



Pall Mall Court, Manchester City Centre Public Benefits Statement

May 2022

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1. Introduction

- 1.1 This Public Benefits Statement ('the Statement') has been prepared in support of a Planning Application submitted to Manchester City Council ('MCC') for the refurbishment and redevelopment of the Pall Mall Court site. The Applicant is Bruntwood Pall Mall Limited.
- 1.2 The purpose of the Statement is to provide a detailed assessment of the economic, social, and environmental benefits associated with the Pall Mall Court proposals. Importantly, these benefits are explained with reference to Manchester's overall strategic policy and economic context. This Statement should be read in conjunction with the wider submission documents, with the planning and strategic context set out within the Planning Statement.
- 1.3 In summary the Proposed Development comprises:
- High-quality refurbishment of Pall Mall Court to create an environmentally conscious building, that responds to the needs of occupiers.
 - Renewal of the façade in order to improve environmental efficiencies, the lifespan of the building and meet contribute to NZC targets.
 - Reactivation of the piazza and entrances through a reorientation of the building entrance to facilitate the arrival space occupiers want.
 - Reconfiguration of the floorplates and improvements to amenity provision (such as new wcs) on each floor to create attractive spaces for occupiers.
 - Retail / leisure use to be implemented at ground floor to further enhance activation. This will involve infilling the arcade on the Marsden block with new bay windows, helping to bring more light into the ground floor retail use.
 - One storey roof-top extension to the Marsden Street block for office floorspace; installation of new plant on the rooftop and associated plant screening. The King Street block will include a new outdoor bar area for tenants.
 - Repurposing of large parts of the basement to create a new tenant gym and wellness suite, and new secure cycle storage.
- 1.4 The façade renewal element of the proposals is supported by a detailed options appraisal submitted as part of the planning application. The option which secures the long-term use of the asset involves the replacement of the curtain walling system with a system which is, as far as possible, like for like.
- 1.5 The Heritage Statement submitted as part of the application concludes that on balance the proposals will have a '*less than substantial*' impact on the significance of the heritage asset.
- 1.6 Within the National Planning Policy Framework (NPPF) (2021), it is stated at paragraph 202 that:

"where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use"

1.7 Paragraph 020 (ID: 020-20190723) of the National Planning Practice Guidance sets out that public benefits “*could be anything that delivers economic, social or environmental objectives*”.

1.8 It goes on to state that:

“benefits do not always have to be visible or accessible to the public in order to be genuine public benefits, for example, works to a listed private dwelling which secure its future as a designated heritage asset could be a public benefit. Examples of heritage benefits may include:

- *sustaining or enhancing the significance of a heritage asset and the contribution of its setting*
- *reducing or removing risks to a heritage asset*
- *securing the optimum viable use of a heritage asset in support of its long term conservation”*

1.9 These public benefits are inter-related and multifaceted, as such, they need to be seen as part of the planning application as a whole. This statement and the benefits discussed should therefore be read in the context of the other submitted documents.

1.10 The Statement is structured as follows:

- Section 2: Strategic Context
- Section 3: Environmental
- Section 4: Economic
- Section 5: Heritage
- Section 6: Social
- Section 7: Summary

2. Strategic Context

- 2.1 This Chapter sets out the strategic context for Manchester City Centre. It outlines the key documents of relevance to the Proposed Development.

Greater Manchester Combined Authority

- 2.2 The Greater Manchester Combined Authority (GMCA) is made up of Greater Manchester's ten councils (previously known as the 'Association of Greater Manchester Authorities'). These councils work together on issues that affect all elements in the region, including attracting investment, regeneration and transport. The GMCA is run jointly by the ten leaders of the councils and the Mayor of Greater Manchester, Andy Burnham. Together, the GMCA has driven forward a vision of equitable economic growth for the Greater Manchester region and which is captured in some of the GMCA strategies set out below.

The Northern Powerhouse Agenda and Levelling Up

- 2.3 The Northern Powerhouse concept is designed to create a competitive northern region that can act as an economic counterbalance to the dominant south-east. A number of key announcements have been made and milestones achieved over the past c. 8 years since the Northern Powerhouse concept was devised. Since 2021 the Northern Powerhouse concept has been further supplemented by the Government's 'Levelling Up' agenda. A brief summary is as follows:

- In the 2014 Autumn Statement, the Coalition Government reiterated a commitment made during August 2014 to help lay the foundations of a Northern Powerhouse to rival the economic strength of London.
- In June 2016 the Northern Powerhouse Independent Economic Review prepared by SQW Ltd and Cambridge Econometrics was published. This broadly concludes that there is a significant performance gap between the North, measured by GVA per capita, which is persistently averaging about 25% below the rest of England (10-15% when London is removed).
- In April 2018 the Transport for the North ('TfN') was formally enshrined in legislation. The TfN is a partnership of public and private representatives working with the Government and national transport bodies to develop and deliver strategic transport infrastructure across North of England. Within their scope is the provision of the Northern Powerhouse Rail programme, which aims to deliver a transformed rail network in the North of England and bring new opportunities to millions of people and businesses. As of 2022, following the Government's amended Integrated Rail Plan ("IRP"), TfN is now in a co-partnership role with the Government in order to deliver improved rail across the North including the Northern Powerhouse Rail. The Government also included a promise for £17.2bn for a 40-mile high-speed line between Warrington, Manchester and Marsden in Yorkshire within the IRP.
- In 2020 the GMCA was awarded £81.1m through the brownfield housing fund, subsequently increased to £97m. Additional funding awarded through the 'Getting Building Fund' was £23m for Mayfield Park. Together these investments are designed to enable and deliver homes and to create new jobs.

- In 2021 the Government set out an agenda to ‘Level Up’ areas across the UK, including Greater Manchester. The aim of Levelling Up is to end geographic inequality across the UK and will do so by improving economic dynamism and innovation in order to drive growth. In March 2021 the initial £4.8bn was announced and of which MCC secured funding from to develop Culture in the City programme and support the growth of the cultural sector. More broadly, the wider GM region had significant investment including, £40m in Bury.
- The February 2022 Levelling Up White Paper pledged funding for the continued provision of development under the British Business Bank (“BBB”) Northern Powerhouse Investment Fund, that has already delivered over £1bn of public and private sector debt and equity investment to places across the UK with some of the most acute financial challenges. The next generation of BBB Regional Investment Funding will include £660m for the Northern Powerhouse Investment Fund, including expansion into the North East of England. At the same time, it opened up Phase 2 of the Levelling-Up funding which is yet to be allocated at the time of writing.

The Greater Manchester Strategy

- 2.4 The Greater Manchester Strategy (‘GMS’) is an overarching document which identifies priorities to enable the Manchester City Region to pioneer a new model for sustainable economic growth based around a more connected, talented and greener City Region where the prosperity secured is enjoyed by many.
- 2.5 This led to the most recent refresh of the GMS in October 2017 which sets out a very clear vision for the city-region, stating that:

“Our vision is to make Greater Manchester one of the best places in the world to grow up, get on and grow old: A place where all children are given the best start in life and young people grow up inspired to exceed expectations. A place where people are proud to live, with a decent home, a fulfilling job, and stress-free journeys the norm. But if you need a helping hand you’ll get it. A place of ideas and invention, with a modern and productive economy that draws in investment, visitors and talent. A place where people live healthy lives and older people are valued. A place at the forefront of action on climate change with clean air and a flourishing natural environment. A place where all voices are heard and where, working together, we can shape our future”

- 2.6 In order to successfully achieve the vision, set out above, identified priorities include providing good jobs that support a dynamic local economy, creating stronger and healthier communities, deliver a green city-region with a high-quality culture and leisure offer, and continuing to develop world-class connectivity within Greater Manchester.
- 2.7 The GMS provides a high-level framework and which is supported by detailed documents focusing on specific areas, examples include Resilience Strategy, Places for Everyone, the Industrial Strategy, and the 5 Year Environment Plan. These strategies are explained in more depth below. .

The Resilience Strategy (2020)

- 2.8 The Resilience Strategy was published in 2020 and takes into account the challenges facing the City Region, including recovering from a global pandemic. The strategy sets out the vision for a resilient city which runs until 2030, it has five focus areas: communities, discovery, leadership, place and responding. Most relevant to the application is, ‘place’ which focuses on:
- Economy – using a resilience lens to enhance our economy.

- Urban Growth – ensuring a resilient build environment – planning for resilient urban growth.
- Natural environment – protecting and promoting the resilience value of the natural environment.
- Funding – leveraging funding to make us more resilient.

2.9 As part of the strategy, it sets that it will support the retrofitting of existing buildings to enhance their resilience, provide adaptable buildings, promote skills and knowledge, and maintain high level of economic diversity across Greater Manchester.

Places for Everyone (2021, Draft) (previously the Greater Manchester Spatial Framework)

- 2.10 The final Draft Places for Everyone ('PfE') was published in October 2021 and continues the intentions of the Greater Manchester Spatial Framework ("GMSF") following the decision of Stockport Metropolitan Borough Council to cease their involvement in the Framework. The PfE will enable an informed, integrated approach to strategic development planning across the city region. The purpose of the PfE is to enable GM to manage land supply across the city region in the most effective way to achieve the vision set out in the GM Strategy based on a clear understanding of the role of places and the connections between them.
- 2.11 It will provide a framework for the maximisation of the use of brownfield land and urban spaces while protecting Green Belt land from the risk of unplanned development, it will also ensure all new developments are sustainably integrated into Greater Manchester's transport network or supported by new infrastructure. It will ensure GM is able to meet current and emerging occupier demand to support a market-facing strategy for housing and employment growth.
- 2.12 A key tenet to securing sustainable, inclusive and equally distributed economic prosperity throughout the wider region is by maximising the growth potential of several key growth locations. The City Centre will be the largest player and is expected to continue to provide a high concentration of jobs, innovation and research activities.
- 2.13 As the economic core of the sub-region, Manchester City Centre will accommodate more than half of all new office floorspace. The concentration of office space in this location will take full advantage of the existing and proposed public transport linkages including the arrival of HS2 and Northern Powerhouse Rail, helping to affirm Manchester's position as the premier office location outside of the capital. The PfE states that at least 1,900,000 sqm of accessible new floorspace over the period 2021-2037. It states that that the refurbishment of existing office accommodation will be encouraged.
- 2.14 The final draft of the PfE has now been submitted, along with all the supporting documents, background evidence, and representations received during the final stage of public consultation. Independent inspectors will now be appointed to undertake an independent examination into the plan. It is anticipated that it could be adopted by the relevant local authorities by 2023.

