

CAPITAL&CENTRIC
Ferrous, Piccadilly East
Consultation Report
November 2021



Contents

1. Introduction 3

2. Methodology..... 4

3. Consultation methods..... 5

4. Feedback and responses 7

5. Conclusion and next steps 15

6. Appendices..... 16

1. Introduction

This report has been created by Font Communications on behalf of clients CAPITAL&CENTRIC (Nineteen) Limited (hereafter referred to as ‘the applicant’) to set out the pre-application consultation activities undertaken by the applicant and its professional team in support of the plans for Ferrous, the latest addition to the Piccadilly East neighbourhood in Manchester.

The Planning Statement and Design Access Statement provides the full details of the application. However, for the purposes of the consultation, the application can be summarised as:

- 107 apartments, in keeping with the design-led approach of the applicant’s other local developments
- Commercial space for two units on the ground floor to accommodate café-bars or shops
- Two green pocket parks, providing greenery and a relaxing space to hang out
- A rooftop garden for use by residents
- The cabin, a flexible space for new foodie residencies and one-off events

The description of the Proposed Development is as follows:

“Erection of a 15-storey building comprising 107 apartments (Use Class C3,) residential amenity facilities including a roof terrace, two ground floor commercial units (Use Class E/ Sui Generis), multipurpose events Pavilion (Use Class E/ Sui Generis) and associated landscaping”

The applicant is committed to meaningfully engaging local residents and stakeholders and took an open and inclusive approach to consultation. A public consultation was undertaken from Monday 25 October – Thursday 4 November 2021 (with a Consultation Event held on 3 November) to secure feedback on the proposed development and address any questions directly. The consultation included:

- Varied methods of engagement and awareness raising, including community contact points; information on a dedicated local consultation website; a newsletter including a questionnaire sent directly to local residents and businesses; stakeholder correspondence; promotion of the consultation through social media channels; and a public consultation event at a venue close to the site
- A series of virtual meetings offered and held with key stakeholders and interested parties
- A proactive approach to engagement with the media

This report presents an overview of the views and feedback from the consultees that have been engaged in the process. All the comments received during the consultation have been logged and analysed and, where appropriate, taken into account in the shaping of the planning application. These comments have assisted in understanding the issues that are of most interest to consultees; especially those residing in the surrounding local community.

2. Methodology

2.1 National policy on consultation

Community involvement is an essential part of the planning process and helps to ensure that development is shaped by local views. The applicant recognises that community involvement is an integral and important component of planning and its approach to consultation with the local community reflects this.

While there is no legal requirement to undertake pre-application consultation on most planning applications, it is widely recognised that involving local communities leads to better development. Consultation provides the opportunity to glean information and ideas from a local community which can enrich a scheme. It also provides the opportunity to understand local concerns and aspirations.

The National Planning Policy Framework (NPPF), revised in July 2021, encourages applicants to undertake pre-application consultation. Paragraph 39 states: “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 improved outcomes for the community.”

The NPPF also states that local planning authorities should encourage those applicants, who are not already required to do so by law, to engage with the local community before submitting their applications: “Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer” (Paragraph 40).

2.2 Manchester City Council’s Statement of Community Involvement (SCI)

All local planning authorities are required by law to adopt a Statement of Community Involvement (SCI) setting out how consultation takes place on planning issues. Most SCIs also provide guidance to developers on how they should undertake pre-application consultation within the local community.

In designing the engagement strategy for Ferrous, the applicant has taken into account the content of Manchester City Council’s SCI. Adopted in 2017, it encourages developers to consult the community for significant development proposals. The guidance recommends applicants undertake pre-application consultation ensuring opportunity for comment, including methods such as letters to residents and businesses, a public exhibition, a website, and leaflets. The SCI also states that a Consultation Report should accompany the application, detailing activities undertaken.

2.3 Font Communications

Specialist consultants Font Communications were engaged to design and implement a consultation on the plans and report back on the results. Font Communications is an independent communications consultancy specialising in consultation relating to planning applications.

3. Consultation methods

3.1 Overview of consultation

The consultation was launched on Monday 25 October 2021 and closed on Thursday 4 November 2021, with an in-person event held on 3 November at the Ducie Warehouse, a venue close to the development site. The pre-application consultation sought to detail the proposed development in an open and accessible manner, proactively seeking the views of those living and working nearest the site.

3.2 Engagement with local planning authority

Various pre-application discussions were held with Manchester City Council at an early stage and throughout the project's development to assist in gaining an understanding of key issues. A number of pre-application meetings have been held with planning and technical officers. This was an iterative process which benefitted from meetings and the exchange of information via email. Virtual meetings were held on 18 May 2021, 4 June 2021 and 27 July 2021 with Senior Officers and exchanges of emails on 22 and 5 October, 17 and 14 September, 26 August and the 16 July. A series of meetings and email exchanges also took place with MCC's Highways Officers.

The information that was discussed at these meetings was met positively by officers at the Council.

3.3 Newsletter

As part of the consultation, a newsletter was sent to properties in the area surrounding the site, including over 1700 homes and businesses within the nearest communities. The newsletter introduced the project, provided details of the consultation, publicised the contact channels and included a tear-off questionnaire which could be returned to the project team via Freepost. A freepost envelope was also provided with the newsletter, which can be viewed at **Appendix 1** with the distribution area available at **Appendix 2**.

3.4 Project website

Launched to coincide with the consultation opening, the dedicated project website (<https://www.capitalandcentric.com/ferrous>) was created to provide visitors with information about the scheme, the consultation process, clear community contact points, and act as a hub for further updates as the project developed. The website also included the questionnaire which people were able to complete online.

The website, which was promoted through the stakeholder letters, newsletter, press releases, and social media channels, can be viewed at **Appendix 3**.

3.5 Questionnaires

A questionnaire was developed to seek feedback on the proposals. Consultees were able to either complete the questionnaire in hard copy (if they received a copy of the newsletter in the post or if they attended the Public Consultation Event in person) or on the project website. An overview of responses to the questionnaire can be read in section 4 of this report.

3.6 Consultation event

A consultation event was widely promoted and held on Thursday 3 November 2021, 2pm – 7pm, at the nearby Ducie Warehouses. Facilitated by members of the Ferrous project team, details of the proposed development were provided on information boards and the team were on hand to answer any questions. The event was attended by around 30 people. The consultation information boards can be viewed at **Appendix 4**. Hard copies of the feedback forms were provided at the consultation event so attendees could submit detailed feedback on the scheme in person.

