

Proposals for Blackbird Yard, East Didsbury

Statement of Community Involvement

Prepared by Counter Context Ltd

APRIL 2022

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1. Introduction

1.1 Overview

This Statement of Community Involvement has been prepared by Counter Context Ltd on behalf of Dandara Living Developments Ltd, hereby referred to as 'the Applicant'. It provides:

- An account of the two phase pre-application consultation undertaken with local residents, local community groups, local councillors and other key stakeholders about the proposals.
- A summary of the feedback received from these consultees.
- Evidence that this feedback has been considered in the development of the proposals.

The pre-application community consultation strategy was designed to reflect guidance within Manchester City Council's adopted Statement of Community Involvement (2018) and the National Planning Policy Framework (NPPF) (2021).

1.2 Site Location

The site of the proposed development is located on a currently underutilised section of the Parrs Wood Tesco Superstore in East Didsbury. The site is bounded by the A34 Kingsway to the east, Parrs Wood Lane to the south and the Tesco car park to the north and west.



Figure 1: Site location image

1.3 Overview of the Proposed Development

The initial proposal for Blackbird Yard was to create a high-quality residential development consisting of 95 build-to-rent apartments. The proposed seven-storey building was arranged in an L-shape, with parking for 27 cars, 100% cycle parking provision and enhanced landscaping around the edge of the site. The proposals also included a community space on the ground floor of the building.

After considering the feedback received during the first phase of public consultation, the Applicant revised several aspects of the initial proposal. The updated proposals presented during the second phase of consultation reduced both the number of apartments to 75 and height of the building to six storeys. These revised plans also include adding an additional six car parking spaces, therefore taking the total number of spaces to 33.

Following the second phase of consultation, the total number of car parking spaces was increased further from 33 to 36 spaces.

1.4 Policy Requirements

Conducting an early and transparent pre-application consultation is consistent with the guidance within the National Planning Policy Framework (NPPF) (2021).

Paragraph 39 of the NPPF states that:

Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and outcomes for the community.¹

The NPPF goes on to state that:

[Local Authorities] should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.²

...

Design quality should be considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.³

This Statement of Community Involvement also fulfils a formal recommendation of the Local Planning Authority to provide people with an opportunity to feed into the design process of a scheme at an early stage.

¹ Secretary of State for Ministry of Housing, Communities and Local Government, National Planning Policy Framework, 2021, paragraph 39.

² *Ibid.*

³ Secretary of State for Ministry of Housing, Communities and Local Government, National Planning Policy Framework, 2021, paragraph 128.

Manchester City Council's adopted Statement of Community Involvement (2018) sets out 'how developers can ensure that there is an effective opportunity for people to comment and steer development'⁴.

In providing guidance to developers on how they should carry out pre-application consultation, Manchester City Council's Statement of Community Involvement provides recommendations on the types of methods that developers can adopt as part of their pre-application consultation strategy.

Pre-application consultation is beneficial to both the community and the developer as it allows the developer to design a proposal which takes on board the opinions of the community...

...The format of the consultation that the developer uses is likely to be discussed with us as part of pre-application discussions, to help ensure that there is an effective opportunity for people to comment and steer development. The following methods are likely to be suitable and should be used as appropriate:

- *Letters sent to residents and businesses in nearby streets telling them what is proposed, how they can get more information and how they can give the developer their views*
- *Public exhibition in an accessible location close to the development (e.g. library or supermarket) which tells the public about what is happening and gives them an opportunity to make comments*
- *A website set up by the developer*
- *Leaflets distributed to nearby streets and placed in facilities near the proposed developments which have a tear off slip for comments*
- *Social media used by the developer to advertise the development and associated consultation events...*

...We can't require developers to carry out pre-application consultation using the methods set out above, but it is encouraged. Where developers have not engaged with local residents and businesses, it is possible that an application could generate more objections once submitted. This could result in the developer having to amend their application to address the objections which could delay the decision-making process.⁵

As part of this process, and as recommended in Manchester City Council's Statement of Community Involvement, the Applicants' team met with Manchester City Council and discussed the consultation strategy for the proposed development ahead of the commencement of the consultation programme.

In addition to the requirement for pre-application community consultation set out by national and local authorities, the Applicant recognises that local people can make a valuable contribution to the proposals by offering their local knowledge and raising issues that may not have been considered, in many cases resulting in a stronger set of proposals.

This Statement of Community Involvement reports on the pre-application community consultation undertaken with site neighbours as well as with key local civic organisations and the wider community. There has been extensive and detailed engagement with a range of statutory and other organisations relating to technical issues during the development of the scheme. This engagement is described within the relevant planning application documents and not within this Statement of Community Involvement.

⁴ Manchester City Council's Planning and Development Statement of Community Involvement, June 2018, page 33.

⁵ Manchester City Council's Planning and Development Statement of Community Involvement, June 2018, pages 33-34.

2. Pre-Application Engagement with Ward Councillors

2.1 Introduction

Ahead of undertaking both phases of public consultation, which are detailed in the next section, the Applicant's team held a series of meetings with local ward councillors for Didsbury East:

- Councillor Andrew Simcock (Labour)
- Councillor Linda Foley (Labour)
- Councillor James Wilson (Labour)

2.2 Summary of meetings

The following key meetings were held with ward councillors during the pre-application period:

1 September 2021

A Microsoft Teams meeting with Councillor Andrew Simcock to introduce the early stage scheme proposals and the strategy for pre-application community consultation.

9 September 2021

An in-person meeting and visit to Dandara's development at Chapel Wharf, Salford, attended by Councillors Andrew Simcock, Linda Foley and James Wilson. The discussion around the proposals focused on:

- Issues relating to vehicular access and congestion.
- The wider transport strategy in terms of potential for a car club offering and measures to encourage cycling.
- The need to ensure indicative images of the proposals included as much of the existing context as possible.
- The nature of Build-to-Rent developments in general, but in particular the Dandara Living Build-to-Rent proposal, the range of people this appeals to and the affordability of the homes.
- The plans to include a community space at the ground floor of the building.
- The plans for the consultation process and the key groups and organisations to include in this.

8 November 2021

A meeting on the site of the proposed development with Councillor Andrew Simcock to provide an update on the development of the proposals and the timescales for the first phase of community consultation.

27 January 2022

Following the conclusion of the first phase of consultation, an on-site meeting with Councillor Andrew Simcock and Councillor James Wilson. This meeting included a reflection on the feedback received during the first phase of community consultation as well as an introduction to the Applicant's revised scheme in response to this consultation feedback (the reduction to a six storey building providing 75 apartments and increasing the parking provision to 44%).

There was a discussion with the councillors about the merits of undertaking a second phase of community consultation to present the revised proposals and it was agreed that this approach would be followed.

3. Phase One Pre-application Public Consultation Activities

3.1 Introduction

This section of the Statement of Community Involvement sets out the range of activities undertaken as part of the first phase of pre-application consultation with local residents, businesses, community and interest groups. The pre-application public consultation period ran for three weeks from 17 November 2021 to 9 December 2021.

The key aspects of the consultation activity plan are outlined below.

3.2 Publicising the Consultation

3.2.1 Consultation Leaflet

A consultation postcard was distributed on 17 November 2021 to all residential and business addresses located within an agreed distribution area of approximately 960 addresses (see Figure 2 below). The extent of this area was discussed and agreed with ward councillors ahead of the start of the consultation.

The A5 sized postcard introduced the proposals for Blackbird Yard and directed recipients towards the consultation website to find out more and provide their feedback, via the dedicated online feedback form or by email. The postcard promoted the consultation webinar on 29 November 2021 and the in-person consultation event on 1 December 2021.

A telephone number was also included on the consultation postcard in case any of the recipients didn't have access to the internet and required information in a hard copy format. The consultation postcard is provided as **Appendix 1**.



Figure 2: Consultation leaflet distribution area.

3.2.2 Emails to key local organisations

An email to introduce the consultation was issued electronically to key local community organisations on 17 November 2021. The following groups were contacted:

- Didsbury Civic Society
- Parrs Wood Environmental Centre
- Friends of Didsbury Park
- Didsbury Good Neighbours
- Parrs Wood Avenue Resident's Association

3.2.3 Press Release and Media Coverage

A press release was issued on 17 November 2021. It provided introductory information about the proposals and details of the public consultation and how people could provide feedback. Articles subsequently appeared in Place North West, Manchester Evening News, Insider Media, J99 News and The Business Desk.

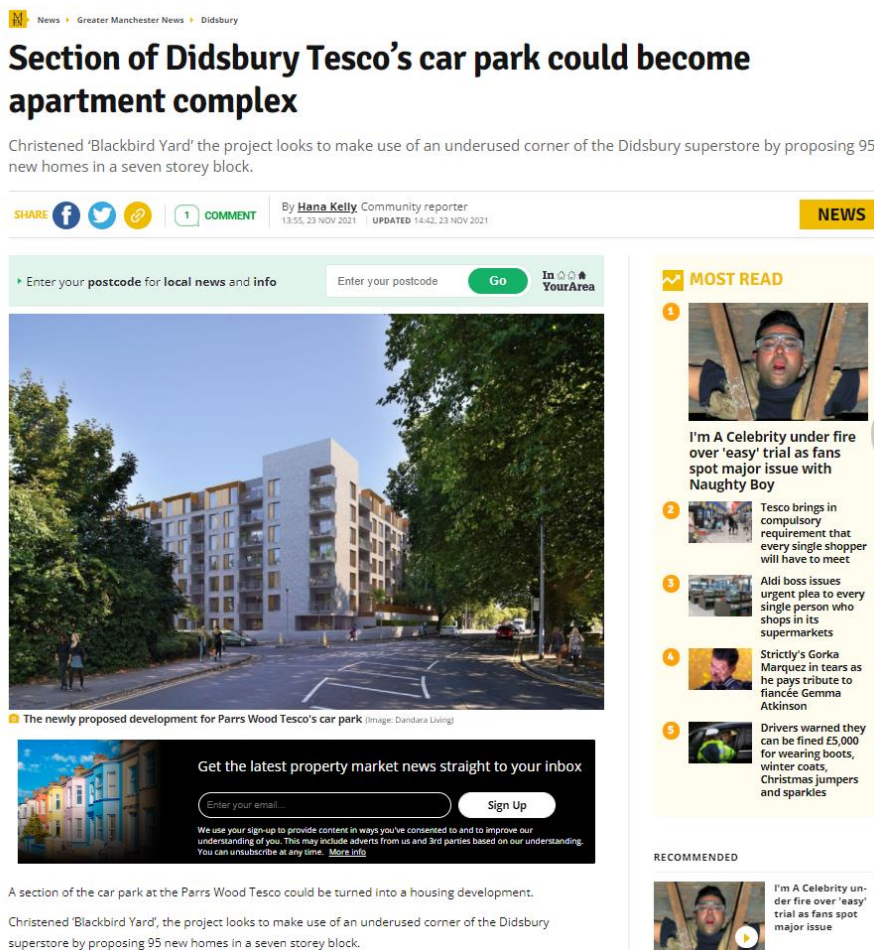


Figure 3: A screenshot of the Manchester Evening News online article

3.3 Consultation Website

A dedicated consultation website went live on 17 November 2021. The website (www.blackbirdyard.info) provided detail of the proposals and vision for the development and a 'Have Your Say' page, with links to the online feedback form, the project email address and the project telephone line.

Dandara Living / Blackbird Yard
The Site
Design Proposal
Transport & Parking
Webinars
Dandara Living
GET INVOLVED

Design proposal

Our award-winning architects, Hodder and Partners, have designed a sustainable building which is sensitive to its immediate environment and consistent in size with other larger buildings in this area. At seven storeys in height, the building is proposed to be laid out in an L-shape, with a grey brick as the predominant material. Vehicular access to the site would continue to be via the main access to the Tesco car park.



VIEW TO PARRS WOOD LANE
VIEW ACROSS TESCO CARPARK

Dandara Living / Blackbird Yard
The Site
Design Proposal
Transport & Parking
Webinars
Dandara Living
GET INVOLVED

Share your thoughts

We know that our vision for this new development will be improved by the expertise and knowledge of the people that currently live, work in and visit the area. Our plans for Blackbird Yard are still at the pre-application design stage so there's plenty of time to get involved and tell us what you think.

You can provide feedback in a number of ways. You can:

- Complete our [feedback form](#)
- Email the project team at contact@blackbirdyard.info
- Call us on 0161 669 5035 or leave a message and a member of the team will call you back

The consultation will run until Thursday 9 December 2021 and we intend to submit the planning application early next year.

