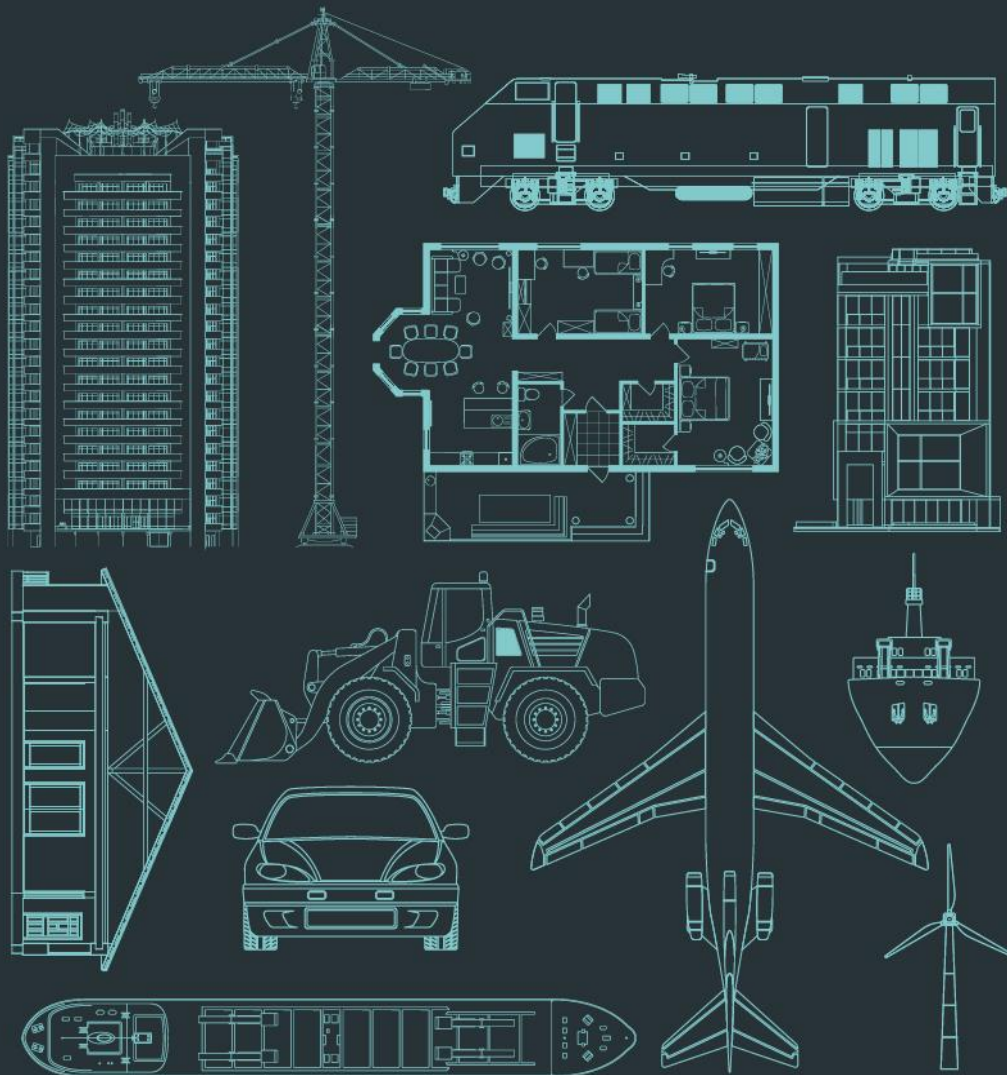


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Deansgate South, Manchester

Statement of Community Involvement

Prepared for Fusion Students

January 2021

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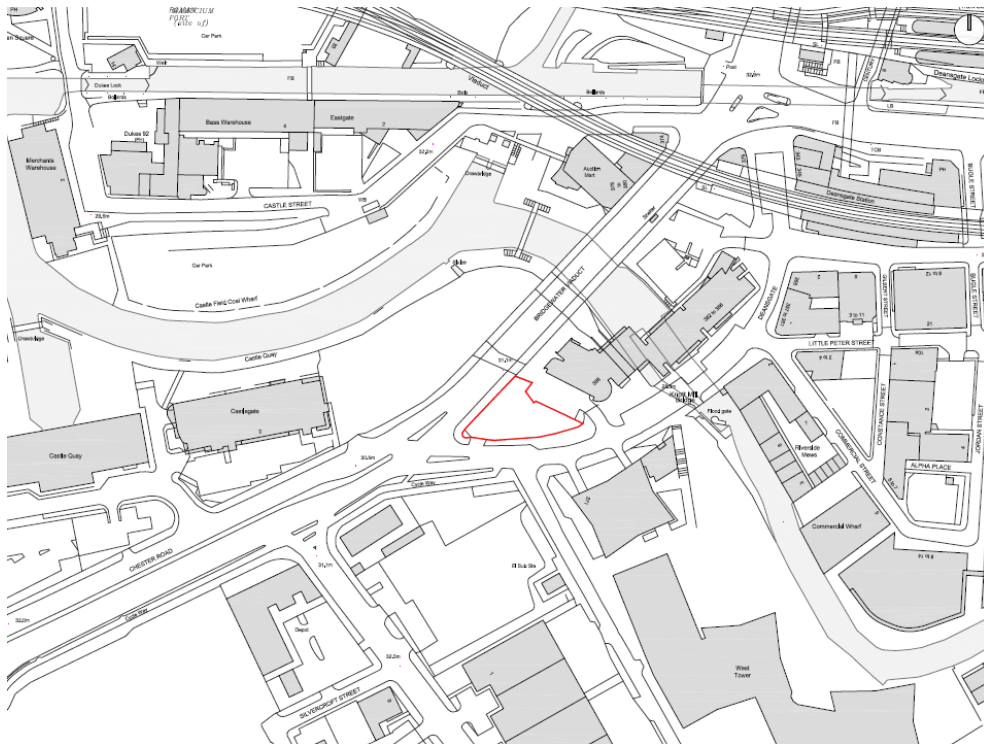
1. Introduction

- 1.1. Fusion Students is committed to consulting with stakeholders and the local community regarding its plans to transform their site, Deansgate South. The proposal will provide over 500, purpose-built student rooms for Manchester, along with high-quality social and amenity spaces and 24-hour concierge and building management teams.
- 1.2. The development will see over £40 million investment into Manchester's economy and would provide a welcome boost to the area with local businesses in the south of the city centre likely to benefit from the vital support of students living working and shopping nearby. The proposals would bring into use a site that has long been vacant whilst strengthening the area as a vibrant location to live and work in.
- 1.3. Residents and stakeholders were given the opportunity to feed back on the scheme via virtual meetings, telephone and email and through a dedicated consultation website.
- 1.4. The consultation has been designed to respond to the social distancing restrictions in place due to Covid-19, with engagement directed towards digital formats. This has ensured that the local community have 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. Pre-consultation online meetings were offered to local stakeholders and a virtual public exhibition was held from Tuesday 3rd November to Tuesday 17th November, to which approximately 500 local residents, stakeholder and third-party groups were informed of. The virtual exhibition was attended by 387 unique visitors in this period. Online feedback forms were available as part of the virtual exhibition for attendees to record their views.
- 1.6. The resulting proposal has received some support locally and significant engagement through local press coverage and social media posts.
- 1.7. Fusion Students 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.
- 1.8. In order to assist with the community engagement and communication, Fusion Students has appointed BECG, a specialist communications consultancy, to form part of its wider project team for the proposed redevelopment.
- 1.9. This document provides a chronological account of the community engagement undertaken.

2. Background

2.1 The site

- 2.1.1 The proposed site is located at the junction of Deansgate (South), Chester Road and the Bridgewater Viaduct (A56) in Manchester City Centre.
- 2.1.2 The proposal site lies within the Great Jackson Street SRF area, overlooking the Castlefield Conservation Area to the north.
- 2.1.3 The site is adjacent to both Deansgate Quay and the recent Deansgate Square development, which is currently under construction. Much of the surrounding streets comprise of residential and commercial buildings.



Location plan

2.2 Proposal

- 2.2.1 Fusion Students intends to regenerate the vacant site to provide over 500, purpose-built student rooms in a mixture of studios, apartments and 'social studios.'
- 2.2.2 The development will include on-site social spaces and a range of amenities, alongside a dedicated 24-hour concierge and building management teams.
- 2.2.3 The development will see over £40 million invested into the Manchester economy and help to diversify the city centre housing mix, serving to meet the ever-growing student population in Manchester and reduce pressure on the local housing market.

- 2.2.4 Local businesses in the south of the city centre will benefit from the vital support of students living, studying and working in the area and the proposals will strengthen the area as vibrant place to live.



Computer-generated image of the proposed development – viewed from Chester Road (A56)

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 Fusion Students 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."

Manchester City Council, Statement of Community Involvement (2018)

- 3.1.6 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.
- 3.1.7 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:

“Developers should be mindful that the Council will need to satisfy its public sector equality duty when making planning decisions, so as well as consulting with the public, we will encourage developers to consult with various parties, which could include equalities groups, as well as with specific infrastructure and service providers who can advise developers on any need for increased provision of services etc.

