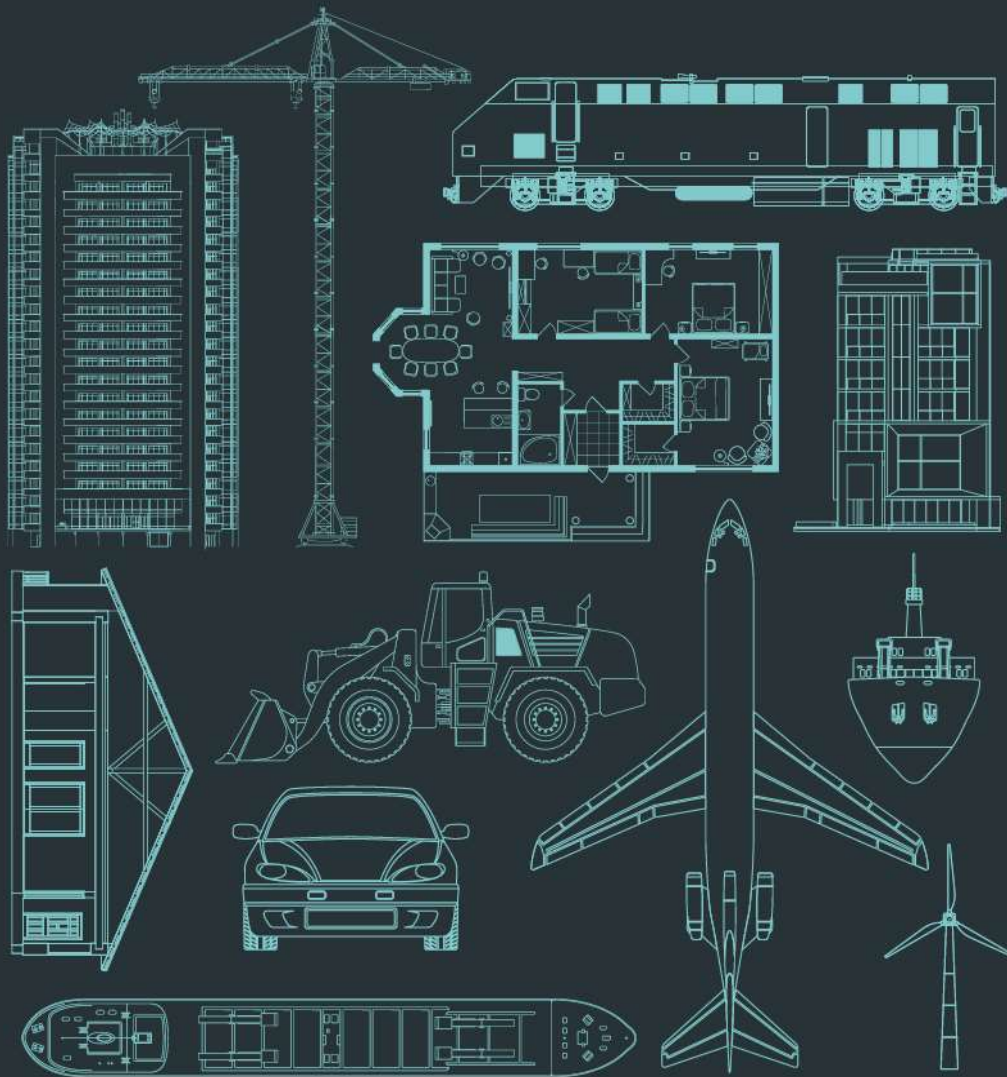


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Northenden Campus, Northern Moor

Statement of Community Involvement

Prepared for Miller Homes

April 2021

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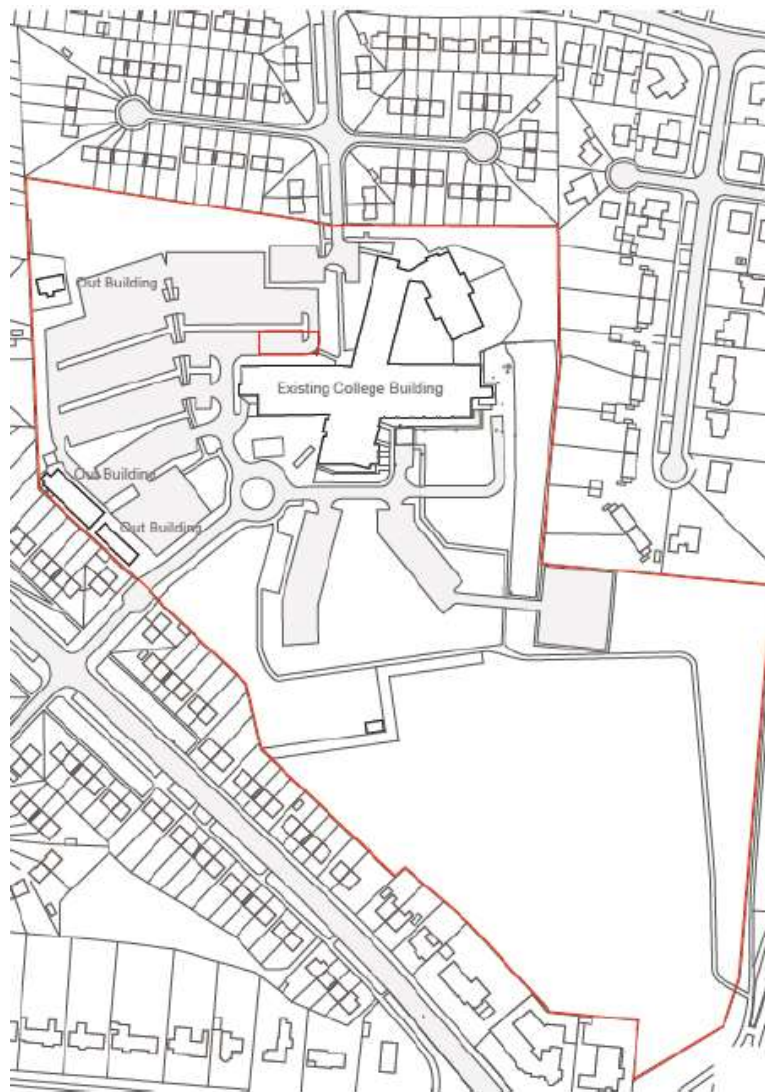
1. Introduction

