

## **MANCHESTER CITY COUNCIL**

### **REPORT FOR RESOLUTION**

**COMMITTEE:** Economy, Employment and Skills Overview and Scrutiny Committee and Executive Committee

**DATE:** 17 October & 24 October 2007

**SUBJECT:** Moss Side and Rusholme District Centre Local Plan

**REPORT OF:** Deputy Chief Executive (Regeneration)

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### **PURPOSE OF REPORT**

To present the Moss Side and Rusholme District Centre Local Plan for consideration and approval, as the basis for taking forward the regeneration of the area over the next ten years.

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### **RECOMMENDATIONS:**

The Executive Committee is recommended to:

1. Approve the Moss Side & Rusholme District Centre Local Plan, a copy of which is attached;
2. Approve the adoption of the Ardwick Local Plan as a material consideration for development control purposes.

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## **BACKGROUND**

Central Manchester Strategic Regeneration Framework (SRF) reports to Community Regeneration Scrutiny and Overview Committee on 30<sup>th</sup> June 2004 and 19<sup>th</sup> October 2005 and Executive Committee on 24<sup>th</sup> November 2005. Moss Side and Rusholme local plan report to Community Regeneration Scrutiny and Overview Committee on 18<sup>th</sup> October 2006.

## **FINANCIAL IMPLICATIONS**

### **(a) Revenue**

Resources for the development of the Moss Side and Rusholme District Centre Local Plan are contained in the City Council's Housing Market Renewal Fund allocation 2007/08.

### **(b) Capital**

No immediate implications

## **WARDS AFFECTED**

Moss Side, Rusholme and Fallowfield

## **IMPLICATIONS FOR:**

### **Anti-Poverty Equal Opportunities**

Yes

Yes

### **Environment**

Yes

### **Employment**

Yes

## **1. Introduction**

- 1.1 The Central Manchester Strategic Regeneration Framework (SRF) was approved by the City Council's Executive in November 2005. This document sets out the broad vision and objectives to deliver comprehensive physical, social and economic regeneration over the next 10-15 years in the seven wards of Ardwick, Hulme, Gorton North, Gorton South, Moss Side, Longsight and Rusholme.
- 1.2 The SRF provides a clear context and rationale for the development of Local Plans. It recommends that local plans are developed for areas where significant physical change and / or new development is envisaged. The SRF identifies Moss Side and Rusholme District Centre as the first area where a Local Plan should be developed. The purpose of the Local Plan is to provide a strong vision and strategy to take forward the sustainable regeneration of the area over the next 10-15 years.

## **2. Process**

- 2.1 A multi-agency steering group, comprising of representatives from key stakeholders in, or serving, the area and chaired by the Deputy Chief Executive (Regeneration), was set up to oversee the development of the Local Plan. Moss Side and Rusholme Members have been fully consulted at all key stages of the process.
- 2.2 The Local Plan has been jointly prepared by the South Manchester Regeneration Team and their appointed consultant team, which comprised of EDAW, EKOS, NJL Consulting and Arup.
- 2.3 The consultant team began work in January 2006. They undertook a detailed review of the baseline for the area covering its social, economic and physical dimensions. At the same time they consulted with key stakeholders in the area including service providers, partner organisations, major employers, and community and voluntary representatives, in order to identify the key issues. A draft baseline report was produced in February 2006.
- 2.4 Based on the research carried out, initial stakeholder consultation and good practice from elsewhere, a draft physical, social and economic strategy for Moss Side and Rusholme District Centre was produced. This was used as the basis for stakeholder consultation and a summary document produced for community consultation. The summary document achieved the Plain English crystal mark and was well received.