Come and meet us

If you have any questions about our proposals or would just like to find out more about Dandara Living, please come and meet members of our team at our on-site consultation drop-in session. We would be delighted to meet you and talk you through our plans.

Where: Didsbury Cricket Club

When: Wednesday 1 December 2021 between 15:30 and 19:30

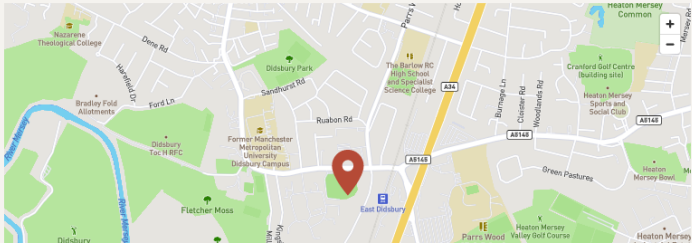


Figure 4: Screenshots of the consultation website.

3.3.1 Traffic to the Consultation Website

During the consultation period there were a total of 4468 visits from 3004 users in total.

3.4 Consultation Webinar

A Zoom webinar was held on Monday 29 November between 5.30pm-6.30pm.

Attendees could register for the webinar using a link on the consultation website. The webinar began with a 30-minute presentation on the proposals, given by members of the project team. A Q&A session followed, where attendees could submit their questions via the chat function and team members provided responses.

In total, 20 people attended the webinar.

The webinar recording was subsequently uploaded to the consultation website and was viewed 29 times during the consultation period.

3.5 Consultation Drop-In Session

As part of the Blackbird Yard consultation, a drop-in event was held on Wednesday 1 December 2021. The event took place at Didsbury Cricket Club and was open to the public between 3.30pm-7.30pm.

Representatives from Dandara Living, Hodder + Partners, Deloitte and Counter Context were present, and seven banners were displayed in an exhibition-style presenting information about the scheme. Feedback forms were available to be filled in. Covid measures were followed, with staff and attendees wearing masks. The event display banners are provided as **Appendix 2** and the feedback form is provided as **Appendix 3**.

Ahead of opening to the public, five members of the Didsbury Civic Society were given a small presentation and shown around the exhibition. In total, 90 people attended the event and 22 feedback forms were submitted. All three councillors representing Didsbury East Ward were amongst the attendees.



Figure 5: Photo from the consultation drop-in session.

3.6 Methods for Receiving Feedback

3.6.1 Email Address

The project email address (contact@blackbirdyard.info) was publicised on all consultation materials, including the website and the consultation postcard, allowing people to submit feedback or ask additional questions.

3.6.2 Telephone Information Line

A telephone information line (0161 669 5035) was available during the public consultation and open Monday-Friday, 9am-5pm, with an answer phone facility to take calls outside these hours. Members of the consultation team managing the information line were on hand to answer questions about the proposals and the consultation process. The information line number was on all consultation materials.

3.6.3 Online Feedback Form

An online feedback form was linked on the consultation website under the 'Get Involved' webpage.

4. Phase One Pre-Application Consultation Feedback

4.1 Summary of Feedback Received

In total, 225 responses to the pre-application consultation were received, via the following channels:

Response Type	Number
Online feedback form	178
Email	24
Drop-in event	22
Phone	1
Total	225

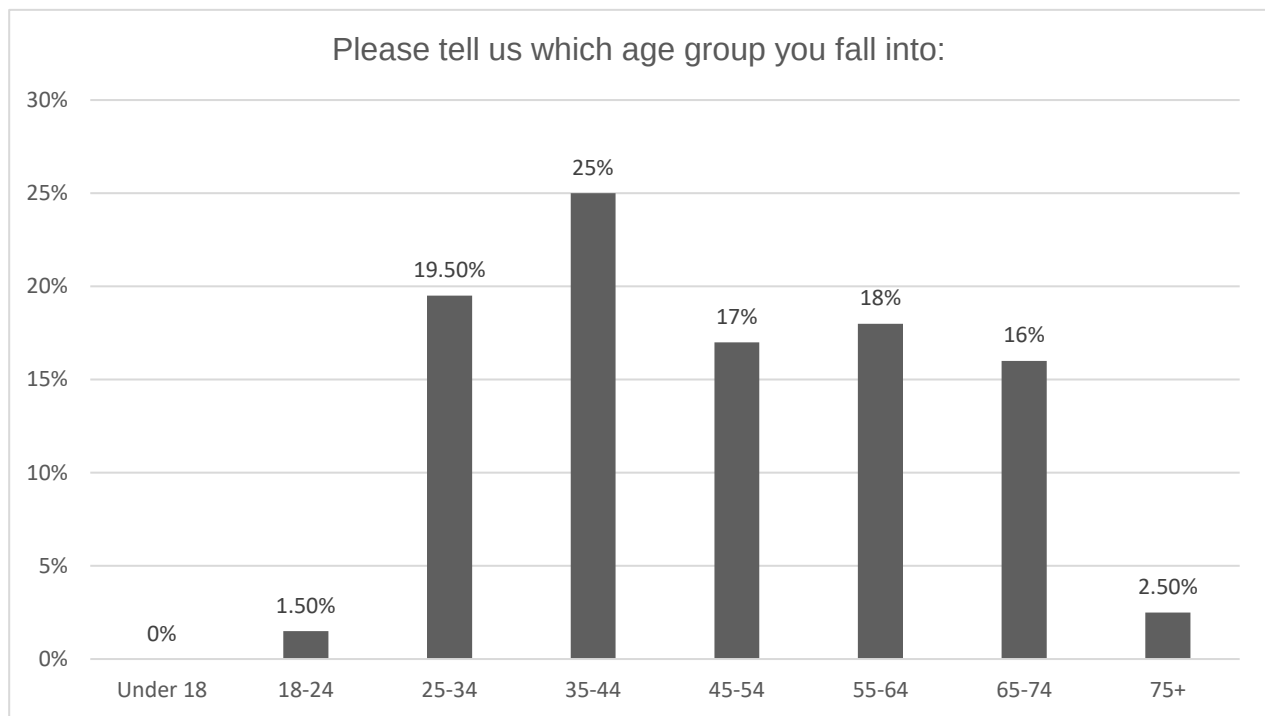
All of the responses received during the pre-application consultation period have been logged and comments have been considered by the Applicant's team.

4.2 Analysis of Feedback Forms

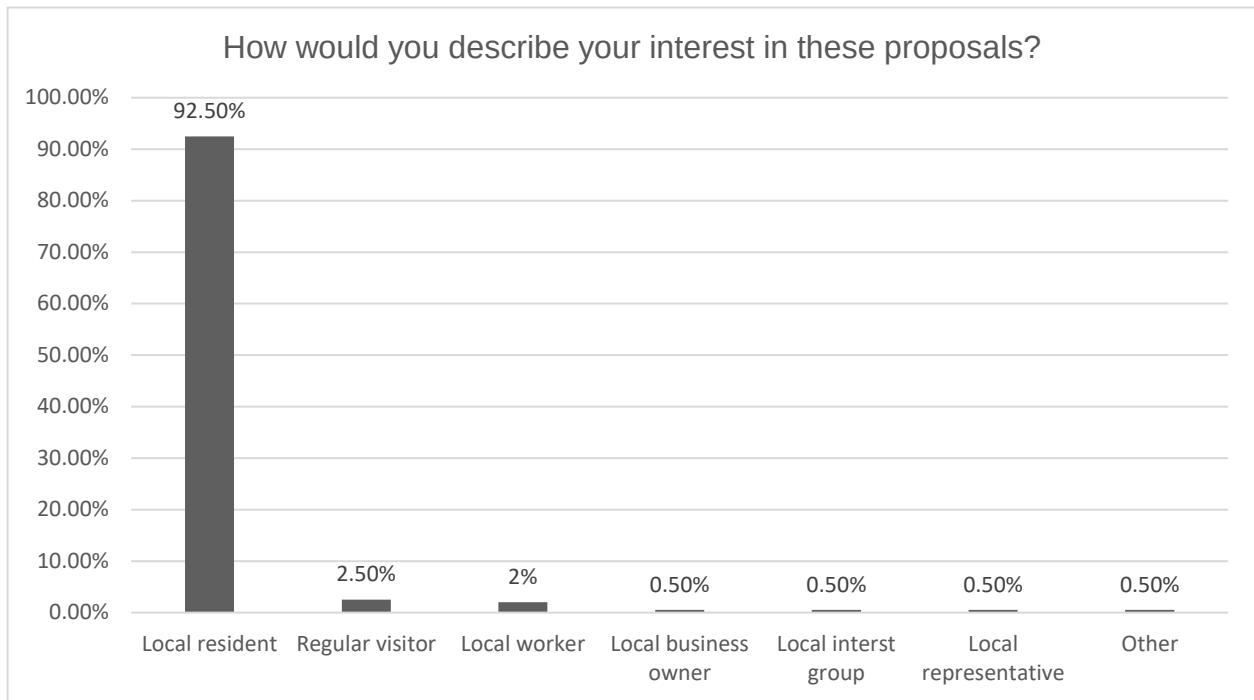
The feedback forms included a series of multiple choice questions and open questions about the proposals. Here follows a summary of the answers received through the multiple choice questions asked as part of the online and public drop-in session feedback forms.

Comments received through open questions in the feedback forms and by email and phone are summarised and addressed in the table in Section 4.3.

