

# Eastlands Regeneration Framework: A 2019 Update



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# 1 Introduction

Few areas better demonstrate the transformation of a city than East Manchester. Once the powerhouse of the Industrial Revolution and a hugely significant focus for manufacturing and production for the wider region, the area's economy collapsed in the 1970s and 1980s as globalisation changed trade and investment patterns leaving industrial dereliction and communities left behind on an unprecedented scale.

Today, after three decades of strong civic leadership, with the support of successive Governments and through the active support of key stakeholders and private sector partners, the East Manchester area has been transformed. A platform has been created for further investment that can drive a further phase of transformation in East Manchester to deliver physical, social and economic benefits for existing and future residents as a whole. As has been successfully achieved in the past this new phase of growth needs to ensure that the area's success impacts on everyone's life so that all East Manchester residents are positively encouraged to reach their full potential and have every opportunity to do so.

At the heart of the renaissance of East Manchester has been the Etihad (formerly the City of Manchester) Stadium and the complex of sporting assets on the Etihad Campus (formerly Sportcity) that were developed for the 2002 Commonwealth Games. The Stadium has acted, and still acts, as the beacon of the economic transformation of East Manchester, a symbol of change and improvement in the fortunes of the area.

In the thirty-year journey of transformation of East Manchester, the Etihad Campus has consistently been a major economic driver in its own right within a city region and national context. Successive Regeneration Frameworks have identified the Etihad Campus as a place to drive forward the development of a globally competitive sport, leisure and recreation offer. Over the last ten years' significant new investment has been made to deliver new facilities that benefit the community with new local leisure and educational developments being part of an integrated approach to the transformation of the area.

In December 2017, Manchester City Council approved a further version of the Eastlands Regeneration Framework (ERF 2017) in order to guide the next phases of identified projects and development activity in and around the Etihad Campus as well as the westward expansion of activity along the Ashton Canal Corridor, joining up with the eastward expansion of the City Centre taking place in Ancoats and New Islington.

Since that Framework was developed, consulted upon, and subsequently approved by the City Council, the economic growth in the City has continued at pace, with up to fifteen years of employment growth now likely to be delivered in half that time. The impacts of this growth trajectory are now clearly flowing into East Manchester and, in particular, the area between the Etihad Campus and Great Ancoats Street. Such impacts present new opportunities and challenges for the existing ERF 2017. These include:

- A significant demand for new commercial floorspace reflecting the potential to widen and deepen the business and employment base in the area. Such demand is driving rising equity values and rents for commercial floorspace;
- Employment growth in the area and across the City is also fuelling the demand for a range of new homes in the area driving rising residential land values and the creation of higher value homes for both sale and rent. A key objective must also be to ensure that the housing offer (in terms of type, tenure and value) in the area is broadened. Within such an approach to housing growth a defined strategy to increase in the number of affordable homes is now required in order to enable residents on very low, low and below average incomes to share in the long-term success of the area's ongoing transformation; and
- The profile of Manchester, the Etihad Campus and, in particular, the long-held ambition to develop the Etihad Campus as a place with a globally competitive sport, leisure and recreation offer, is now attracting significant interest from investors who are anxious to explore both the development of a 21<sup>st</sup> century sport, leisure and recreation offer of national scale along with an associated cultural and entertainment offer.

These drivers have the capacity to re-shape and deepen the commercial and residential prospects of the area not only between the Etihad Stadium and Great Ancoats Street but also further eastwards beyond the Etihad Stadium. As such this new Eastland Regeneration Framework has embraced a wider geography than its predecessor along with a broader ambition.

## 2 The Vision for Eastlands

The broad vision for Eastlands has remained consistent for nearly twenty years – it is to become a place which is attractive for people to live, work and to visit; an area which builds upon its assets to provide a distinctive contribution to the overall success of the city region; and crucially to be a place where all residents are able to share in the long term success of the area.

### The Etihad Campus

Central to the long term vision for the Etihad Campus and the wider area has been the ambition to establish it as a place to drive forward the development of a globally competitive sport, leisure and recreation offer. Over the last 15 years the loss of the opportunity for Manchester to host the first Regional Casino aligned with the deep economic recession of 2008 and 2009 thwarted any opportunity for the Etihad Campus to fulfil that long term ambition to host a globally competitive leisure and recreation offer.

The pace of economic growth within Manchester over the last ten years along with the ongoing investment from the City Council, the Abu Dhabi United Group and other partners, such as Sport England, has strengthened the focus of the Etihad Stadium and its environs as a focus for new investment and job growth in East Manchester.

The proven resilience of the Etihad Campus' transport capability; the increasing proliferation of sports based activities on the Etihad Campus; the scale of the Etihad Campus and the availability of land for development; along with the growing global recognition and success of Manchester City Football Club have all become powerful influences on a number of entertainment operators and investors. They have now identified the Etihad Campus as an option for creating new recreation and leisure facilities to respond to what they view are strong market opportunities to further serve Manchester, the rest of the city region, the north of England and beyond.

One such opportunity is for a new large indoor arena with a capacity in excess of 20,000 spectators. It is known that investors are currently evaluating locational options and are addressing the detailed business case for such an investment with a view to selecting a site in Manchester. As such the Etihad Campus as a potential location must be judged against the consideration of other sites depending upon the availability and suitability of sites within the City Centre.

**The Etihad Campus has the capacity to respond to and host significant new opportunities for a globally competitive leisure and recreation offer. If secured this would deliver key benefits to residents through investment and jobs. In promoting any such opportunity, it recognised that there must be robust transport planning and mitigation for residents living in the area to protect their amenity. Any proposal would also require detailed analysis to satisfy not only the planning process but also that the regeneration priorities of the area will be met.**

### Other Commercial Development

On the 200 acre Etihad Campus further opportunities exist to build upon the City Football Academy, and the range of other sports-based organisations and facilities in the area including the Manchester Institute of Health and Performance (MIHP). These facilities have strengthened even further the Etihad Campus offer associated with elite and community sport.

**The Etihad Campus should now be planned in order to become the home of global and national sports organisations which can thrive and develop global best practice. In doing so the Etihad Campus can become the home to new sports related businesses in a new "Sports-Tech" cluster for the city-region.**

Looking beyond the environs of the Etihad Campus the pace of economic growth with the core of the conurbation along with the significant growth in new business start-ups is driving significant demand for new commercial floorspace. As such the Ancoats, New Islington and Holt Town neighbourhoods are becoming increasingly established as locations for small, medium and large scale creative, digital and tech-based companies. There are emerging demands for space within the area not only for small businesses throughout the creative technology sector but new demand from larger businesses which can sustain new commercial development in the Eastlands area.

The growth that the area will experience in the coming years will require a commercial development strategy that reflect the needs of existing businesses within the area and ensure that different price points are facilitated. Sustaining those businesses and the employment within them is key to a successful transformation of the Eastlands area.

**The Eastlands area, particularly those neighbourhoods between the Etihad Stadium and the City Centre, should now be planned to meet this demand for commercial floorspace from creative, digital and tech orientated businesses. New opportunities for additional commercial floorspace for such businesses should be provided for in the Ancoats, New Islington and the Holt Town areas. The former Central Retail Park in New Islington is the most significant development opportunity and a commercial led mixed used development should be an immediate priority to capture new employment in the City and the Eastlands area.**

**New workspace products should also be planned for which are different to traditional models of floor space reflecting what new start up and maturing businesses increasingly demand thus widening even further the range of business types to be found in the area – there is a need to create the framework for a dynamic ecosystem of employment, enterprise and opportunity for all to flourish. Embedding opportunities for local residents to access jobs through training and apprenticeships will be a central component of the delivery of this business growth strategy.**

### **New Homes in the Eastlands Area**

Within the Eastlands area delivering the widest possible housing choice for a growing and changing population has to run side by side with the opportunities to expand new employment in the area. By 2025, over 600,000 people are forecast to be living in Manchester with an even stronger pattern of young people who are attracted to stay in and to come to the City because of the range of educational, leisure, creative and tech-based jobs now to be found in East Manchester and the wider City. Over the next decade there is the capacity to create places where people generally and young people in particular not only want to live and visit but also work in increasing numbers – turning a full circle from where the East Manchester journey started.

**There exists the opportunity to continue to broaden and deepen the housing offer, providing both affordable and higher value homes to promote the diversity every successful place requires.**

**Opportunities for new affordable housing in areas such as Beswick, Riverpark Road, Clayton, Miles Platting and New Islington must be captured to provide the opportunities for all residents to fully capture the benefits of growth to be found in the area and the wider City. Integrating the demand for commercial space new models of live and work accommodation must be developed which are affordable to everyone who wants to play a part in East Manchester's success.**

### **Delivering the Vision for Eastlands**

In delivering these proposals everything that is done must focus on the following:

- Ensuring that Manchester City Council, through the management of its land assets, as well as adoption of a strong leadership role in influencing the behaviour of its partners and residents, delivers on the City Council's commitment for Manchester to be zero carbon by 2038;
- Maximising opportunities to enhance the City's green and blue assets and improve the quality of life;
- Creating employment opportunities for local people and driving innovation and economic growth;



- Putting residents at the heart of the plans and proposals – ensuring they are able to share in the benefits of success, that their interests are safeguarded where necessary and that they participate in the overall success of the City; and

Creating partnerships between the Council and all those who want to play a part in the continued regeneration journey which will be the key to long term success of the area.

Success will be increasingly determined by the widening range of partnerships that can be developed to sustain investment in the area.

Manchester Life (the partnership between Manchester City Council and the Abu Dhabi United Group (ADUG)) has played a significant role in shaping the residential market in the area and has the investment capacity to support other changes in the future.

**Partnerships between Manchester City Council and the Abu Dhabi United Group must be extended to cover the fullest range of housing and commercial investors and developers including Registered Providers of social housing (RPs) and Homes England who have a significant role in helping to deliver our vision for the area through their investment in affordable housing and in supporting innovation in the way, for example, new live and work models are brought forward and our zero carbon ambitions can be delivered.**

### **The Vision for Eastlands: A Summary**

In summary the vision for the Etihad Campus within an Eastlands and City context is to develop a place that can successfully host a globally competitive sport, leisure and recreation economic offer. As such the Etihad Campus will be:

- **The home of a new destination leisure and recreation complex where residents and visitors will come to spend their time on leisure and recreation related activities;**
- **The home of global and national sports organisations which can thrive and develop global best practice. In doing so the Etihad Campus can become the home to new sports related businesses in a new “Sports-Tech” cluster for the city-region; and**
- **The home of a Manchester exemplar in seeking to achieve zero carbon outcomes, stimulating a change in behaviours towards the zero carbon agenda, creating employment opportunities for local people and driving innovation and economic growth across the City.**

Looking beyond the immediate environs of the Etihad Campus across the wider Eastlands area the draft Framework seeks to:

- **Promote new commercial led mixed use development opportunities, along with providing opportunities for new homes, in Ancoats, New Islington, and Holt Town to capture the wider benefits of economic growth within the core of the conurbation and of the new growth being promoted in and around the Etihad Campus; and**
- **Promote a diverse range of new homes in the area ensuring that affordability of these homes is at the heart of residential growth and a broadening of the area’s housing offer. New affordable housing in areas such as Beswick, Clayton, Riverdale Park, Miles Platting and New Islington will be promoted to provide the opportunities for residents to fully capture the benefits of the new growth at the core of the conurbation.**

### 3 Eastlands: The Strategic Context

#### Manchester - A Growing City

With a diverse population of close to 600,000 people, the City of Manchester is located at the heart of Greater Manchester, the largest conurbation outside of London.

The regeneration already secured at the Etihad Campus is a remarkable success and sits within the wider thirty-year programme of transformation which Manchester has undergone to become recognised as one of Europe's most exciting and dynamic cities.

Manchester is one of the fastest growing cities in Europe; by 2025, almost 650,000 people are expected to live in the City, with the wider City Centre population growing to 100,000 as expected new apartment-led residential development adds further capacity<sup>1</sup>.

Manchester has experienced an exceptional increase in its population since the late 1990s and is the leading example in both Europe and the UK of a major urban centre reversing long-term population decline. While this level of population growth is exceptional, the City is still some way below its historical peak population of 766,311, achieved in 1931. New high quality and high-density development will allow Manchester to continue to increase its population without impinging on highly valued community and green space.

The Greater Manchester sub-region, which has a resident population of over 2.78 million and a combined GVA of over £62.8 billion, accounts for around two fifths of the North West's economic output<sup>2</sup>. In 2016, almost one third of the £62.8 billion of GVA generated in Greater Manchester was produced in the City of Manchester<sup>3</sup>. Employment growth of 8.9% is forecast in Manchester between 2016 and 2025 (and 14.1% in the period 2016 to 2036). This growth rate is forecast to add 35,200 jobs to the Manchester economy, taking the total employment level towards 430,000 in 2025. In addition, a significant proportion of forecast employment growth is expected to occur in sectors with higher than average GVA. GVA is expected to increase by 21.8% to 2025, with a 45.2% change forecast from 2016 to 2036. During this period, GVA across Greater Manchester is forecast to rise by an average of 1.74% per year, increasing to over £82.8 billion by 2036<sup>4</sup>.

Manchester's enhanced economic performance has been underpinned by a move from its traditional manufacturing and industrial role towards a more knowledge intensive service-based high-growth economy. Manchester's economy is continuing to strengthen and diversify with strong high added value growth forecast in Business, Financial and Professional Services, Science and Innovation, and Creative and Digital, as well as Sports and Culture, Leisure and Tourism sectors<sup>5</sup>.

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<sup>1</sup> Manchester City Council Forecasting Model 2018

<sup>2</sup> Office for National Statistics, *Regional Gross Value Added (Income Approach) tables (released 20 December 2017)*, <https://www.ons.gov.uk/file?uri=/economy/grossvalueaddedgva/datasets/regionalgrossvalueaddedincomeapproach/current/gvareferencetables2.xls>. Accessed 11 January 2018.

<sup>3</sup> Office for National Statistics, *ibid.*

<sup>4</sup> Greater Manchester Combined Authority, *Greater Manchester Forecasting Model: Summary of outputs (2017 update)*, [http://www.manchester.gov.uk/download/downloads/id/25330/i14\\_greater\\_manchester\\_forecasting\\_model\\_2017\\_-\\_manchester.pdf](http://www.manchester.gov.uk/download/downloads/id/25330/i14_greater_manchester_forecasting_model_2017_-_manchester.pdf). Accessed 11 January 2018.

<sup>5</sup> Manchester City Council, *State of the City Report 2018*, [https://www.manchester.gov.uk/downloads/download/6964/state\\_of\\_the\\_city\\_report\\_2018\\_whole\\_document](https://www.manchester.gov.uk/downloads/download/6964/state_of_the_city_report_2018_whole_document) Accessed 22 February 2018.

Manchester's current and future competitive position is underpinned by a number of key economic assets as set out below. East Manchester can make a distinctive contribution to the City's long-term economic success given its focus on world-class sport and tourism, and its capacity to accommodate thousands more homes and millions of square feet of commercial floorspace in a place where aspirational young people and families want to live.

### Manchester - A Thriving City Centre

Over the last twenty years, Manchester City Council has driven the physical and economic renewal of the City Centre through the development and implementation of strategic frameworks for sustained regeneration, investment and service improvement to ensure that Manchester maintains its position as the nation's leading City Centre location. The success of this approach sees Manchester successfully compete as an international investment location and visitor destination today.

Given Manchester's economic growth, its universities and buoyant leisure and cultural sector, it is not surprising that the largest population increases are within the age bands that are typically considered to fuel economic growth. Across Greater Manchester, the 2011 Census identified that the 20-24 age band experienced the greatest level of growth, with the 25-29 age band also witnessing a significant increase of just fewer than 30,000 over the same period<sup>6</sup>.

Growth in this population cohort has resulted in demand for new lifestyle choices that offer access to City Centre employment, amenities and transport networks, together with well-managed accommodation built for that purpose. Consequently, Manchester has emerged as having the second largest concentration of Build to Rent homes, with circa 5,000 units either under construction or recently completed and over 4,000 more with planning permission, according to recent figures supplied by JLL. Designed to meet the housing and lifestyle choices of the City's working population, this growth is a clear indicator of the City's success. East Manchester will be a key part of this development, and central to ensuring the retention of this cohort via an expanded and balanced portfolio of housing opportunities.

### Manchester - Encouraging the Growth of a Dynamic Private Sector

With a thriving private sector, the City is a leading business location and remains a top place in Europe for foreign direct investment outside of London<sup>7</sup>. Sixty-five FTSE 100 companies now have a presence in Greater Manchester, and around 40% of the North West's Top 500 companies are based in the City<sup>8</sup>.

Increasingly businesses are looking for benefits from agglomeration. Business sectors which are influenced by agglomeration (where entrepreneurs, companies, new start-ups and talented workers from disparate economic growth sectors are keen to cluster in locations which can provide business and networking opportunities) are attracted to locations where there are deep labour markets offering an exceptional range of highly qualified and skilled staff.

Manchester's existing business base ensures that it is in prime position to attract such companies that benefit from clustering. This is particularly prevalent in the digital and creative industries, as well as life sciences and advanced manufacturing.

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<sup>6</sup> Manchester City Council, *Public Intelligence 2011 Census*, [http://www.manchester.gov.uk/downloads/download/5154/public\\_intelligence\\_2011\\_census](http://www.manchester.gov.uk/downloads/download/5154/public_intelligence_2011_census). Accessed 20 December 2017.

<sup>7</sup> Ernst and Young (EY), *European Investment Monitor 2017*, cited in *EY UK Attractiveness Survey (May 2017)*, [http://www.ey.com/Publication/vwLUAssets/2017-UK-Attractiveness-Survey/\\$FILE/EY-UK-Attractiveness-Survey-2017.pdf](http://www.ey.com/Publication/vwLUAssets/2017-UK-Attractiveness-Survey/$FILE/EY-UK-Attractiveness-Survey-2017.pdf). Accessed 11 January 2018.

<sup>8</sup> Savills, *Spotlight: Manchester Office Market (September 2013)*, <http://pdf.euro.savills.co.uk/uk/office-reports/manchester-office-market-spotlight---sept-2013.pdf>. Accessed 12 January 2018.

### Manchester - A City of Sport

Manchester's globally-renowned pre-eminence in football is due to the presence of two world leading teams, with Manchester City Football Club based at the Etihad Campus.

Manchester's prowess in sport extends well beyond football. The City is home to the HSBC National Cycling Centre, which hosts the British Cycling Team. Additionally, the National Squash Centre has developed as a global centre of excellence, the GB Water Polo Team uses the pool facilities at Beswick, and the GB Taekwondo team is based at Ten Acres Lane. With world leading facilities, the recently opened Manchester Institute of Health and Performance (MIHP) in Beswick is the home of the English Institute of Sport. Other major sports, such as rugby league, rugby union and cricket, have a significant presence across the conurbation.

### Manchester – A Culture, Leisure and Tourism Destination

Manchester's cultural, leisure, and tourism offer plays a pivotal role in shaping the City's identity and supporting its international profile. Its importance continues to rise and today Manchester increasingly attracts a wide range of regional, national, and international events. The City's major venues (including sports stadia, concert venues, galleries and exhibition spaces) have underpinned this offer. Driving major regeneration programmes, they ensure Manchester continues to attract people to live and work in the City, alongside attracting major investment. The Etihad Campus and wider East Manchester regeneration journey to date is a prime example of this.

The culture, leisure and tourism economy is increasing and its offer is diversifying, enhancing the significance of the City's asset base. In recent years, this has been further boosted by substantial investment in new globally recognised world class facilities and events, such as the Whitworth Art Gallery and the forthcoming Factory in St John's (which will become a permanent home for the Manchester International Festival).

Such investments have sustained and opened new domestic and overseas markets, giving Manchester its status as the third most visited city in the UK by international visitors (after London and Edinburgh), with the City experiencing a 21% rise in the number of international visits since 2005<sup>9</sup>. This growth in the visitor economy has been underpinned by, and acted as a catalyst for, a significant increase in the supply of visitor accommodation within the City Centre over the last decade.

