Deloitte.

Coronation Street
Visitor Attraction, Manchester
Supporting Planning Statement

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1 Introduction

1.1 This Planning Statement is produced by Deloitte Real Estate in support of an application for Planning Permission, prepared on behalf of ITV Plc. The application seeks a change of use in respect of the current operational Coronation Street set, located adjacent to Atherton Street, Great John Street and Lower Byrom Street in Manchester City Centre (Class B1) to a *Sui Generis* use relating to the creation of visitor attraction which will operate for a period of 6 months.

Project Background

1.2 Coronation Street has been one of the UK's favourite soaps for the past 50 years and during this time has been filmed and produced at ITV's Quay Street site. Given that the production of the programme will move in 2014 to a new facility at Trafford Wharfside there is a fantastic opportunity to open up Studio 1 and the existing Coronation Street external set to the general public as a thank you for their on-going support.

1.3 It will be first time since 1999 that the set, or indeed any part of the former Granada site will have been open to the public. For a time limited period during 2014, fans will be offered the opportunity to walk down the famous cobbles. It will be offered as an experience, giving visitors the chance to see how the cast and production team left the site after its last day of filming.

1.4 The aim will be to allow visitors and fans to take a privileged view of a piece of television history. The simplicity of the offer and the production of a professionally operated facility are the key to the success of the project and to upholding the brand values of one of the world's favourite television programmes.

1.5 The offer will frame the experience as a final, privileged visit to a redundant Coronation set before it closes. The Coronation Street site will be an interactive and immersive experience, using passive interpretation together with the sets and props themselves as a backdrop. Live guides will bring to life the fascinating and entertaining TV heritage that Coronation Street represents via a wealth of stories, secrets and famous memories.

1.6 The proposed catchment of a 1.5 hour drive time includes most of the North of England and its conurbations with a higher preponderance to visit the closer you get to Manchester. Coronation Street does have a loyal following UK wide and in certain overseas markets, namely Canada and New Zealand. There is therefore expected to be some international visitors as well as visitors from the very loyal fan base nationwide.

Project Partners

1.7 The attraction will be brought to life and professionally managed by ITV's highly experienced project partners.

- **Continuum** will operate the attraction. They have a 29 year history in developing, owning and managing engaging visitor attractions. Continuum's portfolio includes: The Spinnaker Tower (Portsmouth), York's Chocolate Story, The Real Mary's King's Close (Edinburgh), Kent Life, Oxford Castle Unlocked, and the Emirates Airline Cable Car.
- **Mather & Co** is owned and managed by Chris Mather (former Director of ITV's Granada Tours) and they are leading the design and development of the attraction. They have extensive experience in the

development of a number of key attractions for the Tussauds Group, Tetley, Manchester Commonwealth Games and London 2012 Olympic Games.

Pre-application Consultation

1.8 Prior to the submission of this application, ITV has undertaken a programme of pre-application consultation with the Local Planning & Highways Authority, City Centre Councillors and with local residents as well as adjoining owners and occupiers. A public exhibition of the proposals was held in the main reception of Granada Studios on 14th November 2013. The event was publicised through the distribution of a flyer with local Councillors, businesses and residents, as well as the Castlefield Forum invited to attend.

1.9 The overwhelming response to the proposals was one of support, whilst acknowledging the importance of careful operational management arrangements for the facility, including in relation to vehicular and pedestrian access arrangements. Full details of the consultation undertaken and the outcomes of that process are contained within the accompanying Statement of Community Involvement.

Application Documentation

1.10 This Planning Statement should be read in conjunction with the following supporting documents submitted as part of this application:

- Planning application forms, agricultural holdings certificate and ownership certificates;
- Application red-line boundary plan and site plan prepared by Mather and Co.
- Statement of Community Consultation prepared by Deloitte;
- Operational Management Plan prepared by Continuum;
- Transport Statement, incorporating servicing strategy prepared by Vectos;
- Crime Impact Statement prepared by Greater Manchester Police; and,
- The application fee in the sum of £385.

1.11 The form and content of the application has been agreed with Manchester City Council as Local Planning Authority via pre-application discussions and correspondence.

Document Structure

1.12 The remainder of this Planning Statement in structured as follows:

- Section 2 – describes the proposal site and surrounding area.
- Section 3 – provides a description of the proposed development.
- Section 4 – assesses the proposals in relation to planning policy requirements at the national and local level.
- Section 5 –.concludes by summarising the case for the grant of Planning Permission.

2 Site and Surroundings

The Site Location and Boundary

2.1 The application site is defined by the red line boundary shown on the plan below (figure 2.1). The site comprises Studio One and the existing external Coronation Street set as well as the Breeze Studios. The site is bound by Grape Street, Lower Byrom Street and Atherton Street in Manchester City Centre.

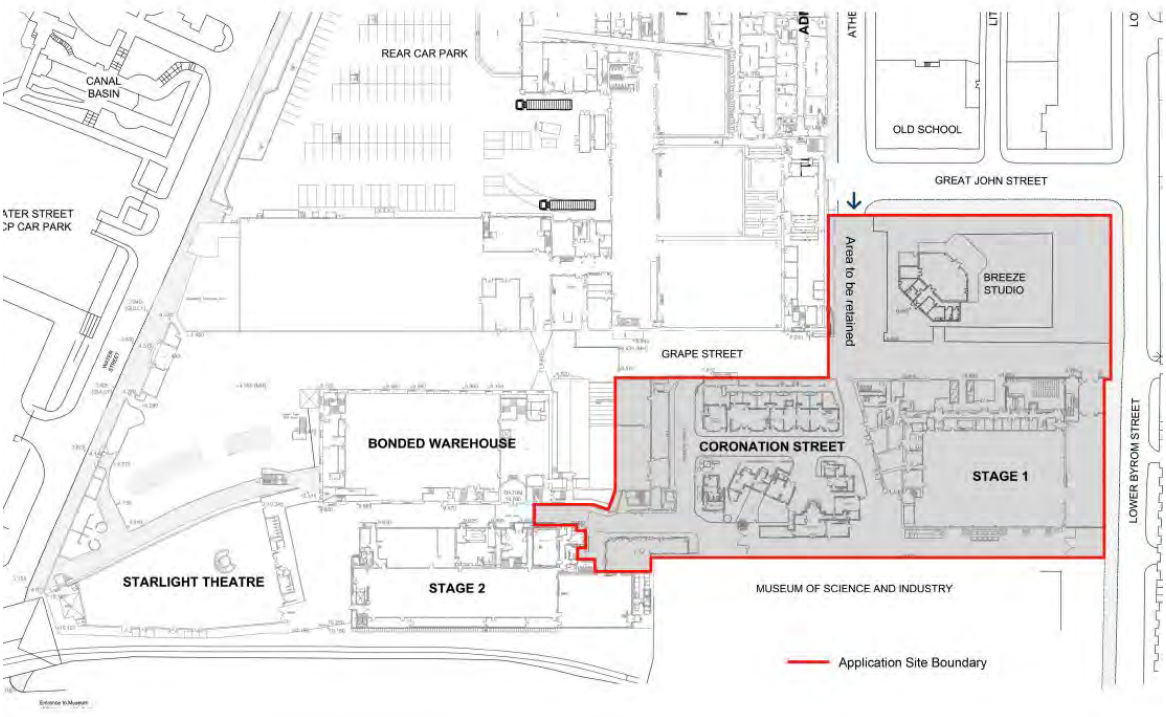


Figure 2: Application Site Plan

Existing Site Use

2.2 The site is currently an active operational studio broadcasting Coronation Street; however, it will shortly become vacant following the transfer of the programme's production to Media City.

Surrounding Land Uses

2.3 The uses surrounding the proposals are a mix of commercial uses (including Spiningfields and Great John Street), residential (including Rosetti Place, Bauhaus, St John's Garden's, Left Bank and Liverpool Road), Great John Street hotel, and a range of other visitor and cultural attractions including notably the Museum of Science and Industry (MOSI).

Planning and Regeneration Context

2.4 The site forms part of ITV's former 13.2 acre city centre landholdings which have recently been acquired by Allied London. Allied London has formed a joint venture with Manchester City Council (Manchester Quays

Limited) and are in the process of devising a masterplanning and development strategy for the site, which will realise what is a significant scale of regeneration opportunity for the City. In short term, whilst plans are being worked up for the long term future of the site, MQL will be exploring the prospect of introducing new uses into the existing buildings and infrastructure on the site. This strategy will ensure that the site, rather than lying vacant and redundant for a period of time, can begin to play a positive role in the City from the outset.

2.5 Pre-application consultation has taken place with MQL who are supportive of the proposals for the site. The visitor attraction will generate activity and life into what will otherwise be redundant facilities and can act as an anchor in the short term to the proliferation of a potentially diverse range of productive uses around the site. In this regard, the ability to retain connections into the wider site, via Grape Street, is maintained as part of the visitor attraction proposals.