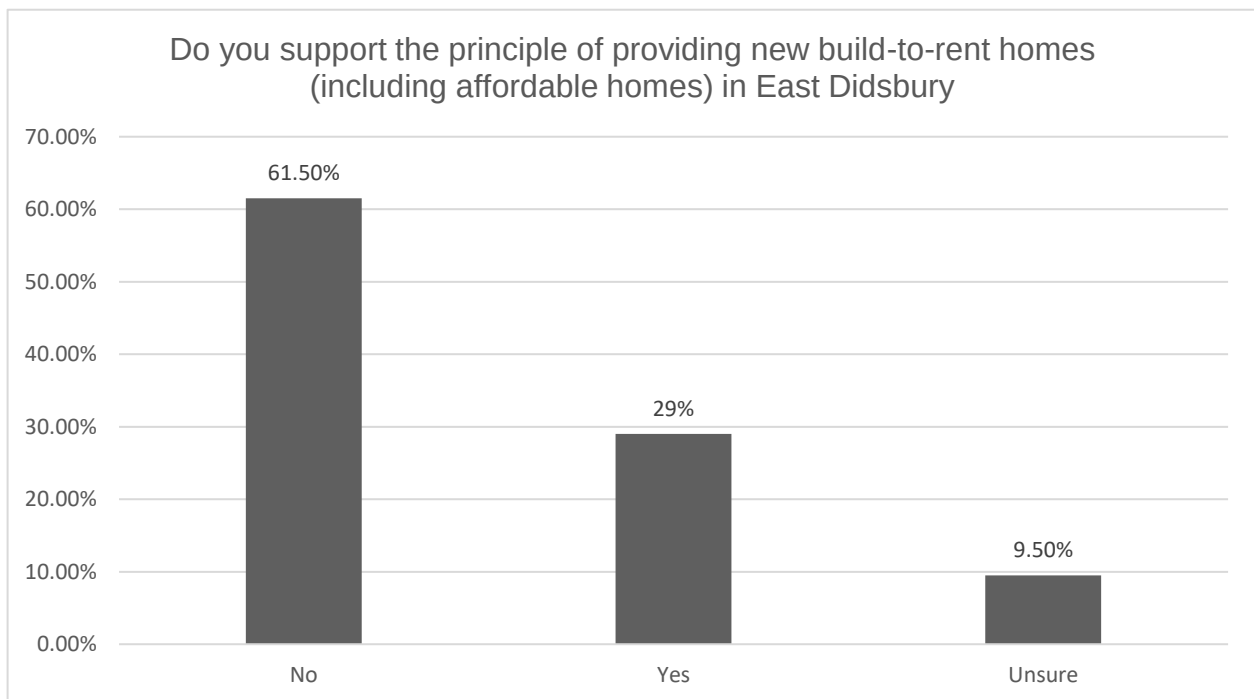
4.2.1 Responses to Closed Questions



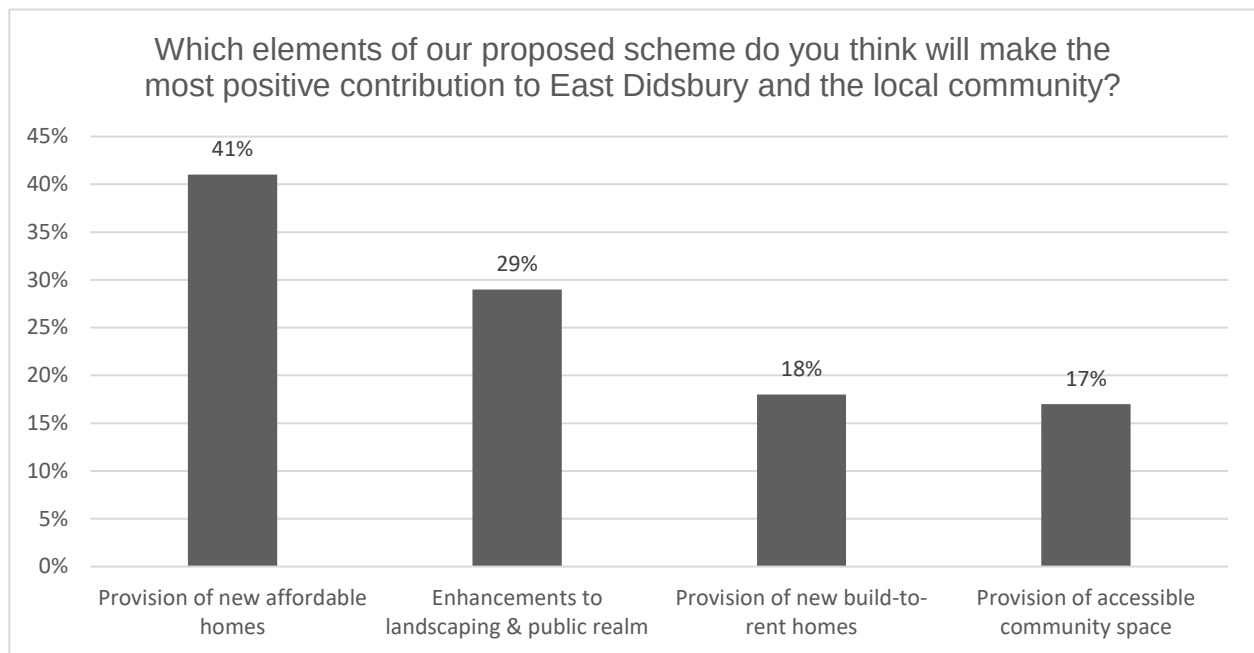
25% (50) of respondents were between the ages of 35-44, with the 25-34 age group being the second most common at 19.5% (39). 53.5% of respondents were over 45.



92.5% (185) respondents stated they were local residents. 1 person chose 'other', stating they were on the Didsbury Civic Society.

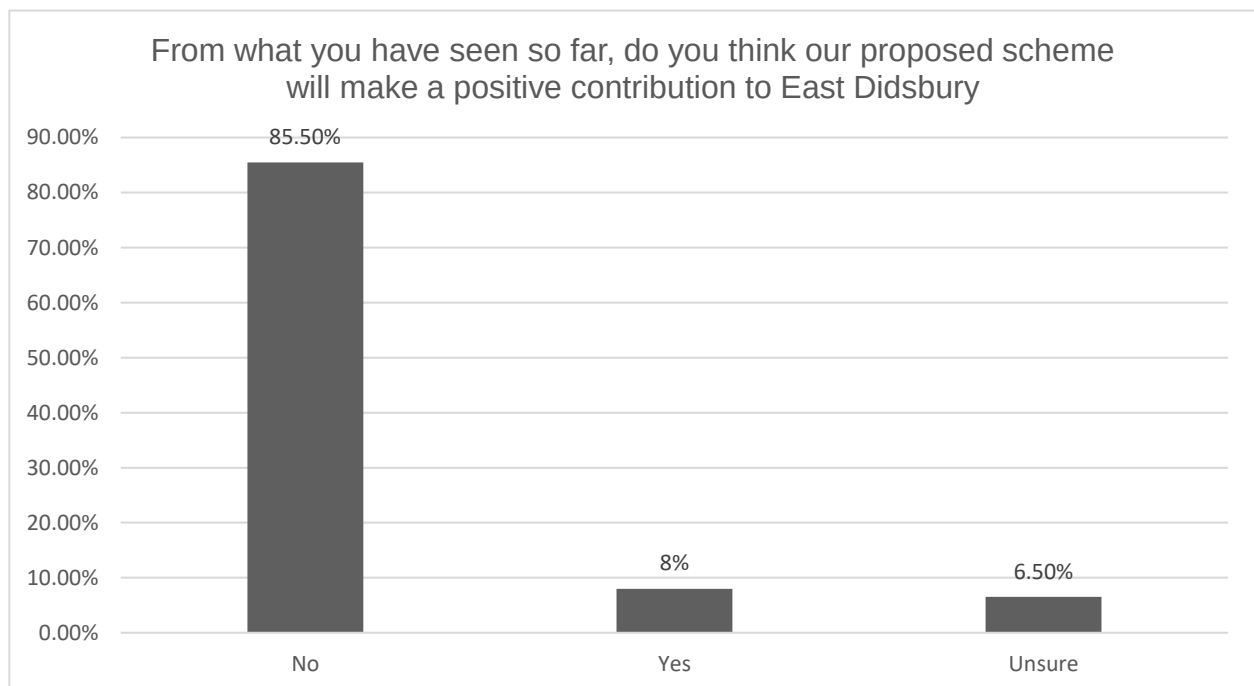


61.5% (123) people stated that they do not support the principle of providing new build-to-rent homes in East Didsbury. 29% (58) were in favour and 9.5% (19) said they were unsure.

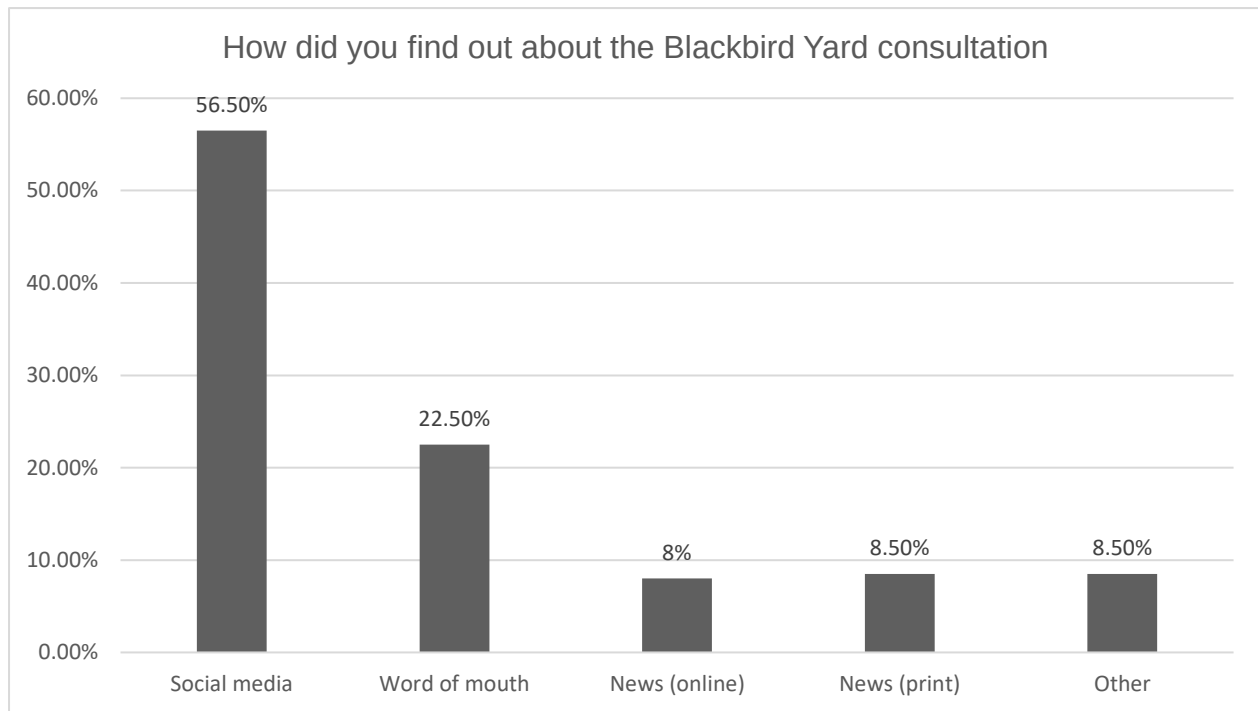


Whilst this question asked respondents to select the elements they thought would make the most positive contribution to East Didsbury, it must be noted that their answer did not equate to them supporting the overall scheme. 195 out of 200 respondents answered this question.

The most common answer was 'provision of new affordable homes' with 41% (80).



Just over 85% (171) of respondents stated that they did not think the proposed scheme would make a positive contribution to East Didsbury. 8% (16) thought the scheme would make a positive contribution and 6.5% (13) were unsure.



Over half of respondents (56.5%/113) found out about the consultation via social media. Those that selected 'other' (8.5%/17) all stated they found out via the consultation postcard.

4.3 Summary of Issues Raised During the First Phase of Consultation

An extensive summary of the issues raised by respondents through the open response questions within the feedback form, as well as in email and telephone feedback, is as follows:

Traffic and congestion related comments:

- Multiple comments expressing concern that the congestion that occurs at the junction between Wilmslow Road and the A5145 will be made much worse by the proposals. Many of these responses state that the junction is often gridlocked, especially at peak times. Respondents are concerned they will get held up during their commute/school run, and that they will not be able to access Tesco. Many stated that the developers seemed not to have an appreciation of how bad the congestion in the area can get.
- A number of comments that the increase in congestion will be dangerous for pedestrians, especially those trying to access Tesco, and children walking home from school
- A suggestion that some specific changes to the junction are needed: The southbound bus stage requires moving as queuing and standing buses can and do restrict the flow of right turning traffic from the Tesco car park towards Kingsway and Didsbury. New and reactive traffic signals are required to sense changes in traffic flow requirements. The box junction control junction should be managed by camera with penalties for blocking the junctions, which is currently a regular occurrence. A bus pull-in is also required after the bridge southbound to stop standing buses holding up vehicles turning left for Stockport and again also reducing pollution.
- A comment stating that deliveries to the new homes will worsen traffic in the area.
- A comment that there is likely to be an increase in traffic due to the homes being built on Harwood Road and the A34 in Heald Green, which could exacerbate congestion in the area.

- Several comments expressing concern that an increase in traffic will lead to more air pollution in the area.
- A number of comments expressed concern about an increase in noise pollution as a result of the development.
- A comment concerned that living next to a busy car park will be bad for the health of new residents.

Comments relating to parking:

- Multiple comments stating that 27 parking spaces will not be sufficient for 95 homes. A number of people commented that they believe most people moving in will want to own a car, and that the provision of parking spaces is too low. People also stated that visitors will need somewhere to park. A comment that travelling south of Didsbury is hard without a car.
- Several comments concerned that new residents with cars will park on nearby residential roads, as they will not be able to park within the proposed development. Concern that people will park outside local residents' houses. A comment that not all local roads have double yellow lines.
- Several comments expressing concern about the loss of parking from the Tesco car park, with concern that it will be harder for them to do their shopping.
- Some concern that the residents of the proposed development may park in the Tesco car park to the detriment of Tesco customers.
- A suggestion for a park and ride bus terminal instead, which may help to free up parking around Didsbury.

Broader transport-related comments:

- A number of comments that people are unlikely to use the cycle parking facilities, as cycling is uncommon in the area. Some noted that there are not enough cycle lanes within the local area.
- A number of comments in support of the Car Club.
- A couple of comments that people are not as likely to use public transport as the developers think, and that this is being used as a 'greenwashing' exercise.
- A comment stating that cycling should be encouraged.
- A comment suggesting every parking space should have an EV charging port.

Comments relating to the tenure type of the proposed residential accommodation:

- A large number of comments generally in support of providing more affordable housing in East Didsbury, with a number of comments that more people should be able to afford to live in the area.
- Several comments questioning how affordable the apartments will actually be.
- Some comments suggesting that people should have the option to buy the apartments.
- A comment concerned about the transient nature of rental properties.
- A comment that offering affordable housing is just a 'PR exercise'

- A comment stating that a clear statement of the number of "affordable homes" needs to be fully quantified as the 20% number can change if building costs increase or financial viability dictates.
- A comment stating that as Didsbury is an affluent area, affordable housing isn't required.
- Some asked about how the affordable housing will be divided amongst apartment type.

