

**Manchester City Council
Report for Resolution**

Report To: Economy Scrutiny Committee – 12 December 2012
Executive – 19 December 2012

Subject: Greater Manchester Enterprise Zone – draft framework plans for
Medipark and Wythenshawe Town Centre

Report of: Chief Executive

Summary

Following the adoption of the Manchester Airport City Enterprise Zone Framework Plan more detailed draft plans have been developed for two of the sites within the Zone – Medipark and Wythenshawe Town Centre. This report brings those plans to Executive for endorsement prior to consultation.

Recommendations

The Executive are invited to:

- 1) Endorse the Medipark and Wythenshawe Regeneration Frameworks and agree that they should be subject to public consultation and consultation with Wythenshawe Area Consultative Committee;
- 2) Request that following consultation further drafts of the Framework document are brought back to Executive to be considered in light of the views expressed.

Wards Affected:

Baguley, Woodhouse Park, Sharston

Community Strategy Spine	Summary of the contribution to the strategy
Performance of the economy of the region and sub region	The Enterprise Zone and associated development will make a significant contribution to the growth of the Greater Manchester economy.
Reaching full potential in education and employment	The development will create a large number of direct employment opportunities and drive further indirect jobs growth.
Individual and collective self esteem – mutual respect	Opportunities will be focused on Wythenshawe, a regeneration priority for the Council.

Neighbourhoods of Choice	The development will involve the creation of high quality new environments and the provision of facilities that are accessible to the local community.
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Full details are in the body of the report, along with any implications for:

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

Financial Consequences – Revenue

None

Financial Consequences – Capital

None

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Background documents (available for public inspection):

Manchester Core Strategy
Wythenshawe Strategic Regeneration Framework
Manchester Airport City Enterprise Zone Framework Plan

1.0 Greater Manchester Enterprise Zone

- 1.1 The Greater Manchester Enterprise Zone focused on Airport City was one of four vanguard zones announced in the 2011 Budget.
- 1.2 The Zone consists of a series of linked sites focused around Manchester Airport, University Hospital of South Manchester and Wythenshawe Town Centre. Together these total 116 hectares and provide the opportunity to create a minimum of 7,000 new jobs for Greater Manchester. Sites were chosen on the basis that they aligned with existing planning and regeneration frameworks, they would deliver jobs quickly and they provided unique propositions that would fully exploit the economic potential of the location.
- 1.4 The Manchester Airport City Enterprise Zone Framework Plan has been adopted by the City Council, following a process of public consultation. This provides the strategic context for the Enterprise Zone. More detailed plans can sit within this framework to support the development of the specific sites within the Enterprise Zone.

2.0 Medipark Regeneration Framework.

- 2.1 Manchester Medipark is one of the key components of the Enterprise Zone and provides a significant opportunity to create growth by developing a focus for world class biosciences, healthcare and related manufacturing and production. The Medipark proposals are based around University Hospital South Manchester Foundation Trust and adjoining areas including Roundthorn Industrial Estate. The Medipark Regeneration Framework sets out the basis on which this business led project can be introduced. It is aligned with the adopted Core Strategy, Wythenshawe Strategic Regeneration Framework. It also sits squarely within the policy framework provided by the Greater Manchester Strategy, planning and wider health and well being agendas.
- 2.2 The Medipark concept has been developed to capitalise on Manchester's research and development capabilities as well as those related directly to UHSM which is a major teaching hospital, has the largest clinical trials facility in the UK and has particular specialisms in respiratory medicine, wounds and burns and cardiovascular medicine. The translation of research into commercial manufacturing and production in and around the Medipark is key to securing its long term success and the project has been developed to facilitate this.
- 2.3 Medipark has been designed to attract a range of potential occupiers principally those doing business in the life sciences and healthcare market place. The first phase of development will be around 10 hectares and will potentially extend to a wider area taking in Roundthorn Industrial Estate.
- 2.4 There proposals will deliver an estimated 2770 direct jobs and create £190m in GVA. There is the potential for additional indirect jobs in the supply chain or otherwise related to Medipark. The jobs created will be at the full range of skill levels and the emphasis will be on ensuring that as many new jobs as

possible go to local residents. The routing of Metrolink close to the site will support this. It is expected that the development will have a catalytic impact on the economy of the area.

- 2.5 The framework document includes a masterplan for the site which sets out in broad terms the way the site can be developed over time and the infrastructure and movement networks required to support the project. A copy of the Medipark Regeneration Framework document is attached at Appendix 1.

3.0 Wythenshawe Town Centre Regeneration Framework

- 3.1 The Airport City Enterprise Zone provides a new context for the future economic growth of Wythenshawe Town Centre. Over the last 10 years the regeneration of Wythenshawe has laid the foundations for the growth of the Town Centre. A major programme of investment in the centre has delivered new businesses and new jobs. A series of high quality office developments have enhanced the commercial offer - these include Etrop Court and the new Willow Park headquarters. The Forum development has successfully integrated leisure, learning and health facilities to provide a unique offer for residents and visitors to the Town Centre. Currently the Metrolink extension and new transport interchange are under construction. These will bring new significant numbers of new visitors to Wythenshawe.
- 3.2 Private sector investment is also transforming the Town Centre. Several major retailers have chosen to locate in Wythenshawe and a number of recognised national high street brands now populate the town centre, for example the ASDA food store; Costa Coffee; JD Sports and Wilkinsons.
- 3.3 One of the primary objectives of the Enterprise Zone is to maximise the beneficial leverage of the new business activity promoted by its incentives on the employment opportunities, business creation and overall quality of life of Wythenshawe residents. The Town Centre has the capacity and locational advantage to absorb a wide range of new office, hotel, assembly, food service and other support facilities catering to the airport and the wider Airport City. This could include, for instance, technology companies.
- 3.4 The increasing level of activity anticipated in the Enterprise Zone will also act as a stimulus to the retail and leisure activity in the town centre. Creating employment generating floorspace in this area will drive a more diverse footfall into the Town Centre which will in turn drive improvement in the quality of the retail offer. Both existing underutilised buildings and several sites for new development are available to absorb this new demand. The Metrolink extension will reinforce the area's importance as a district centre and provide important connections both south to the airport and north to the City Centre
- 3.5 The designated enterprise zone area is comprised of a mix of office accommodation and public service facilities built primarily in the late 1960s and early 1970s. Transformation of the area into a high quality, expanded district centre that meets the needs of the community and which is capable of

maximising opportunities for growth is well underway, guided by the Wythenshawe Town Centre Regeneration Framework.

- 3.6 The Framework document refreshes the Wythenshawe Town Centre Masterplan (2009) and sets out how the Enterprise Zone provides the opportunity to deliver the vision for a successful district centre outlined in the original masterplan. Creating employment generating floorspace in this area will generate a more diverse footfall into the Town Centre which will in turn drive improvement in the quality of the retail offer; drive improvement in leisure offer and potentially support an evening economy in the long term. (A copy of the Town Centre Regeneration Framework document is attached at Appendix 2).

4.0 Conclusions

- 4.1 Both the Core Strategy and EZ Development and Planning Framework, which included high level proposals related to Medipark and Wythenshawe Town Centre, have been subject to public consultation. The Executive are invited to endorse the more detailed framework documents and agree that they should be subject to formal consultation of 6 weeks. Following the consultation these will come back to the Executive for formal approval. These two documents will finalise the set of detailed frameworks for the whole of the Enterprise Zone.

5.0 Contributing to the Community Strategy

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

- 5.1 The Medipark and Wythenshawe proposals are part of the Enterprise Zone and will make a significant contribution to the growth of the Manchester economy.

(b) Reaching full potential in education and employment

- 5.2 The development will create a large number of direct employment opportunities and drive further indirect jobs growth.

(c) Individual and collective self esteem – mutual respect

- 5.3 Opportunities will be focused on Wythenshawe, a regeneration priority for the Council.

(d) Neighbourhoods of Choice

- 5.4 The development will involve the creation of high quality new environments and the provision of facilities that are accessible to the local community.

6.0 Key Polices and Considerations

(a) Equal Opportunities

- 8.1 The Regeneration Framework and subsequent planning arrangements will all be prepared and introduced through appropriate consultation, giving all stakeholders opportunities to engage in the process.

(b) Risk Management

- 8.2 The planning regime is an integral aspect of the Enterprise Zone programme. The proper development of policy and approach to this issue mitigates any risks associated with implementation.

(c) Legal Considerations

- 8.3 The Medipark and Wythenshawe Regeneration Frameworks will, once adopted, be a material consideration for planning decisions in the Enterprise Zone, complementing up-to-date policies in the local plan, although not statutory plans.

Manchester MediPark Regeneration Framework

December 2012



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The Manchester MediPark Regeneration Framework sets out the basis upon which a new, exciting and innovative business led project can be introduced to South Manchester.

Manchester MediPark is a unique opportunity to develop a world class Life Sciences and Healthcare led business park. The Medipark forms part of a wider cluster of businesses, academic institutions and hospitals situated within the South Manchester 'Corridor'.

The MediPark forms an integral part of the Greater Manchester Enterprise Zone and sits in close proximity to Manchester International Airport. It forms part of the Manchester Airport City development area which in overall terms will deliver over 300,000 sqm of new employment generating floor space over the next 25 years.

The MediPark concept is based on a wide ranging body of research that has clearly identified an opportunity to build on the region's research and development capabilities and benefit from the synergies of being located adjacent to a major teaching hospital at the heart of the Manchester conurbation. The translation of Research and Development (R+D) from ideas to manufacturing and production in and around Manchester MediPark is the key to securing the long term success of the project.

MediPark will be attractive to range of potential occupiers, principally those doing business within the life sciences and healthcare marketplace. The site extends to around 10 hectares in the first phase and potentially to a wider area taking in Roundthorn Industrial Estate to the north of the main hospital campus.

There is potential to accommodate up to 500,000 sqft of building and deliver over 2770 direct jobs in the MediPark direct development area. The potential for new floorspace and jobs associated with the MediPark scheme is even greater than that. The consequential impact of such investment will be significant at the local community level where jobs and investment are much needed.

The project sits squarely within the policy framework related both to economic policy, town planning and the wider health and wellbeing agenda. The project is supported within the Manchester City Council adopted core strategy and the Wythenshawe Strategic Regeneration Framework. From an economic perspective, the site is captured within the Manchester Airport Enterprise Zone Framework Plan endorsed by Manchester City Council in October 2012.

The MediPark is served by an excellent infrastructure network enjoying close links to the motorway network and the Airport. These will be improved over time, particularly when Metrolink arrives in 2015 but also through other strategic links proposed as part of this framework plan that are underpinned in policy. This includes a link road running south from the site to the M56 and the Airport.

A masterplan has been drawn up for the site. This sets out in clear terms infrastructure and movement networks required to support the MediPark, as well as identifying in broad terms the way the site can be developed over time.

A set of sustainability principles sit alongside the masterplan. These are organised around environmental, physical and economic themes.

The MediPark will deliver over 2770 direct jobs and GVA of £190m It will undoubtedly have a catalytic impact on the hospital and the surrounding economic development area. This regeneration framework sets out the clear rationale for taking the MediPark forward.

Manchester MediPark is a unique opportunity to develop a world class biosciences and healthcare initiative with a remit that focusses on production and manufacturing within a research led environment. The Medipark forms part of a wider cluster of businesses, academic institutions and hospitals situated within the South Manchester 'Corridor'. Taken in aggregate, the Corridor represents an internationally important economic growth cluster at the heart of the Greater Manchester conurbation.

Situated within the Greater Manchester Enterprise Zone in close proximity to Manchester International Airport, the MediPark will support a range of health related businesses and supporting uses focused around University Hospital South Manchester Foundation Trust (UHSM). Occupiers at the MediPark will benefit from the connectivity of the airport and the financial incentives provided by the Enterprise Zone (EZ). The MediPark will provide high value employment positions and economic growth for Greater Manchester over the next 15 years.

The MediPark will provide both a creative and supportive environment in which businesses can grow and exploit the comparative advantages of the location. It will achieve this by targeting a range of occupiers whom will operate broadly in the healthcare/life sciences sector.

Occupiers will benefit from the advantages presented by being located adjacent to a hospital with a commercial and proactive approach to knowledge transfer, clinical trials, training and product development. UHSM, as a world class research hospital and centre of clinical excellence, is supported by the University of Manchester and the Manchester Academic Health Science Centre. These relationships will be fundamental to the development and commercialisation of drugs, medical devices and treatments for the life science companies located within the MediPark.

The development of relationships between companies and UHSM should facilitate innovation in the delivery of services and deliver benefits in the quality of healthcare provided to hospital patients.

1 INTRODUCTION

The MediPark Opportunity

Manchester MediPark will build upon the well established concentration of health research, learning and clinical expertise at UHSM to create a catalyst for growth within the Manchester City Region. The project can make a significant contribution to the UK and regional science and innovation agenda. Manchester MediPark will be a location where life science and healthcare related businesses can grow in a reduced risk environment.

The MediPark will provide accommodation for both established businesses seeking to use the location as a vehicle for growth and also for those businesses wishing to exploit a supportive infrastructure in place on the site to establish a new business

Today, Manchester benefits from an outstanding platform for supporting business and generating future economic growth over the next ten years including:

- The second largest concentration of people and businesses in the country with a highly skilled and lower cost workforce than London and the south east;
- An exceptional higher education offer;
- The proven ability to attract inward investment through a competitive business proposition, with Manchester being placed first out of 15 UK cities for locating either a new headquarters or back-office function;
- Strong domestic business base, which has historically delivered higher than national- average GVA growth and is the city's main source of investment and productivity, stimulating and driving supply chains and employment growth.
- A strong infrastructure offer, with further enhancements planned, that provides connectivity across the conurbation and the wider region, along with direct access to the rest of the United Kingdom and world via Manchester Airport.

It is within this context that the Manchester MediPark will play a key role in the next phase of transforming the city as a place to invest, work and live.

2 LOCATION

In geographic terms, UHSM and the proposed adjoining MediPark lie within the Greater Manchester City Region within the Local Authority of Manchester, to the south of the conurbation.

South Manchester Context

The following image illustrates the MediPark's position in South Manchester, lying adjacent to the town of Wythenshawe and the connectivity hub of Manchester Airport.

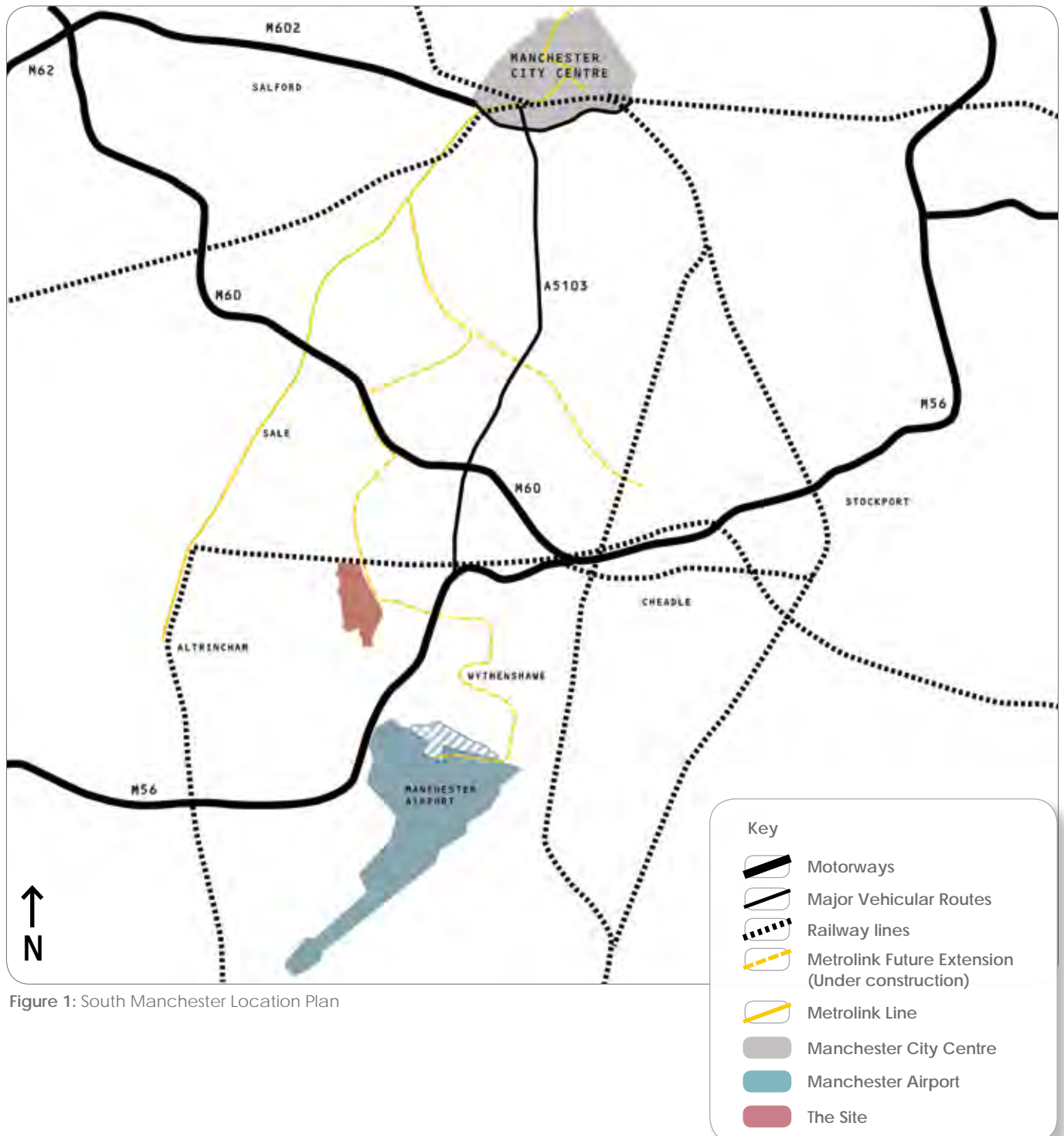


Figure 1: South Manchester Location Plan

Wythenshawe Context

The following plan illustrates the location of Manchester MediPark within the context of Wythenshawe and the surrounding EZ sites.

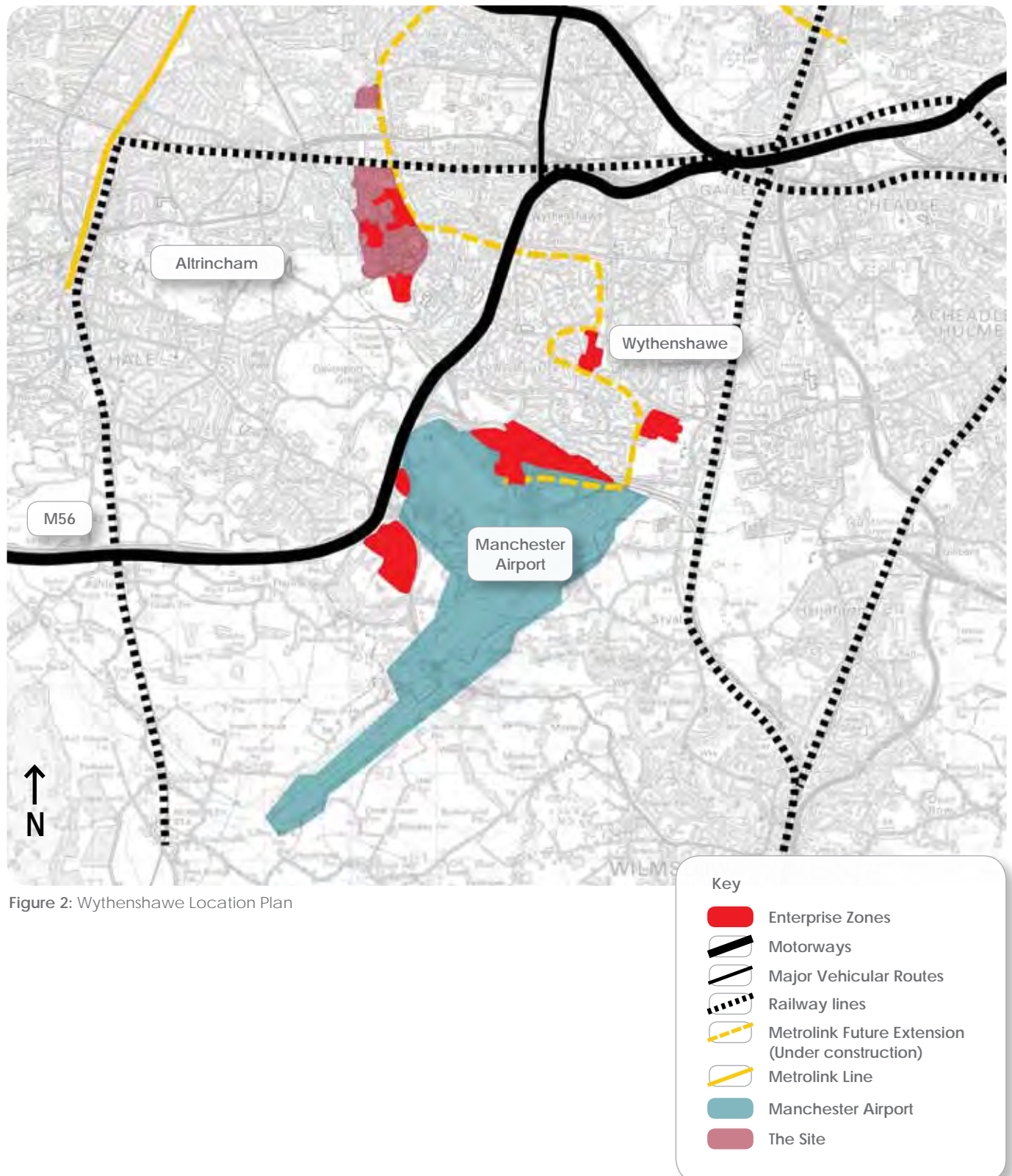


Figure 2: Wythenshawe Location Plan

3 THE MEDIPARK OFFER

UHSM and the surrounding parcels of land present a strong opportunity to deliver economic growth and job creation for Manchester and the City Region. To understand the potential demand and the profile of occupiers, it is necessary to understand UHSM's characteristics, strengths and physical assets so that these can be communicated and marketed appropriately.

Centre of Excellence

UHSM is accredited as a centre of excellence for multidisciplinary research and development and is respected as one of the country's' best teaching and research acute hospitals. The Health Secretary recognised UHSM as:

“a centre of excellence for research, education, clinical services, quality and sound financial performance¹.”

The Trust's strategic objectives as set out in their 3 year plan are to:

- Become a quality and efficiency leader, improving the quality of front line patient care through an open culture of engagement with their colleagues and partners;
- Become a 'networked partner' through the development of partnerships that will enable the Trust to compete in a complex marketplace; and
- Be a leader in the education, training, research and development particularly in areas of specialist strength.

In terms of investment the Trust is committed to:

- An £11m capital investment programme that include the completion of the maternity centre redevelopment and investment in IT equipment and infrastructure;
- A quality and efficiency programme that will reduce cost of waste and duplication by £17.5m by 2015;
- Delivery of collaborations with NHS partners including a pathology reconfiguration and set up of a Trauma Centre network for GM;
- The onward development of a UHSM Innovation Strategy, further increase in clinical trials capability and the set up of a UHSM academy to deliver a people and organisational development plan.

The opportunity exists to build upon the Trust's reputation and well-established research infrastructure to develop an internationally significant MediPark which will act as a catalyst for economic growth in the local area of Wythenshawe but also much further afield across Greater Manchester and the wider region. The potential to build an internationally competitive and compelling proposition exists uniquely in this location. The success of UHSM is, in part, down to the complimentary strength of its Research, Clinical and Education elements.