3 Proposed Development

3.1 The formal description of development as described in the application forms is:

"Change of Use from television production studios (Class B1) to a visitor attraction (*Sui Generis*)."

The Offer

3.2 The offer will essentially be to allow access to the street and its famous landmarks. The tour will be contained within the existing Coronation Street complex and divided into several elements listed below.

- Welcome
  - An introduction to the tour, the site and its history bringing in some of the 'Street' including characters, props and memories.
- The Corridor of Stars
  - Opportunity to look into the dressing rooms of some of the famous actors and cast members.
- Green Room
  - A look at Coronation Streets future, ITV's investment at Media City; as well as upcoming events, and news.
- Preshow
  - A small space introducing some of the most loved character with objects, graphics and film.
- Stage 1 Guided Tour
  - To begin with a film highlighting the best moments of the Street.
  - Guided tour and exploration of Stage 1 with access to some iconic sets
  - Unique displays that showcase some of the props and furniture used in the show. Themed stopping points create opportunities for highlighting TV moments, behind the scenes techniques and Production.
  - Visitors are guided from Stage 1, stepping through the Bistro doors and out onto Coronation Street.
- The Street
  - Free access to all the famous landmarks, gardens and alleyways.

3.3 Further information and plans are provided at Appendix A to this document (for information)

Ancillary Elements

3.4 Within the current Medical centre a small shop will be created selling branded souvenirs and giftware associated with the experience. The shop will provide a unique merchandising opportunity purely because of the nature and heritage of the programme.

3.5 Within the Street it is intended that a Mobile Catering Unit (Outside Broadcast Unit) is utilised to offer visitors tea, coffee and light snacks.

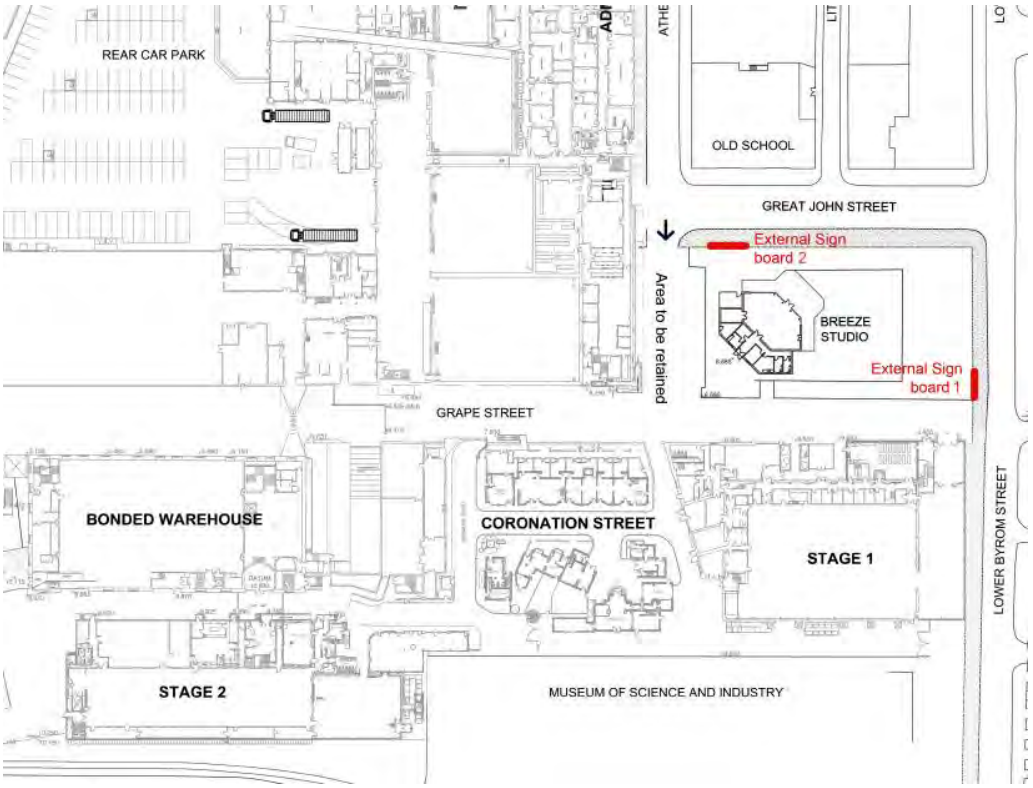
3.6 The Breeze Studio will offer a traditional catering server/kiosk operation, available only to visitors who are using the attraction.

3.7 Toilets are provided next to the Green Room within Studio 1.

Signage

3.8 Temporary signage will be provided to assist visitors in locating the attraction and will provide basic information with regard to opening hours and ticket pricing etc. The proposed location of the signage is identified at figure 3.2 below. In addition to the location and dimensions of the proposed signage have been fixed and are provided for information at Appendix 2 to this document. An application for express advertisement consent will be submitted shortly (upon confirmation of their final appearance in terms of detailed design and materials used).

3.9 In total, two external signs are proposed to be located on Lower Byrom Street and Great John Street. The signage will be fixed to existing boundary fencing and will be landscape in orientation. Additionally four signs located within the attraction are proposed for the purpose of directing visitors.



External Signage Locations

Benefits

3.10 The attraction will appeal to the show's fan base and celebrate what has become a national institution (Made in Manchester). The proposals will create a 'buzz' around this area of the City; positive feedback has been forthcoming from local Councillors and the proposals have been widely supported by local residents and businesses during pre-application consultation. In terms of MOSI, the close proximity of the two attractions offers fantastic synergies and the realisation of linked trips between the two attractions.

3.11 The attraction will create a range of jobs, from the tour guides, to those involved in the ticketing and marketing of the attraction. The operator, Continuum has indicated that they expect between 50 and 60 jobs to be created by the proposed development.

3.12 The attraction will enhance visitor numbers to the City Centre which will in turn have the 'snowball' effect of various economic benefits. These include enhanced numbers of people utilising the surrounding hotels and visiting the wide retail offer presented by the City Centre. Whilst visiting the Coronation Street attraction visitors may also visit other attractions within the City Centre and surrounding conurbations. During its 6 month operation, it is anticipated that up to 150,000 visitors will be attracted to the site.

3.13 As indicated in section 2 of this document, it is considered that the proposals will enhance the wider regeneration efforts for the site – to re-utilise the existing buildings and infrastructure whilst masterplanning and development proposals come forward. Such activities would allow that wider site to immediately continue to offer a positive contribution to the City. Specifically, the new visitor attraction will offer a new generator of activity in the area which the wider site can capitalise upon.

Operational Management

3.14 A 'working' Operation Management for the facility is provided at Appendix 3 to this document. In summary:

Opening Hours

3.15 It is proposed that the core attraction opening times will be 10am – 6pm. During Peak times the opening hours will extend and the operation will run from 10am – 9pm. Peak times can be defined as School holiday periods of Easter, May Day, May Bank Holiday, School Summer Holidays and all weekends.

Tour Capacities

3.16 Tours will run with a maximum number of 40 visitors with tours running at the most every 10 minutes. This will provide a maximum of 240 visitors per hour.

Admission Numbers

3.17 The following identifies the expected levels of attendances to the experience, by visitor type, through the course of the operation. This is based upon an opening date around 1st March 2014 through to the 31st August 2014.

Category	Volume for Term	Daily Average
Adult	37490	226
Child	7640	44
OAP	29890	178

Student	7450	44
Family	7450	44
Group Adult	30040	179
Group OAP	30040	179
Totals	**150000**	**892**

Booking & Ticket Sales Strategy

3.18 Continuum who will operate the attraction will manage pre booking as an integral part of the sales strategy. The nature of the Coronation Street Experience suggests that the offer will be of interest to the Coach Group Market as well as individuals and local interest groups. Targeted sales and marketing will be focussed very much on these markets as well as the Coronation Street fan database.

3.19 The first opportunity potential visitors will have with the offer is through online and traditional marketing i.e. TV, Radio, leaflets, posters, billboards, newspaper and magazine advertising. Dependant on the campaign and timing it has been considered that key messages of 'Booking Advisable' or 'Booking Essential' will be utilised.

3.20 A centralised bookings team is employed at the Continuum support office in York. Their prime remit is to handle all Trade Group bookings. Mobile enabled web booking will be available for all individual visitors.

3.21 Dependent upon the uptake of pre-booked ticket sales, 'on the door' sales will be made available on a first come first served basis.

3.22 Regarding the handling of cash, a safe will be provided within the facility and will be securely fixed to the floor base. All cash will be stored within the safe out of normal operating hours.

3.23 Cash registers will be emptied at the end of the trading day and till drawers left open to highlight that there is no cash present. A maximum cash holding limit will be applied to each till and regular cash lifts will be undertaken to reduce the amount of cash within a till.

3.24 Cash collection and delivery will be handled by a nominated security company (currently G4S).

Corporate and Private Hire

3.25 In order to maximise the total space and availability of the attraction and the inevitable down times where by tourists will be few and far between, it is intended that functions will take place within the approved boundaries of the site. Restrictions in the amount of guests will be imposed dependent upon the nature of the event.

