or when combined with existing accommodation.

- § where appropriate proposals should contribute to the re-use of Listed Buildings and other buildings with a particular heritage value.
- § consideration should be given to provision and management of waste disposal facilities that will ensure that waste is disposed of in accordance with the waste hierarchy set out in Policy EN 19, within the development at an early stage.
- § developers will be required to demonstrate that there is a need for additional student accommodation or that they have entered into a formal agreement with a University, or another provider of higher education, for the supply of all or some of the bedspaces.
- § applicants/developers must demonstrate to the Council that their proposals for purpose built student accommodation are deliverable.

2.26 In certain cases, the Local Planning Authority has utilised Policy H12 to refuse inappropriate schemes within the wrong locations. This has helped to manage a scenario where inappropriate schemes would result in an unhelpful oversupply and otherwise work against the City's wider planning and regeneration priorities.

2.27 With reference to the Armitage Centre, Policy EN10 – Safeguarding Open Space, Sport and Recreation Facilities - identifies that the Council will seek to retain and improve existing open spaces, sport and recreation facilities. It states that proposals on existing open spaces and sport and recreation facilities will only be permitted *inter alia* where equivalent or better replacement open space, sport or recreation facilities will be provided in the local area or the site has been demonstrated to be surplus for its current open space, sport or recreation function and the City wide standards set out above are maintained.

2.28 This policy approach reflects national policy. The National Planning Policy Framework (NPPF) places an emphasis on 'promoting healthy communities.' It states, at Paragraph 74 that:

"Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:

- § *an assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or*
- § *the loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or*
- § *the development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss".*

3 Development and Regeneration Context

Manchester's Student Accommodation Market

- 3.1 The number of students in higher education in England has grown significantly over the past 15 years. However, recent policy changes have prompted fluctuations and this, coupled with the economic situation, has created a degree of uncertainty in terms of future demand. In 2010 Central Government gave universities the ability to charge up to £9,000 per annum in tuition fees from autumn 2012, a significant increase from the previous cap of £3,375. This had an immediate impact in reducing demand from students looking to access higher education in England. UCAS reported that the number of applications from people wishing to start University in the Autumn 2012 intake fell by 7.7% compared with 2011.
- 3.2 In September 2013, applications to UCAS were up 3.1% on 2012; however, demand remains below 2010 levels (the last year before fees of up to £9,000 a year were introduced). Although application numbers have improved they have not returned to their previous level which has created a degree of uncertainty in the higher education sector which subsequently has an impact on the student housing market.
- 3.3 Up until recently, student accommodation in the City was largely concentrated in neighbourhoods close to the Wilmslow Road Corridor. However, the development of a thriving apartment rental market and large bespoke student apartment developments has helped facilitate a northward shift towards the city centre and city centre fringe area. As part of that trend, there has also been a significant increase in the numbers of

international students choosing to reside in the city centre within the high-spec apartment market which offers easy access into high quality services and facilities that are on offer within the Regional Centre. However, there is a range in quality within the bespoke market and it is critical that the City is able to monitor this element of provision in order to ensure that quality is maintained in the right locations and in conjunction with investment partners locally.

- 3.4 A number of schemes have delivered 1,985 units in the period since 2009. These comprise:

- § 520 bed spaces in the Student Castle, City Centre;
- § 119 bedrooms at The Arch Bar, Hulme;
- § 614 bedrooms at Ducie Court, Moss Side;
- § 416 bedrooms at 482/506 Moss Lane East, Moss Side;
- § 10 bedrooms at Renshaw House, Ardwick;
- § 81 bedrooms at Hartley Hall, Whalley Range;
- § 58 bedrooms Piccadilly Point, City Centre; and
- § 22 residential units at 20 Hulme Street, City Centre.
- § 145 bedrooms at The Grafton, City Centre



Figure 3.1: Student Castle

3.5 A further 1,381 units have planning permission including:

§ 80 units at Jabez Clegg, Portsmouth Street, Ardwick; and

§ 59 units at Plymouth Grove/Birch Lane, Longsight.

§ At MMU's Birley Fields project in Hulme the 963 units are under construction and will be arranged in 4-storey townhouses with communal living and kitchen areas and private gardens. MMU has looked very carefully at its neighbours in Hulme, as well as at what modern students want and expect from their accommodation. In essence, MMUI has planned a development that is distinctly different from most other schemes available at the moment; and,



Figure 3.2: Vita (source: 5 Plus Architects)

§ 279 units at First St, City Centre (known as Vita). This is a product of unique qualities – from the specification of the all-studio

accommodation, the amenity facilities, the hotel-concierge style management and security, as well as in terms of pricing.