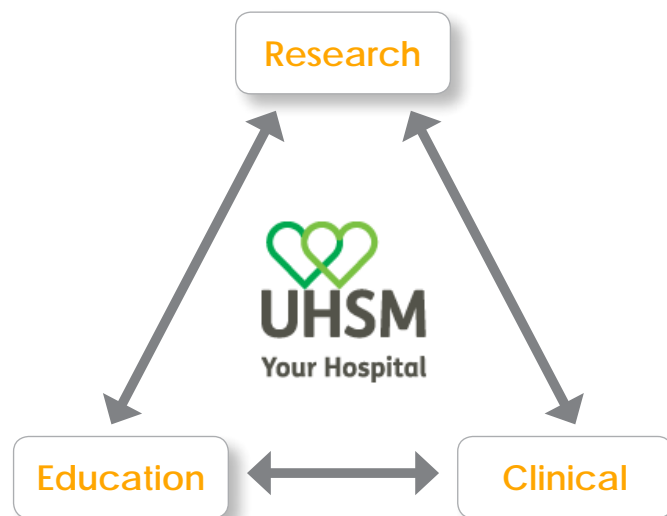


Figure 3: UHSM Structure

UHSM has a clear short and medium term strategy geared to:

- Maintaining and developing healthcare in the immediate locality;
- Developing specialist services for specialist care – particularly cardiology, cardiothoracic surgery, respiratory, cancer, burns and plastics, gynaecology and trauma; and
- Pursuing a strategy for commercial opportunities – as evidenced by the MediPark plan.

¹ www.uhsm.nhs.uk/research [Accessed September 2012]

Key Facts

The following table details some key facts and figures which illustrate the significance of the Trust and the role that it plays in contributing to the economy.

UHSM – Key Facts and Figures	
Designation	<ul style="list-style-type: none"> Established as a first wave Foundation Trust on 1st November 2006 under the National Health Service Act 2006.
Role	<ul style="list-style-type: none"> Major Acute Teaching Hospital for University of Manchester. Recognised Centre of Clinical Excellence. Foundation Trust comprises Wythenshawe Hospital & clinical services delivered at Withington Community Hospital. Member of the Manchester Academic Health Science Centre (MAHSC) formed in July 2008 to underpin the development of Greater Manchester as a world leader in health research.
History – Wythenshawe Hospital	<ul style="list-style-type: none"> Originally Baguley Sanatorium over 100 years ago. The Maternity Hospital and F-side wards opened in the mid 1960s. In 1993 a new Heart Transplant Centre opened. In 1999 Wythenshawe's first wave PFI Acute Unit opened. In 2001 the Education & Research Centre was constructed. In 2008 Europe's First Breast Cancer and Prevention Centre and the North West Heart Centre were opened by HRH The Princess Royal. In 2012, completion of new Maternity Unit as a result of reconfiguration of maternity and children's services across Greater Manchester, 'Making it Better'.
Catchment	<ul style="list-style-type: none"> Serves a population of approximately 570,000
Staff	<ul style="list-style-type: none"> Approximately 5,100 NHS staff (including more than 450 staff delivering community services in South Manchester. A further 800 staff are employed by the PFI Partner, South Manchester Healthcare Limited) There are also approximately 450 regular volunteers.
Patients treated	<ul style="list-style-type: none"> Circa 500,000 per annum
Beds	<ul style="list-style-type: none"> 2012 – 920 inpatient beds
External Research	<ul style="list-style-type: none"> Over 300 Research programmes each year.
Undergraduate Medical Education	<ul style="list-style-type: none"> Approximately 450 medical students

Research and Development

There are a number of notable statistics which demonstrate the Trust's orientation towards collaborative research and innovation in the health sector:

- In 2011-12 UHSM had 331 open clinical research projects supported by funding from Research Councils, charities, National Institute of Health Research (NIHR), international funders and industry, including commercial contracts to develop new medicines, devices and procedures. These studies covered 11 clinical specialties and were supported by 173 dedicated clinical research staff.
- For 2011-12 there were 18,558 patients recruited to clinical trials which compares against 19,319 patients for the year 2010/11. The bulk of this recruitment originates from the Procas study which involves 60,000 women, the largest research study in the UK for the detection and prevention of breast cancer. However when Procas figures are removed, there is a year on year increase of 12.3% in recruitment to studies, a positive trend with new areas of activity beginning to emerge. During 2011-12 the level of participation in clinical research has resulted in UHSM being the second highest recruiter to NIHR portfolio studies nationally.
- Greater Manchester Comprehensive Local Research Network (CLRN) is hosted by UHSM, and in 2011-12 UHSM was the highest recruiting organisation in Greater Manchester. UHSM was also amongst the best compared to equivalent organisations for turnaround of approvals of clinical trials within Greater Manchester.
- In the last year, 297 publications have resulted from the Trust's involvement in quality research helping to improve patient outcomes and experience across the NHS. This level of participation in clinical research demonstrates UHSM's continued commitment to improving the quality of care it provides to patients as well as making a significant contribution to wider health improvement.
- The 2010/11 league table for research activity places UHSM in second place nationwide for the number of patients taking part in research, at 21,476. Only Imperial College Healthcare NHS Trust had a larger number.
- With over 300 external research programmes undertaken per year, UHSM continues to engage with commercial companies, academics, research foundations and other NHS Foundation Trusts to undertake research programmes and work towards product commercialisation.

The following table gives examples of research initiatives that are being undertaken in 2011/2012 at UHSM, illustrating the variety of collaboration, and in particular, the Trust's extensive relationships with various commercial and non-commercial partners:

Academic Institutional		NHS Partners	
University of Jordan		University Hospital of Bristol NHS Foundation Trust	
University of Salford		NHS Cancer Screening Programmes	
University of Wales Swansea		Christie Hospital NHS Trust	
University of Manchester		North Staffordshire Combined Healthcare Trust	
University of Liverpool		Sheffield Teaching Hospital NHS Foundation Trust	
University of Edinburgh		Salford Royal Hospitals NHS Foundation Trust	
University of Birmingham		Wrightington, Wigan and Leigh NHS Foundation Trust	
Kings College London		Nottingham University Hospitals NHS Trust	
University College London		Royal Liverpool University Hospitals NHS Foundation Trust	
Lancaster University		Barts and London NHS Trust	
University of Durham		Royal Liverpool and Broadgreen University Hospital Trust	
University of Oxford		Liverpool Womens NHS Foundation Trust	
University of Nottingham		Central Manchester and Manchester Childrens University Hospitals NHS Trust	
University of Aberdeen		Leeds Teaching Hospital NHS Trust	
Commercial Partners		Research/Charity Institutional Partners	
NHSBT Tissue Service		National Institute for Health Research- Health Technology Assessment	
Merck Sharpe and Dohme		Cancer Research UK	
PneumRx Inc.		Macmillian Cancer Support	
Novo Nordisk Limited		Medical Research Council	
Micell Technologies		Department of Health Policy Research programme	
Novartis Pharmaceuticals UK Ltd		Dimpleby Cancer Care	
Abbott Diabetes Care		The Bubble Foundation	
Boehringer Ingelheim Ltd		Newlife Charity	
Cardoz AB		CDG Research Trust	
Lotus Pharmaceutical Co		British Heart Foundation	
GlaxoSmithKline		University of Manchester Skin Health Research Group	
Molnlycke Healthcare		Meningitis Research Foundation	
Roche Diagnostics GrmbH Diabetes Care		Ashema UK	
Afferent Pharmaceuticals Inc.		Myasthenia Gravis Association	

This table is not exhaustive, but clearly demonstrates the variety of the links that UHSM has with a number of partners from across the life science and healthcare sector. The MediPark will provide the opportunity to build on these links and relationships as will be demonstrated in the following sections.

Specialisms

The particular fields of expertise for which UHSM are renowned will help to define the MediPark offer. The Trust's specialisms are recognised nationally and in some instances globally, with the three core operational strands of clinical, education and research activity combining to provide an offer which can potentially differentiate MediPark from other similar forms of development.

The unique specialisms of UHSM include:

- respiratory medicine;
- wound and burn healing;
- cancer;
- allergies;
- organ transplantation; and
- cardiovascular.

In addition to the Trust's ability to combine excellence in clinical, research and education to a nationally and globally recognised standard, it is worth noting the approach that the Trust takes to encouraging and driving commercial success for the companies it represents.

In developing the MediPark proposition the Trust specialisms as they exist today have proved a very useful starting point. However it should be noted that the Trust and the healthcare sector is likely to continue to evolve and change – it is important therefore that the MediPark concept is not too bespoke and retains an ability to adapt to changes in the research and development sector. This will ensure that the MediPark achieves longevity and sustainability over a long timeframe.

Specialisms have the potential to attract sector specific commercial occupiers to the MediPark who benefit from the knowledge base surrounding these specialisms and the opportunities that these represent for collaborative working towards advancing medical research and commercialising products, drugs and treatments. They are part of the MediPark USP.

Importantly in addition the MediPark has other strengths most notably proximity to Manchester Airport and the Airport City project, and in addition the designation it enjoys as part of the Greater Manchester Enterprise Zone. The MediPark can also make an important contribution to the wider NW Life Sciences and healthcare sector through the establishment of synergistic relationships with businesses located throughout the region. The EZ brings a near term set of financial incentives but also an increased profile and opportunity to attract investment.

Manchester Academic Health Science Centre

In 2008, the Manchester Academic Health Science Centre (MAHSC) was established to formally underpin the development of Greater Manchester as a world leader in health research. MAHSC, is a partnership between six Greater Manchester NHS organisations, including UHSM and The University of Manchester, which aims to align service delivery with research and education.

The presence of the MAHSC within Greater Manchester has led to the accelerated development of new treatments, technologies and health services, targeted to meet unmet clinical need. This demonstrates a joined-up forward thinking approach to research, service delivery and growth which is unique to Greater Manchester. MediPark occupiers will benefit from this collaborative and efficient network of knowledge, allowing them to make connections and source information more quickly and more cost effectively than in other geographic locations.

The presence of MAHSC within the South Manchester Economic Corridor will be a significant competitive advantage of this location. The seven founding partners of MAHSC combine excellence in academia, clinical service delivery, research management and education. In combination they employ 34,750 staff with an annual turnover of £3.2 bn². The competitive advantage will have a large part to play in the attraction of occupiers to MediPark.

Greater Manchester Academic Health Science Network

The Greater Manchester Academic Health and Science Network has very recently been established. The network has been established to improve health, create opportunity for wealth and employment through building on assets and adopting effective methods through which reliable implementation of agreed best practice can be taken forward across the healthcare network.

The network is focussed on transformational health informatics and intelligence systems through which world class knowledge management and transfer networks can be put in place. This should lead to the network being recognised as a global leader for clinical trials and product testing – crucial in underpinning the MediPark strategy.

The network will initially focus on two key themes – **preventing people from dying prematurely and protecting people from avoidable harm**. Using the NHS Change model it is the intention to deliver measurable improvement across the network in these areas.

The UK National Aspergillosis Centre

UHSM hosts the UK National Aspergillosis Centre, commissioned by the Department of Health to provide long term care for patients with chronic pulmonary aspergillosis. This condition is one of several caused by the airborne fungus *Aspergillus*.

Most recently the team has been successful in being awarded grants from several prestigious bodies including the Manchester Research Council and The Wellcome Trust. Expertise in the clinical management of chronic pulmonary aspergillosis and the sophisticated diagnostic testing and monitoring required to support high quality clinical care has contributed to the care of patients with all forms of aspergillosis. This facility is a physical asset for the Trust and will be a unique selling point for specialised life science companies looking to locate within the MediPark.

²MAHSC Website: <http://www.mahsc.ac.uk/whoweare/> [accessed August 2012]

Respiratory and Allergy Clinical Research Facility (RACRF)

The UHSM Respiratory and Allergy Clinical Research Facility (RACRF) is a partnership between the University of Manchester (UoM) and UHSM. Their goal is to translate advances in laboratory and experimental research into improved lung health for individuals and the population as a whole.

During 2011-12 the RACRF secured further funding of £2.5 million from the NIHR to support early phase research in the areas of personalised treatment of respiratory infections, asthma and allergy, chronic obstructive pulmonary disease and cough over the next 5 years.

The RACRF provides an infrastructure – people, space and equipment – which allows clinicians, scientists and researchers to undertake experimental research and early phase clinical trials. The RACRF is part of the North West Lung Centre (NWLC) which is a tertiary referral centre for a catchment area of over 5 million people. This facility is a physical asset for the Trust and will be a unique selling point for specialised life science companies looking to locate within the MediPark.

In summary both the Trust and the wider GM network can readily point to a range of ground breaking research led programmes that will provide an outstanding base from which to develop the MediPark concept.

The development of land adjacent to UHSM will take advantage of opportunities presented economically at the global, national and regional level. The Strategic Regeneration Framework sets out the physical strategy through which the UHSM site could contribute to this nationally important initiative. The following section details the UK Government's current approach to promoting life sciences and the various growth sectors, and how this is reflected in South Manchester.

National Economic Drivers

On December 2011, the Government launched the Strategy for UK Life Sciences to help life science businesses grow and succeed. The strategy focuses on the health-related aspects of the sector. It is a long-term strategy, looking forward ten to fifteen years, building on the March 2011 Plan for Growth. The Government recognises this sector as a key source of high-skill, high-tech jobs.

The UK government has identified life sciences and health related industries as a core strength but one which is facing competition from other global competitors in a market already estimated to be worth £1,000 billion and growing at a rate of c.10-12% per annum.

Investment and tax measures in this sector will contribute towards making the UK a highly competitive location for life science companies to grow and invest.

The Strategy for UK life sciences is based on three pillars:

- **Building a UK life sciences ecosystem:** the Government will make it easier for researchers to commercialise academic research, will place clinical research at the heart of the NHS, and will empower patients to participate in research;
- **Attracting, developing and rewarding talent:** the Government will introduce measures to ensure that the UK attracts and nurtures world-leading talent and develops scientific excellence, These measures will also ensure that the UK offers exciting and rewarding careers for clinicians, scientists and technicians from all around the world
- **Overcoming barriers and creating incentives for the promotion of healthcare innovation:** the Government is introducing measures to incentivise early-stage investment and nurture the best innovations through the translational funding gap to a point at which they can secure follow-on investment. The Government will continue to reduce the bureaucracy of setting up clinical trials to ensure that patients have access to promising, cost-effective new treatments.

Life Science Growth Sectors

The life sciences worldwide are a key driver of economic growth, accounting for substantial investments in innovation and research, as well as many high value jobs. It is a sector with significant growth potential in the future, but it is currently faced with many challenges and it is undergoing major structural change³.

Within the life sciences sector, healthcare and biosciences alone comprise around 10% of most developed nations GDP (2007)⁴. Meanwhile, the pharmaceuticals market is forecast to reach £795bn by 2020, with R&D in the sector expected to grow by 2.5% p.a. up to 2015⁵.

Research undertaken by SQW (2012) has identified the following life science growth sectors both nationally and globally:

- **Industrial biotechnology:** The application of biotechnology for industrial purposes, including manufacturing, alternative energy and biomaterials;
- **Medical technology:** Expected to grow by 10% p.a. up to 2015, with the global industry expected to be worth £300bn. Within this sector, the medical devices market, which involves developing and manufacturing devices for curing, treating or preventing diseases, was worth £310bn with growth of 7% per annum;
- **Biologics market:** The global biologic therapeutic drug market is valued at an estimated £100bn in 2010 and is expected to reach £150bn by 2015, a 9.9% p.a. growth rate forecast up to 2015. Driving this growth is the need for a more extensive drug pipeline, aggressive targets against challenging diseases, a push to pursue biosimilars, and enabling manufacturing technologies that reduce the cost to producing profitable products.

In some respects the UK punches above its weight compared to other countries, having significant strength in depth in the life sciences and pharmaceuticals sector in particular, according to the government. Indeed, the UK ranks second behind only the US⁶, with 37 of the top 50 global pharmaceutical companies having 60 sites between them in the UK, employing 52,000 staff.

Within the UK economy, the life sciences have a relatively large impact, with the pharmaceutical industry alone investing more in R&D (£4.5bn in 2007) than any other business sector, with a trade surplus of £4.3bn in 2007. In medical biotechnology, the UK leads Europe in terms of the number of drugs in clinical development (over 20% of the total globally, whilst over 20% of the world's top medicines were developed in the UK), and the medical technology sector is growing rapidly, again leading Europe, with over 2,000 active companies.

There are now over 4,500 firms in the life sciences within the UK, employing some 165,000 people. Figures, produced by SQW (2012) illustrate the strength of the UK life sciences sector, by turnover, employment, and number of companies.

³ SQW (2009)- A Market Assessment for a Proposed MediPark, taken from GHK (2009)- Life Sciences and Medical Technologies

⁴ SQW (2012)- A Market Assessment for a Proposed MediPark

⁵ SQW (2012)- A Market Assessment for a Proposed MediPark

⁶ HM Government (2012) Life Sciences Blueprint



Figure 4: Sectoral breakdown

Manchester Life Sciences

The area surrounding UHSM represents one of the country's major clusters of life sciences, academic research, and healthcare facilities. The life sciences cluster in the North West region is the largest outside of the Golden Triangle⁸, with a particularly strong role in the pharmaceuticals industry, with AstraZeneca alone employing over 7,000 people. There is a significant concentration of activity in and around Manchester with the MAHSC, regulatory bodies such as NICE, health-related charities, a vibrant start-up community focused primarily on the incubation and grow-on (including a major science park) facilities along the Oxford Road Corridor, as well as some large multi-national corporations that have invested here.

More generally, the science, technology and innovation landscape within the Manchester City Region (MCR) is highly diverse in terms of geographical location, facilities, capabilities and organisational bodies. There are four universities and over 75 research facilities and institutions across the area. Organisations within Greater Manchester mainly the universities, were responsible for almost 6% of all UK publications during the period 2006 and 2008. Forty per cent of these were produced with foreign collaborators, indicating the quality and depth of research as well as the extensive ties to both local and international organisations. More recently, Professor Andre Geim and Professor Kostya Novoselov from the University of Manchester, were awarded the 2010 Nobel prize in Physics for their work with Graphene.

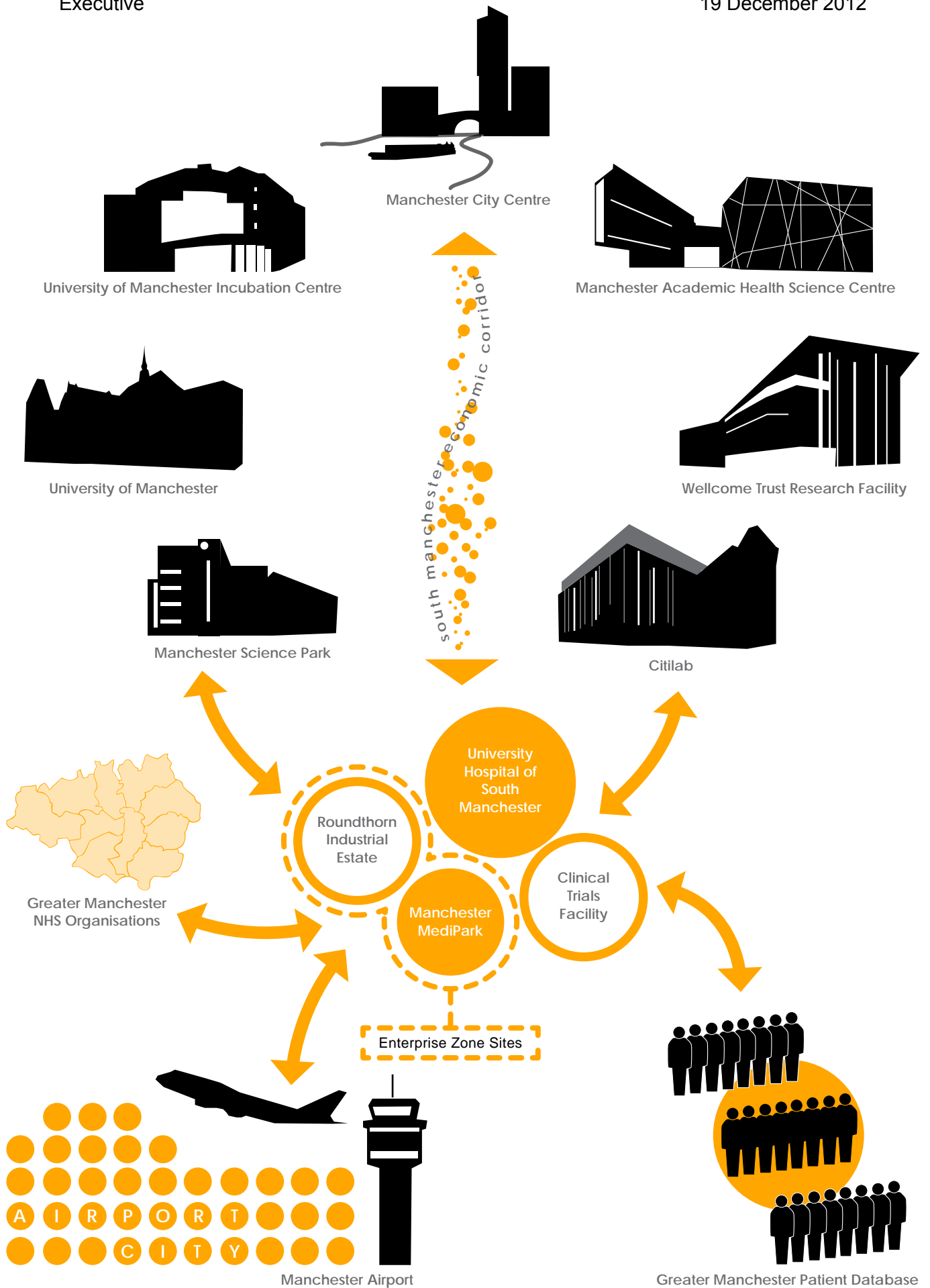
Greater Manchester currently supports 87 core life science companies⁹ and 125 non-core life science companies¹⁰, making a total of 212. During the past two years, Greater Manchester has gained an additional 62 companies either relocating to Greater Manchester or starting up within Greater Manchester, giving the sector significant growth.

The strengths of the conurbation are ably demonstrated by looking at the South Manchester Economic Corridor, with its focus towards life science assets. These in combination make MediPark an attractive location to prospective new occupiers. The wealth of life science assets, the location of the Airport and the presence of the Enterprise Zone, combine to present a strong economic force from which massive benefits can be generated.

⁸ SQW (2009)- A Market Assessment for a Proposed MediPark. The Golden Triangle is the area bounded by Cambridge, London and Oxford

⁹ The range of core companies in the region encompasses large mature global pharmaceutical companies (such as Astra-Zeneca, Bristol Myers Squibb, Eli-Lilly, GSK, Novartis, Sanofi-Aventis, Teva), a significant analytical and healthcare presence (e.g. Shimadzu, Waters, Molnlycke, Baxter, Fresenius-Kabi, Unilever, Depuy (J&J) SL, Applied Biosystems, Thermo Fisher, Advanced Medical Solutions, Gen-Probe) growing biotech companies (e.g. Epistem, Qiagen Manchester) and many spinout and start-up companies formed during the past 10 – 12 years. Information provided by MIDAS.

¹⁰ A range of non-core companies in the region encompasses supply chain companies such as lab fit-out companies, Equipment & other suppliers; consultants & support services including technology transfer commercialisation organisations; accommodation, design & facilities providers; and legal & financial advisors and fund managers. Information provided by MIDAS.



Manchester Airport City Enterprise Zone














In support of the Government's core belief that economic growth and job creation should be led by the private sector, the 2011 Budget saw the Chancellor introduce Enterprise Zones (EZs) as an accelerator of change to the economy. Manchester Airport City has been identified as a location for an EZ, alongside 21 other areas across England. New businesses that locate within the EZ will benefit from business rate discount worth up to £275,000 per eligible business over a five year period, a simplified planning regime and superfast broadband.

The [Manchester Airport City Enterprise Zone Framework Plan \(EZFP\)](#) is a key document which sets out the basis upon which the EZ stakeholder group intend to take forward the development of the proposed EZ area.

The long term vision for the EZ area covering the next 15 years is established within the Framework Plan. The designation of the EZ is designed to create new jobs and opportunities for local people and the opportunity presented by the Manchester Airport. The MediPark site sits within the EZ area at the southern tip of the Corridor. The site is also captured within the West Wythenshawe Local Plan (WWLP) produced by Manchester City Council to guide development and economic growth within the local area.

There are a range of economic drivers that assist in the development of the MediPark.