3.7 Community contact points

A range of community contact points were established, which were advertised during the consultation:

- Freephone Information Line: 0800 689 1095
- Email: info@ferrousmcr.com
- Freepost address: Freepost HAVE YOUR SAY (no stamp required)

Contact with the team was recorded and responded to where a response was requested or appropriate. Where possible, those who contacted the project team were directed to further resources or encouraged to participate in the consultation.

3.8 Press releases and awareness raising

As part of the consultation strategy, the applicant took a proactive approach with local and regional media outlets in order to encourage participation in the consultation and inform a wider audience of the proposed development. A press release was issued in October 2021 to reveal the artist impressions of the site and promote the consultation. It can be founded in **Appendix 5**.

3.9 Social media promotion

Wider awareness raising activity was also undertaken to provide information to local residents and stakeholders and encourage participation in the consultation, including the posting of engaging content across the applicant's social media channels – which have circa 15,000 followers. Example social media posts can be viewed in **Appendix 6**.

3.10 Stakeholder letters and meetings

In addition to the general consultation methods, direct approaches were made to key project stakeholders, including Manchester City Council ward members for the site. Direct contact was made with political representatives for the site, providing the consultation material via email and offering and undertaking direct briefings held virtually.

The applicant is already active in Piccadilly East, with neighbouring developments to the Ferrous site – Phoenix and Crusader Mill. Residents of the two communities were contacted directly and offered one-to-one briefings to ask any specific questions as existing residents of the applicant and provide direct feedback.

In addition the applicant also engaged Transport for Greater Manchester, sharing draft planning application material and hosting a virtual briefing station to garner feedback.

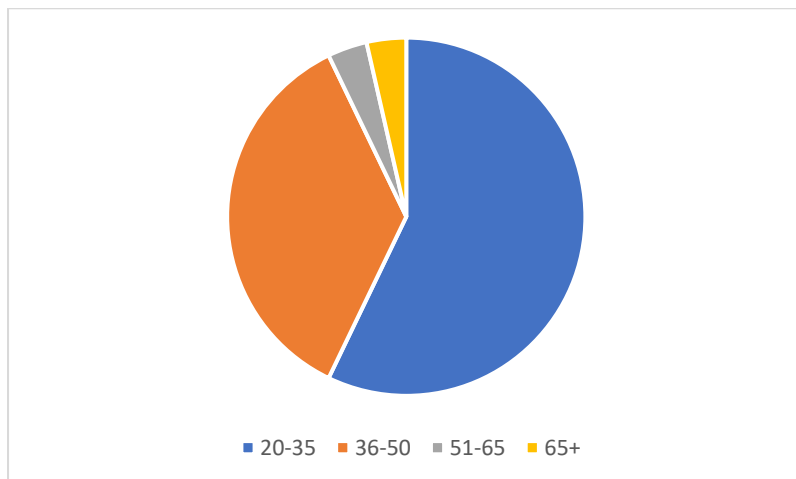
4. Feedback and responses

This section of the report provides an overview of the comments that were made throughout the consultation. This encompasses feedback from the variety of methods and channels outlined in the previous section of the report, including views received via responses to the questionnaire and via calls and emails, and the responses from the applicant.

4.1 Questionnaire responses

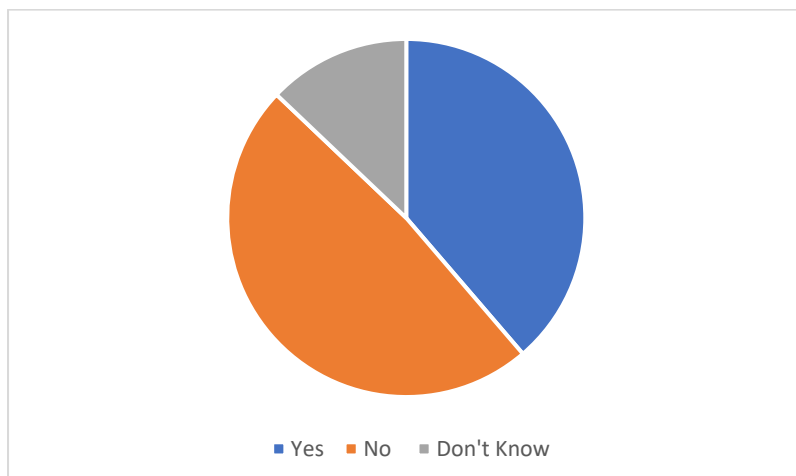
A total of 31 questionnaires were completed, both as hard copy forms and online via the Ferrous website. The questionnaire included several questions about different aspects of the plans for Ferrous, as well as space for respondents to submit general comments. This was supplemented by the provision of contact channels, should people wish to submit more detailed comments.

The questionnaire sought to understand the demographic of those who participated. The breakdown of ages of respondents (where stated) is shown below. It should be noted that several respondents did not leave their personal details or age etc. therefore the below represents those that did. The majority of respondents were in the 20-35 age bracket, followed by those aged 36-50.



Question 1 - Are you pleased to see our plans to bring forward Ferrous as the next project in Piccadilly East?

The three options for this question were Yes, No, and Don't Know. Of those that responded to the question, 12 answered 'yes', 15 responded 'no' and four responded 'don't know'. Most respondents went on in the following questions to provide a rationale for their selection.



4.2 Qualitative feedback and applicant response

As part of the consultation, the applicant received written responses to the qualitative questions asked as part of the questionnaire. The questions asked of consultation respondents were:

- *What do you think about the plans to create new public outdoor spaces, including the pocket parks with planting and seating?*
- *What do you think about the plans for new homes at the site?*
- *What do you think about plans for the Cabin as a home for events and pop-up residencies, alongside a ground floor café-bar? What type of operators or events would you like to see there?*
- *Please use this space to add any other comments*

The applicant has read and considered all of the comments received and considered them as part of preparation of the planning application. The below table breaks down the common, recurring themes from the feedback and provides the applicant's response, with sample comments provided to provide context for the theme.