The Industrial Strategy

- 2.15 In 2019 the GMCA publish its Local Industrial Strategy which aims to deliver an economy fit for the future and help drive forward the Northern Powerhouse. It emphasises the need to cultivate prosperous cities and places across the City Region. As part of the strategy, it sets out the need for all parts of the region to realise their full potential, including the City Centre. These places should leverage their unique opportunities and diversity of its people and spaces, whilst also recognising their challenges. For the City Centre it sets out the ambition to be the most significant economic location in the UK outside of London. It identifies key growth opportunities as advanced manufacturing, health innovation and digital, creative and media.

The Five-Year Environment Plan

- 2.16 The Plan sets out the steps that will be taken to become carbon neutral by 2038 and the urgent actions we all need to take in the next five years to help achieve this including investing in our natural environment to respond to climate change and to improve quality of life. A key priority is reducing the heating demand from existing commercial buildings and ensuring developers and landlords take action to reduce their energy consumption. In particular it highlights the need for operational energy to be considered in order to make long-lasting impacts.

Manchester City Council

- 2.17 MCC is one of the ten members of the GMCA, and as such the regional policy feeds through into its own strategic documents. In the context of this statement, the most pertinent of these MCC strategies in respect of securing public benefits are set out below.

Recovering from the COVID-19 pandemic

- 2.18 In November 2020, Manchester City Council published the Manchester Economic Recovery and Investment Plan¹ (MERIP) that sets out the strategy in place for Manchester to respond to the COVID-19 pandemic and reinvigorate the economy through the protection and creation of new jobs and continued support for new business opportunities in the city's economy. Aligning with the Our Manchester Industrial Strategy, the MERIP has been primarily focussed around three pillars:
- **People** – This will comprise of seven initial projects that will take place over a two-year programme totalling to around £36m per annum to help individuals stay in employment and continue their education.
 - **Place** – This will comprise of nineteen initial projects over the next few years that will total to around £450m and will be spent towards boosting the construction industry through major housing initiatives for low/zero-carbon developments and affordable housing programme.
 - **Prosperity** – This will comprise of twenty-four initial projects that will deliver investment in science and technology including digital infrastructure, an innovation district and enterprise zones, delivering an extensive ecosystem for small and medium-sized companies. These will focus on Science, Technology, Health and Innovation; Culture, Creative, Media and Digital; Airport City; and Digital.
- 2.19 In addition to the above, there are other additional long-term investment propositions that will help to drive forward a new approach to investment and partnership.
- **Innovation** – Manchester will build upon its recent success and increase the leverage of the science, research, innovation and teaching asset base to create clusters of high-value economic activities.
 - **Manchester City Centre and Urban Realm** – Investing in new public space will help to bring forward new development.
 - **Zero Carbon Housing Retrofit** – As a first phase of a 15–30-year programme, Manchester will adopt a set of innovative retrofit measures for residential properties that will help to transition from a reliance on gas heating through fabric retrofit and renewable technologies.

¹ Manchester City Council (2020), Manchester's Economic Recovery and Investment Plan

- **North Manchester** – As a key area highlighted for strategic growth, North Manchester will focus itself on an innovative healthcare and residential-led approach to civic regeneration, including a new general hospital anchoring a health campus and Northern Gateway investment in housing provides £2billion of investment in the north of the city.

Manchester Zero Carbon Framework: Playing Our Part on Climate Change (2020)

- 2.20 There is increasing evidence of global temperature rises and the prospect therefore of increasing incidences of extreme weather as well as risk of water and food shortages and flooding, all causing increasing insecurity. Whilst Manchester may not feel these effects as severely as other areas globally, there is an identified urgent need for all cities to consider what they need to do to play their full part in addressing climate change.
- 2.21 On 13th March 2019, MCC fully endorsed the Zero Carbon Framework 2020-2038, outlining how Manchester can meet its aim to being a zero-carbon city by 2038. Building from this, on 10 July 2019, MCC debated a motion to declare a Climate Emergency, declaring that climate change is a serious risk to Manchester's future. The Council committed to embedding the issue as an integral part of council decision-making, making sure that all key decisions are taken with the City's target of becoming zero-carbon by 2038 in mind. Areas for action in the Manchester Zero Carbon Framework (2020-2038) Framework include improving the energy efficiency of local homes; generating more renewable energy to power buildings; creating well-connected cycling and walking routes, public transport networks and electric vehicle charging infrastructure; plus, the development of a 'circular economy', in which sustainable and renewable materials are reused and recycled as much as possible.

City Centre Strategic Plan

- 2.22 In addition to setting out the above strategies, MCC also an overarching strategy to continue to grow the City Centre. The City Centre Strategic Plan provides an outline vision for the growth of the City Centre and outlines the direction of travel and key priorities for each neighbourhood. The Strategic Plan identifies that the City Centre should act as a driver of economic growth and a major employment centre which is expected to experience further significant employment growth in the coming years with another 15,600 jobs predicted by 2025.
- 2.23 The Strategic Plan sets out:
- "Investment in 'place' will continue to create and maintain a city centre that attracts visitors and is an attractive place to live, invest and work. This will ensure that we have the right local environment and infrastructure, both physical and digital, for all users of the city. Creating an attractive and safe environment through effective street management and security will be essential [...] High quality, well-managed green spaces, trees and waterways will be key features of the city centre within both existing areas and those being transformed over the next few years"*
- 2.24 There is therefore an importance placed on the provision of placemaking to ensure the long-term success and growth of the City Centre. The surrounding regeneration areas all further emphasise the importance of place making.
- 2.25 This vision for the City Centre is further developed through a number of specific Strategic Regeneration Frameworks (SRFs), which are effective vehicles for place led regeneration. In addition, there is also an overarching City Centre Masterplan (2015-2018) endorsed by Manchester City Council's Executive in March 2016.

- 2.26 Pall Mall Court is strategically located in close proximity to three key regeneration areas: NOMA, the Civic Quarter: Manchester Central and St Michael's (Jackson's Row), see Figure 2.1. These key areas are supported by SRF documents; these envisage a more connected city centre, with new mixed-use development spread across the City which interconnected through high levels of accessibility.

Figure 2.1: Key Regeneration Areas of the City Centre (Source: Deloitte)



NOMA

- 2.27 In July 2009, Manchester City Council endorsed a Strategic Regeneration Initiative for 20 acres of land centred on The Co-operative Group's existing Head Offices in Manchester City Centre – collectively known as NOMA. That document set out a vision for the regeneration of the area, based on a set of principles that includes creating a development that established new standards in its commitment to protect the environment; attracting new business and new jobs in a diverse, mixed economy; and building new public spaces giving the area a distinctive and unique character. Pall Mall Court is on a key pedestrian route between the NOMA estate, through Market Street and the Arndale, and St. Peters Square.
- 2.28 Following the endorsement of the SRF, updates have been made to the strategic vision in 2010, 2013, 2015 and 2020. The 2020 document sets out that the next phases will focus on delivering the

remaining development plots and addressing key challenges around connectivity and integration of underutilised sites. The vision of the NOMA masterplan has altered to respond to changing context, notably the economic growth of Manchester and demand for Grade A office space; the increasing focus on sustainability and climate change; and the changing regeneration context and NOMA's pivotal role in this.

2.29 Significant progress has been made in delivering the vision including:

- Over £150m construction investment has been made alone across completed schemes, including 1 Angel Square, and the Grade II listed Hanover and Dantzig buildings, all helping to drive the momentum of regeneration.
- Up to 2020, NOMA had delivered c.567,672 sq. ft. of office development, of which just over 200,000 sq. ft. is in the historic estate. A further 1,330,198 sq. ft. was in the pipeline at this time (either on-site or in the planning process), and just under half is in the historic estate.
- The completion of large elements of public realm including the creation of a new square (Sadler's Yard) has had a particularly significant impact in terms of placemaking.

Civic Quarter – Manchester Central Regeneration Framework

2.30 The Civic Quarter – Manchester Central Regeneration Framework (October 2009) was produced to guide investment in the Civic Quarter and deliver transformational change. It identifies the Civic Quarter as being ideally located to accommodate new buildings which can keep pace with the demands of the market.

2.31 It envisioned that the Civic Quarter, as it was in 2009, will increase the existing floorspace by 67% - to almost 500,000 sq. m - providing first class facilities and Grade 'A' office space to equal the offer of Spinningfields. This would, in turn, cater for an estimated 9,000 new full-time jobs. In particular the Civic Quarter SRF highlights that there is a need to create a sense of place and to complement neighbouring regeneration strategies. It goes on to note that permeability and movement through spaces are essential to encourage city centre growth and regeneration through establishing attractive pedestrian linkages. In addition, the Jackson's Row SRF states that, *"the creative of active public spaces and places is the glue that holds all the uses together. It is the activation of these spaces that creates the destination"* (page 35) and aims to improve linkages and connections to other regeneration areas and key areas of the City Centre.

2.32 In September 2012 Manchester City Council's Executive Committee endorsed an updated Regeneration Framework for St Peter's Square. The Regeneration Framework confirms that St Peter's Square has the potential to be the exemplar of the very best in Manchester civic architecture, to showcase and reflect the City's growing international status.

2.33 The St Peter's Square Regeneration Framework has largely been realised. Successes including longstanding works on improving the public realm around the Central Library and Town Hall Extension such as the establishment of 1 St Peter's Square as an iconic 'Grade A' office location that has secured a number of high-profile lettings. The completion of 2 St Peter's Square, Bruntwood's Union Building, 24 Mount Street and Peterloo House ensures that there is high-quality office accommodation available within the Civic Quarter going forward, further establishing the area as an office destination. The above are supported by excellent transport connections with St Peter's Square Metrolink station. Pall Mall Court and King Street blend into the St Peter's Square area and are on the key pedestrian route connecting St Peter's Square to the commercial district of Spinningfields.

St Michael's

- 2.34 In 2015 the Jackson's Row SRF, also known as St Michaels, was endorsed by MCC. The SRF precedes the St Michael's development proposals, and which were granted planning permission in March 2018 and subsequently implemented in 2019. The proposed 40 storey tower will include hotel, office, and residential uses with ground floor retail units. The proposals aim to realise the SRF vision and create a landmark destination in what is currently an underutilised part of an otherwise vibrant City Centre. It is expected that the development will result in knock-on economic benefits for the areas in between, with the agglomeration factor one that should not be underestimated. It will be important to capitalise on this and ensure that the routes between these areas are pleasant and easily traversable to maximise the benefits across the city, fuelling the overall growth of the City and the region. This is particularly important for the CBD, where Pall Mall Court is located, as the traditional business centre of the City.
- 2.35 The proposal began in earnest in January 2022, with an expected completion date of 2024.