Key

-  MediPark
-  Roundthorn
-  Rowlands Way (Wythenshawe Town Centre)
-  Atlas Business Park & Emerson Properties
-  Airport City North
-  World Logistics Hub
-  Motorways
-  Major Vehicular Routes
-  Railway lines
-  Metrolink Future Extension (Under construction)
-  Metrolink Line
-  Manchester Airport
-  UHSM

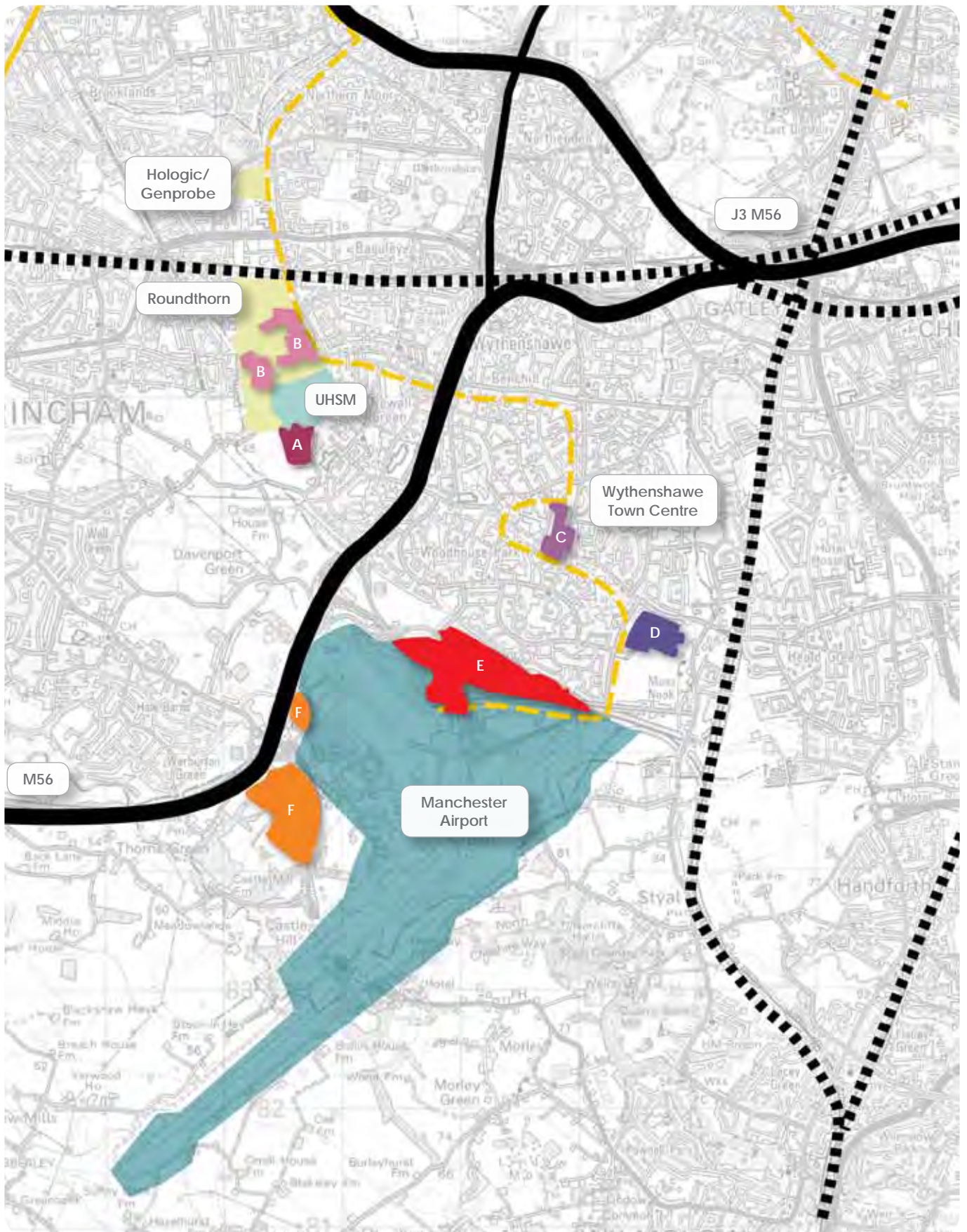


Figure 5: Manchester Airport City Enterprise Zone

Economic Drivers	
Airport City Enterprise Zone	<p>The Manchester Airport City Enterprise Zone is designed to create new jobs and opportunities for local people through the attraction of new businesses. The incentive to occupiers is provided in the form of a business rate discount worth up to £275,000 per eligible business over a five year period, in addition to a simplified planning regime and superfast broadband.</p> <p>Collectively the 10 Airport City EZ sites provide some 116 hectares of developable or re-developable land that offer the scale and significance to become a strategic economic and employment driver for the wider Greater Manchester area. The proposed Medipark site is contained within the boundary of Airport City EZ and occupiers will therefore benefit from the incentives.</p>
University of Manchester	<p>The University of Manchester operates as an economic powerhouse in its own right. As of 2012, the University of Manchester has around 39,000 students and 10,400 staff, making it the largest single-site university in the United Kingdom and one of the top 30 research universities in the world.</p> <p>The University works in association with UHSM on various research projects. Researchers at UHSM have contributed to the excellence that the UoM achieves in its status as a top five ranking university. In 2009, research projects were supported by over £6.2m in external funding. The findings of this research has and is still informing local and national practice and policy, with over 300 peer reviewed papers published during 2008.</p>
Manchester Airport	<p>Manchester Airport is the busiest airport in the UK outside of London providing access to over 190 locations around the world. Passenger traffic at Manchester Airport is projected to more than double by 2030, from 19 million today to 40 million. Such increased activity will generate significant ancillary employment growth, not only in passenger related services but in the wide range of logistics associated with air freight.</p>
Manchester Airport City	<p>Manchester Airport City is the overarching title used to describe a group of land and property assets adjacent to the Airport. A long term development strategy is now in place that will see over 250,000 sqm of new commercial floorspace developed around the Airport to support Airport growth but also drive sub regional economic development.</p> <p>The MediPark is an integral element of Airport City. MediPark occupiers will be able to benefit from the Airport's international links, making it easier, quicker and more cost effective to import and export freight to various locations. Passenger transport is also facilitated by the proximity of the airport, making international business meetings easier to attend. Visitors to the MediPark are able to transfer easily, making the MediPark suitable for training events and conferences. The Manchester Airport City Masterplan seeks to improve direct access by public transport between the Airport and Wythenshawe including: a strengthened bus network, cycle and pedestrian linkages, and also the construction of the Metrolink route, connecting UHSM and Wythenshawe to the airport.</p>
Roundthorn Industrial Estate	<p>Roundthorn Industrial Estate, under the Enterprise Zone initiative has the potential to transform its offer from industrial estate to a world-class business location supporting UHSM, the MediPark, Manchester Airport and Airport City. The development opportunities at Roundthorn will be complementary to MediPark and will reinforce the MediPark brand by providing move-on space for MediPark occupiers. Existing flexible and economic space is also available at the existing Roundthorn Estate. It has the potential to provide larger floorplates for occupiers, which will appeal to companies which successfully commercialise and increase the size of their operations.</p>

Economic Drivers	
Manchester Science Park	<p>Manchester Science Parks (msp) started operations in 1984 with one multi-occupancy building. MSP has subsequently developed to become one of the UK's leading science parks and now operates across four sites in Greater Manchester, accommodating around 145 tenant companies. MSP is seen as an active partner in the development of Manchester as a dynamic regional capital at the heart of the knowledge economy.</p> <p>The development of MediPark is considered to be complementary to MSP, with different locational advantages and facilities than that provided within the four MSP locations. The two facilities combined will ensure that Manchester is able to cater for all occupier demands within the life science sector thereby strengthening the reputation and economic strength of the South Manchester Economic Corridor.</p>
Manchester Academic Health Science Centre	<p>In 2008, the Manchester Academic Health Science Centre (MAHSC) was established to formally underpin the development of Greater Manchester as a world leader in health research. MAHSC, is a partnership between six Greater Manchester NHS organisations, including UHSM, and The University of Manchester, that aims to align service delivery with research and education.</p>
The University of Manchester Incubation Centre	<p>The University of Manchester Innovation Centre Limited (UMIC) provides high quality state of the art biotech and hi-tech facilities including laboratories and office space. UMIC provides space specifically for start-ups, incubator tenants and SME's in premises located in three locations within the City Centre. MediPark will provide the opportunity for companies to expand from the incubation facilities provided by UMIC, thereby freeing up space for new companies and spin-offs to develop in the supportive environment that UMIC provides.</p>
Citilab	<p>Citilab, The former Royal Eye Hospital is a new 100,000 sq ft biomedical centre of excellence, located adjacent to the University of Manchester within the clinical academic campus. Citilab aims to attract bio health companies to develop new products and services designed to meet the needs and expectations of patients.</p> <p>There have been a number of confirmed pre-lets; to TRUSTECH, an NHS organisation which aims to improve healthcare through the development of innovative products and services; to The Manchester College who will use the space for medical training; and to The Central Manchester University Hospitals NHS Foundation Trust Charity. The rest of the space has been purpose built for wards for clinical trials, biomedical laboratories and areas for networking.</p>
Welcome Trust Research Facility	<p>Established in 2001, the facility supports clinical research studies from a wide range of disciplines, led by investigators in both adult and paediatric specialities. Providing a comprehensive research environment with a highly-skilled clinical research workforce, the facility supports investigators to conduct research studies in a timely and effective manner.</p>
Greater Manchester NHS Organisations	<p>The combination of Greater Manchester's NHS organisations in the form of Acute Trusts, Primary Care Trusts and Mental Health Trusts, have access to a far reaching and diverse patient database.</p>

Economic Drivers

<p>Greater Manchester NHS Organisations</p>	<p>The Greater Manchester NHS organisations, as MAHSC partners, are some of the most highly rated Trusts as recognised by numerous Health Service Journal accolades. The partners comprise three Acute Trusts, two Specialist Trusts and one Primary Care Trust, and deliver a broad provision of clinical care, including:</p> <ul style="list-style-type: none"> • cancer • mental illness • neurology and dermatology • lung disease • maternal and fetal health • cardiovascular and musculoskeletal diseases • e-Health using bioinformatics and electronic patient records to link the primary and secondary care sectors <p>Pan-partnership strengths include diabetes and cancer.</p> <p>The MAHSC partners work together to translate world-leading research and rapidly adopt innovations into clinical and healthcare practice for patient and population health improvement.</p>
<p>Private Sector</p>	<p>The private sector is already well established in the sub -region. Businesses such as Gen Probe / Hologic, Waters and Kratos have a strong business in the local area. There is a clear opportunity to leverage further investment via the supply chain related to these existing healthcare occupiers.</p>

Occupiers

There has been a significant amount of demand analysis undertaken which has led to the identification of MediPark occupiers, which will provide a starting point to drive forward a more detailed marketing campaign to be undertaken by a private sector developer/ investor. Identification of particular types of occupier leads to an understanding of the scale of the demand for such space. The types of space requirements are summarised by the table below.

Type 1: Healthcare Related Companies	Type 2: Research & Development	Type 3: Supporting Facilities
Core Occupiers	Specialist Occupiers	Complementary
Commercially driven companies with larger space requirements which benefit from the cumulative MediPark package. Underpinned by a key anchor tenant.	Specialist life science businesses and research departments of larger commercial life science companies who benefit directly from UHSM's specialisms, access to patients, equipment and the knowledge pool.	Supporting uses which complement UHSM and the MediPark to produce a rounded and complete real-estate offer.
<ul style="list-style-type: none"> • Light industrial/manufacturing • Office space • High-tech workspace • Health related supply chain companies • Digital healthcare 	<ul style="list-style-type: none"> • Wet labs • Dry labs • Fast track clinical trial facilities • Allergy centre & commercial kitchens 	<ul style="list-style-type: none"> • Training facilities • Central Hub: <ul style="list-style-type: none"> • Restaurants • Creche • Cafe/Leisure • Florist • Banks • Gym • Convenience retail • Dry cleaners • Pharmacy

The MediPark offers the following advantages to all three types of occupiers:

- Exemption from business rates up to £55k per annum per company, and the wider benefits accruing from being part of the Enterprise Zone.
- A high quality physical environment which is highly accessible by car and public transport. MediPark will provide a 'campus- based creative environment' offering facilities such as restaurants, crèche, gym, café and convenience foodstore and retail facilities
- The location of the Airport within 4 miles of the MediPark, offering easy access to national and international locations.

Each of the potential occupier types is examined in more detail.

Healthcare Related Companies

There is an identified demand for larger floorplates from commercially driven healthcare and life science companies who benefit from an association with the MediPark brand and the support services provided within the MediPark environment. These occupiers will be key to underpinning the MediPark offer and can benefit from proximity to the specialist areas of research and education provide by UHSM. However, because these businesses may be further along the supply chain from the Research & Development (R&D) network, they may not need to be located directly adjacent to the hospital site.

Occupier demand is for office space, light industrial/manufacturing and high-tech workspace. This type of space will give growing businesses the opportunity to expand as they become more successful, and will also allow large commercial companies to operate their office and manufacturing functions within the MediPark alongside their research and clinical trailing operations captured within the R&D sector. Supply chain companies requiring larger office and manufacturing operations including NHS suppliers and Medipark suppliers who benefit from being located in a healthcare and life science community, in addition to a highly connected location nationally and internationally, will also form part of this occupier group.

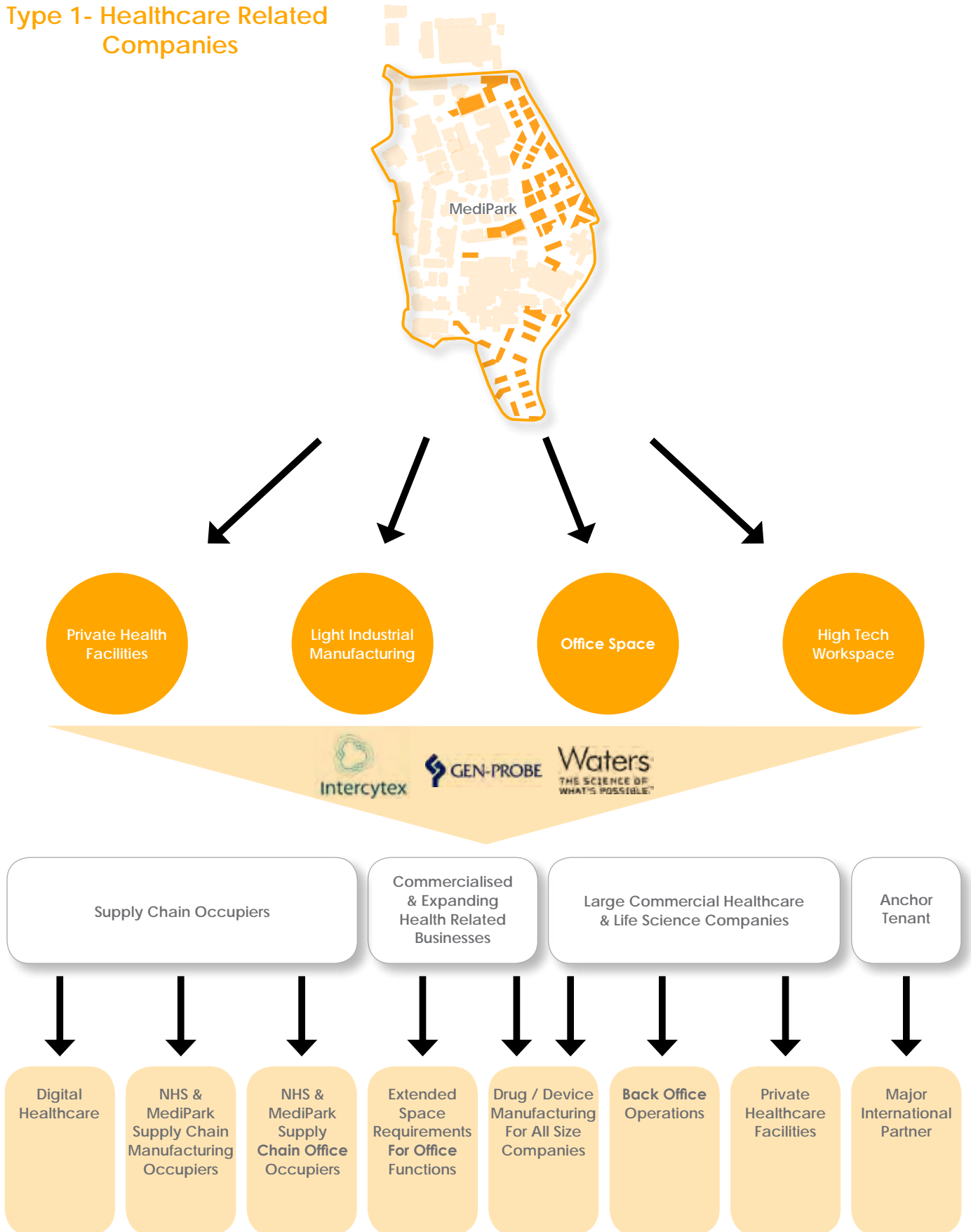
Private healthcare has been identified as a high growth industry. The overall market has expanded particularly within the last 5 years as a result of the growing shift from public to private provision, with the NHS making increasing use of private sector healthcare to cut waiting lists. The location of a small private healthcare facility adjacent to UHSM could be be part of a wider set of uses, but should not be a key driver of the scheme.

The facilities provided for digital healthcare companies represent another area of growth within the healthcare sector. Users will benefit from a Medipark location through the commercial opportunities provided by the MediPark supply chain. Research analytics companies, IT support and data companies will have a synergistic relationship with other occupiers who require specialist digital healthcare companies to enhance their operations.

The Medipark will also be a suitable location to generate commercial opportunities from healthcare companies elsewhere within the South Manchester Economic Corridor, such as Manchester Science Parks and Citilabs.

The presence of a complementary MediPark anchor tenant will be a key focus of the location. The prime sponsor will establish significant commercial enterprise and an educational partnership which will be a major draw for the other MediPark occupiers. The anchor tenant will form a symbolic relationship with UHSM and MAHSC.

Type 1- Healthcare Related
Companies



Research and Development

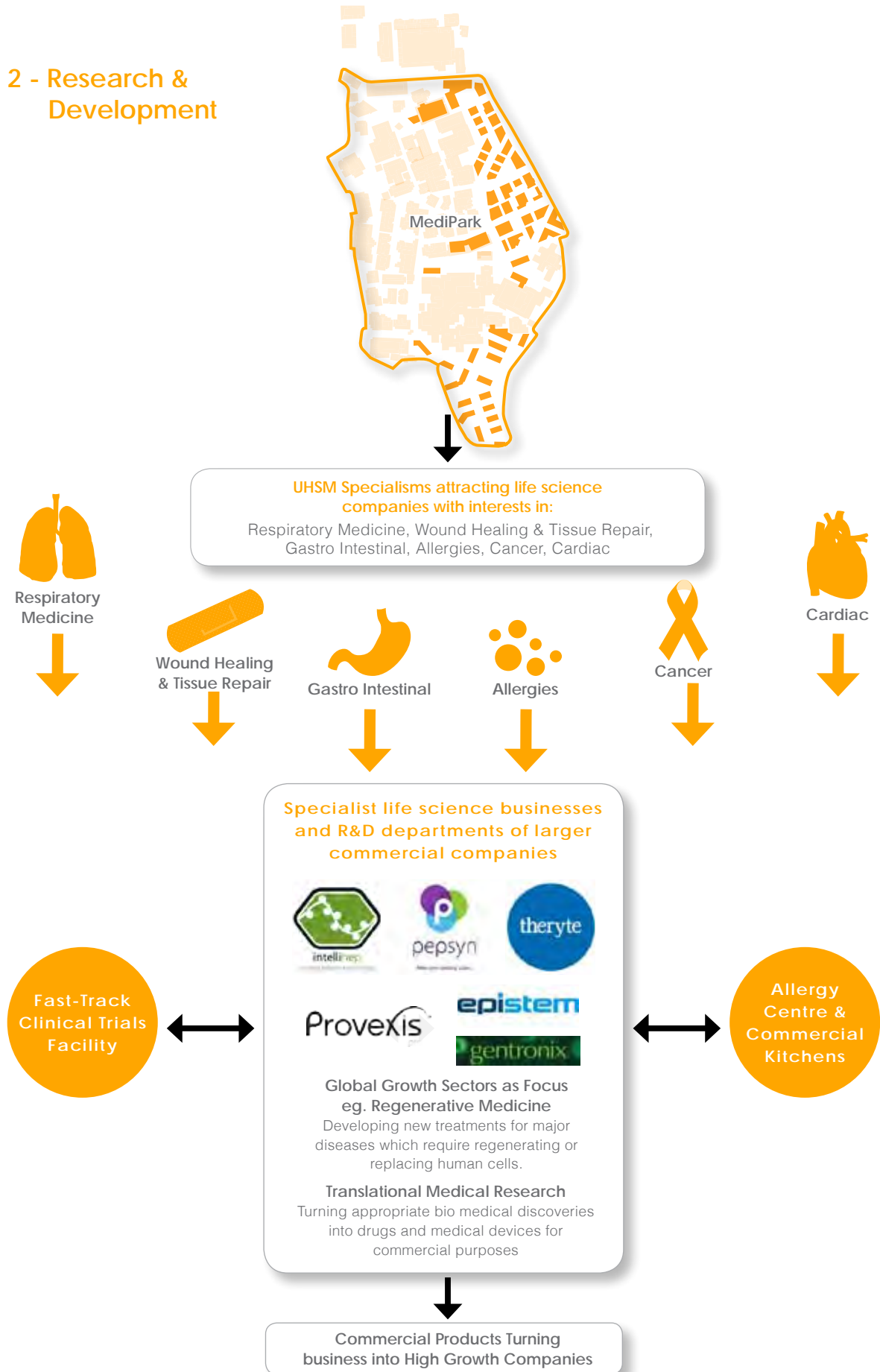
These occupiers located within the MediPark relate to uses which have an operational requirement to be located within close proximity to a hospital to enable them to take advantage of the facilities available.

Our research suggests that MediPark will be particularly attractive to life science and healthcare companies who carry out medical research and clinical trailing in the UHSM specialist areas, as illustrated by the following figure. These companies can be either small to medium sized enterprises, or R&D departments of larger commercial life science companies.

In practice, an R&D business which specialises in therapies and treatments may wish to locate at MediPark as a business location for the following reasons:

- UHSM has specialist capabilities which differentiate it from other locations. The specialist areas of clinical practice, research and education combine to make UHSM a 'centre of clinical excellence'. A company which carries out research and clinical trials in lung cancer therapies can benefit from access to key thinkers within the industry, access to a patient pools specific to UHSM's specialist areas and access to world class technology facilities.
- MediPark will provide a supportive and nurturing environment where businesses can grow and where larger commercial life science companies can increase their chances of commercialising drugs, products and treatments. The presence of UHSM adjacent to the MediPark, and the facilities within MediPark itself, will ensure that the core skills, knowledge and support is available to allow MediPark SME's to commercialise products in a reduced risk environment.
- MediPark will provide a highly vibrant and creative network community where occupiers can collaborate, where funding can be accessed and where the networking advantages of the life science assets within the South Manchester Economic Corridor can be harnessed. These networks and relationships are particularly important to companies as they grow in size and successfully commercialise their products.

Type 2 - Research & Development



Supporting Facilities

The MediPark provides an opportunity to introduce uses that will support the core offering which include ancillary facilities for UHSM and the Medipark staff.

Training facilities and a fast-track clinical trials facility are very much part of the supporting infrastructure that UHSM can bring to MediPark.

