MANCHESTER CITY COUNCIL

REPORT FOR RESOLUTION

COMMITTEE: Economy, Employment and Skills Overview & Scrutiny Committee

DATE: 3rd September 2008

SUBJECT: Wythenshawe Strategic Regeneration Framework Overview & Progress

REPORT OF: Deputy Chief Executive (Regeneration)

PURPOSE OF REPORT:

To provide Members with an update on the implementation of the Wythenshawe Strategic Framework (SRF).

RECOMMENDATION:

It is recommended that the Committee notes and comments on the progress of delivering the Wythenshawe SRF.

FINANCIAL IMPLICATIONS:

a) Capital: None

b) Revenue: Resources for the delivery of the SRF are funded through Neighbourhood Renewal Fund (NRF), Working Neighbourhoods Fund (WNF) and Mainstream budgets.

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BACKGROUND DOCUMENTS:

Wythenshawe SRF report to Executive Committee in December 2004.

WARDS AFFECTED:

Baguley, Brooklands, Northenden, Sharston and Woodhouse Park.
### IMPLICATIONS FOR:

<table>
<thead>
<tr>
<th>Anti-Poverty</th>
<th>Equal Opportunities</th>
<th>Environment</th>
<th>Employment</th>
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<tr>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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1. INTRODUCTION

1.1 Wythenshawe is one of six districts within the city boundary and the SRF covers the whole area, which includes the Wards of Baguley, Brooklands, Northenden, Sharston and Woodhouse Park.

1.2 Wythenshawe was traditionally built on the “Garden City” concept and this is still applicable today- a large residential population (32,882 dwellings) with an abundance of green open space & mature tree lined neighbourhoods. This greenness is one of the area’s key distinctive features. Wythenshawe is surrounded by the areas of West Didsbury, Gatley, Altrincham, Sale, Hale & Heald Green and countryside. Between 1991 & 2001, the population of Wythenshawe declined by almost 7,000 to 66,267, but this is now increasing. The area is also home to high levels of young and older residents.

1.3 As with elsewhere in Manchester, traditionally based on heavy industry, employment growth in Wythenshawe has shifted over the past twenty years to service / knowledge based sectors. The SRF identified the following as key challenges for Wythenshawe: population decline; an increased number of lone adult households including lone parents with dependent children above the Manchester average; economic activity rates for Wythenshawe residents significantly below regional & national averages; proportion of students obtaining 5 or more GCSEs at grades A-C below the City and national averages; and 19 out of the 44 Super Output Areas within the poorest 5% of communities in England according to the Index of Multiple Deprivation 2004.

1.4 The Strategic Regeneration Framework identified the following as the key opportunities:

- The continued development of Manchester Airport (currently employing 20,000 staff) that will provide a wide range of employment opportunities for the area. The University Hospital of South Manchester Foundation Trust employs 5,000 staff. Both are key drivers for the Wythenshawe economy.
- Role of education and learning as a prerequisite & potential driver for regeneration in Wythenshawe
- The promotion of district centres as focal points for community and services, in particular the transformation of Wythenshawe Town Centre;
- Capturing the South Manchester effect by extending the strong employment and property markets to Wythenshawe

1.5 Over the past eleven years, there has been a considerable amount of regeneration activity & mainstream service focus across the Wythenshawe area. From 1997-2004, a Single Regeneration Programme (SRB- £7.25m) focused on the Wythenshawe East area (Benchill, Sharston & Woodhouse Park neighbourhoods), and the Community Economic Development (CED- ERDF) programme for the
whole area. Independent evaluations of these programmes were positive about their outcomes and impact but suggested that further work was needed to address some of the key challenges on a Wythenshawe wide basis.

1.6 In line with the City’s approach of developing strategic and comprehensive frameworks for taking forward the regeneration of the City on an area basis, a Strategic Regeneration Framework was commissioned for Wythenshawe in 2004. Following a major consultation exercise with Members, residents, businesses and mainstream/voluntary sector partners, the Wythenshawe SRF was approved by the City Council’s Executive in December 04. It provides a strong vision for Wythenshawe over the next 10-15 years (2004-2020), sets a development framework in which investment can be planned & guided in a coherent way, reflects the Manchester Community Strategy, and guides & adds value to the improvement of public services (phase 1 Delivery Plan- 2005-2008). The Wythenshawe Regeneration Team lead and oversee the implementation of the SRF by working with a range of City Council departments, Members, external agencies, residents and the private sector.