Summary

- 2.36 The Council and GMCA have set out a vision for an economically, socially and environmentally successful City and City Region. Within this vision there is an emphasis placed on the significant contribution that place making brings to the City, especially in the success of regeneration areas. The regeneration of areas should be led by sustainable development which contributes to Net Zero Carbon objectives and supports the economic growth of key sectors for the City Region. The creation of job opportunities through the construction of development and the provision of a diverse office stock are some of the ways in which the vision can be achieved.
- 2.37 Pall Mall Court has the opportunity to actively contribute to the Council's strategic objectives. The proposals will deliver a number of economic, social and environmental benefits which all contribute to the growth and success of the City and City Region. The Site is located within close proximity to a number of regeneration areas and has the opportunity to be a key linkage between these areas to help create a cohesive and successful City.

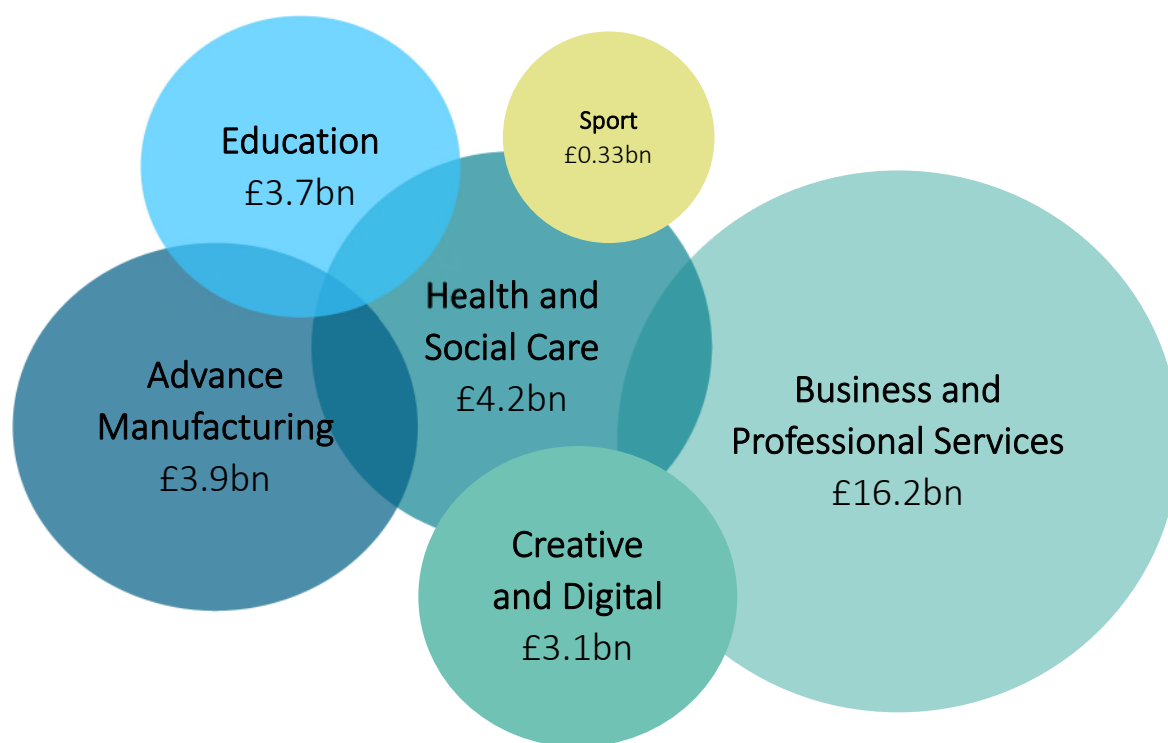
3. Economic Context

- 3.1 This Chapter presents the key characteristics of Manchester's economy in relation to the proposals. The economic context is pertinent in positioning the public benefits associated with bring the office building back into meaningful use.

Manchester's Economic Outlook

- 3.2 The City of Manchester is a national engine of economic growth with a population of 555,741², sitting at the heart of a conurbation of 2.84 million people in Greater Manchester³. The City's economic success has historically been driven by its growing role as the leading professional and business service centre outside of London; global connectivity through Manchester International Airport; and business and leisure visitors, with Manchester the third most visited city in the UK.
- 3.3 The New Economy Greater Manchester Key Facts (2019) highlights that in 2016 the key sectors of the Greater Manchester economy and their contribution towards the annual Greater Manchester GVA.

Greater Manchester Economic Outputs (Source: GM Key Facts, January 2019)



- 3.4 Over a thirty-year programme of transformation, Manchester has become recognised as one of Europe's most exciting and dynamic cities. With a diverse population of more than half a million people, the City of Manchester is located at the heart of Greater Manchester, the largest conurbation outside of London. Economic growth has also been supported by Manchester's expanding international connections, centres of excellence in research and higher education, and

² Office for National Statistics (2021), Estimates of the population for the UK, England and Wales, Scotland and Northern Ireland [Dataset] – Accessed [here](#).

³ Ibid.

investment in transport infrastructure, which has deepened labour markets. The Greater Manchester sub-region has a combined Gross Value Added (GVA) of approximately £75 billion and accounts for around two fifth of the North West's economic output⁴. In 2021, almost one third of the £75 billion of GVA generated in Greater Manchester was produced in the City of Manchester⁵.

Population Growth

- 3.5 Population growth in recent years has been particularly evident in the age bands that are typically considered to fuel economic growth, i.e., those at university-leaving age and above. The number of working age residents, defined as those aged 16 to 64, is forecast to show a modest rise over the next 10 years, before falling back after 2028, and therefore the working age population of GM is forecast to be just under 1.8 million in 2037, similar to the 2017 level⁶. This sector of the population creates demand for new lifestyle choices that offer access to city centre employment and amenities, and sustainable transport networks. This population growth provides a strong labour pool, making the City an attractive place for businesses to invest in.

Manchester's Economic Role

- 3.6 Manchester's economy has developed strongly post-recession and the foundations for further growth are in place. It is clear that much has been achieved in terms of GDP growth and wider development. The economy is becoming more diversified through an increasing amount of GDP growth attributable to new economies including logistics, business, financial and professional services, and creative and digital industries. However, there is still a significant amount to be done to continue economic growth within Manchester and ensure that the right development comes forward to support this. This development, if correctly aligned spatially and economically, can help to accelerate growth and address the productivity gap.
- 3.7 The City of Manchester is the acknowledged capital of the north of England and the centre point of a trans-Pennine and pan-northern economy. The City and conurbation are an economic centre, a role which is increasing as investment in transport, innovation and economic infrastructure makes the City more accessible to towns and cities, business and high skilled workers in the Midlands and the North.
- 3.8 According to the 2020 GMCA Economic Forecasts for Greater Manchester Report (the most recent available at the time of writing), GVA is forecast to grow at an average annual rate of 2.4% between 2017 and 2037 (compared to UK average of 1.6%). Under the AGS, GM is projected to grow faster than the UK – reflecting the city-region's ambitions to help drive growth across the Northern Powerhouse. This is equivalent to an additional £38.9 billion of economic activity in GM by 2037⁷.
- 3.9 Manchester's enhanced economic performance has been underpinned by a move from its traditional manufacturing and industrial role towards a service-based, high growth economy. Importantly, it is this sector of the economy that provides a large proportion of the high skilled and high productivity jobs in the national economy. As a primary driver of economic and employment growth, the City needs to provide the business infrastructure to match its role as an economic centre, capable of providing opportunities for the wider conurbation and beyond.

⁴ Office for National Statistics, Regional Gross Value Added (balanced) per head and income components tables (released 26 May 2021 – Accessed [here](#)).

⁵ Ibid.

⁶ Greater Manchester Combined Authority (2020), Economic Forecasts for Greater Manchester February 2020

⁷ Ibid.

- 3.10 There are three factors which are changing the role of the Manchester and have particular implications for Manchester City Centre. These are:
- The move to a service based and high growth economy, at a time when national economic growth is increasingly driven by professional and financial services, creative and digital industries, science and technology, with key sub-sectors influenced by disruptive innovation.
 - Sectors which are influenced by agglomeration, where entrepreneurs, companies, new start-ups and talented workers, from disparate economic growth sectors, are keen to cluster in locations which can provide business and networking opportunities and deep labour markets offering an exceptional range of highly qualified and skilled staff.
 - A return to urban living, with many highly skilled younger people and high earners keen to benefit from both the range of education and employment opportunities and the lifestyle offer of city living, with evening and weekend economies offering cultural, entertainment and leisure choices which cannot be matched in smaller towns or cities.
- 3.11 In all of these factors, Manchester City Centre is a location which has a unique contribution to make to the re-balancing of the national economy, and with a constrained city centre and limited other credible high growth locations, there is a need to ensure the city centre can provide the modern economic infrastructure to capture economic and employment growth.

A Service Based, High Growth Economy

- 3.12 The City's transformation to a service based high growth economy is a key part of the economic transformation of the north, as industrial employment continues to decline, and new economic sectors begin to dominate the modern competitive economy. This has led to significant changes in economic geography across the conurbation and to a changing and unique role for Manchester City Centre.
- 3.13 The service sector now provides a large proportion of the high skilled and high productivity jobs in the national economy. Increasing the number and range of higher skilled service sector employment is now central to improving the performance of the regional economy and increasing the north's contribution to UK plc.
- 3.14 At a regional level, employment growth is largely driven by Business, Financial, and Professional Services - accounting for 45% of the net increase in the total number of jobs in GM up to 2037⁸. The level of professional services in Manchester is considerable and reflects the City's role as both a major location for global and national companies and the headquarter location for large regional companies.
- 3.15 The City's Professional, Financial and Business Services sector is very diverse including leading global accountancy companies and consulting companies, legal partnerships, specialist technical, engineering, infrastructure and digital media companies. While many smaller companies serving a local market area are distributed across the conurbation, the larger, leading companies are located almost exclusively in the City Centre.