Topic	Summary and sample comments	Applicant Response
Piccadilly East Neighbourhood	Several comments related to the location of the site and the Piccadilly East neighbourhood. Comments were mainly made in relation to the proposed retail and food & drink elements of the scheme. A relevant sample include: • Will help to bring new operators to Piccadilly East and give more amenities to residents. May take some time for Piccadilly East to become established to attract operators. Would like to see pop up restaurants and craft breweries. • Definitely needed to make the area a proper neighborhood. • The cabin should feature local artists or businesses (restaurants, in a similar fashion to what is done in the Christmas Market). Cafe-bar should close no later than 8pm. Piccadilly East is, first and foremost, a residential area. • As a local resident, I'm in favour of this. This area was an abandoned ex-industrial mess, it's lovely to see it start to turn around. • More homes in the area is a welcome move, but I think amenities (below) should be carefully selected to meet the needs of a growing neighbourhood. So more focus on retail if possible as it is severely lacking in the area.	The Ferrous proposals will help to drive forward the Manchester City Council's Manchester Piccadilly Strategic Regeneration Framework, which aims to regenerate the eastern side of the city centre and transform Piccadilly East into a bustling new mixed-use neighbourhood. The site specifically is identified as an area to be brought forward for residential development in the SRF. The applicant has played a key role in regenerating the area to date through the design-led Crusader, Phoenix and Leonardo Hotel schemes, and Ferrous is the next key investment for breathing new life into the area. Capital&Centric is a social impact developer and, as part of a commitment to maximise the local community benefits of the company's placemaking, is looking at how they can attract local independent operators to Ferrous and promote the use of local supply chains to help deliver the scheme.

Building height and design	Several comments related to the height of the building, the overall design and blocking views/light. A relevant sample include: • The only reservation I have is the height of Ferrous. It's just too tall. It will block a lot of light from Phoenix. When I first saw the plans for the whole development, it was advertised as the same height. It will dominate the view of the 3 buildings and take away from the overall aesthetic. • The building is too tall. Will be robbing daylight and views from existing buildings. • Theoretically we like the idea but we want a greater distance between Phoenix and Ferrous so that the enormous building doesn't block all sunlight and views. The cabin should be placed in-between the buildings. • There is a perfectly fine and usable patch of grass already in that space that is going to be now taken up by a huge eye-sore of a building. • Also taking away green space from locals, not to mention blocking daylight into flats already here! • Flats themselves are OK, although I was expecting a building closer in size to Phoenix - some 30 flats less	The applicant is proposing to deliver a new design-led 15 storey building, which will complement the industrial and urban character of the surrounding area. Importantly the proposed new building height underpins the viability of the wider scheme. As part of Ferrous, the applicant will invest in providing new enhanced public realm and amenities for Piccadilly East residents and visitors to enjoy. This includes the creation of new two green pocket parks, planting and outdoor seating areas, cycle storage, as well as 'The Cabin' – a new hospitality and events destination in the heart of Piccadilly East. The applicant has sensitively designed the building height and positioning to minimise visual impact and ensure that neighbouring residents' access to natural light is safeguarded. The 'stepped' proposed design allows the building to be set back from Chapeltown Street, opening up views of the pocket parks and increase the distance between Ferrous and neighbouring homes at Quantum Apartments and Phoenix. The building is planned to sit conformably between the existing massing of Chapeltown Street and the much taller approved massing of Castings and Victoria House which sit at 25 storeys. Future development on the site of Ferrous was always anticipated when the neighbouring Phoenix Building was consented and sold to future occupiers. As such, the daylight and sunlight currently received to Phoenix Building was never intended to be permanent and future occupants were made aware of this at the time of purchase. The applicant discussed this with each of the purchasers of the apartments that face Ferrous, and the purchase price was reflective of the anticipated future daylight and sunlight amenity. On the one east-facing elevation of the Phoenix Building which looks onto Ferrous, the dual aspect rooms will continue to receive good levels of daylight, whilst the single aspect apartments will have their daylight reduced.
Delivery of new homes, type and tenure of housing	Several comments related to the type and tenure of the homes, which will be for rent. A relevant sample include: • Long-term living accommodation is welcomed. But not short term Air BnB type of rental. It's an up and coming residential area.	The applicant is proposing 107 high quality rental apartments as part of the scheme, which will help meet the strong demand for this tenure type in the Piccadilly East neighbourhood and complement Capital&Centric's offer neighbouring residential developments – Phoenix and Crusader Mill – which are owner-occupier communities.

	• Somewhat disappointing that the development will be for rental only, especially considering that the majority of the surrounding buildings planned are also rental only. Happy with the overall design. • It's a shame the building is entirely build to rent, and that there's so few terraces and balconies. • That's fine. I hope that renters will respect the property and area as much as the owners in Phoenix and Crusader. • No point, so many new flats and not selling/renting too expensive too! • It's just more unaffordable housing in Ancoats. • Will there be social or affordable housing in this scheme? A lot of the phoenix flats seem to be empty and I wonder how many people will be able to afford to live here. • Positive • Great • We are over-developing the area • We don't need more tower blocks • I am very disappointed to see the proposed development being much bigger (# of flats) and taller (# of floors) than you led us to believe would be the case when we bought in Phoenix.	In shaping the vision for the site, the applicant explored the potential for delivering 100% affordable housing under a shared ownership scheme. However, the applicant was unable to secure a Registered Provider / Housing Association partner to help deliver the scheme, which was primarily due to the high value city centre location of the site being unsuitable and unviable. Engagement with Registered Providers /Housing Associations also identified concerns in respect of delivering a 100% shared ownership apartment scheme in a single location. The applicant also assessed an option to deliver 20% affordable homes at the site (meeting Manchester City Council's 20% target for new housing developments). The viability challenges of this option meant that the applicant would need to construct a 20 storey building at the site, which would not be in accordance with Manchester City Council planning policy. In response, the applicant has agreed to enter into a Section 106 agreement with the council, which will see additional revenues above the minimum viable level of development profit fund the delivery of affordable homes at other locations in the city.
The use of the site and loss of green space	A recurring theme was regarding the current use of the site and the loss of green space, used for dog-walking etc. A sample of relevant comments included: • The green space is barely large enough as it is. Where would these go? • You are reducing the green space not creating it. That area is one of the only green spaces in the area and heavily advertised as a place for people to bring their dogs for 'puppy parties'. • Need more • There is currently very minimal green space in the area, the proposed plans mean building on the only public green space that currently exist. It's unfair to all current residents to take this away. A minute 'pocket park' will not provide enough space for all dog owners in the area.	We know that some of our Crusader and Phoenix residents currently use the site for dog walks etc. and the patch of land has been used by some by the surrounding communities. Whilst the site has been left empty, it has been earmarked for development as part of the regeneration framework for the area for some time. Our vision is to make sure that we really improve the local area's green and outdoor space and provide usable spaces that the community can enjoy. An Ecology Assessment has been carried out as part of the planning application. The site is considered to be of relatively low ecological value in the local context and any loss of biodiversity as a result of the proposed development will be limited and can be mitigated as part of the proposed development. As part of Ferrous, we're planning two green pocket parks, which will be a vast improvement on the current public spaces, and include new planting and seating areas for the public and residents to enjoy. These will feature generous areas of planting,