Comments relating to location and site selection:

- Several comments that Didsbury is already too built up/overcrowded, and the proposals will only serve to worsen this.
- Several comments that the proposals are good, but the location is wrong. One suggestion to move the location to Cheadle.
- A couple of comments stating there are already too many flats in the area and more aren't needed.
- A suggestion that a better location could be the office towers next to the Cricket Club, which could be converted into apartments.

Design-related comments

- Multiple comments that the building is too tall and large, especially for the site, and represents overdevelopment of the site. Commenters stated it will dominate the area too much and block the clock tower.
- Several comments that the design of the building is poor, with many stating it will look out of place and does not fit in with local surroundings. Some comments that the proposed building looks too 'urban' or like a student accommodation scheme. Some stated the building will be too imposing.
- Some comments expressed concern that the building will create too much shade in the surrounding area and block natural light from nearby buildings.
- Some comments stating that the balconies seem unnecessary.
- A comment that the building will overshadow the trees on Parrs Wood Green.
- A couple of comments generally stating they like the design.

Comments related to landscape design:

- Several comments stating that more greenery/landscaping should be used in the proposals, including bigger trees and potentially a green wall/roof.
- A couple of concerns about the loss of greenery that may occur as a result of the proposals.
- A comment concerned that the 'buffer zone' for biodiversity will not thrive as it will be overshadowed by the building.
- A comment asking if the pyracantha hedge will be retained.

Comments related to the impact on local services and businesses:

- A small number of comments concerned that an influx of new residents will put too much pressure on local services, especially doctors, dentists and schools.

- A comment that more residents will be of benefit to local businesses.
- A comment asking if a survey of potential increased demand on local services has been done.

Comments related to the proposed community space:

- Several comments that there are already enough community spaces in Didsbury and providing an additional one is unnecessary and won't be used.
- Several comments in support of a community space, with suggestions for a local coffee shop, more co-working space and pre-natal classes.
- Some suggestions that a doctors or dentists would be better than a community space.
- A comment worried that renters won't care to maintain the community space.

Sustainability comments:

- A couple of comments questioning how sustainable the building will be.

Construction-related comments:

- A small number of comments concerned about the impact the construction process will have, particularly the impact of heavy machinery entering/exiting on the traffic and parking availability in Tesco, as well as the potential noise.
- A comment that noise and dust has been an issue with nearby developments at James Park, and concern that this development will cause the same issues.
- A comment asking how plant/equipment access will affect Tesco.

Other Tesco-related comments

- A comment expressing concern that Tesco will be sold to the developer and they will lose their local supermarket.
- A suggestion to build more apartments on top of Tesco at a later date.

Other miscellaneous comments

- Comments stating that the proposals are driven by commercial motives, with little acknowledgement of the potential impacts on the local community.
- A comment concerned that the development will lead to more anti-social behaviour, noise and littering.
- A question asking if there is a policy to support those with hidden disabilities, living in the proposed new residences.

4.4 Response to Issues Raised During the First Phase of Consultation

As a result of the comments received during the first phase of consultation, the Applicant's team revised several aspects of the initial proposals. The updated proposals reduced the number of apartments from 95 to 75 and the height of the building from seven to six storeys, whilst including more parking spaces to take the total number of spaces to 33 (44% provision).

These revised proposals were then presented back to the local community during the Phase Two consultation, which is described in the following section of this report.

5. Phase Two Pre-Application Consultation Activities

5.1 Introduction

This section of the Statement of Community Involvement sets out the range of activities undertaken as part of the second phase of pre-application consultation with local residents, businesses, community and interest groups. This consultation period ran from 14 March to 5 April 2022.

5.2 Publicising the Consultation

5.2.1 Consultation Postcard

A consultation postcard was distributed on 14 March 2022 to all residential and business addresses located within an agreed distribution area, which consisted of approximately 960 addresses (see Figure 2 below). This was consistent with the distribution area used during the first phase of consultation.

The A5 sized postcard explained that the proposals for Blackbird Yard had been revised in response to the feedback received during the first phase of consultation and invited recipients to attend an in-person consultation event on 22 March 2022 to find out more.

The details of the consultation website and a telephone number was also included on the consultation postcard in case any of the recipients couldn't attend the in-person event. The consultation postcard is provided as **Appendix 3**.



Figure 6: Consultation postcard distribution area.

5.2.2 Notification emails

An email to introduce the second phase of consultation was issued to people who requested to be kept up-to-date on the development of the proposals during the first phase of consultation, as well as the

stakeholder organisations who were informed about the first phase of consultation. These emails were issued over 15-16 March 2022

5.3 Consultation Website

The dedicated consultation website (www.blackbirdyard.info) was updated on 22 March 2022. The website provided detail on the revised proposals and vision for the development. It also included a 'Get Involved' page, with links to the online feedback form, the project email address and the project telephone line.

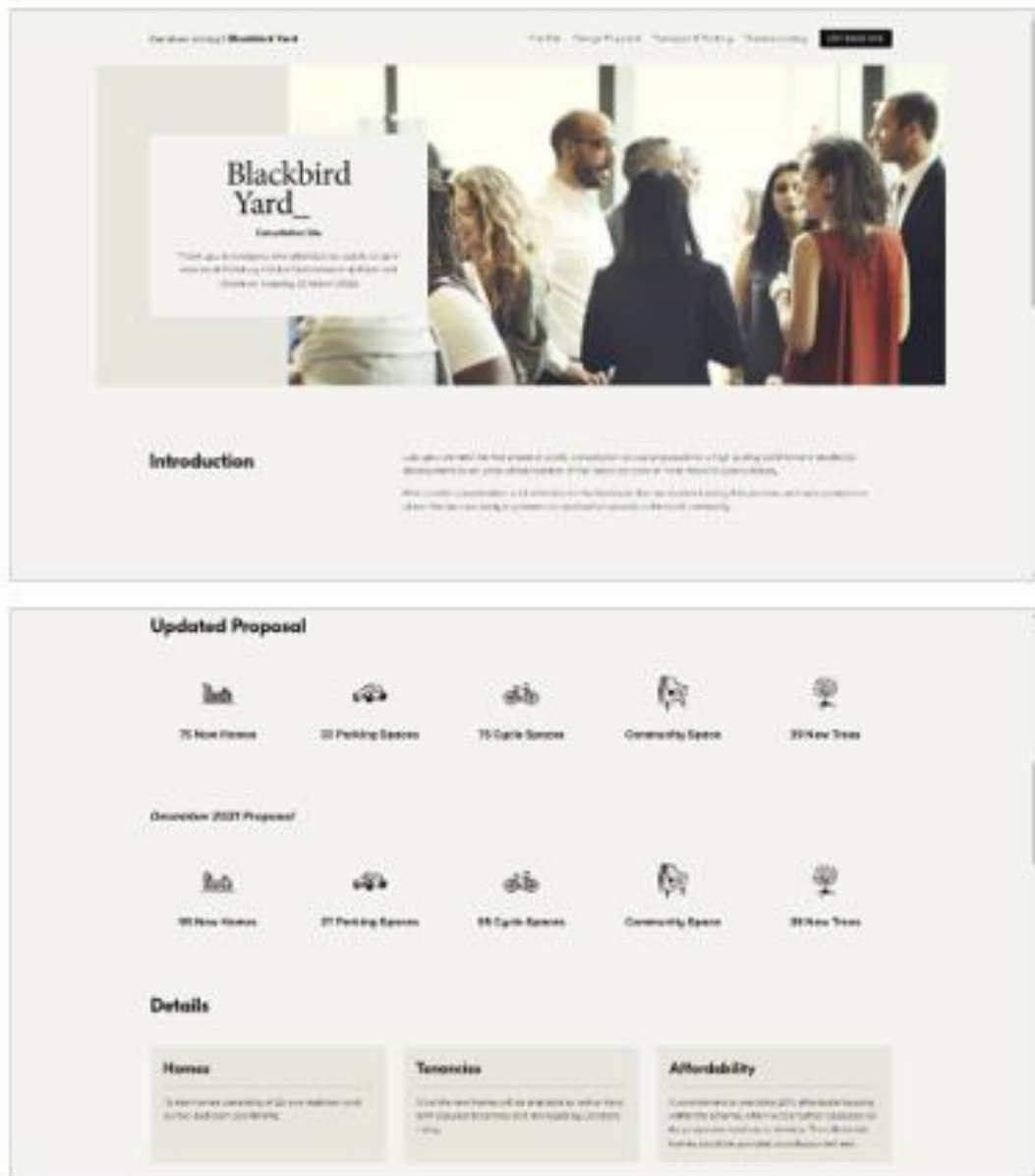


Figure 7: Screenshots of the consultation website.

5.3.1 Traffic to the Consultation Website

During the consultation period, there were a total of 721 visits from 326 users.

5.4 Consultation Drop-In Session

As part of the phase two Blackbird Yard consultation, a drop-in event was held on Tuesday 22 March 2022. The event took place at Didsbury Cricket Club and was open to the public between 3.30pm-7.30pm. Representatives from Dandara Living, Hodder + Partners, Deloitte and Counter Context were present, and 6 banners were displayed in an exhibition-style presenting information about the scheme. Feedback forms were available to be filled in. The event display banners are provided as **Appendix 5** and the feedback form is provided as **Appendix 6**. In total, 57 people attended the event.



Figure 8: Photo from the consultation drop-in session.

5.5 Methods for Receiving Feedback

5.5.1 Email Address

The project email address (contact@blackbirdyard.info) was publicised on all consultation materials, including the website and the consultation postcard, allowing people to submit feedback or ask additional questions.

5.5.2 Telephone Information Line

A telephone information line (0161 669 5035) was available during the public consultation and open Monday - Friday, 9am-5pm, with an answer phone facility to take calls outside of these hours. Members of the consultation team managing the information line were on hand to answer questions about the proposals and the consultation process. The information line number was listed on all of the consultation materials.

5.5.3 Online Feedback Form

An online feedback form was linked on the consultation website on the 'Get Involved' webpage.

5.5.4 Hardcopy Feedback Form

Hardcopy feedback forms were available at the drop-in consultation event as an alternative to the online version.

6. Phase Two Pre-Application Consultation Feedback

6.1 Summary of Feedback Received

In total, 111 responses to the second phase of pre-application community consultation were received, via the following channels:

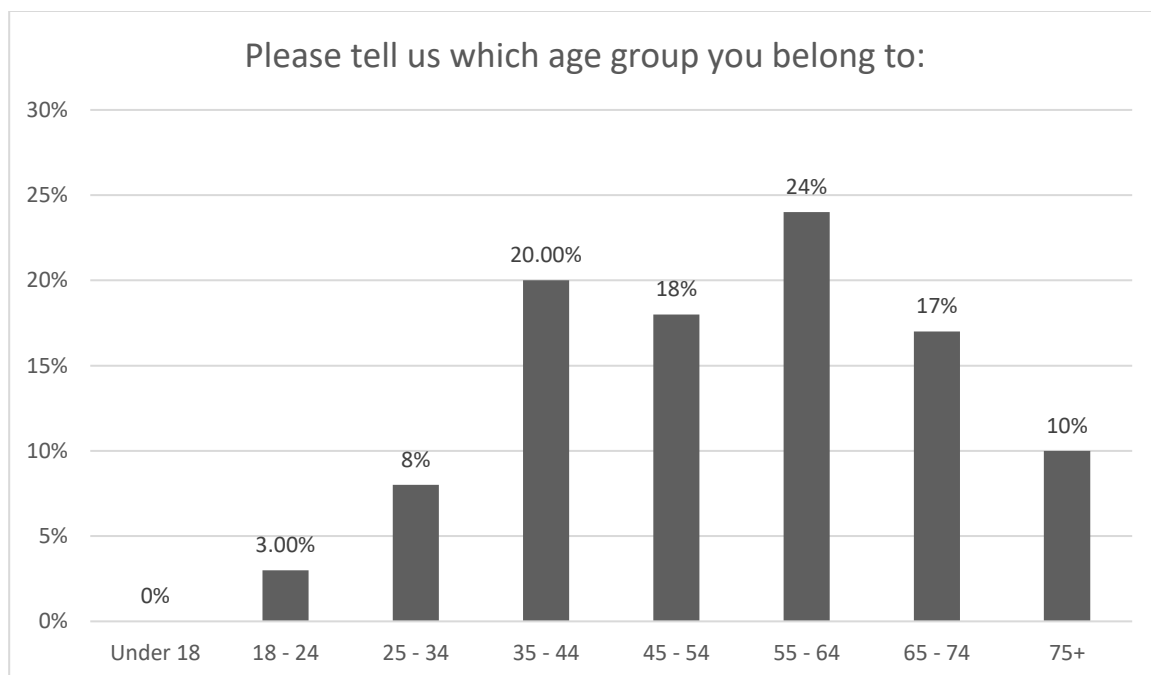
Response Type	Number
Online feedback form	80
Email	7
Drop-in event	24
Phone	0
Total	111