⁸ Greater Manchester Combined Authority (2020), Economic Forecasts for Greater Manchester February 2020

Growth of the Creative, Digital and Tech Sector

- 3.16 A key growth area for the City is the Creative, Digital and Tech sector, as highlighted above. According to GMCA, jobs in the Digital Industries are set to increase by 13,000 additional jobs over the period 2017-2047 whilst in the Creative Industry jobs are forecast to grow by 6,000 up to 2037 . In regard to GVA, digital industries as a sub-sector is forecast to grow the fastest by 4.3% per year from 2017 to 2037⁹ .
- 3.17 The Creative, Digital and Tech sector has the ability to accelerate growth across all sectors in Manchester. New applications for creative and digital technologies were found in health and social care; business, financial and professional services; advanced manufacturing; and transport, amongst others. Notable creative, digital and tech companies located in Manchester include:
- Thoughtworks
 - TheLadBible
 - Coop Digital, Microsoft
 - CityVerve (the Internet of Things City Demonstrator)
 - UK Fast
 - WPP
- 3.18 A majority of these new firms have located within developments such as Circle Square, Enterprise City (St. John's) and NOMA along with developments in the Northern Quarter.
- 3.19 The Creative, Digital and Tech sector is therefore a significant growth area of the Manchester economy and will continue to be so for decades to come.

The Manchester Market

Office

A Shift in the Way We Work

- 3.20 Despite the considerable impact COVID-19 has had on the office sector and in particular the way we work, more than a third (37%) of developers expect homeworking to have no impact on the demand for leasing. Furthermore, only 24% of UK businesses have expressed an intention to increase homeworking going forward. The proportion of individuals only working remotely has also been falling since the 2021 high of 37% in February, dropping by 12 percentage points to 25% in May 2021¹⁰, and is expected to fall further.
- 3.21 At the same time, 85% of individuals currently working from home have indicated that they would like to use a 'hybrid' approach in the future, combining both home and office working. As such, the way in which office space is used has changed and is likely to continue to change, requiring office buildings to be as flexible as possible¹¹.
- 3.22 In response to these changes, there have been initiatives by corporates and office occupiers to improve the employee experience, to attract the best talent. A recent Deloitte survey found that 61% of executives now focus on reimagining work compared to only 29% before the start of the pandemic. Moving forward, we can expect offices to offer more in the way of on-site facilities and

⁹ Ibid

¹⁰ Deloitte, Manchester Crane Survey 2022

¹¹ Ibid

amenities to improve employee wellbeing such as gyms, eateries, roof terraces, and collaborative and entertainment space¹².

Manchester City Centre's Office Districts

3.23 Manchester has a number of very successful office buildings and districts. Spinningfields, NOMA, and St. Peter's Square in particular have established themselves as such districts offering Grade 'A' floorspace. More recent examples include St. John's and Circle Square and which are developing into much sought-after office locations.

3.24 It is considered that each of the locations share the same characteristics:

- **Public Realm** – a key element to a successful office location is having high quality public realm within the vicinity of the development. This space aids with permeability but also provides amenity space for occupiers. New office developments can also have a positive impact on existing public realm, introducing activity to an area which was neglected.
- **Connections** – strong connections with other business areas and public transport infrastructure are important. Successful commercial locations are often on a more prominent route across the city centre – e.g., Oxford Road to Spinningfields, or NOMA on the inner-city ring road.
- **Business Environment** – each location has a strong commercial identity. This goes beyond just having other office buildings nearby but also includes having a wide range of supporting businesses such as restaurants, shops, and bars that are necessary ingredients in professional life.

Figure 4.1: Manchester City Centre office clusters (Source: Deloitte)



¹² Ibid

- 3.25 The CBD is centred around Manchester’s Civic Quarter, including St. Peters Square, and Spinningfields. The City Centre Strategic Plan (2015) outlines that the CBD is:

“home to a wide range of companies of varied sizes, across a range of business sectors and is fundamental to the city remaining as a business destination”.

- 3.26 The CBD accommodates a significant clustering of Financial and Professional Service businesses that are attracted to the area, its quality of environment, services, facilities, infrastructure, and agglomeration benefits.
- 3.27 There are other examples of successful office buildings in less successful commercial locations that have attracted investor and occupier interest. A majority of their success is due to a proactive owner or developer who has reacted to modern office occupier requirements.

The Market

- 3.28 Manchester City Centre has one of the largest office centres outside of central London with approximately 3.8 million sq.ft. of office floorspace. The Manchester office market remains highly competitive, building off the strength of the local economy and the desire for businesses to want to locate here for business combined with a growing population.
- 3.29 Land use and the historic nature of much of the prime office core has, in broad terms, led to development of modern high specification buildings with large floor plates. As such most of the new office developments taking place in the outer CBD to satisfy the larger space requirements of some of the major corporate occupational tenants, see for example St. John’s and Circle Square. However, the core remains highly active and desirable, especially amongst the professional, financial services and increasingly Creative, Digital and Tech sectors. As of 2022 Manchester has retained its number one spot as the leading tech location, outside London¹³. In addition, and as outlined above in Section 2, the Professional, Financial and Business Services is a vital component of Manchester’s economy, contributing to much of the economic growth across all office locations.
- 3.30 The latest figures from the Manchester Office Agents Forum (‘MOAF’), released in January 2022 and reporting on 2021, highlight that over 1m sq.ft. of office floorspace space was leased, a 31% increase in uptake in 2020. MOAF anticipates that this will increase to a c.1.5m sq. ft 10-year average by 2022. The driving force of the increased take-up are smaller lettings, with approximately 75% of all transactions being below 5,000 sq.ft.
- 3.31 As of Q4 2021 there was £309m worth of office investment transactions, an 129% increase on the 10-year average¹⁴. Major transactions during the last quarter include:
- Cloud Imperium Games taking 87,130 sq. ft. at Allied London’s **Manchester Goods Yard**
 - Deliveroo committing to 10,002 sq. ft. at **5 New York Street**
 - Accenture taking 25,000 sq. ft. at Bruntwood’s Sci Tech’s **Circle Square** scheme on Oxford Road
- 3.32 These figures demonstrate the continued investor appetite for office floorspace in Manchester where there is strong occupier market. The strong uptake of office space has led to a shortage of Grade ‘A’ office space as demand outstrips supply, with over 50% of the 2022 development pipeline already let and 30% of the 2023 development pipeline already being pre-let. There is now a flight to

¹³ CBRE (2022), UK Tech Cities Report 2022

¹⁴ Knight Frank (2022), Manchester Office Market | Research, Q4 2021

quality and the ‘hotel-isation’ of office space, with a focus on good quality accommodation and it is clear that occupiers are prepared to pay higher rents for the right space in the right location¹⁵.

3.33 The highest number of recent office completions was in the City Core, including the following high-quality schemes located close to Pall Mall:

- **The Lincoln** – Creation of a new office development to deliver 150,000 sq. ft. of Grade A flexible office space with additional ground floor retail space. The Lincoln was delivered by The Prudential Assurance Company and has recently completed towards the end of 2021.
- **11 York Street** – Creation of a new office building to deliver 89,600 sq. ft. of Grade A flexible office space with additional ground floor retail space. 11 York Street was delivered by Aviva and completed in the beginning of 2021.
- **125 Deansgate** – Creation of a new office development to deliver 113,500 sq. ft. of Grade A flexible office space with additional ground floor retail space.

3.34 The significant investment and strong pipeline of demand, coupled with significant rental growth over the past 10 years, has resulted in many refurbished schemes matching or quoting higher than Grade A rents¹⁶. Given this high demand, 2022 will present great opportunities for pro-active landlords in delivering a refurbished product.

3.35 Refurbished buildings provide a different offer to the traditional Grade ‘A’ office space and cater for small to medium sized businesses who need less floorspace. This is clearly a vital part of the business ecosystem, especially in the context of Manchester’s growing reputation as a hub for start-ups and entrepreneurialism. In order to facilitate these companies’ continued growth there needs to be a range of office accommodation for them to move into. The Marketing Report prepared as part of this application outlines a number of recent refurbishment projects in the City Centre:

- **Bloc** – Bruntwood Works refurbished Bloc throughout 2020. It provides significant occupier amenity at ground floor and responds to the growing trend of offering tenants a range of communal facilities within common areas.
- **Hyphen** - Refurbished during 2019 and 2020 Hyphen provides a variety of “smaller” suites. The landlord has responded to the need from occupiers for an excellent first impression, contemporary specification and fitted suites
- **Barbirolli Square** - Barbirolli Square has recently been refurbished to a high quality. A particular emphasis has been placed on the wider occupier amenity including basement spaces incorporating exercise suites as well as break out space within the reception.

3.36 The refurbished properties outlined above would be considered Grade A and generally have the following elements:

- New mechanical and electrical installations (air conditioning);
- Refurbished common areas (including toilets) and high-quality amenity spaces;
- New floor finishes; and
- Refurbished reception space.

¹⁵ Manchester Office Agents Forum (2022), Manchester Office Market

¹⁶ CBRE (2020), The latest view on the Manchester Office Market

3.37 Additional examples include the below and which also include the same characteristics:

- **Arkwright House** – Grade II Listed Building located in Parsonage Gardens; refurbishment works completed in October 2017 to create a more efficient floorplate that would appeal to modern occupiers.
- **Northern Assurance Building** - Grade II Listed Building located near Albert Square, refurbishment works completed in early 2017 and the building has attracted a number of new tenancies during the year including the Far East Consortium, Hydrock, and Metis Real Estate.
- **Ship Canal House** – Grade II Listed Building located on King Street in the CBD. The original building was refurbished in 2008 to provide a modern office building that could appeal to an occupant who wanted mixed use accommodation with high quality retail space at ground level. The building is currently occupied by a number of tenants including Lichfields within the office space but The Flight Club Restaurant and Bar on the King Street frontage.
- **Manchester Club** – Part of Bruntwood Works office portfolio, the Manchester Club is a recently refurbished and impressive Victorian Gothic Grade II* listed building in Manchester’s central business district and Civic Quarter. Whilst steeped in history - the building originally opened in 1871 as a member’s club, members including Winston Churchill. The workspaces are flexible, modern and combine both retail and leisure.

Summary

3.38 The office market in Manchester remains strong with continued appetite. There has also been an increased demand for good quality refurbishment projects in the right location within the City Centre. Complementing this, there has been an increase in demand for flexible working spaces and smaller floorplates. These smaller floorplates typically appeal to the Creative, Digital and Tech sector, and as such the growth of this sector in Manchester is reflected in the subtle shift in the office market.