“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.”*

3.1.8 Government guidance and Manchester City Council's SCI encourages pre-application discussions and community involvement. As a result, Fusion Students' 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

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

3.2 Engagement with stakeholders

3.2.1 Fusion Students is committed to engaging with and hearing the views of local stakeholders and elected representatives.

3.2.2 A meeting request email was issued to the following local council stakeholders on Monday 19th October:

- Leader of Manchester City Council
- Executive Member for Housing & Regeneration
- Executive Member for Environment, Planning & Transport
- Deansgate Ward Members

- 3.2.3 A meeting request was also issued to the office of Lucy Powell, MP for Manchester Central. Although a meeting was not subsequently arranged, a briefing note and information was circulated to her office for their information.
- 3.2.4 **A copy of the stakeholder letter can be found in Appendix 1.**
- 3.2.5 A meeting was held with Cllr Marcus Johns and Cllr William Jeavons, both Deansgate Ward Members, on Wednesday 28th October via video call.
- 3.2.6 Fusion Students briefed the stakeholders on the history of the site, information about the company and explained the proposals for Deansgate.
- 3.2.7 Comments from the meeting focussed on: the proposed design and building use; whether the site would be appropriate for student accommodation; and questions about operational management, for instance managing bin collection and deliveries.
- 3.2.8 Following this meeting, the project team took their feedback on board and worked to amend the scheme where appropriate and possible.

3.3 Engagement with third party groups

- 3.3.1 Fusion Students also sought out engagement with local third-party groups to brief them on the proposals and receive feedback.
- 3.3.2 Initial engagement was sought with business and University stakeholders in Manchester, including Greater Manchester Chambers of Commerce, Greater Manchester Local Enterprise Partnership and MIDAS.
- 3.3.3 Meetings were also sought with the relevant officers for the student unions of the city's universities, including the University of Manchester, Manchester Metropolitan University, University of Salford, and the Royal Northern College of Music.
- 3.3.4 A meeting was held with America Pardo-Gomez, Wellbeing Officer of Manchester Metropolitan University on Thursday 5th November via video call. America's feedback was extremely positive about the proposals, with references to: the quality of design; the considered approach to student wellbeing; and the sustainability and environmental considerations. Following the meeting, America submitted a feedback form once the consultation was live and circulated the presentation to the rest of the student union and to students interested.
- 3.3.5 Comments from the meeting focussed on Fusion Students' offer for prospective students looking to study and live in Manchester, and elements of the proposed design, including sustainability and environmental considerations.
- 3.3.6 The Castlefield Forum was also approached with an offer of a virtual briefing on the proposals for Deansgate, however no meeting was held.

3.4 Engagement with the local community

- 3.4.1 A newsletter to local neighbours was sent on Monday 2nd November by Fusion Students to circa 500 addresses around the site.
- 3.4.2 The newsletter introduced Fusion Students and promoted how neighbours could access further information and engage with the virtual consultation, alongside explaining the history of the site and an outline of the proposals. Email and telephone contact details were also provided should residents want to arrange a meeting or had difficulty accessing the virtual consultation.
- 3.4.3 **A copy of the resident newsletter can be found in Appendix 2.**
- 3.4.4 In response to the letter, representatives from Deansgate Quay requested a presentation of the proposals.
- 3.4.5 A presentation was delivered to the leaseholders of Deansgate Quay, following an invitation delivered via the building's management. The presentation was hosted virtually on Tuesday 24th November and included a question and answer session.
- 3.4.6 The presentation had 8 attendees and was positive. The attendees' questions focussed on the following themes: what stage in the planning process the proposals were; how construction would be managed; what impact the development could have on neighbours; and waste management.

3.5 Media Relations

- 3.5.1 To ensure the wider Manchester business and stakeholder 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 Fusion Students
 - Benefits the proposals would bring to the local area
 - Details of how to access the virtual consultation
- 3.5.2 The press release was issued to local and business media outlets on Monday 2nd November.
- 3.5.3 The local coverage of the proposals ensured that the wider Manchester community were aware of the plans and how to involve themselves in the consultation. Those with comments sections, namely in the Manchester Evening News and Place North West, also allowed readers to share their thoughts easily and quickly. The vast majority of online comments were supportive of the proposals, commenting that Fusion Students' building will be a welcome addition to the city centre and regenerate a vacant, underused site.

3.5.4 Links to some of the local coverage can be found below:

Media Outlet	Article	Date
Place North West	Fusion plots 27-storey Manchester tower	03/11/2020
ReactNews	Fusion makes Manchester debut with 27-storey tower	03/11/2020
Manchester Evening News	Rooftop terrace, gym, cinema: Plans revealed for luxury student tower block in city centre	04/11/2020
Insider Media	Fusion Students Reveals Deansgate Tower Plans	04/11/2020
Manchester's Finest	Deansgate could be getting another 27-storey skyscraper	06/11/2020

3.5.5 A copy of our press release and media coverage can be found in Appendix 3

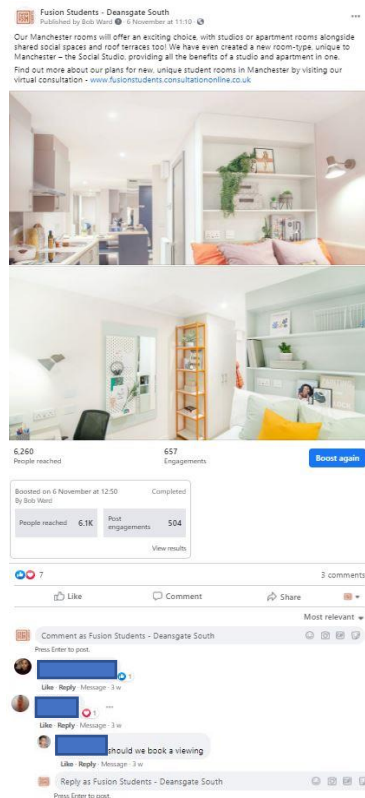
3.6 Social media engagement

3.6.1 Alongside traditional media engagement, Fusion Students also used social media to ensure that the wider community in Manchester were aware of the proposals, how to find out more information and how to engage with the virtual consultation.

3.6.2 Fusion Students created a Facebook page, which issued information and directed visitors to the virtual consultation page. The Facebook page can be found here: <https://www.facebook.com/fusionstudentsdeansgate>

3.6.3 As of Tuesday 1st December, Fusion Students' dedicated consultation Facebook page reached 17,847 people, with 1,051 directly engaging with posts on the page.

3.6.4 The social media engagement has had regular 'likes' and comments, all from prospective or existing students who were impressed by Fusion Students' high-quality rooms and associated amenity and social spaces proposed for Deansgate, including eight registrations of interest about the student beds once built. A copy of one of the Facebook page's posts is below.

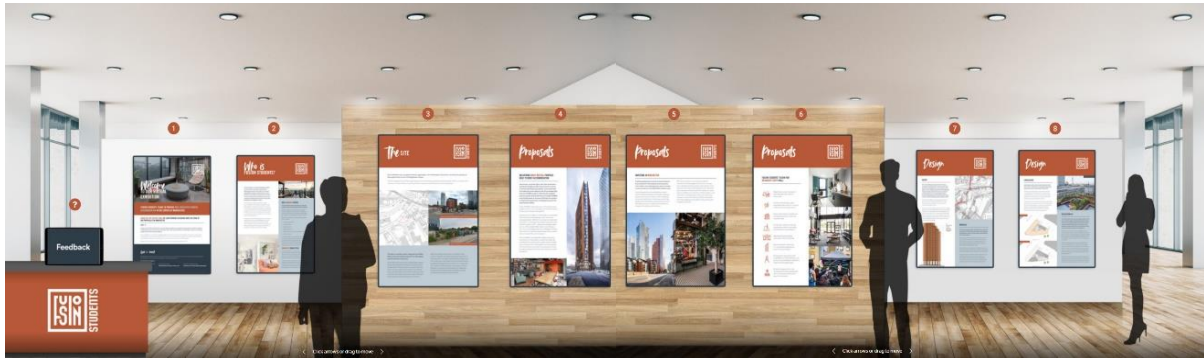


Example of a Facebook post (names hidden)

- 3.6.5 The Facebook page has ensured that the wider Manchester community and those interested in the proposals have been kept informed on the plans, how to access further information, how to ask questions and how to share their views.