6.2 Analysis of Feedback Forms

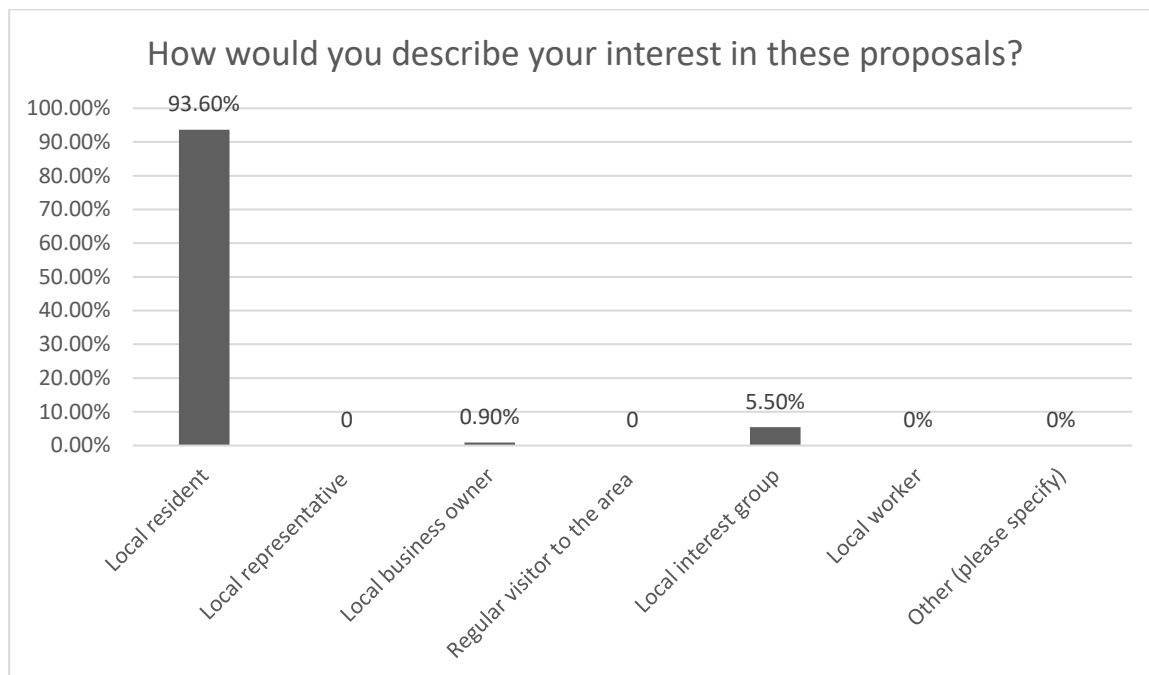
The feedback forms included a series of multiple choice questions and open questions about the proposals. What follows is a summary of the answers received in response to the multiple choice questions included on the online and public drop-in session feedback forms.

Comments received in response to the open questions in the feedback forms and by email are summarised and addressed in the table in Section 6.3.

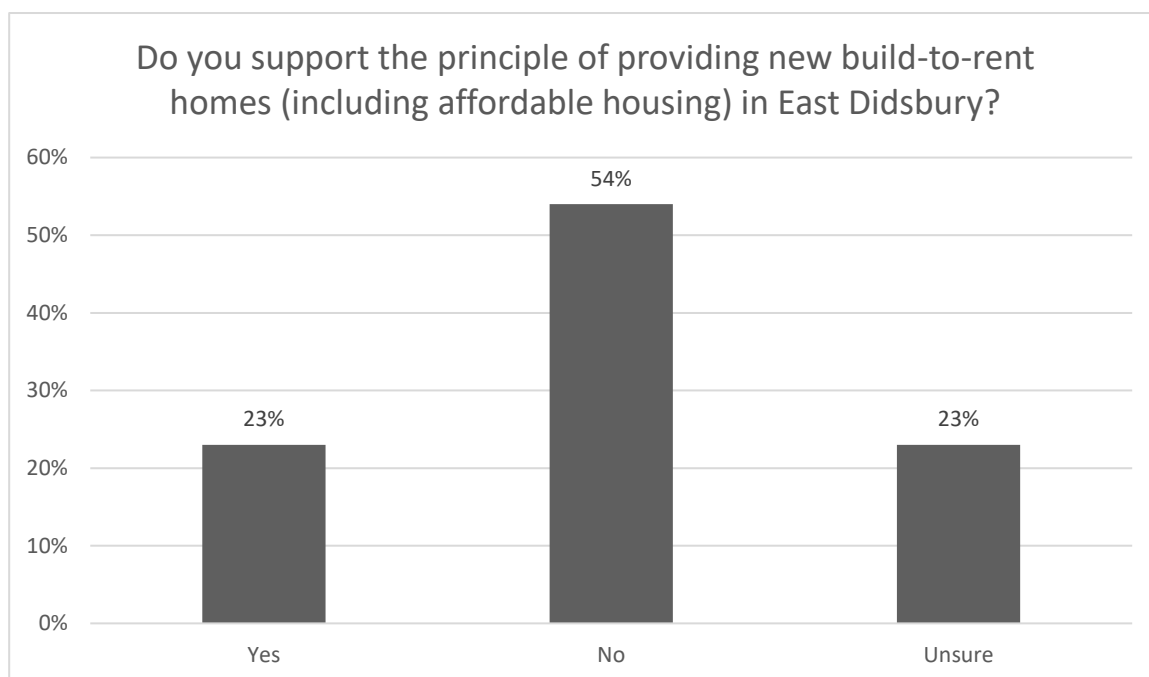
6.2.1 Responses to Closed Questions



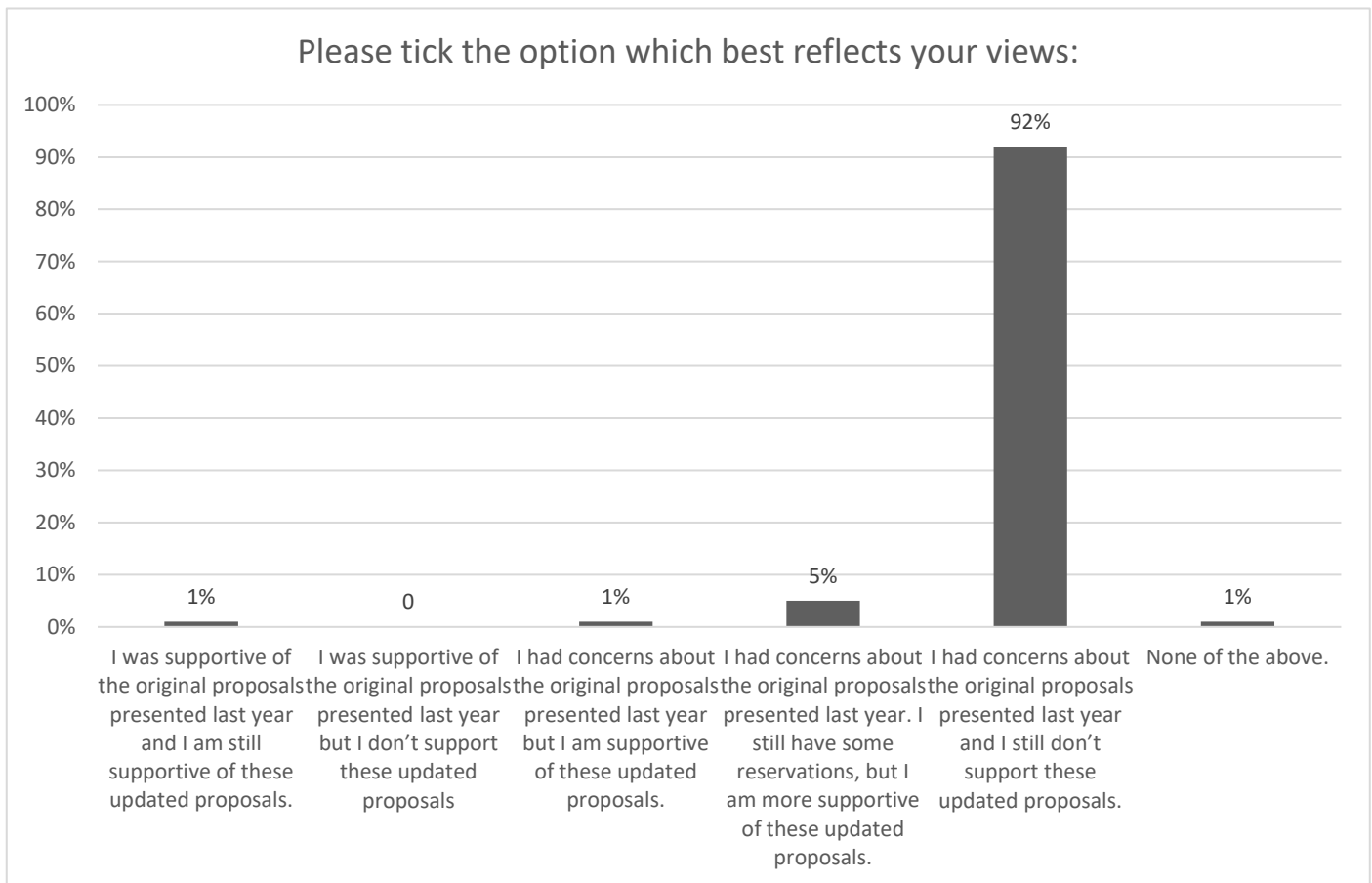
89% of those who engaged with the consultation via the feedback form were 35 and over. This is a notable contrast to usual demographic of Dandara Living's build-to-rent residents, whose average age is 27. The profile of respondents to the phase two consultation was notably older in comparison to phase one (69% of respondents over 45 in phase two compared to 53.5% in phase one).



Similarly to the first phase of consultation, the response to this question illustrates that the vast majority of those who engaged with the second phase of consultation were local residents.



The response to this question was relatively more varied in comparison to the other closed questions on the feedback form. Whilst 54% (56) of respondents stated that they opposed the principle of providing build-to rent homes (including affordable housing) in East Didsbury, 46% (24) were either in support or unsure (24). Compared to the phase one consultation, the proportion of those selecting “No” to this question dropped from 61.5% to 54%.



92% (97) of respondents to this question indicated that their position on the proposals remained unchanged by choosing the option 'I had concerns about the original proposals presented last year and I still don't support these updated proposals.'

6.3 Response to the Issues Raised During the Second Phase of Consultation

An extensive summary of the issues raised by respondents through the open response field questions within the feedback form and those who submitted feedback via email, alongside an account of how they have been considered and responded to, is provided in the following table.