### Manchester - A Growing Digital and Creative Sector

The Digital and Creative economy is an increasingly important feature of the City' economy, with a significant core hub of businesses clustered in the centre, East Manchester and Salford Quays.

Manchester's business growth in this sector can be seen in take-up figures during 2017, with the city continuing its strong performance with circa 1.2 million sq. ft of workspace transacted. Within that figure, Digital and Creative was the most dominant sectors:

- 416,534 sq. ft was let to Digital & Creative businesses during 2017;
- 25% of the total workspace take-up during 2017 was from the Digital sector; and
- 10% of the total workspace take-up during 2017 was from the Creative sector.

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<sup>9</sup> Manchester City Council, *Report to the Economy Scrutiny Committee: Manchester's Visitor Economy (12 October 2016)*, [http://www.manchester.gov.uk/download/meetings/id/21584/6\\_manchesters\\_visitor\\_economy](http://www.manchester.gov.uk/download/meetings/id/21584/6_manchesters_visitor_economy). Accessed 20 December 2017.

The popularity of Ancoats and the Northern Quarter as a location for Tech and Creative sector occupiers is of particular relevance to this regeneration framework given its geographical proximity.

#### Manchester - A Mobile and Skilled Workforce

The city region offers a high quality and growing workforce of some 7.2 million people within a one hour commute of the City<sup>10</sup>. There is access to a pool of skilled people across a wide range of industries, and over 99,000 students in four universities across Greater Manchester<sup>11</sup>.

A feature of the City's economy and its employment growth has been the ability to attract an international workforce from Europe and beyond. International migration has contributed to economic growth in both the high skilled occupations, such as health and digital, and also in the leisure and care economies. The residential property market has a considerable effect in making the City an attractive destination. Its success has seen an increased birth rate of international migrants' families, which has further contributed to employment growth and housing demand.

Whilst new purpose-built student accommodation is now a feature of the residential property market in the City Centre, a considerable number of international students are using the high quality private rented sector for accommodation, increasing demand in new developments.

#### Manchester - National, Regional and City Region Connectivity

Manchester has continued to invest significantly in its transport infrastructure, delivering major improvements in terms of accessibility to and within the Regional Centre. This increases the City's capacity of its travel to work area (and therefore its pool of labour), and enhances connectivity between businesses. It also makes the City Centre easier to get around and a better place to live.

At the western end of the ERF area is Manchester's principal railway hub and Metrolink interchange at Manchester Piccadilly Station. In the future, this will be significantly extended through the development of a new integrated station to accommodate High Speed 2 (HS2) and Northern Powerhouse Rail (NPR).

East Manchester is connected to the City Centre via five Metrolink stops. The majority of this Framework area is within an 800 metre radius (or 10 minutes walking distance) of a Metrolink stop. This provides access to the regional market, as well as national and international destinations via mainline rail and the airport. The City Centre and Manchester Piccadilly Station are 10 minutes by tram from the Etihad Campus.

In addition, accessibility improvements in terms of enhanced infrastructure to promote walking and cycling, continue to be delivered as part of major regeneration programmes. This enhances connectivity to jobs, education and recreational opportunities for the local workforce and residents.

#### Manchester - International Connectivity

Manchester International Airport is the third largest airport in the UK and is the primary gateway for the north of England. It serves 26 million passengers a year and connects to over 200 destinations worldwide. Direct flights serve all of Europe's major cities and the airport provides multiple long haul routes to North America, the Middle East, Asia and Australasia. The Airport is currently embarking on a £1 billion transformation programme of investment and improvement, with its number of passengers forecast to rise to 45 million by 2030.<sup>12</sup>

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<sup>10</sup> Invest in Manchester, *Workforce*, <https://www.investinmanchester.com/why-manchester/workforce>. Accessed 11 January 2018.

<sup>11</sup> Invest in Manchester, *Universities in Manchester*, <https://www.investinmanchester.com/why-manchester/education/universities>. Accessed 20 December 2017.

<sup>12</sup> Manchester Airport Group, 'Secretary of State for Transport sees work begin on Manchester Airport's £1 billion transformation programme' (21 July 2017), <http://mediacentre.manchesterairport.co.uk/secretary-of-state-for-transport-sees-work-begin-on-manchester-airports-1-billion-transformation-programme/>. Accessed 11 January 2018.

## **Manchester - the Wider Policy Context**

### *Our Manchester Strategy 2016-25*

The Our Manchester Strategy 2016-25 was adopted by Manchester City Council in January 2016 and sets the ambitions for the City for the next decade. The Strategy sets out a vision for Manchester to be in the top flight of world-class cities by 2025, when the City will:

- have a competitive, dynamic and sustainable economy that draws on our distinctive strengths in science, advanced manufacturing, culture, and creative and digital business – cultivating and encouraging new ideas;
- possess highly skilled, enterprising and industrious people;
- be connected, internationally and within the UK;
- play its full part in limiting the impacts of climate change;
- be a place where residents from all backgrounds feel safe, can aspire, succeed and live well; and
- be clean, attractive, culturally rich, outward-looking and welcoming.

The Our Manchester Strategy also commits to giving the local community and other stakeholders the opportunity to be involved in decision making, with a primary focus on a continuous approach to engagement.

The 'Our Manchester' approach seeks to build a different relationship with residents and communities, recognising that this also means undertaking a different approach to engagement; engagement that is sustainable and driven by the City's communities. This is based on the following essential principles<sup>13</sup>:

- Better lives – it's about people;
- Listening – listen, learn and respond;
- Recognising strengths of individuals and communities – starting from strengths; and
- Working together –building relationships and creating conversations.

### *Manchester's Green and Blue Infrastructure Strategy*

Manchester City Council recognises that green and blue infrastructure is an essential part of creating a successful, livable city. Parks, river valleys, gardens, street trees, green roofs, canals and many other components all form part of a rich network that is integrated with the built environment in the world's most popular cities.

Manchester's green and blue infrastructure has been part of the City's success for a number of years. Five river valleys, three canals, over 160 parks, street trees, woodland, private gardens, and other areas of natural environment are familiar and well-used parts of the City's landscape. As the City

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<sup>13</sup> Manchester City Council (2016). *Our Manchester Framework*, [http://www.manchester.gov.uk/download/downloads/id/24983/our\\_manchester\\_framework.pdf](http://www.manchester.gov.uk/download/downloads/id/24983/our_manchester_framework.pdf). Accessed 20 December 2017.

continues to grow over the next decade, existing and new high quality green and blue infrastructure will need to continue to be an integrated part of this growth, particularly in the City Centre which has a distinct lack of publicly accessible green space compared with other cities of a similar size.

The vision for green and blue infrastructure in Manchester over the next ten years is that by 2025 high quality, well maintained green and blue spaces will be an integral part of all neighbourhoods. The City's communities will be living healthy, fulfilled lives, enjoying access to parks and green spaces and safe green routes for walking, cycling and exercise throughout the City. Businesses will be investing in areas with a high environmental quality and attractive surroundings, enjoying access to a healthy, talented workforce. New funding models will be in place, ensuring progress achieved by 2025 can be sustained and provide the platform for ongoing investment in the years to follow.

Manchester's Green and Blue Infrastructure (G&BI) Strategy, together with its Stakeholder Implementation Plan, was approved in July 2015. The strategy is founded on the basis that attractive, multi-functional green and blue infrastructure is a key component of shaping and delivering the quality of life people expect and enhancing the City's global image as a place in which to live, work and invest. It also recognises the vital role it plays in terms of sustaining a healthy and biodiverse City which is flood and climate resilient, has good air quality and accessible opportunities for recreation and exercise. As such, the strategy was adopted to ensure that the City as a whole, including the Council, residents, the private and volunteer sectors, developers and other stakeholders could maximise opportunities to enhance the City's green and blue assets and improve the quality of life.

The strategy and implementation plan are based around the following four objectives:

1. Improving the quality and function of Green and Blue Infrastructure to maximise the benefits it delivers;
2. Using appropriate Green and Blue Infrastructure as a key component of new developments to help create successful neighbourhoods and support the City's growth;
3. Improving connectivity and accessibility to Green and Blue Infrastructure within the City and beyond; and
4. Improving and promoting a wider understanding and awareness of the benefits that Green and Blue Infrastructure provides to residents, the economy and the local environment.

The 3 year review notes the significant achievements and progress against the strategy that has been delivered, however, of most importance to the ERF is the continued relevance of the four objectives identified above and in particular the emphasis placed on the future priority of: "Continued progress towards enhancing the quality of GI within new developments through the planning process and the ongoing delivery of SRFs, particularly Mayfield, the Northern Gateway, **Eastern Gateway** and Medieval Quarter."

#### Playing our Full Part on Climate Change

There is increasing evidence of global temperature rises and the prospect therefore of increasing incidences of extreme weather as well as risk of water and food shortages and flooding, all causing increasing insecurity. Whilst Manchester may not feel these effects as severely as other areas globally, there is an identified urgent need for all cities to consider what they need to do to play their full part in addressing climate change.

In November 2018, Manchester City Council made a series of commitments, informed by the Manchester Climate Change Agency's (MCCA) work with the world renowned Tyndall Centre for Climate Research based at University of Manchester.

The key commitments are as follows:

- To becoming zero carbon by 2038, significantly accelerated from the original target of 2050;
- To adopt a carbon budget and emit only a maximum of 15 million tonnes CO<sup>2</sup> for the period 2018-2100. This has been transposed from a global carbon budget which has been calculated as "likely" to maintain global temperature change within 2°C as agreed in the Paris Agreement;

- To achieve a 13% year-on-year reduction in citywide CO<sup>2</sup> emissions from 2018 to achieve this carbon budget.

As well as addressing its own emissions, the Council's role will be to take a significant leadership and influencing role across a number of thematic areas, promoting behavioural changes:

- Industry and Commercial: Supporting schools and businesses to reduce their emissions wherever possible, developing planning policy, influencing contractors through procurement and commissioning.
- Domestic: Partnership working with social housing providers across the City to improve social housing properties, working with the Greater Manchester Combined Authority (GMCA) to develop energy efficiency programmes to support private renters and owner occupiers.
- Transport: Partnership working with TfGM, continuing to promote modal shift from the private car to public transport, cycling and walking by investing in sustainable transport infrastructure, ensuring new developments are close to transport nodes.

A draft Manchester Zero Carbon Framework has been developed which sets out the City's overarching approach to meeting its science-based climate change targets over the period 2020-38 and draft action plans for the period 2020-22 are being developed by the Council and other strategic organisations and sectors.

#### Manchester's Residential Growth Strategy and Housing Affordability Framework

Recognising the critical relationship between housing and economic growth, Manchester City Council approved a Residential Growth Strategy in March 2016 which sought to deliver a target of 25,000 new homes in a ten-year period between 2015 and 2025.

Key aspects of this policy framework include: ensuring that there is the right quality, mix and type of housing in the right locations to meet demand and changing demographics; developing neighbourhoods of choice; and, the requirement to improve equality amongst the City's residents in terms of housing choice, quality and affordability in order to develop strong communities.

The Residential Growth Strategy report was accompanied by an Action Plan which set out the key actions to be delivered during the first year of the Strategy (2016/17).

In December 2016, the Residential Growth Strategy was further strengthened and refined by the development of the Council's Housing Affordability Policy Framework. This Framework defines affordable housing as homes that cost no more than 30% of gross household income for those at or below the City's then average income of £27,000. The Council subsequently agreed at its Executive in May 2018 that no Manchester resident should have to spend more than 30% of their household income on accommodation - and ideally less. In June 2017, the Council's Executive received and approved a Residential Growth Update report that included a Five-Year Action Plan covering the period 2017 - 2022 which identified key priority areas and key actions to be progressed.

In October 2017, 4 areas across the City where the Council has significant land interests were identified as potential Housing Affordability Zones. In addition to Wythenshawe Town Centre and Central Estates in North Manchester, two of these areas relate to the ERF area, namely:

- Clayton (including land at Eccleshall Street and Ilk/Alpine Streets);
- Beswick (including land at Grey Mare Lane).

These two areas will add scale and focus to delivery and the Council will invest directly into the provision of additional affordable homes, over and above existing Homes England Affordable Homes Programme. Manchester's proposed Housing Affordability Fund will provide subsidy for new and existing homes that are affordable to Manchester residents on or below the City's average household income. In December 2018, the Council's Economy Scrutiny



Committee and the Executive received a report from the Executive Member for Housing and Regeneration which set out a number of policy proposals in relation to the delivery of the City Council's Affordable Housing Strategy. This included a revised Residential Growth Strategy target of 32,000 homes (including 6,400 i.e. a 3,000 increase, in affordable homes) for the ten-year period ending in 2025.

Further work is being undertaken to assess the challenges and external factors that pose a risk to the Council's ability to deliver against its residential growth ambitions, and to identify the actions and opportunities that will ensure that the City delivers the aligned objectives of sustained economic and residential growth including the provision of affordable housing.

In this regard, the Residential Growth Strategy will continue to ensure:

- that the right mix of new housing is delivered in the areas that can accommodate growth and that new homes are connected to new and existing employment opportunities;
- new housing supports the retention and attraction of a highly skilled and economically active population;
- the growing demand for high quality new housing in the City is met, which meets the needs of existing and future residents;
- new residential growth opportunities support the delivery of sustainable neighbourhoods with excellent pedestrian and transport connections including the use of low carbon construction methods and technologies; and,
- that the master-planning of new neighbourhoods and residential developments will include infrastructure and traffic and transport planning ensuring that various modes of transport (car, bus, rail, Metrolink, cycle, and walk) are provided for.

#### Manchester Residential Quality Guidance (2016)

The Manchester Residential Quality Guidance document was endorsed in December 2016 and aims to ensure that high quality, sustainable housing that meets the needs of the City and its communities will be built.

Prospective developers and their design teams bringing forward sites for residential development must demonstrate that the scheme will deliver accommodation of the very highest quality that complies with the guidance. Proposals that do not comply with this guidance must provide a compelling justification, based on evidence and options analysis, in order to avoid refusal. This approach underpins the Council's aspiration to encourage the delivery of the highest quality range of residential development, which will contribute to sustainable growth and help establish Manchester as a world class city.

### **Greater Manchester - the Wider Policy Context**

#### The Greater Manchester Strategy

The Greater Manchester Strategy (GMS) is Greater Manchester's overarching strategy which has set the strategic framework for policy development across Greater Manchester since 2009. As the context for how Greater Manchester operates had altered significantly since the last refreshed 2013 Strategy, the GMS was subsequently updated in October 2017. This is the third GMS and it builds on the substantial progress made since the first was published in 2009 and the most recent refresh in 2013. The strategy was refreshed to reflect the change in the economic and political climate, particularly:

- the substantial devolution that is now underway in Greater Manchester;
- the Mayoral election in May 2017 and the Mayor's manifesto commitments; and
- the changing economic and political climate, particularly the vote to leave the EU.

The GMS sets out a very clear vision for the City Region. It states that:

*"Our vision is to make Greater Manchester one of the best places in the world to grow up, get on and grow old: A place where all children are given the best start in life and young people grow up inspired to exceed expectations; A place where people are proud to live, with a decent home, a fulfilling job, and stress-free journeys the norm. But if you need a helping hand you'll get it; A place of ideas and invention, with a modern and productive economy that draws in investment, visitors and talent; A place where people live healthy lives and older people are valued; A place at the forefront of action on climate change with clean air and a flourishing natural environment; A place where all voices are heard and where, working together, we can shape our future."*

The strategy for achieving this vision is structured around ten priorities, reflecting the life journey:

- Priority 1: Children starting school ready to learn;
- Priority 2: Young people equipped for life;
- Priority 3: Good jobs, with opportunities for people to progress and develop;
- Priority 4: A thriving and productive economy in all parts of Greater Manchester;
- Priority 5: World-class connectivity that keeps Greater Manchester moving;
- Priority 6: Safe, decent and affordable housing;
- Priority 7: A green city-region and a high-quality culture and leisure offer for all;
- Priority 8: Safer and stronger communities;
- Priority 9: Healthy lives, with quality care available for those that need it; and
- Priority 10: An age-friendly city-region.

The GM approach to delivering these priorities is underpinned by five key enablers:

- Enabler 1: Communities in control;
- Enabler 2: People at the heart of everything we do;
- Enabler 3: An integrated approach to place-shaping;
- Enabler 4: Leadership and accountability; and
- Enabler 5: Taking control of our future.

The priorities set out within the updated GMS continue to build on the twin themes of 'People and Place in GM' which formed the basis for previous versions of the document. It sets out to achieve the vision contained within the document through new approaches which are shaped and driven by communities themselves. By harnessing the strengths of Greater Manchester's people and places, the GMS aims to create a more inclusive and productive city region where everyone, and every place, can succeed. It builds on the work that has been done in previous strategies around reforming public services and growing the economy, with an increased focus on ensuring that the people of Greater Manchester can all benefit from economic growth and the opportunities it brings throughout their lives.

The GMS is also the blueprint for the future of public services in the city region, setting out how public bodies – including the ten councils and the Mayor, the NHS, transport, police and the fire service – will work alongside local people to take charge of the future. It addresses education and skills, health, wellbeing, environment, work and economic growth simultaneously in the belief that this is the best way to bring about change and make a real difference to the lives of real people.

The GMS provides the high-level framework for action based on a robust evidence base and the results of public consultation. More detailed plans, developed and led by city region-wide partnerships, set out the specific actions, interventions and investment required to deliver the Greater Manchester strategic priorities and achieve the Greater Manchester vision.

In addition to the GMSF which has already been referenced, these plans include:

- The **Greater Manchester Investment Strategy**, which supports the implementation of the GMS through investment to create and safeguard jobs, primarily through loans to support recycling, to maximise the impact of investment over several funding cycles;
- The establishment of a second **GM Transport Fund** to underpin an integrated whole-system approach to the management of the Greater Manchester transport network and the delivery of strategic transport priorities;
- The **Climate Change and Low Emissions Implementation Plan (2016-2020)**, which sets out the steps that will be taken to become energy-efficient and investing in our natural environment to respond to climate change and to improve quality of life;
- **Springboard to a Green City Region**, setting out the plans for making Greater Manchester one of the leading green city regions in the UK and Europe, was produced following the Greater Manchester Green Summit held in March 2018;
- The **Greater Manchester Work and Skills Strategy and Priorities 2016-2019**, setting out the Greater Manchester approach to delivering a work and skills system that meets the needs of Greater Manchester's employers and residents
- The **Northern Powerhouse Strategy (2016)**, which identifies skills, science and innovation and the development of a collaborative approach to promoting the Northern Powerhouse to foreign investors as priorities for further work by Northern Cities and Government; and
- The **HS2 Growth Strategy** set within the context of the above plans and demonstrates how opportunities such as HS2 and NPR will be maximised for the benefit of businesses and residents around Manchester Piccadilly and Manchester Airport.

## 4 Eastlands: The Planning Context

### The Manchester Core Strategy (2012)

Manchester adopted its Core Strategy in 2012 and this is the key overarching Development Plan Document (DPD) within the Local Plan. The Core Strategy sets out the City Council's vision for Manchester to 2026, along with the planning policies that provide the framework for delivering that vision.

East Manchester has the potential to contribute strongly to a number of Manchester's key strategic policy objectives, including policies which make specific reference to the ERF area. These are summarised below:

**Policy SP1 Spatial Principles:** The ERF area falls within the Regional Centre - the focus for economic and commercial development, retail, leisure and cultural activity, alongside high-quality city living.

The Regional Centre, with Manchester City Centre at its core, is the economic driver of the city region and has greatest potential to drive its continued economic growth, and to do so with the least environmental costs. New development will maximise the potential of the City's transport infrastructure, in particular promoting walking, cycling and use of the public transport.

**Policy EC1 Employment and Economic Growth:** identifies key locations for major employment growth, including the following sites within the Regional Centre which fall within this Framework Area:

- Eastlands
- Ancoats and New Islington (City Centre Fringe)

The policy notes that the Council will support other significant contributors to economic growth and productivity including health, education, retailing, cultural and tourism facilities and other employment generating uses mainly in the City Centre and Eastlands, and specifically recognises the ERF area as a growing destination, with further opportunities for sports and leisure uses.