	• We want larger green spaces. According to these plans, the green space distance between Phoenix and Ferrous is much smaller than what we were told when buying a flat in Phoenix • I am opposed. A community, particularly of dog-walkers, is forming around the small amount of green space that Ferrous would occupy. Where else would people then be able to congregate outdoors? • No point, so many new flats and not selling/renting too expensive too! Also taking away green space from locals, not to mention blocking daylight into flats already here!	consisting of ornamental groundcover, specimen shrubs, trees and grass paving.
Feedback on the pocket parks	Several people in responding to the question on public spaces made comments specific to the use and design of the pocket parks. A sample of relevant comments included: • As a local resident, I'm in favour of this. This area was an abandoned ex-industrial mess, it's lovely to see it start to turn around. • Very good, positive addition to the area • This is certainly the best aspect of the build however from the plans the name park seems a little over ambitious and its unclear a) how big these will be b) if they'll be open to the public c) if they'll have natural sunlight d) if they'll actually improve the grey vibe currently of new Islington / Piccadilly east • Definitely needed to make the area a proper neighbourhood. • The pocket parks are too small, particularly the smaller one. Slightly bigger pockets please • The park sounds like a good idea and green space is always welcome, but I just don't know how good they'll be in that location. • Public space ideas are great. • The pocket parks are a nice addition, although that doesn't take away the fact that the building could have been built closer to The Cabin, to allow for more space between Phoenix & Ferrous. • These are good, although a bit on the small side. I also think that a larger single space would work better than smaller 'pocket parks'. Outdoors seating sounds good for two months of the year. It's doesn't serve much of a purpose the rest of the time • The site was always going to be built on, so good to see some of the space given over to public realm and the event space.	As outlined above, the applicant is planning to deliver high-quality outdoor space that is for use by existing and new residents in the area. The pocket parks have been designed to frame the building, providing areas around the site and creating comfortable environments for people to spend time. Planting at ground level will feature a combination of herbaceous perennials and shrubs. In addition to this, 16 trees are proposed across the site. Emphasis will be on evergreen and semievergreen species that have distinctive foliage, to create a green environment that contributes to the creation of urban wilderness character. Species will also be shade tolerant and able to withstand harsh urban climatic conditions, such as wind and drought High quality surface finishes will be included across the development. Paved surfaces will continue the quality and character already established between Phoenix and Crusader Mill, with subtle changes in colour to respond to the proposed development.

	This would be amazing. The area is in dire need of some form of green space, especially with re-development of New Islington Green coming up.	
Use of the Cabin and need for amenities	Several respondents made specific comments about plans for the Cabin and amenity spaces. A sample of such comments includes: - I think this needs careful management as could easily lose momentum. Local food /drinks offers on a rotating basis to supplement the more permanent café offer. - Very in favour of this! A model similar to the rotating food pop-ups which were operating at The Refuge under the "EATMCR" banner would be brilliant, and we'd make a point of visiting them all. Honestly, having this on my doorsteps feels like the most exciting part of this whole plan to me! - Good. - It will be a good addition to the area. - Long term, permanent cafe/bars would be better for the area - Only adds further possibility for noise and congestion to the area. - This is the best part of the development but I think it would be better to have things permanently housed there so that they can become a real feature of the community. All for it if it becomes like Kampus with activities as well as cafes / bars in residence - Great idea for locals to meet up, socialise etc. As long as it's contained and not a noisy environment. I'd like art/local craft shows, or small functions. Cafés. Flower shop." - I like it. Bakeries would be nice (Pollen, Campiano). Lupo Caffè based in prestwich does AMAZING baked goods/doughnuts. A Katsu curry place would be cool. A flower shop. - A cafe-bar would be welcomed, with a curfew so as not to disturb residents. - Just seems like a waste of a perfectly good green space. There are plenty of other local and ethical cafes around Ancoats and NQ, theres absolutely no need for a massive metal shed in front of our building which will again be ugly to look at and generate even more noise - Please make sure there is not loud music which disturbs residents and neighbours.	With Ferrous we're looking to create a new hub for the Piccadilly East neighbourhood to add to the vibrancy of the area. Alongside delivering design-led industrial apartments, the scheme will deliver lots of new amenities for locals and visitors to enjoy, including two café-bars at ground-level to give locals a new place to hang out and the Cabin, a home for new foodie residencies and one-off events, creating a destination on residents' doorsteps for summer parties and relaxed meet-ups. As part of the Cabin, dedicated space will be provided for tables and chairs, helping bring the community together when the Cabin is in operation, as well as disabled toilet facilities for visitors. The applicant has successfully worked with local independent traders at other sites in the city, for example Kampus, to attract a variety of uses and high-quality offerings as part of a neighbourhood development. The suggestions and ideas will be taken on board as part of engagement with operators for the space.