3.26 It is envisaged that functions will take place outside of the core hours and run no later than 11.30pm.

3.27 Access to the event will be by invitation only. The invitation will be checked at the admissions point by the Duty Manager/security team. Clients will be advised of any rules and regulations at the time of booking.

3.28 A Premises Licence will be sought for the sale of alcohol – in connection with private and corporate hire only. This will be actively controlled. All alcohol will be stored in a locked space outside of any public space. In

terms of catering, it is envisaged that a well-qualified, respected and recommended outside caterer will be utilised.

General Access & Egress, Transport and Parking

3.29 As highlighted above visitors accessing a tour at Coronation Street will be encouraged to pre book a timed tour. Due to the nature of the experience and the fact that it is of a timed nature visitors and coach operators will have a clear understanding of when they will need to arrive and in the case of Groups when they will need to be collected.

Pedestrian and Vehicular Access

3.30 Primary access to and from the site will be from the Atherton Street entrance using the existing gates and roadway. There will be a waiting area for visitors located in Breeze Studio to be used if necessary to control and manage visitors whilst tours are in progress until the next tour begins.

3.31 There will be no direct access for visitor vehicles to the site. The area is generally well served by public car parks and the site has good access to a range of modes of public transport.

3.32 As part of the process of managing access to the attraction, information will be clearly displayed on the attraction website to direct customers away from the site to the nearest public car parking areas. In addition, appropriate pedestrian walking route will be identified, which in particular ensure that pedestrians are directed away from private residential routes in the vicinity of the site, including Culvercliffe Walk.

Coach Drop Off and Parking Arrangements

3.33 The attraction is also expected to appeal to Tour Groups who would typically arrive by Coach. ITV has capacity for 9 coach parking spaces at existing surface car parks to the west of Water Street. The nearest alternative Long Stay pre bookable coach park is at Owen Street Euro car park. In terms of drop-off and pick-up points, there are several options in the area - at Liverpool Road, Atherton Street and Lower Byrom Street. Tour companies will be directed to use the Lower Byrom Street stop wherever possible.

3.34 Further details regarding access and parking arrangements are contained within the supporting Transport Statement.

Crime

3.35 A Crime Impact Statement accompanies the planning submission. In summary, the measures that will be put in place regarding a security strategy for the proposals include front line security during opening hours provided by the in house operating team. Out of hours security will be provided by a specialist Third Party contractor.

3.36 All visitors will enter the site via the ticketing office where they will be required to show a valid ticket or have the opportunity to purchase a ticket 'on the door'.

3.37 There will be boundary treatments within the site for the safety of visitors to contain access within the set. All events will have an appropriate level of staff assigned to ensure the safety of those taking part. All staff will be trained in Health and Safety, Fire Evacuation and emergency plans. Regarding potential corporate and private hire, there will also be an element of security provided to control access and egress from the event(s).

Waste and Servicing

3.38 In order to maintain quality standards in and around the attraction a fixed policy on Goods Inward and Waste Control will be adopted. Goods and deliveries will be made from the Atherton Street entrance at co-ordinated times. It envisaged these will be less than the current ITV operation.

3.39 Goods inwards will generally comprise of retail related stock, catering stock, office stationary, maintenance consumables, cleaning supplies and other general consumables. It is not envisaged that any additional impact will be noticed through deliveries over and above that as seen by the current ITV operation.

3.40 All suppliers will be encouraged to deliver outside of the core operating hours however it is expected that some suppliers will not be able to work within this framework. The majority of products being delivered to site will be contained in small packages and in the main will be delivered via transit vans and small non articulated vehicles.

3.41 It is expected that waste will need to be collected and removed from site on a 2 – 3 times per week basis.

3.42 A system of waste collection will be arranged via an approved waste contractor or through MQL.

3.43 All waste generated on site will be stored away from the public in an agreed compound space. No waste will be permitted to be stored outside of the approved perimeter.

3.44 All waste containers located within the compound area will be of a lockable, lidded variety in order to reduce aspects of Fire risk and vermin control etc.

3.45 All internally located bins will be emptied on a regular basis in order to maintain quality standards and reduce the risk of fire. Limited refuse disposal points will be located within the attraction so as to encourage visitors to take waste away from the site.

4 Planning Policy

4.1 The proposals have been considered in the context of planning policy at national and local levels, in particular the National Planning Policy Framework (March 2012) and the Manchester Core Strategy (2012).

National Planning Policy

4.2 The NPPF articulates the priorities of the Plan for Growth within planning policy. The NPPF introduces a new 'presumption' in favour of sustainable development and supports proposals that are in accordance with policies in an up to date Development Plan. Sustainable development is about positive growth – making economic, environmental and social progress for this and future generations.

4.3 The Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. Planning should operate to encourage and not act as an impediment to sustainable growth. Therefore significant weight should be placed on the need to support economic growth through the planning system.

4.4 The NPPF establishes a set of core planning principles, which underpin both plan-making and decision-taking. These set out that planning should:

- be genuinely plan-led;
- proactively drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs;
- always seek to secure high quality design and a good standard of amenity;
- take account of the different roles and character of different areas;
- support the transition to a low carbon future in a changing climate and encourage the reuse of existing resources;
- encourage the effective use of land by reusing land that has been previously developed; and
- promote mixed use developments, and encourage multiple benefits from the use of land.

4.5 Section 1 of the NPPF (Paragraphs 18 to 22) is entitled 'building a strong, competitive economy'. It emphasises the Government's commitment to securing economic growth, and that significant weight should be placed on the need to support it through the planning system. In particular, it identifies the need for Local Planning Authorities to support existing business sectors, taking account of whether they are expanding or contracting and, where possible, identify and plan for new or emerging sectors likely to locate in their area.

4.6 The proposals will be a fantastic opportunity for Manchester to further enhance the City Centre as a tourist destination and utilise the famous street whilst adding the Manchester's strong, competitive economy.

4.7 Section 7 of the NPPF entitled 'requiring good design,' highlights that control over outdoor advertisements should be efficient, effective and simple in concept and operation. The proposals fully accord with the NPPF as the advertisements will be for a temporary period and will consist of way finding signage to locate and direct fans around the visitor attraction.

Manchester Core Strategy

4.8 The site is situated within the administrative boundary of Manchester City Council and is subject to the provisions of the Manchester Core Strategy, which was adopted by the Council on 11 July 2012.

4.9 The Core Strategy sets the overall strategic direction for planning for Manchester over the plan period from 2012 to 2027, and is in line with national policies. The policies of the Core Strategy establish where major development and other forms of investment should be located in order to be sustainable, meet local needs and take full advantage of opportunities.

4.10 The application site is located within Granada lands, an area of Manchester City Centre that is identified as a focus for Policy CC1 Primary Economic Development Focus: City Centre and Fringe.

4.11 The Core Strategy policies that have been considered are as follows:

Core Strategy Policy	Contributions and Benefits
Policy CC1 Primary Economic Development Focus: City Centre and Fringe - Provision of a range of economic development uses, such as retail, leisure, entertainment, cultural and tourism facilities will be encouraged in the City Centre, in line with Policy C1, to support the development of a vibrant employment location attractive to businesses, employees and visitors to the City Centre	The proposals will offer a unique opportunity for the city centre. It will offer a product that will attract visitors to the area and in turn further enhance the economic development of the city centre.
Policy CC4 – Visitors – tourism, culture and leisure - The City Centre will be the focus for culture and leisure in the City Region.	The proposals will generate a significant number of visitors, including visitors who would not otherwise visit the city centre. The proposals will add to the range of attractions Manchester's offer and further reinforce its function as a focus for culture and leisure in the City Region.
Policy CC 10 A Place for Everyone - The City Centre will develop as a location which appeals to a wide range of residents and visitors. Development which promotes this objective will be supported, particularly through: • Uses which increase the diversity of activity in the City Centre, with an emphasis on family-oriented activity; and, • High standards of accessibility to buildings and across spaces in the City Centre.	The attraction will further enhance and diversify the mix of uses in the city centre. As reflected in the forecast visitor profile provided in section 3, it will attract a wide range of age groups both from the local area, as well as nationally and from overseas.
Policy T2 Accessible areas of opportunity and need - The Council will actively manage the pattern of development to ensure that new development: - Is located to ensure good access to the City's main economic drivers, including the Regional Centre, the Oxford Road Universities and Hospitals and the Airport and to ensure good national and International connections. Is easily accessible by walking, cycling and public transport; connecting residents to jobs, centres, health, leisure, open	The attraction is located within the Regional Centre and benefits from the close proximity to public transport including the free Metro shuttle bus. The site is 0.4 miles from the Deansgate-Castlefield Metrolink stop, 0.4 miles from Deansgate rail station and 0.8 miles from Oxford Road rail station. The attraction is expected to appeal to tour groups that will arrive by coach and specific arrangements have been made to facilitate this. Details of this are provided within section 3 of this report and within the supporting Transport Statement.