A key tenet of Policy EC1 is to improve access to employment for communities experiencing some of the highest levels of deprivation in England. East Manchester, as a growing employment destination, is ideally located to provide improved access to jobs for the communities both within and immediately adjacent to the ERF area.

**Policy EC3 The Regional Centre:** Within the Regional Centre development for employment generating uses will be encouraged. The Regional Centre is an appropriate location for large scale leisure uses, for which City Centre sites are unsuitable.

The supporting text to Policy EC3 notes that there is also potential for leisure development which has a regional-scale catchment at Eastlands, which offers an extremely accessible location with land available to support large scale development. This, allied with the existing sporting and leisure infrastructure already present at Eastlands, provides a clear focus for additional development of a similar type in this location.

**Policy EC5 East Manchester:** East Manchester is expected to provide approximately 80-85ha of employment land over the Plan period. The majority of this provision will be within the Regional Centre, including a major leisure visitor destination with ancillary retail and offices at Eastlands and within the City Centre Fringe (along Great Ancoats Street) to provide an extension to City Centre employment opportunities, supporting a mix of employment uses and integrating East Manchester neighbourhoods with the City Centre.

**Policy EC7 Eastlands Strategic Employment Location:** Eastlands Strategic Employment Location will accommodate 40-45 ha. of new development and is suitable for a major sports and leisure visitor destination with complementary commercial, retail and hotels. Proposals will be expected to show how development of the area will:

- Support the continued social, economic and physical regeneration of East Manchester;
- Place design at the heart of any scheme delivering a flagship building;
- Consider wider design and layout objectives, taking advantage of important frontages such as Alan Turing Way and Ashton New Road;
- Set out the scale of land uses proposed as part of the comprehensive development of the proposal;
- Ensure the site is accessible to the East/ North Manchester communities by a choice of sustainable and public transport provision;
- Take advantage of the existing infrastructure on site and proposed improvements such as Metrolink and digital infrastructure;
- Ensure opportunities to employ residents from the local community are established with key partners;
- Use waterways and canals such as the Ashton Canal to create a sense of place and attract investment, in line with Policy EN1; and,
- Have regard to flood risk through the Manchester-Salford-Trafford SFRA.

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

Policy EC7 identifies two sites as a focus for development. The first is land around the City of Manchester Stadium, including the "Collar Site" to the east and further land to the north and west. The "Collar Site" provides an opportunity for a leisure, recreation and entertainment visitor attraction of national significance. Developments that are predominantly tourism/ leisure based, including hotels and food and drink will be appropriate together with ancillary retail required to support the principal uses. On the development sites to the north and west of the stadium, development of complementary commercial uses will be supported, particularly to accommodate economic activities associated with the growth of Manchester City Football Club.

The second site identified is Openshaw West, which the policy outlines as suitable for the development of a large facility incorporating football and community uses, linked to the operation of Manchester City Football Club. The regeneration of this site has been delivered through the completion of the City Football Academy to expand the Etihad Campus, accompanied by new community sports, education, health and sports performance facilities.

Developments which support the overall vision for this major regeneration initiative on sites within the general environs of Eastlands will be appropriate, provided they do not prejudice other policies within the plan.

**Policy CC1 Primary Economic Development Focus: City Centre and Fringe:** Ancoats and New Islington (including Central Retail Park) is identified by Policy CC1 as forming part of the City Centre Fringe<sup>14</sup>.

The City Centre Fringe is expected to accommodate 25ha of office or similar employment development and will be considered a suitable location for the consideration of high-density building and commercially led mixed use schemes. A variety of high-quality accommodation types, sizes and footplates will be encouraged to boost investment by local, national and international businesses.

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<sup>14</sup> The Manchester City Centre Strategic Plan 2015-2018 (2016) included an extended City Centre boundary to include Ancoats and New Islington to respond to the rapidly evolving economic geography of the City Centre and to recognise the contribution of former 'fringe' areas and their relationship with the city centre.

The supporting text acknowledges that the City Centre Fringe areas have emerged due to their potential to provide well-connected City Centre extensions to meet development demand. This process has begun, notably in parts of Ancoats and through the Co-op development, and the City Centre Fringe will become increasingly significant over the life of the Core Strategy. In addition, the Fringe area can offer accommodation to businesses which may suit the central location in policy and operational terms but would struggle to access City Centre accommodation due to cost.

**Policy H2 Strategic Housing Location:** The key location for new residential development throughout the plan period will be within the area to the east and north of Manchester City Centre identified as a strategic location for new housing, including Holt Town and the Lower Medlock Valley. Land assembly will be supported in this area to encourage the creation of large development sites or clusters of sites providing the potential for significant regeneration benefits.

**Policy H4 East Manchester:** East Manchester, over the lifetime of the Core Strategy, will accommodate around 30% of new residential development, with priority given to family housing and other high quality, high value development. Within those areas falling within the regional centre, located adjacent to the City Centre (including Ancoats, New Islington and Holt Town), high density residential development will be permitted.

**Policy T2: Accessible areas of opportunity and need:** The Council will actively manage the pattern of development to ensure that new development is located to ensure good access to the City's main economic drivers (including the regional centre) and is easily accessible by walking, cycling and public transport.

Particular priority will be given to providing all residents access to strategic employment sites including links within East Manchester to employment locations (Eastlands in particular).

**Policy EN12 Area priorities for Open Space, Sport and Recreation:** East Manchester is outlined as one of the priority areas for sport and recreation and the Council supports proposals to enhance existing facilities and provide new spaces and facilities in accessible locations.

## **Other Material Planning Considerations**

### *National Planning Policy Framework (2018)*

The National Planning Policy Framework (NPPF) is a material consideration in the determination of planning applications and sets out the Government's planning policies for England and how these are expected to be applied. It sets out the Government's requirements for the planning system only to the extent that it is relevant, proportionate and necessary to do so.

At the heart of the NPPF is a presumption in favour of sustainable development; the golden thread running through plan-making and decision taking. The NPPF notes that there are three dimensions to sustainable development:

**An economic objective** – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;

**A social objective** – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and,

**An environmental objective** – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

These dimensions are considered to be mutually dependent with the NPPF, in its entirety, defining sustainable development.

### *The Draft Greater Manchester Spatial Framework*

The Draft Greater Manchester Spatial Framework (GMSF) has been published for its first round of consultation in January 2019. This document sets out Greater Manchester's plan for homes, jobs and the environment for the whole of the city region.

Draft GMSF priorities are fully aligned with the longstanding regeneration strategy for Eastlands and include: the use of brownfield land; delivering higher densities of land use within the most accessible locations; facilitating employment development; and, maximising the potential of national and international assets through focussing development in key locations.

Eastlands falls within one of these key locations, referenced as the 'Core Growth Area.' The draft GMSF seeks to focus development within the Core Growth Area, improving visitor facilities in the City Centre, Quays and Manchester Airport, and at international and national sporting assets and promoting economic and housing growth. The delivery of housing to meet local needs is also an important focus of the document.

Policy GM-E 6 is of relevance and seeks to protect and enhance sports and recreational facilities in Greater Manchester, enabling the continued development of major sports facilities and events, which can further enhance Greater Manchester's international sporting reputation.

Objective 4 identifies the need to maximise the potential arising from Greater Manchester's national and international assets and Policy GM -P.1 identifies the area stretching from the Etihad Campus through to the City Centre, as a key growth location, where international competitiveness should be maximised.

The Draft GMSF also promotes improvements to sustainable transport and seeks to ensure development is located in the most sustainable locations, reducing the need for car travel, and maximising residential densities around transport hubs.

### **Manchester - Local Planning Frameworks**

In addition to the Eastlands Regeneration Framework (2017), the following, fully endorsed Neighbourhood Development Framework, will remain relevant and fully endorsed in respect of the ERF boundary, until such time as it is refreshed.

#### *Ancoats and New Islington Neighbourhood Development Framework Update (2016)*

The 2016 Ancoats and New Islington Neighbourhood Development Framework (NDF) Update identifies that Ancoats and New Islington has all the attributes to act as a major focus for population growth over the next ten years. This includes reference to the area's proximity to the thriving City Centre, its exceptional transport connections, its natural and man-made character (and the place-making potential those features present) as well as delivered/committed investment in infrastructure.

The positive regeneration of this neighbourhood has and will continue to happen on the basis of residential, commercial, leisure and community uses, each combining to create a distinctive sense of place and neighbourhood, ensuring life and vitality on weekdays and evenings.

## 5 Eastlands: The Regeneration Journey

### The East Manchester Regeneration Journey

East Manchester grew and developed in the nineteenth and early decades of the twentieth century as home to traditional manufacturing industries on which the wealth of Manchester was founded. It was also home to the large workforces required by these industries. In the second half of the twentieth century, much of area's economic base, and the employment that accompanied it, was decimated by successive economic recessions and intensive competition from increasingly global markets.

Between 1970 and 1985 some 60 per cent of its economic base was lost, leading to the loss of over 33,000 jobs in that period, along with a collapse in the skill base, the area's population and the demand for housing. The decline continued beyond 1985, albeit less dramatically. Over a fifty year period the area's population fell from 164,000 in 1951 to 62,000 in 2001. This combination of employment and population loss left the area with significant amount of brownfield, vacant, and underused land and buildings along with a low value, low demand housing market operating in a less than ideal physical environment. The impacts on the communities and those who could not exercise a choice to leave was profound with high levels unemployment, poor service provision and significant levels of crime and anti-social behaviour prevalent across this part of the City.

Over the last 20 years the regeneration of East Manchester has been a long term regeneration priority for the City Council. New East Manchester (NEM) Limited, established in October 1999, was charged with leading the regeneration of the area. It was a partnership vehicle tying together national government inputs via English Partnerships, regional governmental structures via the North West Development Agency and the City Council. The core objectives set out for New East Manchester in 1999 were:

- to create sustainable communities through making the area an attractive place to live and work with a range of facilities and services that the local community needs, and through making sure that economic benefit is secured for local people; and
- to ensure that East Manchester maximises the contribution it can make to the regional, national, and global economy.

The regeneration strategy pursued from 1999 onwards, enshrined in the first Strategic Regeneration Framework for the area - "**New East Manchester: A New Town in the City**", recognised the need to tackle a broad range of inter-related issues – social, environmental and economic – that had a negative impact on the area.

The approach to regeneration critically recognised, however, that the origins of the multi-faceted deprivation which East Manchester was experiencing at that time lay in the serious decline of the area's manufacturing base over the latter half of the 20<sup>th</sup> Century. The most fundamental component of the strategy to transform East Manchester was the restructuring and diversification of the area's economic base to attract businesses in the City's economic growth sectors which offered the best prospects for future job growth and to ensure that this growth was accompanied by a range of measures to secure benefit – particularly employment – for all local people.

The first Strategic Regeneration Framework for East Manchester set out a very clear and ambitious template for the transformation of the area. Over and above the range of social, environmental and economic interventions needed to transform East Manchester the Framework delineated a set of comprehensive Neighbourhood Development Frameworks that sought to shape the physical transformation of a series of neighbourhoods and guide principally public and private sector investment to create sustainable places to live, work and visit.

The successor Regeneration Framework - "**The East Manchester Strategic Regeneration Framework 2008 – 2018**" - broadened and deepened the approach to regeneration adopted by its predecessor. That Framework refined the focus of the regeneration effort encouraging the public and private sector to:



- Work within a wider sub-regional context and focus energy on encouraging those businesses within competitive economic sectors to locate into and remain within East Manchester;
- Renew the physical landscape of East Manchester so that it explicitly supported the development of a new economic base and new residential neighbourhoods through, for example, world class public realm, high-quality amenity space, iconic buildings, and a modern tram and associated public transport system;
- Champion the need to drive up education standards in East Manchester schools as part of a wider strategy of attracting and retaining working families who were regarded as an essential foundation of economic prosperity, financial vitality and neighbourhood stability;
- Implement strategies to enable residents to enhance their skills and secure employment within the City and the wider city region; and
- Establish “neighbourhoods of choice” that can attract and retain working households recognising that neighbourhoods function best when they contain families and households with a broad mix of incomes.

The two East Manchester Strategic Regeneration Frameworks clearly set out a long-term, integrated regeneration strategy for East Manchester. The City Council, through New East Manchester, focussed on the physical, economic and social transformation of the area. This delivered an agenda for restructuring the area and supporting the community so that the area and its residents could make a more effective contribution to the economy of the wider city region.

With the withdrawal of National Government funding in 2011 New East Manchester was effectively wound up. To sustain the regeneration momentum, the Council recognised the need to develop a range of partnering structures that could take the area forward through the national economic recession and the challenges to sustain what have been achieved over the previous decade.

### **The Etihad Campus: An Economic Driver**

At the heart of the economic transformation of East Manchester was the investment made to deliver the Etihad (formerly the City of Manchester) Stadium and other sports facilities as part of delivering the 2002 Commonwealth Games. Following the successful hosting of the Games there has been a consistent approach pursued to establishing the area around the Stadium (now known as the Etihad Campus) as a major sports and leisure destination complex. At the heart of this strategy has been the recognition of the role that the Stadium and its environs play in creating the sense of place which can help change the perceptions of investors of East Manchester as a place to invest.

The occupation of the Stadium by Manchester City Football Club, to become the principal occupant in 2003, has enabled the sports led regeneration of the area to be progressed much further than was originally envisaged when developing the assets for the 2002 Commonwealth Games.

In January 2007, following a national competition, Manchester was recommended as the location for a Regional Casino by an independent Casino Advisory Panel reporting to Government. At that time there was a very clear and compelling argument that a Regional Casino on the land immediate adjacent to the Stadium would make a significant contribution to the regeneration of East Manchester. In March 2008 the Government took the decision not to pursue with the licensing of a Regional Casino.

The 2008 acquisition of Manchester City Football Club by the Abu Dhabi United Group (ADUG) was the beginning of a major new phase of regeneration in the east of the City. The club’s new owners and the City Council formed a partnership in 2010 based on a shared commitment to continue the regeneration of the area. The immediate priority was to transform the 200 acres Etihad Campus that hosted the Etihad Stadium, to accelerate the regeneration of East Manchester, thereby increasing the area’s economic contribution, driving further employment and economic growth throughout the City and beyond, and critically, helping to develop hope and aspiration in the communities of East Manchester.

The vision and ambition of the partnership between the City Council and ADUG for the 200 acres at the Etihad Campus was set out in the 2011 Eastlands Regeneration Framework. This framework shaped and guided in excess of £400m of private and public investment, helping to realise the overall ambitions for the area that were set out the 2011 Framework. This included:

- Confirming and expanding the Etihad Campus' role as a national and international destination;
- Strengthening the area's focus on sports and recreation;
- Increasing community access to sports facilities; and
- Providing a full range of employment opportunities.

Specifically, the £400m of public and private investment delivered:

- the Indoor BMX Arena and offices for British Cycling at the National Cycling Centre which opened in 2011;
- a major remediation scheme completed in 2011 which made all of the land to the east of the Etihad Stadium developable;
- the Velopark Mountain Park trails, which opened in 2013;
- The City Football Academy transforming 75 acres of reclaimed land into the world's leading training ground and expanding the Etihad Campus. The project has delivered jobs and training opportunities for local residents and is accompanied by a new community hub incorporating sports and education facilities, in addition to the Manchester Institute of Health and Performance (MIHP), which is a world-class centre for scientific research, analysis and treatment;
- the first phase of expanding the spectator capacity of the Etihad Stadium, which was completed in 2015 by City Football Group; and
- a collection of new community education, sports and leisure facilities completed in early 2016 in a transformed Beswick financed by the City Council, Sport England, the Education Funding Agency and City Football Group.

In addition to this £400m of investment the opening of the Metrolink Phase 3a East Manchester tramline in 2013 provided five tram stops in East Manchester, three of which would serve the Etihad Campus: the Etihad Campus, the Velopark and the Clayton Hall stops.

The Eastlands Regeneration Framework was further reviewed in 2017 seeking to build on the very significant progress made in and around the Etihad Campus since 2011 but also to help drive forward the regeneration momentum spreading eastwards from Great Ancoats Street into Ancoats, New Islington and along the Ashton Canal Corridor.

The focus of the 2017 Eastlands Regeneration Framework was to guide the next phase of investment at the Etihad Campus recognising that there was a significant opportunity to capitalise upon the existing elite and community sports facilities, the presence of a global football brand, the array of leading edge sport National Governing Bodies (NGBs) along with the talent that both trains and works for all of these organisations. The Framework recognised that taken together, these assets could provide Manchester with the ability to build on their presence and to develop new commercial development opportunities centred around businesses that could form a new sport, leisure and recreation economic cluster for the City and the north of England.

Bringing such a new economic focus to the Etihad Campus, and developing what in effect will be a business park anchored by a sport, leisure and recreation economic cluster, would be unique. As such "Sport" would be the economic, educational and community driver for the Etihad Campus and surrounding area.

A central component of unlocking this vision was a recognition of the need to encourage the development of a leading higher education presence onto the Etihad Campus. Such a presence would not just be about delivering a learning environment geared around skills development. The Framework stated that the unique asset base within the Etihad Campus, and those other sports assets across Greater Manchester and beyond, offered a significant opportunity to connect talent to the business of sport, leisure and recreation and at the same time integrating the wider health and well-being agendas being delivered by Greater Manchester and Sport England. Such an academic platform on the Etihad Campus would be an economic driver in itself attracting the best students and the best academic talent to the City. A competitive university sports offer would be pivotal to unlocking the creation of a global sports, leisure and recreation centre of excellence, and creating a new opportunity for associated commercial development activity centred on this economic driver.

The vision for the area in and around the Etihad Campus that the 2017 Framework set out was to develop a place that could successfully host a leading higher education presence that can drive forward the development of a globally competitive sport, leisure and recreation economic cluster. As such the Framework envisioned that the Etihad Campus would be:

- Home to global and national sports organisations where sports 'centres of excellence' can thrive and develop global best practice in sport;
- The home of a leading Higher Education Institution that delivers a wide range of undergraduate and postgraduate sports related academic courses and which seeks to partner with other global leading academic institutions;
- A destination where residents and visitors will come to spend their time on leisure related activities; and
- Creating employment opportunities for local people and driving innovation and economic growth across the City.

#### *Progress from 2017 onwards*

Since 2017 the next phases of development on the Etihad campus have commenced. Projects that are being progressed include:

**The Manchester Institute of Sport** - a facility which will seek to combine Science, Business and Culture of Sport;

**House of Sport** - a facility which will cater for a range of National Governing Bodies (NGBs), either already located in facilities across the Etihad Campus, as a legacy of the 2002 Commonwealth Games, or, wishing to relocate. The proposals for the next phase of development across the Etihad Campus, has generated significant interest from NGBs across the country.

A 14-acre extension of the Etihad Campus westward has been endorsed by the City Council and is being assembled to create a **Sports and Innovation Zone**. There is an opportunity to create a safe and vibrant student campus which combines student accommodation to meet the needs of the Manchester Institute of Sport and athlete's accommodation required by the NGBs. It will also provide workspace which is capable of meeting demand and successfully contributing to an entire ecosystem of occupiers from start-ups, including those linked with research activity at the proposed Manchester Institute of Sport, to more established businesses.

#### **The Transformation of East Manchester beyond the Etihad Campus**

The two East Manchester Strategic Regeneration Frameworks, the two Eastlands Regeneration Frameworks and a series of other Neighbourhood and individual site-led Development Frameworks have all sought to set the strategic and neighbourhood related context within which to guide the regeneration effort and frame the deployment of public and private sector resources to deliver the ongoing transformation of the wider East Manchester Area.

The delivery of the East Manchester Metrolink line in 2013 and other infrastructure, as well as the long term focus on regeneration, has seen neighbourhoods in East Manchester re-energised. This has resulted in the creation of new workplaces and the establishment of new housing markets which respond to the lifestyle choices of those wanting to stay and migrate into the City. This has also contributed to a positive change in the demography of the City, from an ageing one into one of the youngest and most dynamic cities in Europe.