Retail and Leisure

- 3.39 The City offers a range of retail, bars, restaurants, cafes, galleries, theatres, sporting, and entertainment destinations. This offer is continuing to expand with over 440,000 sq. ft. of retail and leisure floor space under construction in 2021¹⁷.
- 3.40 The Primary Shopping Area contains a mix of comparison and convenience retail which is mainly concentrated around Market Street, St Ann’s Square and within the Manchester Arndale. In recent years, Manchester has become a centre for high quality retailers such as Burberry, Hugo Boss, Boodles, Mulberry, and Reiss as well as high-quality anchor stores, Harvey Nicholas and Selfridges. These high-end retailers have mostly clustered around New Cathedral Street, with some located in The Avenue in Spinningfields. However, there has been little new floorspace being built within the Primary Shopping Area, which has limited new retailers from entering the market and required new brands to the City, such as Uniqlo, to undertake refurbishment projects.
- 3.41 There has been an increased demand for new restaurants and bars which has been driven by a combination of growth in City living and eating out remaining one of the most popular leisure activities. The demand for new restaurants and bars is likely to only increase in the coming years as the City Centre population grows and the vast number of residential dwellings currently under construction are completed.
- 3.42 The eastern end of King Street is now probably best known for its variety of restaurants, bars, and hotels. The footfall report by CityCo indicates that King Street has seen a 24.2% year-on-year increase in footfall as of

¹⁷ Deloitte, Manchester Crane Survey 2022

March 2022¹⁸. The footfall is attributed to those working in the nearby offices and those visiting the retail and leisure premises and using the street as a key east-west linkage in the City Centre.

Summary

- 3.43 The retail and leisure market in Manchester is continuing to perform well. Notably, there is increased demand for new restaurants and bars as the City Centre population grows. The ground floor retail space at Pall Mall Court will help to cater to the café culture demand from office workers and visitors alike, and the potential for a broader retail offer will help to further weave Pall Mall Court back into the King Street fabric and act as a nodal point between King Street and the Primary Shopping Area.

¹⁸ March 2022 Monthly Footfall Report (CityCo, 2022)

4. Environmental Benefits

- 4.1 The proposals will enhance the environment surrounding the Site and ensure the longevity of Pall Mall Court as a viable office use. This Chapter outlines the environmental benefits associated with the Proposed Development

Changing Role of King Street

- 4.2 The Site is located within the Upper King Street Conservation Area which is situated within the heart of Manchester City Centre. In the early 18th Century, much of this area was characterised by desirable residences until it was eventually redeveloped with a more commercial focus in the late 18th Century / early 19th Century. By 1825 the majority of the buildings along King Street had become professional offices or business houses whilst the first Town Hall for Manchester was completed the same year on the corner of King Street and Cross Street, further establishing the area as a commercial core for economic activity and with many ground floor retail uses. Following the designation of the Upper King Street Conservation Area in 1970, the boundary was extended in 1985 to Mosley Street and Market Street to protect and enhance the high quality of the area.
- 4.3 Within the last 30 years there has been significant investment in the buildings on King Street. This investment has ensured the buildings continue to have economic function and contribute to the success of the CBD. Examples include Ship Canal House (refurbished in c.1997 and c.2011), Hotel Gotham (refurbished in c.2009), 53 King Street (refurbished in c.2012), 79 King Street (refurbished in c.1995 and c.2011).
- 4.4 These investments coincide with wider changes in the City, namely the creation of a new up-market office and shopping district in Spinningfields in 2009/2010. As a result of this the high-end stores such as Armani, Whistles and DKNY that featured heavily along Upper King Street relocated to Spinningfields, resulting in vacancies. This change in demand resulted in landlords needing to reassess the long-term potential of their buildings, including ensuring that the ground floor can cater to a wide range of retail, in particular food and beverage (F&B). Furthermore, there was a need to ensure the commercial offer of these buildings was of a high-quality to attract office tenants at appropriate rental levels. In this period the area transitioned to a vibrant F&B destination at ground floor and with upper levels being high-quality refurbished office space.
- 4.5 In the immediate vicinity of Pall Mall Court there are a number of bars and restaurants including All Bar One, Rosso, the Flight Club and Grand Pacific, as well as remainders of the high-end retail past with Diesel and Vivienne Westwood.
- 4.6 Pall Mall Court is therefore one of the last buildings on King Street that is yet to see holistic refurbishment. Perhaps as a result of this, the building has not kept pace with the increase in active ground floor uses and therefore the vacant ground floor at Pall Mall Court has a negative impact on the vibrancy and overall environment of the area. Examples of this broader impact include the high-turnover rates for the retail and F&B units along the Pall Mall thoroughfare within 55 King Street.

Legibility of King Street

- 4.7 The active ground floor uses of the surrounding buildings aid the legibility of the area, with the ground floor retail uses added as nodal points. The footfall generated by these uses signposts routes and aids in passive surveillance.
- 4.8 Key movement patterns include along King Street, Cross Street and Brown Street which provide north-south and east-west movement. Pall Mall thoroughfare is one of these key movement patterns and helps weave together the CBD and the Primary Shopping Area. It has the opportunity to increase the permeability of the area and respond to the ongoing regeneration ambitions of the Civic Quarter, Jacksons' Row, and Piccadilly Gardens. However, the thoroughfare is currently not utilised to its full potential, particularly during evenings whereby more anti-social behaviour is present around the piazza. It can also be argued that Pall Mall Court, through its current design and lack of occupation, facilitates anti-social behaviour and therefore acts as a blight to the area.

Figure 4.1 – Key Routes Diagram (Source: Sheppard Robson, 2022)



Existing Pall Mall Court

- 4.9 As set out above and within the Planning Statement and Design and Access Statement, Pall Mall Court falls to make a positive contribution to the local environment. These are summarised as being the following:
- Poor aesthetic due to curtain walling system being at the end of its life.
 - Poor aesthetic due to limited maintenance.
 - Consistent presence of anti-social behaviour due to undercroft areas.
 - Lack of animation and footfall.

4.10 The challenging features associated with the design are shown in figures 4.2 below:

Figure 4.2: Examples of Antisocial Behaviour



4.11 Examples of where the curtain walling system has come to the end of its life are shown below in figure 4.3:

Figure 4.3: Examples of Failed Curtain Walling



Environmental Benefits of the Proposals

4.12 As noted, the building is becoming increasingly outdated and has yet to receive the significant investment that others in the King Street area have benefited from. This lack of investment has resulted in Pall Mall Court increasingly detracting from the area through lack of footfall and animation and resulting in the piazza attracting anti-social behaviour. As such a key step in improving the environment surrounding Pall Mall Court is first to improve the environment of Pall Mall Court itself which in turn will attract occupiers.

4.13 A key challenge to the successful occupation of Pall Mall Court is both the building's physical limitations restricting its adaptability for future tenants but also its sustainability credentials. Taking the sustainability point first, the existing building is currently extremely thermally inefficient, with an

estimated u-value of 5.7 w/m²k – far below that of a new build office. The mechanical and engineering (M&E) is outdated and poor performing, but the most significant area of poor performance is the façade system which all together result in an estimated energy demand of 319 kWh/sqm/yr. The existing condition survey of the façade prepared by Wintech highlights the issues and is expanded further in the M&E assessments undertaken by Ramboll (see Options Matrix submitted with the application). These poor sustainability credentials mean that the building does not appeal to future tenants, both in terms of the tenants meeting their ESG credentials and also in terms of energy consumption costs.

- 4.14 The proposals will address this fundamental issue. The façade renewal will see a dramatic increase in the weather, thermal and air-tightness performance of the façade, reducing the u-value to 2 w/m²k. The façade renewal alone will almost halve the operational carbon of the building to 175 kWh/sqm/yr. This sustainability enhancement will be further supplemented by new plant and M&E systems and will ensure the building contributes to MCC's ambition to be carbon neutral by 2038. Overall, these will ensure the building meets the market demand for more sustainable buildings and therefore be key in facilitating the occupation of the building. The façade renewal will also have an aesthetic benefit of remedying years of piecemeal repairs and poorly applied finishes.
- 4.15 In terms of physical alterations, the Proposed Development will introduce retail and F&B to the ground floor and introduce a new main entrance off the piazza. These physical interventions will bring much needed animation to the piazza, and alongside the footfall from the occupied office floorplates, will bring newfound activity to the area. This investment into taking a holistic approach to resolve the challenges with Pall Mall Court will remedy the years of comparative neglect and ensure the building can make a positive contribution to the King Street area. It is envisaged that a majority of the individuals that will benefit from this improved environment include local office workers that are seeking an attractive space to have lunch but also those that simply want to pass through.
- 4.16 The increased footfall along the Pall Mall thoroughfare will bring further animation and generate additional passive surveillance. This will create a more attractive environment for pedestrians and help to increase the permeability of the north-south connections. Increasing the permeability will knit the King Street area into the urban fabric and act as a link between Piccadilly Gardens, the Primary Shopping Area, Spinningfields and the CBD. This is beneficial as it will increase the footfall and therefore users of the space, increasing its overall vibrancy and perceived level of safety.
- 4.17 In addition, the improved environment will have wider benefits through creating a more pleasant space for the surrounding uses – particularly the retail and F&B units located along Pall Mall thoroughfare within 55 King Street. Hopefully this will secure long-term occupation of those retail units and generate further footfall and animation in the area.
- 4.18 These benefits will be further supported by general improvements and maintenance to the planter and the replacement of the now dead tree on King Street. These elements will further enhance the overall environment as one which is well maintained and cared for.
- 4.19 There are also broader environmental benefits secured through the re-purposing of much of the basement carparking to a gym and the provision of secure cycle spaces. The replacement of carparking with secure cycle spaces directly supports sustainable transport modes and encourages a modal shift away from private cars. By reducing the number of private cars on the road-network the proposals support the ambitions to reduce air pollution in the City Centre and a move away from a reliance on fossil fuels.

- 4.20 Overall, the proposals will help to reverse the current negative effects and re-establish Pall Mall Court back into the CBD, continuing its vast success as a centre for commercial activity as well as a popular destination for retail and leisure purposes.