2. THE VISION

2.1 The vision for Wythenshawe is: “Manchester’s “Garden City”- A distinctive part of the City of Manchester characterised by a unique environment and a new dynamic of growth & development”. The idea brings together the positive aspects of housing & green space (Garden) with the sense of growth & change in the economy (City).

2.2 The SRF has twelve key objectives across four policy areas covering social, economic and physical regeneration priorities (see section 3.0 for more information).

3. IMPLEMENTATION

3.1 There has been significant progress in progressing the delivery of key SRF priorities. To map progress across all objectives and actions would require a complex and lengthy report. For the purpose of Scrutiny Committee, particular highlights & achievements are outlined below on an individual policy area basis. If Members require any further detail or information, it can be provided by the Regeneration Co-ordinator of the Wythenshawe Regeneration Team.

3.2 CAPITALISING ON OUR ECONOMIC ASSETS

3.2.1 Longstanding challenges in Wythenshawe include addressing high levels of worklessness, educational attainment particularly at Key Stages 3 & 4 and skills levels and qualifications across all age groups. The section on capitalising on our economic assets addresses priorities
across Education, Learning, Employment, Business Development and Skills/Workforce Development. The key highlights and achievements are:

- Major investment in all four Wythenshawe High Schools. Newall Green & St Paul's through the BSF programme (completed early 2009) and the Academy programme (Parklands- Enterprise (September 2009) & Brookway- Health- September 2010)). This will provide state of the art learning & community facilities as well as post-16 opportunities.

- The opening of a new college (Northenden Campus 2004) in West Wythenshawe providing a range of further education opportunities for young people & adults. Plans are underway for the development of a new Wythenshawe 14-19 hub (Manchester College) on Hollyhedge Rd (Benchill/Sharston) and to be open September 2010. This will link to all the High Schools within the area as well as the Northenden Campus.

- The opening of Forum Learning (2004- a partnership between City College Manchester, MAES, Libraries & Jobcentre Plus (JCP)) as the hub for learning & employment support delivery for residents. Links are now made with key venues throughout the community i.e. Benchill & Royal Oak Community Centres for resident engagement.

- The piloting of the Airport Academy to assist adults to gain the necessary skills to work at the Airport. The pilot helped over 60 residents secure employment and work is now underway on phase 2 development with a relaunch early 2009.

- The creation (August 2007) of a new HR/Regeneration post at Wythenshawe Hospital to maximise local economic benefit. This has resulted in stronger links between JCP, Connexions & Forum Learning and has resulted in a Local Employment Partnership (LEP) agreement being signed with JCP.

- The piloting of Stepping Stones Personal Advisors based at both Willow Park Housing Trust & Parkway Green Housing Trust and at Sure Start Centres in Benchill & Woodhouse Park to support residents in to employment.

- Continuing to work with key employers on their Corporate Social Responsibility agenda- BW3 (Businesses Working With Wythenshawe). Led by Manchester Airport with other members such as Shell, Microsoft & Wythenshawe Hospital, and engages in projects for young people/adults such as Literacy & Numeracy in schools, World of Work days and providing professional advice to local groups.

- The development of a Master Plan for Wythenshawe Town Centre (2006-2016) with the planned creation of over 1,500 new jobs. Over 140 new jobs have already been created with the arrival of Asda and through a co-ordinated approach, 97% of these were secured by Wythenshawe residents.
3.2.2 In terms of addressing economic inactivity and skills levels of adults, the above measures and the improved co-ordination of planning and delivery between the public agencies involved has led to the development of a “hub and spokes” model for the engagement of Wythenshawe residents. The impact of this activity on the overall levels of worklessness is more modest as can be seen by the table below. However it should be noted that the Working Age Population has grown from the 2001 Census figure of 38,566 to 45,076, which is the 2006 Mid Year Estimate and overall benefit claimants have dropped from 26.5% to 22.6% in the three-year period.