3.6 In a report endorsed by Manchester City Council's Neighbourhoods Scrutiny Committee on 12 November 2013, the following features of the student accommodation market are identified:

- § The transition of student accommodation to the City Centre and City Fringe is evident in South Manchester's Tax Exemptions. The streets south of Mauldeth Road have a much more dispersed allocation of exemptions and it is these areas which may have the highest potential for conversion back to family homes. This reflects a thinning of demand as these neighbourhoods have rebalanced – something which has occurred as other areas to the east and west of Wilmslow Road have experienced falling rents whilst at the same time a rising void rate.
- § It is also evident that a large proportion of second and third year students are continuing to choose to live in shared houses in areas to the south of the City close to Wilmslow Road. For this reason, places such as Fallowfield Brow show little prospect of returning to family accommodation on any scale, any time soon. Whilst targeted neighbourhood management and close monitoring will continue in this area, market forces will remain the fundamental driver for change. Moreover, there is evidence to suggest that in the areas of Fallowfield where there is a relatively homogeneous tenure, this has led to fewer neighbourhood disputes between students and long standing residents.
- § Whilst demand remains strong in the city centre and fringe, operators in the traditional market may have to lower rents; look for alternative tenants or in some instances search for a possible exit. Some operators may take advantage of the improved market confidence assisted by Help to Buy (2) and the new sales market this will facilitate, which in turn could return homes to family use in areas such as Withington.
- § With lending conditions improving there may be an upturn in activity including transactional tenure transfer in the south Manchester market.

Clearly, the speed of market change will vary depending upon the suitability of the housing offer and the willingness of landlords to sell at a reduced price. However, there are signs that some landlords are already responding to the weakening student housing market by reducing prices and consultation with agents suggests that interest in buying houses in parts of south Manchester formerly associated with students is increasing. Certainly there are neighbourhoods (the area to the south of Mauldeth Road) where the condition and type of some of the period properties in particular, lends itself to an emerging regeneration profile akin to the more prosperous parts of south Manchester. It is clear from Council Tax Exemptions data that demand for student accommodation in these areas is thinning. Over time these neighbourhoods may see a reversal of some of the trends that have resulted in families moving out to be replaced by students. However, it is accepted that it may take a number of years for market forces to fully take effect.

- § The scale of this issue is significant and needs to be addressed in a focused and prioritised manner. Working with partners the City Council may be able to encourage and bring forward development which demonstrates an exceptional level of quality, with first class design and environmental credentials as well as regeneration benefits that will reinforce Manchester's ambition to attract the highest calibre of student from across the world.
- § The Council has acknowledged that with these changes taking place there is an opportunity to review the distribution of student accommodation in different parts of the City with key partners. Certain areas could remain predominantly student based linked to the university campus and wider student life. Other areas could be appropriate for market change, increasing the possibility of attracting families and adding to the number of working households in the south of the City.

Fallowfield District Centre Action Plan (2010 – 2020)

- 3.7 The importance of students and the Fallowfield Campus to the vitality and viability of Fallowfield is reflected in the Fallowfield District Centre Area Action Plan which sets out a ten-year strategy to guide future change in the centre.
- 3.8 This document builds upon the **South Manchester Strategic Regeneration Framework** adopted in 2007 and established the following guiding principles for the future direction of Fallowfield District Centre which is also reflected on Figure 3.1:

Mix of uses

- § widen the mix of uses, including services, comparison (non-food) retail and community facilities.
- § develop planning controls to limit the number and activity of bars in the centre.



Development and Refurbishment Opportunities

- § improve the quality of units to attract further retailers.
- § redevelop underutilised sites and buildings.
- § work with The University of Manchester to encourage integration of the Owens Park area to strengthen the centre.
- § link to University Strategy for future development and growth, which could integrate with higher density development at Owens Park.



Environment and accessibility

- § prepare a public realm strategy, including for shopfronts, pedestrian improvements, safety measures and landscaping.
- § create the opportunity for high-quality public transport access and interchange.



3.9 In relation to the more recent action plan, the vision for the District Centre seeks to reduce the impact of students in part by having more students living in purpose built accommodation and reducing the pressure on local terraced streets. It identifies that the Centre should be underpinned by a good food offer and shopping opportunities and have a better street environment. It flags that the Fallowfield Campus should link more effectively with the District Centre.

3.10 In addition, there should be more public open space.

3.11 Specific issues identified include:

- § lack of non-food retailing offer.
- § lack of community facilities.

- § high level of bars/takeaways, and associated effects on local amenity and prevalence of anti-social behaviour.
- § poor connections to Platt Fields from Fallowfield Centre and also to the Armitage Centre. Both facilities are rather hidden away.
- § Fallowfield Centre lacks any real meeting point / gathering point.
- § there are issues with the quality of environment – including there is a disparate array of shopfronts, and the public realm quite poor.
- § Wilmslow Road is wide and busy and much of it in the vicinity of Owen's Park is bounded by barriers. There is scope for enhancing connections to public transport nodes, in terms of pedestrian crossing points, to promote safety.



3.12 The Fallowfield Campus is the key opportunity for driving regeneration (refer to plan 3.1), and it is noted that the existing campus is low density which has the potential to be increased. In addition, the Plan identifies that the redevelopment of the campus provides the opportunity to include new modern retail space fronting Wilmslow Road.