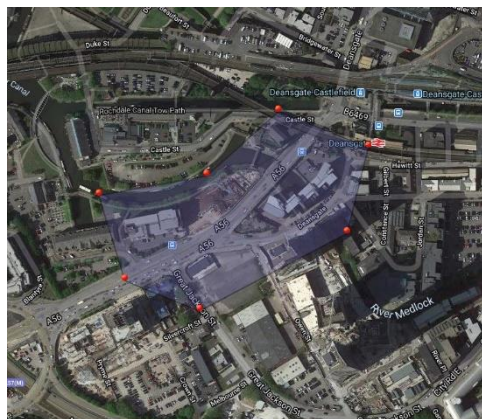
3.7 Virtual Exhibition

- 3.7.1 To ensure Fusion Students could provide a safe and inclusive consultation within the social distancing restrictions, a virtual public exhibition of the draft plans was held, 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. The virtual public exhibition was open for comments on the consultation website between Tuesday 3rd November to Tuesday 17th November.
- 3.7.2 The purpose of the virtual public 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
<https://fusionstudents.consultationonline.co.uk/virtual-exhibition/>

3.7.3 An invitation newsletter was distributed circa 500 local addresses on Monday 2nd November 2020 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 Fusion Students' proposal site. The following map illustrates the distribution area:



A map illustrating the virtual consultation invitation distribution area

3.7.4 The following stakeholders were also invited to view the virtual consultation:

- Leader of Manchester City Council
- Executive Member for Housing & Regeneration
- Executive Member for Environment, Planning & Transport
- Ward Members for Deansgate
- Member of Parliament for Manchester Central
- Castlefield Forum
- Relevant student union officers for:
 - University of Manchester
 - Manchester Metropolitan University
 - University of Salford
 - Royal Northern College of Music

3.7.5 The invitation newsletter contained the following:

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

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

- Details on who Fusion Students is
- Location and history of the site
- Manchester's need for purpose-built student accommodation
- Investment into Manchester represented by the proposals
- The benefits to Manchester and Deansgate the development will bring
- Proposed design, elevations and materials
- Proposed landscaping, rooftop terraces and information on access and traffic mitigation

3.7.7 A copy of the virtual exhibition boards can be found in the Appendix 4.

3.7.8 Local residents could provide their views by submitting the feedback form on the project website, emailing our project team via feedback@consultation-online.co.uk with comments or questions, or calling the freephone information line on 0800 298 7040.

3.7.9 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.

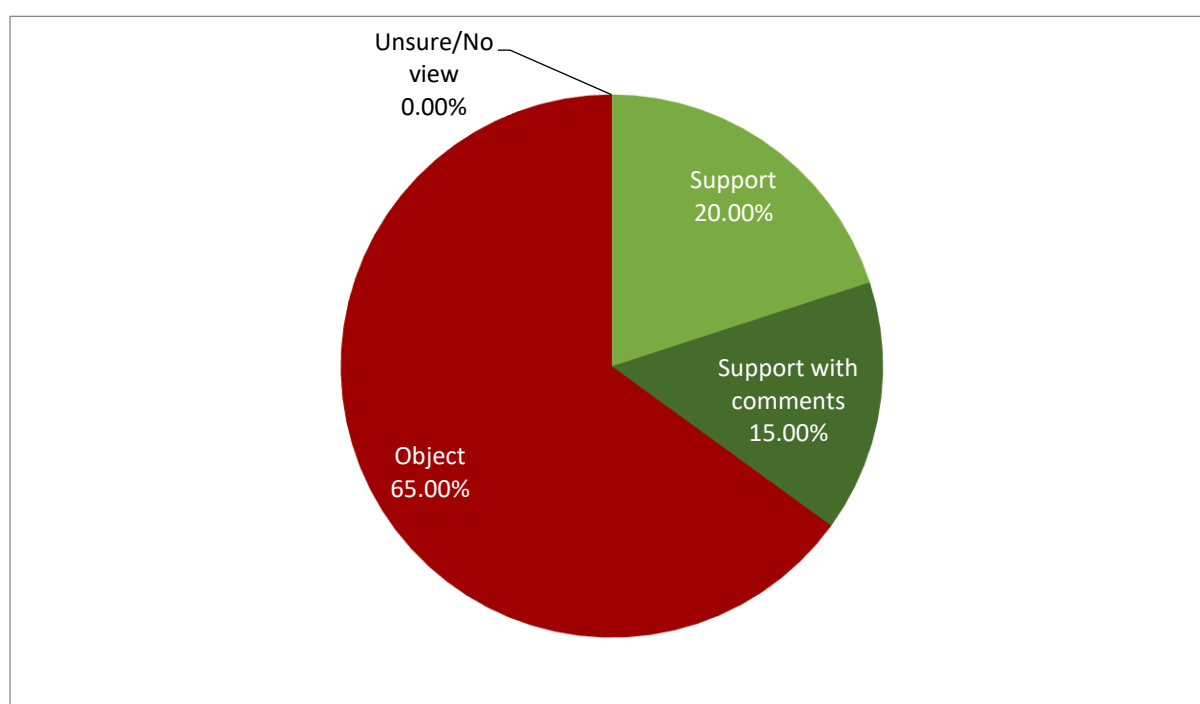
3.7.10 A copy of the online feedback form can be found in Appendix 5.

4. Review of Comments

4.1 Feedback Overview

4.1.1 The following review includes all comments received up to Tuesday 1st December 2020, including telephone, website, email and postal responses. The feedback is summarised in the table and pie chart below:

Support	Support with comments	Object	Unsure	No view	Total
4	3	13	0	0	20
20.00%	15.00%	65.00%	0.00%	0.00%	100.00%



4.1.1 35% of the 20 responses received supported the proposals, whilst 13 respondents expressed concerns regarding elements of the scheme.

4.1.2 Overall, respondents expressed a range of comments regarding the proposals in which seven recurring themes have been identified. These included:

- An appreciation of the proposed design of the building
- An agreement that local businesses can benefit from having students living in the area
- An agreement that the area is a good fit for student accommodation
- A concern about potential construction impacts and its relationship to existing neighbours
- A disagreement about the area being suitable for student accommodation
- An agreement that there is a need for more purpose-built student accommodation in Manchester

- Positivity towards the proposed design and amenities on offer for future residents

4.2 Specific feedback from the virtual exhibition

4.2.1 The table below summarises the comments and concerns of all online feedback forms, emails, and phone call feedback received up to Tuesday 1st December from local residents and stakeholders that responded to the c.500 invitations, c.400 virtual exhibition visits, press coverage and social media (two emails and 18 virtual exhibition online feedback forms)

4.2.2 Analysis of all 20 feedback responses:

Theme	Total mentions
Believe that local businesses will benefit as a result	7
Concerns about the potential impact of student life	4
Concerned about potential impact on traffic	1
Concerned about potential overlooking/impact on neighbours	5
Disliked the proposed design	4
Excited by the social and amenity spaces Fusion Students will offer	5
Good location for student accommodation	6
Likes the proposed design and materials	7
Not the right location for student accommodation	9
There is a need for more purpose-built student accommodation in Manchester	6

- 4.2.3 Below is a breakdown of the responses to the specific questions featured in the **18 virtual exhibition online feedback forms**.

Do you agree that there is a need for more managed, student accommodation in Manchester?					
Total no. of responses	Strongly agree	Partly agree	Neutral	Partly disagree	Strongly disagree
18	4	4	4	0	6
(100%)	22.25%	22.25%	22.25%	0%	33.25%

- 4.2.4 There were 8 respondents in total that agreed to some degree that Manchester has a need for more managed, student accommodation. Their comments referred to the area being desirable for current and future students to live and that the proposals would contribute positively to the Great Jackson Street Area.
- 4.2.5 As Fusion Students would be the accommodation operator as well as the developer, the building will adhere to Fusion Students' management principles.
- 4.2.6 Six respondents questioned whether the area is suitable for students, with concerns raised over the potential impact of student life and a perception that the area is inhabited mainly by young professionals.

Do you think that this is an acceptable location for new managed student accommodation?			
Total responses	Yes	No	No answer
18	6	12	0
(100%)	33%	67%	0%

- 4.2.7 As mentioned above, there was a perception from the local residents that submitted comments that the area is inhabited mainly by young professionals, rather than students.
- 4.2.8 Of the six respondents that replied 'yes', comments included positive statements about the proposed design, use of the site and materials chosen for the building.

Do you think the proposed design is appropriate for this site?			
Total responses	Yes	No	No answer
18	7	11	0
(100%)	39%	61%	0%

4.2.9 Those that commented positively felt that the proposed design was 'high-quality' and a good use of a constricted site. Some stated that they were excited to see the site developed and the proposed building created.

4.2.10 Those that answered 'no' were concerned about the scale of development in the local area, with references to the nearby Deansgate Square. There were also concerns raised about potential construction impacts.

Do you think that businesses in the area will benefit from students living locally?			
Total responses	Yes	No	No answer
18	6	12	0
(100%)	33%	67%	0%

4.2.11 Those that answered the question regarding local businesses did not make specific reference to this issue in their comments, and so it is difficult to interpret a strength of feeling on the matter.

Would the amenities and social spaces on offer make you more likely to choose to live in a Fusion Students' development?			
Total responses	Yes	No	No answer
18	6	12	0
(100%)	33%	67%	0%

4.2.12 Those that responded 'no' did not reference the question further in their comments. Those that answered positively included comments about the high-quality design and the provision of well-managed student accommodation being proposed by Fusion Students.