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Nov 03 count</th>
<th>Nov 06 count</th>
<th>Change</th>
</tr>
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<tr>
<td>Lone Parents</td>
<td>2,440</td>
<td>2,195</td>
<td>-245</td>
</tr>
<tr>
<td>JSA</td>
<td>1,350</td>
<td>1,635</td>
<td>+285</td>
</tr>
<tr>
<td>Incapacity Benefit (IB)</td>
<td>6,430</td>
<td>6,360</td>
<td>-70</td>
</tr>
<tr>
<td>Total</td>
<td>10,220</td>
<td>10,190</td>
<td>-30</td>
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Economic inactivity and poor skills remains a critical issue and as before the focus needs to continue on reducing the number of residents claiming Incapacity Benefit.

3.2.3 It is clearly to early to measure the impact of investment in Wythenshawe High Schools via the Building Schools for the Future (BSF) and Academies Programme. However, these new schools are anticipated to build on the improving performance of Wythenshawe schools over the past four years. There is a wide variation of performance at GCSE level across the four Wythenshawe High Schools ranging from 28% to 68% for 5 or more A to Cs and from 13% to 26% for 5 A to Cs including English and Maths. There has been sustained work on reducing the level of NEETs (Not in Education, Employment or Training) in Wythenshawe, which have been the highest in the City. That figure now stands at 15.6% (Aug 08), which is expected to improve in September. Two years ago, two of the Wythenshawe High Schools had NEET figures of 20% and 25% of school leavers.

3.3 INVESTING FOR THE FUTURE

3.3.1 This includes Business Infrastructure, Shopping & Local Facilities and Transport. The key Wythenshawe issues related to some outdated business accommodation in the Town Centre and on Roundthorn & Sharston Industrial Estates, the need for high quality district centres in particular Wythenshawe Town Centre, some poor quality neighbourhood centres and the need for residents to be able to get in and around Wythenshawe by public transport. The key highlights and achievements are:
• The development of a Master Plan for Wythenshawe Town Centre (2006-2016) to guide a £130m investment programme to ensure the centre becomes a key destination of choice. Key deliverables relate to new retail developments and a higher quality offer/evening economy a new indoor/outdoor Market, new bus station (Interchange with the Metrolink), new business accommodation, Hotel developments to support Airport needs and a higher quality public realm. This is at an early stage of delivery, but the arrival of Asda, £1m improvement programme to the Multi-Storey Car Park and a new 15,000 sq ft retail/office development currently on site, is all adding momentum to improving the offer. Currently, the Master Plan is being revised due to the relocation of the bus station & associated spatial considerations/opportunities and this will be presented to Executive in October for approval. Despite current market conditions, the aspirations for the Town Centre remain the same i.e. a destination of choice, and work remains ongoing to deliver a quality district centre.

• Opportunities exist for significant grade A office accommodation development at Atlas and Manchester Business Park. However, the scale of impact in terms of job creation is still to be realised because of the over-supply and downturn in demand for office accommodation across South Manchester. The recent announcement of PZ Cussons relocating to Manchester Business Park in a new 40,000 sq ft HQ development will raise the profile of Manchester Business Park as an office destination and increase confidence in the local market. Growth in office accommodation has been complemented by new warehousing/manufacturing accommodation on Sharston & Roundthorn Industrial Estates.

• Working closely with Members, the Wythenshawe Regeneration Team is in the process of developing a Local Plan for West Wythenshawe (Baguley & Brooklands Wards), which includes the Roundthorn Industrial Estate, Wythenshawe Hospital and the main Baguley shopping area. The Local Plan will guide physical & mainstream service investment over the next 10-15 years and includes a Master Plan for Roundthorn (job creation/safeguarding focus), synergy with the emerging Estates Strategy for the Hospital and supporting a key focal point around Tesco’s. Opportunities to address key transport/accessibility issues, housing, community facilities and mainstream service delivery are also priorities. The Local Plan is currently out to public consultation and will be presented to Scrutiny Committee and then Executive later this year for approval.