5. Economic Benefits

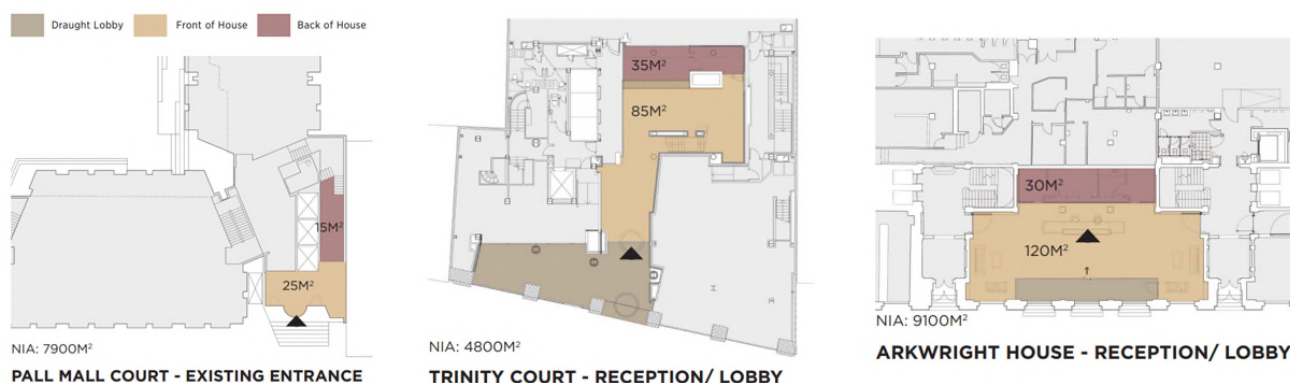
- 5.1 The proposals will deliver c.6,600 sq.m amount of newly refurbished office floorspace, c.80 sq.m of new office floorspace, and repurpose c.150 sq.m of ground floor to retail use (Use Class E). This Chapter outlines the economic benefits associated with the Proposed Development.

Economic Challenges of Pall Mall Court

- 5.2 Pall Mall Court is located on King Street in the heart of what is considered Manchester's CBD, however the building does not contribute to the CBD and despite the area's advantages the building experienced little to no interest when previously marketed. This poor performance is in spite of the wider trends for office requirements in Manchester outlined above in Section 3. This is partly due to the lack of holistic investment into Pall Mall Court as has been seen elsewhere on King Street, as set out in Section 3.
- 5.3 Real Estate Agent Savills have been acting as agents on Pall Mall Court for a number of years and have been commissioned to prepare a Marketing Report to provide an overview of the office sector performance in Manchester in conjunction with a detailed assessment of the lettable space in the current climate. Generally, the report highlights that despite the building's attractive location for business related activities, Pall Mall Court has been lacking in significant capital expenditure which has led it to fall far behind other competing buildings across the City. The report categorises these into the following themes:
- **Common Areas** – The common areas within the building are severely lacking. Many occupiers who inspected the building passed negative comment on the small reception area, especially compared to other refurbished buildings (see Figure [x] below). This creates a very negative first impression especially for a building of this considerable scale and particularly when compared to other competing office schemes. The building continues to lack a sense of arrival.
 - **Lack of investment** – Previous owners of the building have taken a piecemeal approach to refurbishment and failed to invest in the office more widely. This has resulted in a continued downward spiral in quality and again puts the building at a significant disadvantage to those offices it competes against.
 - **Building Complexity** – The building's complexity, notably its arrangement over various wing and unusual ceiling details has meant Pall Mall Court obtained a reputation for being difficult to fit out for a modern occupier's needs. This was certainly the case for Mace Jones who encountered major issues around their fit out specifically in obtaining Listed Building consent. This reputation did tarnish the building and acted as a further barrier to agreeing lettings.
 - **Anti-Social behaviour** – The external piazza area and various areas of covered external space at ground floor have for many years been a haven for rough sleeping and anti-social behaviour. Throughout the year this is a problem and is often cited as a significant barrier to attracting occupiers to the building. In fact, so great has the problem become at certain times, it has even been raised as an issue for occupiers in nearby buildings such as No. 1 Marsden Street.
- 5.4 Each of the above issues in isolation has acted as a hurdle to attracting occupiers to Pall Mall Court. When one considers these as a whole it is unsurprising to therefore conclude in its current form, and

without significant intervention, the building is unlettable. Market conditions throughout 2021 and into 2022 have been characterised by a general flight to quality. This has seen businesses wishing to encourage their employees back to the office and deciding to relocate to better quality offices in the City Centre. This includes the provision of wellness facilities as part of a building offer. This continued trend brings into further focus Pall Mall Court's weaknesses and unlettable in its existing form. For these reasons, the existing Pall Mall Court has minimal economic benefit to the City.

Figure 5.1: Comparison of office entrances (Source: Sheppard Robson)



Economic Benefits of the Proposals

Delivery of New Office Accommodation

- 5.5 As outline above, there continues to be a strong demand for office floorspace within Manchester City Centre. In particular, there is a demand for buildings which promote agility and cater to needs of hybrid occupiers.
- 5.6 The location of Pall Mall Court in the centre of the CBD provides the opportunity to provide high quality office space in a location where development of new office floorspace is difficult to achieve due to constrained sites and heritage considerations.
- 5.7 The client brief outlines that Pall Mall Court needs to achieve a rental value in the region of £30 per sq ft. It is therefore appealing to a different office market than new developments such as Lincoln or 125 Deansgate.
- 5.8 Restoring, refurbishing and renewing parts of the interior fabric of Pall Mall Court will bring previously unused floorspace back into active use and therefore what is essentially 'new' office floorspace into a key location in the CBD. This refurbished floorspace is expected to be considered Grade A and given the length of vacancy of Pall Mall Court, will bring 'new' office floorspace to the Manchester market. In addition, the rooftop extension on Marsden Street will provide c. [x]sq.m of new-build office floor-space.
- 5.9 The location of the Site within the CBD, along with the smaller size floorplates, is likely to appeal to Financial and Professional Services businesses, Creative, Digital and Tech companies and SMEs. As outlined above, these sectors are critical to the economic success of Manchester and recognised in GMCA and MCC strategy documents. It is therefore imperative for the City Centre to remain an attractive place for these companies to locate, including a suitable provision of floorspace. The new

and refurbished office floorspace will support the growth of these sectors and allow the expansion of the businesses.

- 5.10 Crucially, Bruntwood have significant experience in refurbishing listed and existing buildings and as such an in-depth knowledge of what occupiers want and what spaces are likely to appeal to target occupiers. In this instance, the Pioneer model has been identified as fully maximising the opportunities Pall Mall Court presents. The core features of a Pioneer building are: amenity, art, biophilia, sustainability, wellness and technology. Examples of the Pioneer track record include Bloc which has been successfully let, including to the Department of Digital, Culture, Media and Sport; others include 111 Piccadilly, Neo and Blackfriars House. As such Bruntwood have identified the key interventions which will facilitate the Pioneer model, namely high levels of sustainability and the repurposing of spaces to bring new amenity facilities. This has meant that Bruntwood already have potential occupiers lined up for Pall Mall Court, subject to successful refurbishment.

Delivery of Retail and Leisure Floorspace

- 5.11 The proposal will repurpose the ground floor to provide c.150 sq.m new retail and leisure floorspace. The retail and leisure floorspace is expected to appeal to these local independent food and beverage retailers looking to expand their offer in the City Centre. In addition, as outlined above in Section 3 there is a current lack of suitable floorspace in the Primary Shopping Area and retailers are forced to carry out extensive refurbishment projects, as such the new retail and leisure floorspace will also appeal to retailers wishing to locate in the City Centre. The new floorspace will therefore support the economic expansion of retail and leisure in the City Centre.

Job Creation and Supply Chain

Construction

- 5.2 Given the estimated construction cost of the Proposed Development and the average cost per FTE in the construction sector in the North West¹⁹, the construction of the Proposed Development will support around 105 FTE job years over the construction period.
- 5.3 The number of construction workers onsite will vary across the construction phase dependent on workforce requirements at each stage. While national and regional construction companies often use their own workers, a proportion is expected to be drawn from the local area. In addition, following Manchester City Council policy requirements, a Local Labour Agreement submitted with the application supports the capture of local benefits.
- 5.4 Construction spend is recognised to deliver multiplier effects in terms of the indirect impacts as a result of spill-over effects through the supply chain and induced impacts through knock-on consumer spending as a result of wages. Using the Employment Additionality Guide construction multiplier of 2.7, suggests an additional 283 FTEs will be generated through indirect and induced impact while construction is underway.

Operation

- 5.5 The CBD and surrounding office districts accommodate a significant clustering of Financial and Professional Services businesses that are attracted to the area's quality of environment, services, facilities, infrastructure and agglomeration benefits. The Market Report by Savills identifies that there is an increasing demand from the Technology, Media and Telecoms sector looking to locate in

¹⁹ Using ONS Construction Industry Data – Average Turnover per Employee

the CBD and with slightly less demand from the more traditional Financial and Professional Services sector.

- 5.12 In order to fully utilise the office floor space, the Applicant has undertaken detailed market analysis to understand the demand for office floor space in the City Centre. There are several office buildings across the City which have recently or are in the process of undergoing redevelopment to bring them to in line with market demand. There is therefore a need to ensure Pall Mall Court is in a competitive position. The Applicant's market analysis has ensured that the office will meet requirements of future occupiers including suitable floor plate sizes and high-quality facilities. These include through providing a wide range of office floorplate types across by Pall Mall Court, including opportunities for co-working, serviced office spaces and also the opportunity for full leased spaces. These spaces will be supported by the amenity spaces which employees now demand, particularly post-pandemic and the need to entice people back to the office. As a result, and as outlined above, the office floor space is likely to appeal particularly to Creative, Digital and Tech companies, as well as Financial and Professional Services businesses.
- 5.6 The contribution of c.6,300 sq.m (NIA) of office floor space is a significant contribution to the office floor space in the heart of the CBD. Using the Employment Density Guide 3rd Edition, it is estimated that the office floor space will generate c.520 full time jobs. It is expected that a majority of these jobs will be in the high value Business, Finance and Professional Services sector and Creative, Digital and Tech sector.
- 5.7 A significant benefit of the proposals is the reactivation of the dysfunctional piazza that has long been associated with anti-social behaviour. The unwelcoming piazza currently deters pedestrians from the area and creates a poor-quality environment for Pall Mall Court, and the neighbouring 55 King Street. The new retail and leisure units will contribute to transforming Pall Mall into a retail destination rather than a through route. It is anticipated that these units will appeal to local businesses, in particular those already within Manchester who are looking to expand. These new retail and leisure units will create c.6 new jobs, supporting the local economy. The retail and leisure units will cater to the growing demand from Millennials for food and drink, and retail offer and contribute to making the City Centre an attractive place to live and work. Pall Mall will also benefit from agglomeration benefits and bring additional footfall to the area, thus benefiting the existing retail and leisure units.