Over the last twenty years new business parks, new industries and a significant number of new homes have been created in East Manchester. Every part of the area has benefited from the renewed confidence in the area. A number of factors have acted as a catalyst this transformation: the success of the Etihad Campus; the long term investment in infrastructure and land assembly; the retention and better use of the area's natural and man-made assets; and, its other significant locational advantages. The Ancoats and New Islington neighbourhoods have been a tangible beneficiary of these factors being located close to the City core. However, other neighbourhoods such as Beswick, West Gorton, Openshaw and Miles Platting have gone through, and still are going through, very major transformational regeneration change.

### Manchester Life

Ancoats and New Islington on the eastern edge of the City Centre are two neighbourhoods that have been the subject of two long term regeneration programmes since the late 1990s/ early 2000s. The economic recession of 2008 / 2009 had a significant impact on the delivery of these programmes with commercial and residential development stalling for a number of years due to the lack of availability of finance from lending institutions.

In 2014, ADUG expanded their interests in Manchester through the establishment of a new commercial joint venture with the City Council with the purpose of playing a part in the Council's wider residential strategy for these neighbourhoods. Manchester Life Development Company Ltd (Manchester Life) was established to deliver predominantly new homes in an eastward expansion of the City Centre, with the focus of investment initially being in the Ancoats and New Islington neighbourhoods, and with the ability in the medium to longer term to expand further eastwards towards the Etihad Campus.

Manchester Life combines the best of public and private sector expertise to set a new benchmark for residential property development in Manchester by planning, financing, developing and managing a portfolio of high-quality homes for private rent and private sale. The Company was established to expand the lifestyle choices available to existing and new Manchester residents, meeting a need for centrally located, stable, well-managed rental accommodation in addition to apartments and town houses for sale.

New planning frameworks for Ancoats and New Islington have been developed, place-creation has been championed, along with new place management arrangements which are now being instigated. Manchester Life has worked closely with the City Council and other local developers to foster a collaborative approach to placemaking. An important part of the placemaking strategy has been to target local and independent operators for the portfolio of ground floor units. This has been a successful strategy, resulting in a range of independent bars, cafes and restaurants now in operation and attracting people to the area. These activities have all been coordinated and choreographed to underpin the expansion of the City Centre eastwards with the clear objective of creating successful mixed use residential led neighbourhoods

Since the completion of Manchester Life's first scheme, Cotton Field Wharf, in late 2017, the pace of change in this area has been rapid. To date, Manchester Life has delivered 659 build to rent homes and 31 homes for sale and is on site with a further 565 homes across four schemes. Manchester Life's investment, including the conversion of two listed buildings, has transformed this area and cemented Ancoats and New Islington as neighbourhoods of choice. In terms of the properties that are rented, Manchester Life offer a minimum tenancy term of one year up to a maximum of three years. The initial take up has predominantly been limited to one year tenancies; however, over 80% of the tenants renewing for a subsequent term are electing to take longer tenancies up to 3 years at renewal. The average age of residents is within the 27 -34 age range with the youngest tenant aged 18 and the oldest 50 plus. The tenants represent a huge range of occupations from administrative roles, shop workers, solicitors, doctors, architects, teachers and retired downsizers.

Manchester Life's success alongside others means the time is right to look at the mix of housing that is appropriate for the next phase of development, including what proportions of social affordable and high value housing are needed to underpin a balanced and self-sustaining community. Manchester Life has recently entered into a Memorandum of Understanding with Great Places Housing Group to collaborate on master planning and land assembly to deliver affordable housing in a range of different ways and tenures. This will help to ensure further phases continue to play a key role in meeting the City Council's housing policy objectives, particularly around affordability

### Progress from 2017 onwards

Since 2017 a number of key opportunities that were identified within the 2017 Eastlands Regeneration Framework have progressed. These include:

- Manchester City Council completing the acquisition of the highly prominent and strategically positioned 10.5-acre former **Central Retail Park** on Great Ancoats Street within New Islington in early 2018. Demolition of this site will be completed by the spring of 2019.
- Using land predominantly owned by the City Council and TfGM between Pollard Street and to the Ashton Canal Corridor, bisected by the East Manchester Metrolink line, and incorporating the New Islington tram is now being brought forward for commercial development. A scheme known as **MXM**, has

been developed by General Projects, which encapsulates the latest thinking in providing a range of flexible workspaces for businesses which have been identified as drivers of the new economy, such as creative, technological and scientific.

- **Holt Town** has experienced significant growth in the reuse of existing mill and light industrial space to support the growth and expansion of businesses who operate within the creative, digital and tech sector. The pricing of these buildings has been key to attracting these businesses.
- Community consultation has taken place and master planning work is underway led by the largest Registered Social Landlord operating in East Manchester - One Manchester - to establish a transformational programme for the **Beswick** estate in and around Grey Mare Lane. This work is principally focused on reviewing capacity and decant / demolition options for a predominantly residential scheme which will provide new affordable home, raises quality, includes open space, revised traffic circulation and amenity uses as well as making a more efficient use of land. The latter issue will help increase the area's provision of new affordable homes.

## 6 Ambitions for East Manchester

The Vision for East Manchester presented in Chapter 2 of this report is focused on building on the platform created by the successful investment in sports facilities, infrastructure and neighbourhood regeneration and capitalising on the eastward expansion of the City Centre.

This is consistent with the principal aims for the East Manchester area over twenty years of regeneration focus and will continue to accelerate and deepen the East Manchester regeneration journey and support inclusive growth.

Underscoring the East Manchester vision are a number of strategic ambitions which have consistently guided the ERF journey and continue to be applicable today. These are summarised and updated below:

### **Bringing sport, education and commerce together**

The business of sport is one of the fastest growing sectors in the UK and across the world, outstripping national GDP rates. This is being driven by a diversifying sport, leisure and recreation market, combined with the rapid growth of the associated education sector. The combined strength of excellence, reputation and infrastructure in both sports and education provides a unique opportunity for Manchester to compete internationally amongst the world's top universities.

The opportunity has been identified and continues to be applied in terms of attracting new business partners, drive forward start-ups, attract new world leading sports organisations and forming a new sport, leisure and recreation economic cluster for the City and the north of England. There continues to be an opportunity to build on the presence of a leading higher education offer, existing elite and community sports facilities, the presence of a global football team and NGBs of sport, and the talent that both trains and works with those organisations.

In addition, there is potential to accelerate delivery of new commercial development that can exploit the presence of higher education and a strong research base along with Manchester's track record in industry, craft and making. Key to this requirement will be the availability of high-quality workspace which can meet a spectrum of end user requirements, as part of a commercial ecosystem.

### **Expand a world-class sports destination**

The cluster of world class assets at the Etihad Campus continues to drive the opportunity to create a global exemplar. In line with established policy, this should also ensure:

- the greatest possible community access to sports facilities compatible with high performance training functions;
- expansion of opportunities for the training of high-performance athletes; protection of the long term expansion potential of the Etihad Campus; and,
- support for the retention of existing and attraction of new leading-edge sports events (spectator and participation) to East Manchester.

### **Destination leisure and recreation facilities**

The development of leisure and tourism attractions has always been viewed as a key component of securing comprehensive development of the Etihad Campus. In this regard, attractions should be internationally distinctive and set new standards in terms of content, scale and customer experience. The facilities should be:

- differentiated from, but complementary to, the offer in the City Centre; offer new experiences and cater for all;
- offer an exciting experience that caters for all, including families, underpinned by a unique vision;
- generate a significant number of additional visitors to the Etihad Campus, per annum;

- offer a mix of world-class content that will animate the site all year round throughout the day and night time;
- maximise the opportunity for local people to benefit from the future success of the site; and,
- consolidate the Etihad Campus' role as a destination of national and international significance.

### **Capitalise on the regeneration investment made**

The last twenty years' sustained regeneration programme has yielded measurable social, economic, educational and health benefits.

Over the next decade, there is an opportunity to capitalise on this success and the investment that has been secured to create places where people not only want to live and visit but work in increasing numbers - turning a full circle from where the East Manchester journey began.

In this regard, there is an opportunity to add significantly to the economic role of the area and provide new employment opportunities that will be accessible to East Manchester residents, growing skills development, connecting talent to jobs, supporting graduate retention and the attraction of talent to the City.

There is an opportunity to spread the effects of introducing higher education, into the Ashton Canal Corridor, helping to underpin the investments in sports, leisure and recreation through complementary commercial development, facilities and student accommodation.

There is an opportunity to introduce a wider choice of housing, underpinned by good schools, social and cultural facilities in order to create a successful and vibrant urban neighbourhood. Consultation is underway with existing residents in the Beswick neighbourhood around Grey Mare Lane, led by One Manchester, around the way in which the local community would like to see their area develop and improve. This could include additional new social and affordable homes across a range of property types to meet the needs of the local community.

### **Support Manchester's Green City initiatives**

The comprehensive development of East Manchester will contribute significantly to Manchester's Climate Change Call to Action and commitments as well as its 'Green City' ambitions. An Environmental Sustainability Framework has been developed to support the vision for East Manchester. Consistent with the themes and objectives set out in the framework, development in East Manchester will continue to:

- reinforce the health and fitness focus of the Etihad Campus and its environs through facilitating cycling and pedestrian movement and community access to sports and recreation facilities;
- enhance the accessibility and utilisation of the area's blue and green infrastructure, in accordance with the aims and objectives of Manchester's Green and Blue Infrastructure Strategy;
- promote use of public transport;
- showcase best practise in green design and technology in the built environment;
- introduce energy efficient technology; and,
- lead in areas of environmental quality and natural resource stewardship.

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

Recognising that in November 2018, the Council committed to achieving Zero Carbon by 2038 and the important role that existing and new housing can play in delivering this commitment, an Action Plan will be developed later in 2019 to identify how the Council can support developers of market sale/ rent and those delivering affordable housing to work towards this goal.

### **Create a distinctive sense of place**

The area covered by this Framework encompasses a unique collection of neighbourhoods. Particular development principles should include a unique mix of employment and residential uses to continue the transformation of the area, complemented by a full range of ancillary and appropriately scaled retail uses.

Particular development principles should include the following:

- a) A high quality and multi-functional public realm network that defines a distinctive character for both the Etihad Campus and the surrounding communities.
- b) Create a high-quality place with appropriate landscaping and street scape works to provide a competitive environment for offices and employment space.
- c) Celebrate the area's history and heritage, including the historic mills, Ashton Canal, the River Medlock, Philips Park and Clayton Vale promoting new green linkages throughout the area where opportunities exist.
- d) Establish a clear urban movement hierarchy capable of supporting new uses while sensitively incorporating parking and existing road and rail infrastructure.
- e) Focus on developing the immediate environs of Metrolink stations as high-quality places promoting a higher density of development.
- f) Ensure the area's regeneration acts as a catalyst for the ongoing regeneration of surrounding districts.
- g) Introduce public art to reinforce the Etihad Campus' unique identity within East Manchester and Manchester as a whole. It should reflect the importance of its history and as a place for community and sport.
- h) Developing creative solutions for addressing infrastructure challenges, such as the proximity of the gasholders, associated pipelines and existing road and rail infrastructure.

### **Deliver improved social and economic outcomes**

A fundamental objective of the ERF will be its approach to securing improved social and economic outcomes across East Manchester. The reach and impact of the next phases of physical transformation and investment will be profound, contributing very significantly to the long-term task of considerably reducing the long-term impacts of the social and economic decline, which affected East Manchester in the latter half of the 20<sup>th</sup> Century.

This will be delivered through an implementation plan which encompasses the following:

- Empowerment of existing community and third sector organisations to drive and lead service delivery that will improve economic and social outcomes for East Manchester residents.
- Connecting local schools and local residents to the high-quality sports and leisure offer in order to improve health and well-being outcomes.
- New local employment and active recruitment and training initiatives and apprenticeships which deliver enhanced pathways to new jobs.
- Utilise local procurement and authentic, sustainable supply chains.



- Providing a high quality vocational and academic offer which caters for the needs of all young people and use sports and education to reach disengaged groups.
- Increasing and linking green space across East Manchester.
- Retention of existing residents whilst attracting new working households to live in the wider East Manchester area.
- Ensuring that new development is accompanied by robust proposals to protect and improve adjacent residential areas including robust transport proposals.
- Where needed in the area an unambiguous commitment to fund, independently to the Council and residents, the capital and revenue costs of a residential parking scheme.

## 7 A Strategic Framework for East Manchester

The ERF 2019 covers an extraordinary area with an ongoing opportunity to build on the vibrancy and success of the Etihad Campus, to continue the westward expansion of activity along the Ashton Canal Corridor, joining up with the eastward expansion of the City Centre and, critically to stretch the regeneration momentum eastwards beyond the Campus.

Its boundary remains largely consistent with that identified in 2017. This area stretches between the Etihad Campus, Beswick, Croft Street and Philips Park to the east and the City Centre to the west via the Ashton Canal, River Medlock and Metrolink corridors through New Islington, Ancoats, Holt Town and the Lower Medlock Valley.

The only variations relate to the incorporation of two significant sites on the eastern side of the Etihad Campus. The first site, the Riverpark Trading Estate that is home to the former Manchester Abattoir, lies to the north of Philips Park and Riverpark Road and to the north east of the Etihad Campus Commercial Zone (the northern part of that zone). Outline Planning Permission has recently lapsed on this site and it is therefore considered to be appropriate and necessary to recognise it as a next phase future opportunity. The inclusion of that area allows that opportunity to be considered as part of the comprehensive planning and regeneration of the wider ERF.

The second new area of opportunity is the Eccleshall Street site that is bounded by Clayton Lane, Ashton New Road, Crabtree Lane and the Aston Canal. The City Council has significant ownerships in this area. As such it has been already incorporated into the Clayton Housing Affordability Zone.

The Etihad Campus itself and in those neighbourhoods to the west and to the east of the Etihad Campus will have common themes based on assigning appropriate land uses across the area, to ensure a vibrant character of complementary development delivering:

- a new destination leisure and recreation complex on the Etihad Campus where residents and visitors will come to spend their time on leisure and recreation related activities;
- a home to new sports related businesses in a new "Sports-Tech" cluster for the city-region anchored at the Etihad Campus;
- world-class sports and leisure facilities on and off the Etihad Campus promoting positive health outcomes for residents;
- new commercial development opportunities that capture the wider benefits of economic growth within the core of the conurbation and of the new growth being promoted in and around the Etihad Campus;
- a diverse range of new homes in the area ensuring that affordability of these homes is at the heart of residential growth and a broadening of the area's housing offer;
- a distinctive urban form; and
- a high quality public realm.

This update to the ERF, also recognises that the Etihad Campus sphere of influence extends beyond its current boundaries. This recognises and clarifies that the clear commitments of this ERF, to fully understand and mitigate the effects of major proposals as well as maximise the beneficial effects of the Etihad Campus' success for local communities, are considered and applied across the full extent of its local sphere of influence.

The ERF area's success over twenty years of regeneration, the enhanced attributes it now possesses and the strong growth trajectory of the City all position it as the 'right place at the right time' to support positive added value growth.

To be successful however the City will need to provide a housing offer that continues to grow in order to accommodate this economic growth as well as meeting the needs of existing residents. It also needs to grow in a manner that deepens and broadens the tax base of the City.

It is envisaged that the ERF area will accommodate a significant number of new homes over the next 15 years, for existing and future residents, to provide a range and mix of residential accommodation which includes both affordable and higher value homes to attract and retain residents at this end of the market.

In respect of the issue of affordability of homes for East Manchester residents and the residential strategy for the ERF area must ensure that the nature and form of new housing provision takes account of this situation – delivering a balanced range of housing types and tenures that operate at all price points and meet the needs of Manchester and its residents in the short, medium and long term.

In guiding that future growth over the next decade, the overall area should be considered as one in respect of the overarching strategy, land uses, critical infrastructure and phasing. However, each opportunity requires to be considered in terms of approach, depth of design, planning resolution and delivery.

Fundamentally every scheme must make a positive contribution to create a world class, sustainable place which all Mancunians can benefit from, with the requirement to make appropriate contributions to on-site and offsite objectives around a range of related topics including transport, remediation, affordable housing and infrastructure provisions, as referenced in Chapter 8 of this report.

## 8 Eastlands: Proposed Development Principles

Whilst the ERF covers a broad range of city environments, from existing housing and industry, underused and derelict land, world-class sports facilities, listed parks as well as historic mills and canals, it has been possible to identify an overall approach and a set of ongoing and overarching Development Principles which have been consistently applied. These are set out and refreshed in the remainder of this section and all future development proposals within the ERF area will be expected to contribute fully to the implementation and costs of delivering projects which fully align with these development principles.

**Close working with local communities** whilst the process of change and development proceeds. This relies on the buildings and places created being entirely relevant to those who will occupy them. It also acknowledges that regeneration is about people not just buildings. This aspiration applies to a broad spectrum of needs from young to old, buyers to renters, families to the elderly and single, employer and employee.

**Creating excellent, sustainable neighbourhoods** comprising: high quality homes, work places and other buildings; exciting and stimulating public facilities; and, spaces that engender a strong sense of place, community pride and longevity.

Wherever possible restoring, reusing and thereby **realising the huge potential of the remaining historic buildings, canals and river, streets, and parks** in order to create a future urban environment that is distinctive and characterful and will underpin a sense of place and community longevity. Proposals should work with these assets in order to increase their visibility and accessibility.

**Responding to place**, with particular regard to East Manchester's iconic assets and places including its historic mills, Ashton and Rochdale Canals, the River Medlock, Etihad Stadium, Philips Park, Clayton Hall as well as numerous local streets, places, industrial structures and other features that will help to define distinctive neighbourhoods and local relevance.

Deliver **high quality contemporary buildings** and places to enable the best of urban living and ensure the potential of local communities is realised. The use of contemporary design and construction techniques will also allow flexible buildings and high performance with regard to energy and operation.

Design solutions are necessary for creating an **enhanced street image** and for establishing an efficient and **attractive network between facilities** for vehicles, cyclists and pedestrians.

Alan Turing Way represents a highly visible frontage to the Etihad Stadium, the City Football Academy and other investments on the Etihad Campus which front this road. This should further develop through high quality architecture, public realm and tree planting in and around the Etihad Campus. Future development should consider inviting points of entry, and well considered visual and physical connections through the area.

To continue to support **high quality desirable places and destinations**, the ERF area must also continue to overcome problems caused by large isolated facilities, with large surface parking provision, and, ensure that an appropriate network and hierarchy of streets is created.

**High quality community resources, surgeries, schools, shops entertainment and culture and public realm** which reflects a growing population and needs and underpins a diverse community and economy. New schools and health facilities will be required, as will additional local retail, and other quality services along with high quality management of the place.

Create **spaces for all that are safe and secure**, that encourage community interaction, but also provide retreat and quiet from busy urban life.

**Sustainable and resilient design** which is fully **accessible and inclusive** and includes zero carbon homes with low energy and resource demand as part of the process of making housing affordable in the long term, creating cities of the future and delivering on Manchester's zero carbon and carbon budget commitments. The area should benefit from extensive **tree planting** and landscaping to emphasise the green character of the area.

Encourage **sustainable transport** through a range of measures including; car charging, bicycle facilities, well-lit streets and paths and access to the tram and other forms of public transport.

**Resilient infrastructure** with power, dark fibre and flexible energy sources that will ensure smart management of homes, businesses and neighbourhoods and flexible land use and occupation.

**Varied massing and density** responding to the local context:

- a) The dominant mill buildings will set the tonal height and massing for structures in Holt Town;
- b) The city centre fringe's scale of development with a density and massing that facilitates vibrant activity and a multiplicity of uses; and
- c) The tram system as an enabler of density and permeability and reducer of car usage.

There is an opportunity to create a **diverse, balanced mix of housing** across the ERF area. This will include broadening the values of new housing to include both higher value housing and also affordable housing, including provision that is accessible to those on low or lower incomes. New housing should meet the needs of both existing and future residents, support economic growth and support the delivery of sustainable neighborhoods where people want to live, work and spend leisure time.