	The cabin should feature local artists or businesses (restaurants, in a similar fashion to what is done in the Christmas Market). Cafe-bar should close no later than 8pm. Piccadilly East is, first and foremost, a residential area."	
Security	A small number of respondents made specific comments about security at the site. A sample of such comments includes: - Seems like a cool idea but I have concerns about the security of these areas at night. Are they going to be closed off/gated at certain times? - It looks good, but feels a bit exposed it may benefit from some additional boundary treatment especially in proximity to the tram. This space would need management to prevent unsavoury uses. especially at night. - It's good as long as there is plenty of light and cameras around. This should also be done with all areas surrounding Phoenix and Crusader Mill.	Ferrous has been designed with security in mind and has implemented a number of Secured by Design Principles. The main communal entrance is in a prominent location where it can easily be seen by residents and visitors from the road on approach, and subject to passive surveillance from those passing by on foot and in vehicles. There are a number of well used parking bays on Chapeltown Street which will generate activity during the day to the benefit of the development. In addition, the proposed ground floor commercial units will generate additional activity in the area at different times of the day, deterring offenders or those antisocially minded from targeting the apartment development. The ground floor commercial units will provide an active frontage to Chapeltown Street and Great Ancoats Street/landscaped areas, allowing surveillance of the surrounding areas from inside the building. The layout of the proposed development, which sees apartments above street level, reduces the potential impact of excessive noise, nuisance, and anti-social behaviour. Ferrous will be fully professionally managed, with a constant security presence on site.
Noise and disruption	Several consultation respondents made comments about noise from the site, both during construction and once built, in some cases uses of the outdoor facilities. A sample of relevant comments includes: - This additional plan for yet more unnecessary, overpriced apartments not only compromises the one area of green open space our residence has to offer (a valuable asset to any city-based location), but will be further noise and interruption during a time where a great deal of people continue to work from home. - Not to mention the constant amount of noise pollution outside of our building which has made working from home during lockdown an absolute nightmare. - The noise levels are already high and this will add to it.	As part of the planning application, a Noise and Vibration Assessment has been prepared. It identifies several measures that will be put in place for those living at Ferrous (such as sound insulation of dwellings through higher specification glazing for proposed windows) and the surrounding communities (such as noise design limits for mechanical services plant). A draft Construction Management Plan has been submitted with the application. This element will be conditioned as part of any subsequent approval to ensure that noise and disruption during the construction period is mitigated and controlled.

	• Only adds further possibility for noise and congestion to the area. • The noise levels in this area (especially at the weekend) are so loud that you cannot sleep some nights so how will that be mitigated?	
--	--	--

4.3 General enquiries

The applicant received via the community contact channels. These covered a variety of topics including: interest in becoming a supplier for construction of the site, submission of scanned versions of the feedback forms, and direct liaison from existing residents to organise a briefing.

5. Conclusion and next steps

Throughout this report, the applicants have demonstrated that pre-application engagement and consultation has been inclusive and proportionate to the proposed development. The applicants have engaged the community and stakeholders as part of the pre-application programme, in line with methods recommended by Manchester City Council.

All the comments received during the consultation have been carefully considered and, where appropriate, taken into account in the development of the planning application submitted to Manchester City Council. As outlined in the previous section, every effort has been made to respond to any suggestions, comments or concerns in preparation of the planning application.

Some of the attendees at the public consultation event were purchasers of apartments at Crusader Mill and Phoenix. When speaking to the residents during the public consultation event, a number of questions of the attendees were directly in relation to when Crusader (and the associated landscaping) will be finished, due to the uncertainties caused by the building contractor of Crusader, the Artez Group, going into administration. It is possible that some of the feedback given on the plans for Ferrous reflects frustrations held by some purchasers of Crusader Mill and Phoenix, due to the issues with the contractor and associated delays.

Activity that addresses the key themes and comments raised during the pre-application briefings include:

- The two pocket parks will be designed to accommodate dog walkers.
- Any occupiers of the Cabin will community-focused uses and occupiers that are centred around social value. Both the noise levels and opening hours of the cabin will be controlled in the lease agreement.
- The scheme has evolved to incorporate the stopping up of Fair Street. This has allowed for the formation of a landscaped area between Phoenix and Ferrous which will allow the seamless integration of Ferrous into the wider Phoenix/Crusader development to the benefit of both developments.

The applicants welcome all feedback provided by stakeholders and community respondents and has sought to address suggestions, questions and requests submitted throughout the pre-application period. Overall, the vision for Ferrous aims to:

- Deliver investment into Piccadilly East, further developing the up-and-coming neighbourhood for Manchester
- Deliver 107 new design-led homes for Manchester to rent
- Create new spaces for new and existing residents, including pocket parks with greenery and seating, providing outdoor spaces for people to hang out
- Provide a new community amenity in the Cabin, a flexible space to be used for foodie residencies and pop-up events to bring the community together
- Deliver new amenities, with two commercial units for a general store and/or café bar

Regarding next steps, the channels used during the consultation period will continue to operate following submission of the planning application, to ensure interested parties and surrounding communities can keep up to date as the development progresses. This will include updates to the established website; maintenance of communication channels including email address and information line; and proactive measures to update and inform stakeholders following submission and consideration of the application.

CAPITAL&CENTRIC

QUESTIONNAIRE.

Please complete this questionnaire, tear off the slip and pop in the Freepost envelope provided. No need to add a stamp!

Need more space? You can write to us using the contact details on the back of the newsletter or fill in the questionnaire online at www.ferrousmcr.com
All consultation responses must be submitted by
Thursday 4th November 2021.

Q1. Are you pleased to see our plans to bring forward Ferrous as the next project in Piccadilly East?

- ☐ Yes
☐ No
☐ Don't know

Q2. What do you think about the plans to create new public outdoor spaces, including the pocket parks with planting and seating?

Q3. What do you think about the plans for new homes at the site?

Q4. What do you think about plans for the Cabin as a home for events and pop-up residences, alongside a ground floor café-bar? What type of operators or events would you like to see there?

Please use this space to add any other comments.

ABOUT YOU.