- 1.1. Miller Homes is committed to consulting with stakeholders and the local community regarding its plans to redevelop The Manchester College's Northenden Campus and provide a new sustainable neighbourhood for south Manchester. The proposal will provide up to 228 high-quality, new homes in Northern Moor, including renewable energy measures and improvements to pedestrian and cycle access through the site.
- 1.2. The development will see around £28 million invested into Manchester's economy, alongside a New Homes Bonus of around £1.7 million, available to be spent locally.
- 1.3. Miller Homes' consultation process ensured that local residents and stakeholders were well-informed of the proposals and given the opportunity to feed back on the scheme. Information could be found and feedback could be submitted via virtual meetings, a webinar, over the phone, by email and through a dedicated consultation website.
- 1.4. The consultation was designed to respond to the social distancing restrictions in place due to Covid-19, with engagement directed towards digital formats. This ensured that the local community still had an opportunity to understand the proposals, discuss them with members of the project team and provide their feedback before the submission of a planning application, whilst adhering to local health advice and keeping people safe.
- 1.5. Miller Homes' pre-application consultation centred around a virtual exhibition, held from Friday 19th March until Friday 9th April 2021. Around 2,000 local residents, stakeholders and third-party groups were informed about the consultation via newsletters and securing press coverage. The virtual exhibition was visited 718 times in this period. Online feedback forms were available as part of the virtual exhibition for attendees to record their views. Those that were unable to get online were able to request for hard copies of the exhibition to be posted out to them.
- 1.6. Online meetings were also offered to local stakeholders prior to the virtual exhibition launch. Meetings were held with the ward councillors for Northenden ward, the local MP, and a member of Manchester City Council's Executive.
- 1.7. Miller Homes are delighted that their resulting proposal has received local support during the pre-application consultation.
- 1.8. Miller Homes is committed to engaging with the local community and, following the submission of the application, will ensure that interested parties and key stakeholders remain informed and updated regarding the proposals.
- 1.9. In order to assist with the community engagement and communication, Miller Homes has appointed BECG, a specialist communications consultancy, to form part of its wider project team for the proposed redevelopment.
- 1.10. This document provides a chronological account of the community engagement undertaken.

2. Background

2.1 The site

- 2.1.1 The proposed site is The Manchester College's Northenden Campus, off Sale Road, Manchester, M23 0DD.
- 2.1.2 The site is surrounded by residential streets in the Northern Moor area of south Manchester.
- 2.1.3 The Manchester College is building a brand-new campus in Manchester City Centre, next to Manchester Arena. The Manchester College will continue to provide education and training facilities at the Northenden Campus until September 2022, when its new facilities are ready.



A location plan of the site with red-line boundary

2.2 Proposal

- 2.2.1 Miller Homes is looking to redevelop the Northenden Campus and create a new sustainable neighbourhood, providing around 228 new, high-quality homes.
- 2.2.2 The development will include 20% affordable housing, retain existing access, create a green corridor through the site, and enhance connections through the site and to Wythenshawe Park for pedestrians and cyclists.
- 2.2.3 The development will see around £28 million invested into the Manchester economy as well as around £1.7 million in New Homes Bonus revenue, available to be spent locally.
- 2.2.4 Miller Homes' proposals will create a new neighbourhood of sustainable homes, providing a mix of 2-, 3-, and 4-bedroom homes and will be close to local amenities, excellent public transport links and green spaces, including Wythenshawe Park.



Proposed site plan

3. Engagement

3.1 National Planning Policy Framework

The Localism Act 2011

- 3.1.1 Section 122 of the Localism Act 2011 outlines that a person proposing to make a planning application on land in England should carry out consultation on the proposed application. This should include publicity considered likely to bring the application to the attention of a majority of the persons who live at, or otherwise occupy, premises in the vicinity of the land.

National Planning Policy Framework (2019)

- 3.1.2 The National Planning Policy Framework (NPPF) sets out the Government's policies for England and outlines how these policies should be applied.
- 3.1.3 Miller Homes has paid regard to the NPPF at Paragraph 39 when it states that *"early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties."*
- 3.1.4 It goes on to highlight at Paragraph 40 that *"Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer. They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications."*
- 3.1.5 Paragraph 41 outlines that the Local Planning Authority should encourage other parties to take maximum advantage of the pre-application stage, noting that *"the more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits."*

3.2 Manchester City Council's Statement of Community Involvement

- 3.2.1 Under the Planning and Compulsory Purchase Act (2004), local planning authorities are required to produce a Statement of Community Involvement (SCI) which sets out the policy for involving communities in the preparation of Local Development Documents and considering planning applications.
- 3.2.2 Manchester City Council formally adopted its Statement of Community Involvement (SCI) in 2018. The SCI sets out that applicants are encouraged to engage with individuals, local communities, and other stakeholders. It provides the following advice:

“The following methods are likely to be suitable and should be used as appropriate:

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

3.2.3 Government guidance and Manchester City Council’s SCI both encourage pre-application discussions and community involvement. As a result, Miller Homes’ public consultation programme had a number of key objectives including:

- To encourage as much input as possible from the local community, including residents, interest groups, councillors and businesses
- To provide the community with a genuine opportunity to provide feedback on the plans
- To allow people to become actively involved in the consultation process
- To identify and address any issues raised by the local community and stakeholders

3.2.4 Therefore, prior to submitting the formal planning application for the site, Miller Homes undertook a detailed programme of community consultation, as outlined in the following documentation.

3.2.5 The Covid-19 pandemic has meant that applicants and LPAs are having to adapt to social distancing and use more digital techniques to undertake public consultation in relation to the planning process. As a consequence, a digital pre-application consultation programme was designed to maximise community and stakeholder engagement without face-to-face contact.

3.3 Engagement with stakeholders

3.3.1 Miller Homes is committed to engaging with and hearing the views of local stakeholders and elected representatives.

3.3.2 A request for an online meeting was issued to the following local stakeholders on Thursday 25 February 2021, ahead of the virtual exhibition launch, including:

- Leader of Manchester City Council
- Executive Member for Housing & Regeneration
- Executive Member for Environment, Planning & Transport
- Northenden ward members
- Brooklands ward members
- Baguley ward members
- Member of Parliament for Wythenshawe & Sale East

3.3.3 For each stakeholder meeting, Miller Homes briefed attendees on information about the company, a history of the site, an overview of the proposals, and a timeline of consultation, application submission and planned construction.

3.3.4 **A copy of the stakeholder meeting request can be found in Appendix 1.**

3.3.5 **A copy of the stakeholder presentation can be found in Appendix 2.**

3.3.6 The table below summarises the stakeholders met with and outlines the comments raised by attendees during each meeting. All meetings were held virtually, using Microsoft Teams.

Attendees	Role	Date	Comments
Cllr Mary Monaghan Cllr Sarah Russell	Northenden ward members	17 March 2021	• Pleased with plans for new housing, particularly affordable housing • Positive about local apprenticeship and employment opportunities
Mike Kane MP	MP for Wythenshawe & Sale East	25 March 2021	• Positive about investment and more houses for Wythenshawe • Discussion of local cycle routes and better connect Wythenshawe Park
Cllr Suzanne Richards	Executive Member for Housing & Regeneration	14 April 2021	• Pleased with plans for new homes and that first residents could be in 2022 • Affordable housing is a priority for the area

- 3.3.7 Following these meetings, the project team took feedback on board and worked to amend the scheme where appropriate and possible.
- 3.3.8 These stakeholders, and those who did not respond to Miller Homes' meeting request, were updated at the beginning of the virtual exhibition to ensure that they were aware of the community newsletter and consultation website.