**Residential quality** as a fundamental and an all encompassing foundation of stable and buoyant neighbourhoods, delivered in accordance with the Manchester Residential Quality Guidance.

**A diverse workplace offer** – from commercial development aligned to the new technology and sports, leisure and recreation cluster at the Etihad Campus, and elsewhere co-working, live-work spaces, serviced offices, traditional offices, light industrial space for manufacturing and processing, all accommodated within mixed-use environments in an appropriate neighbourly manner. This will be underpinned by an economic and demographic analysis.

This builds on the 2017 ERF formed around a number of consistently applied strategies:

Section 3 of this document has already outlined the City Council's Blue and Green Infrastructure Strategy, and the identified the important role that Manchester's Eastern Gateway will play in relation to enhancing the City's green and blue assets and improving quality of life. **The Medlock Valley and Philips Park** are core recreational spaces for East Manchester as well as the backbone for critical strategic footpath and cycleway provision. Philips Park is a listed open space with a high-quality environment and range of recreational facilities. It links directly to green spaces to the east that run in an unbroken chain to the Pennines along the Medlock. To the west, the green link is broken by the Etihad Campus and when it re-emerges, the quality is more urban and reduced. This section – the Lower Medlock Valley – is a key undeveloped asset, and one that can provide valuable direction for establishing a new character for the district and critical connections to the City Centre which will increase its use and perception as a city-wide asset.

The four objectives set out in the Council's Green and Blue Infrastructure will be applied to new development. In addition, three further specific goals are set for the transformation of the Valley:

- The appropriate ecological restoration of the river as an aquatic and terrestrial habitat.
- The attraction of increased people activity through the extension of continuous pedestrian and cycling trails connecting to the City Centre and the Etihad Campus and the creation of appropriate activity along the valley.
- The use of the improved valley lands as a 'front' for new development.

The improvement of the valley should be undertaken primarily for environmental and recreational purposes, and to enhance a natural asset, recognising that this can provide improved property value, provide an 'address' and a consistent sense of place deep into the Ashton Canal Corridor extending to the City Centre and through the Etihad Campus to Philips Park and beyond.

The development of the HS2/ Northern Powerhouse Rail station at Piccadilly will have a transformative impact on the City, opening up new business and development opportunities. Delivery of the Council's HS2 SRF will restructure road and open space patterns in the area, between the new station and Great Ancoats Street, improving the connection between the Ashton Canal Corridor and the City Centre. Specifically, the new road patterns will provide the potential for a clear and attractive route between the Lower Medlock Valley and Holt Town to the City Centre which does not exist today.

Future development should be designed to engage with Philips Park and the Medlock River Valley. This will ensure a close relationship with the new neighbourhoods. An overarching strategy for the Medlock River Valley would ensure the best of the valleys potential is realised for existing and new residents and that landowners understand their obligations in contributing to the creation of an enhance park system. **The Ashton Canal** mirrors the route of the tram and is a primary route through the historic core and high-density neighbourhoods of the ERF area. It is another critical spine of the public realm structure, tying pedestrian and cycle routes east to west. The density of the canal corridor demands a significant upgrade in public realm adjacent to the canal – high quality lighting, security systems, additional bridges and access points as well as new links to neighbourhoods, both north and south.

New development should:

- Promote connectivity to the canal through additional access points down to the canal towpath;
- Provide activity and natural surveillance;
- Improve the quality of the canal towpath to increase the effective width for pedestrians and cyclists; and
- In addition, there are important opportunities at the Beswick Street and Carruthers Street bridges for café style activity to animate these sections of the canal;

The canal routes should be treated as key linkages as well as leisure and amenity resources. They are a character feature and opportunity to create a special setting for new buildings.

Where the Ashton Canal crosses into the Etihad Campus, a landscape design could improve the connections to the Lower Medlock Valley and New Viaduct Street and provide an attractive setting for the dramatic confluence of canal, river and road that occurs there. The extent of works required will require a comprehensive use and design strategy, an implementation strategy that clearly sets out the contributions required of landowners and developers, and a management and maintenance strategy that deals with the upkeep of the public realm and waterways.

**Impact on the Community** – a fundamental principle of the ERF is to ensure that new development areas are fully integrated with existing communities. This is both in terms of physical connections and the creation of inclusive and accessible buildings and places, as well as functional connections including employment and training initiatives, all as part of an overall requirement to maximise benefits for local communities. As part of planning applications, the potential impacts of new development on existing communities will need to be fully assessed and commitments to requisite levels of mitigation identified.

**Parking & Transport** - transport proposals will be required which demonstrate the robustness of all plans, and these will include an unambiguous commitment to fund, independently of either the City Council or residents, the capital and revenue costs of an enhanced residential parking scheme.

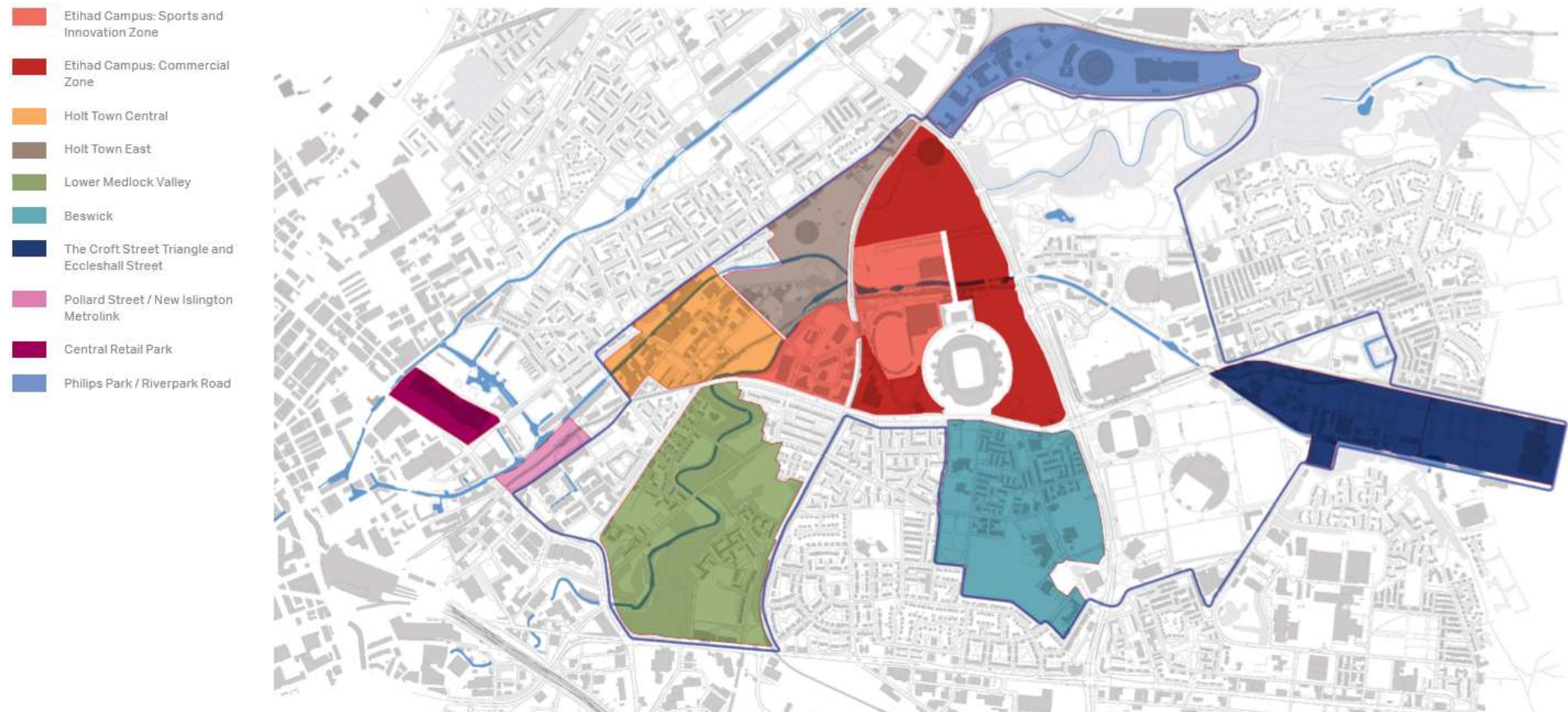
**Utility Infrastructure** - considerable investment in supporting infrastructure is required across the area. In particular, upgrades to the electrical supply system to provide for development and a growing population will need to be implemented.

**A range of power solutions** - will establish a robust power supply network, including a micro grid across key areas. Sustainable infrastructure solutions will anticipate developments in low carbon supply.

## 9 Eastlands: New Opportunities

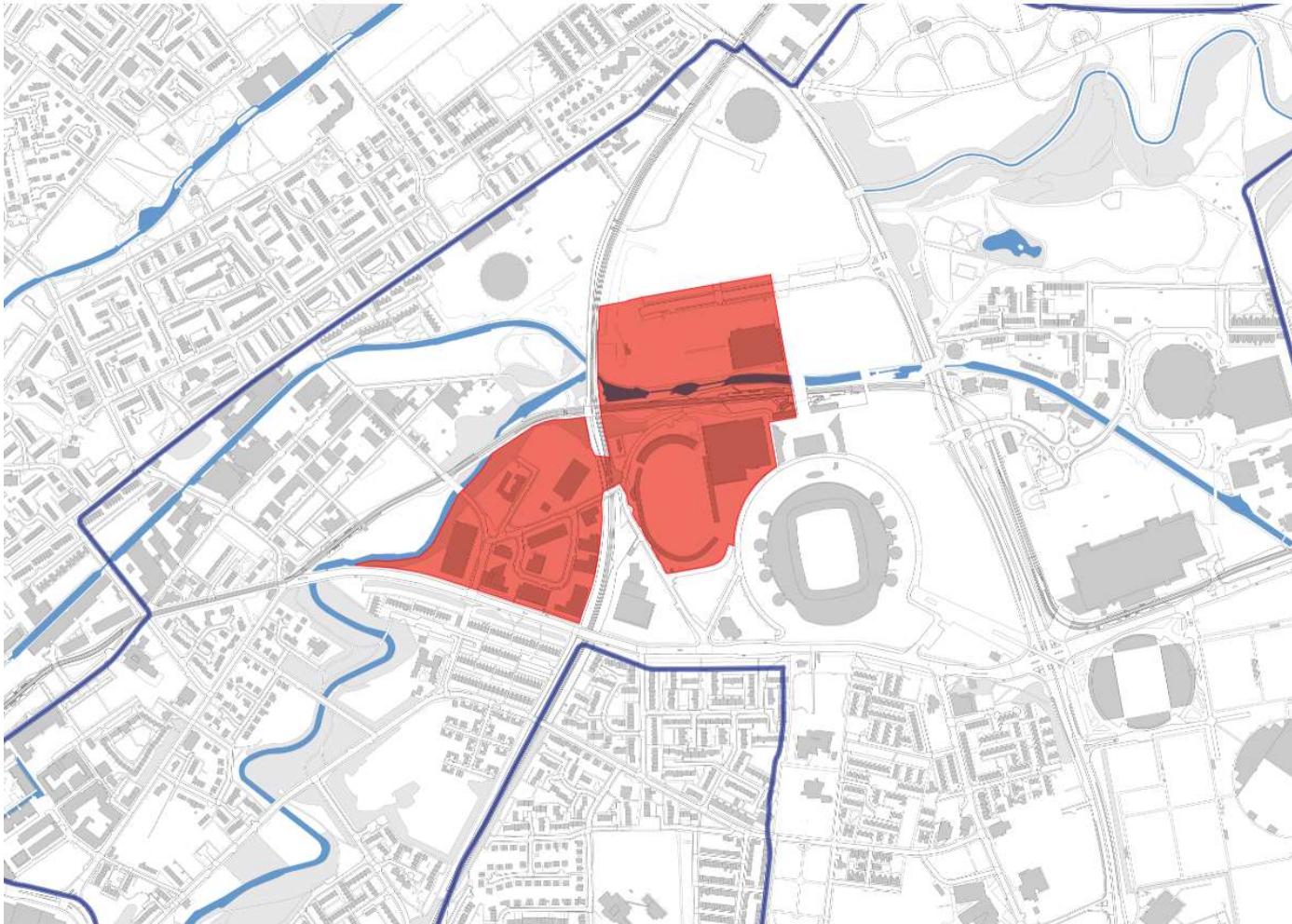
This section of the report describes the areas of focus for the next phases of regeneration across the ERF area and considers key issues and opportunities that will be key to the consideration of proposals as they come forward. Together with the guidance set out in previous sections of this report, it also provides a basis upon which more detailed Development Frameworks and associated masterplans can be prepared for strategic sites, in partnership with those landowners and developers who will actively promote development.

**Figure 9.1: Eastlands: New Opportunities - Key Sub-Areas**





## The Etihad Campus Sport & Innovation Zone



The Etihad Campus Sport and Innovation Zone is centred to the north and south of the Ashton Canal to the north west of the Etihad Stadium adjacent and encompasses the existing Regional Athletics Centre, the indoor training centre, the National Squash Centre and the Regional Tennis Centre. The Sport and Innovation Zone spans across the existing railway line into the Edwin Road Industrial Estate, connected via an existing bridge. This part of the Etihad Campus can accommodate new higher education and support facilities, new student accommodation and a diverse range of commercial workspace and office requirements.

This area will be home to the Manchester Institute of Sport, a new higher education institution promoting learning, research, development and innovation in the world of sport that will attract the best academic, graduate and post-graduate talent in this field. The Council is working with a range of local, national and international partners and Manchester Metropolitan University, to realise a compelling Academic Vision for the Manchester Institute of Sport, which will include post-graduate and research activities as well as providing a range of undergraduate programmes.

The Manchester Institute of Sport will embed students, graduates, apprentices and executive learners amongst world-leading facilities at the Etihad Campus to benefit from the best available practice-led education and research. In order to ensure that innovation and research activities from the Institute of Sport can be translated into opportunities for young people and entrepreneurs to develop their own businesses, products and services, affordable incubator and small-scale workspace should be developed within this campus environment with appropriate access to business-support services to allow viable propositions to develop.

Separately, the identified need to accommodate additional office space for NGBs who wish to relocate to the Etihad Campus, has identified land adjacent to the National Squash Centre as a potential location. A number of existing NGBs are located in facilities across the Etihad Campus as a legacy from the success of the 2002 Commonwealth Games, which has built up the City's elite talent base (including the HSBC National Cycling Centre, National Taekwondo Centre, National Speedway Stadium and Regional Basketball, Squash and Tennis Centres).

Recently, following a competitive bidding process, Rugby Football League (RFL) has decided to relocate its HQ to the Etihad Campus. There were several reasons for the RFL's decision to relocate, including the ability to work closely with existing and future sporting organisations at the Etihad Campus together with proximity to the MIHP and the future Manchester Institute of Sport.

The Etihad Campus partners have explored the appetite from other key NGBs and sports organisations from across the country to have a presence on the Etihad Campus. There is a real opportunity to create a flexible office base at the Etihad Campus which may either be used as a hub or on an ad-hoc basis by partner NGBs. This proposal is supported by Sport England which understands the importance of collaboration amongst its organisations and will enhance the vision for the Etihad Campus of being the epicentre of sport in the UK.

As part of the development of the Sport and Innovation Zone, there is the opportunity to improve and enhance National Squash Centre and the Regional Athletics Arena. Some key works include the renewal of the running track and improvement to changing and spectator facilities for the Outdoor Arena.

In addition, the Sport and Innovation Zone will provide the following:

- Accommodation which is inspirational for young people and sports professionals.
- The Institute of Sport and NGBs with shared use of existing sporting facilities, underpinning the viability and use of existing facilities.
- Shared meeting, workspace and catering facilities to facilitate knowledge-sharing and partnering in a 'where sports meet' hub.

A draft framework masterplan for the Sport and Innovation Zone sets out a number of options for the future development of the Edwin Road Industrial Estate area to provide up to 1,000 student accommodation bed spaces together with the potential for providing a modest amount of accommodation for athletes, subject to further consultation with existing and future NGBs. The proximity of the student accommodation to the Manchester Institute of Sport will provide a safe and attractive campus environment and the intention is for the area to have priority for pedestrians and cyclists. The options show a variety of traffic calming proposals, all of which include a proposal to stop up New Viaduct Street to create a safe link between the academic and sports facilities around the Etihad Stadium to the student village area.

In order to ensure that innovation and research activities from the Manchester Institute of Sport can be translated into opportunities for young people and entrepreneurs to develop their own businesses, products and services, affordable incubator and small-scale workspace should be developed within the

Sports and Innovation Zone, with appropriate access to business-support services to support business growth, talent retention and the development of a dynamic eco-system.

There is significant scope to deliver an integrated scheme centred on both high quality, affordable accommodation for students and young people along with managed workspace which supports spin-out and start-up businesses. This will underpin the shared ambitions for the Etihad Campus, ensuring that the Manchester Institute of Sport will be globally competitive attracting the best academics and students.

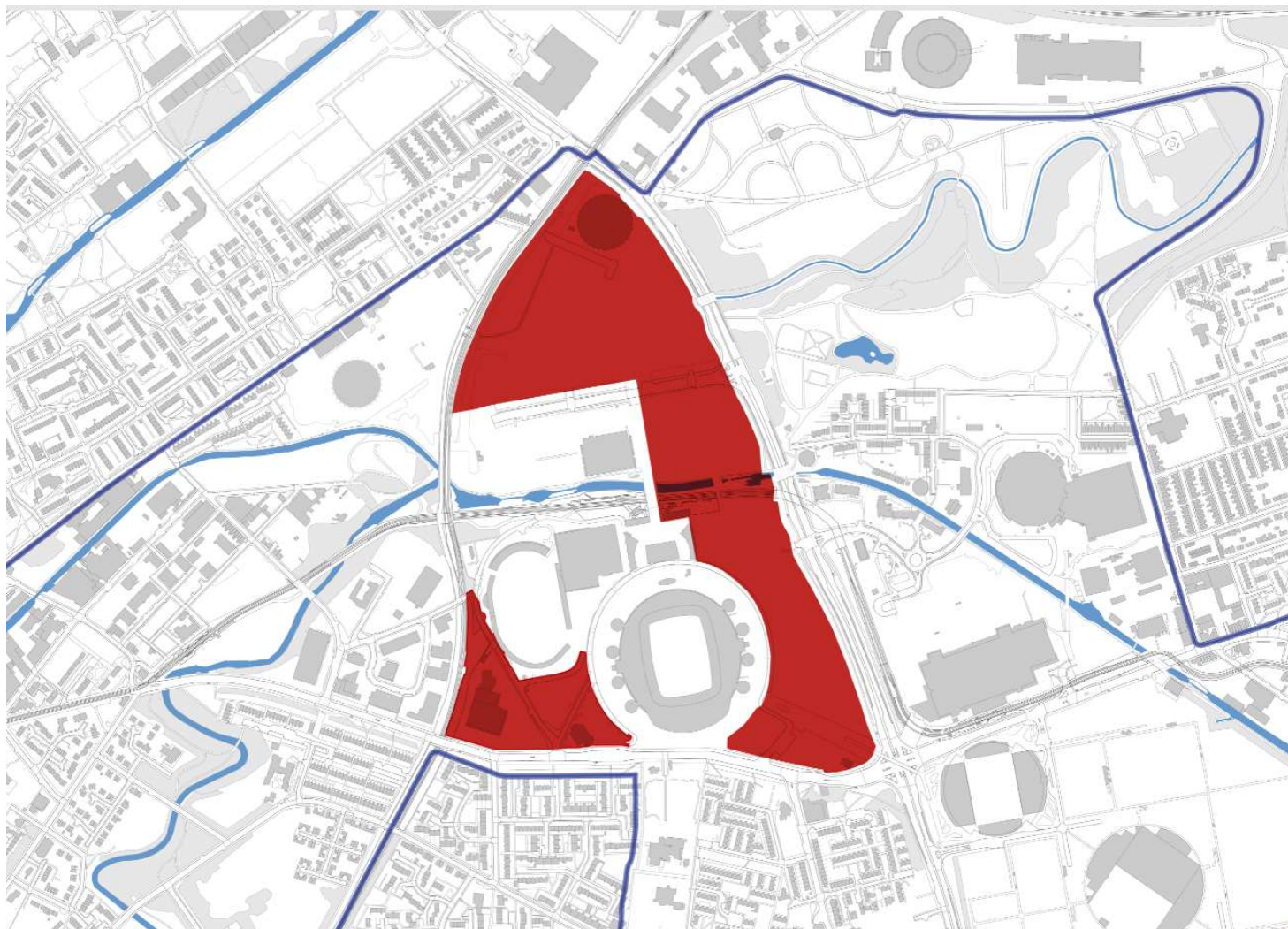
Conventional models of live and workspace are changing, and the Sport and Innovation Zone should be at the forefront of new thinking so that innovative live and work developments which remain affordable, especially for young people, can be developed. There is an opportunity here to partner with progressive RSLs to ensure that new provision is made for affordable accommodation which will be attractive to young people from all backgrounds creating new opportunities for business incubation and diversification of the local economy.

