Manchester City Council
Report for Resolution

Report To: Economy, Employment and Skills Overview and Scrutiny Committee – 3 February 2010

Subject: Mayfield Strategic Regeneration Framework

Report of: The Chief Executive

Summary

To inform the Committee of proposals for a new Strategic Regeneration Framework (SRF) for the Mayfield area of Piccadilly. The draft SRF has been developed in partnership with the City Council, British Rail Board (Residuary) Limited (BRBR), Greater Manchester Passenger Transport Executive (GMPTE), The Office of Government Commerce (OGC), and Government Office North West (GONW). The SRF will provide the context within which the full economic, social and environmental potential of the Mayfield area can be brought forward, through the creation of a new quarter, anchored by the development of a proposed Civil Service Campus for the North. The redevelopment of Mayfield will be undertaken in a way that complements existing developments in adjacent areas within the city centre.

Recommendations

The Committee is recommended to:

i) Note the intention to relocate 5,000 civil service jobs into a new campus at Mayfield, subject to the outcome of the Government’s feasibility study currently under way; and

ii) Note the proposed new Strategic Regeneration Framework for Mayfield, which is summarised at Section 3 of this report.

Wards Affected:

City Centre

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Background documents (available for public inspection):

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

*Mayfield Strategic Regeneration Framework Pre-consultation Draft*
1. Introduction

1.1 The city’s economic growth to date has been driven by the rapid expansion of a number of key sectors, particularly financial and professional services, media and creative, public administration, leisure, tourism and the service sector. These are the sectors that will continue to underpin the City’s growth prospects in the future.

1.2 The City Centre is moving towards a critical mass of economic activity and is set to experience further, significant, employment growth in the coming years. To accommodate this anticipated growth the city centre needs to continue to grow and diversify its employment base. To fulfil its potential it must be able to accommodate the property needs and requirements of a growing and diverse range of occupiers.

1.3 The economic health, vitality and competitiveness of the city centre are crucial to the long-term economic success of the national and regional economy. So long as it continues to expand the city centre can, and will, play a fundamental role in building a modern, sustainable and competitive regional economy based on high value, knowledge intensive activity.

1.4 Despite the recession, Manchester is however in a strong position to build on its economic base due to a combination of factors including: its large and highly skilled workforce; international connectivity; world-class universities, science and research excellence. It is important to recognise the potential contribution places such as Manchester can make in leading the recovery and growth.

1.5 The regeneration of the Piccadilly area has been a particular success story, with major redevelopments at 1 Piccadilly Gardens, Piccadilly Place, Piccadilly Tower and New York Street, Piccadilly Basin, together with a new City Inn and MacDonald hotel, and residential developments. This has been complemented by significant investment in public realm which has transformed access to, and improved connections through the area. There is already a growing interest by Government departments and bodies including the Insolvency Service, Highways Agency, and the Training and Development Agency. A new development at Piccadilly Gate is currently underway that will house these and a number of additional Government Departments. Building on this, the City has a unique opportunity to bring forward a large regeneration site adjacent to Piccadilly which has the potential to become home to a new civil service campus.

2. Background

2.1 The MIER report confirmed the City has the right strategic direction in place. It highlighted that Manchester does have the potential to grow faster and is well-placed to take advantage of the benefits of agglomeration and increase growth.
2.2 Mayfield occupies a 20 acre site adjacent to Piccadilly Station, and sits within the Eastern Gateway area of the City Centre. The area is bounded by the Inner Relief Road (Mancunian Way) to the south, Fairfield Street to the north and London Road to the west. The area lies in close proximity to the Higher Education Precinct, the Corridor Manchester, London Road, Ardwick and New East Manchester, including the New Islington and Ashton Canal Corridor initiatives; it has exceptional accessibility to all forms of public transport, and is therefore a highly sustainable location for new development and growth. The majority of the site in the northern section is in the ownership of BRBR, although the Council and the GMPTE as well as other landowners also have interests in the area. Land south of the river is privately owned, the largest interest being that of the Mayfield Manchester Limited, who either own or have control over most of the area.