Name

Address

Postcode

Email

Phone

Age ☐ UNDER 20 ☐ 20-35 ☐ 36-50 ☐ 51-65 ☐ 66+

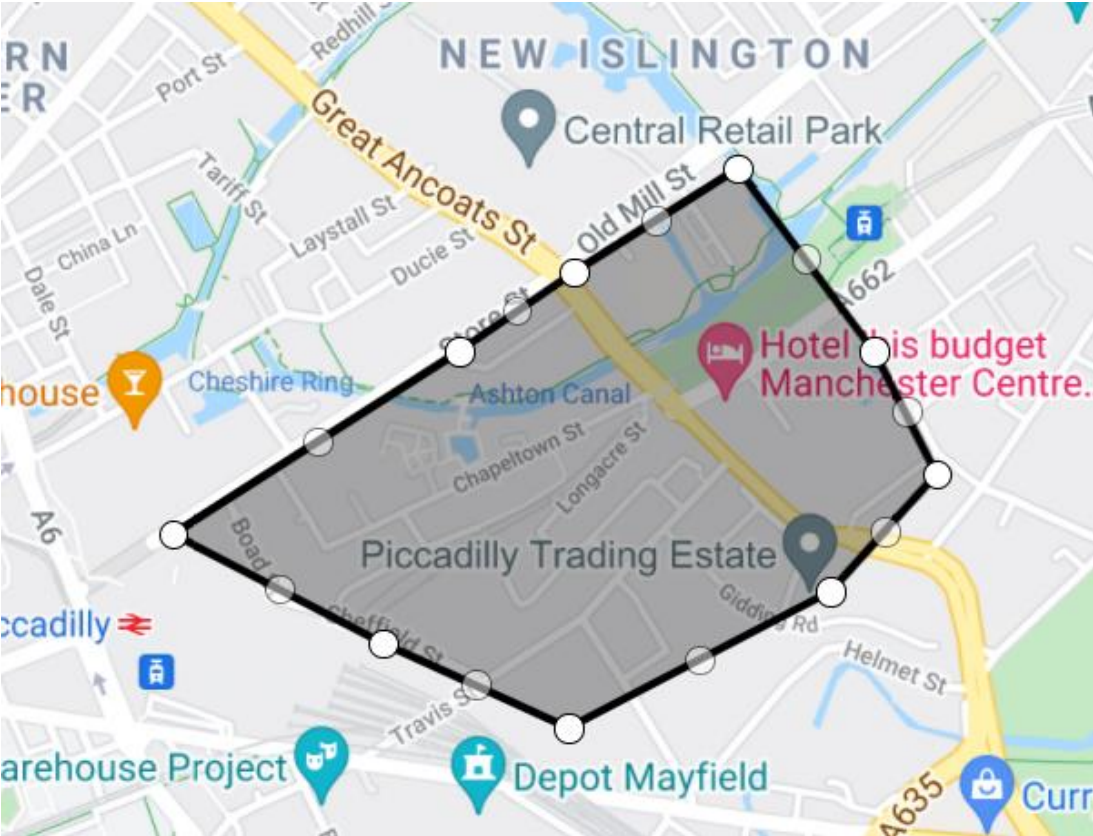
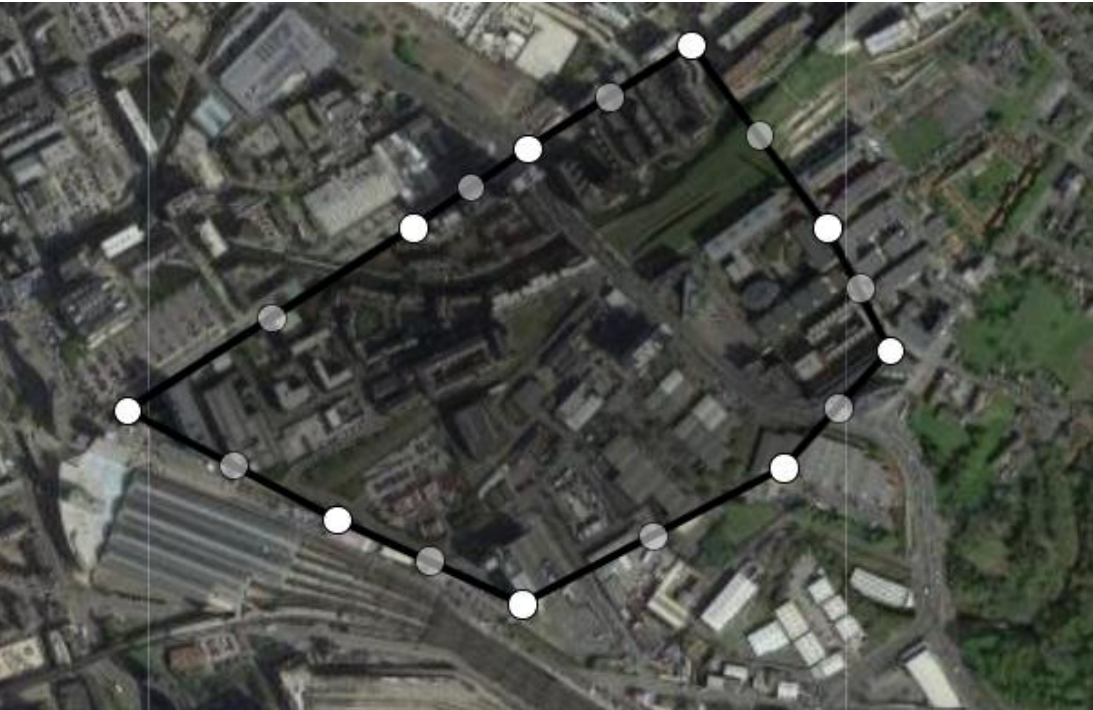
This information is optional but will help us to analyse the information you have provided more effectively and enable us to keep you updated on the project in the future.

Would you like to be kept updated about the project? If so, please state how.