Contribution to the Wider Economy

- 5.13 Manchester City Centre is the primary driver of economic growth in the GM Region. More specifically, the economic health, vitality, and competitiveness of the CBD, which is the focus for the largest regional concentration of financial and professional services in the UK, is crucial to the long-term economic success of Manchester and the wider area.
- 5.14 In order to continue to grow the economic output of the GM Region, it is considered essential for the CBD to keep ahead of changes in demand from occupiers for new workspace and new working environments. Examples of these changes include the growing dominance of flexible workspaces. The renewed office floorspace at Pall Mall Court will contribute to 'new' office floorspace in the CBD and provide office floor space for businesses looking to invest in Manchester City Centre. The proposal will provide a number of floors of short-term, rentable workspace, as well as rentable meeting rooms and flexible workspaces, placing Pall Mall Court at the forefront of currently desired office space trends. Continued investment into the City Centre is vital to support its role as the economic centre of the GM and is a clear focus set within both MCC and GMCA strategies.

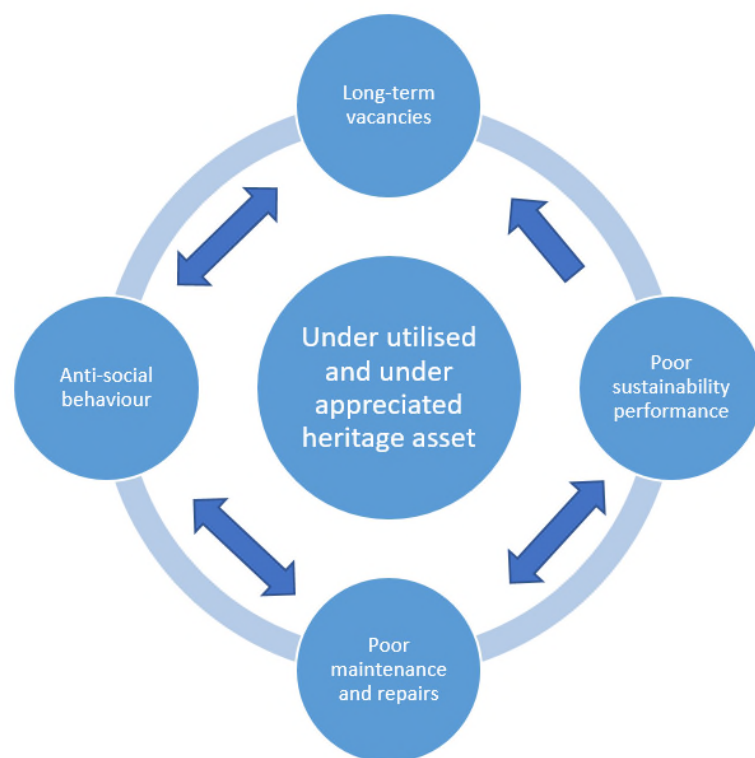
- 5.15 The City Centre must continue to provide a variety of accommodation types and floorplates, and encourage the growth of indigenous, regional, national and international businesses, through implementation of the economic development strategy established in the Manchester Core Strategy, which aims to maximise the agglomeration benefits of key employment locations.
- 5.16 According to the Savills' Marketing Report, Manchester City Centre has experienced an upward trend in overall demand for office space since the year 2000. A significant reason behind this can be attributed to the continued trend of 'centralisation' as businesses previously located in out-of-town locations favour a move to the City Centre for ease of access and a greater ability to recruit from a wider pool of labour / talent. Additionally, the past few years have also shown a greater emphasis towards what can be considered levelling up as businesses and even governmental bodies are relocating to more regional locations such as Manchester – for example Department of Digital, Culture, Media and Sport to Bruntwood's other building, Bloc.
- 5.17 Office demand for all Grades of office space, originates from many different sectors within the City Centre. This ensures a diverse occupier base and no over reliance on a single industry sector. However, over the last 10 years we have seen a noticeable shift in the increase in demand from the wider Technology, Media and Telecoms sector and a movement away somewhat from the Financial Services sector as previously mentioned.
- 5.18 The Proposed Development seeks to target the occupiers within the key growth sectors of Manchester's economy including creative, digital and technology. This sector in particular is a key part of the GMCA's strategy for resilience and economic growth across the City Region. These types of businesses can benefit from the flexible floorspace on offer through Bruntwood's Pioneer model. Likewise, those in the creative, digital and tech sector and SMEs can benefit from agglomeration, and which can be easily fostered in this flexible Pioneer model. Businesses such as these not only help to create high value, high growth operations within the city, but also help to coordinate and radically improve the productivity across all business sectors by increasing innovation and raising levels of export and investment. In turn, the region strengthens its position as a UK leader of business growth in specific sectors to help encourage further businesses to locate here. As an example of a typical occupier, the employment accommodated in the office space by tech, media and telecoms and / or financial and professional services, will generate a direct GVA impact of almost £300m per annum. The operational employment and GVA benefits are therefore of a significant benefit to the economic growth of the city.
- 5.19 As stated, Pall Mall Court frequently witnesses multiple forms of anti-social behaviour that significantly impacts the lettability of the office space and footfall of the adjacent retail units. Most importantly, the proposals will transform and enhance the existing office space for future tenants, but they'll also deliver major public realm improvements in Pall Mall Court that will be of significant benefit to the wider community, and indeed the attractiveness of the CBD. An increased footfall and activity in the area increases the financial opportunities for the local businesses in Pall Mall Court but also solidifies the public realm as a central amenity space for other businesses coming forward in the CBD.
- 5.20 Overall, supporting the economic growth of the City Centre has wider economic benefits for members of the public, including drawing new businesses to the City and in turn the creation of jobs, in turn helping to drive higher average incomes and therefore increased disposable income. The proposals will feed into the strategic vision of both MCC, and also the GMCA. It is recognised that nurturing and growing the economic strength of the City Centre is vital to ensure that it performs its role as the key economic driver in the Greater Manchester City Region.

6. Heritage Benefits

- 6.1 The PPG sets out that examples of heritage benefits include, “sustaining or enhancing the significance of a heritage asset and the contribution of its setting; reducing or removing risks to a heritage asset; securing the optimum viable use of a heritage asset in support of its long-term conservation”.

Existing Condition of Pall Mall Court

- 6.2 Throughout its c.50-year life-span Pall Mall Court has experienced a series of piecemeal repairs and ad-hoc interventions. These have not always been done in a sensitive manner and there is evidence of poorly applied paint finishes and inadequate repairs. Despite these ad-hoc repairs, the building is in poor condition – particularly the curtain walling system, as set out in Wintech’s façade condition survey report submitted with this application. The poor condition of the building is set out above in Section 4, and also within the Planning Statement and Design and Access Statement.
- 6.3 Aside from the unique curtain walling system, the other most notable feature of Pall Mall Court is the blue-black tiles. The tiles make up the remainder of the façade and follow through to the staircores and lobbies. There are instance of much needed repairs and the majority of the tiles within the building have been over-boarded.
- 6.4 Together these have meant that Pall Mall Court needs significant maintenance and repair. Compounding the issue, it the poor weather and thermal tightness of the curtain walling which causes significant difficulties in respect of energy consumption and user comfort.
- 6.5 Therefore, the poor condition and sustainability of the building has contributed to Pall Mall Court failing to attract occupiers. The lack of occupation has led to further deterioration to the upkeep of the building and, as a result of the limited active frontages, the area has become susceptible to anti-social behaviour.
- 6.6 Overall, this means that the heritage significance of the building is not being appreciated by either passers-by or occupiers. This is summarised as:



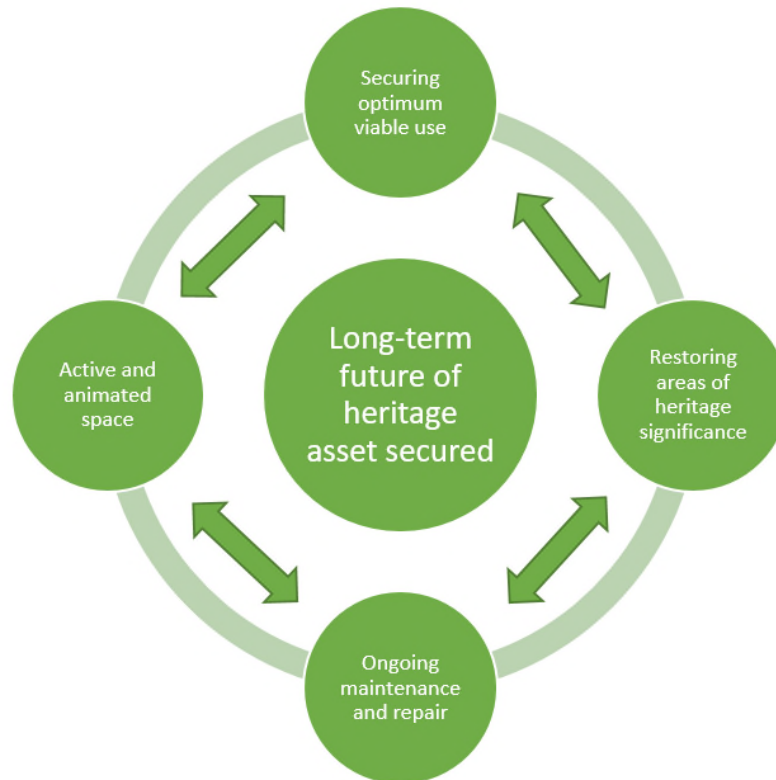
Heritage Benefits of the Proposals

- 6.7 A risk to Pall Mall Court is that, in its current condition, it is not a viable asset. It is not viable because occupiers are not willing to pay sufficient rental levels for a product which does not meet the requirements, particularly in the comfort levels, energy use and welcoming environment. Unless it becomes a viable asset, the building is likely to deteriorate further, further eroding the features which led to Pall Mall Court being listed.
- 6.8 As such the key risk to Pall Mall Court is it not being successfully occupied.
- 6.9 The proposals have been considered holistically to ensure that they address the key issues cited by potential occupiers and which balance the sensitivities of a listed building. These interventions have undergone detailed assessment and are considered to be necessary to facilitate the occupation of Pall Mall Court. The most notable interventions are:
- High-quality refurbishment of Pall Mall Court to create an environmentally conscious building, that responds to the needs of occupiers. This will bring new life into the building and update the floorplate and fit-out to that demanded by modern office occupiers. This is to be in a sensitive manner with all internal historic fabric being protected and restored.
 - Renewal of the façade in order to improve environmental efficiencies, the lifespan of the building and meet contribute to NZC targets. This involves an almost like-for-like replacement of the system, albeit with thermal improvements and double glazing. This has been developed following a detailed options appraisal, as set out within the Options Appraisal submitted with the application. The mosaics will also be repaired as like-for-like.