3.4 Engagement with immediate neighbours

- 3.4.1 At the launch of the consultation, a letter was sent out to the closest neighbours backing on to the site to circa 50 addresses on Moss Hey Drive, Sale Road, Purley Avenue, Hollyhey Drive, Millom Avenue, and Fairmead Road. The letter invited neighbours to attend a webinar event for each specific road written to.
- 3.4.2 However, due to the number of registrants, a decision was taken to condense the webinars to just one event, held on Wednesday 7 April 2021, from 6pm-7pm. All existing and future registrants were kept informed through email and phone calls about the rearrangement.
- 3.4.3 The webinar included a presentation from Miller Homes consisting of information about the company, a history of the site, and an explanation of the proposals in detail. The presentation was then followed by a question & answer session.
- 3.4.4 The webinar was attended by 10 people and was an opportunity for neighbours to find out more about Miller Homes' proposals and ask questions of the project team.
- 3.4.5 **A copy of the resident webinar letter can be found in Appendix 4.**
- 3.4.6 **A copy of the webinar presentation can be found in Appendix 5.**

3.5 Engagement with the local community

- 3.5.1 An invitation newsletter was distributed circa 2000 local addresses on Thursday 18 March 2021 introducing the proposals and inviting them to visit the virtual exhibition to access further information and to submit feedback. The invitations were sent to those addresses closest to Miller Homes' proposal site.
- 3.5.2 The following map illustrates the distribution area:



A copy of the distribution area for the resident newsletters. The five smaller shapes depict the distribution areas for the resident webinar letters.

3.5.3 The invitation newsletter contained the following:

- Introduction of Miller Homes
- Outline of the proposals and the potential benefits for Northenden and south Manchester
- Details of how to access the virtual consultation and leave feedback
- Miller Homes' dedicated consultation contact information, including a freephone information line, email, consultation website and freepost address.

3.5.4 A feedback reply card and postage-paid envelope was enclosed with the newsletter so that residents were able to post their initial thoughts about the scheme.

3.5.5 **A copy of the resident newsletter can be found in Appendix 3.**

3.6 Media Relations

3.6.1 To ensure the local community were aware of the proposals and the virtual consultation, a press release was issued to local media outlets. The press release contained the following information:

- An overview of the proposals
- The location of the proposed site
- Information about Miller Homes
- Benefits the proposals would bring to the local area
- Details of how and when to access the virtual consultation

3.6.2 The press release was issued to local and business media outlets including *Manchester Evening News*, *Insider Media*, *Place North West* and *React News* on Wednesday 24 March 2021.

3.6.3 An example of the press coverage received in *Place North West* can be found below:

Media Outlet	Article	Date
Place North West	Miller unveils Northenden vision	25/03/2020

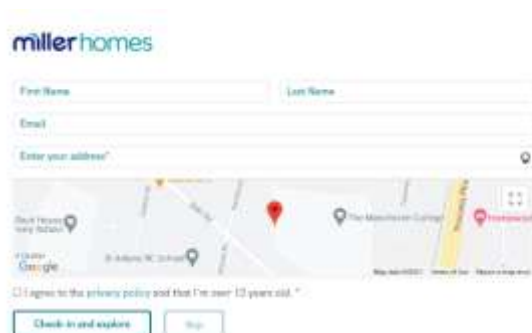
3.6.4 A copy of our press release can be found in Appendix 6.

3.7 Virtual Exhibition

3.7.1 To ensure Miller Homes could provide a safe and inclusive consultation within the social distancing restrictions, a virtual public exhibition of the draft plans was held. This exhibition was hosted on the consultation website that allowed the local community to both explore the initial proposals in detail and respond to them with their views, comments, and suggestions.

3.7.2 The virtual exhibition was open for comments on the consultation website between Friday 19 March and Friday 9 April 2021.

3.7.3 The purpose of the virtual exhibition was to present the proposals to the wider community and gain additional feedback prior to submitting a full planning application.



A screenshot of the virtual exhibition hosted on <http://millerhomesnorthenden.co.uk>

3.7.4 The virtual consultation displayed details about the proposal, which included information about:

- Details on who Miller Homes is
- Location and history of the site
- The benefits to Northenden and Manchester the development will bring
- Details on Miller Homes' design principles for the Northenden Campus
- Outline of Miller Homes' focus on sustainability
- Outline of the LTE Group and The Manchester College's investment plans
- Proposed access, transport & parking

3.7.5 **A copy of the virtual exhibition boards can be found in Appendix 7.**

3.7.6 Local residents could provide their views by submitting the feedback form on the project website, emailing members of the project team via feedback@millerhomenorthenden.co.uk with comments or questions, or calling the freephone information line on 0800 298 7040.

3.7.7 To ensure that as many members of the community could provide feedback as possible, the project team also offered to send hard copies of the exhibition materials and a feedback form alongside a pre-paid envelope to provide comments on the plans, for those without access to the internet.

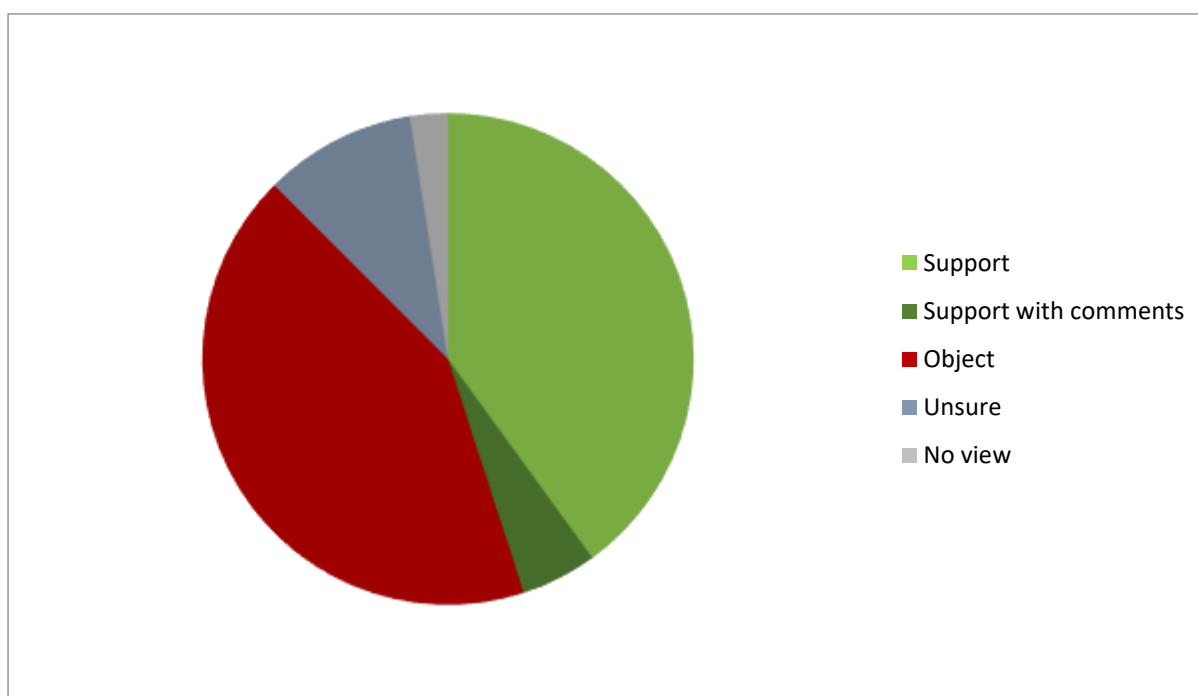
3.7.8 **A copy of the online feedback form can be found in Appendix 8.**