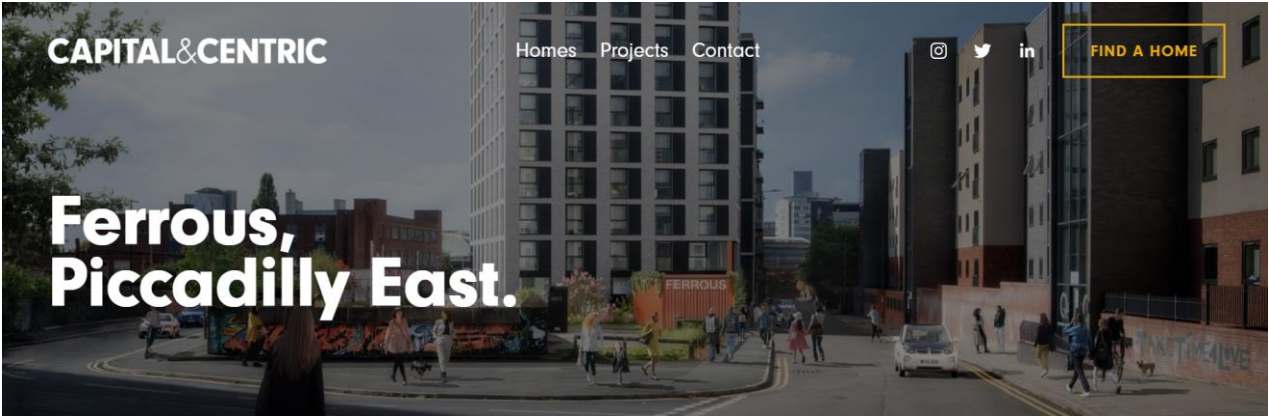
☐ YES ☐ NO ☐ EMAIL ☐ POST

Providing your contact details allows Font Communications Ltd, on behalf of Capital & Centric, to assess the reach of the consultation and log responses. Should you select to be kept informed, your email address and telephone number will allow Font Communications to keep you updated on plans for Ferrous only. Copies of the feedback received may be made available, in due course, to Manchester City Council. We will, however, request that your personal details are not placed on the public record. Your personal details will be held securely by Font Communications Ltd and Capital&Centric in accordance with the GDPR act 2018 and will not be passed to any additional third parties.

Appendix 2
Distribution area



Appendix 3
Website homepage



New kid on the block.

Ferrous will be a new addition to Piccadilly East, which is fast becoming a buzzing neighbourhood with real community spirit.

Our plans are for the patch of land next to our Phoenix and Crusader communities on Chapeltown Street, a stone's throw from Manchester Piccadilly Train Station.

Join the conversation.

The date for sharing your views has now ended. We're now pulling together everyone's feedback into a report which will be part of the planning application to Manchester City Council.



Our plans.



Industrial apartments.

Ferrous will be the newest addition to the neighbourhood. Our plans feature 107 apartments for rent, in keeping with the design-led approach of our other local developments – spacious, industrial chic interiors with a proper community vibe. There'll also be a residents' rooftop garden.

Café-bar.

Ferrous will be a hub for the community with great stuff on the ground floor. We're planning two café-bars at ground-level to give locals a new place to hang out.



Lush, green space.

We're creating two green pocket parks, which will be a vast improvement on the current public spaces, with planting and seating areas for people to kick back outdoors.

The Cabin.

The Cabin will be home to new foodie residencies and one-off events, creating a place on the doorstep to serve summer parties and relaxed Sunday afternoon meet-ups.



Appendix 4
Consultation event boards

CAPITAL&CENTRIC

We are CAPITAL&CENTRIC.
We dream up ways to turn unloved land and buildings into brilliant new places.

We love great architecture, offbeat design and everything we build is super energy efficient. But it's not just about creating a great space. It's about cultivating a healthy lifestyle, culture and community within it. We don't move on when we've lost the last brick, that's when we really get to work.

CRUCIBLE



FERROUS



ASAP



KA MPUS



INTERNAL



CAPITAL&CENTRIC

The Piccadilly East Neighbourhood.



Ferrous will be part of Piccadilly East, the Manchester neighbourhood named by the Sunday Times as one of the best places to live in the UK. Ferrous will be a new neighbour to Phoenix (the award-winning community) and Crucible Mill (the restoration of stunning Victorian Mills, both of which are for rent or purchase). We're also on site with landmark hotel Piccadilly East, the long-planned hotel due to open next year on the nearby Acton Street.

We love the community that's already growing here... we want to see that pretty party go on all our four-legged residents could hang out together that late with the street art that's the heartbeat. Picked to land money for the GM Mayor's charities, and it's feeling like a great place to be.

CRUCIBLE



PHOENIX



ASAP



FERROUS



CAPITAL&CENTRIC

FERROUS PUBLIC CONSULTATION

21

CAPITAL&CENTRIC

Our Plans.



Ground Floor Plan.



Typical Upper Floor Plan.

Ferrous will be the newest addition to the Piccadilly East neighbourhood. Located on the patch of land next to our Phoenix and Crusader communities on Chapeltown Street it's a stone's throw from Manchester Piccadilly train station.

Our plans feature 127 homes, in keeping with the designed approach of our other local developments with apartments, industrial chic interiors.

We're planning a range of homes with one to three bed apartments, which are all for rent.

The building has been carefully designed to ensure it's not overshadowing our neighbours of Phoenix and Crusader and that any impact on sunlight and daylight is minimised.

FERROUS PUBLIC CONSULTATION

CAPITAL&CENTRIC

The Architecture.



FERROUS PUBLIC CONSULTATION

CAPITAL&CENTRIC

Green Spaces.



Two new pocket parks will be created to provide open green spaces for our residents and the public. The pocket parks will be a vast improvement on the current public spaces, with planting and seating areas for people to kick back outdoors. We're also including a roof terrace with stunning 180-degree views of Manchester.



FERROUS PUBLIC CONSULTATION

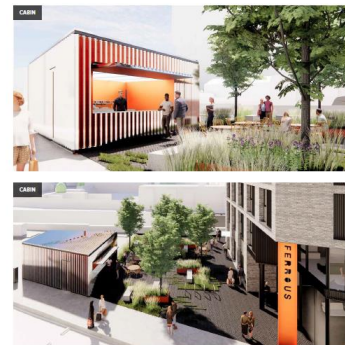
CAPITAL&CENTRIC

Community Spaces.

We're planning two cafe bars at ground level in the Ferrous building alongside the Cabin - a new space for pop-up events in the east pocket park.

The Cabin will be home to new local residences and one-off events, creating a place on the doorstep to serve summer parties and relaxed Sunday afternoon meetings.

These community spaces will be for everyone in Piccadilly East to enjoy, helping to grow what's rapidly becoming a thriving new neighbourhood.



Our Café-Bars & Restaurants.

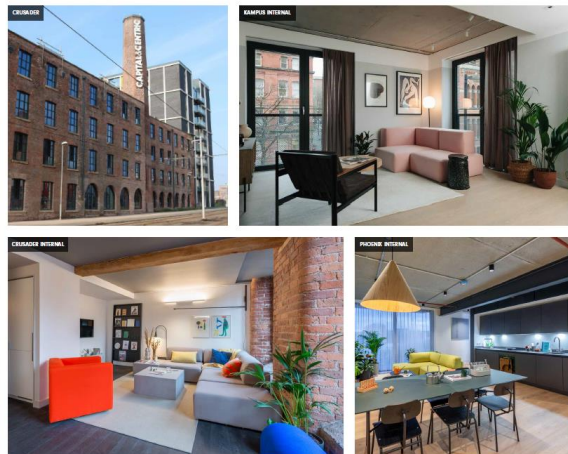


FERROUS PUBLIC CONSULTATION

CAPITAL&CENTRIC

Our Residential Projects.