Core Strategy Policy	Contributions and Benefits
space and educational opportunities Within the City Centre, provides a level of car parking which reflects the highly accessible nature of the location, as well as the realistic requirements of the users of the development	
Policy DM1 Development Management - All development should have regard to the specific issues including: effects on amenity such as noise, light, air quality, road safety and traffic generation; accessibility; community safety and crime prevention; vehicular access; and, green infrastructure.	The application is supported by reports in relation to Transport and Community Involvement. The application is also supported by a Crime Impact Statement. These reports assess the impact of the proposals upon the local environment, recommend mitigation measures where necessary and conclude that the proposals will not have an adverse impact on the amenity of surrounding users.

5 Summary and Conclusions

5.1 This Planning Statement relates to proposals by ITV Plc. and its partners – Mather and Co and Continuum - to open up the Coronation Street set to the public for the first time since 1999. The proposals seek consent for a temporary visitor attraction at the Coronation Street studio.

5.2 The application site is expected to become vacant in Spring 2014 following the re-location of Coronation Street to a new studio in Media City. This will allow the attraction to come forward, unfettered by the production schedule of the TV show.

5.3 The proposals will provide a unique opportunity for a tour of the studio and visitors will be permitted to explore the street and famous landmarks.

5.4 The attraction is expected to be a popular destination for fans and will be carefully managed by the experienced operator Continuum. An Operational Management Plans has been submitted within this application to explain how this will be implemented in a manner that ensures the attraction is a success and does not result in amenity issues for local communities. Headlines in this regard include:

- It is proposed that the core attraction opening times will be 10am – 6pm. During Peak times the opening hours are likely to extend and the operation will run from 10am – 9pm (School holiday periods of Easter, May Day, May Bank Holiday, School Summer Holidays and all weekends).
- During the core opening times it is envisaged offering an evening private hire facility, running no later than 11:30 pm, for pre booked private groups and corporate entertainment.
- Tours will run at the most every 10 minutes with a maximum number of 40 visitors per group. This will provide a maximum of 240 visitors per hour.
- Online booking and advanced ticket sales will be promoted as the primary means of purchase and it is anticipated that the majority of sales will be advanced online or call centre purchases A centralised bookings team is employed at the Continuum support office in York and mobile enabled web booking will be available for all individual visitors. Dependent upon the uptake of pre-booked ticket sales, walk up sales will be made available on a first come first served basis.
- Direct access to the site will be on foot only, via Atherton Street. The area benefits from good transportation links and car parking facilities. This leads us to believe that arrival to the city by individuals is well catered for. Directions and car parking facilities will be communicated via the web site and consumer leaflets. Localised AA/RAC signs will direct visitors to the site and over the forthcoming months communication with the local authority will determine if any other way-finding is possible.
- The attraction is also expected to appeal to Tour Groups who would typically arrive by Coach. ITV has capacity for 9 coach parking spaces at existing surface car parks to the west of Water Street. The nearest alternative Long Stay pre bookable coach park is at Owen Street Euro car park. In terms of drop-off & pick-up points, there are several options in the area, - at Liverpool Road, Atherton Street and Lower Byrom Street. Tour companies will be directed to use the Lower Byrom Street stop wherever possible.
- The concept of catering at the Coronation Street to the day time visitor will be a simple one focussed on hot and cold non-alcoholic beverages and light snacks. Two catering locations are potentially available within the identified boundaries of the attraction: The Breeze Studio (Traditional Catering server/kiosk

operation); and, the external Coronation Street Set (Mobile catering unit as per the current Outside broadcast catering unit)

- It is not envisaged that any additional impact will be noticed through deliveries over and above that as seen by the existing ITV operation.
- Goods inwards will generally comprise of retail related stock, catering stock, office stationary, maintenance consumables, cleaning supplies and other general consumables. The majority of products being delivered to site will be contained in small packages and in the main will be delivered via transit vans and small non articulated vehicles.

5.5 The Crime Impact Statement submitted in support of the application details the safety arrangements for the proposal including controlled access via the ticket office and boundary treatments to guide visitors within the attraction.

5.6 Servicing arrangements, including deliveries and refuse collection arrangements are expected to be at a lower level than the current ITV operation and will, where possible, take place outside operational hours.

5.7 The proposal accords with both National and Local planning policy. The proposal will add to building a strong competitive economy and the advertisements will be of high quality design to direct visitors around the attraction. Regarding local policy the proposal demonstrates the Core Strategy policies of creating economic benefits, enhancing tourism and the diversity of uses within the City Centre. Additionally the proposals are in line with saved UDP policies regarding advertisement in terms of their purpose and location.

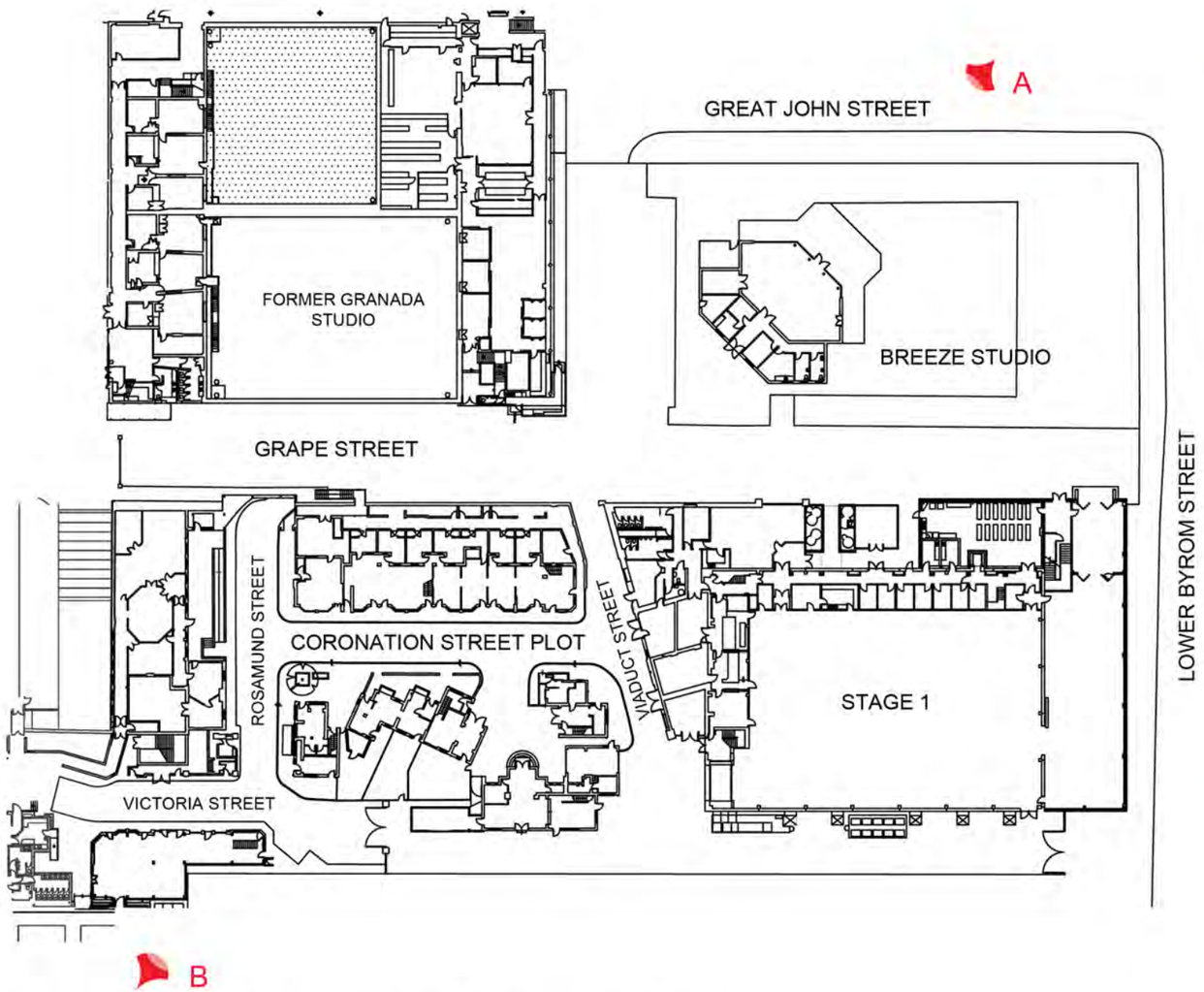
5.8 Prior to the submission of the application, a process of pre-application consultation has been undertaken focused on the local residential and business communities, MOSI, Castlefield Forum and the relevant City Centre Councillors. As demonstrated in the Statement of Community Consultation which accompanies this application, key local stakeholders have overwhelmingly expressed there over support for what will undoubtedly prove to be a very popular visitor attraction, which will make a meaningful contribution to City life as well as the City's visitor numbers and economy during 2014.