A Development Framework for the Sport and Innovation Zone will be established, building on the options set out in the framework masterplan. The Development Framework should ensure that new facilities will be accessible to residents and visitors from the wider region and easily accessible from the tram stops at the Etihad Campus and adjacent areas.

The development of the Sport and Innovation Zone will deliver an improved environment along this section of the recreational route, enhancing the green and blue links from the Etihad Campus into Holt Town and through to the City Centre. The Development Framework will identify desired traffic calming measures, including proposed road closures, particularly to New Viaduct Street, which will improve the safety and environment of the proposed Sport and Innovation Zone.

Development on the north side of the canal should establish a new level of activity to this part of the Ashton Canal and help animate this area throughout the year and on non-match/ event days. This may require the relocation of the gas supply network that traverses the site and remediation is likely to be required to bring this development forward.

## The Etihad Campus Commercial Zone



A consistent long term strategic ambition for the Etihad Campus which has been articulated in successive strategies has been the need to diversify the pattern of uses on the Etihad Campus, create a wider profile of activity day by day and all the year round and fully exploit the latent economic capacity of the Etihad Campus as a whole. This would maximise the destination role of the Etihad Campus and drive investment and job creation not only for East Manchester but for the City as a whole.

The changing economic and demographic profile of the area has led the Etihad Campus partners to consider the potential for commercial offices to the east of the Etihad Stadium, whilst maintaining vistas to the iconic Etihad Stadium.

This is likely to be based upon:

- Creating a specification of product which is attractive to sports-related occupiers who are drawn to the Etihad Campus by anchors such as City Football Group, the Manchester Institute of Sport and NGBs;
- An emphasis on the development of a sports eco-system which provides shared services, amenity facilities and an active management approach to develop tenant communities;
- Attraction of an initial significant occupier to complement the presence of the Institute of Sport and the existing and future sports and entertainment organisations located at the Etihad Campus;
- Securing an investor with a patient approach to capital investment with rental yields likely to increase over the medium term; and
- A robust and compelling branding and marketing strategy which establishes the Etihad Campus as a centre of national and international significance for sports and entertainment related businesses and organisations.

The ERF should continue to allow for commercial space to come forward in this location and allow for the opportunity for sports-based businesses to locate here particularly when the Manchester Institute of Sport is completed.

In addition to providing new commercial development opportunities on the Etihad Campus to provide the opportunity to develop a new Sport Tech cluster for the City there has also been a long term ambition to deliver a destination leisure and recreation offer as part of a diversified pattern of economic uses on the Campus. This ambition, now aligned with the proven resilience of the Etihad Campus' transport capability, the increasing proliferation of sports based activities and the growing global recognition and success of Manchester City Football Club have become powerful influences on a number of international entertainment operators and investors who have now identified the Etihad Campus as an option for creating new facilities to respond to what they indicate are strong market opportunities to further serve the City and the wider region.

One such opportunity is a new large indoor arena (with a capacity in excess of 20,000 spectators). International investors and operators see Manchester as one of the few cities in Europe with the ability to successfully host more than one large arena. It is known that these investors are evaluating locational options and are addressing the detailed business case for such an investment with a view to selecting a site and bringing forward detailed development proposals later this year.

This and other facilities including a multi-plex cinema, an expanded food and beverage offer, and hotel development are seen by investors and operators as being potentially viable propositions given the changing and growing market for entertainment activities.

The trends show that live entertainment has seen significant growth over the last few years. Most if not all forecasts show continuing and significant growth in live music and entertainment. To put this into perspective, across 69 venues surveyed in Europe, over 32 million people attended arena shows in 2016. The UK and Ireland led this figure, making up over 11m attendances alone.<sup>15</sup> Of these, almost 40% were attending music concerts, with sports as the next leading category with 31.7% of tickets.

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<sup>15</sup> IQ Magazine (2017)

The live music industry in the UK is also growing. In 2016 the sector was worth £80m in exports and £1bn in total GVA contribution.<sup>16</sup> This was up on 2015 when the sector was worth £57m in exports and £904m in GVA contribution.<sup>17</sup> Employment figures also grew from 25,150 people in 2015<sup>18</sup> to 28,538 people in 2016.<sup>19</sup> In the UK, major events (those with crowds of over 10,000) generated £2.2bn and supported over 21,000 jobs during the four years after the 2012 Olympics.<sup>20</sup>

Manchester as a music industry centre underlines this potential. There is also very strong international interest in the UK market for sports and entertainment-based activities (including Manchester). Experience elsewhere also suggests that if Manchester is to fully achieve its potential as a world class entertainment venue it will require facilities with the necessary flexibility to be able to embrace different venue configurations for live events including sports music and family shows; as well as facilities which respond to new hospitality demands and a requirement to meet changing visitor and artist expectations.

While the provision of an arena could add significantly to the regeneration and local employment potential of the Etihad Campus and to the wider priorities for East Manchester, it is recognised that the Etihad Campus will be judged against the availability and suitability of other sites.

It is also recognised that any planning proposals will need to be accompanied by a detailed Business Case explaining the overall benefits and market case. It will be for the promoters of a scheme to bring forward the detailed evidence to demonstrate the realism and sustainability of such an investment as well as the robust case underpinning the location all of which will be at the heart of a detailed and balanced assessment of the planning and development case which would need to be undertaken at the appropriate time by the Local Planning Authority.

Similar criteria, in accordance with the requirements of planning policy, will apply to other entertainment facilities coming forward for the Etihad Campus which may become the subject of a planning application.

Any such planning applications would have to address detailed transport impacts and would need to be accompanied by detailed proposals for the management of the network (and any necessary modifications) to sustain the demands for different facilities cumulatively and at different times of the day. There would also need to be detailed consideration given to the development of a new operational platform for the Etihad Campus not only to fully maximise efficiencies and functionality but to create an integrated approach to programming.

Of paramount concern to the Council and residents will of course be the need to protect and enhance amenity in adjacent neighbourhoods to the Etihad Campus. If proposals for facilities are brought forward which are likely to generate significant increased demands on the transport network it will be essential that detailed proposals are also brought forward for the implementation of a controlled parking scheme with a coverage to be agreed by the Council following consultation with residents and businesses and with the costs of provision and operations underwritten by commercial third parties rather than directly by the Council.

Subject to the above it is considered that the opportunity for an indoor arena within Manchester based on the Etihad Campus, along with the provision of other entertainment facilities should be allowed for in the next phase of development opportunities subject to detailed appraisal and analysis.

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<sup>16</sup> UK Music (2017)

<sup>17</sup> UK Music (2016)

<sup>18</sup> Ibid.

<sup>19</sup> UK Music (2017)

<sup>20</sup> London and Partners (2016)

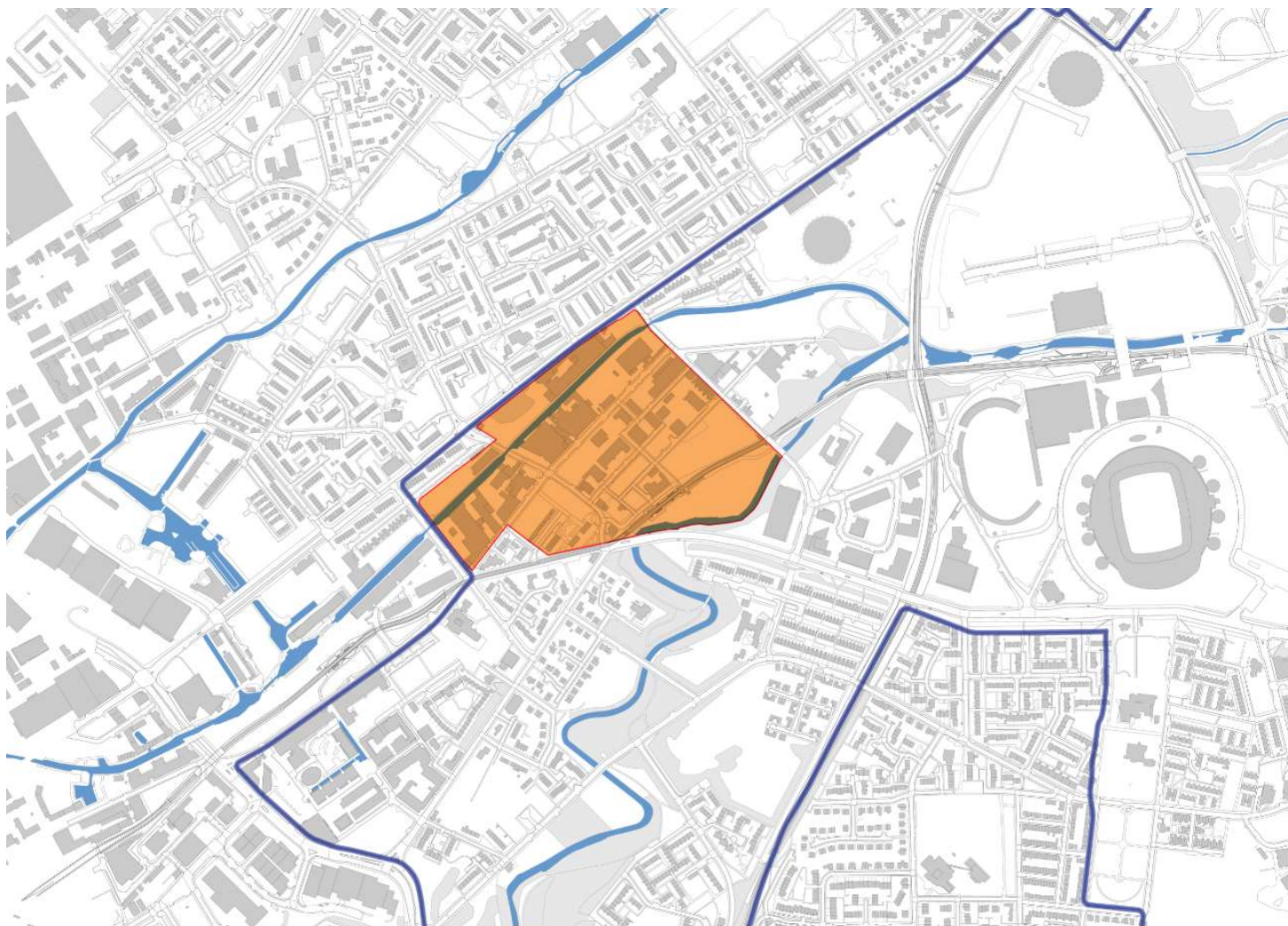
In addition to the above opportunities, this area already benefits from an extant planning permission, granted in February 2014, to extend the Etihad Stadium and increase capacity from 47,670 to 62,170 on matchdays, and up to 63,834 for concerts. To date, the south stand extension has been delivered increasing capacity by 6,250.

The introduction of committed and proposed developments could, subject to further analysis, transform the vibrancy of the Etihad Campus on non-match and Stadium event days.

This could also bring about the opportunity for Manchester City Football Club to review its requirements for an expanded and improved retail store facility (in line with requirements from a new sponsor partner) combined with an improved visitor attraction 'City Experience' sales base and refreshed customer services centre.

In terms of open space, the River Medlock Valley runs right through the site and development of the car park area north of the stadium will provide an opportunity for a strong green pedestrian and cycle linkage as well as acknowledge, in landscape terms, the buried river in the culvert below.

## Holt Town Central



The Holt Town Central area is located between, and connects, the Etihad Campus and the Ancoats and New Islington neighbourhoods. As such, it has long been regarded as the “missing link” in the regeneration of the Ashton Canal Corridor from the City Centre to the Etihad Campus.

The Ashton Canal runs through this area and the River Medlock valley is located immediately adjacent - two major assets that can both frame and link together new development.



There is huge potential to improve the canal and the surrounding environment to enable greater links from the Etihad Campus into Holt Town and through to Manchester City Centre. Additional canal towpath access for cyclists and pedestrians is required, together with security and lighting improvements. New development has the potential to increase natural surveillance and add activity to the streetscape and towpath.

The East Manchester Metrolink extension has made Holt Town a highly accessible location. The Holt Town Metrolink stop provides a public transport gateway into the area and its introduction has already acted as a catalyst for regeneration and enhanced levels of activity and development interest.

The Holt Town Central site also benefits from an established road network and connections to important highways. Pollard Street and Merrill Street provide main routes through the wider Holt Town area, connecting the Etihad Campus to the City Centre and the surrounding area and there are ten bus routes within 400m of the site, which provide further sustainable transport options.

Density should be concentrated along the canal corridor and surrounding the Holt Town Metrolink stop in order to encourage sustainable transport choices, maximising upgraded connections to the City Centre and the Etihad Campus via the Ashton Canal towpath and the wider green and blue infrastructure network.

Density of development should be similar to that in the Ancoats area, allowing the existing mill buildings to be the dominant urban form. New development will not be allowed to exceed the 8 storeys datum without a planning and townscape justification discussed and agreed with the Local Planning Authority. Development should bring natural surveillance and new activity to the streetscape and towpath and should build on the existing gridded network of streets to re-establish Holt Town's urban grain and support a critical mass of new development around the canal and its listed buildings.

The ERF 2017 set out Holt Town as a mixed-use neighbourhood anticipating higher density residential uses including family homes across a range of price points and tenures, employment space for a wide variety of businesses from "makers" to tech entrepreneurs, with local retail and services to support the wider area, making maximum use of the proximity to the Holt Town Metrolink stop.

Existing businesses compatible with a mixed-use neighbourhood who wish to invest in their premises and expand their workforce will be encouraged and supported.

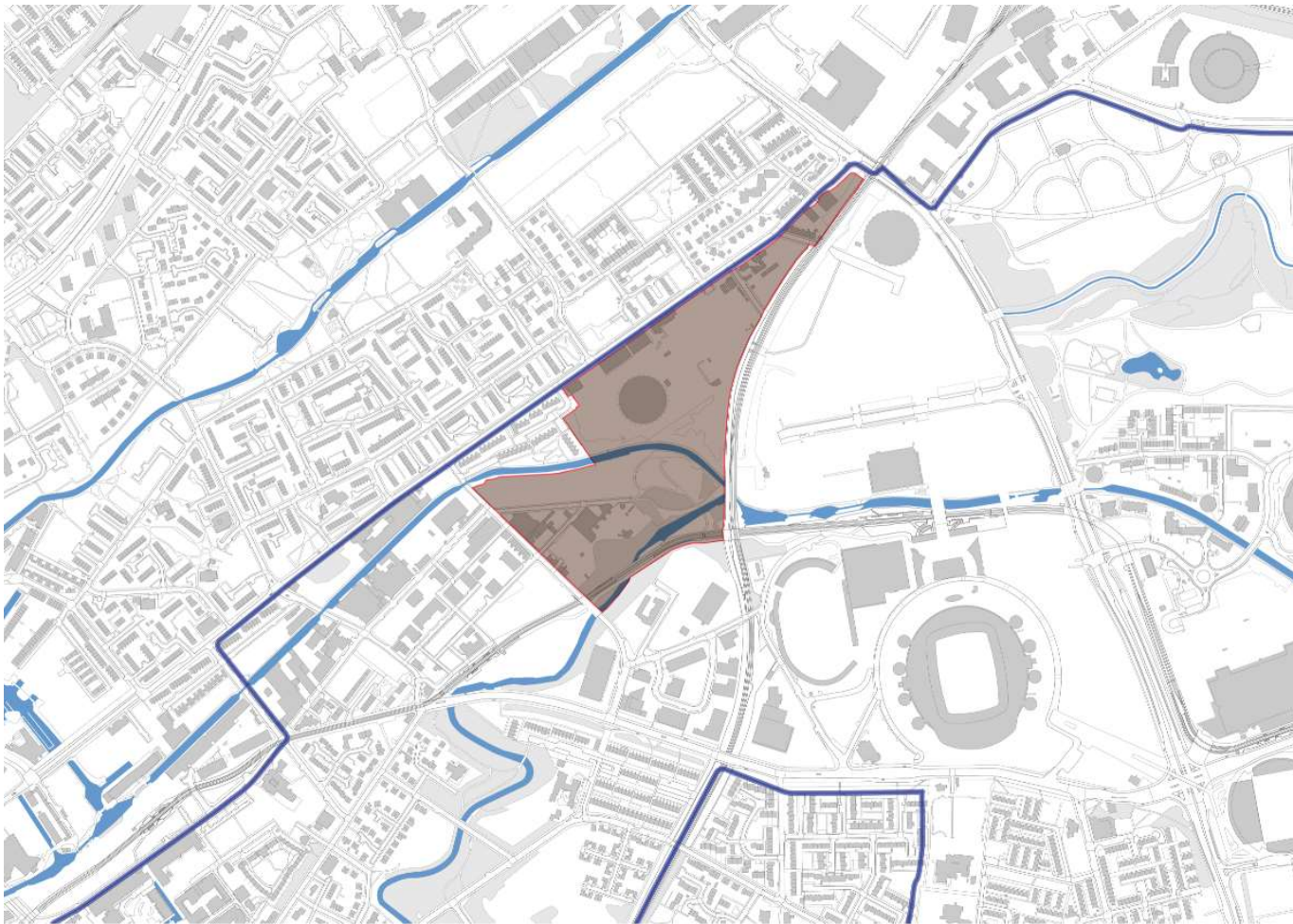
Consideration will need to be given to the location of facilities such as health-care, schools and retail to support the existing and growing community in the Holt Town neighbourhood.

The extraordinary listed former mill buildings offer significant potential for commercial, residential and cultural uses, creating a neighbourhood of character, similar to Ancoats, which is now well established as a residential and commercial neighbourhood of choice.

Additional canal and towpath access for cyclists and pedestrians is required, together with security and lighting improvements. Regeneration of the area will be underpinned by the reuse and preservation of historic mill buildings fronting onto the canal. Infill developments on adjoining sites should be of a scale and character to complement these buildings, reinforcing the respective identities of the old and the new. Development should bring natural surveillance and new activity to the streetscape and towpath, and should build on the existing gridded network of streets to re-establish Holt Town's urban grain and support a critical mass of new development around the canal and its listed buildings.

Significant interventions will be needed to create the right context for investment in the creation of sustainable mixed-use neighbourhoods. It will require collaboration between landowners as ownership is fragmented, and there is a risk of inappropriate, piecemeal development. It is critical that comprehensive and coherent approaches are taken to create development opportunities of appropriate scale that will contribute to place-making and provide adequate solutions to issues such as car parking and amenity space. The Council will play a central role in ensuring a coherent approach is brought forward to the development of this part of the Eastlands area. Given the fragmented ownerships within Holt Town area the City Council will consider using its Compulsory Purchase powers should they be required. The use of such powers would be the subject of a separate approval by the City Council.