Withington District Centre Action Plan (2010-2020)

- 3.14 It is noted in the Action Plan that there is a high proportion of students in the Withington area which is reflected by the presence of a strong private rented housing sector – this stands at 39.4% in Withington and 28.1% in Old Moat, compared to 19.5% for Manchester.
- 3.15 This influence of a strong private rented sector can place a strain on the local property market relating to housing supply, tenure and affordability.
- 3.16 The student representation in the area is high, age groups 15-19 and 20-24 account for 37.6% of the population in the Withington and Old Moat wards, compared to England's average of 13.4% which brings both benefits and conflicts.
- 3.17 One of the key issues raised within the Action plan is the number and location of HMO's. The higher student population has increased the number of HMO's which at times causes local conflict where they are present in family housing areas.

DRAFT

4 Site Analysis

Site Location & Relationship to the City Centre / Main University Campus

- 4.1 Fallowfield Campus is the main residential campus of the University of Manchester. It is located approximately 2 miles south of the main Oxford Road Campus and connected via Wilmslow Road to the west. Wilmslow Road is a key arterial route into Manchester City Centre and public transport corridor.
- 4.2 The site's other boundaries are formed by Moseley Road, Old Hall Lane Whitworth Lane and the playing pitches used by Manchester High School for Girls (refer to figure 4.1).



Figure 4.1 – The Fallowfield Campus Site

- 4.3 Of note is the scale of the opportunity – for the University to deliver a new campus that is of a quality commensurate with a world leading institution – and, for City Council in terms of the scale of investment and regeneration potential of this opportunity.
- 4.4 At approximately 29 hectares, this is the main residential campus for the University of Manchester. To provide a sense of scale, the size of the campus compared to other large City Centre development sites is illustrated on Figure 4.2



Figure 4.2 - Scale Comparator Diagram

- 4.5 The site is in an important strategic location in Manchester in an area that has excellent accessibility to sustainable modes of transport.

- 4.6 The University's Oxford Road Campus can be easily reached by bus (10 minutes), bicycle (10 minutes) and on foot (35 minutes) (refer to Figure 4.3).

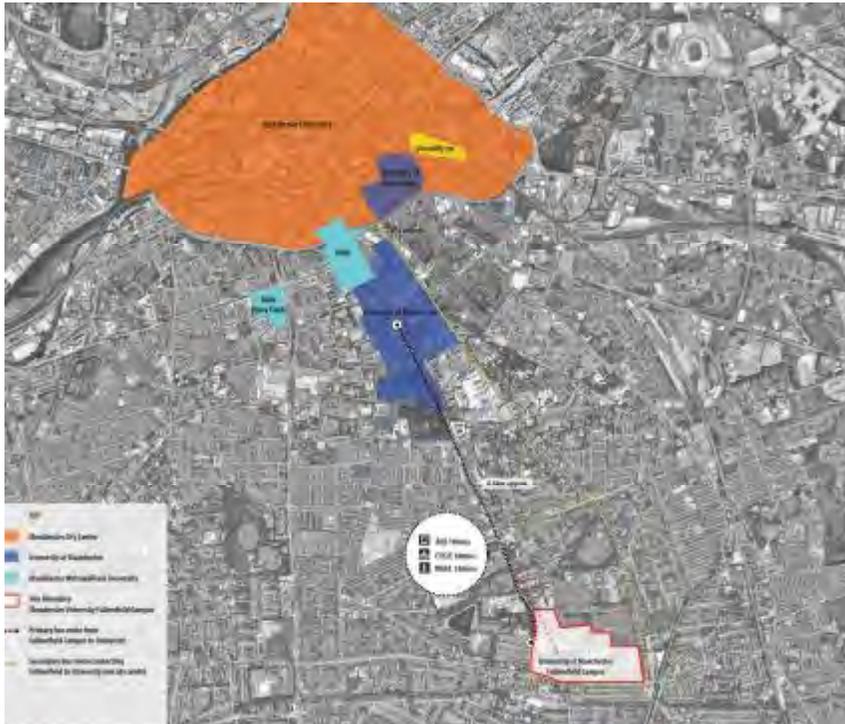


Figure 4.3: Transport Accessibility

- 4.7 There is a large bus stop directly opposite Owen's Park which provides a service every few minutes at peak times to the City Centre and the Oxford Road Campus. Further bus stops are located at regular intervals along Wilmslow Road as well as other roads around the site such as Moseley Street, and Birchfields Road. The bus services serve a wide variety of destinations across Greater Manchester.
- 4.8 There are a number of on and off road cycle routes in the vicinity of the site. Local cycling routes also provide easy access to the Oxford Road Campus and the City Centre. Route 6 (the Fallowfield Loop) passes to the

south of the site along the disused railway line. The cycle route is an 8 mile off-road cycle path, from Chorlton-cum-Hardy through Fallowfield and Levenshulme to Gorton and Fairfield in Manchester.