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 Fusion Students' 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 Fusion Student's associated response to each is detailed below:
- 4.3.4 **Need for more purpose-built student accommodation in Manchester city centre:** Just under 50% of virtual exhibition responses, and 30% off all feedback received, agreed that there is a need for more purpose-built, well-managed student accommodation in Manchester. From both the feedback received and responses to social media and press coverage, it is also clear that there is a desire from both current and prospective students to live in Manchester city centre whilst studying.
- 4.3.5 Fusion Students is pleased by the positive responses it has received from local residents and stakeholders for its proposals. In Manchester City Council has acknowledged that there is a significant need for modern, purpose-built student accommodation in Manchester city centre, in the Executive Report on Purpose Built Student Accommodation (9 December 2020). Manchester is a global higher education destination and the third largest student city in the UK, in terms of its full-time student population. Current demand for student accommodation in the City is already high, with our research finding that around 20,000 current students in Manchester are unable to access purpose-built student accommodation, which can create pressures on the local housing market. Student accommodation in Manchester is also older than the national average, with the average student room over 20 years' old. Fusion Students' proposals will make an important contribution to Manchester's residential market by catering directly to the city's ever-growing student population.
- 4.3.6 **Managing student life:** Four respondents mentioned concerns that student life may negatively impact on existing neighbours. These comments questioned whether the area is suitable for students, with a perception that the area is primarily home to young professionals.
- 4.3.7 Fusion Students is both a developer and operator of high-quality, student accommodation. Along with providing facilities specifically for students that promote social interaction and fun, safety, wellbeing and security is also a key focus. All Fusion Students buildings employ a 24-hour concierge and building management teams, covering everything from security to deliveries. The teams' contact details are also shared with neighbours to maintain productive and open relationships with all local

residents. Please see Fusion Students' Student Management Plan, submitted separately, for further information on the proposed operational management of the building.

- 4.3.8 **Concerns that this is the wrong location for student accommodation:** Nine respondents replied that they felt the students living in Fusion Students' proposed site in Deansgate would be detrimental to the local area. Comments were similar to those that questioned whether the area is more suited to young professionals than students.
- 4.3.9 Fusion Students recognises that some local residents have concerns living close to students. As outlined above, Fusion Students is an operator as well as a developer, and so the Deansgate development will have a robust management plan, with teams managing everything from security to deliveries. The site itself is in an area that is already popular with students; Manchester Metropolitan University's main campus, Edge Hill and Arden Universities are less than a mile away each, 14 student residential buildings are in the area, and there is evidence that there are students privately renting apartments in the ward too. Fusion Students' proposals will regenerate a vacant, under-used, brownfield site that currently offers little to the local area nor the city centre.
- 4.3.10 **Overlooking:** Five replies included questions on how the proposed building would relate to existing residential buildings. These comments referenced nearby Deansgate Square in relation to the scale of development that the area has seen recently.
- 4.3.11 Fusion Students recognises that existing residents will have queries about how the proposed development will relate to their homes. Steps have been taken to ensure that existing neighbours are not overlooked by this development. The lower ground and ground floors have no glazing and from the mezzanine level upwards there is restricted glazing on the frontage of the building. The proposed building has also been pulled back, ensuring that there is a minimum of 12m separation distance from neighbouring buildings. There have been previous and extant planning permissions on the proposal site to deliver a development of 13 storeys. At 27 storeys, Fusion Students' building will be lower in height than some of its neighbours, ensuring that Deansgate Square, Beetham Tower and the soon to be completed Elizabeth Tower remain as primary landmarks for Manchester.
- 4.3.12 **Access/Traffic:** One respondent questioned whether the development would lead to an increase in traffic and comments received throughout the consultation process have asked for clarity on the proposed access arrangements.
- 4.3.13 The main pedestrian entrance to the new building will be on the corner of Deansgate and the Bridgewater Viaduct. Vehicular access will be from a lay-by on Deansgate South, and this existing lay-by will also be utilised for deliveries, from post to takeaway food, and for student drop-off, minimising any impact. The lower-ground floor will also house a refuse store, ensuring bins are stored inside the building and enabling easy access and waste collection from Deansgate. The site is in a prominent city centre

location with access to local bus routes, the Metrolink and both local and national train services. It is therefore anticipated that future residents will have minimal traffic impact. Please see Fusion Students' Transport Statement, submitted separately, for further information on this issue.

5. Ongoing engagement

5.1 Pre-application meetings with council officers

- 5.1.1 Manchester City Council were contacted as Local Planning Authority in September 2020 to discuss the proposed development. The LPA provided high level comments that they did not consider the land use or the height of the building to be appropriate.
- 5.1.2 Requests were made for further feedback. A response was received in November 2020 from the LPA advising that they would not discuss the proposal further at the pre-application stage.
- 5.1.3 A request was made to Places Matter for a Design Review, which took place in September 2020. A virtual presentation was made to the panel. The Design Review Report can be found in the separately submitted Planning Statement.
- 5.1.4 Places Matter offered clear support for the proposed height of the building, commenting that the design team has made, *“a convincing case, through [the] urban design analysis, to increase the height of the proposition from the extant planning consent”*. The Panel was of the view that they would indeed support the proposed building being taller if it was required.
- 5.1.5 The Panel highlighted that the shape of the site offers itself to a ‘flat iron’ design, with a building unified in its elevations. The Panel welcomed the materiality and fully supported the proposed roof terraces in principle and queried if there was potential for additional breakout and external spaces at lower levels.
- 5.1.6 The Panel offered further constructive comments that have been responded to within the final design and are addressed further in the Design and Access Statement.

5.2 Letters to Interested Parties

- 5.2.1 A letter will be sent to the following groups and individuals informing them that the application has been submitted alongside addressing the main comments raised throughout the consultation:
 - Circa 500 addresses local to the proposal site
 - Leader of Manchester City Council
 - Executive Member for Housing & Regeneration
 - Executive Member for Environment, Planning & Transport
 - Ward Members for Deansgate
 - Member of Parliament for Manchester Central
 - Castlefield Forum
 - Relevant student union officers for
 - University of Manchester
 - Manchester Metropolitan University
 - University of Salford

- Royal Northern College of Music

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

5.3 Continued Media Contact

5.3.1 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 the Manchester Evening News. The press release will contain the following information:

- A brief history of the site
- Notification that the application has been submitted
- An overview of the proposals
- Information regarding the consultation which has taken place
- Fusion Students' contact information including the free phone information line number and the website address

6. Appendices

6.1 Appendix 1: Stakeholder Meeting Request Letter



1st Floor, 506 Centennial Park, Elstree, WD6 3FG.
0203 826 6520 | fusionstudents.co.uk

«AddressBlock»

19 October 2020

«GreetingLine»

Delivering much-needed, purpose-built student accommodation for Manchester

I am writing to introduce Fusion Students, a specialist student accommodation developer and operator, and request a meeting with you to discuss our plans to invest in Manchester City Centre.

With accommodation across the country, including Cardiff, Newcastle, Bristol and Nottingham, Fusion will shortly be announcing plans to deliver its first development in Manchester, on land off Deansgate South and the A56 Bridgewater Viaduct. Fusion is looking to transform the under-used, brownfield site into a distinctive 27-storey building, providing over 500 high-quality student rooms.

Fusion delivers perfectly located accommodation for students looking for a safe and private home away from home. Our high-quality developments appeal to students from all ages, [nationalities](#) and academic stages. Facilities are specifically designed around students' needs with access to interior designed common areas, sports and health suites, cinemas, a selection of social and study spaces, free bike rentals and high-speed Wi-Fi.

Fusion's vision for the site would see a landmark 27-storey building developed in Deansgate within Manchester's City Centre. With strong connections to various academic institutions the surrounding area is already extremely popular with students. Local businesses, including shops, cafes, [bars](#) and leisure facilities, south of the City Centre will benefit from the vital support of students living working and shopping nearby.

As the third largest student city in the UK, Manchester is a global higher education destination with a student population that looks set to continue growing. Current demand for student accommodation in the City is already high, with over 20,000 students in Manchester unable to access purpose-built student accommodation and instead reliant on Houses of Multiple Occupation or City Centre apartments, creating pressures on the local housing market.

We believe that our proposals for Deansgate South will make a significant contribution to Manchester City Centre's housing mix by providing high-quality, purpose-built student accommodation, giving future students a more modern, [safe](#) and secure choice to live in.

We would like to meet with you to introduce our proposals for Manchester and discuss how we can work together to ensure our investment and development into Manchester matches the needs of its City Centre and student population.

Fusion Students is a trading name of Fusion Global Management LLP.
Fusion Global Management LLP is an English limited liability partnership incorporated under the Limited Liability Partnerships Act 2000 with registered number OC373357. A list of its members is available at the registered office 35 [Canary Wharf](#), London, E14 5UR. Its VAT registration number is 155 7106 37



1st Floor, 506 Centennial Park, Elstree, WD6 3FG.
0203 826 6520 | fusionstudents.co.uk

I will ask my colleague, Bob Ward, at Built Environment Communications Group (BECG) to call your office and arrange a suitable date. He can be contacted on **0161 359 4105** or by emailing **bob.ward@becg.com**.

I look forward to hopefully meeting you soon.

Yours sincerely,

Warren Rosenberg
Co-Founder, Fusion Students

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Fusion Global Management LLP is an English limited liability partnership incorporated under the Limited Liability Partnerships Act 2000 with registered number OC373387. A list of its members is available at the registered office 35  Lane, London, N3 1XW. Its VAT registration number is 135 7938 37

6.2 Appendix 2: Resident Newsletter



HAVE YOUR SAY ON PLANS FOR NEW RESIDENTIAL STUDENT ACCOMMODATION IN THE CENTRE OF MANCHESTER.