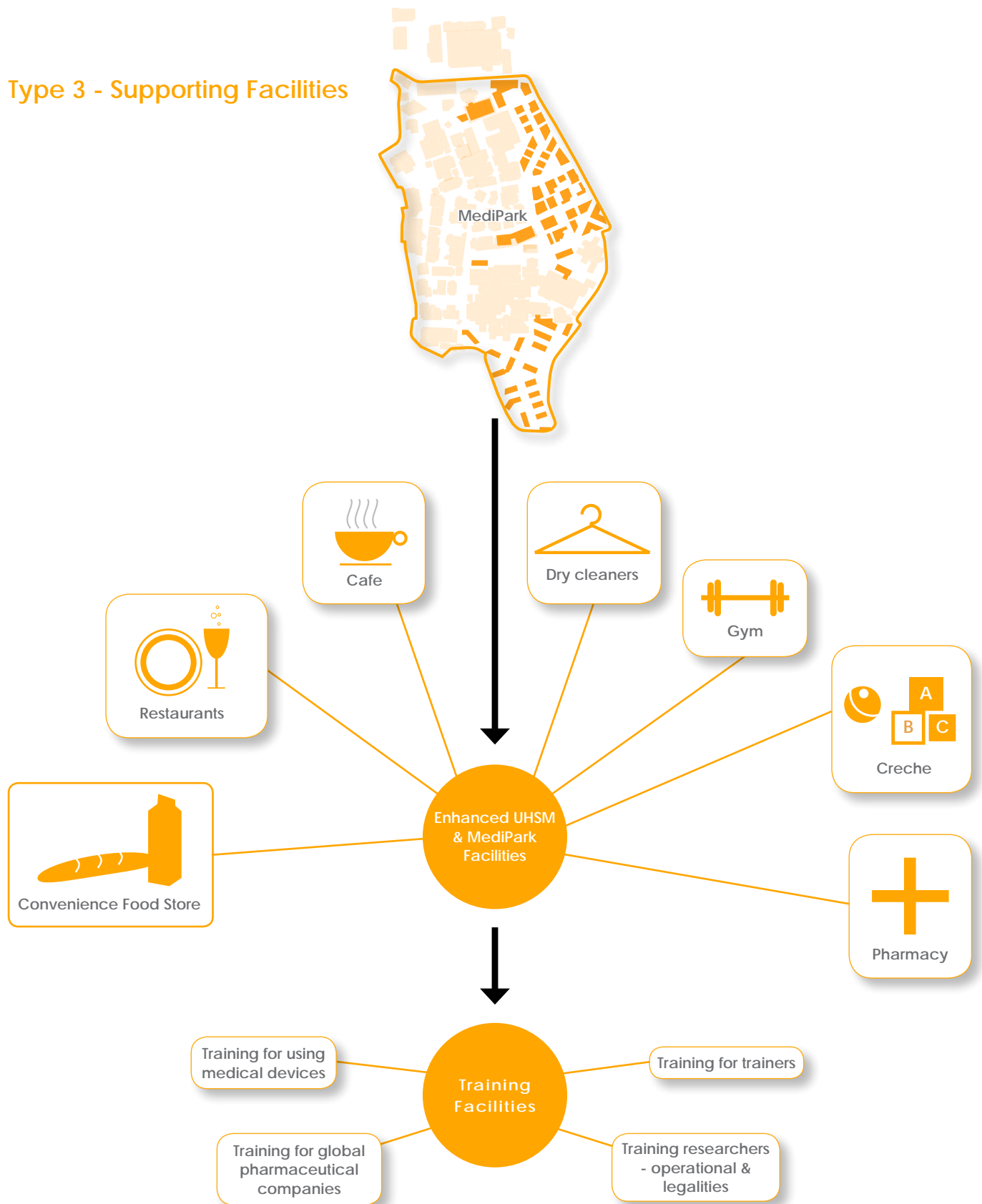
The training facility would be available for a variety of users from local MediPark companies to international global companies. All users will benefit from the specialist areas of teaching held by the Hospitals and Universities of Greater Manchester.

The fast track clinical trials facility would add to the unique selling point of MediPark for occupiers, providing a fast and efficient service for medical trials. The fast track service will be designed to facilitate the development and expedite the clinical trial process to get important new patents earlier and reduce expense for the life science company

The enhanced ancillary facilities for UHSM and the Medipark staff will provide an attractive and engaging environment to work and play. Such facilities are necessary to attract all types of occupiers to the MediPark, and will additionally enhance the quality of the working environment for existing UHSM staff.

Facilities including a restaurant, a convenience foodstore, a pharmacy, a crèche, a café, a dry-cleaners and a gym will be supported by 5,900 UHSM Staff, the 500,000 patients treated annually at USHM and the 4500 MediPark employees. The hub needs to be of sufficient scale to attract occupiers and customers from across the wider Medipark site.

Type 3 - Supporting Facilities



4 FRAMEWORK CONTEXT

The following section identifies the planning policy position, and the economic position, focusing on the Greater Manchester and City of Manchester Context.

Local Planning Policy

The following diagram illustrates the various tiers of planning policy of relevance to Manchester MediPark



Figure 6: Planning Policy Context

Manchester Core Strategy and Proposals Map

The Manchester Core Strategy and subsequent Proposals Map were adopted on 11th July 2012. This forms part of the Local Development Framework and the statutory planning guidance forms the basis for planning decisions.

The Core Strategy outlines the key vision for Manchester over the plan period until 2027. It also sets out those planning policies which will help to deliver this vision. The Core Strategy aims to further reiterate the aspirations set out in the Wythenshawe Strategic Regeneration Framework (SRF) which proposes closer integration between the South Manchester economic assets to give Wythenshawe residents access to a full range of employment and training opportunities. The development of the East and West corridors within Wythenshawe are planned within the SRF to link Wythenshawe Town Centre with the Airport, the Hospital and other key employment locations.

The Core Strategy outlines a number of key challenges for the Wythenshawe area:

- High rates of worklessness and deprivation;
- Limited sites with potential for development;
- Better links required east to west across the area to connect Wythenshawe's residents to opportunities for employment and training; and
- Limited housing choice.

The site of the MediPark is allocated as an Economic Improvement Area within the adopted Core Strategy Proposals Map.

The Core Strategy articulates that UHSM is expected to develop further as a health facility and presents an opportunity for growth in research and development particularly related to the bio-sciences. The Core Strategy outlines generally that demand for future employment across Manchester is expected to be driven by: logistics and distribution; environmental technologies; and healthcare and biotechnology.

The Core Strategy outlines the aim of developing a 'MediPark' on the site of UHSM and this is due to its location in a growth area within the South of the Manchester City Region and that these improved health facilities will be important in improving the health of the local community. The relevant core strategy site specific policies are shown in the following table.

Policy Document	Policy Reference	Policy Wording
Manchester City Council Core Strategy – Adopted July 2012	Policy EC10	Wythenshawe is expected to provide 55 hectares of employment land within use classes B1a Offices, B1b/c Research and Development and Light Industry and B8 Logistics and Distribution. The majority of economic development is to be focussed primarily at a number of key sites, one of which is the University Hospital South Manchester which has been identified as being suitable for growth related to healthcare, biosciences and with ancillary offices.
		Development of infrastructure provision will also be supported to strengthen transport connections between Roundthorn Industrial Estate, University Hospital South Manchester, Airport City and Manchester Airport. The Council seeks to enhance these key employment uses, and the links between them.
	Policy EC12	UHSM is allocated as a Strategic Employment Location. The policy outlines the plans that University Hospital South Manchester has to expand its operation, emphasising its role in key health care areas, bio-science and pharmaceuticals. Hospital expansion will also include a mix of education and conference facilities, clinical trial labs, fitness/well being centre, an innovation centre, incubator units, and hotel and ancillary offices.
Saved Policies from Unitary Development Plan – Adopted in July 1995	Policy WW2	Within the Roundthorn Industrial Estate the Council will permit new industrial and commercial activities which may be incompatible with a location in a residential area, except where serious harm to the amenity of nearby residents or adjoining businesses would result.
	Policy WW3	Specifically relates to the Environmental Improvement and Protection of existing areas of woodland in West Wythenshawe, this includes Fairywell Wood.

Local Planning Designations

The local planning designations are illustrated in the following figure.

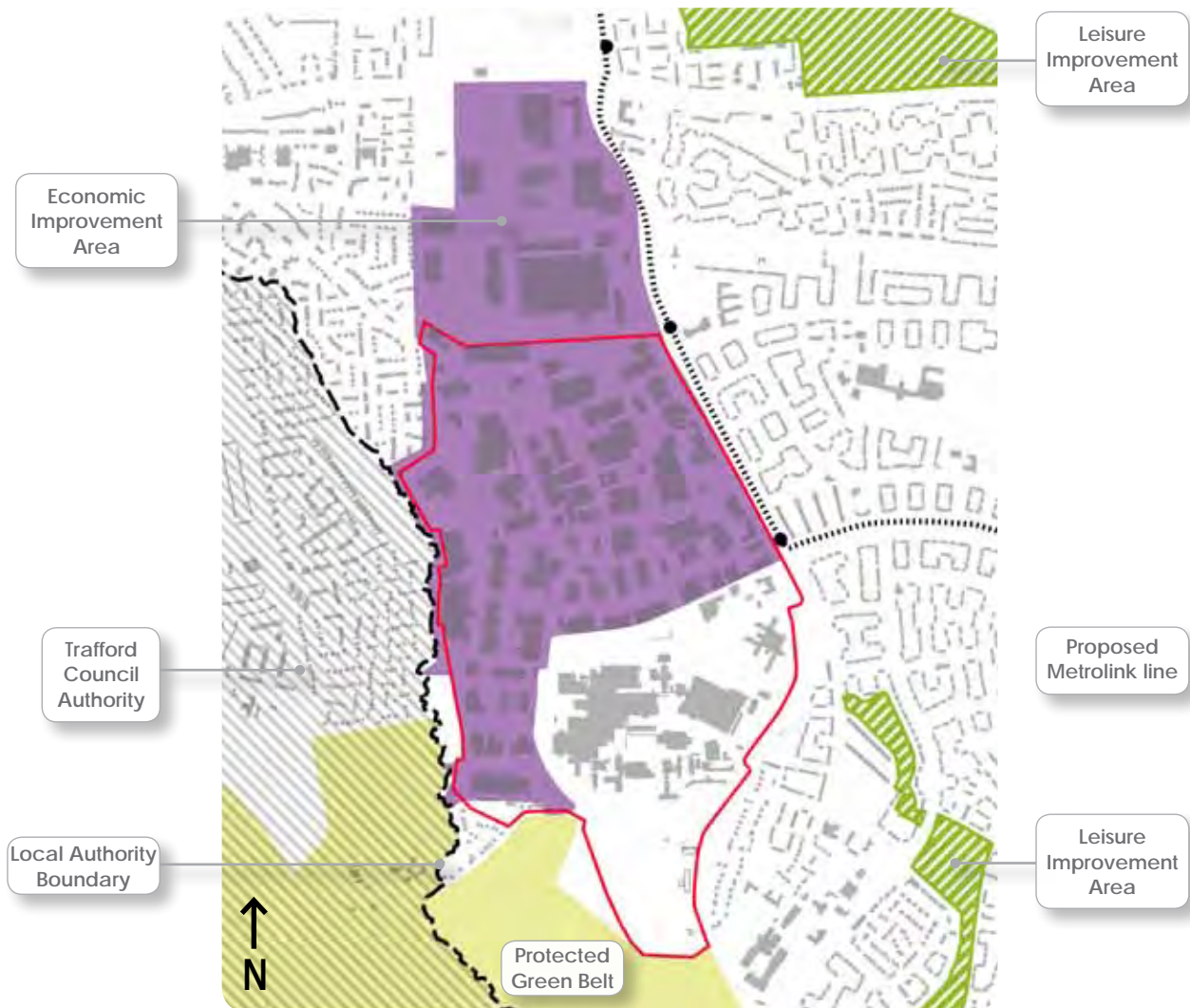
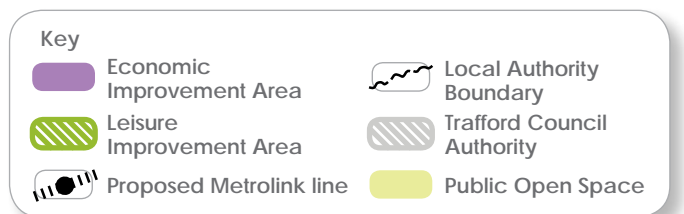


Figure 7: Local Planning Designations



Wythenshawe Strategic Regeneration Framework

Whilst the Manchester Core Strategy illustrates the city-wide approach to development, it is also necessary to consider the Wythenshawe Strategic Regeneration Framework (SRF) produced in 2003 to understand the locally established vision for Wythenshawe.

The SRF highlights the clear ambition that Wythenshawe will be the focus of new investment and job creation, to make the most of the expansion of Manchester Airport, to ultimately support the welfare of the residents of Wythenshawe and Manchester as a whole.

The SRF makes reference to a number of key objectives which have implications for UHSM and its effect on the direct surrounding area, this includes:

- A major emphasis on the importance of education and learning, enhancement of educational attainment, and promotion of a positive learning culture;
- Developing an integrated transport strategy to improve access to jobs – the City Centre, the Airport, the Hospital, the business parks and the Town Centre;

Most employment in the Wythenshawe area is focussed around the Airport, (the public sector with a major health element) and retail (SRF, pg.11). The SRF makes numerous references to Wythenshawe Hospital as being a major employment cluster (reiterated in the newly Adopted Manchester Core Strategy) and that this, coupled with planned investment at the Airport is a key driver for future growth in the area.

Economic Context

Greater Manchester's economy is of huge significance to the future economic growth of the UK, with South Manchester playing a vital role in the next 10 years of economic growth. The EZ boundary captures the emerging market opportunities and development within this area will be key in accelerating the growth of South Manchester.

Greater Manchester is the UK's second largest economy, worth £46bn in 2010, in a conurbation home to 1.3 million jobs. With a resident population of 2.6 million, Manchester has also witnessed a population increase of 4.5% over the last decade. Seven million people live in the 1 hour travel-to-work area making it the largest travel-to-work area outside London. The City supports over 100,000 students in 5 universities and welcomed over 19 million people travelling to or from 190 destinations through Manchester Airport last year.

As an investment location, Manchester performs very strongly. Foreign Direct Investment projects as a proportion of the national total increased from 3.4% in 2006 to 5.9% in 2010, with the city being rated first of 15 UK cities for locating an HQ or back office function in the Cushman and Wakefield UK Cities Monitor.

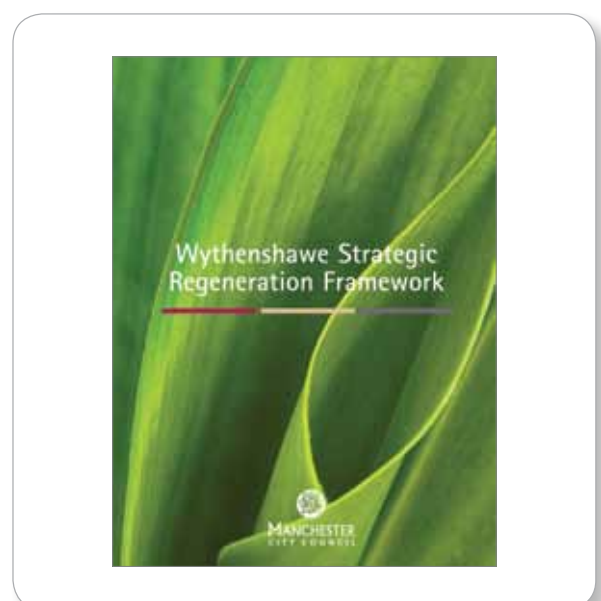
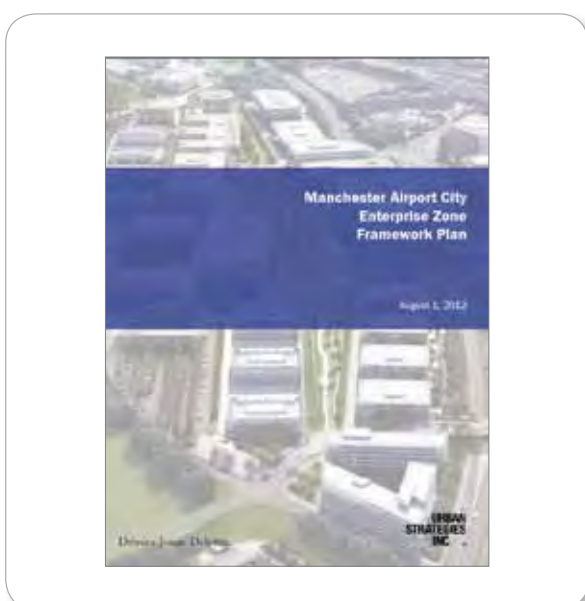
The focus for Greater Manchester's investment opportunities and the subsequent economic growth that will be derived from this is focused largely around South Manchester. This area has the potential to provide high value employment opportunities and wealth creation in many of the key sectors of growth identified within the Greater Manchester Growth Plan.

The background with regard to the MediPark opportunity is laid out in the Greater Manchester Strategy, the Manchester Independent Economic Review and most recently, the Greater Manchester Growth Plan. It is necessary to highlight this context to ensure that the MediPark plays its role in delivering economic growth for Manchester and the City Region.

Greater Manchester Growth Plan

The Greater Manchester Growth Plan (The Plan) has been prepared by the Greater Manchester Advisory Panel to advise on the appropriate strategies and actions to overcome barriers to economic growth. The panel recommends that Manchester should gain additional powers to enable it to make decisions locally, including decisions relating to the collection and allocation of financial resources.

The Plan recognises the key role that the Metrolink expansion will have in ensuring residents have the opportunity to travel to key employment sites, including Manchester Airport, Manchester Airport City and MediPark.



“Manchester’s size and potential makes it pre-eminent amongst the cities of the North and a natural complement to the Southeastern power house of the UK economy. It has essential economic assets: scale, connectivity and, in the University of Manchester, an international seat of learning of the highest quality. Whilst London will remain the UK’s largest regional economy, the UK is going to need all the areas of growth possible in the coming period....

Manchester does have a route to long-term growth that would make a meaningful difference to the UK as a whole – not least as an exemplar for other agglomerations with effective governance frameworks and the size, potential and single-mindedness to drive forward their own economic growth.”

Manchester Independent Economic Review and the Greater Manchester Strategy

The Greater Manchester Strategy (GMS) sets out a joint, working strategy between the Greater Manchester Authorities (AGMA). It is the high-level response to the Manchester Independent Economic Review (MIER) which was prepared by a group of independent economists, and identifies priorities that will enable the Manchester City Region to pioneer a new model for sustainable economic growth, based around a more connected, talented and greener City Region where the prosperity secured is enjoyed by many.

MIER highlights that the Manchester City Region has the scale and density to grow rapidly and become an economic powerhouse:

“Manchester’s size and potential makes it pre-eminent amongst the cities of the North and a natural complement to the Southeastern power house of the UK economy. It has essential economic assets: scale, connectivity and, in the University of Manchester, an international seat of learning of the highest quality. Whilst London will remain the UK’s largest regional economy, the UK is going to need all the areas of growth possible in the coming period....

Manchester does have a route to long-term growth that would make a meaningful difference to the UK as a whole – not least as an exemplar for other agglomerations with effective governance frameworks and the size, potential and single-mindedness to drive forward their own economic growth.

Manchester is probably the UK city outside London most likely to be able to increase its long term growth rate, to access international networks and enjoy strong connections to the rest of the world.

However, it is currently punching below its weight given its size. This is an opportunity: the city has the potential to grow faster and to continue to reinvent itself and regain its historical dynamism.”

Accordingly, the Greater Manchester Strategy sets out its vision /objectives for the City Region as:

- A world-class city region at the heart of a thriving North;
- One of Europe’s premier City Regions, at the forefront of the knowledge economy, and with outstanding commercial, cultural and creative activities;
- World-class, successfully competing internationally for investment, jobs and visitors; an area where all people have the opportunity to participate in, and benefit from, the investment in and development of their city;
- An area known for, and distinguished by, the quality of life enjoyed by its residents;
- An area with GVA levels to match those of London and the South East.

Medipark is located within easy reach of Greater Manchester's primary road and motorway network and is also well served by the existing and committed Transport for Greater Manchester (TfGM) public transport routes. Situated 8.0 miles south of Manchester City Centre and 2.0 miles north west of Manchester International Airport, Medipark has an enviable location with the infrastructure it requires to secure private sector investment.

It is hoped that this will be complemented by the arrival of HS2 into the City Centre and with a Station which serves Manchester Airport. Announcements are expected shortly about the routing of HS2 and the business case for the Airport Station. If these support the ambitions of the City Council and the other local authorities and stakeholders affected this will require a review of local transport options to ensure that these investments deliver the maximum benefits to the area. This work would need to be the subject of a separate study which would be undertaken on a collaborative basis with all stakeholders and reported back to the City Council and the other local authorities affected.

Metrolink

The Metrolink extension to Manchester Airport through Wythenshawe is a significant boost to the whole regeneration and economic development programme for the City, Wythenshawe and the MediPark.

The Metrolink route through Wythenshawe will strategically link together key employment and retail areas such as Altrincham Road retail area, Roundthorn Industrial Estate, UHSM, the proposed new College Campus in Benchill, Wythenshawe Town Centre, Concord & Atlas Business Parks, Ringway Trading Estate, Manchester Business Park area and ultimately Manchester Airport.

Manchester MediPark is at the heart of the Wythenshawe route. Figure 5 illustrates the proposed route of the Metrolink extension, showing the close proximity of Wythenshawe Town Centre, Manchester Airport City and other surrounding developments that will be coming forward in the next 10 years.

The new Metrolink line will provide a fast, frequent, efficient and environmentally-friendly form of public transport for communities along the route who are not currently served by either tram or train. It will also improve access to recreational facilities and employment opportunities at Manchester Airport, Mersey Valley

(including Sale Water Park) and leisure and retail opportunities in Wythenshawe and surrounding areas. The line will also provide access to rail services from Manchester Airport as well as providing improved links with bus services through the new interchange at Wythenshawe Town Centre.

The new line will have 15 new stops at Barlow Moor Road, Sale Water Park, Northern Moor, Wythenshawe Park, Moor Road, Baguley, Roundthorn, Martinscroft, Benchill, Crossacres, Wythenshawe Town Centre, Robinswood Road, Peel Hall, Shadowmoss and Manchester Airport. The line is due to open in 2016 and will provide a tram every 12 minutes between Manchester Airport and Manchester City Centre.

In regard to heavy rail connectivity, there is a longer term opportunity to build a new rail station at Baguley immediately to the north of the site.

Highways

Primary access to the site from the Strategic Highway Network is taken from the A560 Altrincham Road to the north of the site. This road runs in an east-west alignment providing a link between Altrincham to the west and the A5103 Princess Parkway to the east.

Southmoor Road forms a signal controlled junction with Altrincham Road and runs in a southbound direction through the Roundthorn Industrial Estate before providing access to the site.

Hollyhedge Road runs in an eastbound direction from the site and provides access from the wider Wythenshawe area to the east of the M56.

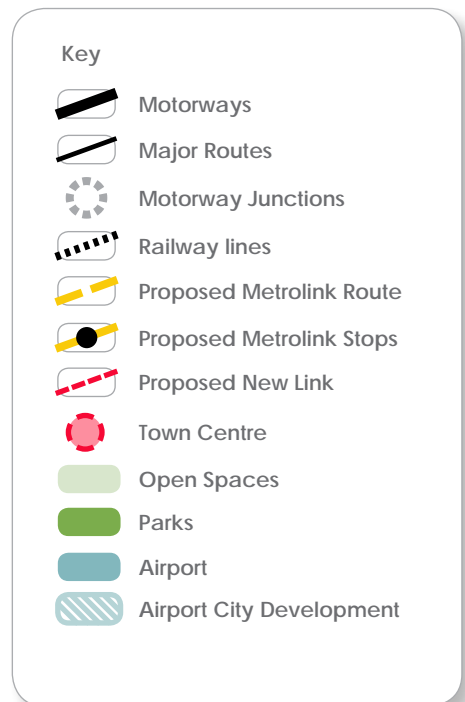
There are further access routes through the surrounding residential areas surrounding the site although these are generally lower class residential access roads with limited capacity.

In terms of wider highways access, indirect access is achievable via Junction 4 of the M56 approximately 2km to the southeast of the site although movements are restricted to/from the motorway to northbound on-slip and southbound off-slip roads.

The various connections surrounding MediPark are illustrated in the following image.