2.3 On 1 May 2009 the Regional Minister announced a feasibility study into the establishment of a civil service campus on the site at Mayfield, adjacent to Piccadilly Station. Over the last seven months the Council has been working closely with GONW, OGC, BRBR, and the GMPTE to determine the viability of the campus, addressing an appraisal of the site as a location for high quality office accommodation for the co-location of civil servants. Government has appointed an adviser to assess which departments could potentially be located on Mayfield in terms of strategic fit and maximising opportunities to reduce property and staffing costs. A report to Government on the outcome is due at the end of February.

2.4 The Mayfield project is intended to build on the Piccadilly Gate development, discussed above. The site has been identified as the preferred location for a new campus bringing together civil servants from across the city region and also seeking to attract departmental relocations and jobs from London as part of the Government’s Operational Efficiency Programme. The campus would have the potential to house some 5,000 civil servants by the middle of the decade, in a group of three buildings.

2.5 These proposals are also being considered as part of the Government’s ‘Civil Service in the English Regions’ initiative aimed at strengthening the links between departments and agencies to help further develop a professional, well-motivated and skilled workforce that is passionate about delivering better and more cost-effective public service across the country. This is a major opportunity to bring about a number of benefits: e.g. cross-departmental working to deliver better public services, introducing new ways of working, sharing of back office functions, greater efficiencies, redeveloping Government land, exploiting significant access opportunities, at the same time as regenerating a key gateway to the city centre.

2.6 In its budget report of 2009, Government announced that the target of relocating 20,000 jobs outside of London and the South East was to be extended to 24,000 (of which nearly 21,000 have been relocated). In December 2009, it was further announced that Ian Smith would lead a review on the scope for further civil service relocations, to report by Budget 2010. The review will set out what specific efficiencies this might bring and outline
how at least 10% of civil service posts currently based in London and the South East can be relocated in the medium term.

2.7 The importance and magnitude of the opportunity to develop a campus in this location demands a thoughtful and co-ordinated approach to the redevelopment of the area. The vision for Mayfield is to create a new commercially-led, mixed-use urban quarter of local, regional and national importance. For Manchester it would extend the high quality environment that already characterises the city centre, introduce a major new park, enhance connectivity and maximise wider regeneration benefits. For Central Government, Mayfield would be a flagship development, incorporating a pioneering highly sustainable and highly accessible office campus, aimed at setting new standards for the Civil Service estate, facilitating a major local and national relocation programme and delivering significant operational efficiencies and benefits.

2.8 These objectives are best achieved through the mechanism of an agreed SRF. This is particularly important as much of the land to the south of the river, beyond the campus is in the ownership of a third party consortium, Mayfield Manchester, which is keen to bring forward redevelopment of their site over the next decade. A piecemeal development on a fragmented basis would jeopardise the enormous potential offered by the area, and, more importantly, fundamentally damage ongoing efforts to improve the wider competitiveness and functionality of the city centre as a whole. Combined, these developments have the potential to accommodate a wide range of city centre expansion opportunities and drive forward the growth agenda for the City for many years to come.

3. The Mayfield Strategic Regeneration Framework - Key Elements

3.1 Opportunities for providing the flexibility of product required by the next generation of occupiers within the traditional boundaries of the city centre are limited. The Executive has previously endorsed proposals to promote commercial development, as part of wider planned and co-ordinated mixed-use initiatives, across a small number of what were previously considered fringe city centre locations. Whilst the Mayfield area may feel dislocated and remote at present, this is a matter of perception rather than location. In reality, it is a logical extension of, and a natural progression for the growth of Piccadilly, and the city centre.

3.2 The preparation of a new SRF for Mayfield is an essential part of encouraging and promoting the seamless expansion of the traditional city core eastwards, linking into adjacent communities in East Manchester and Ardwick, thereby enhancing both the economic competitiveness of the City over the next decade and providing opportunities for maximising local employment.