4. Review of Comments

4.1 Feedback Overview

4.1.1 The following review includes all comments received up to Monday 19 April 2021, including telephone, website, email and postal responses. The feedback is summarised in the table and pie chart below:

Support	Object	Unsure	No view	Total
18	17	4	1	40
45%	42.50%	10.00%	2.50%	100.00%



4.1.1 The feedback received and detailed below comprises:

- 20 virtual exhibition online feedback forms
- 16 posted reply cards
- Four phone calls

4.1.2 The rate of response was relatively low at 2%, indicating that overall, the proposals are not controversial within the local community.

4.1.3 **45% of the 40 responses received supported the proposals**, whilst 42% of respondents expressed concerns regarding elements of the scheme.

4.1.4 The table below summarises the comments and concerns of all online feedback forms, emails, and phone call feedback received up to Monday 19 April 2021 from local residents and stakeholders that responded to the 2,000 invitations, circa 700 virtual exhibition visits, and press coverage.

4.1.5 Analysis of all 40 feedback responses:

Theme	Total mentions
Support for more housing provided in this part of south Manchester	14
Concerns about traffic locally and the scheme's impact	11
Likes the plans overall	10
Agreement that a new sustainable neighbourhood would be good for the area	4
Disagreement that the proposals are needed	4
Concerns over future of green spaces on the site	3
Questions over why The Manchester College is vacating the Northenden Campus	2

4.2 Specific feedback from the virtual exhibition

4.2.1 Below is a breakdown of the responses to the specific questions featured in the 20 virtual exhibition online feedback forms.

Do you agree that there is a need for more housing in south Manchester?			
Total	Agree	Neutral/Don't know	Disagree
20	13	2	5
(100%)	65%	10%	25%

4.2.2 The clear majority of feedback forms submitted agreed that there was a need for more housing in south Manchester.

4.2.3 The comments here included reference to:

- A significant shortfall in housing in the area
- Positivity towards Miller Homes' scheme to address this need
- Concerns around affordability in south Manchester
- Preference for local residents to have priority on new homes.

4.2.4 Miller Homes' proposals for the Northenden Campus are to create a new sustainable neighbourhood, providing up to 228 new homes. Miller Homes' proposals will deliver high-quality housing for this part of south Manchester, including much-needed affordable housing.

4.2.5 Five respondents disagreed with the question. Only two respondents embellished their answers: one cited a concern with traffic in the local area; the other argued that this part of Wythenshawe has enough housing and spaces should be preserved instead.

4.2.6 A sample of the comments received is below:

Comments included	Address
<i>"Yes. I'm on the look out for a new house to live with my family and we'd love it if we could continue to stay in South Manchester but struggling to find nice homes (ideally new build)"</i>	Lawton Moor Road
<i>"Yes. It's extremely difficult to live affordably in South Manchester, I absolutely agree that more housing is required, especially the sort of family homes with private outdoor space proposed in this development."</i>	Cleeve Road
<i>"Yes. 100% agree and feel that local residents should have priority in purchasing when they become available."</i>	Moorcroft Road
<i>"No. Wythenshawe is meant to be a garden city, developers have built on nearly every bit of green space here. The traffic is becoming heavier, the population bigger and the services less. The areas have become more prone to flooding and what little bits of space we have left, greedy developers and housing associations are determined to remove and pack as many houses and flats as possible in"</i>	Dunmow Walk
<i>"I feel housing is needed in general for Manchester not just south Manchester."</i>	Daine Avenue
<i>"No. I'm worried about the amount of extra morning traffic that will generate on Yewtree Lane as it is only one way due to residents parking on one side of the road, and Sale Road is already over congested in mornings causing drivers to take a short cut down Yewtree Lane."</i>	Blyth Avenue

What type of housing do you think is needed in south Manchester?						
Total responses	Affordable homes	Family-sized	Age-specific	More housing full-stop	No more housing	Non-specific answer
16	4	2	2	2	2	4
(100%)	25%	12.5%	12.5%	12.5%	12.5%	25%

4.2.7 The responses to this question included a variety of answers and comments. The majority of responses felt that affordable housing is the most needed form of housing in south Manchester, with others asking for age-specific housing – such as retirement

properties or those aimed at first-time buyers – whilst some felt that was a need for family-sized housing. Two respondents did not agree that there was any need for a type of housing in south Manchester, whilst four answers did not reference anything specific to the question.

- 4.2.8 Miller Homes' proposals for the Northenden Campus will provide 228 new, sustainable homes that range in sizes and price, including 2, 3, and 4-bedroom homes as well as providing a proportion (20%) as affordable housing, to be operated by a local affordable housing operator. None of the proposed homes will be apartments.

Comments included	Address
<i>"Affordable and a decent family size."</i>	Fellpark Road
<i>"Exactly what you are planning."</i>	Moorcroft Road
<i>"Affordable flats for young single people."</i>	None given
<i>"Retirement bungalows so people can downsize and still live in the same area freeing up larger properties for both council and privately owned tenants."</i>	Raymond Road
<i>"If any housing is needed this needs to be developed alongside accompanying amenities; but we feel that there isn't a need for new housing in this area."</i>	Shevington Gardens

Do you support Miller Homes' proposals for a new sustainable neighbourhood?			
Total responses	Yes	No	Don't know
19	11	5	3
(100%)	58%	26%	16%

- 4.2.9 The vast majority of respondents to this question expressed support for Miller Homes' proposals to provide a new sustainable neighbourhood in Northern Moor.
- 4.2.10 Of the five respondents that answered 'no', only one embellished their answer. Their comments referenced traffic in the local area and questioned why The Manchester College was vacating the Northenden Campus.