Specialist student accommodation developer and operator, Fusion Students, will transform an overgrown and underused site, on land off Deansgate South/ A56 Bridgewater Viaduct, into a distinct, 27-storey, landmark building providing over 500 high-quality, specialist rooms for Manchester's students.

Fusion Students' proposals will make a significant contribution to Manchester's residential market, providing fit for purpose, modern and hygienic student accommodation that cater directly for Manchester's ever-growing student population.

Fusion Students are committed to engaging with the local community and want to hear what you think about the proposals for Deansgate.

YOU CAN HAVE YOUR SAY BY VISITING OUR VIRTUAL EXHIBITION BETWEEN TUESDAY 3RD NOVEMBER AND TUESDAY 17TH NOVEMBER 2020

[FUSIONSTUDENTS.CONSULTATIONONLINE.CO.UK](https://fusionstudents.consultationonline.co.uk)

FUSION STUDENTS

A Fusion Students development delivers much more than your average student room.

Fusion Students provides perfectly located accommodation for students looking for a safe and private home away from home. This means more than just quality accommodation in great city locations across the UK. It means dedicated study spaces, 24/7 service, friendly staff and a buzzing social calendar packed with plenty of unmissable events and experiences.

Fusion Students' high-quality developments appeal to students from all ages, nationalities and academic stages. Facilities are specifically designed around students' needs with access to interior designed common areas, sports and health suites, cinemas, a selection of social and study spaces, free bike rentals and high-speed Wi-Fi.

PROVIDING **MUCH-NEEDED** RESIDENTIAL ACCOMMODATION FOR STUDENTS

Manchester is a global higher education destination. In terms of full-time student population, Manchester is the third largest student city in the UK. The University of Manchester is the largest institution in the UK and Manchester Metropolitan University is the 9th largest.

Current demand for student accommodation in the City is already high, with over 20,000 students in Manchester unable to access purpose-built student accommodation (PBSA) who instead rely on Houses of Multiple Occupation or City Centre apartments.

A lack of PBSA creates pressure on the local housing market and this is set to increase, even including those in the development pipeline.

Fusion Students' proposals will make a significant contribution to Manchester's residential market, providing fit for purpose high quality modern student accommodation that will reduce stress on private housing and apartments by catering directly to the city's ever-growing student population.

REGENERATING AN **UNUSED** SITE

Although in a prominent part of Manchester, the site is currently in a state of disrepair after years of vacancy, offering little to the surrounding streets. The protective hoardings and overgrown vegetation are unattractive and previous attempts to regenerate the site have proven unviable to deliver.

Fusion Students' proposals will deliver a landmark, distinctive, 27-storey building for Deansgate and Manchester City Centre, transforming the unloved and unused site.

Fusion Students' proposals would provide a welcome boost to the local economy, with businesses in the south of the City Centre, including shops, cafes, bars and leisure facilities, benefitting from the vital support of students living, working and shopping nearby. The plans will unlock a site that has long been vacant, strengthening the area as a vibrant location to live and work in.



HIGH-QUALITY DESIGN

Fusion Students' site sits within an area where development is encouraged.

Fusion Students has instructed award-winning architects, Corstorphine & Wright to create a distinctive 27-storey building for Deansgate and Manchester City Centre, which will regenerate the vacant site and deliver a high-quality, landmark building.

At 27 storeys, the building will be lower in height than some of its neighbours, ensuring that Deansgate Square and the soon to be completed Elizabeth Tower remain as primary markers for Manchester.

We want **your** thoughts on our plans

We want to know what you think about Fusion Students' proposals for Deansgate South.

You can have your say by:

- Visiting our website fusionstudents.consultationonline.co.uk
- Visiting our Facebook page facebook.com/fusionstudentsdeansgate
- Calling our freephone line 0800 298 7040
- Sending us an email feedback@consultation-online.co.uk

Owing to the ongoing pandemic and local health advice, our consultation will be held virtually. You can take part by visiting our consultation website which will be live from **Tuesday 3rd November to Tuesday 17th November 2020.**

A planning application will be submitted to Manchester City Council by the end of the year and you will also be able to give your views on the Council's planning website.



6.3 Appendix 3: Press release/Media Coverage



1st Floor, 506 Centennial Park, Elstree, WD6 3FG.
0203 826 6520 | fusionstudents.co.uk

16 November 2020

Fusion Students announces plans for its first Manchester development on vacant site in Deansgate

Specialist student accommodation developer and operator, Fusion Students, has announced plans to deliver its first development in Manchester, on land off Deansgate South and the A56 Bridgewater Viaduct. Fusion Students is looking to transform the under-used, vacant site into a distinctive 27-storey building, providing over 500 high-quality and well-managed student rooms.

Fusion Students delivers dedicated accommodation for students looking for a safe and private home away from home. This means more than just quality accommodation in great city locations across the UK. It means dedicated study spaces, 24/7 service, friendly staff and a buzzing social calendar packed with plenty of unmissable events and experiences.

Before submitting a planning application, Fusion Students is launching a virtual exhibition of their plans from **Tuesday 3rd November – Tuesday 17th November 2020** and invite everyone interested to leave their feedback by visiting <https://www.fusionstudents.consultationonline.co.uk>.

Outlining their vision for Manchester, Warren Rosenberg, Co-Founder of Fusion Students, commented:

"We are excited to be bringing forward our first development in Manchester for new student accommodation. As a global University destination with a student population that will only continue to grow, our multi-million-pound scheme offers something new for Manchester students in a fantastic city centre location.

At Fusion Students we continue to innovate, and I am delighted that our Manchester development will feature our brand-new room type: our Social Studio. These rooms, unique to Fusion Students, provide all the benefits of studio and apartment living in one.

By providing high-quality, dedicated student accommodation we will be giving those looking to study in Manchester a more modern, safe and secure choice to live in. Local businesses, including shops, cafes, bars and leisure facilities, south of the City Centre, will feel the benefit from the vital support of students living, working and shopping nearby.

Fusion Students is a trading name of Fusion Global Management LLP.
Fusion Global Management LLP is an English limited liability partnership incorporated under the Limited Liability Partnerships Act 2000 with registered number OC373387. A list of its members is available at the registered office 35 Old Broad Street, London, EC2N 1XW. Its VAT registration number is 133 7106 37



1st Floor, 506 Centennial Park, Elstree, WD6 3FG.
0203 826 6520 | fusionstudents.co.uk

Fusion Students prides itself on the social spaces provided within our buildings, creating spaces that enhance safety, social interaction, [wellbeing](#) and fun for all of our residents. We employ a 24-hour concierge and building management team, and facilities are specifically designed around students' needs with access to common areas, sports and health suites, cinemas, a selection of social and study spaces, free bike rentals and high-speed Wi-Fi.

A planning application will be progressed with Manchester City Council in the coming months. We have launched our consultation and want everyone interested to share their views on our plans for Deansgate. Due to the ongoing pandemic, our consultation will be held virtually from Tuesday 3rd November to Tuesday 17th November. To take part you can visit our consultation website fusionstudents.consultationonline.co.uk

The new development is located within the Great Jackson Street Development Area which seeks to promote a range of residential accommodation on the edge of Manchester City Centre to help create a sustainable mixed community.

Rosenberg added:

"The Deansgate South site has been vacant for a number of years and has been the subject of numerous planning consents which have fallen through due to viability. Our ambition for dedicated student residential development is fully funded and is the only way to solve what is currently an eyesore at a prominent location on the edge of the city centre.

"We hope that everyone with an interest gets involved and gets behind what we believe is a thoughtful and well-designed contribution to Manchester's housing mix, strengthening the area as a vibrant place to live."

Information ends.

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Rooftop terrace, gym, cinema: Plans revealed for luxury student tower block in city centre

Developer Fusion Students is proposing a 27-storey building joins the cluster of glittering Deansgate Square skyscrapers

SHARE    1 COMMENTS

By **Steve Robson**
12:14, 4 NOV 2020 | UPDATED: 15:59, 4 NOV 2020

NEWS

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Images of plans for new student accommodation at Deansgate Square in Manchester city centre (Image: Fusion Students)

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It's a world away from the grotty digs most would associate with student living.

But the latest plans put forward for a luxury tower block in Manchester city centre show how much times have changed.

Developer Fusion Students is proposing a 27-storey building to join the cluster of glittering skyscrapers at Deansgate Square on a small, triangular plot of land adjacent to the Deansgate Quay development.

ADVERTISEMENT



MOST READ



Martin Lewis issues warning to everyone with a Tesco Clubcard



I'm A Celebrity's Mo'Nique 'robbed' as viewers lash out at final four



I'm A Celebrity's Giovanna Fletcher

It includes three separate roof terraces, 24/7 concierge, a gym, cinema, free bike rentals, social spaces and a calendar of events.



● The scheme would provide more than 500 student rooms (Image: Fusion Students)

While such amenities are now commonplace among tower blocks in the city centre - the residents here will be students rather than working professionals.

In its proposal, Fusion insist the demand is there and that the rooms will still be affordable.

Currently, more than 20,000 students are unable to access Purpose Built Student Accommodation (PBSA) in Manchester, the developer claims.