5.9 The proposals merit the support from the City Council and the grant of Planning Permission.

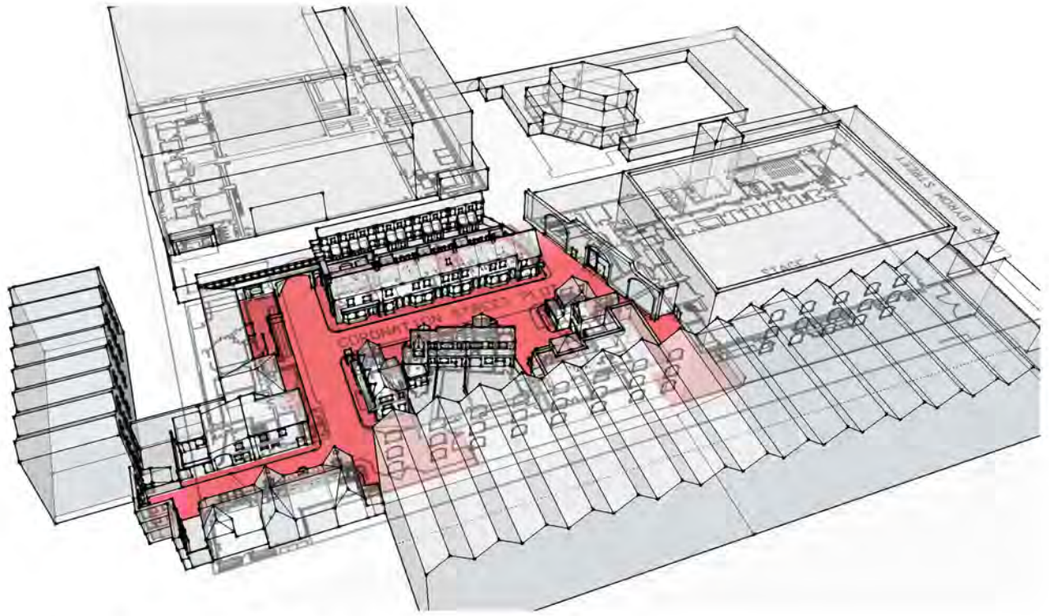
Appendix 1: Plans of the Tour Offer

such conditions of confidentiality apply to the details of that arrangement (for example, for the purpose of discussion with tax authorities). In any event, no other party is entitled to rely on our document for any purpose whatsoever and thus we accept no liability to any other party who is shown or gains access to this document.

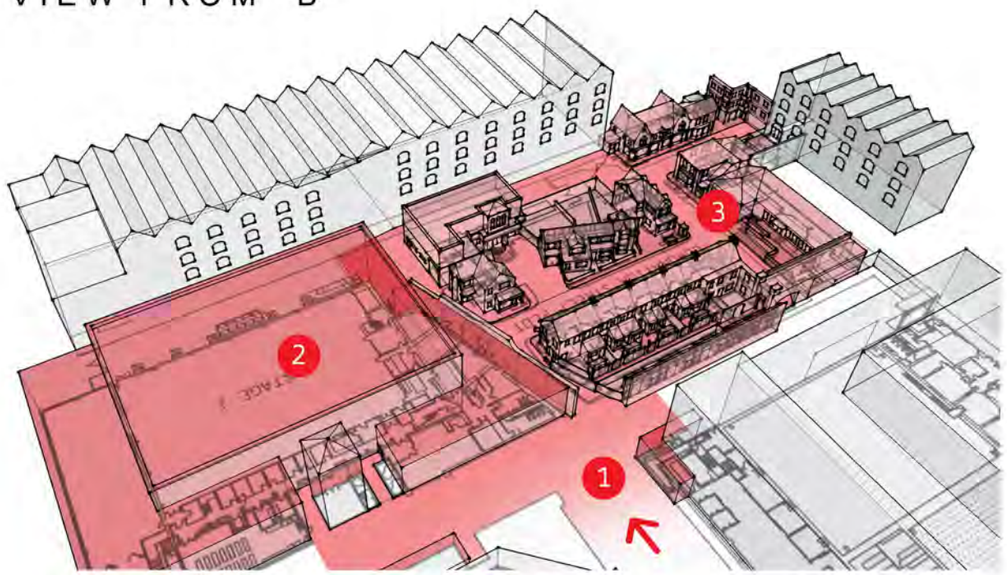
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ITV CORONATION STREET GA PLAN



VIEW FROM 'B'



VIEW FROM 'A'

1. Arrival and Ticketing
2. Stage 1 Guided Tour
3. Coronation Street plot

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Project: Coronation Street Tour

Scale: N T S @ A 1 & A 3

Date: October 2013

Drawn By: Paul Lee

Drawing Number: P237.CS.006

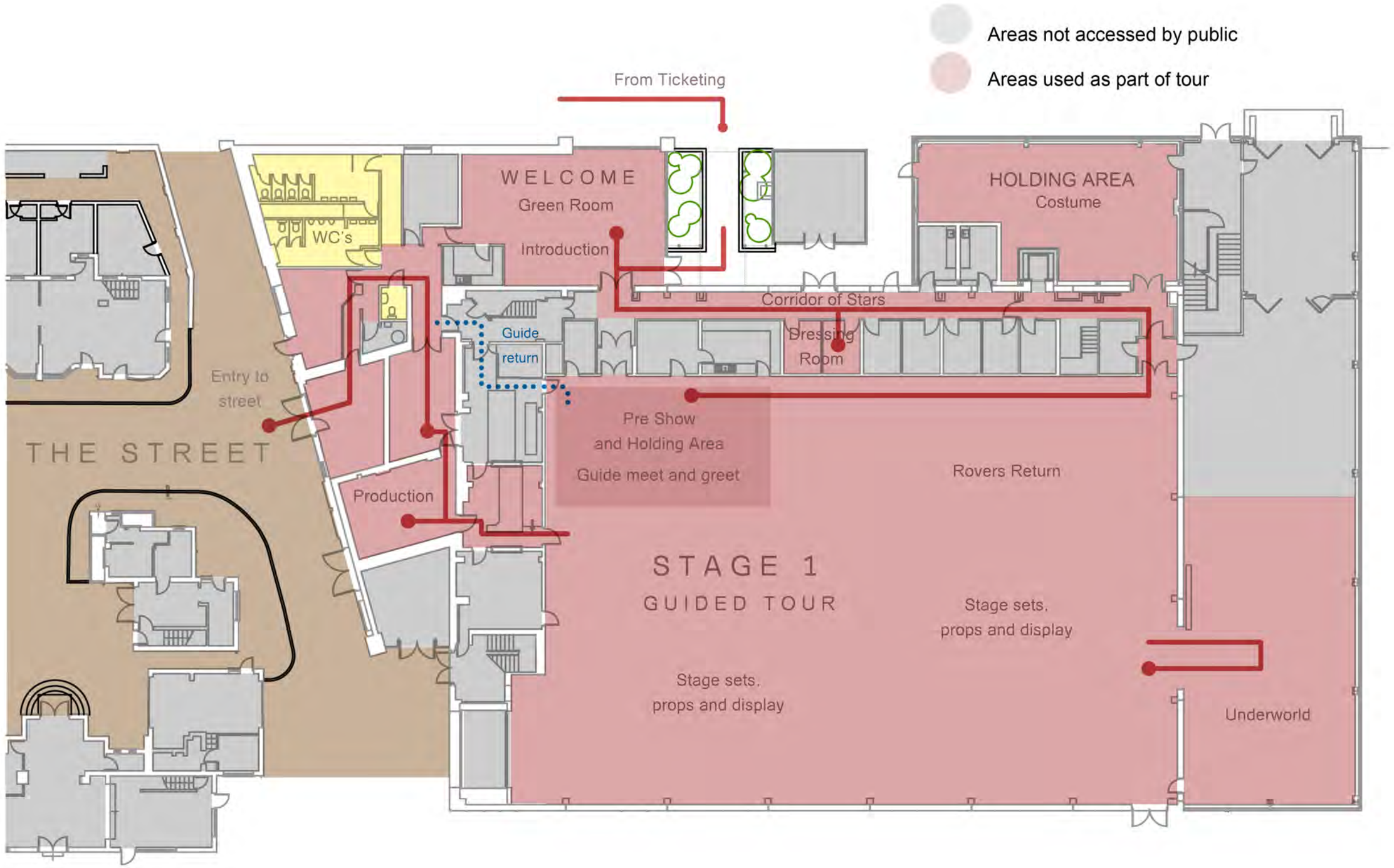
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Drawing Title:
Coronation Street Plot
General Site Plan

Appendix 2: Signage Proposals

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STAGE 1 GA LAYOUT PLAN

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Project: Coronation Street Tour