Figure 8: MediPark Connectivity



Walking Routes

UHSM and the adjacent MediPark site is surrounded by Roundthorn Industrial Estate to the North and residential areas to the South and East. This presents an opportunity to capture an employee catchment within walking distance of the site. The areas contained within this catchment and are illustrated within the following figure.

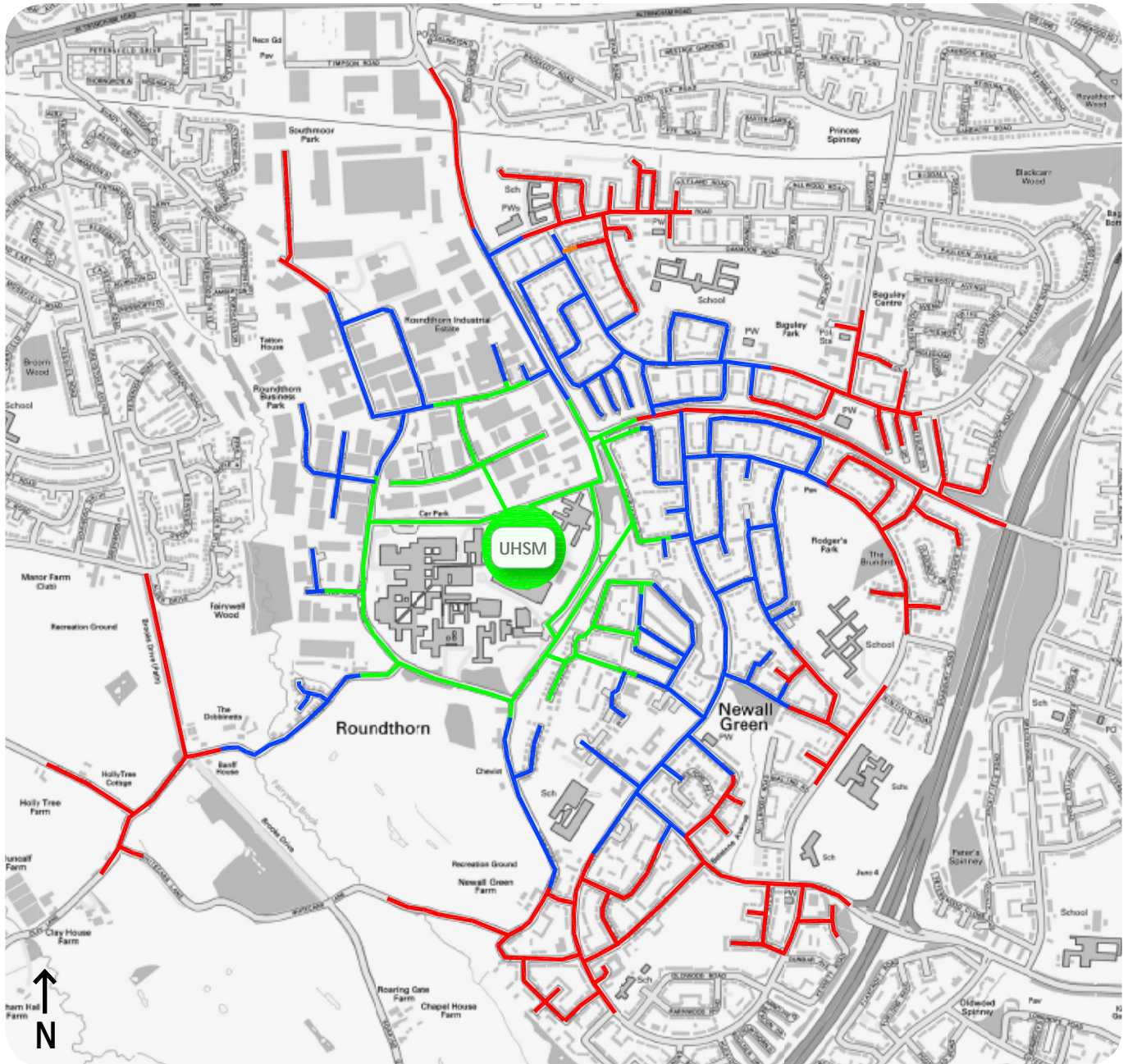
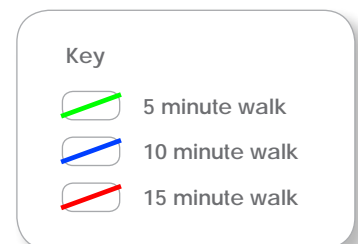


Figure 9: Walking Catchment for MediPark



Bus Network

UHSM site and the adjacent MediPark is currently well served by a number of high frequency bus services operating across South Manchester.

At present, 9 separate bus services serve the site providing access to multiple destinations including Altrincham, Timperley, Sale, Levenshulme, Didsbury, Cheadle, Edgeley and Stockport.

These are summarised in the table below and illustrated in Figure 8.

Service	Route	Frequency (mins)	
		Mon – Sat	Sun
11	Altrincham – Timperley – UHSM – Wythenshawe – Stockport	15	20
19	Altrincham – Sale – UHSM – Manchester Airport	15	30
104	Manchester – Northenden – Wythenshawe – UHSM	-	60
109	Manchester – Northenden – UHSM	30	60
177	Gatley – UHSM – Altrincham	-	2/days
178	Reddish – Levenshulme – Benchill – UHSM – Timperley Grange	60	60
179	Stockport – Burnage – Baguley – UHSM	60	2/days
194	Longsight – Didsbury – Baguley – UHSM	Peak Only	-
368	Stockport – Cheadle Hulme – Wythenshawe – UHSM	30	-

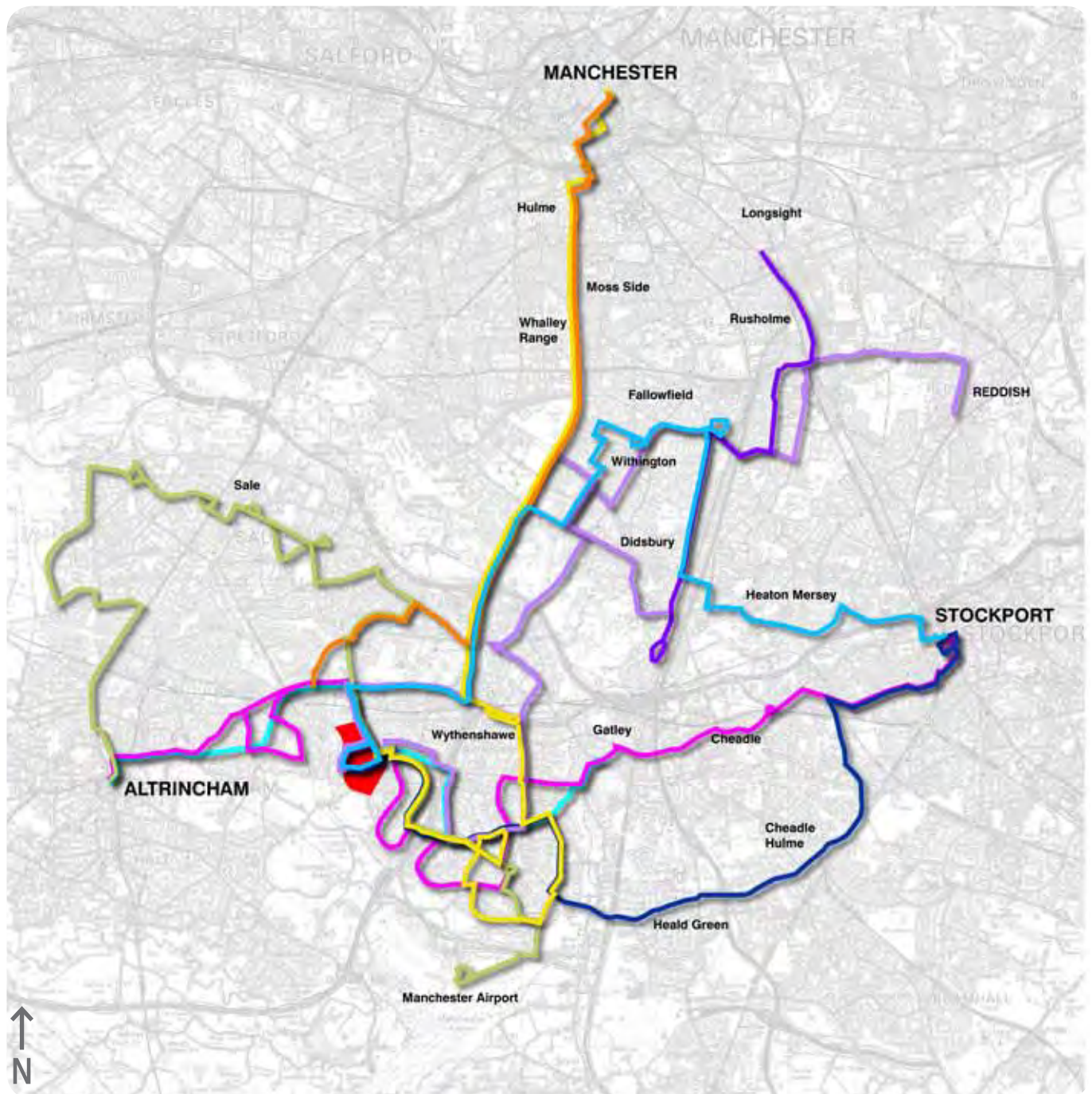


Figure 10: Bus Network Surrounding MediPark



6 DEVELOPMENT PRINCIPLES

A detailed study of the UHSM campus and surrounding environs has been carried out to understand the existing green infrastructure, movement, land use and planning designations. The data collected from this work has helped to inform the key design drivers for the emerging masterplan. The following headings are represented in the following sequence of annotated plans.

- Existing Green Infrastructure
- Existing Movement Network
- Existing Land Uses
- Local Planning Designations

Existing Green Infrastructure

The hospital site and adjoining Roundthorn Industrial Estate have limited inherent green infrastructure but the adjacent and wider local area provides a rich tapestry of public open space and mature landscape. Wythenshawe Park to the north is a short walk or cycle from the hospital and offers 109 hectares of historic parkland dating back to 1830. An area of open domestic pasture extends to the south within a patchwork of hedgerows and occasional mature trees. A long avenue of mature lime trees breaks the distant view and defines the historic Brooks Drive, now a poorly maintained footpath. An area of pasture then further extends from Brooks Drive to the outer reaches of Hale Barns.

Fairywell Wood can be found immediately to the west of Roundthorn Industrial Estate and offers some valuable existing mature woodland that is both visually and physically connected to the site. Some existing woodland can be found to the southern end of the hospital site that contains a number of significant individual mature trees worthy of recognition.

A linear green corridor along Southmoor Road provides opportunity for informal recreation and visual amenity between the site and the residential areas to the east although a proportion of this is likely to be taken up by the Metrolink extension.

Other locally accessible public open spaces include Rogers Park, Baguley Park and Painswick Park which whilst not visually connected to the site, are all within a short walk or cycle.



Figure 11: Existing Green Infrastructure

Existing Movement Networks

The majority of people using the existing Hospital facility and associated medical research and related businesses travel by car, taxi or bus. The primary vehicular access from the wider strategic highway network is via Southmoor Road but vehicular access is also provided from the west via Dobbinetts Lane and Whitecar Lane although these are of limited width and capacity. Wythenshawe Town Centre and Manchester Airport can be accessed via Hollyhedge Road to the east.

Car parking is situated around the periphery of the main hospital campus accessed off Hospital Road and Floats Road. There appears to be little extra capacity for staff / consultant parking with cars filling all the available spaces provided, including the large area of temporary surface parking to the south. There is provision for Hospital visitor parking in pay and display car parking accessed off Hospital Road.

Existing public transport provision to the Hospital is well served but will be given a significant boost with the opening of the Metrolink extension to Manchester Airport, which provides for two new stops along Southmoor Road, both of which will be within 400m of the main Hospital entrance.

Cycle routes and activity to the Hospital and Roundthorn Industrial Estate appear to be limited with few road markings and no dedicated cycle routes. There is generally a good provision for pedestrians with wide footpaths along the primary and secondary routes from the north although limited active frontage through the industrial estate may deter users.

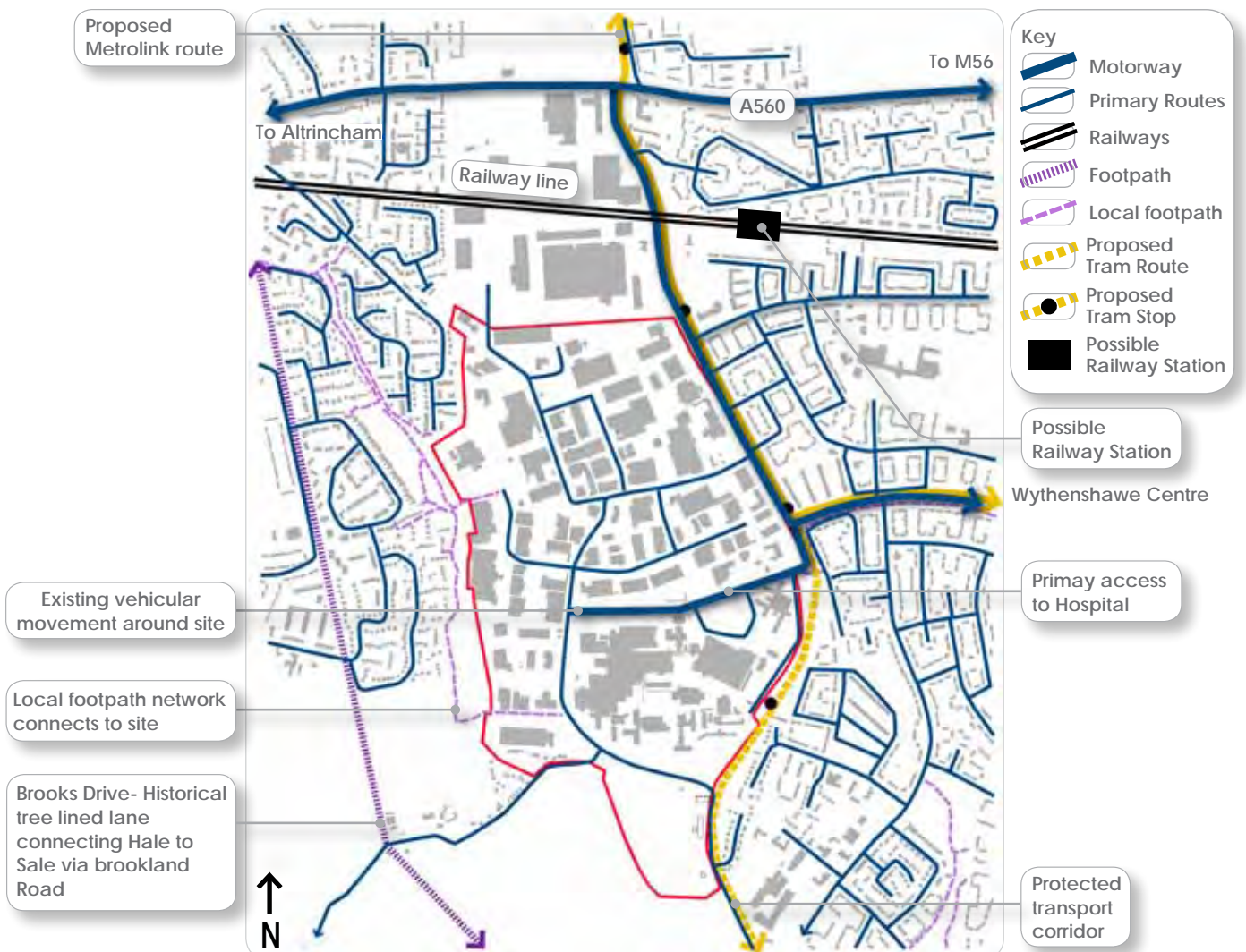


Figure 12: Existing Movement Networks

Existing Land Uses

The Hospital campus and Roundthorn Industrial Estate are situated between medium to high density residential areas to the east and west, large out of town retail units to the north along the A560 and open green space to the south. There are a number of primary and secondary schools set within the residential areas and a generous provision of public open space as described previously.

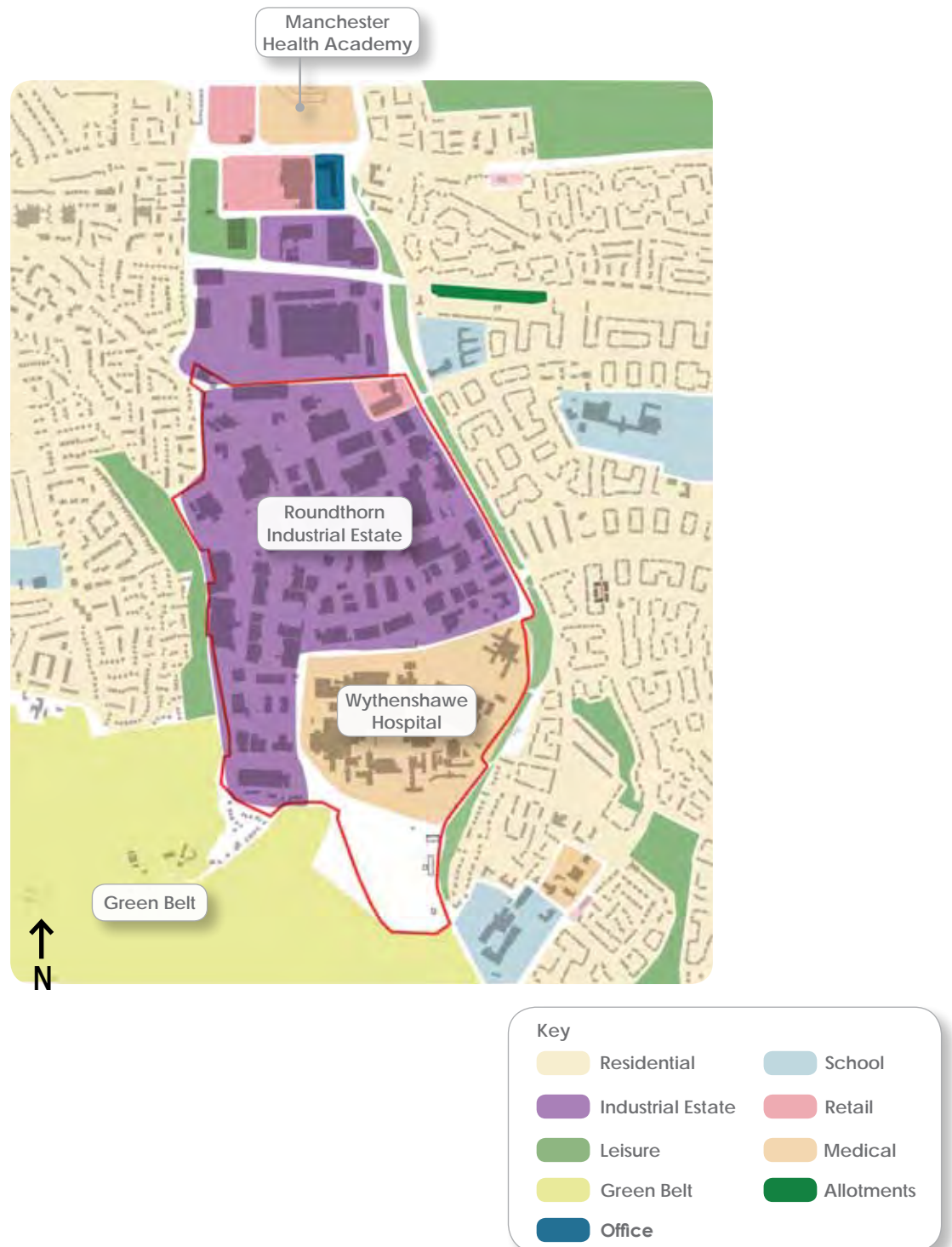


Figure 13: Existing Land Uses

Land Ownership

A land ownership plan is provided overleaf which demonstrates the land in the freehold ownership of South Manchester University Hospital. Their ownership surrounds the hospital and includes the area of land currently used for carparking to the south of the hospital.

The area of land to the north of the hospital is in the freehold ownership of Manchester City Council. Within this freehold ownership, there are a number of different lease arrangements for the buildings which combine to form Roundthorn Industrial Estate.

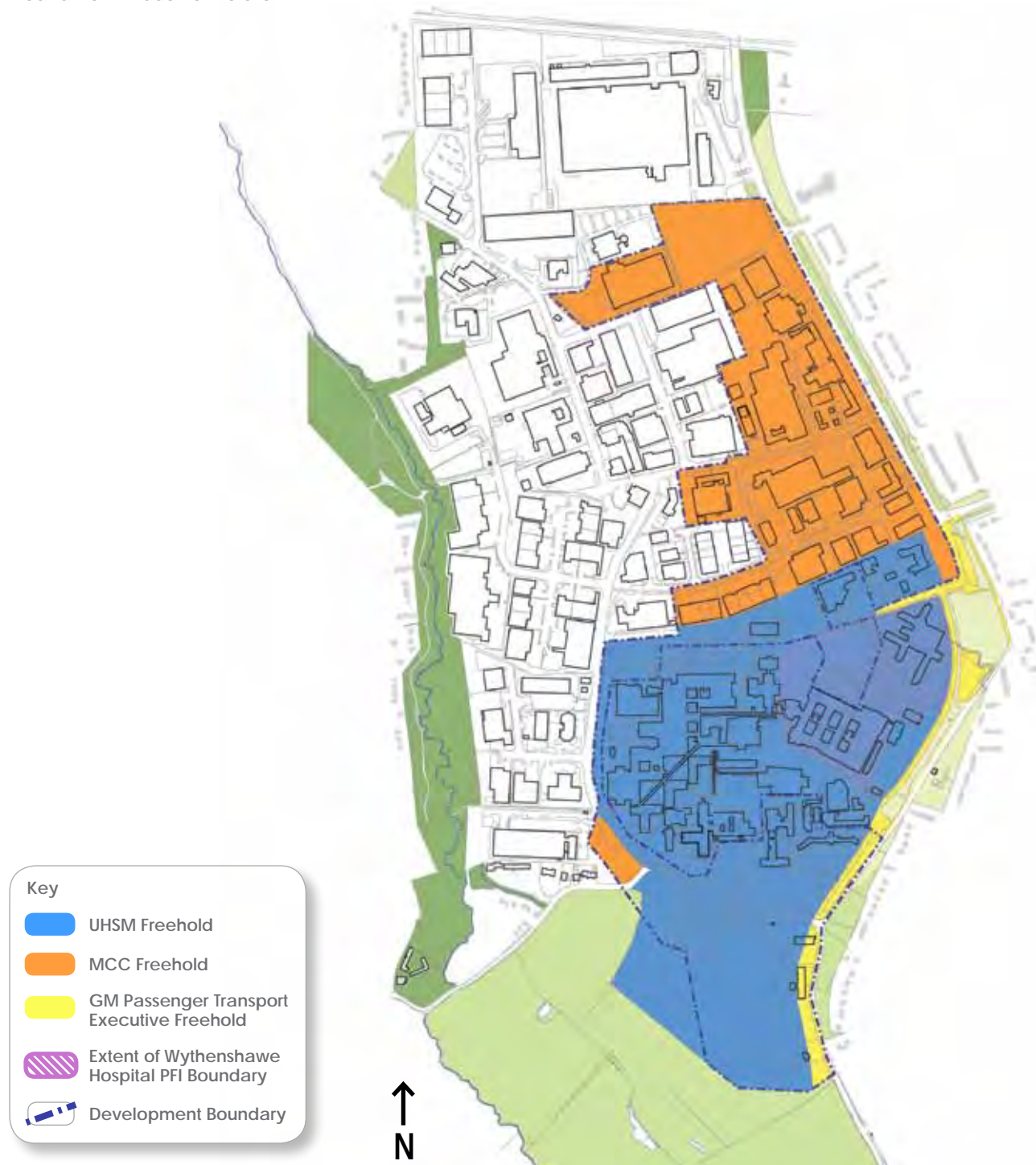


Figure 14: Land Ownership

The MediPark vision has been developed with a sustainable approach at its heart. University Hospital South Manchester (UHSM) has already staked the claim as Britain's Greenest Hospital, and this stance together with the hospital's existing Environmental Agenda should be nurtured and developed throughout MediPark.