- 2.5 Community consultation took place over a period of 3 months from August to November 2006. Building on the approaches used successfully in Central Manchester and Wythenshawe, the consultation process was undertaken by a team drawn from the South Manchester Regeneration Team, other City Council Departments, and other public agencies. In total 1033 questionnaires were received from both adults and young people outlining their priorities for the area.
- 2.6 The consultation process included a variety of methods: meetings with community, voluntary and business groups; drop-in events; questionnaires (including the ability to answer on line); consultation with children and young people; and large public meetings.
- 2.7 The results from the public and stakeholder consultation were considered in the re-drafting of the Local Plan. This second draft of the document was the subject of extensive consultation with City Council Departments, other public agencies, and key stakeholders in the area, the Steering Group and local Members. This took place during August/ September 2007. The final Moss Side and Rusholme District Centre Local Plan document reflects the feedback received through the community and stakeholder involvement processes.

### **3. KEY ELEMENTS OF THE MOSS SIDE AND RUSHOLME DISTRICT CENTRE LOCAL PLAN**

- 3.1 Chapter 2 of the document summarises the baseline position of Moss Side and Rusholme, outlining challenges and opportunities. In terms of challenges, despite the improvements which have taken place over recent years, this section sets out the issues of economic inactivity, relatively low skill levels and variable educational attainment, together with associated crime and health issues, which underlie the continuing levels of multiple deprivation affecting the area. Alongside these challenges, this section sets out the enormous opportunities which could impact on the area and drive its regeneration. Three key positive forces that will in particular support the regeneration of Moss Side and Rusholme District Centre are identified:
- **A new housing market.** The re-development of sites such as Maine road provide an opportunity to transform the housing offer in the area, increasing quality and choice along with diversifying tenure.
  - **Areas of economic growth.** The proximity of Moss Side and Rusholme district centre to significant growth areas such as the city centre and Oxford Road Corridor provide opportunities for local residents to access jobs and benefit from the economic and physical improvements that will occur.

- **Key development sites** which provide the opportunity to improve the housing offer and create facilities that meet local needs and support the wider regeneration of the area.
- 3.2 The vision for Moss Side and Rusholme district centre is also outlined in chapter 2. This brings together positive aspects of Moss Side and Rusholme district centre's diversity, its aspiration to become a residential area of choice where businesses thrive and a place where residents will have continued access to a variety of job and training opportunities.
- 3.3 The spatial regeneration strategy for the local plan area is also outlined in chapter 2, with the regeneration strategy in figure 3. This physical regeneration strategy comprises of 3 components:
  - (a) **Residential Neighbourhoods**, which focus on the need to improve housing choice and local services as well as improving the quality of the environment in the area. This will be delivered through the development of key opportunity sites and designation of neighbourhood support areas, which will be priority locations for an enhanced programme of environmental improvements;
  - (b) **Streets and Spaces**, recognises a hierarchy of safe streets and spaces that will serve the communities of the local plan area. Focus for investment should be on the development of neighbourhood streets e.g. Upper Lloyd Street/ Lloyd Street South and improving east –west connections through the area through a range of different means including improvements to public transport and improving the overall environment;
  - (c) **District and Neighbourhood Centres**, focused on the development and management of a series of high quality district and neighbourhood centres serving the area.
- 3.4 The Moss Side and Rusholme district centre local plan area has been subdivided into eight neighbourhoods. These are:
  - Alexandra Park neighbourhood
  - Bowes Street neighbourhood
  - Denmark Road neighbourhood
  - Fallowfield triangle neighbourhood
  - Great Western Street neighbourhood
  - Maine Road neighbourhood
  - Moss Side neighbourhood
  - Rusholme neighbourhood

Chapter 3 focuses on neighbourhood action plans and outlines the key physical activities and interventions that are proposed for each

neighbourhood. These activities fit in with the overarching spatial regeneration strategy.