• A local plan is also being developed for Northenden Village to guide physical & mainstream investment over the next 10-15 years. Building on the Farmers & Produce Market, a new Riverside Park, Highways improvements, River Mersey frontage and heritage/conservation area status, the Local Plan is focusing on retail, leisure and business development opportunities as well as
addressing accessibility & public realm issues. Public consultation will commence later this year and the Local Plan will be presented to Scrutiny Committee and Executive in due course.

- Completed physical improvements to neighbourhood centres to ensure a quality retail environment e.g. Gladeside Parade, Peel Hall, Cornishway and Burnsall Walk, as well as private developments at Hall Lane and Newall Green. An updated health check is almost completed for all centres to help inform how we will work with the private owners/partners on addressing ongoing issues.

- To address transport issues, work remains ongoing with GMPTE on clarifying schedules/routes (access to the Wythenshawe community & employment infrastructure) and travel planning with key employers i.e. Airport/Hospital. The Wythenshawe Team is currently liaising with GMPTE re the TIF process & consultation. To strengthen walking/cycling links to the Airport from the Town Centre, the “Black Path” has been greatly improved including surfacing, furniture, lighting and artwork.

- Manchester Airport has produced a Master Plan to guide sustainable development & investment to 2030. This references and reflects the Wythenshawe SRF in relation to its impact on Wythenshawe. Given the Airport is one of the key regeneration drivers, there is a continued need to work closely with the Airport to maximise local economic benefit for Wythenshawe and address issues on the impact of the Airport on its neighbouring communities.

3.4 NEIGHBOURHOOD REGENERATION

3.4.1 This covers Housing, Children, Families & Older People, Health and Community Safety. The key Wythenshawe issues related to housing choice, family support, health & wellbeing and anti-social behaviour. The key highlights and achievements are:

- The £24m refurbishment of the Wythenshawe Forum was completed in 2004 to provide a hub for the community and mainstream services. The offer includes: Library, Learning & Employment, Nursery, Leisure Centre, Café, Health & NHS Walk In Centre, Community Hall/Meeting Rooms and a Newsagent. There is a large footfall at the Forum with the Library alone, achieving 6,000 visitors a week. Work is continuing on developing an enhanced integrated service offer for the community.

- £8m investment in new community facilities- Benchill Community Centre, Woodhouse Park Lifestyle Centre and The Addy Young People’s Centre, all offering a range of services/activities for all ages of the community.
• Building on the new Sure Start Children’s Centre in Benchill, new
Sure Start Children’s Centres have been opened in Woodhouse
Park, Baguley and Brooklands offering childcare and a wide range
of family support services. The establishment of a district
structure/leadership team to co-ordinate the delivery of services
for families (Children’s Trust arrangements).

• The opening of the Brownley Rd Health Centre (serving Benchill &
Sharston) to provide a hub & range of health services.

• Neighbourhood Policing structures rolled out in all Wards
including PCSO’s, delivery of successful “Respect Action Weeks”,
establishment of Key Individual Network’s (KIN’s) and reductions
in key crimes- burglary/criminal damage.

• The delivery of regular programmes of youth diversionary
activities across the whole area during holidays and peak
nuisance periods i.e. the current Summer Sonic programme
delivered in community venues.

• Major investment programmes of Willow Park Housing Trust since
2000 (approx £140m) and more recently, the establishment of
Parkway Green Housing Trust now investing £90m in stock in
West Wythenshawe. In the last 10 years, up to 3,000 new homes
have been built, mostly by the private sector and offering more
choice for existing & new residents. This is helping to achieve a
more balanced tenure with home ownership across the whole of
Wythenshawe at 46% ( 50% in West Wythenshawe), up from 40%
in 2004, and helping to achieve the city target of 60%.

• The development of a “Place” image campaign to address the
outdated and negative perception of the area. This will be
completed in October and will provide a framework for a co-
ordinated multi-agency approach to PR & Communications
activities (internally/externally to Wythenshawe) and a mechanism
for media relations.

3.4.2 The impact of the above investment, is leading to Wythenshawe
becoming a neighbourhood of choice. Following years of decline the
population is growing with Mid-year population estimates 2005 putting
the figure at 69,984 (as compared with 66,267 in 2001). The population
is also diversifying (1991- 3% Black & Minority Ethnic residents, 2006-
9.3% & projected 13% by 2011) with a strong sense of community
pride. There is better quality housing and more housing choice.