- Reactivation of the piazza and entrances through a reorientation of the building entrance to facilitate the arrival space occupiers want. The new entrance will provide level access from the piazza and provide a true arrival space for occupiers and visitors of Pall Mall Court.
- Reconfiguration of the floorplates and improvements to amenity provision (such as new wcs) on each floor to create attractive spaces for occupiers. This will bring these facilities up to modern standards.
- Retail / leisure use to be implemented at ground floor to further enhance activation. This will involve infilling the arcade on the Marsden block with new bay windows, helping to bring more light into the ground floor retail use.

- 6.10 Whilst it is acknowledged that the façade renewal is an intrusive intervention the new glazing system will be like-for-like in respect of dimensions, colour of the frame, colour of the glass, rhythm of the oriel windows. As such the renewed façade will restore the aesthetics of the building and vastly improve the energy demand of the building. The aesthetics will be further enhanced by removing the over-boarding of the tiles in the lobbies so that they can be enjoyed by future tenants. Externally, the tiles will be repaired using a carefully selected like-for-like tile.
- 6.11 The restoration of these tiles will also have the opportunity to be experienced by a broad range of people, in part due to the nature of the Pioneer model. Through opportunities for co-working and flexible space it is anticipated that a greater range of people will visit the building, likewise the ground floor retail units will be open to members of the public to enjoy. Therefore, it is Bruntwood's curated operational model which will maximise the number of people who can appreciate and understand the areas of specific heritage interest.
- 6.12 Bringing Pall Mall Court back into use will bring activity to the area which in turn would improve the environment and reduce anti-social behaviour. A key part to bringing activity to the piazza space is through the creation of the new main entrance from the piazza. This new entrance will naturally result in more footfall to the piazza and the Pall Mall throughfare. Supplementing this, the ground floor use being transformed for retail/food and beverage use will bring new dynamism to the building. In particular, the new bays on the Marsden St block will be extended outwards to increase light into the building and infill the arcades.
- 6.13 The increased animation to the area will further help inward investment both in terms of occupation of Pall Mall Court, and also its broader setting in the Upper King Street Conservation Area. The animation within the piazza was part of the architect's original vision for Pall Mall Court, as was the busy pedestrian linkages through the site between King Street and Market Street. Therefore, bringing this long sought-after vibrancy to the area, enhances the setting Pall Mall Court.
- 6.14 Once Pall Mall Court is revitalised it will be attractive to potential occupiers and therefore a viable proposition for Bruntwood to take forward as part of their Pioneer model. Furthermore, it will be viable as an office use – the original use of the building. Therefore, the proposals will secure the optimum viable use for Pall Mall Court, a clear heritage benefit.
- 6.15 By transforming Pall Mall Court into a viable building, the long-term preservation and maintenance of the heritage asset will be secured. Bruntwood are committed to the ongoing maintenance and up-keep of the building to continue to preserve and, where possible, enhance the heritage significance of Pall Mall Court.

- 6.16 Overall, the proposals will deliver heritage benefits and bring Pall Mall Court back into viable use. This is summarised as:



7. Social Benefits

- 7.1 The Applicant fully understands the need for major investment to realise social benefits and positively contribute to the wider sustainable growth of the city centre. In this context, the proposals will deliver a range of direct interventions that will result in associated social benefits.

Improving the internal and external environment

External

- 7.2 For a number of years, the public realm associated with Pall Mall Court has been underused and has fell victim to high levels of antisocial behaviour, as shown above in Section 4. Typically, these unwanted activities consist of rough sleeping and the illegal use of drugs, located particularly within the sunken arcade due to it being covered and slightly obscured from public view. The Crime Impact Statement prepared by Greater Manchester Police notes that the overall crime rate in this area is high for Manchester – particularly for less serious wounding and theft. It goes on to note that the concealed spaces and overhang are generators of antisocial behaviour and criminal behaviour. These features contribute, and are also exasperated by, the low level of footfall along Pall Mall which only adds to the reduced perception of safety due to minimal levels of natural surveillance.
- 7.3 The proposals will help to transform the external environment and reverse the negative impacts through a number of key interventions. Primarily, the proposals will enhance the Pall Mall thoroughfare through the provision of ground floor active frontages in the form of food and beverage uses, adding to increased vibrancy of the public realm and a new entrance off the piazza. In particular, the infilling of these arcades will remove the opportunity for anti-social behaviour in these locations – a feature welcomed within the Crime Impact Statement.
- 7.4 The provision of ancillary commercial uses, most commonly in the form of ground floor retail space has been a central to the success of Bruntwood Works office portfolio across Manchester City Centre and beyond. Located close to Pall Mall and in the CBD, just off King Street, Bruntwood Works' King House is a high-quality office space that is home to the famous San Carlo Italian Restaurant and Bar, providing a perfect location for client entertaining and after work drinks. A similar offer has also been recently provided adjacent to Pall Mall Court in another Bruntwood Works office space, Manchester Club, which contains the widely popular and opulent family restaurant and bar, Grand Pacific. It is envisaged that the retail units at Pall Mall Court will extend this success by delivering a new type of retail offer within the ground floor fronting on to the public realm.
- 7.5 In order to minimise the concentrated anti-social activity within the sunken levels of the arcades, new window bays will be used to infill one of the arcades and a new primary entrance will be created off the piazza. This entrance point will be a hospitality-led arrival experience, including the provision of the food and beverage units, a host station and comfortable lounge. Together these will help to create a more animated space and ensures the public realm is consistently being used throughout the day, increasing the level of natural surveillance and therefore perceived level of safety. Furthermore, the proposals will look to create a mixture of areas in the public realm with arcades, new planting and increased seating options. These retail uses, alongside the re-purposing of the existing King Street entrance will revitalise the immediate area, providing all day activity whilst creating a new City Centre destination within the CBD open to all members of the public.

Internal

- 7.6 Currently, the common areas within Pall Mall Court are lacking as they present little amenity value, nor do they create a legible entrance or clear sense of arrival. As stated above, the creation of a new primary entrance that is supported by food and beverage units and a private lounge will provide a more pleasant arrival point for all building users to enjoy.
- 7.7 As the years have passed, the lack of investment has resulted in a downturn in the overall quality of the internal space, placing it behind others in the local office market. Furthermore, the building's internal layout is relatively complex as it is arranged over various wings and floors meaning that tenants find it increasingly difficult for personalised fit out, reducing the building's flexibility and putting it at a competitive disadvantage. The internal works are designed to improve the efficiency and marketability of the office space. These interventions have many sustainability benefits such as reducing the demand on energy for thermal regulation and ensuring the long-term use of a heritage asset.
- 7.8 The internal works will also improve accessibility of the building in line with the Equality Act. These include the creation of a new main entrance off of the piazza, providing level access. This will ensure that the building is accessible for all, helping to foster inclusivity.
- 7.9 The Pioneer model is built on creating spaces fit for the future and which places community at the heart of it. The community focus is derived from the mix of different spaces, and also the amenities provided. In particular, the basement use, currently a car park, is proposed to be amenity spaces including a gym and wellness rooms, as well as secure cycle storage. These will provide opportunities for tenants to come together as a community, whilst also supporting individual wellbeing. In addition, the provision of secure cycle spaces and gym will result in a loss of car parking spaces and therefore further support encouraging occupiers to use sustainable transport modes.
- 7.10 Another central element of Pioneer model is the introduction of biophilia which will be achieved with lush planting around the office on the roof extension. This will be complemented with carefully curated lighting and comfortable thermal controls.
- 7.11 Altogether, these will create an improved level of working conditions for the future tenants having positive impacts on their physical and mental wellbeing.

Supporting the local workforce

- 7.12 Whilst job creation is a clear economic benefit, the creation of jobs is also a social benefit. For example, developing skill sets to provide access to future jobs and providing income.
- 7.13 With regard to local labour sources, the Applicant has submitted a signed form that agrees to the principle of MCC's local labour objectives for Pall Mall Court and will engage with relevant Officers to agree the details prior to commencement of the development. This will include working with the future tenants to set local targets for the employment of new workers who are native to Manchester, helping the local community to grow and develop. Together, the Applicant and the future tenants will provide new job opportunities targeted to local people but will also be committed to facilitating where possible work experience placements and apprenticeships.

- 7.14 As highlighted earlier, during the overall construction phase an anticipated 105 Full Time Equivalent (FTEs) jobs will be created. Taking multiplier effects into account, combining both direct employment and indirect employment through the supply chain, this is increased to 388 FTE jobs. Work experience placements will help to give young people in education the experiences of working in their chosen profession or to sample work in the construction industry prior to deciding on their chosen career path whilst apprenticeships provide an opportunity for those to earn a living whilst developing their skills and experience.
- 7.15 Similarly, during Pall Malls full occupation it will support c.520 direct FTEs in the office space, and c.6 FTEs in the retail space. The Proposed Development would also provide a range of opportunities for local residents across a variety of skills levels and occupations, contributing to the inclusive growth ambitions in the Our Manchester Industrial Strategy, as well as potentially reducing the average distance travelled to work.

8. Summary

- 8.1 In summary, the Proposed Development will deliver an exceptional range of short and long-term, environmental, heritage, economic and social benefits that are significant at the local and regional scale, in terms of the positive contribution to surrounding streets, enhancements to the City's built environment and the strategic contribution to the objectives of the City Council and the GMCA.
- 8.2 These significant benefits include:
- Restore pedestrian connections on Pall Mall through improvements to the public realm.
 - Creation of a more attractive and vibrant public realm that will reduce the level of anti-social behaviour and therefore improve footfall for local retail.
 - Improve the overall sustainability credentials of the existing building, providing a positive contribution to MCC's agenda to become carbon neutral.
 - Restoration of Pall Mall Court will improve its desirability for long-term occupants who will help to maintain the heritage asset and lead to much greater appreciation of the asset's significance.
 - Commitment to a Local Labour Agreement to support jobs and training for the local population.
 - Creation of additional retail space to provide an improved amenity offer to the surrounding area, in particular adding to a more vibrant Pall Mall route.
 - Delivering c.6,300 sq.m amount of renewed office space within the City Centre that is well connected to various transport links, services and amenities.
 - Creation of 388 FTE jobs during the Construction Period and c.530 during the building's operation.
 - Reinvigorate a key area within the highly successful CBD through public realm improvements and Grade A office space
- 8.3 The Heritage Statement concluded that Proposed Development would constitute as 'less than substantial' harm. This 'less than substantial' harm will be demonstrably outweighed by the public benefits including heritage benefits outlined above.



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