Sustainability interfaces with economics through the social and ecological consequences of economic activity. It is paramount to the success of a long-term sustainable development for us to learn from the past and utilise the information available to us currently. Historically, there has been a close correlation between economic growth and environmental degradation; in elemental terms as communities grow, so the environment declines.

Through compliance with Manchester's Local Development Framework – Core Strategy Development Plan Document (July 2012) and best practice in relation to Sustainability, MediPark will provide an exemplar project.

Sustainability is the long-term maintenance of responsibility, which has environmental, economic, and social dimensions, and encompasses the concept of stewardship and the responsible management of resource use.

Principles which should be considered for MediPark include the following:

Environmental

- The reduction of CO2 and carbon footprints in relation to development, building life cycle;
- Consumption and subsequent re-cycling;
- Introduction of renewable energy sources;
- Consideration towards the natural environment, ecology and bio-diversity; embracing and improving through best practice; and
- Modes of transport, movement and accessibility, car sharing and cycle schemes.

Physical

- Best practice and innovation in building and place making design and specification;
- Mass, form and orientation;
- Ethical sourcing of materials: empowering consumers to make ethically informed consumption choices; and
- Construction methods: durability, flexibility and adaptability – extending useful life cycles.

Economic

- Diversity in offer of development (creation of localised supply chains);
- Training/education and job creation;
- Advancement and aspiration;
- Improvement in quality of life;
- Building communities;
- Community stewardship;
- Opportunities to interact on different levels;
- Social relationships; and
- Sense of place and community.

As stated previously, the wider context of Wythenshawe and the surrounding environs, offers significant employment opportunity with close proximity to MediPark. The following section showing design evolution demonstrates how sustainable connectivity to MediPark can be achieved, and suggests how this can be further improved with the introduction of the Metrolink.

In addition, the development of MediPark will benefit the economy by locating an increase in human capital in one relatively small geographic area where ideas can be generated.

8 DESIGN EVOLUTION

Having established a detailed knowledge of the site in its existing physical state we are able to explore the opportunities for design evolution through a series of key stakeholder workshops. The following diagrams and associated text sets out a narrative and vision that will inform the long term potential for the site.

- Vehicular Movement
- Pedestrian Movement
- Green Links
- Legibility

Vehicular Movement

Reducing the number and frequency of non-essential vehicles using Hospital Road as a cut through between Floats Road from Southmoor Road is a key consideration to achieve an enhanced corridor / gateway into the primary hospital facilities. There is an opportunity to divert traffic movements off Southmoor Road into Ledson Road with a potential future connection from Tilson Road that will allow for a more even and efficient distribution of vehicles to existing and proposed car parking. Hospital Road can continue to serve the primary A & E access and public transport drop off but has the potential to be re-designed as a shared surface allowing for greater pedestrian permeability and an enhanced user experience.

A potential extension to Floats Road to the south of the hospital will allow for improved access to the existing car parking and create opportunity to serve future development before connecting back into Clay Lane. An extension of this route to the M56 / Manchester Airport junction offers clear advantages for optimum connectivity in the future.



Figure 15: Vehicular Movement

Pedestrian Movement

The existing character and street typology leading to the Hospital does little to encourage pedestrian permeability. Existing footpath routes / pavements are typically roadside with little active frontages. Existing connections to the adjacent residential areas are poorly defined and underused. The new Metrolink stops will bring increased pedestrian movement and any new development footprints will encourage more direct and legible routes to the hospital with the potential for retail and leisure offers to activate these routes and take advantage of the footfall.

Further enhancements to the wider footpath network and connections to and from adjacent residential areas will help to bring about a change in perceptions and encourage use.



Figure 16: Pedestrian Movement

Green Links

There is an opportunity to create a number of green links through the site providing both visual and physical landscape corridors that connect to the adjacent green spaces. These corridors not only have the potential to bring about a change in the character of the site but also create opportunity for wildlife and bio-diversity.



Figure 17: Green Links

Legibility

A number of Key Spaces, Gateways, Landmark Buildings and Green Corridors have been identified to correspond with the proposed improvements to the sites transport and pedestrian infrastructure. Active frontages, shared surfaces and green infrastructure will help to further define the legibility, orientation and safety for all users.

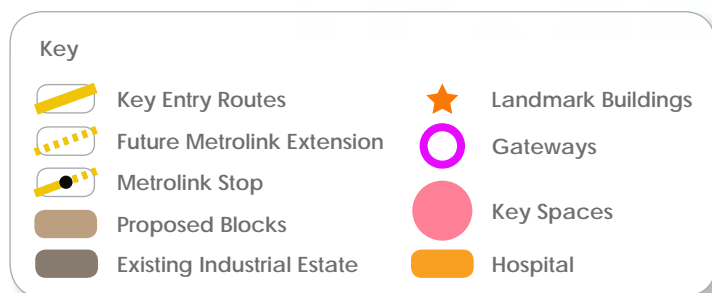


Figure 18: Legibility

Building Orientation

The suggested layout and orientation of the buildings along the identified streets and corridors will encourage maximum activation at street level and provide safe legible and direct routes between key nodes and gateways. Where the proposed buildings are sited adjacent to open green space they have been orientated to capture and draw views from the wider landscape setting.



Figure 19: Building Orientation

The design evolution, site analysis and demand analysis has led to the development of a masterplan.



Figure 20: Masterplan

Key



In Hospital

- Training and conferencing facility
- Catheter Laboratory
- Pathology Laboratory
- Cardiac Imaging Centre
- Pain clinic
- Diabetes clinic
- Hypnotherapy
- Rheumatology
- Clinical trials facilities
- Private patient unit
- **Regulatory offices**



Linked to Hospital

- Zone 1 Wellbeing
Private hospital
Patient Hotel
Key worker accommodation
Leisure/rehabilitation centre
- Zone 2 The Hub
Multi storey car park
Retail, leisure & ancillary
Transport hub
- Zone 3 Support (decant buildings)
Estates
IT
Finance
Back Office
- Zone 4 Life Sciences
Translational medicine
Manufacture
Research and Development



Wider Medipark

- Commercial
- **Offices**
- High-tech manufacturing

9 ECONOMIC AND COMMUNITY IMPACT

Economic Impacts

Despite challenging economic conditions, the Manchester City Region continues to be a key driver of the regional and national economies. Its strengths include a large and highly skilled workforce, an exceptional higher education offer, excellent infrastructure and a track record in public/private partnerships attracting new investment.

The health sector plays a central role in the Manchester economy and is at the heart of the Greater Manchester Growth Plan. Employment has grown by 13% between 2001 and 2011, and the health sector is the second largest employer in the city region, employing over 150,000 people. More than half of the £3.2bn that the NHS spends on goods and services annually in the North West is derived from Greater Manchester hospitals and PCTs providing an indication of the scale of the sector. More locally, there is already a concentration of expertise and employment in health related research, learning and testing at UHSM which employs 5,900 UHSM Staff and treats 500,000 patients annually.

The positive factors of the City Region's economy and its existing strengths in the health sector mean that the MediPark's location will be attractive to growing businesses in the life sciences sector. A project of this nature, with its focus on high value job creation and research and development in the private sector means that it can deliver significant economic impacts and play an important role in the recovery and growth of the City Region from 2015.

The project will complement not only the wider Airport City project but also the growth of the regional centre and developments along the South Manchester corridor. The delivery of MediPark will add 50,000 sq m to the City Region's offer, which primarily comprises high quality medical floorspace. Delivered as part of the Airport City Enterprise Zone, it will help to transform Wythenshawe into one of the City Region's top employment locations for private sector jobs and GVA creation.

It is anticipated that the scheme will accommodate up to 2,770 fte jobs through a mix of high tech and office based employment, as well as a number of supporting service sector roles. This involves just over 1,000 fte jobs by year five, and 2,770 fte within the twelve year delivery programme. The development will generate in the region of £190m GVA over its lifetime (including £79m by year five). This will provide a further significant boost for the health sector within the City Region, leading to its continued growth, diversity and productivity as well

as new business collaborations and development of commercial opportunities. The jobs accommodated at MediPark are anticipated to involve 2,029 office based jobs, 676 high tech jobs and 64 jobs as part of the community hub.

The jobs will be created by a variety of different businesses, including:

- Major anchor tenant(s) and global health sector companies'
- The R&D and clinical trialling functions of large commercial life science companies;
- Small to medium sized (SME) companies including those developed in conjunction with local universities and hospitals;
- Digital healthcare and private healthcare companies;
- Light industrial, manufacturing businesses which serve the sector; and
- Supporting uses and ancillary facilities such as cafes, convenience foodstores, cleaners, pharmacies, and a variety of community facilities.

The development proposals are based around providing incentives, collaborative opportunities, a high quality environment and easy access to national and international markets. These factors will combined to attract new, mobile private sector investment into the area from major international companies, as well as growing the local SME base in the health technology sector. Consequently, a large proportion of the jobs which will be accommodated at MediPark will be additional to the City Region economy and would not be realised without this proposition.

The delivery of these economic impacts means that MediPark will make a major contribution to achieving a number of the City Region's strategic economic objectives.

Community Impacts

The project will provide a number of positive benefits for the surrounding resident and business communities within Wythenshawe. Community involvement and opportunity is a key sustainability principle of the SRF for MediPark, and all partners are committed to ensuring that the impacts and opportunities presented by the scheme are maximised for the benefit of local residents. This will be achieved by raising awareness amongst the local community and increasing their chances of accessing the employment and training opportunities created.

Wythenshawe remains one of the UK's most deprived areas with approximately 3,000 residents on Job Seekers Allowance and many parts of the local area within the 5% most deprived areas nationally. Despite this, there has been significant regeneration progress over the past decade guided by the Wythenshawe Regeneration Framework, Town Centre Masterplan and plans for other areas such as the Roundthorn Industrial Estate and West Wythenshawe. It is also an area of opportunity with key assets including the UK's largest Regional Airport, UHSM and proximity to the UK motorway network.

The scheme has the potential to deliver a wide range of local benefits. Firstly, it provides a major opportunity to reduce worklessness in the local area. The hospital is already a major local employer in the area. Many of the 2,770 jobs accommodated at MediPark will be taken by local people. The opportunities available will be wide ranging, from higher level opportunities working for life science businesses to a large and consistent supply of new entry level opportunities both full and part time in areas such as catering and cleaning. There will be a large number of vacancies each year through replacement demand as people move on, providing regular opportunities for local students and school leavers.

A project of this scale and value will also provide a boost to the local construction industry, as well as delivering supply chain opportunities for local businesses from a range of sectors such as those located at nearby Roundthorn Industrial Estate. This will be achieved through regular business engagement.

The scale and ambition of the MediPark proposals will help to increase the aspirations of many local people, particularly youngsters in the local area. There is a clear link to the local skills agenda, and the scheme will build on the already strong relationship between the area's health sector and with local schools and colleges (e.g. the Manchester Health academy). UHSM regularly engages

with local schools and contributes to Job Search Skills Events for high school students and promote careers available in the health sector. UHSM has been granted Accredited Apprenticeship status and will be looking to expand the number of apprenticeships, including increasing the number of local community members onto its apprenticeship training programme as part of its engagement with the local community.

There is also a wider history of local job matching and bespoke pre-recruitment training programmes in the local area, for instance through the Airport Academy concept and the work of the Wythenshawe Regeneration Team. The delivery of MediPark will build on these principles of local community engagement.

The proposals also include a focus on physical improvements which will benefit local people. This includes greater public transport opportunities, improving circulation and pedestrian links. The development of a new community hub will further increase the quality and range of community facilities in the local area. Finally, the footfall generated through the project will also support the regeneration and revitalisation of Wythenshawe Town Centre, supply chain opportunities, increased footfall and disposable income.

The delivery of these community impacts means that MediPark will make a major contribution to achieving a number of local regeneration objectives such as those set out in the Wythenshawe SRF.

In summary, MediPark provides a unique opportunity to develop Wythenshawe as a leading area for knowledge transfer, trials and product development in the healthcare sector, providing substantial economic and community benefits.

The 2012 Wythenshawe Town Centre Regeneration Framework

December 2012

Executive Summary

This Regeneration Framework sets out how the Airport City Enterprise Zone provides a new context for future economic growth in Wythenshawe and how the Town Centre offers a key opportunity within the EZ. The Framework updates a 2009 masterplan for the town centre and ensures that the Enterprise Zone designation conferred on part of the town centre is effectively utilised to create jobs and economic growth.

The regeneration of Wythenshawe Town Centre has been, and remains a long term challenge for the key stakeholders. However, over the last 10 years the regeneration of Wythenshawe has laid the foundations for the growth of the Town Centre. A major programme of investment in the centre has delivered new businesses and new jobs. A series of high quality office developments have enhanced the commercial offer - these include Etrop Court and the new Willow Park headquarters. The Forum development and the new Police Headquarters bring together a high quality service offer, while the construction of the Metrolink extension and new transport interchange development will both bring new visitors to Wythenshawe.

New businesses have chosen to locate in Wythenshawe and a number of recognised national high street brands now populate the town centre, for example the ASDA food store; Costa Coffee; JD Sports and Wilkinsons.

While there is more to be done there remain a number of significant development opportunities in the town centre, particularly the land to the east of Rowlandsdway, which is included in the Enterprise Zone boundary. The EZ will create new jobs and opportunities for local people at the Airport, around University Hospital South Manchester (UHSM) and the wider Wythenshawe area- including the Town Centre. These are all areas where new investment will create further opportunities for economic development and local job creation.

One of the primary objectives of the Enterprise Zone is to maximise the beneficial leverage of the new business activity promoted by its incentives on the employment opportunities, business creation and overall quality of life of Wythenshawe residents. The Town Centre has the capacity and locational advantage to absorb a wide range of new office, hotel, assembly, food service and other support facilities catering to the airport and the wider Airport City. This could include, for instance, technology companies.

New development and activity will add to the opportunities for expanding the range of employment and other uses in the Town Centre.

The designated enterprise zone area is comprised of a mix of office accommodation and public service facilities built primary in the late 1960s and early 1970s.

Transformation of the area into a high quality, expanded district centre that meets the needs of the community and which is capable of maximising opportunities for growth is well underway, guided by the Wythenshawe Town Centre Masterplan.

The generally increasing level of activity anticipated in the Enterprise Zone will also act as a stimulus to the retail and restaurant activity in the town centre. Both existing underutilised buildings and several sites for new development are available to absorb this new demand. The Metrolink extension will reinforce the area's importance as a district centre and provide important connections both south to the airport and north to the City Centre.

There is a strong planning and economic position in place which supports the case for change. The Manchester Independent Economic Review, the Greater Manchester Strategy and the Greater Manchester Growth Plan all recognise that Manchester has potential to increase its long term growth rate. This growth rate increase will be achieved through maximising opportunities such as the benefits afforded by the Manchester Airport City Enterprise Zone.

Wythenshawe Town Centre has the potential to move from a period of arrested decline into a period of gradual improvement. The delivery of employment floor space in the area to the east of Rowlandsway will deliver this change, facilitated by the presence of the Enterprise Zone and the arrival of the Metrolink in 2016. Creating employment generating floorspace in this area will drive a more diverse footfall into the Town Centre which will in turn drive improvement in the quality of the retail offer.

These updates to the Masterplan have been incorporated to drive change. These changes are most appropriately focused towards:

- Creating a range of employment uses, including offices, in the short term;
- Creating an improvement in the quality of the retail offer in the medium term;
- Improving leisure provision in the medium term; and
- Ultimately creating an evening economy in the long term.

These changes will ensure that Wythenshawe maximises the benefits of the EZ and the Metrolink to bring a step change in the quality of the Wythenshawe Town Centre experience.

1 Introduction

Developing a Framework for Change

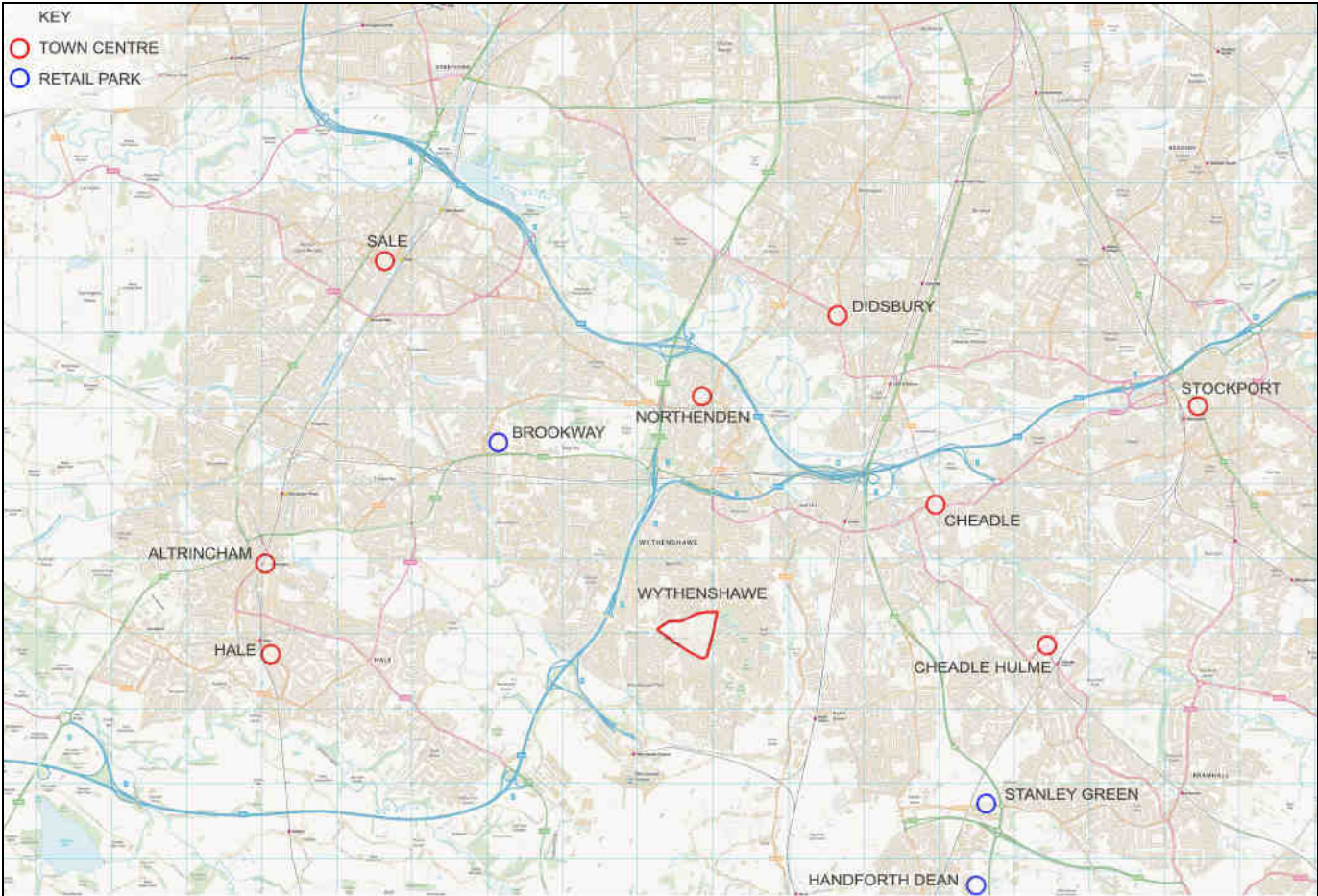
Over the last 10 years footfall to the centre has increased to 5.5 million visitors a year. The centre still predominantly serves its surrounding residents, but provides an opportunity to serve a wider market of visitors and workers within a safe, pleasant environment with a good and choice of shopping. Retail vacancy remains remain low.

Since the 2009 Masterplan was produced, a number of development opportunities to the east of Rowlandsway have arisen. Therefore this Framework has been compiled through a review and adaptation of the 2009 Masterplan to ensure there is a strategy in place to achieve growth. Land directly to the east of the town centre now lies within the newly designated Manchester Airport Enterprise Zone (EZ). This land (up to 7.7 hectares) can be utilised to provide employment opportunities complementary to those created elsewhere within the Airport City Enterprise Zone, most notably the development of Airport City and the Manchester Medipark. In particular this area can support a range of new employment generating uses driven by the Town Centre's locational advantages and opportunity.

2 Location

In spatial terms, Wythenshawe lies within the Greater Manchester City Region within the Local Authority of Manchester.

The map below illustrates Wythenshawe Town Centre’s position in South Manchester.



3 Market Context

Greater Manchester's economy is of huge significance to the future economic growth of the UK, with South Manchester set to play a vital role over the next 10 years. The EZ boundary captures the emerging market opportunities and development within this area which will be key in accelerating the growth of the town centre. The increase in South Manchester's business population will translate into demand for quality retail and leisure provision

Greater Manchester is the UK's second largest economy, worth £46bn in 2010, in a conurbation home to 1.3 million jobs. There is an outstanding platform for Manchester to be an engine for national economic growth over the next ten years. In summary, Manchester benefits from:

- The second largest concentration of people and businesses in the country with a highly skilled and lower cost workforce than London and the south east;
- An exceptional higher education offer;
- The proven ability to attract inward investment through a competitive business proposition. Cushman and Wakefield's leading 'UK Cities Monitor' placed Manchester first out of 15 UK cities for locating either a new headquarters or back-office function;
- Strong domestic business base, which has historically delivered higher than national- average GVA growth and is the city's main source of investment and productivity, stimulating and driving supply chains and employment growth; and
- A strong infrastructure offer, with further enhancements planned, that provides connectivity across the conurbation and the wider region, along with direct access to the rest of the United Kingdom and world via Manchester Airport;

The focus for Greater Manchester's investment opportunities and the subsequent economic growth that will be derived from this is focused largely around South Manchester. This area has the potential to provide high value employment opportunities and wealth creation in many of the key sectors of growth identified within the Greater Manchester Growth Plan.

Manchester Airport City Enterprise Zone

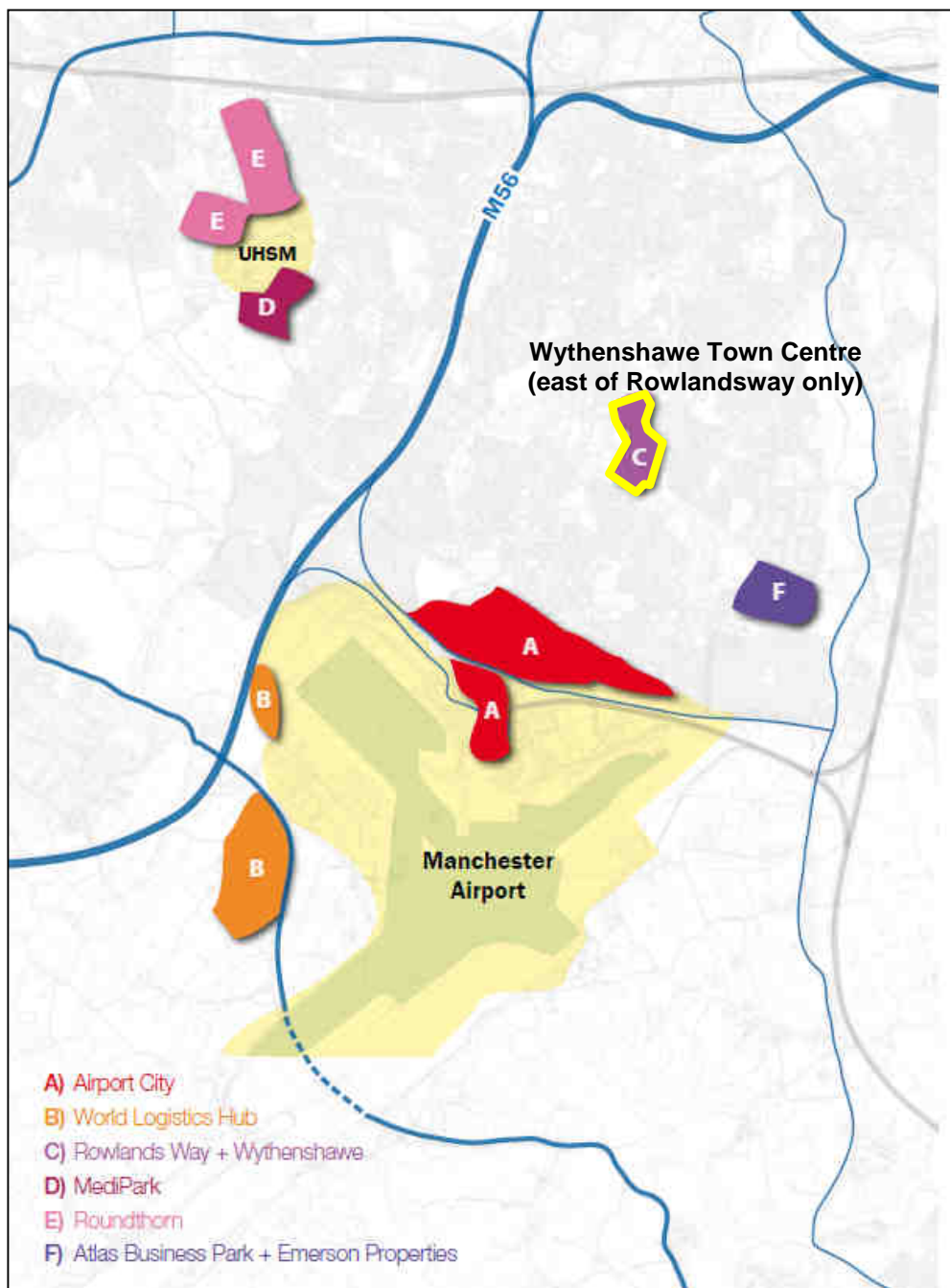
In support of the Government's core belief that economic growth and job creation should be led by the private sector, the 2011 Budget saw the Chancellor introduce Enterprise Zones (EZs) as an accelerator of change to the economy. Manchester Airport City has been identified as a location for an EZ, alongside 21 other areas across England. New businesses that locate within the EZ will benefit from business rate discount worth up to £275,000 per eligible business over a five year period, a simplified planning regime and superfast broadband.