3.3 Although Mayfield has previously been considered a longer term regeneration aspiration, the prospect of the campus is a clear indication that expansion of the city centre eastwards is a deliverable ambition, with the remainder of Piccadilly providing the initial impetus for growth. Another key priority is to
secure the refurbishment of the London Road Fire Station, which is a highly distinctive landmark offering the potential to make a significant contribution to the regeneration of the Mayfield area.

3.4 The area at Mayfield, including the Mayfield Goods Yard has been derelict and underused for many years. Despite its significant geographic attributes, lying adjacent to Piccadilly Station, it has, to date, been perceived as remote from the core of the city centre and exhibits significant structural issues typical of an old industrial site, with redundant railway structures and with a significant proportion of the area either side of the river contaminated. However, in reality, the site is very much a part of the city centre, with the walking distance from there to Piccadilly Gardens being broadly equal to the distance from Piccadilly Gardens to the Town Hall.

3.5 The new SRF for Mayfield establishes the foundations for the medium to long term transformation of the area, and seeks to capitalise on its unique attributes to create a thriving part of the city centre where people will want to work, socialise and live. It does this by proposing a new scale and density of built form, promoting a well balanced mix of new uses, including high quality streets and spaces and a new riverside park around the River Medlock. The campus alone would secure the regeneration of 9Ha of land, helping to accelerate the transformation of the area. It should be noted that the SRF has been developed to accommodate any future line extensions for Piccadilly Station that arise from the High Speed Rail Link proposals and the Manchester Hub study, which is due to be concluded in February.

3.6 The core objectives of the SRF are included in the Executive Summary attached at Appendix 1. However a challenge and objective of the SRF is to ensure that the sustained economic growth and competitiveness of the city centre translates into real quality of life benefits for all its residents. A fundamental principle for the masterplan is to establish good publicly accessible connections to these communities including traversing the barrier formed by the Mancunian Way, creating public realm and a park that can be used and enjoyed by the working and resident communities of the city centre and adjacent areas such as Ardwick. The SRF will seek to do this by:

i) Enhancing the quality of the linkages from Mayfield to the east and south. Although the campus would have specific management and security requirements, an ambition of the SRF is the improvement of accessibility to and through the area for pedestrians and cyclists. The Framework seeks to ensure that the area becomes an important pedestrian gateway, providing links from the east and south through to Piccadilly. The quality of the built environment should be of the highest architectural standard.

ii) Responding to the areas excellent local, regional, national and international public transport links and seeking to improve and enhance movement to, and through, the area for those arriving or departing from the City by rail, Metrolink, or bus.
iii) Ensuring the area develops in a way that is consistent with the rest of the city centre. The proximity and accessibility of the area to good public transport links leans towards its emergence as a predominately high density environment.

iv) Given the edge of centre location of the area, it will be crucial that the area is fully integrated with the wider city centre transport strategy.

v) Establishing a strong urban design vision for the area. The precise form, function and mix of uses appropriate in respect of individual buildings within the overall area will change with time as property market and economic conditions alter. However, the key objective will always be to secure high quality contemporary buildings, which achieve the highest possible architectural standards. The SRF as it develops is intended to identify how it will achieve the critical sense of place needed to ensure all round vibrancy and vitality across the area, whilst complementing activities available elsewhere in the city centre.

vi) A development framework for the southern part of the site that is sufficiently flexible to respond to changing market requirements but which is able to contribute to the overall long term urban quality of the area.

vii) Creating a strong sense of identity and a unique sense of place where distinct new spaces are integrated with the industrial heritage of the site.

viii) The park and other spaces will be enlivened by the provision of retail space for the 10,000 plus inhabitants. As the campus will be essentially mono-functional the retail will be accommodated either within the arches to the north of the site or within the park area.

ix) Achieving a balance between the requirements for access and restricting unregulated vehicular movements. The masterplan proposes that Baring Street should have a much stronger pedestrian focus, and that the number of junctions from the area onto the Mancunian Way be rationalised. This will need further exploring to determine costs and viability.