Our residential experience spans from city centre mill conversions to suburban contemporary housing. Alongside Crusader and Phoenix in Piccadilly East, we've also created Kampus, Manchester's garden neighbourhood.



FERROUS PUBLIC CONSULTATION

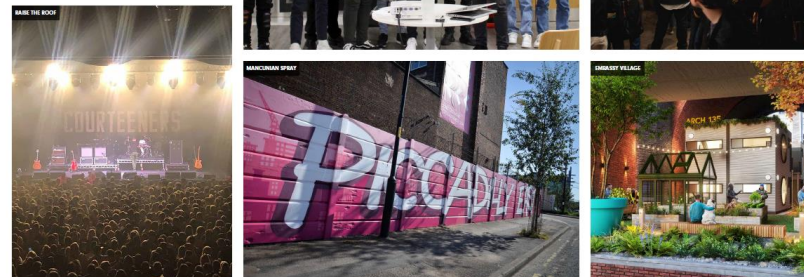
CAPITAL&CENTRIC

Our Social Value Projects.

Regeneration Brewery is a not-for-profit programme that we established to help young people from diverse and disadvantaged backgrounds explore a career in the property and regeneration industry. As well as giving young people opportunities, we're helping to address skills shortages and increase diversity in the sector.

We're also working to tackle homelessness by creating Embassy Village, which will provide homes and wrap-around support to help people break the cycle of homelessness. We've boosted the charity from the get-go, helping it grow from Embassy Hall, a repurposed four-star hotel offered emergency shelter, to a new village with 40 permanent homes.

We've raised over £30,000 for the Greater Manchester Mayor's Charity, and hosted other fundraising events such as Mancunian Sports, Art Battle and Rattle the Roof concert.



FERROUS PUBLIC CONSULTATION

CAPITAL&CENTRIC

Have your say!



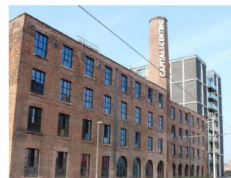
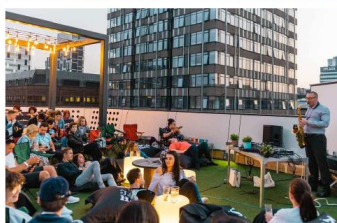
We're still working up our plans for Ferrous. We'd love you to take a look at what we've got in store and join the conversation.

We're still working up our plans for Ferrous and would love to know what you think. You can submit your views as part of our consultation... please do so by **Thursday 4th November 2021**.

- You can visit our website [ferrousmc.com](https://www.ferrousmc.com)
- Scan the QR to fill in the online questionnaire
- Email us at info@ferrousmc.com
- Call us on Freephone 0800 459 1995
- Write to us at 'Freepost MAKE YOUR SAY' (no stamp required)



Once we've got all the views in, we then plan to further consider our designs and submit a planning application to Manchester City Council during November.



FERROUS PUBLIC CONSULTATION

Capital&Centric reveals Ferrous plans for Piccadilly East neighbourhood

Capital&Centric has revealed a first look at plans to build more homes in Manchester's emerging Piccadilly East neighbourhood.

The social impact developers have launched consultation on the £28 million Ferrous, their latest development on Chapeltown Street – a stone's throw from Manchester Piccadilly station. They plan 107 design-led apartments at the 0.4 acre site.

A rooftop residents' garden, two café-bars, ground-level green pocket parks and a new space for pop-up events – the Cabin – are all planned for the plot, with the apartments set to be offered for rent once built.

Capital&Centric spearheaded development of Piccadilly East as a buzzing new community for the city. Their plans for Ferrous follow progress on the neighbouring Phoenix community and restoration of the historic Crusader Mill, as well as the Leonardo Hotel Piccadilly East – a new hotel and public square boasting a striking Jenga-block design currently in construction on the nearby Adair Street.

Tim Heatley, co-founder at Capital&Centric, said:

“Piccadilly East is fast becoming a neighbourhood with real personality and we're chuffed to be bringing forward the next part of the jigsaw with Ferrous. Not only will it bring in more residents, it'll create a place for the community to hang out. The outdoor pocket parks and the Cabin will be the perfect space for a programme of foodie residencies or pop-up community events.

“We really wanted to continue the ethos we established from the get-go at Piccadilly East, with design-led, spacious homes and a proper community vibe where people know their neighbours. It's been awesome seeing residents get to know each other at the Piccadilly East puppy parties and art battles, and with Ferrous there's a lot more to come.”

The project is the next investment in Piccadilly East, with Capital&Centric spearheading regeneration of the neighbourhood, with the Strategic Regeneration Framework area set to include projects such as Victoria House by Forshaw and The Castings by Packaged Living.

Capital&Centric is consulting the community on the plans before submission of a planning application to Manchester City Council this Autumn. People can find out about the project by:

- Visiting www.capitalandcentric.com/ferrous
- Calling Freephone 0800 689 1095
- Writing to Freepost HAVE YOUR SAY (No Stamp Required)
- Dropping into the consultation event: 3pm – 7pm at Ducie Street Warehouse, Wednesday 3 November 2021

Appendix 6
Social Media examples



CAPITAL&CENTRIC

@CapitalCentric · Oct 26

Introducing FERROUS, our newest addition to Piccadilly East.

We're going to be bringing 107 apartments, two new pocket parks, two café-bars and the Cabin - a place for foodie pop-ups and one-off events.

Tell us what you think at ferrousmcr.com



0:01 478 views

1

5

10



Capital & Centric

26 Oct · 🌐

Drumroll for the big reveal... Introducing FERROUS, our newest addition to Piccadilly East.

We're going to be bringing 107 apartments, two new pocket parks, two café-bars and the Cabin - a place for foodie pop-ups and one-off events.

Tell us what you think at www.ferrousmcr.com

If you prefer to have a natter, we'll be at Ducie Street Warehouse, 3-7pm on Weds 3 November.



Contact Us

www.capitalandcentric.com

26