

Former Boddingtons Brewery Site

Residential Management Strategy

December 2021



LATIMER
by Clarion Housing Group

Introduction

The current planning application relates to the development at Great Ducie Street M3 1LE comprising of 461 apartments and retail units on the ground floor.

The site is bounded by the Travelodge and a surface level car parking to the north, the remainder of the surface level car parking and beyond this Dutton Street to the east, the under construction Manchester College to the south, and Bury New Road to the west in Manchester. The site can be accessed by pedestrians via Great Ducie Street, a future vehicular access will be available once the private road on the Manchester College site will open. Currently used as a surface car park, the site is accessed from Francis Street and is enclosed by security fencing. The existing surfacing consists of areas of hardstanding including a concrete slab with limited areas of vegetation.

Sales Strategy

The sales and marketing strategy will target owner occupiers within the local buyers' market who will be attracted to the projects strong sense of community as well as downsizers and first time buyers. We will also engage with our international, national and regional partners to facilitate initial off plan investor sales. A strategic marketing campaign will be initially driven from our North West regional sales hub based in Media City Manchester with a mock-up apartment, marketing events and sales collateral to drive the profile of scheme whilst securing early reservations. Following this campaign sales will locate to an on-site marketing suite within the projects commercial space creating a bespoke marketing suite to be supported with a show apartment(s) Latimer on-site and agents' sales teams. A strategy for advertising and lettings of the affordable homes will be agreed with the Local Authority.

Access and Security

The building will be provided with a 12 hours / 7 days a week concierge. Access control and CCTV will be provided throughout the communal areas. The internal courtyard will be open during the day for the public and closed at night time. The northern side of the site will be securely enclosed with fencing and will only be accessible for maintenance works such as plant replacement. The vehicular access available via the private road on the Manchester College site will be provided with vehicular gates preventing vehicular access and unauthorised parking.

The design addresses comments received from the early consultation with the Manchester Police officer and will be further developed throughout the next project stages to achieve Secure by Design accreditation.

Residential and ongoing Management

A Residents' Management Company will be set up and a Building Managing Agent will be appointed to manage the development. The shares of the Residents' Management Company will be distributed between the households within the development. The management and maintenance budget will be funded through a service charge applied to all apartments based on their net internal area. The Managing Agent will be responsible for setting out and collecting the service charge from all home owners in the development. The scope of the Managing Agent will include the maintenance of the internal courtyard and pavement, while the private road and parking will be managed by a third party appointed by Manchester College.

Staff provision

The Building Managing Agent will provide concierge attendance and all relevant personnel required for the cleaning and maintenance of the development. Welfare facilities for the personnel will be accommodated in the block facing the future boulevard to the east of the site. A manager's office and welfare facilities for Clarion Housing Association staff will be provided at the ground floor of the block facing Great Ducie Street.

Refuse Strategy

Dedicated refuse stores will be provided for each core and sized in accordance with the Local Authority requirements. Temporary enclosed stores will be provided close to the refuse collection point to avoid temporary storage of the refuse bins in the open areas.

The commercial units will be provided with dedicated refuse stores.

Cleaning and Maintenance

The Managing Agent will be responsible for the on-going cleaning and maintenance of the development. The Housing Association who will manage the affordable homes will be responsible for the maintenance of the rented units and voids.

Retail Strategy

A series of retail units are provided facing Great Ducie Street and the future boulevard. A tenant pack will be issued to prospective commercial tenants .

Dispersal

The retail units will be let to individual tenants closer to the completion date of the development. Considering the size of the units it is anticipated that large groups of people are unlikely to be formed and that the dispersal will take place via smaller groups. Should the situation arise for large groups to take shape, the retail tenants will be required to encourage orderly dispersal through their staff and minimise nuisance.

Smoking policy

A no smoking policy will be enforced in all communal areas of the development, the retail units and their pavement associated with their frontage.

Music policy

The Managing Agent personnel and the retail units' staff will enforce a music policy requiring music to be played at appropriate volume to minimise disturbance and in line with the levels recommended in the Acoustic Assessment.