- 4.9 Manchester Oxford Road Station is approximately 2.5 miles to the north of the site. It provides direct and frequent services throughout the day and into the evening to Manchester Airport, Leeds, Liverpool, Newcastle and Nottingham. It is also an important local commuter station carrying a number of services, particularly from South Manchester. Residential areas such as East Didsbury, Burnage and Mauldeth Road (approximately 1 mile from the site) are linked along this railway line.
- 4.10 Manchester Piccadilly Station is approximately 3 miles to the north of the site. It is a world-class transport interchange, which provides high quality waiting, shopping and business facilities for rail passengers. Piccadilly Station is the main rail hub for the North West, with frequent and rapid services throughout the day and evening (with a service approximately every 20 minutes until 2015) between Manchester and London with average journey times of only 2 hours 10 minutes.

South Manchester Context

- 4.11 Fallowfield has developed as a student hub for south Manchester, due to the critical mass of students at the Fallowfield residential campus, the large student population in the wider Fallowfield area and the associated high representation of leisure and evening economy activities which are attractive to students.
- 4.12 Although students make an important contribution to the economy of the City, the large student population has resulted in a high concentration of HMO's in the Fallowfield area. This is evident in Figure 4.4 taken from the Core Strategy (2012). This shows where concentrations of council tax exempt student residential properties combined with non-student licensed HMOs exceed 10% of total residential properties, based on 2010 data, mapped by super output area – Fallowfield is one such area.

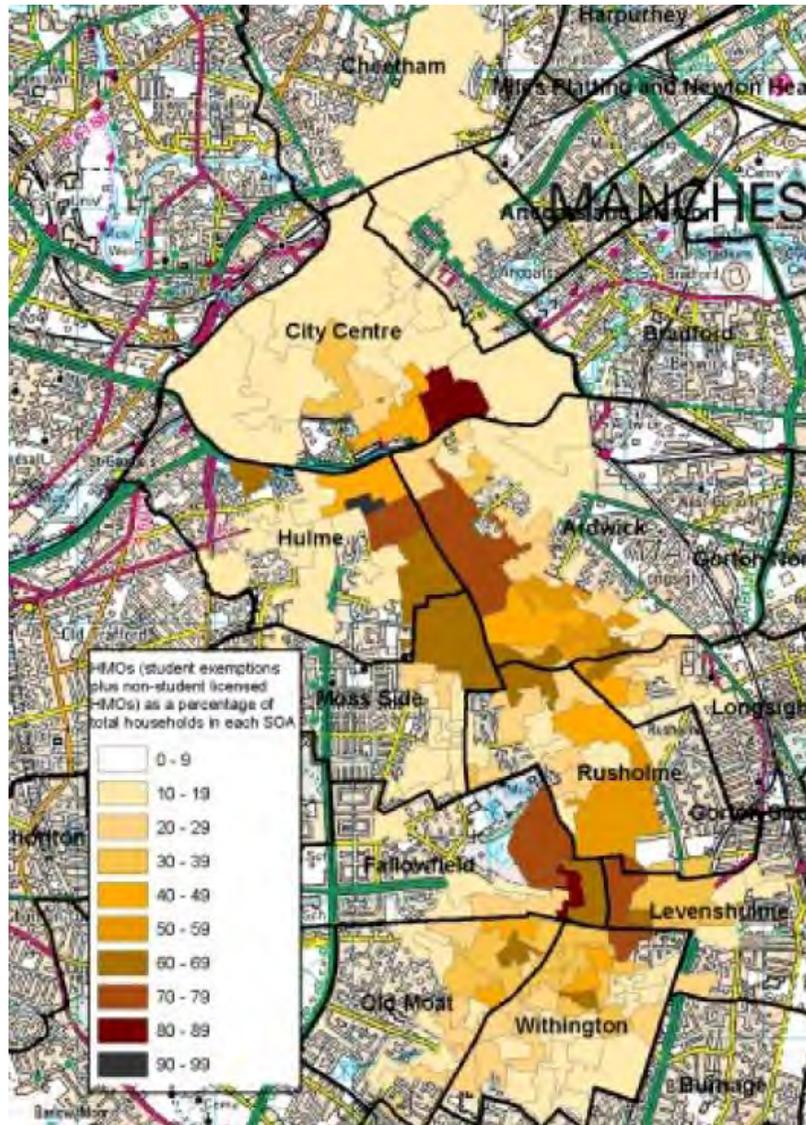


Figure 4.4 – Areas with High Concentrations of HMO's

4.13 More recently, the student accommodation in neighbourhoods close to the Wilmslow Road Corridor has been under threat from the development of a thriving apartment rental market and large bespoke student apartment developments which have resulted in a northward shift towards the city

centre and the city centre fringe area (further details are provided in Section 3).