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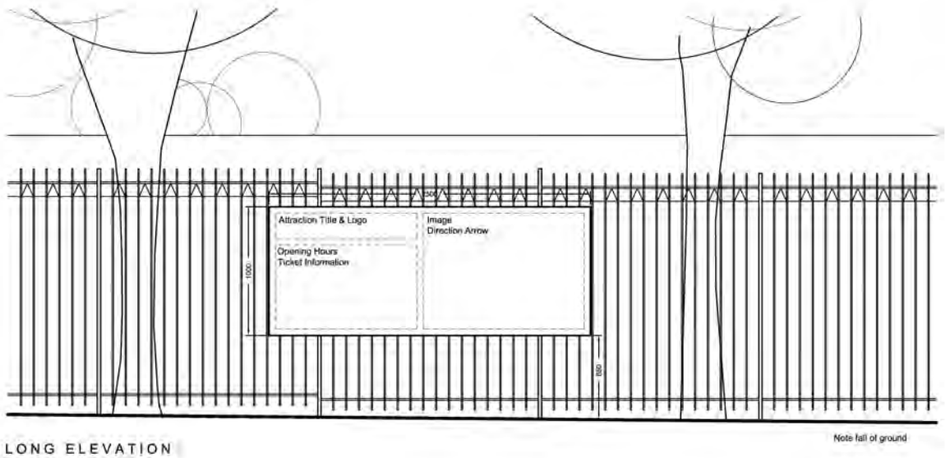
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Drawn By: Paul Lee

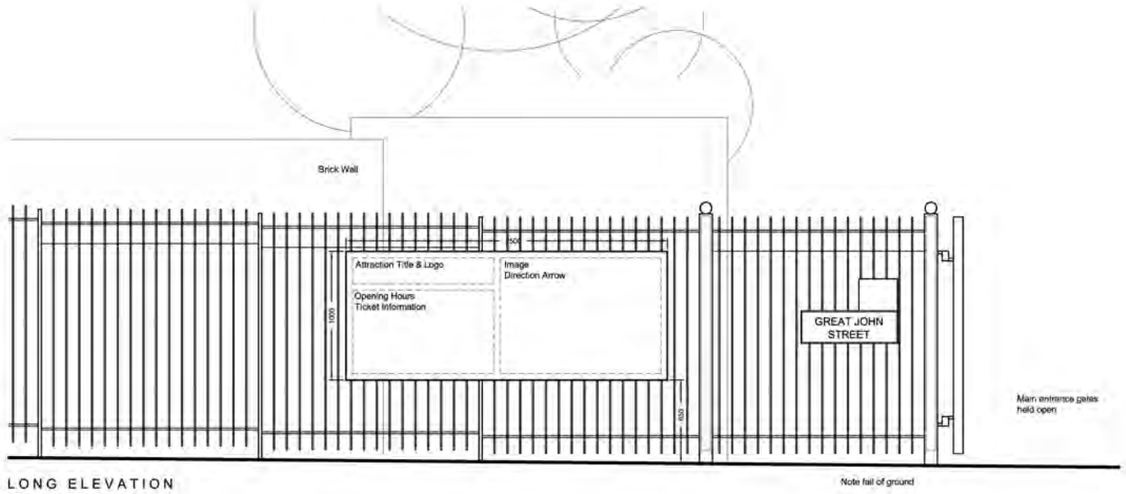
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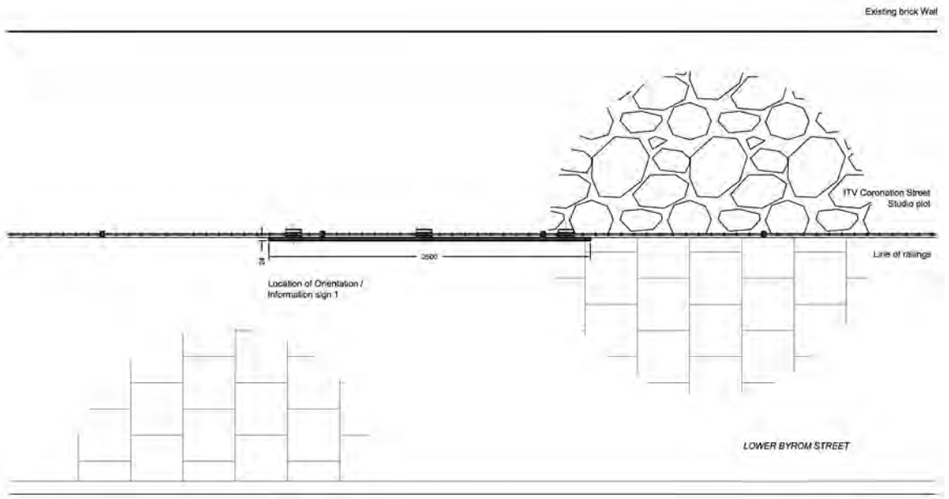
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Stage 1
General Arrangement Plan



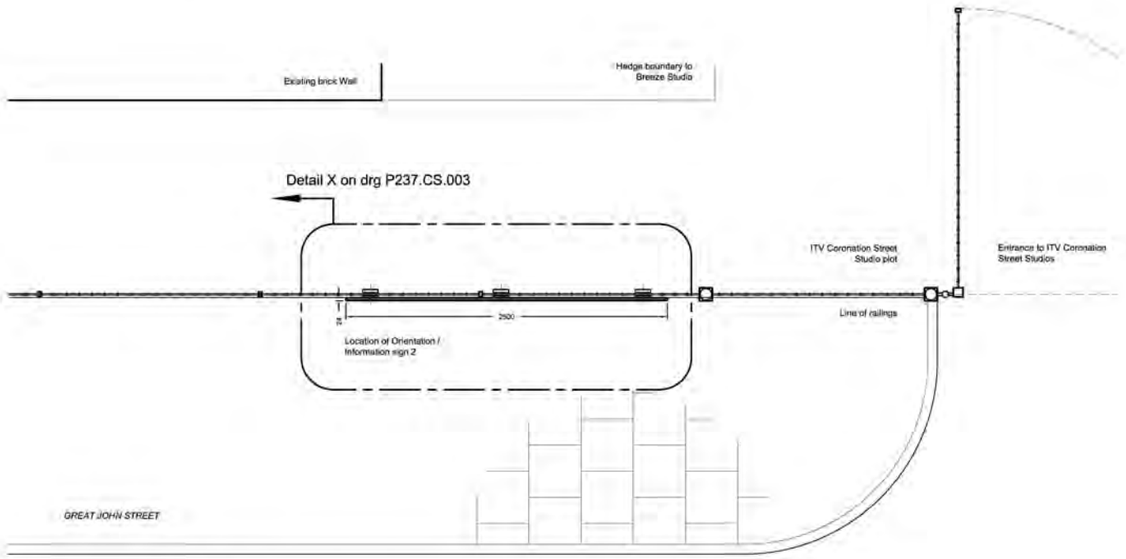
LONG ELEVATION
LOWER BYROM STREET



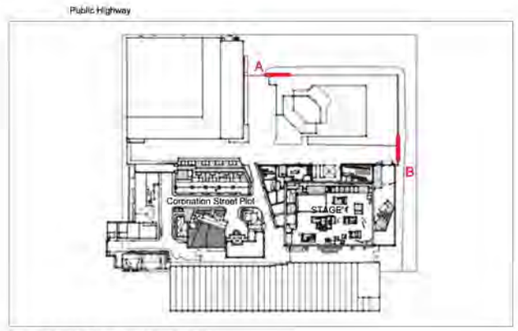
LONG ELEVATION
GREAT JOHN STREET



PLAN SECTION 1:25 @ A1
SIGNAGE NUMBER 1 SECTION AT 'B'



PLAN SECTION 1:25 @ A1
SIGNAGE NUMBER 2 SECTION AT 'A'



LOCATION PLAN NTS

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Project: Coronation Street Tour

Scale: 1:25 @ A1 & 1:50 @ A3

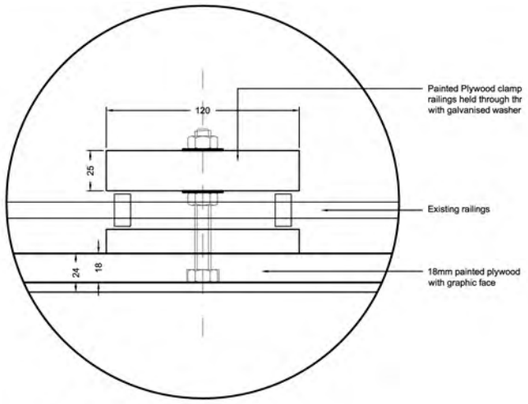
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Drawn By: Paul Lee