Topic	Applicant Response
Traffic/Congestion	
- Multiple comments expressing concern for the possible exacerbation of traffic and congestion in the area as a result of the proposals. Request for a traffic assessment to be undertaken to understand the impact on the wider area. - Multiple comments referencing the potential impact on the junction at Wilmslow Road and the A5145. It was frequently suggested that this junction is already extremely busy and that the proposals would serve to amplify this.	Recognising the significance of transport-related issues, the Applicant commissioned Curtins to conduct a Transport Assessment (TA) in relation to the Proposed Development. The TA identifies that the Proposed Development is located in a highly accessible location in East Didsbury, approximately 6.7km south of Manchester City Centre or 10km via existing routes. As a result, the Proposed Development is well located to make use of the existing and proposed public transport links, pedestrian and cycle routes. The Site is conveniently located to access local amenities within walking and cycling distance of

• Several comments emphasised the chaotic nature of the traffic at this junction during peak times. • A suggestion to improve the road layout and signals around the junction to help alleviate some of the aforementioned issues. • A number of comments drew attention to the impact of increased traffic and congestion at the junction on safety. The danger to schoolchildren was flagged by numerous respondents due to the sites' close proximity to two of the local schools. It was also suggested that it could also pose an increased risk to pedestrians, cyclists and motorists. Another comment suggested that it was inevitable that road accidents around the site would increase. • A comment suggesting that traffic issues will be made worse once the new homes being built on Wimslow Road are completed. • Numerous comments criticising the absence of a traffic management strategy. • A comment stating that the concerns raised regarding traffic during the last round of consultation have not been addressed. • A comment claiming that the updated plans make no mention of access and egress for the cars belonging to residents of the development and their guests. • A comment suggesting that providing access to Kingsway from the development would help to ease the traffic pressures around the site. • A comment claiming that Dandara have failed to take into consideration the cumulative traffic impact from the 100 dwellings on Harwood Road and the 200 homes being built next to the A34 in Heald Green.	the Site, with public transport services, including East Didsbury Metrolink station, East Didsbury rail station and several local bus stops for journeys further afield. The Applicant's vision for the Site is to create a sustainable development in a sustainable location, promoting a car-free lifestyle and low carbon travel choices. Local amenities are generally within a walking distance from the Site located in Didsbury. A review of baseline conditions and highway safety in the vicinity of the Site has been undertaken. It is considered that the Proposed Development would not materially affect the existing road safety record. Additionally, following junction capacity assessments, the TA identifies that the impact of the Proposed Development on the operation of the local highway network will be minimal and mitigation beyond the implementation of the Travel Plan is not considered to be necessary. The TA concludes that the Proposed Development is considered to be in accordance with relevant policies and guidance, and that it would not have a significant or severe residual impact on the surrounding highway network in accordance with the NPPF.
Parking	
• Multiple comments criticising the lack of parking provision included in the updated proposals, with many respondents suggesting that it is still inadequate. • A number of comments expressing concern for the prospect of incoming residents parking on nearby streets due to the inability to park at the development. Several of these comments expressed concern for the impact on local residents, many of whom already struggle to park on their own street. Streets mentioned include Parris Wood Avenue, Parris Wood Road, and Wingate Drive.	Despite the highly accessible location, the Applicant recognises that some residents may still require access to a car. Therefore, the Proposed Development will provide a total of 36 car parking spaces at ground floor level. A car club space would be available for use by residents and the local community to promote shared transport and reduce the need to own a car. The Applicant maintains that the original, lower level of on-site car parking proposed (27 spaces) would be sufficient for their needs, based on data from their existing developments, but they have increased this to 36 spaces in response to the

• Several respondents suggested that the developers should provide a parking spot for each apartment that is proposed. • A number of respondents criticised the lack of visitor parking provision. Relatedly, a few comments expressed concern for the likelihood that visitors would park on nearby roads and take existing residents' spots. • A few comments suggesting that the figures presented during the consultation underestimate the amount of incoming residents who will own a car. A few comments suggested that claims that residents of the development would rely on public transport are naïve and misguided. • Comments claiming that even if residents opt to use public transport, as emphasised in the proposals, it doesn't mean that they won't also own a car. • A comment disputing the parking provision figures for the development, claiming that it was actually 40% as opposed to 44%. • A comment claiming that MCC planning guidance "expects 100% parking provision for apartment development outside the city centre" and therefore there is seemingly no "robust or market evidence " to demonstrate that 40% would be adequate. • A comment claiming that the impact of increased parking in the area has not been accurately assessed. • A comment stating that the new plans do not address the parking issues raised during the previous round of consultation. • A comment claiming that the lack of parking provision for the development will deter prospective tenants. • A comment praising the increase in parking provision.	comments that were made during the first and second phases of consultation. The TA considers that the proposed level of residential car parking provision at the Site, below maximum standards, is justified based on the multi-modal accessibility of the Site and a range of other factors.
Building Design, Height and Massing	
• Multiple comments suggesting that the building is still too high/large. • A number of comments suggesting that the building is not in-keeping with the local area and will look out of place. Many of these comments drew attention to the absence of any other 6-storey buildings in the area. Relatedly, a few respondents suggested that the building be kept to 5-storeys (the maximum height of other buildings in the area). • Several respondents criticised the height of the building on the grounds that it will 'dwarf' the clock tower.	The Proposed Development has been prepared by the Applicant and Hodder & Partners who have extensive experience in designing residential developments within Manchester. The design justification and explanation of the proposed architectural quality are set out in detail within the Design and Access Statement (DAS). Comments received from Manchester City Council and the wider consultation process have informed the Proposed Development to ensure a high-quality design is achieved. This includes the reduction in the height of the proposed building by one storey after the first phase of public

• A number of comments were critical of the appearance of the building. • A few respondents stated that the updated proposals still include too many apartments. In turn, it was suggested that the number should be decreased. • A comment suggesting that the number of proposed apartments be halved. • A comment claiming that the development would enclose the area due to there being two high-rise buildings on either side of the road, creating a 'claustrophobic corridor effect' on Wimslow Road'. • A comment suggesting that the development would spoil the 'open aspect of the area.' • One respondent questioned why grey brick was being used for the development when the area is primarily red brick. • Comments suggesting that the building would be too close to the road, and requests that it be moved back. • A comment suggesting that the height of the development should be increased. • A comment suggesting that the design looks 'cosmetically better.' • A comment praising the reduction in the number of apartments proposed for the development.	consultation. The resulting design is well considered and responds to the surrounding area. The scale and form of the Proposed Development responds to the surrounding areas both with regard to height and massing. The proposed L-shaped apartment building will be six storeys, which is broadly consistent with other developments surrounding the highway infrastructure, including the Parrs Wood Entertainment Facility. Throughout design development, the layout, massing, orientation, position, and façade have been tested and refined so that the Site can reach its potential and provide a high-quality addition to Manchester's built environment. The proposed design is a considered response, which provides a high-quality development on a Site that is currently underutilised as a car park and fails to make a positive contribution to the local streetscape or wider built environment. A palette of high-quality materials is used to articulate the volume surfaces and to emphasise orientation, scale, massing and context. The upper floor façade is articulated in bronze metal boxes to break down the mass of the building and provide an easily identifiable and light roofscape. The proposed site layout maximises residential footprint of the available site, responding to the roads with defined edges whilst providing green landscaped frontage to Parrs Wood Lane and private outdoor amenity spaces for residents, car parking, servicing and landscaped public realm. Private terraces line the edge of the south facing apartments on the first floor. These are raised to create privacy for residents, yet provide a garden wall character frontage to the street adjacent.
Alternative Sites and Need for Development	
• Multiple comments requesting that the plans be abandoned. • A number of comments requesting that another site be used for the development. • Several comments suggesting that the site is too small to accommodate a development of this size. • Several comments stating that the proposals are driven by commercial motives, with little acknowledgement of the potential impacts on the local community. • A comment requesting that the project be moved out of Didsbury.	The Site is located within South Manchester and is identified as an area for high density development, including housing. Core Strategy Policy H1 Overall Housing Provision states that approximately 60,000 new dwellings will be provided in Manchester between March 2009 and March 2027. For the South Manchester Regeneration Area, the approximate number of new net dwellings is expected to be 3,420 over the plan period with 90% of residential development being on previously developed land and Sites

• Comments suggesting that the proposals represent further over-development in Didsbury. • A comment that brownfield sites should be used for the development. • A comment suggesting that the car park at Parris Wood cinema would be a more suitable site for this development. • A comment claiming that East Didsbury doesn't need any more housing. • A suggestion to build a youth club on the site instead.	within close proximity to high frequency public transport routes should be prioritised. An Affordable Housing Statement (AHS) has been prepared by Deloitte to support the Proposed Development. The AHS identifies that the proposals include the provision of 20% affordable housing in accordance with the requirements of the adopted policy and guidance.
Tenure Type	
• A number of comments suggesting that the percentage of affordable homes proposed for the development is too low. • A few comments suggesting that the area is in need of more 'family homes', rather than flats. • A comment suggesting that the proposed rent is not affordable for Manchester. • A comment stating that build-to-sell affordable homes would be more appropriate on this site. • A comment questioning how the affordable housing rate will be determined. This respondent expressed scepticism in relation to whether any affordable housing will actually be included. • A comment expressing support for the construction of affordable homes, but only in areas where space allows for it. • A comment claiming that build-to-rent will lead to a transitory population, which will add little to the local population. • A question as to whether the proposals meet the Council's build-to-rent policy.	The Proposed Development will provide 75 new homes (Use Class C3) consisting of 25 one bedroom (33%), 40 two bedroom (53%) and 10 three bedroom apartments (14%). All of the new homes will be available to rent on long term assured tenancies and managed by Dandara Living, of which 20% will be offered at affordable rent. The layout mix provides a range of apartments, which offer accommodation for rent to contribute towards meeting the ongoing residential demand in Didsbury and the surrounding areas. An Affordable Housing Statement (AHS) has been prepared by Deloitte to support the Proposed Development. The AHS identifies that the proposals include the provision of 20% affordable housing in accordance with the requirements of the adopted policy and guidance. The Applicant's BTR product is very different from traditional Private Rented Sector (PRS) accommodation and will be an actively managed environment. To address the requirements of Core Strategy DM1, a Residential Management Strategy has been provided in support of the Application by Dandara Living who will manage the development once operational.
Tesco	
• A few comments expressing concern that this development will lead to the closure of Tesco. • Comments expressing concern for the impact on parking at Tesco, and opposition to the loss of spaces as there is not enough parking at Tesco at present. • A comment suggesting that residents of the development would likely park in Tesco.	Tesco continues to invest in the East Didsbury superstore and they recognise it provides an important range of services to the local community. Tesco's car parking analysis has shown that there are surplus parking spaces for this store and they are working with Dandara to deliver a residential use for this part of the site. If planning consent is granted, the store will continue to trade throughout the construction period and any disruption to customers will be minimal.

• A comment suggesting that there needs to be a suitable definition between Tesco and residential space without being aesthetically obtrusive. • A comment stating that the respondent will no longer shop at Tesco if the development goes ahead. • A comment claiming that the development will encourage further misbehaviour in Tesco car park.	Tesco regularly reviews its car park operations to ensure that they best meet the requirements of its customers and they do not have any plans to change the current car parking management regime at this store. The current arrangement provides customers with a two hour maximum stay or a 15 minute maximum stay outside of store opening hours.
Local Amenities and Services	
• Multiple comments suggesting that local services, such as schools, dentists, and doctors are already at capacity, and that the development will only serve to add further pressure. • A comment suggesting that East Didsbury is in need of more local shops. • A comment expressing concern for whether local business will be able to cope with the influx of residents to the area.	As a developer, contractor and operator of high-quality BTR accommodation, Dandara is committed to playing a positive and active role in the local community. Dandara will be able to provide advice to its residents about businesses in the local area to support the local economy. The community uses proposed on the ground floor can be adapted and used to help to offer a local amenity space for residents and add to the mix of spaces in the local community.
Pollution and Air Quality	
• Several comments expressing concern for the potential increase in pollution as a result of the development. • A couple of comments stating that the East Didsbury Triangle is already suffers from high levels of pollution and claims that the proposals will exacerbate this. • A comment claiming that the clean air proposals would be compromised as a result of the development. • A comment claiming that Kingsway and Didsbury Road already have illegally high levels of air pollution, with concomitantly high impact on the health of local residents.	An Air Quality Assessment has been conducted for the Proposed Development. The Air Quality Assessment identifies that during the construction phase of the development there is the potential for air quality impacts as a result of fugitive dust emissions from the Site. Assuming good practice dust control measures are implemented, the residual significance of potential air quality impacts from dust generated by earthworks, construction and trackout activities was predicted to be not significant. The Proposed Development has the potential to expose future residents to elevated pollution levels and impact existing air quality in the vicinity of the Site during operation. Review of the dispersion modelling results indicate that impacts on air quality measurements as a result of traffic generated by the development were predicted to be negligible at all sensitive receptor locations. The Site is therefore considered suitable for the proposed use from an air quality perspective.
Landscape Proposals	
• A comment expressing concern that the mature trees that will be lost will be replaced by smaller ones. • A comment suggesting that all of the trees that are lost to the development should be replaced with enlarged tree pits with root cells to provide long-term growth and a sustainable drainage strategy.	A high-quality landscaping design has been prepared by Layer Landscape Architects. The overall approach adopted in the landscape design has been to provide an increase in green space on the Site and tie into the verdant character of Didsbury. The design has strived to maximise tree planting and green space, improve biodiversity,