4.14 Withington and Old Moat and to a lesser extent Didsbury were traditionally the areas where students migrated to in their second and third years. However, it is clear from Council Tax Exemptions data that demand for student accommodation in these areas is thinning. In these neighbourhoods the condition and type of some of the period properties in particular will lend itself to an emerging regeneration profile akin to the more prosperous parts of south Manchester. Therefore, these areas may over time see the return of more families and a more balanced housing offer.

4.15 However, in areas to the east and west of Wilmslow Road such as Victoria Park, Rusholme and part of Levenshulme the weakening demand for student accommodation may result in landlords looking for alternative tenant options to occupy the existing HMO's. This also has potential to occur on streets closer to the Fallowfield Campus such as Moseley Road and Fallowfield Brow should Fallowfield lose its appeal as a student residential zone. These areas are relatively consistent in terms of student coverage and create little conflict therefore with local communities. This may not be the case if student demand thins and different types of occupier enter those HMOs.

Surrounding Land Uses

4.16 The land uses in the immediate vicinity of the site are varied (refer to Figure 4.5).



Figure 4.5 – Immediate Land Uses

4.17 Fallowfield Retail Park, Birchfield's Primary School and a number of residential properties are located immediately to the east of the site boundary. The playing pitches used by Manchester High School for Girls are to the North, while the southern boundary is dominated by residential properties. Platt fields Park is a large public park located to the west of the site (refer to Figure 4.6). The Park is a valuable asset providing an amenity space for students and the wider community. The remainder of the frontages to the east are occupied by the services and facilities offered by Fallowfield District Centre.



Figure 4.6 - Platt Fields Park

Fallowfield Context

4.18 As discussed above, Fallowfield District Centre has developed as a student hub for south Manchester. Although this contributes to the centre's strength and vibrancy, it means there is a high volume of bars and take-aways in the Centre and a more limited representation of other types of retailers than might be expected in a centre of Fallowfield's size. The centre does not presently provide the range of services required to meet the needs of the wider mix of residents in the area.

4.19 Fallowfield District Centre has a series of characterful areas. The core is focused on central Fallowfield, an area with a village feel set between Wilbraham Road and Sherwood Street. Retail ground floor uses dominate this area and there is a somewhat more compact and intimate atmosphere in this location than the rest of the centre. To the south, the area is

characterised by service and leisure uses with a higher concentration of bars, cafés and takeaways. To the north the emphasis shifts towards a mix of retail, residential and student accommodation.

- 4.20 The pedestrian connections from the Fallowfield Campus to the District Centre have potential to be much improved to provide a direct link into the core of the District Centre between Wilbraham Road and Sherwood Street.
- 4.21 The existing facilities provided by the Fallowfield Campus are widely used by students who are not residents on campus but live in the vicinity. There is therefore a demand for improved facilities on campus that are well connected and accessible to this wider student population. In addition, improving facilities on campus will also add to the student offer and make the campus a more attractive option to prospective students.
- 4.22 The Fallowfield population is dominated by a large resident student population. Based on the 2011 census data provided by the Office of National Statistics (ONS), the age groups 18–19 and 20–24 account for 36.9% of Fallowfield ward's population, compared with a Manchester average of 17.6%.
- 4.23 38% of the population are from black and ethnic minority (BME) groups.
- 4.24 During the consultation on the Fallowfield District Centre Action Plan in 2010, the views of the community and resident groups and local traders were sought to inform the key priorities for the Plan. The consultation asked respondents to prioritise their issues. For Fallowfield, the five highest priorities were:
1. reducing antisocial behaviour
 2. increasing security at home and on the street
 3. improving the street environment
 4. attracting a wider range of shops to the centre
 5. Increasing the amount of good-quality public space

4.25 Other stakeholder priorities identified in the Action Plan for Fallowfield District Centre are:

- § a more balanced resident profile
- § the University to play a greater role through strategic involvement with the local community
- § improved east/west connections and road safety
- § public realm improvements and better definition of the high street
- § management of the impact of students, including noise and antisocial behaviour issues.

Site Boundaries and External Interfaces

- 4.26 Moseley Road and Wilmslow Road are the two key boundaries that define the site. At present these frontages are 'dead frontages' that provide no activation with the street, the brick wall, dense tree cover and fence that surround the site also create a sense of enclosure and do not add any value to the local townscape (refer to Figure 4.7).
- 4.27 In addition, the main entrance to the campus is understated with no sense of arrival. This entrance should provide a front door to the campus that reflects a world class institution.



Figure 4.7 – External Interfaces with the site

- 4.28 It has been recognised that there is a need to create both a safe and secure, nurturing environment – that will be attractive to first year students and their parents (thus ensuring ease of recruitment), and respect the policy aims of the City Council which is to open up the Fallowfield Campus to the wider community as much as possible.

Site Analysis

History

- 4.29 The University has had an association with Fallowfield since 1910 when Ashburne Hall moved into "The Oaks".