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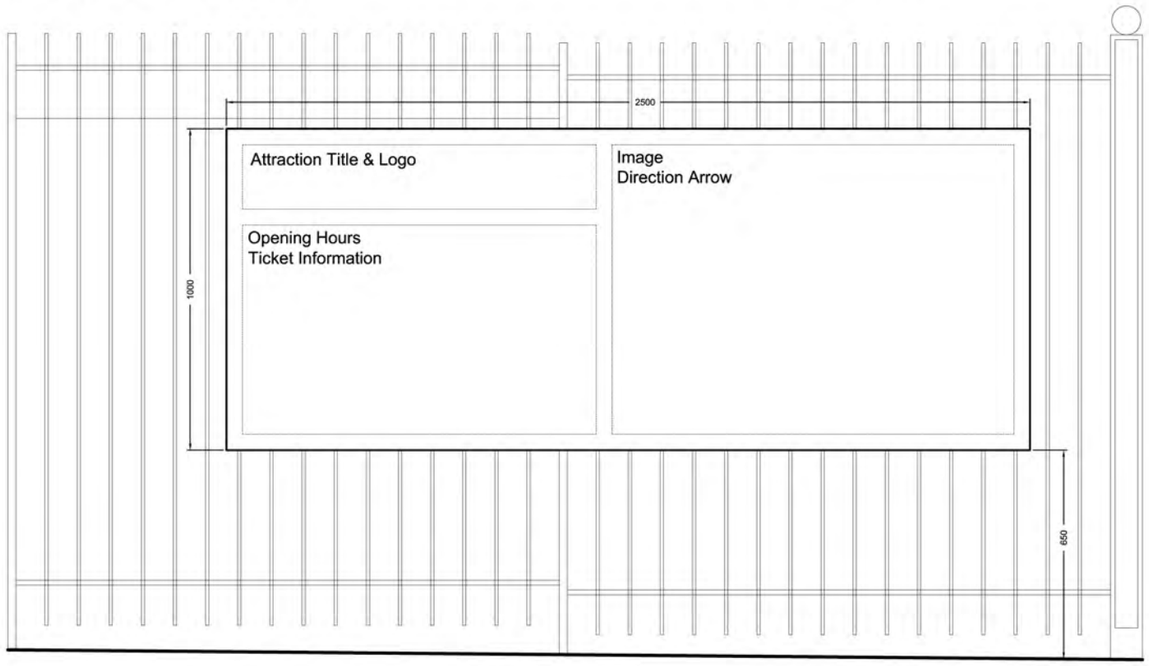
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Drawing Title:
External Perimeter Sign Boards
General Arrangement Layout

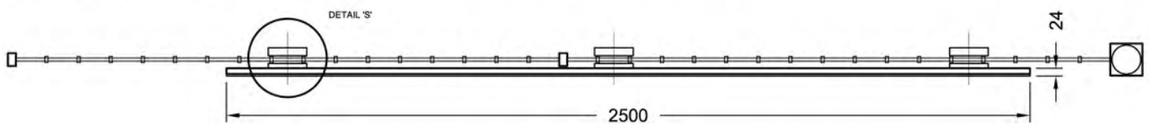


DETAIL AT 'S' 1:2 @ A1

Signage board fixed to boundary fencing.
18mm WBP plywood with black oil based paint finish over faced with UV cured printed external grade graphic with anti vandal coating. Panel secured to railing using 18mm plywood clamps to rear, with foam padding to protect to railings, bolted through.



FRONT ELEVATION 1:10



PLAN SECTION 1:10 @ A1



SITE MOCK UP IMAGE

NOTES

Signage board fixed to boundary fencing.

Construct from 18mm WBP plywood with black oil based paint finish over faced with UV cured printed external grade graphic with anti vandal coating. Panel secured to railing using 18mm plywood clamps to rear, with foam padding to protect to railings, bolted through.

Graphic design to be confirmed by ITV once branding and ticket pricing has been agreed

DETAIL X DRG P237.CS.002

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Client: ITV Coronation Street

Project: Coronation Street Tour

Scale: 1:10 @ A1 & 1:20 @ A3

Date: October 2013

Drawn By: Paul Lee

Drawing Number: P237.CS.003

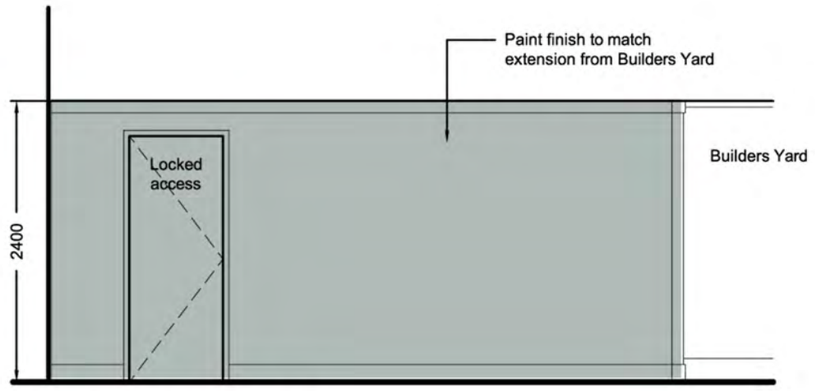
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Drawing Title: External Perimeter Sign Boards Detail Arrangement

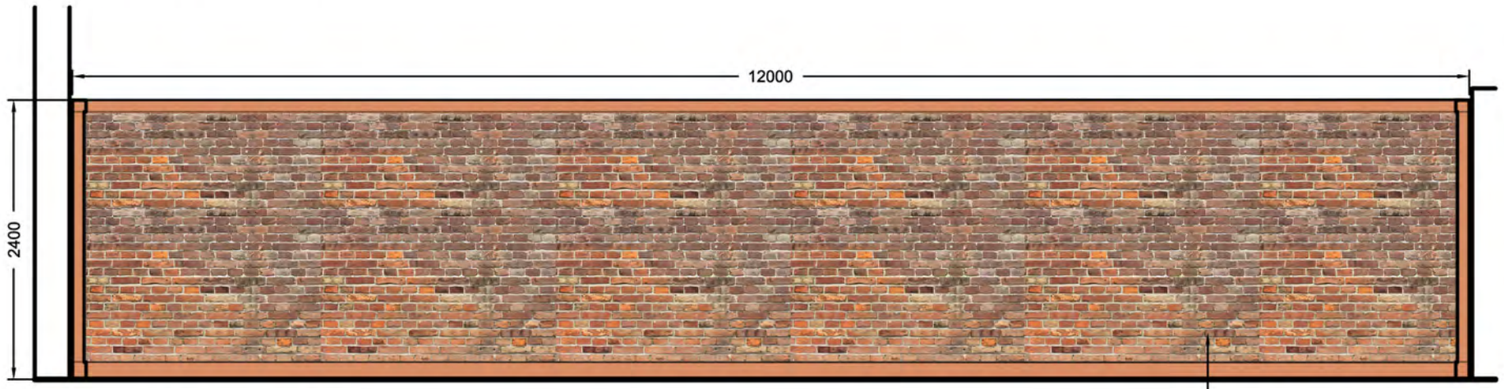




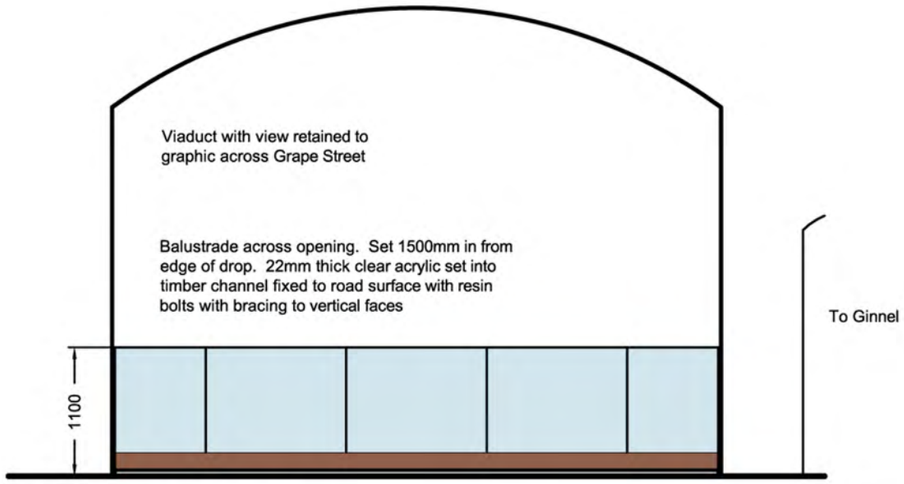




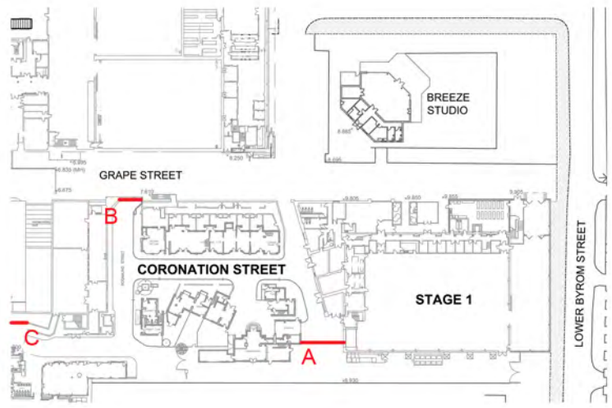
FRONT ELEVATION



FRONT ELEVATION



FRONT ELEVATION



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Project: Coronation Street Tour