Comments included	Address
<i>"Anything sustainable is always a win in my books."</i>	Lawton Moor Road

<i>"Yes - I would like to know when they become available and look to reserve off plan if possible."</i>	Moorcroft Road
<i>"Are you building any retirement bungalows? Not for us but some people want to downsize (whether you own your own home or rent) and stay in the same area."</i>	Raymond Road
<i>"No - The demand on nearby road networks will exceed its capabilities for the volume of houses being proposed."</i>	Shevington Gardens
<i>"Current cycle solutions aren't safe after dark so often not suitable for commuting, especially to the hospital as you have to go the park - could this be tackled?"</i>	Cleeve Road
<i>"What about secondary education provision for the area?"</i>	Cherington Close

4.3 Response to Comments

- 4.3.1 All comments received throughout the virtual consultation process have been reviewed by the project team and where possible amendments were made to the proposal. Many of the issues raised are covered in the application documents which accompany this response.
- 4.3.2 During the consultation feedback review period Miller Homes' project team responded directly to a number of specific enquiries and questions relating to the proposals and individual response letters were drafted and issued.
- 4.3.3 The main issues which arose during the pre-application consultation process and Miller Homes' associated response to each is detailed in the table below:

Comment	Response
Support for housing provided in south Manchester and Northern Moor	Of all the feedback received during Miller Homes' online consultation, the majority (65%) made clear that they felt there is a need for more housing to be provided in south Manchester, particularly the areas of Northern Moor, Northenden and Wythenshawe. Whilst there was a mix of views on which type of housing is specifically needed, a significant number that felt that more affordable housing was needed in these areas. Miller Homes recognises that there is a need for new housing in this part of south Manchester. The Northenden Campus presents an important opportunity to provide a new neighbourhood of high-quality and sustainable homes. The scheme will deliver 228 homes in a range of sizes including much-needed affordable homes, which will be operated by a n affordable housing operator.

Traffic	Eleven respondents (27.5%) raised concerns about the level of local traffic at present, particularly on Sale Road, and questioned how the proposed development would impact on this. As part of submitting a planning application, Miller Homes will carry out a traffic impact assessment. This will look at the operation of local roads both with and without the proposed development in place. The site is close to many local amenities, including excellent public transport links; the neighbourhood will be adjacent to the existing cycle network, local bus stops, as well as the Metrolink network with Northern Moor station only 1.2km away. This all will provide future residents sustainable access across south Manchester and into the city centre.
Support for the plans overall	10 respondents (25%) expressed support for the proposals in general, with an explicit desire for Miller Homes to deliver a new sustainable neighbourhood in Northern Moor. Miller Homes is delighted with the local support received during the online consultation. With over 2,000 newsletters delivered to local addresses, over 700 visits to our virtual exhibition through our dedicated consultation website, a webinar presentation to neighbours, and voicemails and emails submitted, Miller Homes has ensured that the local community has been informed and engaged with despite the difficulties that the Covid-19 pandemic has presented.
A new sustainable neighbourhood would be good for the area	Four replies (10%) felt that Miller Homes' proposed neighbourhood would be positive for this part of south Manchester. Miller Homes is delighted with the support received. The Northenden Campus presents an opportunity to transform a previously-developed site and provide a significant amount of new, sustainable homes, including much-needed affordable homes.
Disagreement that the proposals are needed	Four respondents (10%) disagreed that the proposed neighbourhood, and new homes, were needed in the area.

	Miller Homes recognises that there will be some disagreement about what the local area's priorities are. What is clear is that there is an identified need for more housing, and more affordable housing, in Manchester, particularly in this area of south Manchester. Miller Homes' proposals will deliver 228 high-quality, sustainable homes which will help first-time buyers, those looking to move up to the property ladder and those looking to downsize.
Concerns over future of green spaces on the site	Three replies (7.5%) questioned the future of specific green spaces within the site, including an embankment area off Fairmead Road. The proposed redevelopment of the Northenden Campus will include the retention of the site's strong green features. Miller Homes is committed to working closely with Manchester City Council and local residents to ensure that the proposed landscaping protects boundaries and provides an attractive housing estate that is sympathetic to its surroundings.
Why The Manchester College vacating its Northenden Campus	Two respondents (5%) questioned why The Manchester College was moving from its Northenden Campus and had agreed to sell its site to Miller Homes. The LTE Group has begun to implement an ambitious estate strategy for The Manchester College and UCEN Manchester. This £139m project is the largest single UK investment in post-16 education and skills for over thirty years and already sees building well underway with its brand-new campus in Manchester City Centre, next to the Manchester Arena, and investment in its other sites at Openshaw, Harpurhey, and more locally at Wythenshawe. The new City Centre site will open in September 2022, with a focus on creative and digital and will benefit over 1 million Mancunians during its lifetime. Until then the Northenden campus will remain in use and open to students. Miller Homes knows that The Manchester College has been a part of the local community for many years and will ensure that respect is paid to this history within the proposed development. A key historic use of the site was Yew Tree High School and so elements of the site's past will be remembered through different

street names relative to the local history, as well as repositioning the Yew Tree High School commemorative stone within the site.

4.4 Changes to the scheme

4.4.1 Following a close examination of feedback from stakeholders and the community, Miller Homes has revisited some elements of the proposed residential development.

4.4.2 Changes to the scheme from consultation to submitted application include:

- Reduction in the number of dwellings from up to 240 homes to 228
- Removal of the northern access so that the Hollyhey Drive/Yew Tree Lane access will only be used as an emergency access
- Addition of cycle and pedestrian links to Hollyhey Drive and Yew Tree Lane
- Creation of more open space and the retention of trees shown in and around the site
- The increase in buffer to existing properties across the site, particularly between the eastern site boundaries and existing properties on Fairmead Road as well as the north to existing boundaries to Hollyhey Drive and Pingot Avenue/Millom Avenue

5. Ongoing engagement

5.1 Contacting Interested Parties

5.1.1 Miller Homes will contact the following groups and individuals informing them that the application has been submitted alongside addressing the main comments raised throughout the consultation:

- Leader of Manchester City Council
- Executive Member for Housing & Regeneration
- Executive Member for Environment, Planning & Transport
- Northenden ward members
- Brooklands ward members
- Baguely ward members
- Member of Parliament for Wythenshawe & Sale East

5.1.2 Those who request further information by telephone, letter or email will be responded to with the appropriate materials.

5.2 Continued Media Contact

5.2.1 To ensure the wider community is aware of the submission of the planning application a detailed press release will be issued to the local press, including *Manchester Evening News*. The press release will contain the following information:

- Notification that the application has been submitted
- An overview of the proposals
- Information regarding the consultation which has taken place
- Miller Homes' ongoing consultation contact information, including the free phone information line number and the website address

6. Appendices

6.1 Appendix 1: Stakeholder Meeting Request Letter

25 February 2021

Dear **Stakeholder**,

Meeting request: Investing in Northern Moor and providing new homes for Manchester

I am writing to introduce Miller Homes, a leading homebuilder in the UK. We are developing plans to extend the residential community around The Manchester College's campus off Sale Road with modern and sustainable family homes. We would like to meet with you to discuss our plans to invest in Manchester and outline our vision.