Instead, they rent city centre apartments or multi-room houses in other areas creating pressure on the local housing market.

Currently, more than 20,000 students are unable to access Purpose Built Student Accommodation (PBSA) in Manchester, the developer claims.

Instead, they rent city centre apartments or multi-room houses in other areas creating pressure on the local housing market.



 **The new tower would sit alongside the cluster of Deansgate Square skyscrapers** (Image: Fusion Students)

Fusion also says Manchester has some the oldest student accommodation stock in the country, with more stock developed since 1990 in use than those built since 2015.

The average year a scheme was built or last refurbished is 1997.

Fusions describes the 'Deansgate South' area as already 'extremely popular' with students and points out that it is within a mile of the main Manchester Met University campus.

The proposal would provide more than 500 'high-quality and well managed student rooms', Fusion says, including a new type of room described as a 'social studio'.

"These rooms, unique to Fusion Students, provide all the benefits of studio and apartment living in one", it is claimed.



Fusion says the tower would have social rooms, a gym, cinema and a rooftop terrace (Image: Fusion Students)

Fusion says: "By providing fit-for-purpose, high-quality, modern student accommodation at an affordable price, the proposals will reduce stress on private housing and apartments by catering directly to the city's ever-growing student population."

A planning application is expected in due course, but a virtual exhibition for people to have their say is running from Tuesday 3rd November – Tuesday 17th November 2020.

Visit <https://www.fusionstudents.consultationonline.co.uk> to read about the proposals and leave feedback.

Warren Rosenberg, Co-Founder of Fusion Students, said: "We are excited to be bringing forward our first development in Manchester for new student accommodation."





■ The site has seen a number of schemes fall down due to viability (Image: Fusion Students)

"As a global University destination with a student population that will only continue to grow, our multi-million-pound scheme offers something new for Manchester students in a fantastic city centre location.

" By providing high-quality, dedicated student accommodation we will be giving those looking to study in Manchester a more modern, safe and secure choice to live in.

"Local businesses, including shops, cafes, bars and leisure facilities, south of the City Centre, will also benefit from the vital support of students living, working and shopping nearby.

"The Deansgate South site has been vacant for a number of years and has been the subject of numerous planning consents which have fallen through due to viability.

"Our ambition for dedicated student residential development is fully funded and is the only way to solve what is currently an eyesore at a prominent location on the edge of the city centre.

"We hope that everyone with an interest gets involved and gets behind what we believe is a thoughtful and well-designed contribution to Manchester's housing mix, strengthening the area as a vibrant place to live."

Fusion plots 27-storey Manchester tower

3 Nov 2020, 10:15 Dan Whelan

The London-headquartered student accommodation developer wants to build a 500-bedroom complex off Deansgate South between Renaker's Castle Wharf and Deansgate Square.

Designed by Corstorphine + Wright Architects, the tower could also feature a gym, cinema and karaoke rooms and social study spaces and represents an investment of around £40m from Fusion Students.



Corstorphine + Wright Architects has designed the scheme.

The project is Fusion's first in Manchester and the company also has sites in Cardiff and Hatfield.

The constricted site, allocated for development under the Great Jackson Street redevelopment framework, has been subject to a high degree of interest from developers over recent years.

In 2017, developer Beech Holdings won consent for a 17-storey block comprising 84 apartments that was designed by architect Hodder + Partners. However, work never started on site.

Beech bought the site from developer Knott Mill Securities in 2016 with extant consent for a 13-storey block with 53 apartments.

Fusion's proposals follow Manchester City Council's plans to encourage more purpose-built student accommodation to be built in the city centre.

Agency Cushman & Wakefield is the planning consultant for the project.





The scheme is Fusion's first in Manchester and second in the North West

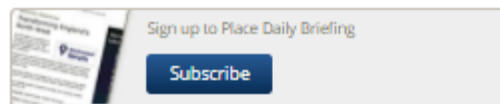
Warren Rosenberg, co-founder of Fusion Students, said: "As a global university destination with a student population that will only continue to grow, our multimillion-pound scheme offers something new for Manchester students."

"The Deansgate site has been vacant for a number of years and has been the subject of numerous planning consents that have fallen through due to viability."

He added: "Our ambition for dedicated student residential development is fully funded and is the only way to solve what is currently an eyesore at a prominent location on the edge of the city centre."

A [consultation on the plans will run from today](#) until 17 November and Fusion aims to submit a planning application by the end of the year.

The developer recently won consent for a 420-bedroom scheme on the site of the former Hondo Chinese supermarket in Liverpool, also designed by Corstorphine + Wright Architects.



Your Comments

Name

Comment

[Submit Comment](#)

[Read our comments policy here](#)

I like the look of this one, not sure we need even more student accommodation though. It certainly makes good use of an awkward plot.

November 03, 2020 at 10:47 am By Jon P

Nice design. It's about time this site was developed.

November 03, 2020 at 1:00 pm By Steve

I think more student accommodation helps reduce the burden on housing stock in the suburbs, which could be repurposed.

November 03, 2020 at 1:07 pm By MB

I like the design of this, and the fact that it allows the emerging skyline to step down from the new buildings at Great Jackson Street, creating a more harmonious cityscape. With regards to more student rooms, the additional rooms can only help persuade students away from HMOs if the additional space encourages older student developments to lower their prices. Otherwise, there is little incentive for those to leave the more affordable housing that HMOs provide, and therefore not achieving the availability of housing that can provide taxable income for the local authority.

November 03, 2020 at 1:09 pm  By Andrew

This looks good, hopefully the materials are top-notch, but either way it makes a nice step from Castle Wharf into Great Jackson Street.

November 03, 2020 at 1:14 pm  By Bob

I also like the look of this and it's a good use of this small plot of land. Easy access to the university, the local bars and public transport, too.

November 03, 2020 at 1:22 pm  By EOD

The building itself is fine, but where is the space for people, trees and seating? The only pedestrian area I can see is the existing pavement, which is now sandwiched between a 27-storey building and a large busy junction on Chester Road. It is a tricky plot, but was there no other alternative to creating a desolate hard landscape? These are not people-friendly urban spaces.

November 03, 2020 at 1:27 pm  By Al

I agree with the above comment by Jon P – this makes good use of an awkward site. While no-one can really predict the future student numbers immediately post-Covid, I think freeing up the inner suburbs of Fallowfield/Victoria Park for more "permanent" residents is a good move on MCC's part.

November 03, 2020 at 1:34 pm  By Bradford

Excellent design, I really like it.

November 03, 2020 at 6:51 pm  By Monty

How this looks outside of a CGI will depend on the materials and finish but it's a good use of an awkward space. Interesting that it's the second 'Flat Iron' perspective proposed in Manchester recently, after the hotel near Piccadilly.

November 03, 2020 at 8:26 pm  By Nve

I've got no issue with the design, but more student accommodation does nothing to increase the diversity of city centre residents.

November 03, 2020 at 10:41 pm  By John

I think the renders are deceptive, it's too basic a building for its size. It looks almost like post-war social housing to me. The glazed bit at the front is fine, though. It is going to be a bit of a hodge-podge of different towers too, so we need a proper plan. The laissez-faire approach won't work.

November 03, 2020 at 10:52 pm  By Ignacio

Looks industrial but quite slick at the same time. This is more like it, Manchester.

November 04, 2020 at 12:32 pm  By Anonymous

There are no student properties in this part of the city centre so it will diversify this localised area. The Transition development directly across the road has a proportion of retirement units, as well as a dentist and commercial space. Hopefully developments like this lead to a change of use of good housing stock from HMO to single family-owned properties, in places like Withington, Fallowfield and so on.

November 04, 2020 at 3:25 pm  By Jay

FUSION STUDENTS REVEALS DEANSGATE TOWER PLANS

🕒 4 Nov 2020 📍 North West 🏠 Property



Fusion Students has outlined plans for its first development in Manchester – a 27-storey tower in Deansgate.

The company is looking to transform a vacant site off the A56 Bridgewater Viaduct into more than 500 rooms.

Before submitting an application, it is launching a virtual exhibition of its proposals.

Warren Rosenberg, co-founder of Fusion Students, said: "As a global university destination with a student population that will only continue to grow, our multimillion-pound scheme offers something new for Manchester students in a fantastic city centre location.

"The Deansgate South site has been vacant for a number of years and has been the subject of numerous planning consents which have fallen through due to viability.

"Our ambition for dedicated student residential development is fully-funded and is the only way to solve what is currently an eyesore at a prominent location on the edge of the city centre."

Deansgate could be getting another 27-storey skyscraper...

November 6, 2020

By Manchester's Times

It'll be a 500-bedroom student complex with a gym, cinema and karaoke rooms.



View of the tower looking out of town

London-based student accommodation developer – Fenton – want to build a new 500 bedroom complex at the bottom of Deansgate, right opposite the new Deansgate Square development.

The current site, right on the corner of Deansgate and the Bridgewater Viaduct, has attracted a lot of attention in recent years, but after the Council revealed plans to encourage more purpose-built student accommodation in the city – it's clear to see the attractiveness of this proposal.



27 storey residence, gym, cinema and karaoke rooms

Designed by Corcoran + Wright Architects, the building will not just feature 500 bedrooms, it'll also include a gym, a cinema, karaoke rooms and social study spaces – perfect for all of that cramming 15 minutes before your exams.