A comment questioning whether the general upkeep of the development will be left to residents.	provide sustainable drainage solutions, and create great spaces for people to enjoy. Construction of the Proposed Development will require the removal of 11 Category B (moderate quality) trees, 9 Category C (low quality) trees and one hedge, as well as two Category U (poor quality) trees which are unsuitable for retention. Therefore, in total 22 trees and one hedge are to be removed as a result of the Proposed Development. However, the Proposed Development will increase the existing number of trees on Site with a replacement ratio of approximately 3:1 for Category B trees, delivering 39 new high-quality and well managed trees as part of a wider landscaping scheme. These will be planted at various locations across the Site to increase the overall level of biodiversity. This will be supported by a mixture of soft landscaping including areas of new planting to improve the street scene, creating a softer, more diverse, landscape. As part of the management strategy, the external landscaped spaces will be maintained by the Dandara Living team, not individual residents.
Construction Impacts	
A number of comments expressing concern about the likely disruption caused by construction.	To ensure any environmental impacts as a result of the Proposed Development are minimised, a Construction Environmental Management Plan (CEMP) has been prepared by the Applicant. Construction environmental impacts will be monitored and minimised through contractor compliance with the CEMP, including through responsible construction management practices; implementation of pollution prevention policies; monitoring construction Site energy and water consumption; and implementation of a sustainable procurement plan to ensure key materials are as responsibly sourced as possible.
Consultation Process	
- A couple of comments claiming that residents' feedback from the last round of consultation hasn't been taken onboard. - A comment stating that the concerns of local people need to be taken more seriously. - A comment stating that one week was insufficient notice for the in-person consultation event. - A comment suggesting that the developers should work with local councillors to ensure that consultation meetings are arranged at a time they can attend.	The consultation with members of the local community in East Didsbury has been a key influence in the evolution of the design of the Proposed Development. Following the phase one consultation, several substantive changes were made to the design, including the reduction from 95 proposed apartments to 75, the reduction in the height of the Proposed Development, and the increase in the number of car parking spaces. The two phases of consultation were advertised via a variety of means and included both online and in-person opportunities for engagement.
Light Impacts	

A couple of comments claiming that the development would lead to a reduction in light levels in the surrounding area.	In response to policy and guidance requirements, Point2 Surveyors Ltd, have assessed the daylight effects resulting from the Proposed Development. This assessment identifies that the Proposed Development does not protrude above an angle of greater than 25 degrees, as taken from the lowest habitable window, from the low rise residential properties to the west. The Proposed Development actually sits considerably lower than this obstruction angle in all cases for properties located on Wilmslow Road and Parrs Wood Avenue. Similarly, the same test has been applied to Parrs Wood Court and the Proposed Development sits below a 25 degree angle from the lowest habitable room. As a result, it has been concluded that the development will not cause any noticeable alterations to daylight to these premises. The assessment confirms that the development remains fully BRE compliant and daylight levels within all habitable rooms will remain good.
Noise	
A few comments expressing concern about the increase in noise pollution as a result of the development.	The impact of the development during operation in relation to noise considers that there will be no impact to existing residential properties. The likely sources of noise are considered to be operational plant for heating and cooling and any vehicle movements. However, these are not considered to be noticeable on the basis of the background noise levels at the site. Please refer to the Noise Assessment for full details. The construction phase, which will be temporary in nature, is managed through the principles set out in the Outline Construction Management Plan prepared by Dandara Living Limited. The control of noise and vibration will be in line with BS5228: Control of Noise and Vibration during construction phase, and the detailed construction management plan will be prepared and submitted to Manchester City Council by way of planning condition, subject to planning approval. It is considered that noise and vibration impact during the construction period can be sufficiently mitigated.
Drainage	
Comments expressing concern about drainage. A comment specifically referencing the poor drainage system in place on Wilmslow Road.	The Applicant has been working closely with United Utilities and a pre-development enquiry was submitted accepting connections into the existing system.

7. Influence of Consultation on the Proposals

The extensive consultation which has been undertaken is in accordance with both the National Planning Policy Framework (NPPF) (2021) and with Manchester City Council's adopted Statement of Community Involvement (2018). This document fulfils the requirement for a consultation supporting statement that summarises the methods used, the representations received, and the changes made to the proposals as a result of feedback submitted.

Throughout the pre-application phase, the consultation with local residents, councillors and community organisations has been a key driver of the design of the Proposed Development. Consultation activity was wide ranging, with opportunities for members of the local community to engage with the Applicant's team in-person and online, resulting in high levels of engagement with the consultation and response numbers.

As a result of comments and concerns expressed during the first phase of public consultation – especially in relation to the height and massing of the building and the proposed level of on-site car parking – a number of significant changes to the design were made. This included the reduction in the total number of apartments by 20%, the reduction in the height of the building from seven storeys to six, as well as an increase in the number of parking spaces.

The second phase of consultation – which saw a lower level of engagement and responses than the first – demonstrated some continued questions and concerns around topics including traffic impacts and car parking provision. The Applicant has been aware of the importance of these issues throughout the development process. A Transport Statement has been prepared to assess these issues in depth and this document provides comprehensive responses to the concerns raised by consultation respondents. As a result of continued analysis of parking requirements and the responses to the second phase of consultation, an additional three parking spaces were added, taking the total number to 36 (comprised of 31 standard spaces, two accessible spaces, two visitor spaces and one car club space).

The other issues and questions raised in consultation responses have been comprehensively addressed through the preparation of the planning application, with the Design and Access Statement providing a full analysis of the design of the Proposed Development and the range of other supporting documents providing information on other issues including construction impacts, air quality and the principle of development.

The Applicant would like to thank all those who have provided their feedback during the pre-application consultation and looks forward to further constructive dialogue throughout the development process.

8. Appendices

Appendix 1: Phase one consultation postcard

Public Consultation on Proposals for a High Quality New Residential Development in East Didsbury



DANDARALIVING.COM



We are currently developing our plans for a high quality, development of 95 new homes for rent at Park Wood in East Didsbury. As well as new homes, the development will include a ground floor flexible community space, as well as enhanced landscaping and tree-planting. Located on a currently underutilised section of the car park at the Park Wood Tesco Superstore, the development will be highly sustainable and close to a range of public transport services and local amenities. As part of this consultation on our initial proposals and ahead of submission of a planning application, we want to share our plans and listen to any feedback and suggestions you may have.

HAVE YOUR SAY

We want to understand what local residents think about our plans. We are launching a public consultation on 17th November which will run until 9th December 2021. There are a number of ways you can find out more about our plans and provide your views:

Visit our consultation website and complete an online feedback form:
www.blackbirdyard.info

Call or Email our consultation team directly:
0161 669 3035
contact@blackbirdyard.info

We will also be hosting a webinar on Monday 29th November.
Details can be found on the consultation website.

COME AND MEET US

If you have any questions about our proposals or would just like to find out more about Dandara Living, please come and meet members of our team at our on-site consultation drop-in session:

Date	Wednesday 1st December	Time	3.30pm - 7.30pm
Where	Didsbury Cricket Club, 865 Wilmslow Rd, Manchester M20 2ZF		

Delivered by  **2** ROYAL MAIL

DANDARA
LIVING

Appendix 2: Phase One consultation event displays

WELCOME

Dandara Living welcomes you to this public consultation on proposals for Blackbird Yard, a new residential development in East Didsbury.



East Didsbury is a thriving neighbourhood with a distinctive identity. We are excited at the opportunity to bring a Dandara Living development to the area and to make a positive contribution to this successful community.

Our proposed East Didsbury development site is located on a currently underutilised section of the car park at the Parns Wood Tesco Superstore, in between the A34 Kingsway, Parns Wood Lane and the Styal Railway Line.

A range of local amenities are all within easy reach on foot or by bike, including retail, leisure, education and health facilities, meaning that new residents will have easy access to what the local area has to offer. A range of public transport services are within easy walking distance.



DANDARA
LIVING

DANDARA LIVING AND BUILD-TO-RENT

Dandara Living are developers and operators of apartment buildings designed specifically for the rental market.

TRACK RECORD

Dandara Living is the specialist build-to-rent division of the Dandara Group.

In the 30+ years since the group was founded, Dandara has become a leading provider of residential homes – it has delivered over 15,000 homes and 17 million square feet of commercial and retail space.

Dandara Living is on target to become the largest developer and operator of build to rent homes designed specifically for those looking to rent in the UK, with 5 sites already open in Leeds, Manchester and Aberdeen and another 13 in the pipeline.

OUR BUILD-TO-RENT OFFER

Renting a home is becoming increasingly appealing to a range of people at different stages in life, from young people moving away from home for the first time through to older people wanting to downsize.

As demand for rental is increasing and people are asking more from their homes, so too is the level of professionalism and quality of the offer. Our offer has been born from a combination of factors led by what customers want.

27

Average age of a Dandara Living resident.

AWARDED
HOMEVIEW
NO.1
NATIONAL
MANAGEMENT
COMPANY
IN THE UK
2021

45%

The proportion of Dandara Living residents moving out of the family home and into one of our properties.



DECORATE YOUR APARTMENT

We give people as much freedom as possible to make the apartments their own and they can decorate and paint the space as they wish.



EQUAL SIZED BEDROOMS

Our two bed apartments all have equal sized master bedrooms to make full sharing easier.



CHOICE OF FURNITURE

We rent our apartments fully furnished, part furnished or unfurnished – if the apartment is rented furnished then there is a choice between two different styles of furniture.



PETS ARE WELCOME

Pets are welcome in many of our apartments at no extra charge.

OUR PROPOSALS FOR BLACKBIRD YARD

We are proposing a high-quality residential development providing 95 new homes.



Homes

95 new homes, consisting of 32 one bedroom, 51 two bedroom and 12 three bedroom apartments.



Tenancies

All of the new homes will be available to rent on long term assured tenancies and managed by Dandara Living.



Affordability

A commitment to providing 20% affordable housing within the scheme. The affordable homes would be provided at a discounted rent.



Residents & Community

A large and flexible space on the ground floor for both residents and the community.



Cycling

Approximately 95 secure cycle parking spaces.



Parking

27 car parking spaces located on the ground floor.

A SUSTAINABLE AND SENSITIVELY DESIGNED BUILDING

Our award-winning architects, Hodder and Partners, have designed a sustainable building which is sensitive to its immediate environment and consistent in size with other larger buildings in this area.



VIEW ACROSS TESCO CAR PARK

This brownfield site is a highly sustainable location for a new residential development, reducing the need to build on greenfield land and supporting the ambition to deliver walkable neighbourhoods.

At seven storeys in height, the building is proposed to be built out in an L-shape, with a grey brick as the predominant material. Key sustainability measures include an all-electric energy strategy to align with future decarbonisation of the grid, as well as solar panels on the roof to provide a renewable source of electricity.



SITE ELEVATION



BUILDING MATERIAL PRECEDENT IMAGES

HIGH QUALITY NEW HOMES AND COMMUNITY SPACE

Our plans include spacious, well designed apartments and a flexible community space on the ground floor of the building.



Homes

Each apartment will have its own private balcony or terrace. All of the kitchens will be fitted out with integrated appliances and the bedrooms all have built in wardrobes. The two bed apartments have been designed with shared in mind with equal sized ensuite bedrooms.



Flexible community space

Based on initial discussions with the local community, we understand the importance of creating a place to meet and gather. Therefore, the scheme will include a dedicated community space.

The space will be available to residents, community members and local businesses on a flexible basis. The development will become a community hub, shaped by local residents.



LANDSCAPE PROPOSALS

The overall approach to our landscape design is to provide an increase in green space on the site and to tie into the verdant character of Didsbury.



Our team has been striving to maximise tree planting and green space, improving biodiversity, providing sustainable drainage solutions, and creating great spaces for people to enjoy.

Our proposals include the removal of 21 small/medium trees in the car park and adjacent to the retaining wall to enable the building works.

We are then proposing to plant 30 new trees being across the site. Further to this, we are proposing new areas of planting which will improve the street scene, creating a softer, more biodiverse, landscape. This will include 38m of native hedgerow and over 230m² of new planting.