The site is currently the Northenden campus of The Manchester College, which is in the process of relocating to a new state-of-the-art campus at the former Boddington's Brewery site. Once this relocation is complete, it is our ambition to transform the land into flagship sustainable homes which will be a natural extension to the community, benefitting existing and new neighbours alike.

Our vision for Northern Moor will bring significant benefits, including:

- Providing in the region of 240 new high-quality and sustainable homes, in a variety of styles
- Delivering much-needed affordable homes (20% planning policy compliant), operated by a local affordable housing provider
- Creating a flagship, landmark development on a key gateway into Manchester
- Investing around £28 million into the local economy, as well as up to £1.7 million in New Homes Bonus revenue available to spend locally
- Building a sustainable community with homes for generations to come, including renewable energy measures
- Creating 90 new jobs during the build timeframe, directly through construction and indirectly in the wider economy
- Off-site Section 106 contributions, subject to ongoing discussions

Located in this growing part of South Manchester, the new community will become home to first-time buyers, growing families and those looking to downsize, be close to local amenities and have excellent public transport links and green spaces, such as Wythenshawe Park.

We want to evolve our plans through community and stakeholder consultation before we submit a planning application to Manchester City Council. But before we start this process, we are keen to meet with you to discuss our vision and the scope of consultation we plan to undertake. Given the ongoing pandemic, we are of course happy and able to host a meeting virtually.

I have asked Bob Ward at the Built Environment Communications Group (BECG) to contact you to find a mutually convenient time to meet. If you have any questions in the meantime, please feel free to contact him by emailing bob.ward@becg.com or by calling **0161 359 4105**.

Yours sincerely,

6.2 Appendix 2: Stakeholder Presentation

millier homes

**A new sustainable neighbourhood for
Northenden**

About Us – Miller Homes



We're enormously proud of the homes we've been building for more than 85 years. Since 1934, we've built around 100,000 new homes and throughout that time, we've been listening to our customers and learning from them - from insisting on the best workmanship and the highest quality materials right through to recognising our responsibilities to the environment. Our wide range of new homes for sale have all been built with our customers' needs in mind.

The Manchester College – Northenden Campus



- The Manchester College is building a brand-new campus in Manchester City Centre, next to the Manchester Arena
- Also investing in other sites at Openshaw, [Harpurhey](#) and Wythenshawe
- Part of a £139m investment into its Further and Higher Education Facilities



The college will continue to provide education and training facilities at the Northenden Campus until September 2022, when its new facilities are ready.

The site



The site



Concepts



Retaining existing access points and creating a strategic pedestrian and cycle network through the site

Existing trees/buffers to be retained

Creating a green corridor through the site

Creating connections to Wythenshawe Park to the south

Screening noise from Princess Parkway

Our vision



Providing up to 240 high-quality and sustainable homes, in a variety of styles



Delivering much-needed affordable homes, to be operated by a local affordable housing operator



Creating a flagship, landmark development on a key gateway into Manchester



Investing around £28 million into the local economy

Our vision



New Homes Bonus of up to £1.7 million, available to spend locally



Building a sustainable community with homes for generations to come, including renewable energy measures



Creating 90 new jobs during the build time frame, directly through construction and indirectly in the wider economy

Design



Front Elevation



Front Elevation



Front Elevation



Front Elevation

Design



A sustainable development



Housing for all



Our commitment to the community

Pre-application consultation

- Newsletters sent to c.2000 closest addresses to the campus
- Emails sent to ward, and neighbouring ward, members
- Webinar held for closest addresses backing onto the site
- Virtual public exhibition launched on project website. Closed on 09/04
- Press release sent to local/regional media outlets
- Responses will now be reviewed and, where possible, changes will be made to the proposals
- Consultation will be summarised in a Statement of Community Involvement, submitted along with a planning application to Manchester City Council

Ways to get in touch:

- Postage-paid reply card (enclosed with newsletter)
- Freephone information line
- Email
- Website feedback form



Next steps

- **March/April 2021:** Pre-application consultation
- **April 2021:** Review of consultation responses
Submission of planning application to Manchester City Council
- **Summer 2021:** Determination of planning application
- **Late 2021:** Construction to begin
- **Summer 2022:** First residents move in



Thank you for your time.

Any questions?

6.3 Appendix 3: Resident Newsletter



Find out more at our virtual public exhibition:
millerhomesnorthenden.co.uk



A new sustainable neighbourhood for Northenden



An indicative example of a Miller Homes development.

We are Miller Homes, a leading homebuilder, and we are looking to become part of your community in Northenden.

We are looking to extend the residential community around The Manchester College's campus off Sale Road by providing new modern and sustainable homes.

The Manchester College is building a brand new campus in Manchester city centre, as part of a £139m investment in its Further and Higher Education facilities, providing a Centre of Excellence for Creative & Digital Industries. The new campus is currently under construction and is due to receive its first students September 2022. Until then the Northenden campus will remain in use and open to students.

Once this relocation is complete, it is our ambition to create sustainable homes which will be a natural extension to the community, benefitting existing and new neighbours in the community alike.

We want to share our plans with the local community, to answer your questions and hear what you think of the proposals, before submitting a planning application to Manchester City Council.



Our plans for Northenden will:

- Provide high-quality and sustainable 2-, 3-, and 4-bedroom homes in a variety of styles
- Deliver much-needed affordable homes, operated by a local affordable housing provider
- Be a natural extension of the existing community
- Be close to local amenities, excellent public transport links and green spaces, such as Wythenshawe Park.
- Be a multi-million-pound investment into the local economy
- Provide a boost to the local economy from additional spending in the area by new residents
- Build a sustainable community, with homes for generations to come

Join our Virtual Public Exhibition

By visiting, millerhomesnorthenden.co.uk
Between: 19th March 2021 - 9th April 2021

You will be able to view the plans and provide your feedback via an online feedback questionnaire. Alternatively, you can email your views to feedback@millerhomesnorthenden.co.uk

Unable to get online?

If you are unable to access the internet, please contact us on the freephone information line, **0800 298 7040**, and you'll be able to speak with a member of the project team as well as arranging for copies of the virtual exhibition display materials to be sent in the post.

a better place®

www.millerhomes.co.uk

About us

For over 85 years, Miller Homes has established a reputation for building outstanding quality family homes and places to live. Since 1934, we've built around 100,000 new homes and throughout that time, we've been listening to our customers and learning from them.

We are committed to building sustainable homes safely in a way that is considerate to the environment – from insisting on the best workmanship and the highest quality materials right through to recognising our responsibilities to the environment.



An indicative example of a Miller Homes development



Let us know what you think

Our plans are at an early stage and we want to understand the views and aspirations of the local community before we submit a planning application to Manchester City Council.

As part of our commitment to community engagement, we will be holding a virtual exhibition of our plans from **19th March 2021 - 9th April 2021**. This can be accessed by visiting: millerhomesnorthenden.co.uk. You will be able to view our proposals and provide comments via an online feedback form.