3.4.3 Neighbourhood policing and the coordination of community safety
initiatives have had a positive impact. However, dealing effectively with
anti-social behaviour remains an ongoing issue, as does the need to
tackle the negative perceptions of Wythenshawe outside of the area.
Poor health is still a major issue affecting the lives of Wythenshawe
residents as evidenced by the Index of Multiple Deprivation (IMD) 2007 which shows that there are 6 Super Output Areas in Wythenshawe within the top 1% most deprived in health terms nationally. This is reflected in the level of economic activity as it is estimated that 50% of Incapacity Benefit claimants in Wythenshawe have mental health issues.

3.5 QUALITY OF LIFE

3.5.1 This includes Culture (Art, Sport & Leisure), Parks & Open Space and Neighbourhood Character. The key Wythenshawe issues relate to community facilities, enhancement of green open space & corridors and community cohesion. The key highlights and achievements are:

- A major development programme of new community facilities completed (3.4.1) with further opportunities presented through current High School developments (especially the 3 in West Wythenshawe- the Health Academy will also include a new Public Library).

- Wythenshawe Park has maintained its Green Flag status and there has been some investment to create a new Courtyard Tea room in the old Stables block. The Hall & Gardens was the location for the very successful Wythenshawe Dig last year and a Development Officer was appointed 18 months ago to increase community access to this facility. However, further work is needed to invest in and maximise the benefit to Wythenshawe residents and visitors of the recreational, heritage, educational, sporting and environmental opportunities afforded by a regional park such as Wythenshawe.

- A new Riverside Park is being developed in Northenden, which will include public art and a children’s play area once phase 2 is completed (March 2009). Investment in other parks/open space throughout the area e.g. Hollyhedge Park as well as in the process of developing a strategic approach to woodland management and community engagement in this throughout the area.

- A range of cultural events and family fun days delivered throughout the community & parks e.g. One World with over 1,000 participants on both occasions it has been delivered (cohesion), Spooky Night in Wythenshawe Park (Halloween) with over 6,000 participants on both occasions and Full of Life (VOP).

- A Wythenshawe wide Community Cohesion Multi-Agency Working Group & Action Plan has been developed based on early work by Willow Park Housing Trust. The approach is focusing on information for existing residents/new arrivals, drop-in sessions for advice on services and the establishment of a Residents Group (all residents to act as a sounding board to addressing community cohesion issues).
4 CHANGING CONTEXT AND CHALLENGES AHEAD

4.1 In overall terms there has been a reduction in the level of deprivation in Wythenshawe between 2004 and 2007. From the Index of Multiple Deprivation between 2004 and 2007, the position of 32 out of a total of 44 Super Output Areas (SOAs) in Wythenshawe improved. However, four SOAs remain in the top 1% most deprived in the country and all are concentrated in the Benchill neighbourhood- Woodhouse Park, Sharston & Northenden Wards. (For the IMD 2000, Benchill was the most deprived Ward in the country). The IMD also evidences the need to continue to address challenges relating to Health, Employment and Education as outlined above.

4.2 There have been a number of significant changes within the environment that regeneration is taking place since the approval of the Wythenshawe SRF in 2004. These changes will influence the nature of future regeneration activity and how we will work with our partners. Key changes include:

- An updated Community Strategy (& Index of Multiple Deprivation 2007) and the emergence of the Local Area Agreement (LAA).
- Current economic market conditions impacting on the housing market and commercial development opportunities.
- Merger of the three Primary Care Trusts in to one and City College Manchester & MANCAT becoming the Manchester College.
- The development of more multi-agency district based working i.e. Children’s Services & Education.
- Creation of Academy High Schools and realization of BSF investment.
- Securing City Strategy Pathfinder status to address high levels of worklessness.
- All previous MCC housing in Wythenshawe now transferred to RSLs with the arrival of Parkway Green Housing Trust.
- The development of the Manchester Airport Master Plan to guide sustainable investment & development to 2030 and the current development of an Estates Strategy for Wythenshawe Hospital.