3.7 Mayfield Manchester have been involved in the initial development of the SRF, although there will be a need to continue discussions with them over the evolution of the Framework to ensure their site can be developed in a complementary way. However, although development on the south side of the River Medlock may be prompted by demands of the market, the key principles would still govern its development. It is anticipated that development in this area would predominately comprise commercial development with some residential, hotel or institutional space.

3.8 The SRF encourages variety and individuality in the built form but provides a strong contextual setting for all development activity. In many respects a measure of the success of the framework will be in its ability to accommodate change over time. Attached at Appendix B is an indicative layout plan of the area. A copy of the SRF will be placed in the Member’s Library.
4. Economic and Employment Impacts

4.1 The redevelopment of the Mayfield area is a key opportunity to renew and expand a major area of the city centre, and as such it could become one of the most significant opportunities for investment in the region for many years. Although it has not been decided which Government departments or services would be relocated, the primary area for consideration is within the M60 and from London/South East, and a study has been undertaken to test a number of scenarios based on this. These scenarios have been assessed to determine the potential economic impact from relocating the 5,000 jobs from both the Greater Manchester area and London/SE. Based on the scenario that there is an equal split with 50% of jobs coming from within the Greater Manchester area and 50% from London/SE this would generate an additional 2,600 jobs, over and above the 5,000 proposed jobs, and a GVA of around £90M (2009 value). The proposed impacts increase in line with increases in the number of relocations from London/SE. It should be noted that this assessment is based on the campus proposals alone and not other development within the wider Mayfield area.

4.2 The partners (led by Government) are in the process of developing a tenant engagement strategy both to test which departments may consider Mayfield as a serious location option but also to highlight the City’s and the Mayfield campus’ attributes. This will be aligned to the review to address which departments offer the greatest potential for relocation. Part of the tenant engagement exercise has included the Council’s participation in the Civil Service Live Conference which took place on 7 December 2009. The conference brought together around 2,000 UK Civil Servants under the leadership of Sir Gus O’Donnell in a series of workshops and presentations. The workshop led by the Council which focused upon the potential of Mayfield was very well attended and generated much interest.

4.3 The OGC Gateway Review process is being fully applied to Mayfield. In December, the scheme successfully passed through the Gateway 1 and is continuing to proceed through the next stage of the Gateway process. The key factor identified was the need to resolve which departments could be relocated to Mayfield.

4.4 In terms of the next steps on the Mayfield project, Gateway Review 2 (Delivery Strategy) is programmed to take place in August. Further dates for the process are:

- Gateway Review 3 (Investment Decision) - September 2011
- Gateway Review 4 (Readiness for service) - Early 2014
- Gateway Review 5 (Operations review & benefits realisation) - early / mid 2015

4.5 These dates will clearly be influenced, and may be subject to change, by the procurement strategy which will be developed over the next few months.
4.6 The Council continues to play an active role in the development of Mayfield, although to date the Council has made no financial input into the creation of the campus beyond support in developing the SRF and associated public consultation, and supporting the Civil Service Live conference. A brochure has been developed by the Council (attached at Appendix C) which provides a brief overview of the project, and is intended to be used to help inform consultees and as part of the case-making for potential Government tenants. Clearly the Government will be responsible for funding the relocation of departments, although as proposals for the campus are developed, there will be a need to consider an investment strategy to ensure the delivery of the campus and associated public realm and strategic linkages. The Council will also need to work with key agencies in the City such as Midas (who are already engaged in this process) to assist with relocation support and case-making.
2.0 Executive Summary

The Mayfield Strategic Regeneration Framework sets out how the vision for the area has been captured and how it could evolve through to realisation.

2.1 Key Principles

The proposals for Mayfield will regenerate a significant portion of the city centre adjacent to one of its main entry nodes. This area has for many years been derelict and suffered from a lack of activity and investment. The proposals would act as a catalyst for regeneration, including job creation through the construction and operation of the buildings and wider economic growth.