## Holt Town East



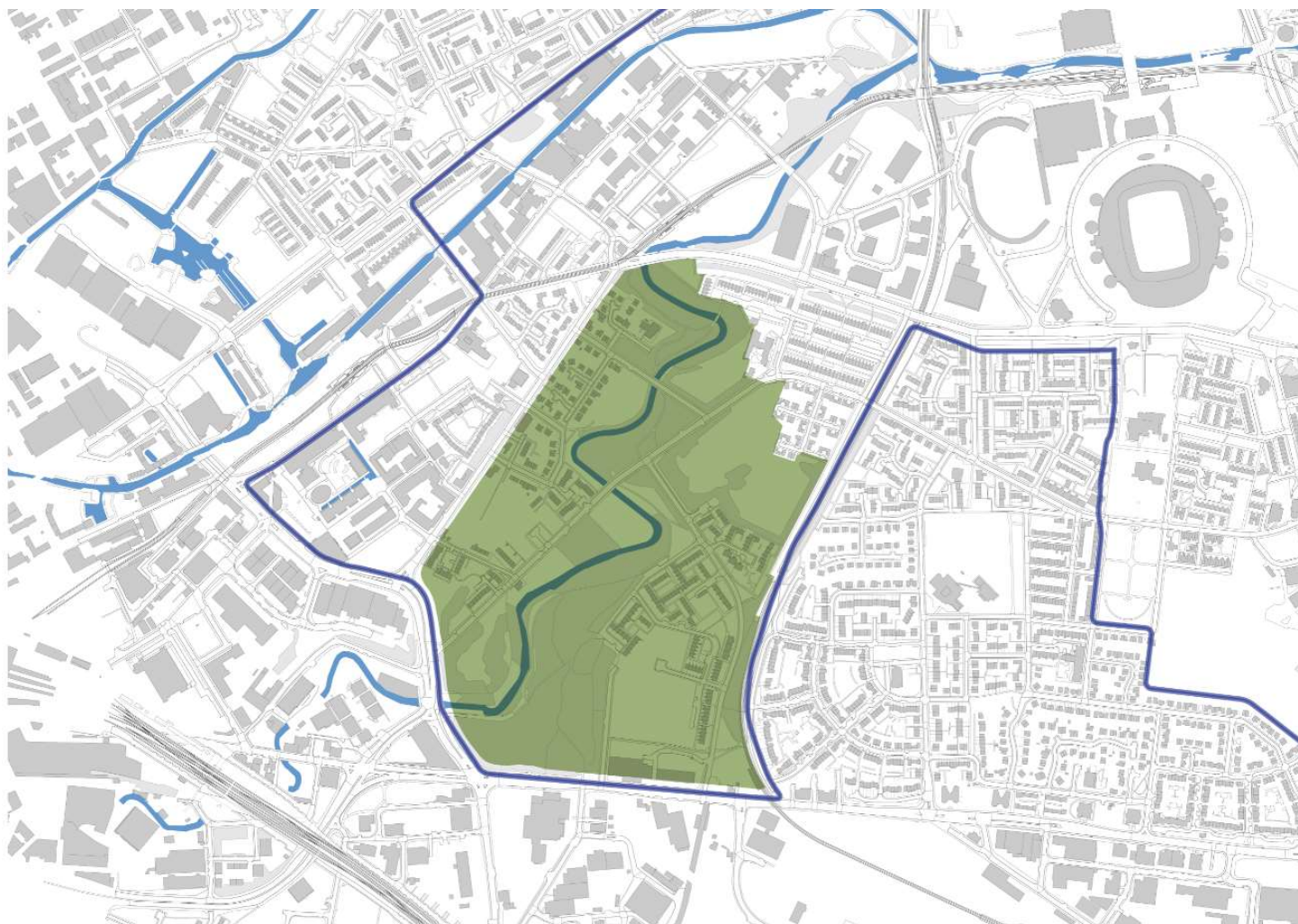
Where the Ashton Canal meets the Etihad Campus, the land is owned by a limited number of landowners, including the Council, and Transco National Grid. Discussions with both Transco and other significant private landowners is ongoing and have been prioritised in order to inject pace into the land assembly process.

It is critical that comprehensive and coherent approaches, which may involve collaboration between adjacent landowners, are taken to create development opportunities of appropriate scale that will contribute to place-making and provide adequate solutions for issues such as amenity space. The significant areas of open space should be sensitively developed to create additional residential-led mixed-use development.

Existing residential areas should be sensitively integrated into the new development areas. Poor neighbour land uses will be required to be relocated and much of the land in the area remediated. As such significant decontamination costs and costs associated with business relocation or extinguishment of bad-neighbour uses are anticipated. Costs associated with bringing forward development will need to be shared by the parties if they are to participate in development going forward or reflected in the price agreed for any transactions.

Additional canal towpath access for cyclists and pedestrians is required, together with security and lighting improvements.

## Lower Medlock Valley

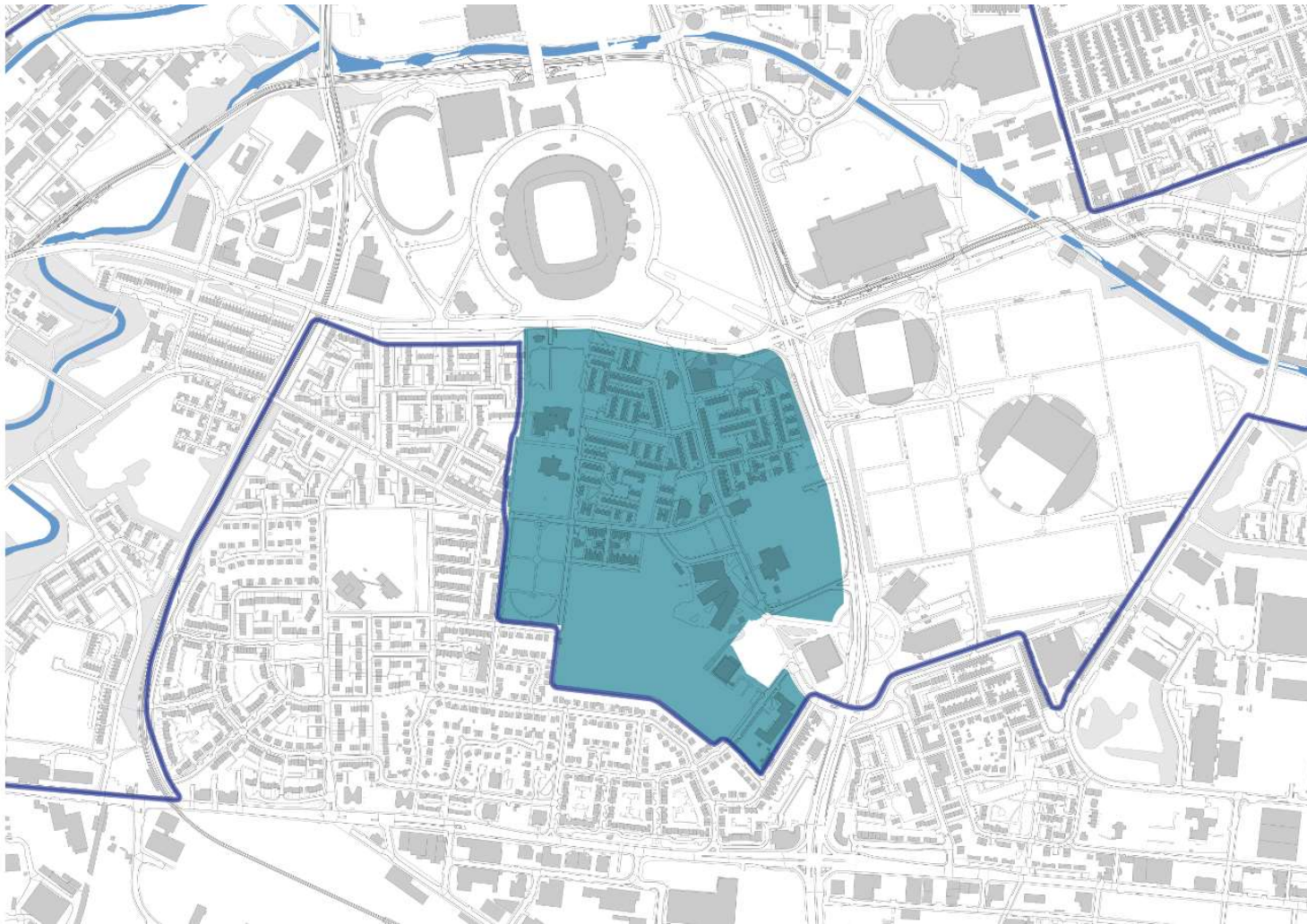


Sitting in close proximity to Piccadilly Train Station, which in itself is anticipated to benefit from the arrival of HS2 and Northern Powerhouse Rail (NPR) over the next 15 to 20 years, the Lower Medlock Valley offers the opportunity to create a new residential district, rejuvenating the river valley environs. In the context of the expanding city centre, and the arrival of HS2 and NPR, the land to the west of the River Medlock should come forward as primarily higher density family residential mirroring the typology found in the recent Ancoats developments. An urban feel to the street patterns and materials will recognise the proximity to the City Centre.

New residential development should seek to create a new urban setting for the River Medlock Valley and to extend the scale and density of development currently found north of Every Street. It is proposed to achieve this by developing on land between Every Street and Palmerston Street, with priority on residential development that combines a range of housing types, including townhouses and apartments.

The transformation of the Lower Medlock Valley into a highly valued new neighbourhood will entail a full appraisal of its existing ecological and environmental assets and an understanding of the water and flood management considerations. Interventions into the area will include new access routes and pathways (including pedestrian bridges) and other measures to create a safe and highly valued neighbourhood.

## Beswick



Grey Mare Lane is a principal route and spine road within this area. In recent years the southern end of Grey Mare Lane has already been transformed through a programme of community education, sports and leisure facilities.

Moving north along Grey Mare lane, the area is characterised by largely residential development, infill sites and community uses. It has the potential for further investment both in the improvement of existing homes and the delivery of new affordable homes or additional local facilities through the better

utilisation of vacant or underused sites. This would increase the range of residential development, including opportunities for local people to stay through provision of sufficient social rented accommodation as well as other forms of affordable housing for sale and rent, whilst also significantly enhancing residential amenity and the quality of place within this area.

In October 2017, the Council's Executive agreed to establish four Housing Affordability Zones, including Beswick, which have the potential to bring forward a significant number of affordable homes. There is also an opportunity to develop Grey Mare Lane as a 'High Street' with new homes, community facilities and shops, bars, cafes and restaurants (with licensing hours suitable for a residential neighbourhood)

The 2017 ERF suggested that One Manchester, the principal landlord for the Beswick estate, should be encouraged to take the lead in establishing a transformational programme for the neighbourhood in and around Grey Mare Lane. This work is now underway with master planners appointed to review options for a predominantly residential led scheme focussing on affordable homes.

This followed early consultation with local residents during 2018 to gather the views of local communities about the regeneration of the area and to inform future master planning options. The intended focus of the One Manchester work is to look at a mix of dwelling types including well planned apartments, town houses and family homes, with the design of the residential community planned around clear and safe pedestrian and cycle routes with parking carefully managed to maximise the quality and extent of shared landscaping spaces and play areas.

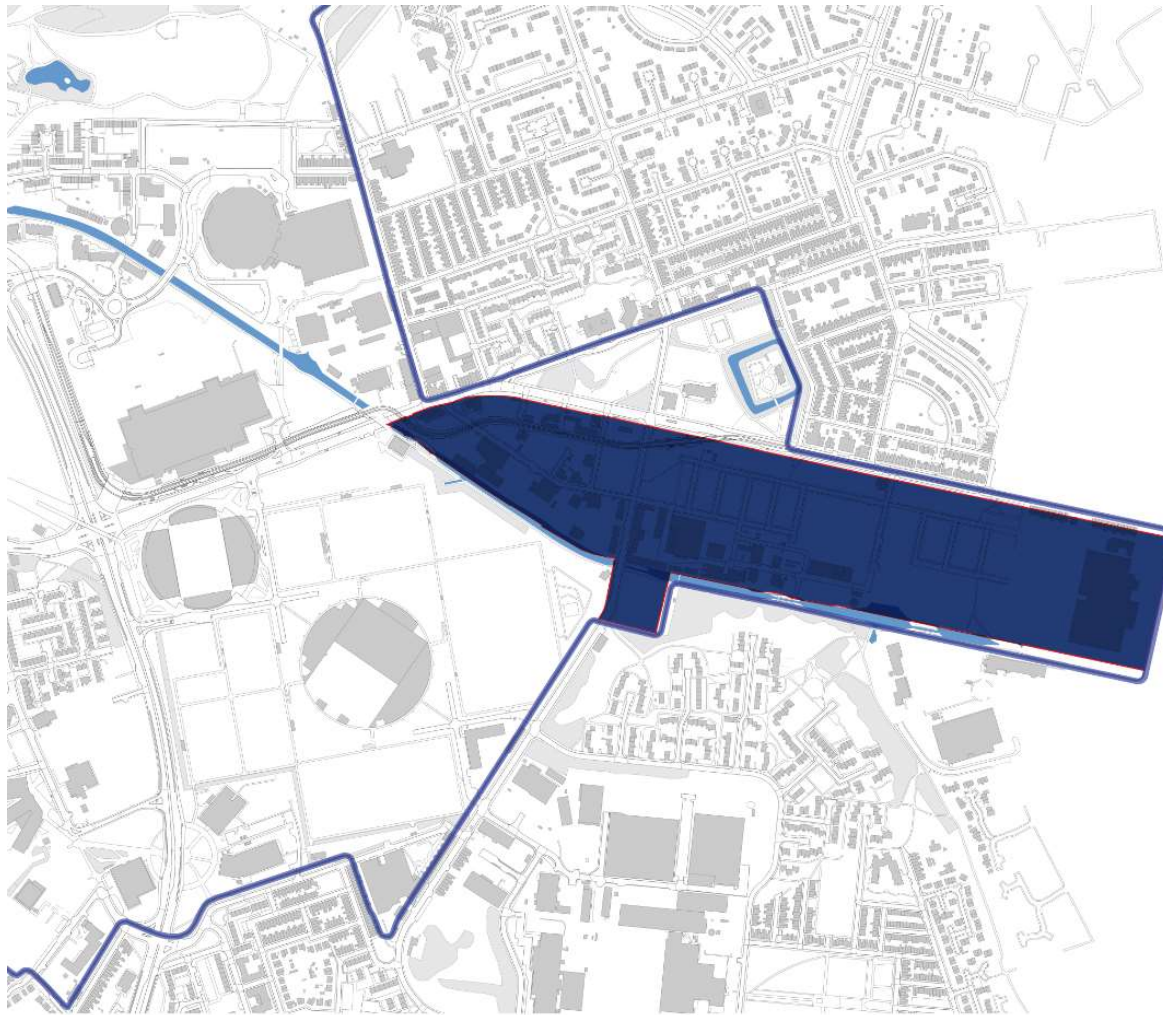
The former Greater Manchester Police HQ remains at the southern end of Grey Mare Lane. This site was identified for commercial office space with the ERF 2017. However, with the emergence of commercial office opportunities around the Etihad Stadium (identified within the Etihad Campus Commercial Zone section above), and within the Sport and Innovation Zone, appropriate uses would now be those which support the existing facilities in Beswick as a Sports Participation Hub, for use by the community, education and sports organisations and NGBs. Redevelopment of this site should strengthen the quality of uses and footfall within this area and support wider regeneration objectives.

In addition, there are two playing pitches to the rear of The East Manchester Academy (TEMA) which are likely to see some investment to accommodate increased usage by the Rugby Football League. The community access to these pitches will be maintained, with improved changing facilities included in the scope of works.

As density and population increases, any new proposals will need to carefully consider the capacity of, and access to existing social infrastructure including health, education and other community facilities, and ensure that appropriate provision continues.

Measure will be taken to protect and enhance the amenity of the existing and future population. As referenced in other sections of this document, this will include ensuring that residents parking and visitor parking is adequately provided for and that appropriate restrictions are applied on matchdays and other event days.

### Croft Street Triangle and Eccleshall Street



This area extends eastwards from the Etihad Campus. Ashton New Road forms its northern boundary, a main arterial route into the City and the area is further bisected by Eccleshall Street and Oldfield Street which run east to west through the area. The Ashton Canal forms the southern boundary to the area.



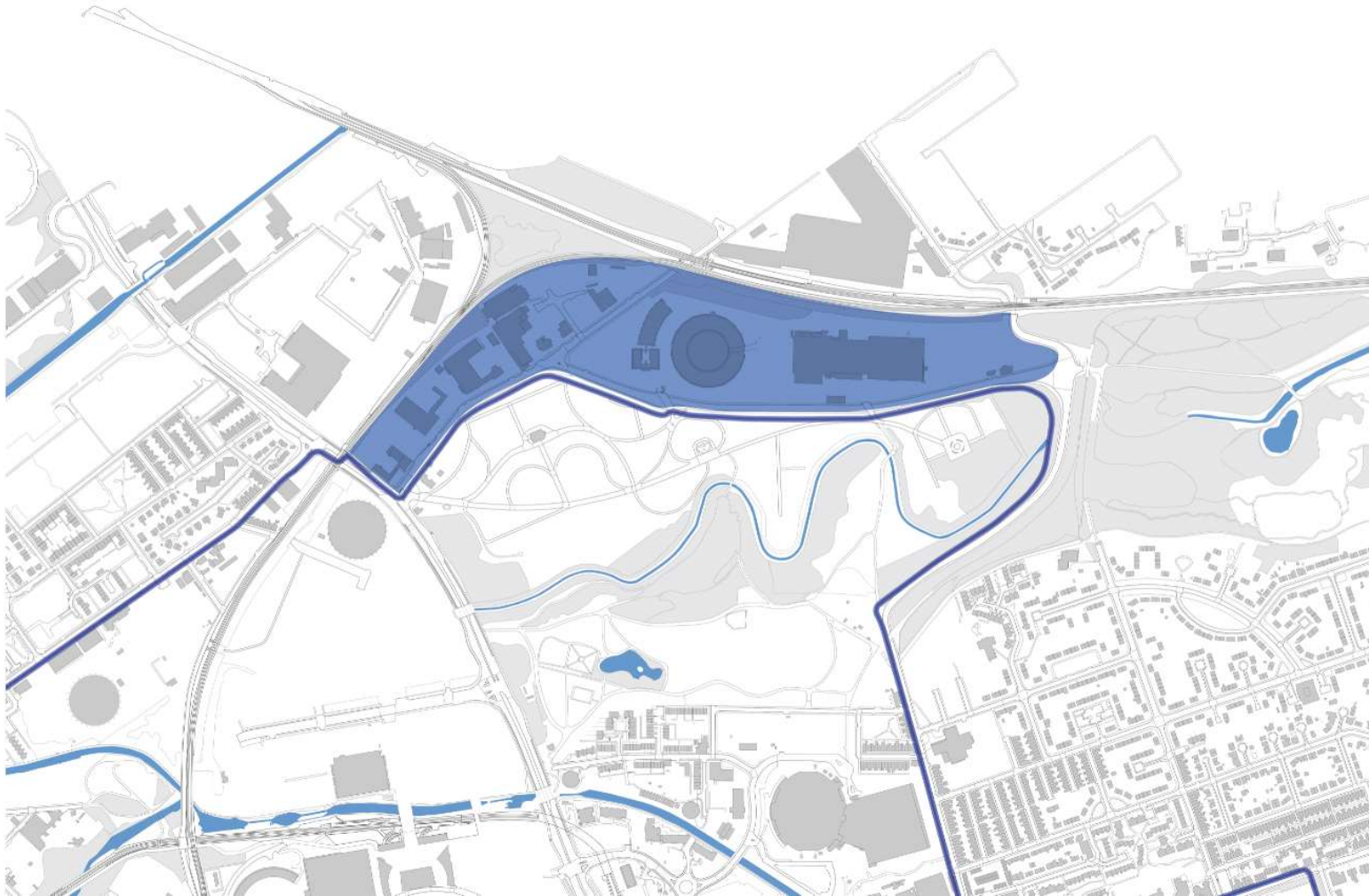
Land uses within this area comprise a number of cleared, previously developed sites running north and south of Eccleshall Street predominantly and employment/ industrial uses, particularly to the west and lying adjacent to the canal.