The tower is by no means a certainty at this point in time, with a consultation on the plans running until last night until Tuesday 17th November and Fenton aiming to submit their planning application by the end of the year.



The site lies on the proposed Deansgate Square (left)

Comments

0 Comments

Reply

6.4 Appendix 4: Virtual Exhibition Boards



THANK YOU FOR VISITING TODAY. WE LOOK FORWARD TO HEARING WHAT YOU THINK OF OUR PROPOSALS FOR MANCHESTER.

COVID - 19

In light of the COVID-19 Pandemic, Fusion Students has altered its engagement approach to ensure the safety of all whilst listening to the views of local people. That is why we are hosting a virtual exhibition, rather than holding a public event as we would normally do.

Fusion Students is committed to engaging with the local community and stakeholders. Those living, working and representing the local area have been invited to visit our virtual consultation website and share their views using our virtual exhibition. We want to ensure that our vision reflects your aspirations for Deansgate.

Please look through these boards and let us know your views by using the feedback form.

Get in touch

Please feel free to get in touch if you have any questions on what is shown on our boards, would like to be kept updated on the project, or have any technical problems using the details below.

You can have your say by:

- Calling our freephone line
0800 298 7040

- Sending us an email
feedback@consultation-online.co.uk

- Visiting our Facebook page
facebook.com/fusionstudentsdeansgate

Who is FUSION STUDENTS?



Fusion Students is a well-established student accommodation developer and operator delivering purpose-built student rooms with unparalleled design and specification. Fusion Students has bought, developed and operated 8 sites, totalling 3,365 student beds, since the company's inception with a further 2 sites (1,638 beds) due for completion in 2021.

Fusion Students delivers perfectly located accommodation for students looking for a safe and private home away from home. This means more than just quality accommodation in great city locations across the UK. It means dedicated study spaces, 24/7 service, friendly staff and a buzzing social calendar packed with plenty of unmissable events and experiences.

Facilities are specifically designed around students' needs and are at a more affordable price point, redefining the traditional concept of student accommodation. Fusion Students' high-quality and affordable developments appeal to students from all ages, nationalities and academic stages.



WELL MANAGED SPACES

Fusion Students pride themselves on the high quality of spaces provided within their buildings.

Fundamental to this is creating spaces that enhance safety, social interaction, wellbeing and fun for all of their occupants, all developed to create the best possible living environment.

Recent consented and constructed schemes have included:

- Social study spaces
- Cinema suites
- Karaoke rooms
- Basketball courts
- State-of-the-art gym and wellness studios
- Health centres

Fusion Students' accommodation also focuses on security, with all buildings employing 24-hour concierge and building management teams. Our teams' contact details are shared with neighbours to maintain productive and open relationships with all local residents.

INNOVATIVE ROOM TYPES

Fusion Students is committed to innovation and the plans for Manchester will feature a brand-new room type: the Social Studio. These rooms, unique to Fusion Students, provide all the benefits of studio and apartment living in one.

The mix of rooms within each building are tailored to the requirements of local councils and academic institutions, ensuring that all schemes are fulfilling a market need and remain both deliverable and sustainable for years to come.

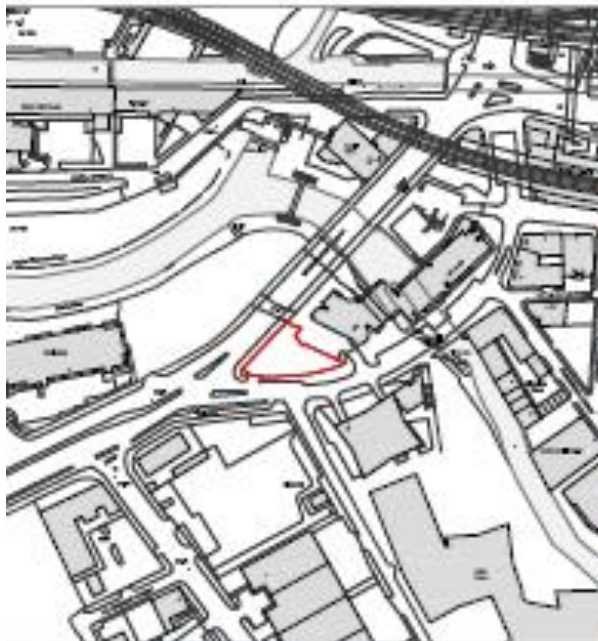


The SITE



Fusion Students have acquired and plan to regenerate a site in Manchester City Centre, on land at the junction of Deansgate South and the A56 Bridgewater Viaduct.

The site is adjacent to both Deansgate Quay and the recent Deansgate Square development, which is currently under construction. Much of the surrounding streets comprise of residential and commercial buildings.



View from junction of Deansgate and Chester Road (Looking North-East)



View from Bridgewater Viaduct (Looking South-East)

The site is currently vacant, overgrown and offers little to the surrounding streets nor to Deansgate and Manchester City Centre.

In line with City Centre policy and the Great Jackson Street Development Framework, the site has been earmarked for redevelopment. However, there has been numerous planning consents for residential uses over recent years, none of which have ever made a start on-site, demonstrating the clear challenges with creating a viable development at the site.

With Manchester Metropolitan University's main campus, Edge Hill and Arden Universities less than a mile away each, 14 student residential buildings in the surrounding area, and evidence that there are students privately renting apartments in the ward, it is clear that the location is already popular with students. Fusion Students' proposals will regenerate this underused site and have the potential to strengthen the area as a vibrant place to live, study and work.

Proposals



DELIVERING MUCH-NEEDED, PURPOSE-BUILT STUDENT ACCOMMODATION

Manchester is a global higher education destination and the third largest student city in the UK, in terms of its full-time student population. Current demand for student accommodation in the City is already high, with over 20,000 students in Manchester unable to access purpose-built student accommodation (PBSA) and instead reliant on Houses of Multiple Occupation or City Centre apartments, creating pressure on the local housing market.

A lack of PBSA creates pressure on the local housing market and this is set to increase, even with the delivery of the current development pipeline.

Student accommodation in Manchester is considerably older than the national average, with more stock developed before 1990 still in use today than beds built since 2015. The average year a scheme was built or last fully refurbished is 1997, making the average student room in a Manchester PBSA scheme over 20 years old. This is considerably older than average and places Manchester at a significant disadvantage when students look to choose their accommodation.

Fusion Students' proposals will make an important contribution to Manchester's residential market. By providing fit-for-purpose, high-quality, modern student accommodation at an affordable price, the proposals will reduce stress on private housing and apartments by catering directly to the city's ever-growing student population.



Proposals



INVESTING IN MANCHESTER

The Deansgate South scheme is Fusion Students' first investment in Manchester and would see a multi-million-pound development open and ready to serve students in the 2024/2025 academic year.

Fusion Students is a well-established student accommodation developer and operator delivering purpose-built accommodation with unparalleled design and specification. Facilities are specifically designed around students' needs and are at a more affordable price point, redefining the traditional concept of student accommodation.

With strong connections to various academic institutions, the Deansgate South site is in an area that is already extremely popular with students. Amid the current economic uncertainties, Fusion Students' plans represent a viable proposal to develop an under-used, brownfield site in the heart of Manchester. Local businesses, including shops, cafes, bars and leisure facilities, in the south of the City Centre, will benefit from the vital support of students living, working and shopping in the area.



Proposals



FUSION STUDENTS' VISION FOR DEANS GATE SOUTH WILL:



Regenerate a vacant, overgrown brownfield site in the heart of Manchester



Provide over 500, high-quality, dedicated student rooms in a mixture of studio and apartment rooms



Improve Manchester's housing mix and release pressure on the local housing market



Provide high-quality amenity and social spaces that promote safety, social interaction and wellbeing



Help boost local businesses in the south of the City Centre



Deliver a landmark, distinctive 27-storey building designed by award-winning architects



Be designed in response to both Castlefield's rich industrial history and the City Centre landmarks of Beetham Tower and Deansgate Square



Be well-managed with 24-hour concierge and building management teams covering everything from security to deliveries