- 4.30 In 1932 the University inherited the Firs, which was used as the Vice-Chancellors residence until 1991 – At which point it was converted into the Chancellors Hotel and Conference venue.
- 4.31 What now is the Richmond Park Halls of Residence once occupied Fallowfield Stadium. The Stadium was built in May 1892 and was used as an athletics stadium and velodrome. The Stadium hosted the 1893 FA cup final between Everton and Wolverhampton Wanderers to a crowd of 45,000 spectators with viewing capacity for 15,000.
- 4.32 The Victoria Manchester University bought Fallowfield Stadium in the early 1960s. It was demolished in 1994.

The Existing Site

4.33 The Campus currently comprises the following (refer to Figure 4.8):

- § Student halls of residence and student accommodation totalling 3,286 bed spaces, including:
 - Ashburne Hall
 - Ladybarn House
 - Oak House
 - Owens Park
 - Richmond Park
 - Woolton Hall
- § The Limes. This is the central catering unit for the whole of the University and site maintenance.
- § The University Botany Grounds which accommodates approximately 18 greenhouses, planting and ancillary buildings. These are used for teaching, research, outreach and are mainly utilised by postgraduate students.

- § The Armitage Sports Centre. This is the University's main Sports facility offering a range of outdoor and indoor facilities for both students and the general public.
- § Chancellors Hotel and Conference Centre (CHCC). This is a 3* AA venue with 70 en-suite bedrooms (and 12 conference rooms) and onsite parking. The site is owned and operated by the University.



Figure 4.8 – Fallowfield Campus Components

Condition Survey

- 4.34 The University has identified that the campus has not undergone any significant investment for some time, and is now suffering the issues of

years of backlog maintenance. This has resulted in the current accommodation being 'tired', and not up to the modern standards being offered by other Universities.

- 4.35 A Condition Report produced for the University advised that significant works are required to the buildings identified in the two study areas outlined in red on Figure 4.9. Ashburne (including Sheavyn House), Woolton and Richmond Halls of residence will be retained.



Figure 4.9 – Student Accommodation Framework Area.

- 4.36 The halls to be retained each create a destination with courtyards forming the entrance into the blocks providing a more human scale and sense of ownership (refer to Figure 4.10).

- 4.37 Richmond provides the smallest and newest of the courtyards spaces, whilst Ashburne the largest and oldest on site. Woolton is referenced as providing a good scale which is liked by students.



Figure 4.10 – Existing Halls to be Retained

Existing Estate Unit Numbers

4.38 There are 3,286 existing student units within the Fallowfield Campus as a whole; however, 2,193 bedspaces exist within the study boundary. Figure 4.11 shows how these numbers are broken down by each hall of residence.



Figure 4.11 – Existing Estate Unit Numbers

Site Access and Movement

4.39 The existing access points and movement within the site is reflected in Figure 4.12.



Figure 4.12 Site Access and Movement

4.40 The main point of access to the site for public vehicles is from Moseley Road. Once in the site it is not completely clear how to access the Armitage Centre car park (Figure 4.13), or how to access Chancellors (Figure 4.14), particularly as the entrance currently feels like a service entrance.



Figure 4.13 – Unclear Access to Armitage Centre



Figure 4.14 – Existing Access to Chancellors

- 4.41 There are also numerous pedestrian routes into and through the site, however, it is often unclear which are pedestrian entrances and which are not as demonstrated in Figure 4.15.



Figure 4.15 – Unclear Pedestrian Entrances

Trees

- 4.42 There are no Tree Preservation Order's within the red line boundary. Figure 4.16 highlights which trees were identified for removal, which trees needed work and which were healthy following the tree survey that was conducted in 2009.



Figure 4.16 – Tree Condition

Heritage Designations

- 4.43 The site is not located within a Conservation Area but includes a number of Listed Buildings which are detailed below:

- § Behrens Hall, formerly listed as Ashburne Hall (original house). Grade II. 20.6.88.
- § The Firs and attached annexe. Grade II. 3.10.74.
- § Lodge of The Firs and attached gateway. Grade II. 3.10.74.

Sports Provision

- 4.44 The eastern part of the site comprises the Armitage Centre, Pavilion and associated playing pitches, which are predominately used by students and the students union but also used by staff and the wider community. These facilities represent an important University asset for general well-being and participation in recreational sport.
- 4.45 Whilst the site does offer a good provision of pitches (artificial and grass) further investment is required to ensure that the site will continue to provide excellent sports provision for students, staff and the wider community.
- 4.46 The Armitage Centre and Pavilion buildings sit on raised sections of land making them prominent features. The pavilion is an entertainment and changing facility which is currently undergoing some refurbishment to the changing rooms.



Figure 4.17 – Former MuTECH Athletics Site

- 4.47 The University's provision also includes the MuTech site, which is identified in figure 4.17 below.. This site is surplus to requirement and has not been utilised for ten years. On the basis that the University is planning to extend and enhance its offer on the Fallowfield site, they would like to dispose of this site for appropriate alternative land uses.