A series of key principles underpin the vision for the regeneration of Mayfield:

- ‘Sense of place’ - a distinctive new ‘destination’ for Manchester that ensures vitality at all times and is welcoming and safe
- Civil Service Office Campus - a centrepiece to the development that captures the full potential of central Government’s objectives through the creation of an attractive, efficient, highly sustainable and appropriately secure environment
- new public park - a substantial publicly accessible amenity that focuses on the remediated River Medlock, provides opportunities for recreation and enjoyment by all, is connected into the fabric of the city by safe and attractive routes and enhances biodiversity
- design quality - buildings, streets and spaces that meet the highest architectural and urban design standards
- sustainability - a site-wide strategy that builds on the ground-breaking credentials of the Civil Service Campus to address all aspects of sustainability and aims towards zero carbon in response to local and national CO2 emission reduction targets
- character - a major opportunity to create a scale and grain of development that is not possible in other areas of the city centre. Given that the site has few remnants of historic fabric and has become dilapidated, the potential exists to give the area a fresh and distinctive character. The Strategic Regeneration Framework captures this new beginning but also celebrates the reinstatement of the Medlock as the important water body that it once was.
- contextual response - a development that relates to the rich characteristics of Manchester
- accessibility - creation of an environment that is fully accessible to all
- stakeholder engagement - a regeneration framework that respects the varied interests of all landowners and stakeholders in a balanced manner
- flexibility - a regeneration framework that captures the overall objectives for the development but in a way that allows flexibility to respond to changes in policy and market conditions
- consolidation with the city centre - seamless integration into the city centre where Manchester’s key commercial, administrative, retail and recreational facilities are readily accessible.
2.2 Purpose and Content
The purpose of the Strategic Regeneration Framework (SRF) is to guide investment in major developments, public realm and infrastructure in the Mayfield area. It will provide the economic and spatial context for ensuring that the impetus provided by the Civil Service Campus proposals is harnessed to deliver transformational change. This is to be done in a way that enhances Piccadilly and the adjacent areas of the city centre and connects to the adjoining communities within Ardwick and New East Manchester.

The SRF will help to ensure that development in the area is designed, implemented and managed in a comprehensive and co-ordinated manner through collaboration between landowners and the City Council. This will ensure that the regeneration opportunities offered by the Civil Service Campus proposals are maximised for the benefit of the wider community. Given the current level of investment interest in and immediately around the area, it is essential that such a framework is in place.

The SRF focuses on the Mayfield site but within a wider study context to ensure that the full regeneration potential of such a major scheme is realised and all connectivity and synergy opportunities are captured. Reference to Section 5.5 clarifies these two boundaries and the associated opportunities referred to.

The proposals described in this document are intended to be viewed in the spirit of a 'framework' and hence are indicative rather than definitive. They establish guiding principles but will inevitably evolve as the wider scheme and individual buildings are brought forward into detail.
The remainder of the document is structured as follows:

- section 3.0 – describes the key parties involved in the delivery of the Strategic Regeneration Framework and describes the processes undertaken to date in developing the SRF
- section 4.0 – explains the background to the project and the principal urban design and wider development objectives
- section 5.0 – defines the study area and summarises the contextual appraisals which have been undertaken to inform the development of the SRF
- section 6.0 – evaluates the study area’s constraints and opportunities in relation to a range of issues including land uses and ownership, environmental factors, townscape, site morphology and connections
- section 7.0 – provides an overview of the guiding masterplan principles
- section 8.0 – focuses on key areas of the masterplan to provide a more detailed description
- section 9.0 – explains the emerging sustainability strategy underpinning the development of the masterplan
- section 10.0 – outlines the proposed implementation strategy for the site
- section 11.0 – appendices.

2.3 Next Steps

Following review and approval by the Executive of Manchester City Council, this SRF will be the subject of an extensive programme of stakeholder and community engagement. A Stakeholder and Community Engagement Plan has been developed by BRBR in consultation with Manchester City Council to guide the community engagement process and ensure that information on this SRF reaches the optimum number of residents, businesses and services in the area. A significant amount of feedback will be sought from stakeholders and residents in order to inform the final version of the SRF.