- 3.5 The Moss Side and Rusholme District Centre local plan reflects the themes of Manchester's Community Strategy. Much of the content of the document is to be found in the detailed headings that are organised under each theme (pages 35, 73 and 99). In each section there are recommendations for achieving a step-change in the regeneration of Moss Side and Rusholme district centre over the next ten to fifteen years. In summary the themes are:

- (a) **Creating Popular Neighbourhoods** which focuses on housing and the environment, community character and cohesion, district and neighbourhood centres, transport, including parking issues and crime and community safety, with particular reference to gun and gang crime. It describes in detail how by providing a clean, safe and green environment with good quality housing with easy access to local services and facilities and where people feel safe will help build community cohesion and ownership of their surroundings and in doing so create popular neighbourhoods.
- (b) **Self Esteem and Mutual Respect, which** focuses on children, young people and families, health, older people and culture, arts and leisure. It details activities that aim to improve behaviour, support families, improve life chances, strengthen communities and celebrate diverse culture.
- (c) **Reaching Full Potential through Education, Employment and Lifelong Learning** which focuses on education and lifelong learning, skills and access to employment and local economy, business and investment. With Moss Side and Rusholme District Centre located close to a number of major economic growth opportunities such as the city centre, the Oxford Road Corridor and Rusholme District Centre, there is a need to ensure that local residents within the area benefit from this economic prosperity. Children and young people need to be equipped with the necessary skills and qualifications for the world of work, whilst adults need to be supported back into employment through a range of targeted support to address skills needs and overcome barriers to gaining jobs.

- 3.6 The final section of the Local Plan focuses on the implementation, management and delivery of services, and performance management.

## **4. IMPLEMENTATION**

- 4.1 A broad implementation framework is set out in the final chapter of the Local Plan. This lists the key actions proposed in the Local Plan, together with lead responsibility, partner involvement, and timescales. It is proposed that this is used to develop a more detailed, three year implementation plan, updated on a regular basis to take account of progress, changing circumstances and policy context. It is important that it is agreed by all the relevant stakeholders, and is used to drive and monitor progress on the implementation of the Local Plan. The South Manchester Regeneration Team will become the “custodian” of the Local Plan and its implementation plans, but their execution will be the responsibility of all the stakeholders who have responsibility for the delivery of services and improvements in Moss Side and Rusholme.
- 4.2 The chapter also outlines proposed monitoring structures for the actions that will be delivered. There is a need to ensure that appropriate mechanisms exist to engage stakeholders, particularly Moss Side and Rusholme residents, in the delivery of the Local Plan. It has been agreed that the Local Plan steering group, which includes representation from key stakeholders and residents will continue to oversee the delivery of the plan. It is also important that progress on the local plan is reported to key stakeholders, the ward co-ordination and Central District Public Service Board structures & processes.
- 4.3 Embedding the Local Plan policies within the emerging Local Development Framework (LDF) for the City will support the use of the Moss Side & Rusholme District Centre Local Plan and its policies as a formal planning tool. From the time that it has been formally adopted by the City Council, the Local Plan can be of material consideration for development control purposes.

## **5. CONCLUSION**

- 5.1 The preparation of the Moss Side and Rusholme District Centre has been an intensive piece of work, involving a range of key stakeholders, including local communities, working with the City Council to produce a strategy for the regeneration of Moss Side and Rusholme district centre over the next 10-15 years. The Local Plan has been the subject of extensive consultation and clearly has strong support from key stakeholders and local communities. It provides a strong vision, clear objectives and priority actions for Moss Side and Rusholme District Centre and its implementation over a ten-year period, should lead to a step-change in the area’s regeneration.

## **6. IMPLICATIONS FOR COUNCIL POLICIES**

- 6.1 The Moss Side and Rusholme District Centre Local Plan will contribute to the implementation of the Council's Anti-Poverty policies through the further development and delivery of a strategy for training and support to local residents to enable them to access employment.
- 6.2 The Moss Side and Rusholme District Centre Local Plan will contribute to the implementation of the Council's policies for combating inequality and discrimination faced by women, gay men, lesbians, disabled people, and black and ethnic minority people through an inclusive approach which will benefit these groups, and where relevant, through specific targeting.
- 6.3 The Moss Side and Rusholme District Centre Local Plan will contribute to the implementation of the Council's Environmental policies through development and delivery of strategies for urban design, environmental quality, and environmental management and maintenance in the area.
- 6.4 The Moss Side and Rusholme District Centre Local Plan will contribute to the implementation of the Council's policies on Employment through the further development and delivery of a strategy for training and support to local residents to enable them to access employment.