Summary of Identified Opportunities and Constraints

- 4.48 The key constraints to be addressed through the masterplan are:
- § pedestrian route running north to south through the site.
 - § lack of connection to surrounding community due to the security line and planting to Wilmslow Road, the high boundary wall to Moseley Road to the south and Birchfields Road to the east.
 - § traffic noise on Wilmslow Road.
 - § the Limes facility in the centre of the site.
 - § existing buildings on site and the ability to redevelop / refurbish.
- 4.49 The key opportunities to be exploited though the masterplan are:
- § active frontages to Wilmslow Road.
 - § focal point at junction on Moseley road and Wilmslow Road.
 - § high quality trees.
 - § historic road within the site.
 - § additional development sites identified.
 - § expansion and re-orientation of the Armitage Centre and Chancellors to provide a new frontage.

- § rationalisation of vehicle movement to the perimeter of the site.
- § greater connectivity to Fallowfield village and residences south of Moseley road.
- § enhanced safe, secure and student focused external spaces within the campus site.

4.50 The key constraints and opportunities are illustrated on Figure 4.17.



Figure 4.17: Summary of key constraints and Opportunities

5 The Framework

5.1 The preceding sections of this document have identified a range of factors and influences that have inputted into the identification of a series of development and urban design principles for the Fallowfield Campus, these are:

- § to secure £175 - £200 million of potential investment in a manner that will complement the University's Strategic Vision and support the future phases of their wider capital programme as well as the need to maximise the wider planning and regeneration benefits of the proposals by ensuring that the requirements of the City Council's wider Planning Policy, Urban Regeneration and Community objectives are fully considered and addressed for the wider Fallowfield area, its District Centre and the rest of South Manchester.
- § for the University, a desire to enhance its brand as a world-class University is not adequately reflected in some areas of the existing Fallowfield Campus. The Campus has not benefitted from any serious investment for some time and is not up to the standards being offered at other Universities.
- § it follows that the University is aiming to enhance student satisfaction and experience, as well as to improve the recruitment of students through their plans for the Fallowfield Campus.
- § 3 components have been identified as critical in this regard: provision of modern student accommodation – 'A Place to Live and Study;' student

services and support facilities – 'A Place to Work and Socialise;' sports facilities and commercial uses – 'A Place to Relax and Play.'

- § a place where students both resident on site and also reaching out to the greater Fallowfield area can thrive within a unique student village setting at the Fallowfield Campus; – 'a jewel in the crown of student accommodation and facilities', to also reach out to students within Fallowfield Brow and the Greater Fallowfield area.
- § given the core target market of first year students, the desire to create a safe and secure, and nurturing environment.
- § the need to develop a model of new student accommodation which is sustainable, socially responsible and commercially deliverable.
- § a desire from the University to upgrade and expand their sports facilities next to the Fallowfield Campus.

Development Principles

- 5.2 The purpose of this document is not to prescribe a form of development, as inevitably there will be many different options and combinations of development which could take place that will achieve the important economic and place-making objectives. The Development and Urban Design principles do however draw upon a Feasibility Study which was undertaken on behalf of the University of Manchester during the Summer of 2013 by a team comprising Deloitte, BDP and CBRE and that work will continue to inform more detailed design and masterplanning exercises for the site.
- 5.3 Drawing from that work, it is possible to identify a series of principles that will guide future planning application proposals for the site.
- § Enhanced, modern student accommodation offering a combination of cluster flats and townhouses, all as part of a new student village offering an environment that it is not possible to replicate in the city centre and which includes:

- A new Student Hub and Community Space – a ‘mini learning commons’ similar to the new facility on the main Oxford Road Campus which could provide: student learning space; a dining offer; student welfare & student services.
 - Further venues (but not stand alone venues) will be explored that offer flexible community space and possibly dining/café in the day and bar at night, plus a multifunctional space for events.
 - A mix of commercial and community facilities, principally at ground floor levels (and with commercial uses focused on Wilmslow Road).
 - Enhanced and upgraded sports facilities at the University’s site next to the Fallowfield Campus.
- § Retention of Ashburne, Woolton and Richmond Halls with the remainder of the site to be redeveloped.
- § By combining these elements, a strong grasp of urban design and enhanced public realm, to create a new place with a strong identity that is vibrant at all times and offers a sense of warmth and community.
- § To provide a high density, critical mass of student accommodation and facilities that will underpin the vitality of the District Centre and the wider Fallowfield area for years to come.
- § To improve the accessibility of the site for all users and to enhance movement and circulation in and around the site.
- § To create a safe and secure environment using the principles of secured by design.
- § To investigate where elements of the site can offer dual use with local communities – in a manner that could better serve the student community on site and within the greater Fallowfield area, as well as to serve the wider non-student community of Fallowfield.