Should you have any questions regarding our plans, please do not hesitate to contact a member of our project team:

- via email at feedback@millerhomesnorthenden.co.uk or via our online form at millerhomesnorthenden.co.uk
- on our Freephone information line on **0800 298 7040**.

6.4 Appendix 4: Resident Webinar Letter



Information line: 0800 298 7040

18 March 2021

Dear resident,

A new sustainable neighbourhood for Northenden

We are Miller Homes, an award-winning homebuilder, and we are looking to become a part of your community. We are developing plans to extend the residential community on what is currently The Manchester College's Northenden campus off Sale Road with new modern and sustainable homes.

As you may be aware, The Manchester College is building a brand-new campus in Manchester City Centre, next to the Manchester Arena, and also investing in its other sites at Openshaw, ~~Harpurhey~~, and more locally at Wythenshawe, as part of a £139m investment into its Further and Higher Education facilities. The College will continue to provide education and training facilities at Northenden until September 2022 when its new facilities are ready.

Once this relocation is complete, it is our ambition to create sustainable homes on the Northenden site which will be a natural extension to the community, benefitting existing and new neighbours alike.

Whilst we cannot meet you in person ~~at the moment~~, it's important to us that we hear your views. We have therefore designed an online public consultation to ensure that the local community ~~has the opportunity to~~ find out more about our plans, ask questions and submit feedback.

As part of this, we are hosting a virtual exhibition from Friday 19th March until Friday 9th April 2021. To access the virtual exhibition and get involved, please visit our consultation website: millerhomesnorthenden.co.uk. We have also sent a newsletter to those that live close to the site, which has further information on how to access the consultation.

As a close neighbour, we want to ensure that you are informed about our proposals. We will therefore be hosting a webinar for those living closest to the site. This will be an opportunity to find out more about the plans and ask questions of the Miller Homes project team. To join, please register for your street's webinar using the details below:

Address	Date/Time	Registration link
Sale Road	Tuesday 30th March, 6pm-7pm	https://bit.ly/3twidYg
Millom Avenue	Wednesday 31st March, 6pm-7pm	https://bit.ly/3lrZbj2
Purley Avenue	Thursday 1st April, 6pm-7pm	https://bit.ly/3vDrqQu
Hollyhax Drive	Tuesday 6th April, 6pm-7pm	https://bit.ly/3qYn7LT
Fairmead Road	Wednesday 7th April, 6pm-7pm	https://bit.ly/30RDwan

We look forward to hearing from you soon. If you have any questions in the meantime, you can get in touch by either calling our freephone number, 0800 298 7040 or by emailing feedback@millerhomesnorthenden.co.uk.

Yours faithfully,

David Brackley
Land and Technical Director, Miller Homes

6.5 Appendix 5: Webinar Presentation

millar homes

**A new sustainable neighbourhood for
Northenden**

About Us – Miller Homes



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- Part of a £139m investment into its Further and Higher Education Facilities

LTE group
Learning • Training • Employment

The Manchester College
the university of the city

UCEN
MANCHESTER
find your future

The college will continue to provide education and training facilities at the Northenden Campus until September 2022, when its new facilities are ready.

The site



The site



Concepts



Retaining existing access points and creating a strategic pedestrian and cycle network through the site

Existing trees/buffers to be retained

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Providing up to 240 high-quality and sustainable homes, in a variety of styles



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Creating a flagship, landmark development on a key gateway into Manchester



Investing around £28 million into the local economy

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Creating 90 new jobs during the build time frame, directly through construction and indirectly in the wider economy

Design



Front Elevation



Front Elevation



Side Elevation



Side Elevation

A sustainable development



Design



Housing for all



Our commitment to the community

Pre-application consultation

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Thank you for your time.

Any questions?

FOR IMMEDIATE RELEASE
24 March 2021



PLANS REVEALED FOR A NEW SUSTAINABLE NEIGHBOURHOOD IN SOUTH MANCHESTER

Award-winning homebuilder, Miller Homes, has today launched a consultation about its vision to transform the land on which The Manchester College's Northenden campus is currently based into flagship sustainable homes, which will be a natural extension to the community.

The local community is being asked to contribute ideas into how the site will be redeveloped following the relocation of The Manchester College to a new state-of-the-art campus in Manchester in September 2022. The College will continue to provide education and training at the Northenden campus until its new facilities are ready.

A virtual consultation process has been launched today that showcases Miller Home's vision for a new sustainable neighbourhood providing around 240 new homes, including much-needed affordable homes to be operated by a local affordable housing provider.

Speaking at the launch of the consultation, David Brackley, Land and Technical Director for Miller Homes said:

"We are pleased to share our plans today and look forward to hearing the thoughts and ideas of the local community."

"This site presents a real opportunity to build quality, sustainable and affordable homes in south Manchester in a way that respects the local area and delivers real choice for existing or aspiring homeowners."

"Our vision will deliver a new sustainable neighbourhood, which will be a natural extension to the existing community, providing a mix of homes in this growing part of south Manchester."

"We pride ourselves on high-quality design and materials, ensuring energy efficiency and prioritising sustainability. Our proposals represent a multi-million-pound investment into the local economy, supporting over 90 jobs in the process."

"We look forward to sharing our plans with the local community and we are keen to hear feedback before we submit a planning application to Manchester City Council."

The scheme will see a mix of 2-, 3-, and 4-bedroom homes, including affordable homes, and will be close to local amenities, excellent public transport links and green spaces, including Wythenshawe Park.

Miller Homes will be presenting their proposals at a virtual public exhibition running from **Friday 19th March until Friday 9th April 2021**. The exhibition can be accessed by visiting millerhomesnorthenden.co.uk which will show more information on the plans and include space to submit feedback.

The development will be a major investment into Northern Moor's local economy, adding over £1.7 million in New Homes Bonus revenue and helping provide a boost to local shops and businesses in the area from future residents.

You can find out more information via the dedicated consultation website millerhomesnorthenden.co.uk, call Freephone information line 0800 298 7040, or email feedback@millerhomesnorthenden.co.uk.

- END -

Media Contact:

Bob Ward
0161 359 4105 | bob.ward@becg.com

Note to Editors:

For over 85 years, Miller Homes has established a reputation for building outstanding quality family homes and places to live. We are committed to building sustainable homes safely in a way that is considerate to the environment. In 2020, Miller Homes was awarded a five-star rating by the Home Builders Federation (HBF) and named Housebuilder of the Year 2020 at the Insider Residential Property Awards.

Since 1934, we've built around 100,000 new homes and throughout that time, we've been listening to our customers and learning from them - from insisting on the best workmanship and the highest quality materials right through to recognising our responsibilities to the environment.

Our wide range of new homes for sale have all been built with our customers' needs in mind.

More information about Miller Homes can be found at www.millerhomes.co.uk.

6.7 Appendix 7: Virtual Exhibition Boards

millerhomes

WHO ARE MILLER HOMES

We are Miller Homes, a leading homebuilder based in the United Kingdom, for over 45 years, we have established a reputation for building outstanding quality family homes and places to live.