Once the SRF is finalised and approved by Manchester City Council, it will form a framework within which more detailed proposals for development of the area can be developed. It is then currently envisaged that a first phase of development focussed around the Civil Service Office Campus will be progressed as a planning application during 2010.
Mayfield Office Campus

Masterplan

1. Campus Building A
2. Campus Building B
3. Campus Building C
4. Landscaped park
5. River Medlock
6. Potential event space with benches and café pavilion
7. Retail units facing the park located within retained brick railway arches
8. Retail units within pedestrianised area located under retained brick arches
9. Hard landscaped park with benches, public art and pedestrian bridge to north side of the park
10. Tree-lined pedestrianised street to the park
11. Star and Garter - existing Grade II listed Public House
12. Taxi drop off point
13. Hard landscaping with benches, water features and trees to the front entrances of the Campus buildings
14. Hard landscaped public square
15. Piccadilly Train Station
16. Taxi rank
17. Pedestrian crossing
18. Tree-lined pedestrianised terrace along park edge
19. New cycle and footbridge connecting to Ardwick
20. Notional developments
21. Notional development linking Ardwick
22. London Road fire station
Mayfield Civil Service Office Campus

Introduction

The Mayfield site has been identified as a preferred location for a new Civil Service Campus as part of the Government’s Operational Efficiency Programme (OEP) and the Civil Service in the English Regions initiative (CSER). This paper highlights the potential wide range of benefits and opportunities arising from the Civil Service Campus on the former Mayfield station site, adjacent to Piccadilly Station. The development provides a real opportunity to create greater efficiencies by redeveloping Government land and creating a hub for central government to support the relocation of civil servants from London and the co-location of civil servants in Greater Manchester. As a consequence, it will create better joined-up government delivering better public services for the people of the region at the same time as regenerating an important part of Manchester city centre. The economic benefits of the development will be felt across the whole region.

Location

The campus proposal uses land owned by BRB (Residuary) Ltd, a company wholly owned by the Department for Transport. It is located in the northern zone of the wider Mayfield Quarter, a 20 acre site at Mayfield in the Eastern Gateway of the City Centre. The area is bounded by the inner ring road to the south, Fairfield Street to the north and London Road to the west. The site has unrivalled accessibility, due to the close proximity of Piccadilly Station with direct links to London and Manchester Airport. It is also adjacent to the Mancunian Way with direct access to the region’s road network. It is at the heart of an extensive labour pool- with a workforce of 7.2 million people within an hour’s drive. Not only is Mayfield located within Manchester’s thriving City Centre, it is also within walking distance of the City’s world-class universities and research institutes.

The Vision

The vision is for Mayfield to become a new mixed-use urban quarter of local, regional and national importance. For Manchester, it will extend the high quality environment that already characterises most of the City Centre, introducing a major new park, enhancing connectivity and maximising wider regeneration benefit.

For Central Government, Mayfield provides the opportunity to deliver a pioneering sustainable office campus aimed at setting new standards for the Civil Service estate, facilitating a major local and national relocation programme and delivering significant operational benefits.
A recent feasibility study has been undertaken by BRB (Residuary) Ltd in collaboration with Government Office for the North West and Office of Government Commerce and this has confirmed that the transformation of the BRB(R) owned site into a 50,000 m² campus, has the potential to accommodate 5,000 tenants. The campus is planned to be ready for occupation in 2014. It is anticipated that future occupiers will derive from a combination of relocations from the South East and Government tenants with a presence already in the City Region.

**Efficiency and Better Government**

The Campus is intended to set the standard against which other government accommodation will be measured, in terms of quality of working environment, staff amenity, operating cost, sustainability and flexibility of use. By supporting the delivery of the CSER initiative in the North West and the goals of the Operational Efficiency Programme, the Campus will generate significant benefits from efficiency savings, particularly through the promotion of efficient work practices and enabling the sharing of common functions and facilities. The more efficient use of space resulting from the joint use of buildings includes shared meeting rooms and staff amenities, ICT infrastructure and shared back office functions. New approaches to working practices will also help to strengthen links between departments and encourage more joined up approaches.

**Sustainability**

The design objectives of the scheme will ensure that this will be one of the most sustainable office developments in the UK. It will be one of the first to achieve a BREAAM ‘outstanding’ status, with low energy use and very low carbon emissions that will aim towards zero carbon.