Design

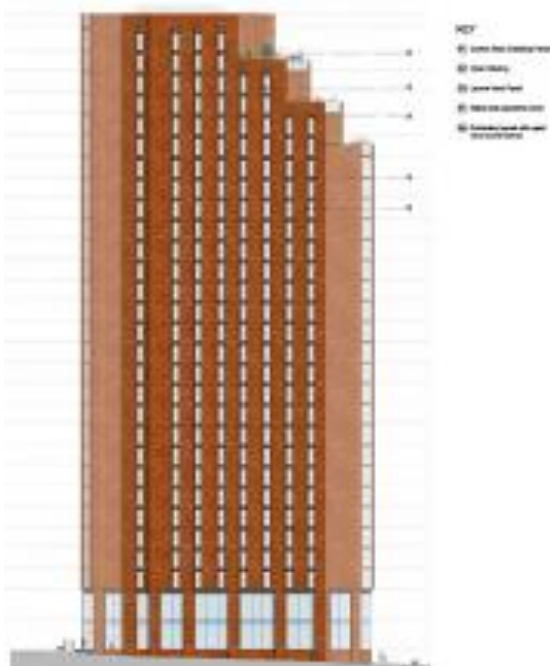
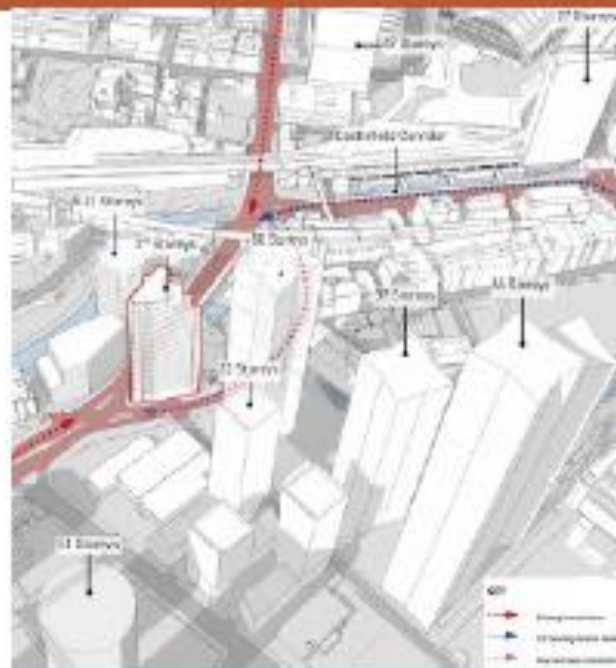


HEIGHT

The new building is proposed to be 27 floors, including a mezzanine level. The ground floor will be the heart of building. The main entrance will be off the corner of Deansgate South and Bridgewater Viaduct leading directly to the main social and amenity spaces, all in a double height space. This would also lead to the mezzanine level, where further social and wellbeing spaces will be located.

All 27 floors will offer a diverse living environment, with a mixture of studio and apartment rooms. The 22nd, 24th and 26th floors will also have shared landscape terraces.

There is currently a live planning consent for a 14-storey building on this site. Whilst taller, the proposed building will have no increased effect on overshadowing from the current consent. At 27 storeys, the building will be lower in height than some of its neighbours, ensuring that Deansgate Square, Beetham Tower and the soon to be completed Elizabeth Tower remain as primary landmarks for Manchester.



MATERIALS

The choice of materials for the building is a nod to the rich history of Manchester and the surrounding area of Deansgate, whilst creating a high-quality addition to the city's skyline.

We are aware of nearby Castlefield's history as home to a number of engineering and machining shops. This history is still very much visible throughout the area, notably in the wealth of wrought iron viaducts which adorn the Bridgewater Canal.

We will be using a rich palette of metallic materials for the building facade, referencing the industrial heritage of the area, namely the Knott Mill foundries and ironworks.

By responding this rich history, the building will provide a timely, yet contemporary, visual link between Manchester's Conservation Areas, celebrating its history whilst offering a unique landmark building that leads the eye towards its newly emerging skyline.

Design



LANDSCAPING

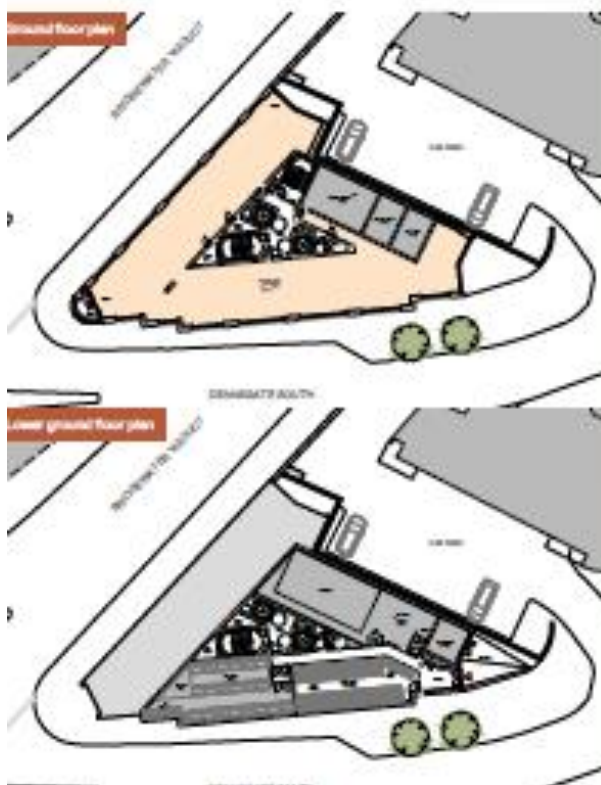
Landscaped roof terraces will be situated on the 22nd, 24th and 26th floors of the building, providing spectacular views of Manchester City Centre.

The terraces are designed to promote physical and social wellbeing. At the heart of the space will be a flexible activity and event area, hosting exercise classes, stress management workshops and other initiatives to support a healthy lifestyle.

These will be surrounded by natural planting specifically chosen to suit the unique location. These spaces will also be well-managed by our building management teams, ensuring that the roof gardens will be a serene and pleasant environment for residents to enjoy without impacting on neighbours.



Example of a roof terrace



ACCESS/TRAFFIC

The main entrance to the new building will be on the corner of Deansgate and the Bridgewater Viaduct. This entrance will lead directly to a reception and access to the building's main social spaces. The reception will be manned 24-hours a day, providing security for both residents and neighbours.

Vehicular access will be from Deansgate South, ensuring that impacts on the local highway network are minimised. The existing lay-by will also be utilised for deliveries, such as Uber Eats and Deliveroo, and for student drop-off, further minimising impacts on local roads.

There will be access to the lower-ground floor of the new building from an entrance on Deansgate South, which will lead to a cycle store. A refuse store and sub-station will be located in the lower-ground floor too, ensuring bins are stored inside the building and enabling easy access and waste collection from Deansgate South.

The site is in a prominent City Centre location with access to local bus routes, the Metrolink and both local and national train services. It is therefore anticipated that future residents will have minimal traffic impact.

6.5 Appendix 5: Online Feedback Form

HOW TO SHARE YOUR VIEWS

STEP 1 OF 2

50%

Privacy Statement

By filling in this form you are agreeing that BECG can hold and process your personal data in relation to this public consultation exercise.

- BECG will only share your personal data with the Fusion Students group companies for planning evaluation purposes only.
- Your identifiable, personal data will not be used for any other purposes without your consent.

BECG and Fusion Students will use your data to:

- Send you updates about the project (where you provide us with your contact details).
- Develop a Statement of Community Consultation (or similar document) about this public consultation that will be submitted to the planning authority or similar body; this will be a publicly available document. Your comments will be anonymous, and we will only identify you in these reports with your express permission.

If you provide us with your contact details, we might also contact you to ask you more about the comments you've made. BECG acts on behalf of Fusion Students to run public consultation activities.

BECG acts on behalf of Fusion Students to run public consultation activities.

YOUR DETAILS

If you choose not to fill in all parts of this section, we will not be able to include your comments in the consultation process.

Name *

▼

Title

First name or initial

Last

Postcode *

Age group *

- ☐ Under 13
- ☐ 15-17
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44

☐ 45-54☐ 55-64☐ 65-74☐ 75-84☐ 85+

YOUR CONTACT DETAILS

We will use these details to contact you and update you on the proposals. You don't have to fill in this section if you'd rather we didn't contact you.

Address

Address 1

Address 2

Town/City

County

Email

Telephone

If you would like to receive updates about the project, please check the appropriate box below, otherwise, leave blank.

☐ Email

☐ Post

☐ Telephone

NEXT



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Which of the following best describes you? *

- ☐ Local resident
- ☐ Student
- ☐ Prospective student
- ☐ Other

If a student/prospective student, which institution are you studying at/looking to study at? *

- ☐ University of Manchester
- ☐ Manchester Metropolitan University
- ☐ University of Salford
- ☐ Royal Northern College of Music
- ☐ Edge Hill University
- ☐ Other

Do you agree that there is a need for more managed, student accommodation in Manchester? *

- ☐ Strongly Agree
- ☐ Partly Agree
- ☐ Neutral
- ☐ Partly Disagree
- ☐ Strongly Disagree
- ☐ Other

Do you think that this is an acceptable location for new managed student accommodation? *

- ☐ Yes
- ☐ No

Do you think the proposed design is appropriate for this site? *

- ☐ Yes
- ☐ No

Do you think that businesses in the area will benefit from students living locally? *

- ☐ Yes
- ☐ No

Would the amenities and social spaces on offer make you more likely to choose to live in a Fusion Students' development? *

- ☐ Yes
- ☐ No

Would you like to be kept up to date on more information from Fusion Students? *

- ☐ Yes
- ☐ No

Please let us know if you have any other comments on the proposals

Data Protection

We hold all personal data in accordance with the General Data Protection Regulation (GDPR) (EU) 2016/679 and your personal data will not be transferred outside of the European Economic Area. You can see our full Privacy Statement, Data Protection Policy, Data Retention Policy and find out how to make a Subject Access Request at the following website address [becg.com/privacy](https://www.becg.com/privacy) or by contacting us on 01962 893 893 / dataprotection@becg.com.

PREVIOUS

SUBMIT