4.3 As indicated in Section 3, there has been significant progress in delivering key SRF priorities. However, there remain key challenges that need to be addressed by mainstream partners in order that Wythenshawe and its residents, maximises the economic opportunities:

- Educational attainment at all levels, especially Key Stages 3/4.
- Adult skills levels given job growth is at a minimum, Level 2 (5 GCSE’s A*-C)- one in three of Wythenshawe’s working age population have no formal qualifications;
- High levels of economic inactivity with 1 in 4 of the working age population out of work and 50% of residents in receipt of Incapacity Benefit due to poor health;
• Poor health linked to heart disease, asthma, depression & mental health- 56% of Wythenshawe is in the top 5% most deprived areas in England for poor health.
• Levels of Anti-Social Behaviour in pockets across the area, especially West Wythenshawe and Woodhouse Park.
• Long housing waiting lists, under-occupancy and affordability issues.
• A growing & a more diverse community with international migration to the area and the need for services/offer/infrastructure to respond to this.

5 KEY CONSIDERATIONS AND NEXT STEPS

5.1 The first delivery plan for the Wythenshawe SRF covered the period 2005 to 2008. We are now entering phase two of the delivery of the SRF, there are a number of key considerations and next steps to be progressed:

• Develop a phase 2 SRF Delivery Plan based on progress to date, ongoing priorities, the IMD 2007/State of the Ward evidence base, the LAA, performance management processes & district delivery arrangements. This will be overseen by a process of bi-annual meetings with Local Members chaired by the Deputy Leader with responsibility for regeneration in Wythenshawe.
• Based on the above, update the 5 Ward Plans via Ward Coordination processes to ensure the “golden thread” from the Wythenshawe SRF to Ward Plans (& vice-versa) and that there continues to be a key neighbourhood focus to deal with the neighbourhoods experiencing the greatest levels of deprivation.
• Complete Local Plans for West Wythenshawe & Northenden to provide a detailed framework for investment and agree delivery structure mechanisms.
• Complete a revised Master Plan for Wythenshawe Town Centre and continue to work with the public/private sector on delivering a quality district centre.
• Enhance strategic working with both Willow Park and Parkway Green Housing Trusts to help engage residents & deliver key SRF priorities.
• Enhance strategic working with both Manchester Airport & University Hospital of South Manchester Foundation Trust to maximise economic benefit for Wythenshawe residents.
• Work strategically with the Forum Trust on enhancing service integration as the “hub” for Wythenshawe and also with schools/other key community venues on maximising neighbourhood level service delivery/linkages.
• Work strategically with GMPTE on transport improvements including the delivery of a new bus station for Wythenshawe Town Centre.
6 CONCLUSION

6.1 This report shows that there has been a wide range of activity from many partners to deliver the Wythenshawe Strategic Regeneration Framework. There has resulted in a positive impact on a number of key areas although as indicated progress in other areas has been slower. However overall there have been improvements to Wythenshawe as one of the key areas in the city to live, work & invest as evidenced by the improved position of Wythenshawe in the IMD 2007. However, it also demonstrates that a number of the key challenges identified in the SRF remain. As we are now entering a phase 2 of SRF delivery it is a key juncture to build on our successes and focus on themes and neighbourhoods that require a sustained effort to tackle some of the underlying issues. Despite the economic downturn there remain some major opportunities that can be used to benefit Wythenshawe residents and enable the area to become stronger as a neighbourhood of choice.

7 IMPLICATIONS FOR COUNCIL POLICIES

7.1 The Wythenshawe SRF contributes to the implementation of the Council’s Anti-Poverty policies through the development & delivery of an approach for training and support to local residents to enable them to access employment.

7.2 The Wythenshawe SRF contributes to the implementation of the Council’s policies for combating inequality & discrimination faced by women, gay men, lesbians, disabled people and black & ethnic minority people through an inclusive approach which will benefit these groups, and where relevant, through specific targeting.

7.3 The Wythenshawe SRF contributes to the implementation of the Council’s Environmental policies through the development & delivery of strategies & plans for urban design, environmental quality, sustainability and environmental management & maintenance in the area.

7.4 The Wythenshawe SRF contributes to the implementation of the Council’s policies on Employment through the development & delivery of an approach for training and support to local residents to enable them to access employment.