**Mayfield Strategic Regeneration Framework and Regeneration Benefits**

The Campus will deliver substantial regeneration benefits in terms of employment and economic activity in the City Region and throughout the North West. The Mayfield Strategic Regeneration Framework (SRF), which has been approved by the City Council’s Executive, sets out the vision for the area which is to regenerate a significant portion of the City Centre adjacent to one of its main entry nodes. It recognises that the Campus will provide the catalyst for the regeneration of the wider area.

The Campus is at the heart of the SRF which aims to provide campus style mixed-use office development for the co-location of civil service functions, along with ancillary uses such as retail and leisure. The design envisages three buildings, built to a specification that will set a new benchmark for government offices. The campus is to be set in a major new piece of public realm, including a new public park and the rejuvenation of the River Medlock.

These proposals will help to transform the Eastern Gateway, helping it to realise its potential as a major new destination within Manchester. The revitalisation of this new quarter will complement significant regeneration and development that has already taken place in the Piccadilly area over the last decade. Major projects such as the redevelopment of Piccadilly Gardens, complete transformation of the Station and
redevelopment of the Basin area have all contributed to the revitalisation of Piccadilly. In effect, with these strategic developments the City Centre has expanded with a shift in the development focus. More recently, major schemes such as the 62,000 sq m mixed-use development at Piccadilly Place, plus the office schemes at Square One and Universal Square have all been completed and provide end-users with an impressive offer. The Piccadilly Gate scheme, adjacent to the Station will be completed in 2010 and will become the new home for Government Office for the North West, the Highways Agency and the Training and Development Agency for Schools. The City Council is also working with the owners of the Former Fire Station on London Road, directly opposite the Station to ensure that the strategically located Grade II listed building is brought back into active use to make a positive contribution to the regeneration of the area.

The Mayfield regeneration framework will drive investment in major developments, public realm and infrastructure to bring about transformational change. This will be done in a way that enhances Piccadilly and the adjacent areas of the City Centre and connects the adjoining communities in Ardwick and East Manchester.

A recent economic impact assessment of the wider economic benefits that may be delivered concluded that the Mayfield Campus represents an exceptional opportunity. Its location next to Piccadilly Station and connectivity with London and the Airport make it ideally placed to support such a development. The proposed 50,000 sq m scheme at an estimated cost of £250-£300M would make it a development of major regional significance. The scale of employment would be a significant boost to Manchester and the City Region.

The potential economic benefits are considerable, driven by the additional jobs directly created by the development, plus wider multiplier effects resulting from the
additional expenditure of new employees in the local economy. The scale of benefit will clearly be determined by the type of relocation. In terms of net economic impact, a 100% national relocation scenario would lead to 5,206 net jobs and £176m net additional GVA per annum. This would clearly have a major impact on the City Region and would be the equivalent of four or five regionally significant inward investments. Further scenarios with significant national relocations and an element of regional relocations would also deliver significant economic benefits creating between 3,900 and 2,600 net jobs.

There is also the opportunity for government departments to benefit from and contribute directly to Manchester’s key sectoral strengths and expertise in areas such as research and science excellence, and cultural, creative and media industries.

It is also clear that a development of this nature and scale will offer numerous opportunities for surrounding local communities such as Ardwick and New East Manchester, primarily through the creation of new employment. An objective of the SRF is to ensure that the sustained economic growth and competitiveness of the City Centre translates into real quality of life benefits for all residents. A key part of the masterplan is to establish good publicly accessible connections to the adjoining communities to ensure the regeneration opportunities are maximised.

**Summary**

The scale of the benefits from the Mayfield campus in terms of operational efficiencies, enabling wider government policy, sustainability and regional regeneration opportunities are significant. It will attract additional new jobs to Manchester, provide a high profile development that will provide the catalyst for the regeneration of this under-used significant area of the City, and in the process help the City to achieve its vision of becoming a truly world-class city in which all of its residents have the opportunity to benefit from wealth creation.