The Greater Manchester economic opportunity has been captured and intensified by the designation of the EZ. The area surrounding Wythenshawe Town Centre, and part of Wythenshawe Town Centre itself, has huge potential for investment and growth, and this is supported by Manchester Airport as the primary economic driver. Collectively the EZ sites provide some **116 hectares** of developable or re-developable land that offer the scale and significance to become a strategic economic and employment driver for the wider Greater Manchester area.

The **Manchester Airport City Enterprise Zone Framework Plan (EZFP)** is a key document which sets out the basis upon which the EZ stakeholder group intend to take forward the development of the proposed EZ area.

The 15 year vision for the EZ area is established within the Framework Plan.. The area covered by the EZ includes the University Hospital South Manchester (UHSM), Roundthorn Industrial Estate and the wider Wythenshawe area- including part of the Town Centre. These are all areas where demand for new investment will generate further opportunities for economic development and local job creation.

The following plan illustrates the development plots which will benefit from EZ status with Plot C being Wythenshawe Town Centre to the east of Rowlandsway.





Each development area illustrated in the plan has a high level spatial framework, details of which are provided within the Market Context section. Each development location within the EZ will be supported by physical linkages to ensure that the area can be accessed by the surrounding workforce.

The combined impact of these initiatives in close proximity to Wythenshawe Town Centre, in particular Airport City and Manchester Medipark – is of transformational significance to the surrounding area of Wythenshawe, to the wider South Manchester area, and to the entire urban region, where it can generate significant local and regional growth and prosperity, reduce disparities within Greater Manchester and

beyond, and provide immediately adjacent employment opportunities to residents of one of the UK’s most deprived areas.

The following table details the surrounding market opportunities which are all captured within the EZ boundary.

Economic Driver	Concept for Growth	Effect on Wythenshawe Town Centre
<p>Manchester Airport</p>	<p>At the centre of the Enterprise Zone is Manchester Airport, the busiest airport in the UK outside of London. Passenger traffic at MIA is projected to more than double by 2030, from 18 million today to 40 million. Such increased activity generates significant ancillary employment growth, not only in passenger related services but in the wide range of logistics associated with air freight.</p> <p>The increasing connectivity of the airport to UK, European and global destinations significantly adds to the attractiveness of adjacent locations for businesses whose personnel and customers depend on convenient air travel</p>	<p style="text-align: center;"></p> <p>The airport will provide employment opportunities for Wythenshawe’s residents which will have a significant economic impact on the wealth and prosperity of its residents, increasing potential expenditure in the town centre.</p> <p>The airport’s continued expansion will provide employment opportunities across a variety of skill sets with the new metrolink providing the link.</p>
<p>Manchester Airport City</p>	<p>The essential concept for Airport City is of a high-quality business destination, an advanced manufacturing district and a location for hotels and other support services for Manchester Airport. It is a high-value, high-intensity district with a strong identity and presence, easily accessible and highly visible that will form the core of the Enterprise Zone. It is designed to attract national and international enterprises who can take advantage of the location in the heart of the North West and of the UK and the ready international connectivity provided by the airport.</p>	<p style="text-align: center;"></p> <p>The growth of Airport City will provide job opportunities and will potentially increase patronage to the town centre as airport city employees are given the opportunity to access services and leisure activities close to their workplace.</p>

Manchester Medi-Park	The creation of a medical and related services complex as well as general business activity centred around University Hospital South Manchester which is a world class research hospital and centre of clinical excellence.	 The development of a Medi-park will provide job opportunities, increased patronage to the Town Centre and will further improve the quality of the health related research and standard of care provided at UHSM.
Roundthorn Industrial Estate	Roundthorn Industrial Estate, under the Enterprise Zone initiative has the potential to transform its offer from industrial estate to a world-class business location supporting UHSM, the Medi-Park, Manchester Airport and Airport City.	 The industrial estate will provide job opportunities, an increased patronage to the Town Centre and a much improved physical environment and improved road network.
Atlas Business park	The site is 40% developed as a business park; however, further land is available that would be suited to additional business park development.	 The business park will provide job opportunities and an increased patronage to the Town Centre

4 Context

Economic Context

Wythenshawe Town Centre is well placed to take advantage of future opportunities for economic growth. The designation of the Manchester Airport City Enterprise Zone (EZ) will stimulate development in the surrounding area, particularly within Airport City, which will increase the potential economic capacity of the town centre. The Metrolink will be the key connector between the EZ employment opportunities.

The background with regard to opportunity is laid out in the Greater Manchester Strategy, the Manchester Independent Economic Review and most recently, the Greater Manchester Growth Plan. It is necessary to highlight this context to ensure that Wythenshawe Town Centre plays its role in delivering economic growth for Manchester and the City Region.

The economic levers provided by Central Government to incentivise growth are also particularly relevant to the parts of the town centre that lie within the newly designated Manchester Airport Enterprise Zone (EZ). The details of the extent of the EZ, the incentives provided to occupants within and the impact that this has on future development within Wythenshawe Town Centre is provided in the following sections.

Greater Manchester Growth Plan

The Greater Manchester Growth Plan has been prepared by the Greater Manchester Advisory Panel to advise on the appropriate strategies and actions to overcome barriers to economic growth. The panel recommends that Manchester should gain additional powers to enable it to make decisions locally, including decisions relating to the collection and allocation of financial resources.

The Plan recognises the key role that the Metrolink expansion will have in ensuring residents have the opportunity to travel to key employment sites, including Manchester Airport, Manchester Airport City and Medipark.

Manchester Independent Economic Review and the Greater Manchester Strategy

The Greater Manchester Strategy (GMS) sets out a joint, working strategy between the Greater Manchester Authorities (AGMA). It is the high-level response to the Manchester Independent Economic Review (MIER) which was prepared by a group of independent economists, and identifies priorities that will enable the Manchester City Region to pioneer a new model for sustainable economic growth, based around

a more connected, talented and greener City Region where the prosperity secured is enjoyed by many.

MIER highlights that the Manchester City Region has the scale and density to grow rapidly and become an economic powerhouse:

“Manchester’s size and potential makes it pre-eminent amongst the cities of the North and a natural complement to the Southeastern power house of the UK economy. It has essential economic assets: scale, connectivity and, in the University of Manchester, an international seat of learning of the highest quality.

Accordingly, the Greater Manchester Strategy sets out its vision /objectives for the City Region as:

- A world-class city region at the heart of a thriving North;
- One of Europe’s premier City Regions, at the forefront of the knowledge economy, and with outstanding commercial, cultural and creative activities;
- World-class, successfully competing internationally for investment, jobs and visitors; an area where all people have the opportunity to participate in, and benefit from, the investment in and development of their city;
- An area known for, and distinguished by, the quality of life enjoyed by its residents;
- An area with GVA levels to match those of London and the South East.

Planning Context

The following diagram illustrates the various tiers of planning policy of relevance to Wythenshawe Town Centre:



Wythenshawe Strategic Regeneration Framework

Whilst the Manchester Core Strategy illustrates the city-wide approach to development, it is also necessary to consider the Wythenshawe Strategic Regeneration Framework (SRF) produced in 2003 to understand the locally established vision for Wythenshawe.

The SRF highlights the key points for development specific to the Town Centre, in particular the clear ambition that Wythenshawe will be the focus of **new investment** and **job creation**, to make the most of the expansion of Manchester Airport, to ultimately support the welfare of the residents of Wythenshawe and Manchester as a whole.

Wythenshawe Town Centre Masterplan- 2006 and 2009

In accordance with the Wythenshawe SRF, the **Wythenshawe Town Centre Masterplan 2006** established a new vision and set of development principles specifically for the Town Centre. The 2006 Masterplan sought to:

- Support the delivery of the Wythenshawe SRF;
- Capitalise on Manchester Airport growth as a key driver and opportunity for changing the Town Centre;
- Offer a wider choice of retail & leisure facilities including a sustainable evening economy;
- Support a sustainable range of retail, commercial & leisure businesses, capitalising on market growth to facilitate economic benefits for the area;
- Provide a wider choice of residential accommodation in line with the Wythenshawe SRF; and
- Draw upon the regeneration and investment of Wythenshawe and the surrounding area.

In addition, the following development principles were also established within Masterplan:

- Plans to improve pedestrian permeability and movement in both east/west and north/south directions;
- Improved public transport solutions and delivery of a new transport interchange;
- Revitalisation of the core Town Centre area through delivery of new retail floorspace;
- Delivery of new commercial floorspace on Rowlandsway and in the rest of the Town Centre;
- Integrate new residential development within the scheme; and
- Extend the land uses particularly through the delivery of hotels, restaurants, bars and other leisure facilities to enable a night-time economy to develop.

The Mission Statement from the Masterplan suggested that moving forward, stakeholders should seek to:

“deliver a district centre that meets the needs of the existing community, encourages further private residential development, makes the best possible use of current and potential growth in the consumer market and through action taken complements strategic objectives for the city, particularly those related to the airport”.

In recognition that market conditions had changed significantly since the Masterplan was produced in 2006, the **Wythenshawe Town Centre Masterplan 2009** sought to establish a revised delivery and implementation framework.

The 2009 Masterplan recognises the emergence of additional accelerators of growth including: the Metrolink expansion; Airport City; the development of new office accommodation and the relocation of up to 500 City Council ; and the development of new HQ for Willow Park Housing Trust (with 140 new staff). The 2009 Masterplan also sought to build on the significant housing growth in Wythenshawe over the previous 10 years- totalling 3,000 new homes, which has created additional disposable income that if retained in Wythenshawe, has the potential to bring about significant socio-economic benefit.

5 Developing a Framework for Change

There is a significant opportunity to enhance employment provision and improve the physical environment of the town centre for the residents of Wythenshawe. The framework for development will need to deliver a step change in the quality of the town centre, achieved through improvements to its core economic functions and delivery of a ‘distinctive’ offer.

Progress to date

Much has already been done to regenerate Wythenshawe Town Centre. Significant progress has been made over the last 10 years and this is reflected in a number of key developments and economic opportunities including:

- 60,000 sq ft of new retail space which brought new retail business to the town centre, and delivered 100 new permanent jobs;
- A £2 million investment in **public realm** and **CCTV** improved the town centre environment and safety. This included a flagship initiative to provide disabled access throughout the town centre, which has now been adopted elsewhere in the City.
- A 60,000sq ft gross **ASDA** foodstore, attracted in to the town centre to act as an anchor for further development;
- The development of **Etrop Court** to deliver 100,000 sq ft of new office and retail space with Manchester City Council as an anchor tenant, delivering **jobs to the town Centre**;
- The **Metrolink** extension to Manchester Airport which will deliver the new Transport Interchange into the town centre by 2016 incorporating a new bus station. This will give local residents access to a wide range of employment opportunities; and
- **Enterprise Zone** status for part of the town centre, providing an incentive to development and an accelerator to economic growth.

During this time the footfall to the centre has increased to 5.5 million visitors a year. The centre still predominantly serves its surrounding residents, but provides a much safer, pleasant environment and choice of shopping. The town centre now covers around 15 acres and provides 450,000 sq ft of retail, employment and community space.

Opportunities for change

- 5.1 Whilst the town centre has seen significant progress over the last 10 years, more investment is clearly required. To understand the current performance of Wythenshawe Town Centre, it is necessary to understand the various functions of a successful town centre so that we can understand where improvements can most appropriately be focused.

- 5.2 Wythenshawe has a number of town centre elements which can be classified as 'core functions' as they provide the bedrock to the health of the town centre and are essential to the future success. Within Wythenshawe Town Centre these include both public services, such as The Forum and the Job Centre, and the elements of private sector, such as The Birtles (the main shopping area), ASDA and a small number of office occupiers such as Treadstone Law and Lloyds. These existing core functions form an important role in maintaining existing footfall into the town centre, a majority of which is derived from the immediate catchment.

- 5.3 When considering the potential for a 'step change' in the progress of the town centre, it is necessary to analyse the centre's current performance and its capacity for improvement.

- 5.4 In considering employment opportunities as a core function of a Town Centre, Wythenshawe has provision within the retail sector and the public sector but there remains an opportunity to grow the provision of employment floor space within the office sector.

- 5.5 Occupiers attracted to a Town Centre location will benefit from the Metrolink and business rate relief provided by enterprise zone status. The demand for such space is most likely to be derived from companies looking for a back-office function and data processing companies.

- 5.6 Office development will benefit the Town Centre through the inward investment made by the private sector occupiers, who will provide jobs for local residents and will draw in employees from further afield. This opportunity is available in the short term on the area of land to the east of Rowlandsway.

- 5.7 Improving the employment base of the Town Centre will increase the catchment and expenditure capacity. Coupled to this is the opportunity that exists to capture the potential expenditure generated by the employment positions to be created elsewhere within the Enterprise Zone, such as Airport City and Medipark. Investment into retail provision in the medium term is therefore possible.
- 5.8 This applies to both improvements in convenience retail, with the potential reprovision/addition of a foodstore, or through comparison retail with the addition of larger floorplate retail units to cater for modern retailer requirements. This activity will be concentrated in the core town centre area around the Birtles.
- 5.9 In Wythenshawe, there is a lack a strong distinctive feature within the Town Centre which differentiates it from other centres. The creation of a such an image should be recognised as the ultimate aspiration, In the near term the priority should be to identify and promote potential opportunities for improvement, as this is where a ‘step change’ in town centre quality and experience can materialise, turning the Town Centre into a destination where people will spend time. It is particularly important to note that alongside EZ designation superfast broadband connectivity will be available to occupiers and in addition the EZ area is appropriate and able to respond to the needs of data handling centres. The former Barclays computer centre is for example well equipped for re-use as a data handling hub.
- 5.10 Improvements to public spaces including enhanced public realm, better signage and a ‘greening’ of the environment with trees and vegetation, are all important features which will improve the attractiveness of the town centre, making it more attractive to visitors.

Summary of Potential Projects

Role	Sector	Current Position	Opportunity
Core function	Office	<ul style="list-style-type: none"> New development currently only been delivered with a pre-let in place Although there is stock in the town centre much of it is generally of substandard quality 	<ul style="list-style-type: none"> Potential to deliver product to complement and support the offer of Airport City. Particularly attractive to data handling/back office functions Develop the EZ site specifically for these

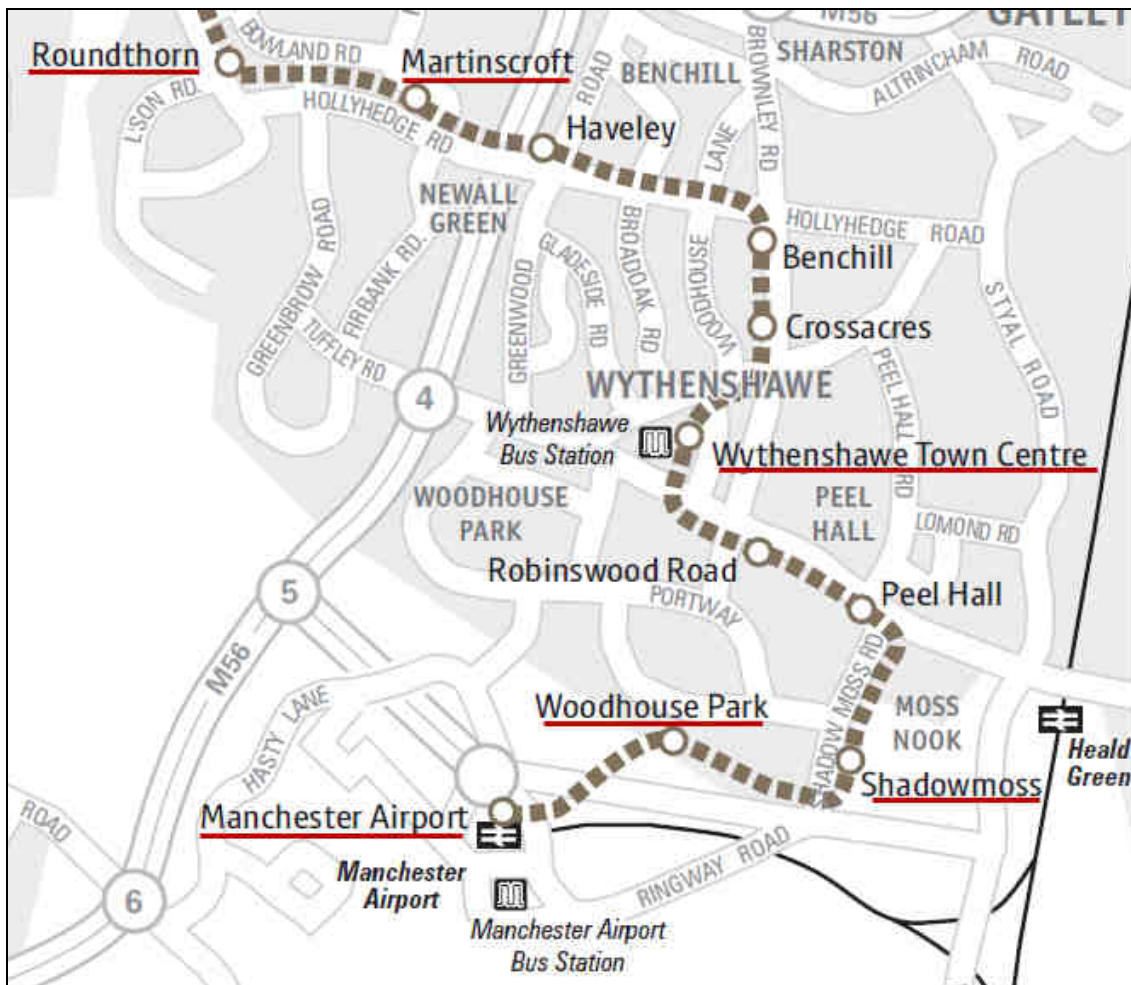
Role	Sector	Current Position	Opportunity
			<p>types of use</p> <ul style="list-style-type: none"> • Opportunity to provide space for an occupier with a requirement for a town centre location.
Core function	Retail – convenience	<ul style="list-style-type: none"> • Asda and Farmfoods in the locality having relatively subdued offer • Wythenshawe currently acts as a ‘top up shop’ destination (CACI, 2010) 	<ul style="list-style-type: none"> • Development/upgrade of a superstore offer to achieve ‘main shop’ status. • An anchor offer would increase the core functional offer of the town centre and would appeal to a wider catchment.
Core function	Retail - Comparison	<ul style="list-style-type: none"> • Dominated by value brands • Good footfall through the centre • Few modern units to cater for modern store formats • Low level of vacancies 	<ul style="list-style-type: none"> • Potential to create better configured units either through remodelling or through new box retail provision • Target mid value retailers • Take advantage of ease of parking and metro link expansion to draw in visitors from Manchester Airport City and other surrounding developments

6 Infrastructure

The past decade has seen the public sector invest heavily in the Metrolink providing Wythenshawe with the infrastructure it requires to take full advantage of private sector investment.

Metrolink

- 6.1 The Metrolink extension to Manchester Airport through Wythenshawe is a significant boost to the whole regeneration and economic development programme for the City, Wythenshawe and the Town Centre.
- 6.2 The Metrolink route through Wythenshawe will strategically link together key employment/retail areas such as Altrincham Road retail area, Roundthorn Industrial Estate, Wythenshawe Hospital, Manchester College, Wythenshawe Town Centre, Concord & Atlas Business Parks, Ringway Trading Estate, Manchester Business Park area and ultimately Manchester Airport.
- 6.3 Wythenshawe Town Centre is at the heart of the Wythenshawe route. Work on the Transport Interchange has commenced on Ainley Road in between the shopping precinct and The Wythenshawe Forum, providing a major transport hub for the area for travel by tram and bus.
- 6.4 The following plan illustrates the proposed route of the Metrolink extension, showing the close proximity of Wythenshawe Town Centre to Manchester Airport City and other surrounding developments.



6.5 Future physical development and job opportunities linked by the Metrolink to Wythenshawe Town Centre include:

- Roundthorn- Adjacent to Roundthorn Industrial Estate;
- Shadowmoss- Adjacent to Atlas Business Park and Ringway Trading Estate;
- Woodhouse Park- Adjacent to Manchester Airport City North;

Parking

6.6 Wythenshawe Town Centre is served by a range of car parking provision which varies in terms of capacity and quality. The level of convenient, safe and pleasant parking for visitors is important as the Town Centres seek to compete against out of town retail parks and the internet for retail and leisure expenditure.

6.7 Currently, the surface level parking provided by ASDA forms a large part of the provision within the town centre, with the adjacent multi-storey car park providing a less favourable overspill option. The upper levels of the multi-storey car park have previously been contracted out to a long-stay airport operator.

- 6.8 Improvements to the town centre will increase the demand for parking from both visitors, town centre employees and users of the Metrolink.

Highways

- 6.9 Wythenshawe benefits from being located adjacent to a comprehensive high-capacity road network. Junction 4 of the M56 is located 1 mile from the town centre and the M60 ring road lying 3 miles to the north.

Buses

- 6.10 Buses are a critical part of the town centre transportation infrastructure network. The new transport interchange will deliver a much improved hub and connectivity to other parts of the public transport network. This will inevitably improve the permeability into and out of the town centre for residents, visitors and the workforce.

Rail

- 6.11 The closest station to Wythenshawe Town Centre is Heald Green Rail Station which is located 2.4km south-east of the centre along Finney Lane. The Station at Manchester Airport is also easily accessible for visitors to the Town Centre, benefitting from good bus connections and the forthcoming Metrolink extension. The Heald Green Rail Station provides frequent journeys to Manchester Piccadilly, Manchester Airport, Blackpool North and Crewe. Overall there are 9 train services in both directions stopping at the Heald Green Rail Station. With the imminent arrival of the Metrolink, it is not anticipated that any improvements to the rail network will be required to support the development of Wythenshawe Town Centre

Power Supply

- 6.12 The Enterprise Zone as a whole benefits from several sub station power sources in close proximity to the town centre. Historically the town centre, in particular in Rowlandsway has supported high intensity power dependent businesses, notably the Barclays Computer Centre. The infrastructure required to support businesses with a need for substantive power supply is in place.
- 6.13 In addition as part of the wider Airport City proposals Manchester Airport Plc are exploring the upgrade and further provision of power to support the expanded requirements likely to emerge as the EZ develops. This process should provide opportunities to link into new powers sources as and when required to support new development projects.