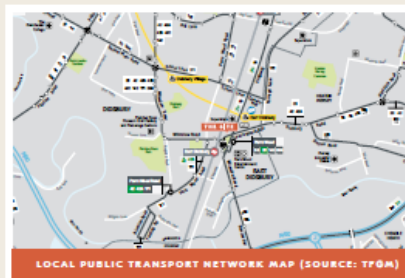


LANDSCAPE PROPOSALS PRESENTING IMAGES TO SHOW OUR ASPIRATION FOR THE LANDSCAPED AREAS WITHIN THE SCHEME

TRAFFIC AND TRANSPORT

We appreciate that existing residents will have questions about the impact of our proposals on the local road network and on levels of parking in the local area.

As we all look towards a lower carbon future, it makes sense to deliver new homes on previously developed land in locations with good access to public transport, high quality walking and cycling connections and local amenities on the doorstep. This site ticks all of these boxes.



Our comprehensive Transport Plan is based on promoting sustainable modes of transport and encouraging Blackbird Yard residents to make low carbon travel choices.

A comprehensive assessment of the traffic and transport aspects of the development proposals will be undertaken as part of the planning submission. The initial assessments show that the development would not have a material impact on the operation of the highway network in terms of capacity, queuing or delays.

27 parking spaces

We're proposing 27 parking spaces at Blackbird Yard (28%), which is consistent with demand across our existing portfolio

Car club

Implementing a Car club space on the site to provide a genuine alternative to car, which would also be available for the wider community

Cycle parking space

Providing a secure cycle parking space for every apartment

Appendix 3: Phase One Feedback form

Blackbird Yard Consultation Survey

1. Please provide your name:

2. Please provide your email address:

3. If you are happy to be contacted by phone, please provide your phone number:

4. Please tell us which age group you belong to:

- | | |
|-----------------------------------|--------------------------------|
| ☐ Under 18 | ☐ 45-54 |
| ☐ 18-24 | ☐ 55-64 |
| ☐ 25-34 | ☐ 65-74 |
| ☐ 35-44 | ☐ 75+ |

5. Please tell us your postcode:

6. How would you describe your interest in these proposals?

- | | |
|--|--|
| ☐ Local resident | ☐ Regular visitor to the area |
| ☐ Local representative | ☐ Local interest group |
| ☐ Local business owner | ☐ Local worker |
| ☐ Other (please specify): | |

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7. Do you support the principle of providing new build-to-rent homes (including affordable housing) in East Didsbury?

- ☐ Yes
☐ No
☐ Unsure

What is the main reason for your response?

8. Do you have any comments on the following aspects of our proposal?

Proposed building design:

Proposed Landscape design:

Proposed Tenure Type (inclusive of affordable housing):

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Proposed Community Space:

Proposed approach to sustainable forms of transport (i.e. cycling & walking):

9. Which elements of our proposed scheme do you think will make the most positive contribution to East Didsbury and the Local community?

- ☐ Provision of new build-to-rent homes
- ☐ Provision of new affordable homes
- ☐ Provision of accessible community space
- ☐ Enhancements to landscaping and the public realm

10. Do you have any further feedback you would like to share with us?

11. From what you have seen so far, do you think our proposed scheme will make a positive contribution to East Didsbury?

- ☐ Yes
- ☐ No
- ☐ Unsure

12. How did you find out about the Blackbird Yard proposals?

- ☐ News article (print)
- ☐ News article (online)
- ☐ Social media
- ☐ Word of mouth
- ☐ Other (please specify):

13. Would you like us to keep you up to date on the progress of the plans?

- ☐ Yes
- ☐ No

Appendix 4: Phase two consultation postcard

Public Consultation on Updated Proposals for a High Quality New Residential Development in East Didsbury



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Dandara Living is one of the UK's leading designers, developers and operators of large-scale Build-to-Rent property.

Last year we held a public consultation on our proposals for a high-quality Build-to-Rent residential development on an underutilised section of the Tesco car park at Parrs Wood in East Didsbury.

After careful consideration and reflection on the feedback that we received, we have updated our proposals and we are now ready to present our updated scheme to the local community.

COME AND MEET US

We are keen to understand what local residents think about our updated plans. We are holding a public drop-in session, which will be an opportunity to view our updated plans, talk to members of our team, and provide your views.

Date: Tuesday 22nd March 2022 **Time:** 4.30pm - 7.30pm
Venue: Didsbury Cricket Club, 860 Wilmslow Rd, Manchester M20 2ZT

HAVE YOUR SAY

If you are unable to attend our drop-in session, we will be updating our consultation website after 22nd March with our updated scheme design and an online questionnaire.

Visit:
www.blackbirdyard.info

Alternatively, you can call or email our consultation team directly:
0161 669 5035
contact@blackbirdyard.info

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Appendix 5: Phase two consultation event displays

WELCOME

Dandara Living welcomes you to this public consultation on proposals for Blackbird Yard, a new residential development in East Didsbury.

[illegible]

Real Discovery is a thriving neighbourhood with a distinctive identity. We are excited at the opportunity to bring a Gardens Living development to the area and to make a positive contribution to this successful community.

Our proposed Fast Delivery development site is located on a currently undeveloped section of the east part of the Farris Wood Ranch Superblock, in between the A34 Kingsway, Farris Wood Lane and the Sneyd Railway Line.

A range of local amenities are all within easy reach on foot or by bike, including retail, leisure, education and health facilities, meaning that new residents will have easy access to what the local area has to offer. A range of public transport services are within easy walking distance.



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DANDARA LIVING AND BUILD-TO-RENT

Dandara Living are developers and operators of apartment buildings designed specifically for the rental market.

TRACK RECORD

Hunter Living is the specialist build-to-let division of the Hunter Group.

In the 50+ years since the group was founded, Glendon has become a leading provider of residential homes – it has delivered over 10,000 homes and 17 million square feet of commercial and retail space.

Slambro Lifting is on target to become the largest developer and operator of 'built in wet' premises designed specifically for those looking to sell, in the UK, with 3 sites already open in Birmingham, Leeds, Manchester and another 12 in the pipeline.

OUR BUILD-TO-RENT OFFER

Having a home is becoming increasingly appealing to a range of people of different ages & life, from young people moving away from home for the first time through to older people wanting to downsize.

As demand for rental is increasing, and people are sitting more from their homes, so too is the level of professionalism and quality of the offer. Our offer has been born from a combination of factors led by what customers want.



DISCUSSION AND CONCLUSIONS

The first principle in much literature on parallelism is that the speedup of a task can be at best equal to the number of processors. This is not only true for sequential tasks but also for parallel tasks.



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Our two field experiments of bank deposit rates resulted in increases in bank deposit rates.



CHOICE OF METHODS

the need for appropriate fully functional, well coordinated, and coordinated - if not represented by elected representatives (this is a critical challenge for all elected officials of the state).



POST AND WELCOME

This is sufficient to imply all our
quantities of α being enough

27

Average age of a Dandara
Living resident.

**AWARDED
HOMEVIEWS
NO.1
NATIONAL
MANAGEMENT
COMPANY
IN THE US
2016**

45%

The proportion of Dandara living residents moving out of the family home and into one of our properties.

**OUR UPDATED
PROPOSALS FOR
BLACKBIRD YARD**

We have reflected on the feedback we received during our consultation in December 2021. We have updated our proposals to reduce the height of the building and the number of apartments, while increasing parking provision and maintaining our commitment to provide affordable homes.



VIEW TO PARKS WOOD LANE



December 2021 Proposals

- 95 new homes
- Seven storey building
- 20% affordable homes
- 27 parking spaces (28% provision)
- 95 cycle spaces
- 36 new trees
- Ground-floor community space

Updated Proposals

- 75 new homes
- Six storey building
- 20% affordable homes
- 33 parking spaces (44% provision)
- 75 cycle spaces
- 39 new trees
- Ground-floor community space



電話: 09-2612345 傳真: 09-2612346 地址: 臺南市安平區南港路100號

A BUILDING WHICH SITS COMFORTABLY WITHIN ITS SURROUNDINGS

In response to consultation comments around the massing of our proposal, we have reduced the height of the building to ensure it echoes the height of the neighbouring residential development.



VIEW ACROSS TESCO CAR PARK

This identified site is a highly sustainable location for a new residential development, reducing the need to build on greenfield land and supporting the ambition to deliver walkable neighbourhoods.

Now at six stories in height, and reducing the number of apartments by a fifth, the building is proposed to be built out in an L-shape, with a grey brick as the predominant material. Key sustainability measures include an all-electric energy strategy to align with future decarbonisation of the grid, as well as photovoltaic panels on the roof to provide a renewable source of electricity.



SITE ELEVATION PREVIOUS PROPOSAL



SITE ELEVATION UPDATED PROPOSAL



SITE ELEVATION PREVIOUS PROPOSAL



SITE ELEVATION UPDATED PROPOSAL

HIGH QUALITY NEW HOMES AND COMMUNITY SPACE

Our updated plans include 75 spacious, well designed apartments and a flexible community space on the ground floor of the building.



PROPOSED UPPER FLOOR PLAN

Homes

Each apartment will have its own private balcony or terrace. All of the kitchens will be fitted out with integrated appliances and the bedrooms all have built-in wardrobes. The two best apartments have been designed with double in-suit with equal sized ensuite bedrooms.

25 one-bedroom apartments
50 two-bedroom apartments



Flexible community space

Based on initial discussions with the local community, we understood the importance of creating a place to meet and gather. Therefore, the scheme will include a dedicated community space.

The space will be available to residents, community members and local businesses on a flexible basis. This development will become a community hub, shaped by local residents.

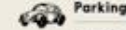


LANDSCAPE AND PARKING PROPOSALS

Our updated scheme provides an enhanced landscape design as well as an increased level of car parking provision, responding directly to comments we received during last year's consultation.



GROUND FLOOR AND LANDSCAPE PROPOSALS PLAN



Parking

Our updated ground floor plan has enabled us to provide more car parking spaces within the scheme: 34 internal spaces and 11 external spaces. The 35 car parking spaces in total, which includes 1 car club space and 2 visitor spaces, now equates to 44% parking provision, compared to 38% in the previous version of our scheme. Further increasing the provision on-site, the updated proposals also include 3 internal motorcycle spaces and 12 external visitor cycle spaces.



Landscape design

The core focus of the landscape proposals is to maximise tree planting and green space in order to improve biodiversity, provide sustainable drainage solutions, and create great spaces for people to enjoy.

In order to enable the building work, the removal of 21 small/medium trees in the car park is required. We are proposing to replace these with 30 new trees around the site and over 250m² of ornamental planting, as well as 10m of native hedgerow. Through this we're improving the visual scene, and creating a safer, more biodiverse landscape.



LANDSCAPE PROPOSALS PRESENT IMAGES TO SHOW OUR RESPONSE FOR THE LANDSCAPE DATA WITHIN THE SCHEME

Appendix 6: Phase two feedback form

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Blackbird Yard Consultation Survey

Q1. Please provide your name:

Q2. Please provide your email address:

Q3. If you are happy to be contacted by phone, please provide your phone number:

Q4. Please tell us which age group you belong to:

Under 18	18 – 24	25 – 34	35 – 44
☐	☐	☐	☐
45 – 54	55 – 64	65 – 74	75+
☐	☐	☐	☐

Q5. Please tell us your postcode:

Q6. How would you describe your interest in the proposals? (Please tick all that apply)

☐ I'm a local resident
 ☐ I own a business in the area
 ☐ I work in the local area

☐ I visit the area regularly
 ☐ Other (please specify) _____

☐ I am part of a local interest group

Please tell us the name of the local interest group if you selected this option

Q7. Do you support the principle of providing new build-to-rent homes (including affordable housing) in East Didsbury?

Yes ☐
 No ☐
 Unsure ☐

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Q8. Please tick the option which best reflects your views

☐ I was supportive of the original proposals presented last year and I am still supportive of these updated proposals.

☐ I was supportive of the original proposals presented last year but I don't support these updated proposals.

☐ I had concerns about the original proposals presented last year but I am supportive of these updated proposals.

☐ I had concerns about the original proposals presented last year. I still have some reservations, but I am more supportive of these updated proposals.

☐ I had concerns about the original proposals presented last year and I still don't support these updated proposals.

☐ None of the above.

Feel free to provide more information to explain your response.

Q9. Before we finalise our proposals and submit a planning application, are there any other issues you think we need to consider?

Q10. Would you like us to keep you up to date on the progress of the plans?

Yes ☐
 No ☐

You do not have to supply personal details; however, we would like to keep you updated on news and activity regarding the proposals. Your personal details will be stored in compliance with the GDPR and will not be shared with third parties.

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