- § Positively improve pedestrian linkages and connections between the site, the District Centre and the greater Fallowfield area. The site must be opened up better integrated with the wider student community.
- § New buildings must be of a high quality to support the University’s objectives and to support the health and vitality of the District Centre and the wider Fallowfield Area.
- § Vehicular access, servicing and car parking will be sensitively integrated into the development and properly tested in relation to transport planning matters.
- § The project must seek to manage and reduce detrimental environmental impacts whilst ensuring that positive impacts are optimised, including resource efficiency and the sustainable management of all waste streams and optimising opportunities to embed a culture of environmental sustainability.

Urban Design Principles

- § To work with and take maximum advantage of the site’s key features and assets including its Listed Buildings, natural topography, high quality mature trees, as well as its proximity to, and connectivity with, a major bus corridor.
- § To create a form of development that positively addresses the site’s principal frontage onto Wilmslow Road. There is need to create an active edge to the site at this point in order to extend the range and quality of district centre, ground floor commercial uses. There is a key opportunity here to act as a major catalyst to the future vitality and viability of the District Centre as a whole.
- § There is an opportunity to create enhanced public realm along the Wilmslow Road frontage and a form and quality of buildings and architecture which positive addresses what is a heavily trafficked and key arterial route into the City Centre.

- § Legible and safe points of entry into the site should be created.
- § Provide an appropriate response to the site's environmental conditions – through the orientation and scale of buildings and public spaces i.e. in response to sunlight and daylight as well as key views and vistas; and, responding to the noise environment of the adjoining busy roads.
- § A network of linked amenity spaces within the student site which are secure, safe and student focused. Landscaping is important to create attractive and user friendly spaces. Hard landscaping, such as paving materials and soft landscaping, including trees and planting, can be used to create a sense of hierarchy to the spaces and the routes that connect them. The use of an agreed palette of materials will help define the hierarchy of streets and spaces within the site and enhance the setting of buildings.
- § The public realm strategy for the site should retain and where possible enhance the site's green area – a key characteristic being its grassed amenity spaces and trees.
- § Legible pedestrian linkages through the site which connect the range of residential, sporting, learning, community and commercial uses and the key desire lines that will be formed.
- § Enhanced pedestrian connections with the District Centre, including exploring the opportunity for a new route into the site from adjacent to the crossroads junction of Moseley Road, Wilmslow Road and Wilbraham Road.
- § Rationalisation of vehicle movement to the perimeter of the site where possible.
- § Explore with the Local Highways Authority, opportunities for enhanced pedestrian crossing points on Wilmslow Road to serve the development and better connect the site to public transport nodes, Platt Fields and the District Centre as a whole.
- § The aim will be to create a campus that offers a series of distinct destinations – each with their own attributes and identify in order to add to the character of the campus and to encourage a sense of ownership from the students.
- § To seek to explore opportunities to promote health and well-being through the design of the new campus.
- § The front doors of townhouses and cluster blocks should be accessed from the key pedestrian routes and spaces.
- § There is no prescribed height limit within this document; however the height and form of the building will need to respond to a range of issues including microclimate, heritage considerations, relationship to public space and key views.
- § Street lighting should be given proper consideration to ensure adequate levels of lighting are provided to create a secure and safe place to pass through and use, whilst not causing light pollution to the residential accommodation.
- § An architectural approach which encourages distinctiveness, identity and a sense of robust civic quality and emphasises key points of entry into the scheme and key landmarks.

6 Project Delivery

- 6.1 The purpose of this Development Framework is to identify the development and urban design principles that will provide a clear basis for establishing a scheme that will meet the University's strategic requirements and the expectations of their students, the City Council's requirements with regard to their principal town planning and regeneration objectives.
- 6.2 The University is exploring all funding options, including Partnership funding.
- 6.3 The Development and Urban Design principles offer a degree of flexibility which will ensure that it is possible to achieve a proposal, within those parameters, which is commercially viable and capable of meeting the requirements of the University's eventual funding source.
- 6.4 This project is a top priority for the University, therefore, the intention is to secure funding to enable as much of the Masterplan to be delivered as possible.
- 6.5 Appropriate options for phasing will be developed which balance the scheme's construction delivery requirements as well as commercial viability with the need to maintain operations and minimise levels of disruption on site during this period.
- 6.6 In planning use terms the established use of the site as student accommodation is considered to pose little contention, in terms of continued use for student accommodation. There is a powerful justification for increasing the density of student accommodation on the site for a range

of factors already explained in this document which relate to enhancing student experience to a level that is commensurate with the University's vision to become one of the top 25 international Universities by 2015.

- 6.7 In relation to the proposed commercial uses, the existing student population, the potential intensification of that student accommodation, the provision of good quality public realm and the activation of the Wilmslow Road frontage offers the potential to create a range of uses that support both students, the local population and passers-by on what is a highly visible, key arterial route into the city centre with substantial levels of passing trade.
- 6.8 A key next step for this project will be to take undertake a programme of consultation focused on the Fallowfield Community, to seek their views and to ensure that those views are factored into process of working up a proposed scheme for the site which would form the basis of a future planning application.

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