Superfast Broadband

6.14 The enterprise Zone will provide occupiers with access to superfast broadband networks. This was a commitment of government when EZ's were established. Work is being undertaken EZ wide to provide the necessary infrastructure to support the superfast broadband network and this will be made available to occupiers within the town centre.

7 Opportunity Analysis Summary

Play to the strengths

- The Enterprise Zone includes the land to the east of Rowlandsway. This represents the foremost investment opportunity in the Town Centre as several of the buildings are already available for occupation and the City Council can use its position as freeholder to support further investment.
- The Enterprise Zone incentivises tenants with rate relief of up to £55k per annum, superfast broadband and simplified planning.
- Wythenshawe Town Centre lies adjacent to Manchester International Airport- a major economic hub and driver of economic growth in the sub-region.
- There are near term opportunities to deliver back office and data handling buildings in the EZ.
- There is a strong planning position to support 'sustainable development' within the town centre.
- Wythenshawe Town Centre is well connected by public transport and highways infrastructure.
- Wythenshawe Town Centre is seen as a key priority for regeneration by Manchester City Council and they are keen to work in partnership to achieve results

Eradicate the weakness

- The physical environment will benefit from improvements as this will improve perceptions of the area and stimulate further investment.

Play to the strengths

- The quality of parking provision will make the centre more attractive to visitors improving legibility.
- Wythenshawe currently suffers from a limited catchment for employment and retail purposes. The arrival of the Metrolink in 2016 will increase the potential catchment of Wythenshawe, making it more accessible for a wider variety of the population.

Open up the opportunities

- The generation of new jobs in the EZ sites will underpin the growth of retail and leisure uses in the Town Centre. The land to the east of Rowlandsway has the capacity to accommodate a wide range of new office, assembly, food service and other support facilities catering for the airport and the wider Airport City EZ. This could also include data handling and technology companies.
- Development of office, hotel and manufacturing facilities across the wider EZ will increase the potential footfall within the town centre as new South Manchester employees come to view Wythenshawe as a convenient and attractive town centre to serve their shopping and leisure needs.
- Wythenshawe currently acts as a 'top up shop' destination. To maximise the economic benefits, Wythenshawe should aim to achieve 'main shop' status.
- The Centre is dominated by small retail units with a dominance of 'value' brands. There is a potential to create better configured units either through remodelling or through new box retail provision to cater for modern retailer requirements.
- The Government has designated a simplified planning zone which will speed up the planning process and reduce risk for new potential development.
- Development within the EZ will benefit from superfast broadband.

Play to the strengths

Navigate the challenges

- The step change in Wythenshawe Town Centre will require investment and provision of quality facilities which will draw in visitors from the surrounding EZ employment sites. There are currently 25,000 employees within the EZ boundary and this will increase by a further 10,000 over the next 10 years. The challenge is to capture this opportunity
 - Town centre regeneration schemes require a developer with access to finance and a track record of delivery. This is a challenge in current market conditions and it is therefore important to recognise that any proposed scheme needs to be market facing to ensure it is as close to viable as possible and is deliverable.
-

8 Development Principles

Vision

8.1 The Regeneration Framework seeks to build on previous versions of the Wythenshawe Town Centre Masterplan, through a series of interventions and projects that will:

- Add new employment led development to the east of Rowlandsway;
- Confirm and cement the core retail location;
- Diversify the retail and leisure uses to improve the quality of the town centre; and
- Maximise the synergies associated with the arrival of the Metrolink.

8.2 The Town Centre Regeneration Framework masterplan illustrates these opportunities (See Appendix 1). The Town Centre enjoys good strategic linkage and connectivity. The proximity of the town centre to Airport City, its location on the Metrolink network, and the presence of a bus station that enables a wide range of bus connections in the Wythenshawe area, and to the east (Stockport and its suburbs) and west (Altrincham and its suburbs) ensures that this site is of strategic importance within Greater Manchester. Added to this, the site is well connected for drivers, being close to the M56, and for cyclists and pedestrians. The proposals have drawn on this rich mix of access options to ensure that a wide range of uses and unit types can be offered in a legible layout that adds to the existing town centre rather than creating stand alone competing development.

8.3 The Connectivity Masterplan provided in Appendix 2 provides an outline of the transport and pedestrian movements in the Town Centre in the context of the development proposals. It is critical that the sites to the east of Rowlandsway form part of an integrated Town Centre offer and that east/west pedestrian routes are attractive and safe.

Creating new business space

8.4 The land to the East of Rowlandsway has the capacity to sustain a wide range of new office, hotel, assembly, food service and other support facilities catering for the airport and the wider Airport City. This could also include technology companies. This is an important dynamic given the EZ status afforded to this site and the range of benefits attributable to occupiers who would locate on the site.

Upgrading the convenience offer

- 8.5 A key component to improving the centre's retail offer will be through ensuring that the town centre benefits from 'main shop' status for convenience shopping, this can be achieved by a larger and full service offer food store. Ideally this would come from the upgrading and repositioning of the current store. The convenience offer should to be knitted into the existing retail pitch driving footfall, cementing the retail location and maximising linked retail trips to ensure expenditure remains in the area.
- 8.6 Relocation into the heart of the centre would ensure the town performs as one site rather than diluting the retail offer.

A Phased Approach

- 8.7 It is the intention to deliver the Regeneration Framework on a phased basis, with both the core retail proposition and the EZ plan coming forward over the near term. Longer term objectives related to the improvement of the leisure, night time and overall retail offer would follow behind the core strategic priorities.

9 Delivery

9.1 The Regeneration Framework sets out a range of uses to be pursued within the Town Centre. The starting point for the delivery of the framework is the EZ area to the east of Rowlandsway. This is because a range of office accommodation is already available and the City Council can support investment further through its position as freeholder. The menu of new and expanded uses for the town centre are set out in table below.

Employment Generating Uses	There is already a substantial employment presence in the town centre associated with office/administration and further education uses. The EZ area to the east of Rowlandsway provides a near term opportunity for further employment uses, particularly in the data centres, back office marketplace, and other Airport City EZ related functions eg; assembly, food service and other support facilities. This opportunity will be accelerated given the EZ status accorded to the site. The market and capacity for this type of end use is likely to be in the region of 25,000 sqm.
New or expanded convenience retailing provision.	This provides for a significant investment to be made in the Town centre and importantly be delivered in the medium term. Wythenshawe's current offer does not create the anchor necessary to persuade shoppers to use the centre for main shop purposes. Critically the investment of a new convenience offer would provide the confidence and the anchor for other retailers to trade alongside this offer. We have identified demand/capacity for a store of up to 8000 sqm of new convenience lead retail space in the town centre.
Improved Comparison Retailing	With the development of the convenience retailing comes an opportunity to attract comparison retailers into the modern units created by the development of a new store and should this be a relocation of the existing ASDA this would provide a further opportunity to redevelop the existing store and mall for multi space users. We have identified capacity/demand for up to 12000 sqm of new comparison led retail.
Improved leisure provision	To complement the existing leisure facilities at The Forum, there is capacity, as a second phase of development to bring forward other leisure facilities eg; hotel, family entertainment and dining. Significant investment into improving the retail provision and the arrival of Metrolink make this a prospective

opportunity as a second phase of development. We have identified capacity for up to 15,000 sqm of new floorspace in this category, subject to demand at the point in time when phase two development becomes established.

Key Sites and Phasing

- 9.2 To facilitate the delivery of this comprehensive town centre development there are a number of strategic sites which need to be assembled to allow each phase to come forward. These have been identified in the masterplan in two broad areas –the east of Rowlandsway and the core town centre.
- 9.3 There will be two principal investment opportunities within the core town centre programme, one to the east of Rowlandsway, and the other in the core retail area.

Investment Opportunity 1

- 9.4 Investment Opportunity 1 will see the land to the East of Rowlandsway come back into beneficial use. This site benefits from Enterprise Zone status and as such the types of development on this site should remain flexible to respond to both market demand and to capture the benefits of EZ status.
- 9.5 Such uses on this site should be a mix of employment generating town centre uses which will include secondary and back office functions. There are clear opportunities to deliver a range of new and refurbished building projects to provide premises for businesses seeking to locate within the EZ. This development will be supported by access to superfast broadband and provide a differentiated employment offer at the heart of the town centre.
- 9.6 Key sites required to deliver the project are identified in the masterplan, some land assembly is likely to be required. Some of the existing occupiers could be reconfigured into the redevelopment. More information in relations to site assembly is set out in the next section. It is anticipated that this project will be delivered by an EZ Delivery Partner procured by the City Council.

Investment Opportunity 2

- 9.7 To allow the town centre to be strengthened it is proposed that an upgraded anchor foodstore is located to the east of The Birtles on land which is currently occupied by the bus station, McDonald's and KFC, with these uses being relocated elsewhere within the centre.
- 9.8 This will include the potential relocation of the indoor market as part of the initial phase. This will ensure that investment in the market is made as an initial win for Wythenshawe, confirming the commitment to improving its trading environment and providing a platform for increasing the quality and appeal of the market.

- 9.9 The bus station site will be relocated to the new transport interchange which will coincide with the arrival of the Metro link extension and immediate environment improvements and connection into the centre and the Forum.
- 9.10 The Petrol Station site on Rowlandsway offers an opportunity for redevelopment to support this key route, acting as a filter and provide signpost development into the improved town centre.

Investment Opportunity 2b

- 9.11 The next element of the core town centre programme will be brought forward once a number of relocations and moves have been put in place. This would see the foodstore located at the heart of the centre. Along with the foodstore it is proposed that units which meet the modern requirements of retailers are delivered alongside and provide continuity of the active frontage along this pedestrianised street. Further development would then be brought forward on a project by project basis in line with the masterplan strategy adding depth to the retail/leisure offer in the core area.

Procurement Strategy

Investment Opportunity 1

- 9.12 The Rowlandsway site falls within the Manchester Enterprise Zone. As such development will be within the ambit of a public procurement exercise being managed by the Enterprise Zone Landowners Group. Within this context, the Landowners Group, which includes MCC, intend to procure a 'strategic services development partner' to assist with the delivery of the main EZ projects.
- 9.13 That procurement exercise will commence in 2012 with the intention being to have the partner in place in early 2013. The strategic development partner will oversee the development and delivery of the major sites programme working in tandem with the landowners.
- 9.14 For the avoidance of doubt land affected by this procurement would only be that which is contained within the EZ, i.e. the land to the east of Rowlandsway.

Site Assembly

- 9.15 Whilst the town centre and wider EZ site benefits from being in the freehold control of Manchester City Council there are a number of long term leasehold interests that are impacted by the masterplan. These will at least in part need to be consolidated. MCC is in dialogue with a number of these leaseholders to understand the long term aspirations for their occupation in the individual properties and the town centre as a whole. The plan at Appendix 3 shows the current ownerships.

9.16 Such transformational redevelopment will need to come forward comprehensively but on a phased basis. A site assembly strategy should be progressed and where necessary the Council will consider the use of compulsory purchase powers to ensure the proper planning of the area.

Investment Opportunity 2

9.17 MCC is the freeholder of much of Wythenshawe Town Centre and under its current lease agreement, St Modwen act as town centre manager and developer of the shopping centre by way of a 99 year lease dated 29 September 1996.

9.18 Within the existing town centre as defined by the partnership agreement between the Council and St Modwen the land is subject to an agreement between the two parties. To progress this project the parties will need to vary and extend the current agreement they have in place Discussions between the parties are required to ascertain how and what basis a new agreement could be put in place.

9.19 This project would also take in the existing bus station which is currently in the ownership of TfGM. There is therefore a need to consolidate this ownership enabling the City Council to work comprehensively with St Modwen on the scheme. The bus station site is also within the EZ and therefore enjoys EZ Benefits which could be used to the project. An ownership plan is provided as follows.

Financial Viability

9.20 The development strategy has been subject to a range of high level financial appraisal tests. There are a broad range of viability issues that will need to be addressed through the prosecution of the project.

9.21 These viability issues are well understood by the parties and both Investment Opportunity 1 and 2 have been tested at high level to ensure that viability is properly understood.

10 Conclusions

10.1 The Wythenshawe Town Centre Regeneration Framework sets out the basis via which a significant town centre extension project can be brought forward.

10.2 A number of options have been tested in the development of this framework plan for the Town Centre. They revolve around a series of consistent themes;

- The opportunity presented by the EZ to create a substantial employment lead platform within the town Centre and the wider Enterprise Zone.
- The need for a new and substantial convenience retail offer;

10.3 To take forward the EZ site it is recommended that:

- The broad land use strategy diagrams included within this report form part of the brief for the procurement of a strategic development partner for the wider EZ area – this is identified as Investment Opportunity 1.
- That the principles set out within this document are also set out within the ITT issued to potential development partners in regard to Rowlandsway
- Further to the above that St Modwen and the City Council continue to pursue in the near term the Investment Opportunity 2 as set out within this document.

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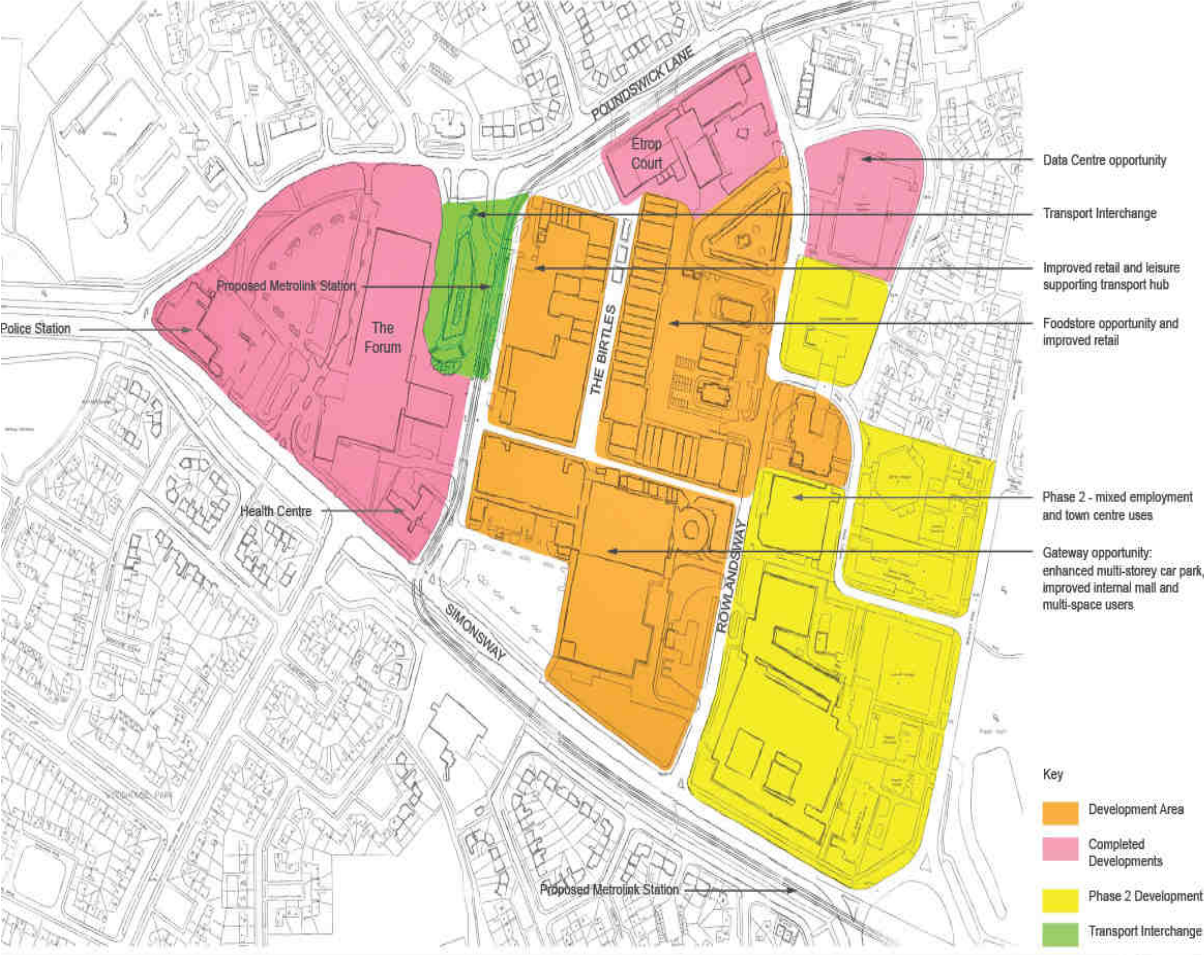
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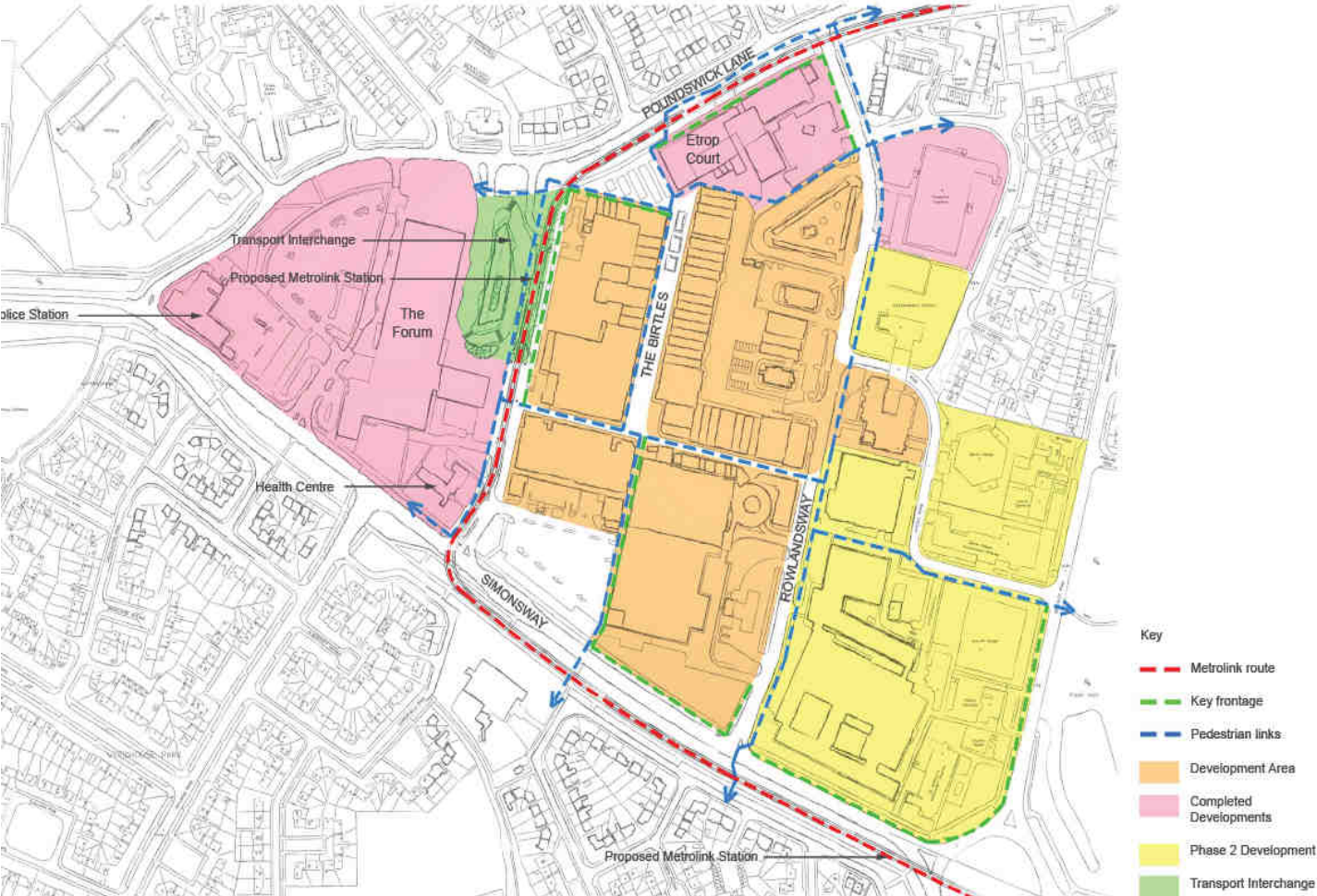
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Appendix 1
The Town Centre Regeneration Framework Master Plan

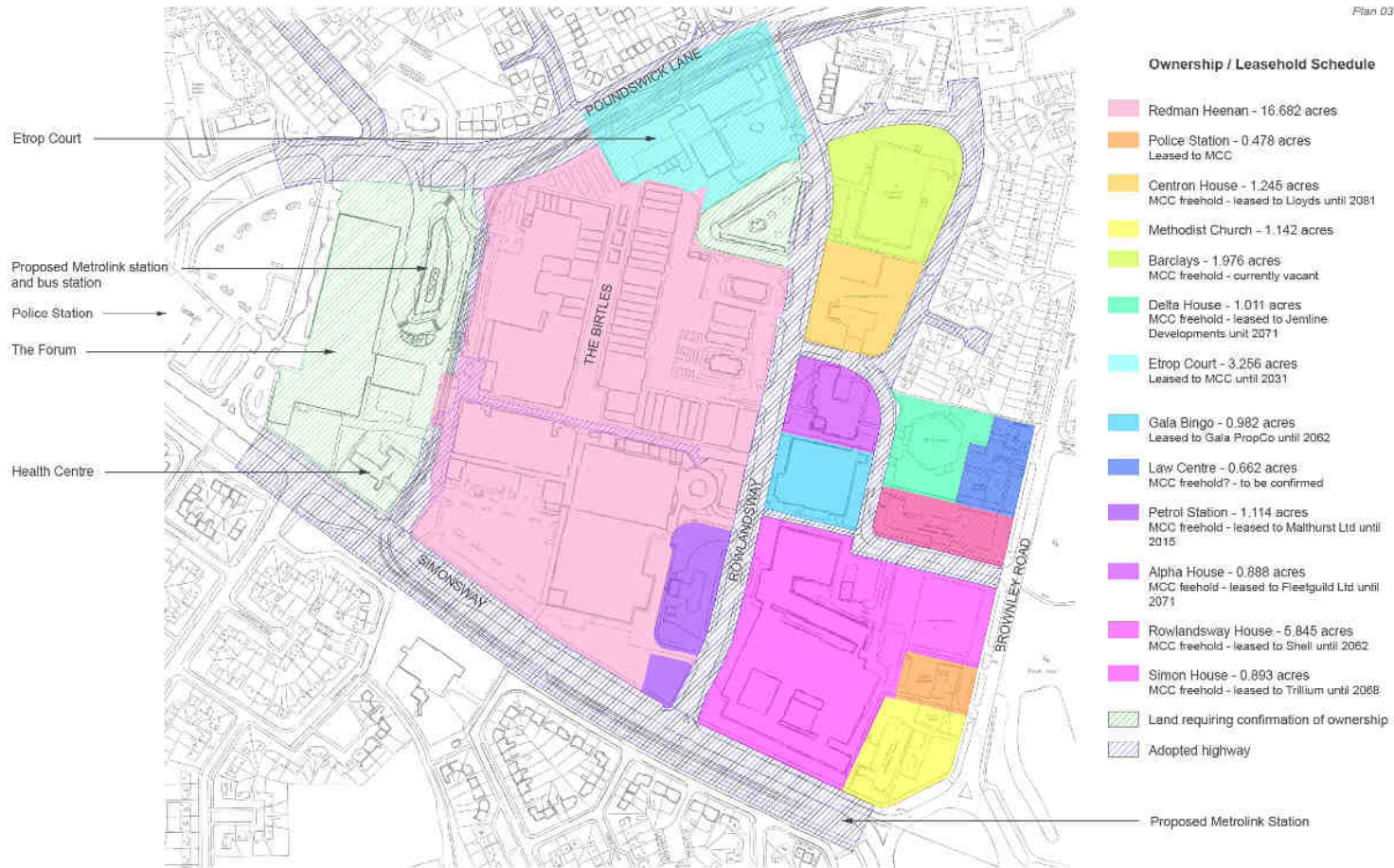


Appendix 2
Connectivity Master Plan



Appendix 3

Current Ownership Plan



Wythenshawe Town Centre: Ownership Plan

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