As the area comes forward, it will be delivered as a predominantly residential neighbourhood, delivering a balanced mix and type of housing of the right quality. It has also been identified as one of the four Housing Affordability Zones areas in the City (as identified in section 3). Overall, a key requirement, in line with the Council's Residential Growth Strategy and the designation of this land within the Housing Affordability Zone, will be to improve equality amongst the City's residents in terms of housing choice, quality and affordability in order to expand the Clayton neighbourhood.

The area immediately adjacent to the Clayton Lane Metrolink Tram Stop presents the opportunity for medium density development housing, local retail and other services taking advantage of the tram stop and ease of access to the City Centre. The south facing canal frontage creates the opportunity for high quality, medium density housing, while the high-profile frontage to Ashton New Road also will encourages similar type of development. New residential development will not be allowed to exceed the 4 storeys datum without a planning and townscape justification discussed and agreed with the Local Planning Authority.

Clayton Park and Hall provides local amenity value as does the easily accessible Philips Park. Existing poor neighbour uses will be relocated freeing up the canal frontage to form a high-quality setting for residential uses and public realm.

## The Manchester Abattoir/ Riverpark Road Trading Estate



The former Manchester Abattoir is located on the Riverpark Trading Estate. The Trading Estate is located immediately to the north of Grade II listed Philips Park and the Grade 1 listed Philips Park Cemetery, immediately beyond Riverpark Road. It comprises a variety of buildings and uses - principally employment uses - offices, light industrial uses and warehouses (B1, B2 and B8 uses), and former buildings associated with an abattoir. The perimeter of this land is secured by railings with access points taken from Riverpark Road. The railway line bounds the site to the north which is the main route connecting Manchester Victoria and Huddersfield and Ten Acres Lane forms the eastern boundary of the site.

Briscoe Lane lies to the west of the Riverpark Trading Estate and is characterised by a variety of commercial uses and has multiple land ownerships. Beyond the Briscoe Lane area to the west is Alan Turing Way which forms the key interface between the site and the northern part of the Etihad Campus Commercial Zone.

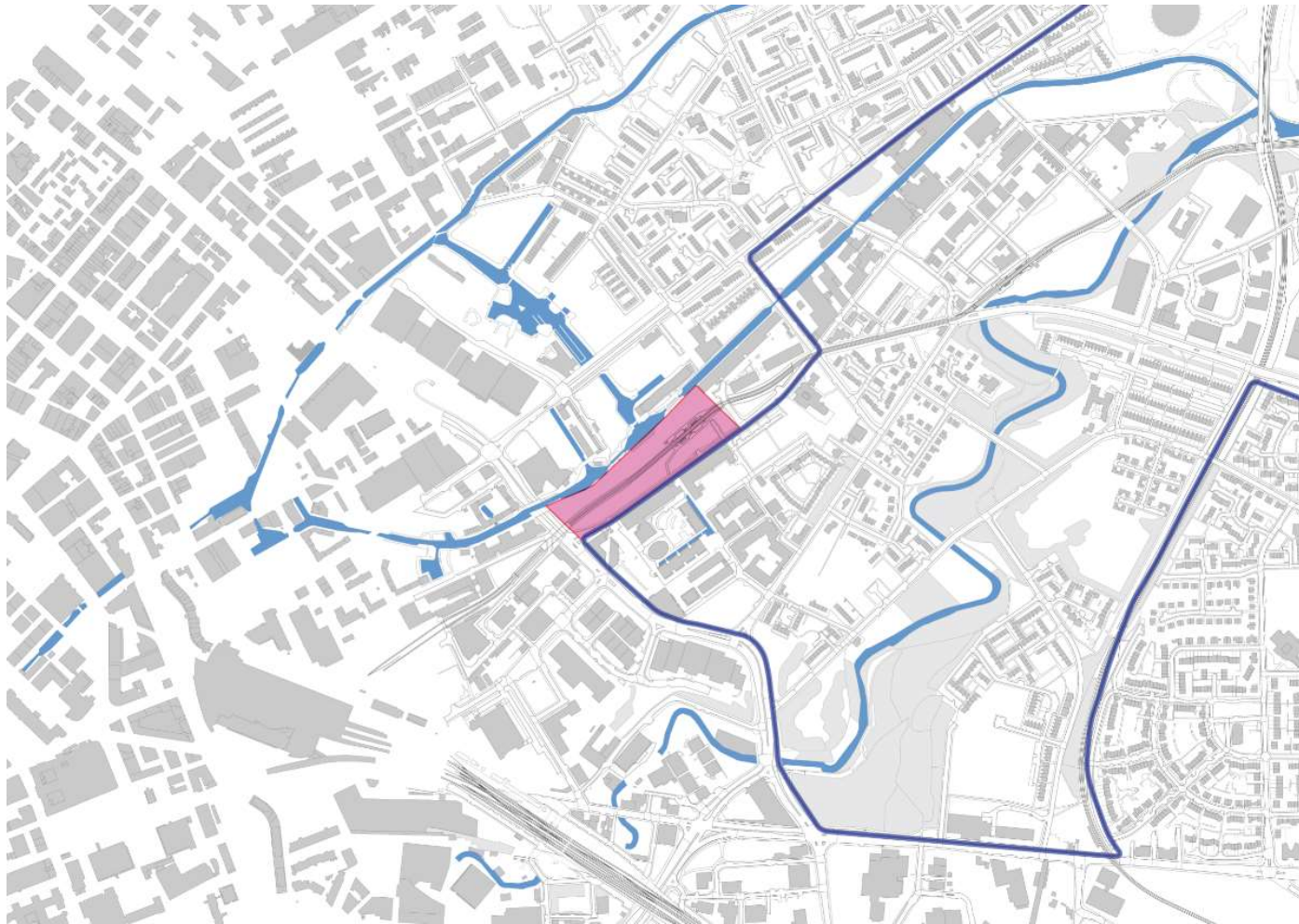
The Riverpark Trading Estate is an eight-hectare site in a single ownership. The size of the Riverpark Road site, its proximity to the Etihad Campus and the City Centre, and its relationship to Philips Park means that it is a site of strategic importance within the context of East Manchester. In November 2015, this site secured outline planning permission for 340 residential dwellings, a proposal which represented a departure from adopted Development Plan policy which remains in place today. This scheme has not come forward and has not been implemented and as such, the planning permission lapsed in November 2018. The previously consented residential proposals were focused on a family housing offer for private sale, at a relatively low density of approximately 40 dwellings per hectare. No affordable housing was provided as part of the scheme.

It is considered that this site offers a residential opportunity. In this regard, there has been ongoing interest from residential delivery partners in the site. The focus today is to ensure that the broadest range of housing choice is made available across the ERF area. This means there is an expectation that housing will be affordable to local people, whether that be for private sale, shared ownership, affordable rent and social rent. Developing this site in partnership with RSLs should be part of any future proposals that come forward. As part of this offer, there is an opportunity for proposals to come forward which explore opportunities to increase density, whilst remaining residential quality. This is given that the site falls within the Regional Centre, as defined within the Core Strategy, and has a sustainable location close to public transport and District Centre amenities.

Critically, any development should promote excellent accessibility to Philips Park and also ensure that the north boundary of the Park is activated in order to promote better utilisation of the Park as a resource and to improve natural surveillance. This scenario would be in sharp contrast to the fenced off boundary treatment on Riverpark Road which currently characterises the site. Development adjacent to the Grade II Listed Park and Cemetery must also respect and enhance the setting of this important heritage asset and utilise the presence of this key piece of green infrastructure to maximise and support its own sense of place.

Development on the Etihad Campus commercial zone should consider how linkages across Alan Turing Way can be provided to encourage use of the Park and Cemetery. Any future work to the National Cycling Centre should seek to maximise visibility and appropriate use of the green space.

## Pollard Street



This area relates to undeveloped land adjacent to Pollard Street, which is bisected by the Metrolink line and incorporates the New Islington tram stop with some frontage onto Great Ancoats Street to the south. It forms part of the Ashton Canal Corridor with Ancoats, the New Islington Marina and Central Retail Park located within close walking distance.

The land is within public ownership, with the majority owned by Manchester City Council; however, some of the land was purchased to enable the construction of Metrolink. This land includes residual land following the construction of the Metrolink route and station which remains within the ownership of TfGM.

The tram stop opened in 2013 and since then, the immediately surrounding land has remained undeveloped. There are currently no streets provided within the site, however, there are a number of informal desire lines across the site, from the New Islington Marina and surrounding pedestrian routes, towards the tram stop.

Adjacent development is sited adjacent to the Ashton Canal and the two canal arms stretching north from the canal to Old Mill Street. These developments comprise new and existing residential buildings including:

- Islington Wharf Locks (under construction), providing a mix of for sale town houses and apartments.
- Vesta (under construction) - a for sale Manchester Life development providing apartments and townhouses facing the Ashton Canal and the Ashton Canal arm.
- Lampwick – built to rent apartment scheme by Manchester Life, scheduled to commence construction in Spring 2019
- Chips - Urban Splash apartment scheme delivered in 2009.

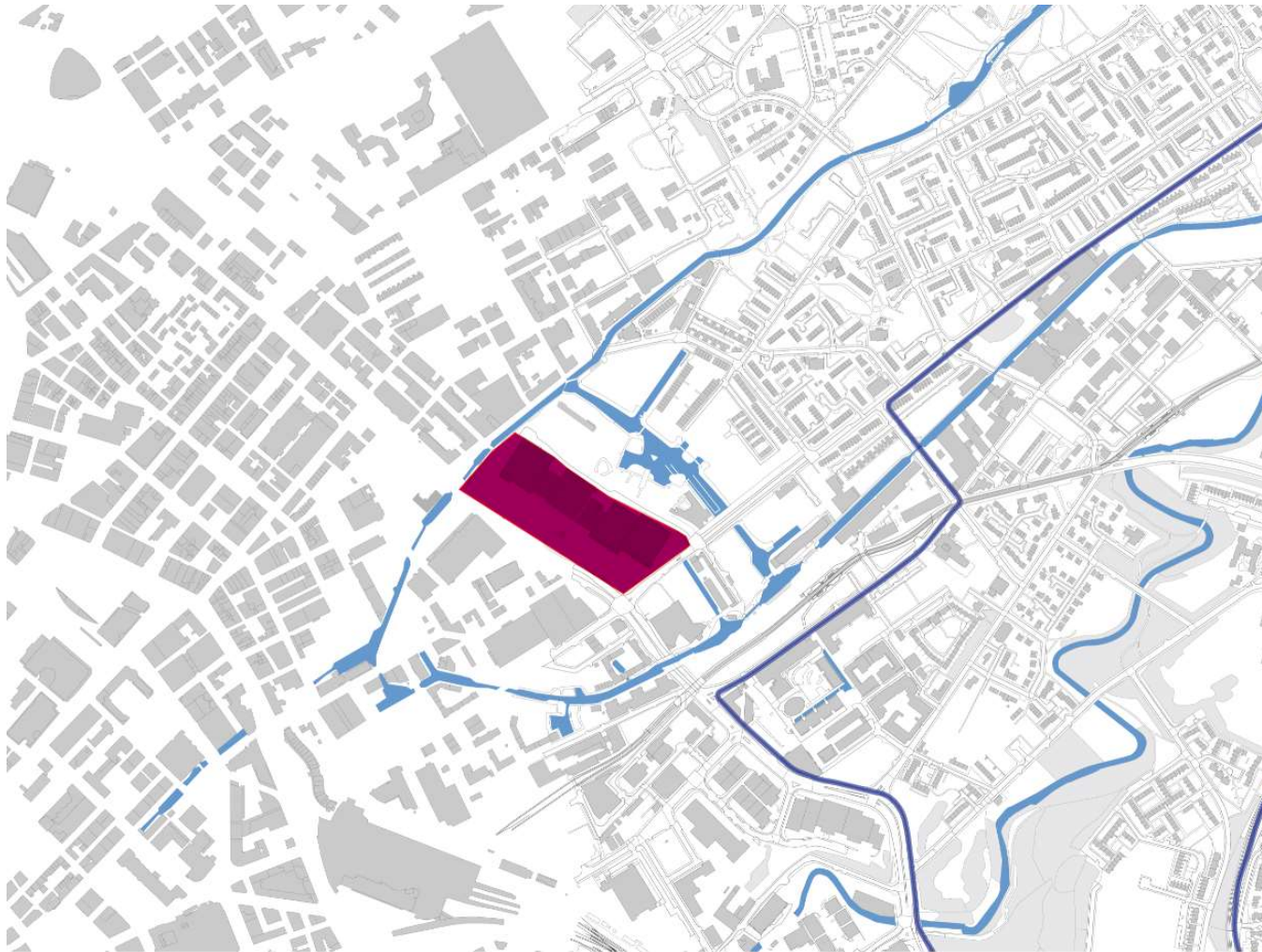
Other prominent residential developments in this area are the Hat Box and Milliners Wharf scheme to the north of Mundy Street.

Adjacent to the site on the other side of the Ashton Canal is Stubbs Mill, a former industrial building that was converted to commercial use by Urban Splash in 2016. The building provides 27,500 sq. ft of B1 office floorspace and is let to Fanatics, a global online sports e-commerce brand.

The site's access to public transport and proximity to the City Centre and the Etihad Campus, as well as the market analysis presented in this document, means the site has been identified as suitable for employment or employment-led, mixed-use development. In this regard, a specific scheme has been identified and is coming forward for the site.

The scheme, known as MXM, has been developed by General Projects, which encapsulates the latest thinking in providing a range of flexible workspaces for businesses. This could have particular focus on Manchester's key growth sectors, including creative and media, technological and scientific industries. The scheme could be delivered over two or three phases providing circa 200,000 sq. ft. made up of a likely combination of maker space, incubators, co-working, Creative/ TMT, office, 'life support' (Food and Beverage offerings and shared facilities), and arts & culture (exhibition, event space).

## Central Retail Park



The acquisition of the 10.5-acre former Central Retail Park site by Manchester City Council provides the opportunity for a significant intervention in this key area of Manchester.

The former Central Retail Park is strategically located on the eastern side of the City Centre between the Etihad Campus and the two principal rail gateways into Manchester: Piccadilly and Victoria Train Stations. It is immediately adjacent to Ancoats and the Northern Quarter and is 10 minutes' walk from the City's main retail area, and a 15-minute walk from the Civic Quarter and the Oxford Road Corridor.

The site is highly prominent with an extensive frontage to Great Ancoats Street, which lies immediately to the south and forms part of the Inner Ring Road. To the north of the site is Cotton Field Park and the New Islington Free School and Health Centre. To the west of the site is the Rochdale Canal and associated listed lock structures. Old Mill Street forms the eastern boundary of the site.

The site had been a retail destination in the City since the late 1980s. However, following a notable decline in recent years in the performance of the retail park, it is now vacant. This decline has been made all the more visible by the ongoing regeneration of this part of the city, which is bringing significant investment, activity and environmental improvement to the surrounding area. The site acts as a significant barrier into Ancoats and New Islington and the appearance of the estate contrasts sharply with the enhanced environment and sense of place being created around it.

The strategic acquisition of the site by the Council was aimed at ensuring its development respects the historical frontage to the Rochdale Canal on Redhill Street and complements activity promoted by Manchester Life both in terms of residential development and place making. Work has taken place to analyse trends and growth opportunities for this area of the City.

Ancoats and New Islington have become established residential neighbourhoods, with new developments including both build-for-rent apartments, and for sale homes, many aimed at owner occupiers. The neighbourhood has been identified as having the opportunity to provide new homes targeted at markets which are currently not well provided for in Manchester.

The neighbourhood is increasingly a destination of choice for office occupiers, particularly for businesses in the TMT sector. These organisations are attracted to the character of the area and are seeking a different type of office offer to the traditional Grade A office space, instead looking for flexible spaces with more character, tenant facilities and amenities.

The adjacency of the Northern Quarter, which is also popular with parts of this sector, but has limited space to accommodate such occupiers, is a key benefit. These new types of office spaces encourage agile and collaborative working, creating spaces that aim to contribute to the wellbeing of the workforce. Existing stock tends to be 'characterful' because it is old and raw with limited facilities – the former Central Retail Park presents the best opportunity to work up a model which attracts this sector into new purpose-built spaces close to the workforce talent it needs. It is anticipated that in excess of 500,000 sq. ft. of this type of space could be accommodated on this site, and initial market advice supports this assessment. Further masterplanning and market analysis will define an appropriate mix, phasing and scale of development

New development on this site should face the canal and Cotton Field Park, in contrast to the existing retail park building form which backs onto these assets. Opportunities for public space that complements and connects to the neighbouring park, marina and canals should be identified. Creating safe and attractive walking and cycling routes through the site is important as well as opportunities to create or strengthen key linkages north/ south – particularly from Piccadilly station through to Cotton Field Park, and also east/ west between Ancoats Urban Village centre and the New Islington Metrolink stop. As part of any mixed-use development, the site could also accommodate residential retail and leisure facilities, which service the development.

## 10 Implementation and Delivery

### Phasing

The ERF identifies a series of opportunities which will strengthen and deepen the regeneration journey achieved in East Manchester to date. The comprehensive development of the ERF area will require robust phasing and commercial plans to be put in place and the objective should be to have these available as soon as possible following the endorsement of this document by the City Council, and for this to be the subject of periodic review.

### Maximising the Benefits

The opportunities outlined in this document have been identified on the basis that they have the potential to accelerate and complete another round of investment in large-scale, strategically significant development opportunities. The impacts of each initiative must be carefully managed to ensure optimal outcomes for the ERF area, and for all of Manchester.

Every scheme will be required to make a positive contribution to create a world class, sustainable place which all Mancunians can benefit from, and will include the requirement to make appropriate contributions to on-site and offsite transport, remediation, public realm investment, affordable housing, neighbourhood management, community and social infrastructure, as well as employment and training initiatives through the construction and operational phases of development. Where necessary, these will be secured through the use of Planning Obligations.

### Next Steps: Directions for Action

This ERF update establishes an overall vision and approach for moving forward with the next stages of transformational major investments and development in East Manchester.

This refreshed ERF 2019 provides the basis for consultation, debate and ultimately, it is hoped, endorsement.

The consultation process will be open, inclusive and robust, ensuring that the Local Planning Authority, who will use the ERF 2019 in the future as a material consideration in the determination of planning applications, have absolute confidence that consultation has been properly carried out.

The consultation process will raise awareness of the plans for the ERF area among key audiences, including existing residents and businesses within the area but also a wider audience across the City. Feedback will be gathered to help refine and finalise the ERF. Following completion of this process, a final version will be put before the Council's Executive for consideration. Following endorsement of this document by the City Council, the following steps will be undertaken in order to ensure that the potential of the ERF area can be successfully unlocked, and their beneficial impacts optimally directed:

- Continuing discussions with all significant landowners within the ERF area to explore how their respective land interests, combined with the City Council's land interests, could be aligned to support the delivery of the vision and ambition set out in this ERF and be prepared to take steps to secure control over the ownership of key landholdings where support for the strategy set out in the ERF 2019 is not available.
- Complete the land assembly and master planning of the Edwin Road Industrial Estate site in order to deliver an extended Etihad Campus Sports and Innovation Zone and maximise the opportunities for education, research, business, enterprise, sport and new innovative models of living and working, accessible to young people.
- The continued development of the Manchester Life pipeline beyond current phases to underpin its development programme for the next five years.



- Continued support for the development of robust proposals for extending the range of developer and investor participation in accelerating the transformational journey that is now very evident on the eastern side of the City Centre. This includes continued discussions with international operators and investors who have now identified the Etihad Campus as an option for creating new facilities.
- Using the Council's land assets to shape outcomes, in line with the residential and commercial strategies presented in this document, and in order to ensure that the benefits of East Manchester's success is translated to all Mancunians.
- As an extension of this point, the development of a series of co-ordinated masterplans for the opportunity areas coming forward across the ERF area.
- Working with landowners and businesses on sites considered strategically important in progressing the ERF journey to establish the reasons why development is being delayed. This analysis will address what role the Council can play in facilitating development, including the case for utilisation of CPO powers of land acquisition which will be deployed in cases where voluntary means of acquisition have been exhausted.