As a forward thinking company, we are proud of the care and quality that goes into each and every property. We consistently re-work our internally suggested feedback from our customers, and we use that knowledge to continually improve and enhance what we offer our customers.

Beyond the latest built-up areas there is a structure that meets the highest professional standards, and the beautifully proportioned rooms are impeccably finished and decorated. Everything is planned and executed before the top is handed over to the new customer.

We are also committed to making our money as strong as possible, giving you a pleasant surprise when you get your first bill at the end of each month.



Example of a Miller Homes show home





millerhomes

THE SITE

Miller Homes is proposing to redevelop The Marshfield (College) Northwesterly campus, off Dale Road in the northern part of south Manchester.

The Marshfield College is building a new campus in Manchester City Centre, next to the Manchester Arena, and is also moving to its new site at Salford University, and will be located at Wythenshawe, as part of a JTRP investment into the further and higher education facilities.

The College will continue to provide education and training facilities at the Northwesterly Campus until September 2022 when its new facilities are ready.

Once this investment is complete, it is our intention to create sustainable homes on the Northwesterly Campus site which will be a major addition to the community, benefiting existing and new neighbours alike.

The new neighbourhood will be close to local amenities, excellent public transport links and green spaces, including Wythenshawe Park.



Key considerations when developing new proposals



PROPOSALS



Providing up to 240 high-quality, sustainable 2-, 3- and 4-bedroom homes, in a variety of styles



Delivering much-needed affordable homes (38%) to be operated by a local affordable housing operator



Creating a high-quality development in a key, sustainable site of South Manchester



Investing around £28 million into the local economy



New Homes Bonus of up to £1.7 million, available to spend locally



Building a sustainable community with homes for generations to come



Creating 40 new jobs through the construction period



A FLAGSHIP DEVELOPMENT

Miller Homes is a true re-housing, with over 30 years of experience in quality rehousing. We frequently win awards for the quality of our homes for our genuine specification, skillful construction, beautiful locations and for our teams that build them.

Our new sustainable neighbourhood for the Ardwick Green Campus will be no different. We want to retain the site's strong green features and we are committed to working closely with Manchester City Council and local residents to ensure that the proposed landscaping projects to enhance and provide an attractive housing estate that is sympathetic to its surroundings.

We have been true and care to ensure that the proposal is in keeping with the local area whilst creating a landmark development for south Manchester with a flagship design, particularly when viewed from Process Parkway as a key gateway into Manchester.



• • • • •



ACCESS, TRANSPORT & PARKING

There will be many ways to get to and around the new neighbourhood sustainably. Pedestrian and cycle routes will continue to be via the existing network of Leam Valley Drive and Mulvey Drive. We will also enhance the access point from the south end of the site via Priory Parkway, to be a cycle access point too.

The neighbourhood is adjacent to the existing cycle network, with access across south Manchester and into the City Centre. And then there's the link station to close-by just 1.5km away to the west, providing connections into Manchester City Centre and Manchester Airport. The neighbourhood will also be close to the existing cycle network, with access across south Manchester and into the City Centre.

For those commuters who will own cars, we will need to provide adequate parking and electric vehicle charging points. The specific quantity is to be agreed with Manchester City Council. We are proposing to have vehicle access to and around the neighbourhood to be from Mulvey Drive. There is potential for an emergency access to Mulvey Drive too, depending on the requirements of Manchester City Council.



SUSTAINABILITY

Our Millerhomes, being sustainable means redefining the long-term legacy of the world around us. The homes we build are the foundations of sustainable communities that will flourish for generations to come.

To ensure our homes are fit for the future and offer both the desired style and functionality, we combine creativity and innovation with expert design and high-quality craftsmanship, with customer feedback playing an important role in helping inform the design process.

We use a careful selection of construction materials, reducing waste, carbon emissions and maximising home energy efficiency.

We will use the Leam Valley Campus development to set a legacy through being a high-quality and modern development which includes sustainable features.



LEAVING A LEGACY FOR THE MANCHESTER COLLEGE

The JLS Group has begun to implement an ambitious estate strategy for The Manchester College and UCM Manchester.

This £10m project is the largest single lift investment in post-16 education and will provide over 100 jobs and already has building work underway with its first new campus in Manchester City Centre, next to the Manchester Arena, and development in its other sites at Openshaw, Heywood, and more locally at Wythenshawe.

The new City Centre site, which has a full planning application, will open in September 2022, with a focus on modern and digital and will benefit over 7 million Manchester during its lifetime. Since then the Heywood campus will remain in use and open to students.

Miller Homes knows that The Manchester College has been a part of the local community for many years and we want to ensure that we pay respect to this history and its people.

A key historic use of the site was New Free High School. We would like to include elements of the past through the use of different street names relative to the local history. We will also be requesting the New Free High School commemorative stone within the site too.



6.8 Appendix 8: Online Feedback Form



SUBMIT YOUR FEEDBACK OR CONTACT US

Thank you for taking the time to view our virtual consultation on our plans to provide a new sustainable neighbourhood at the Northenden Campus.

We would be grateful if you could share your feedback with us by answering the questions below and filling out your personal details. We will then analyse your feedback and work with our team to feed this into our proposals before submitting our planning application to Manchester City Council later this spring. If approved, we anticipate welcoming our first residents by summer 2022.

In the meantime, if you have any further questions, please contact us on 0800 298 7040, or email feedback@millerhomesnorthenden.co.uk

Step 1 of 4

25%

Do you agree that there is a need for more housing in south Manchester?

YES

NO

DON'T KNOW

Comments

What type of housing do you think is needed in south Manchester?

Comments

NEXT QUESTION

Step 2 of 4

50%

Do you support Miller Homes' proposals for a new sustainable neighbourhood?

YES

NO

DON'T KNOW

Comments

Would you like to be kept up to date on more information from the Miller Homes' proposals at the Northenden Campus?

YES

NO

Do you have any additional comments?

PREVIOUS QUESTION

NEXT QUESTION

SUBMIT YOUR FEEDBACK OR CONTACT US

Thank you for taking the time to view our virtual consultation on our plans to provide a new sustainable neighbourhood at the Northenden Campus.

We would be grateful if you could share your feedback with us by answering the questions below and filling out your personal details. We will then analyse your feedback and work with our team to feed this into our proposals before submitting our planning application to Manchester City Council later this spring. If approved, we anticipate welcoming our first residents by summer 2022.

In the meantime, if you have any further questions, please contact us on 0800 298 7040, or email [feedback@mill

erhomesnorthenden.co.uk](mailto:feedback@mill<h1>erhomesnorthenden.co.uk)

Step 3 of 4

75%

Your details

Title*

First Name*

Last Name*

Under 13

13-17

18-24

25-34

35-44

45-54

55-64

65-74

75-84

85+

PREVIOUS

NEXT