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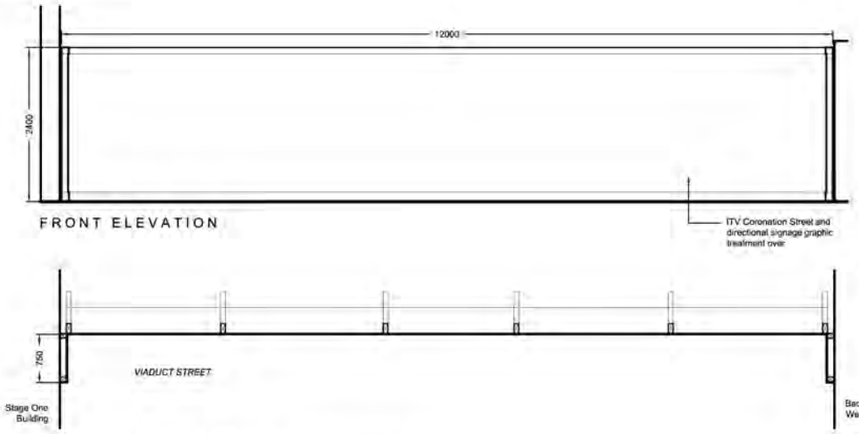
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Drawing Number: P237.CS.005

Revision: --

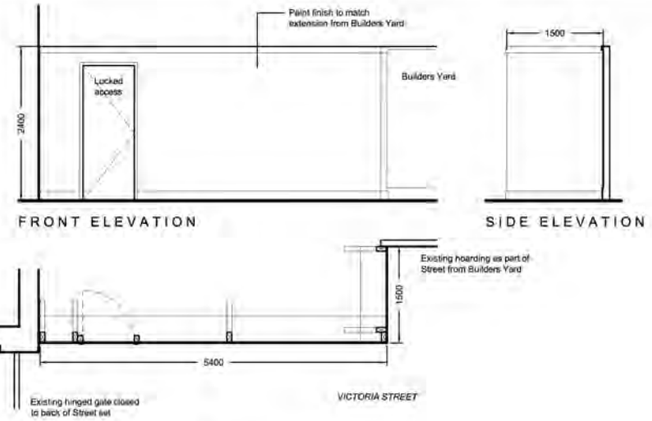
Drawing Title:
Internal Boundary Graphics
Site Location Images



FRONT ELEVATION

PLAN SECTION 1:50 @ A1

SITE DIVISION SECTION AT 'E'

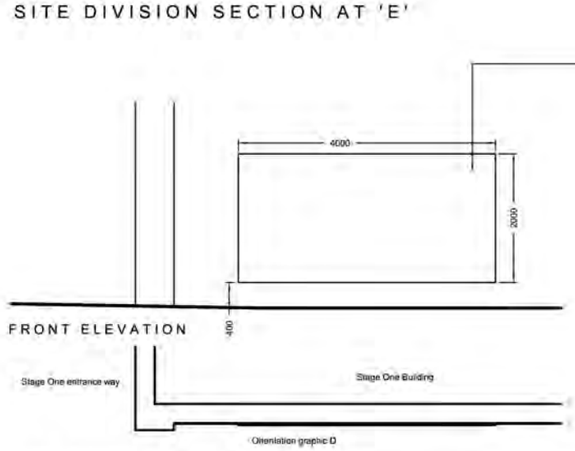


FRONT ELEVATION

SIDE ELEVATION

PLAN SECTION 1:50 @ A1

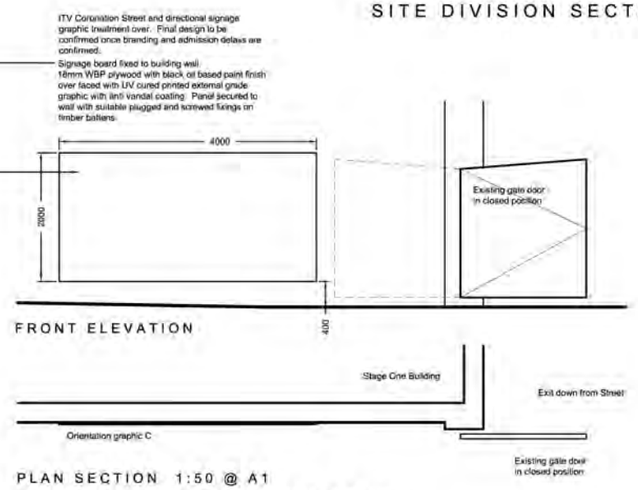
SITE DIVISION SECTION AT 'G'



FRONT ELEVATION

PLAN SECTION 1:50 @ A1

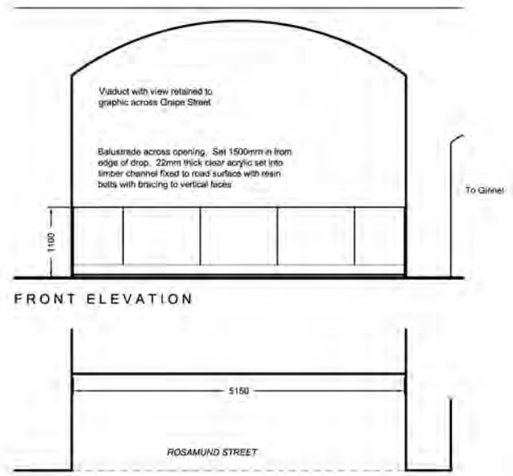
ORIENTATION SECTION AT 'D'



FRONT ELEVATION

PLAN SECTION 1:50 @ A1

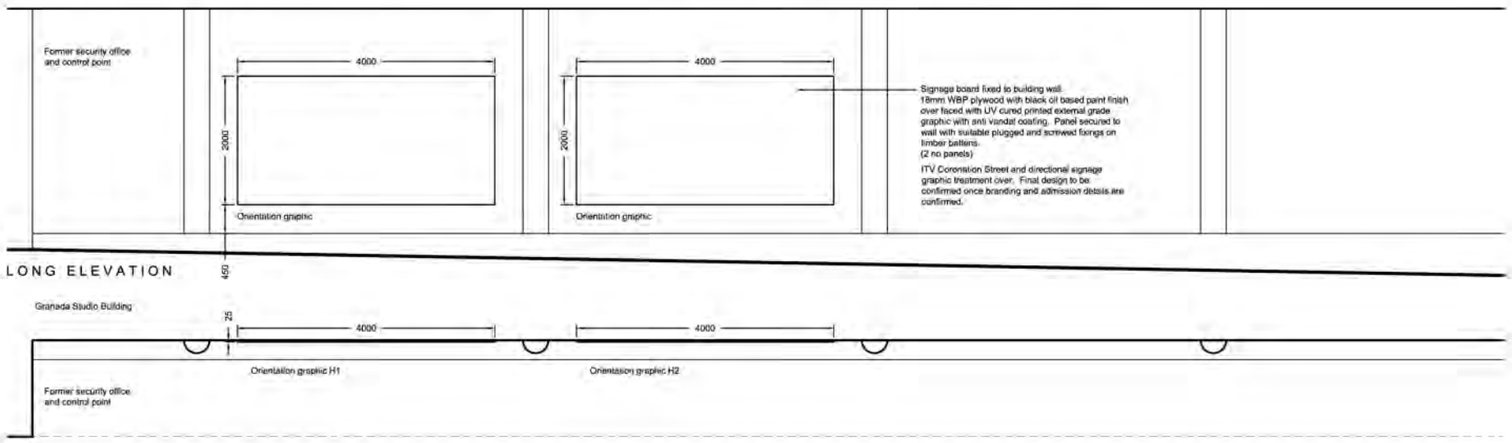
ORIENTATION SECTION AT 'C'



FRONT ELEVATION

PLAN SECTION 1:50 @ A1

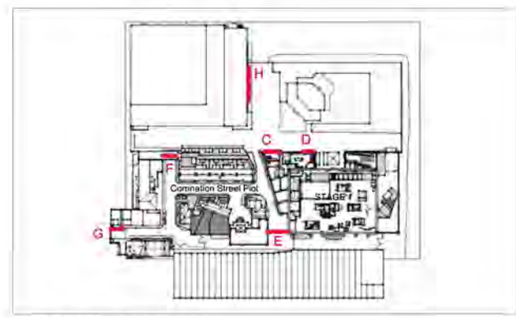
BALUSTRADE SECTION AT 'F'



LONG ELEVATION

PLAN SECTION 1:50 @ A1

ORIENTATION SECTION AT 'H'



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Project: Coronation Street Tour

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Date: October 2013

Drawn By: Paul Lee

Drawing Number: P237.CS.004

Revision: ---

Drawing Title:
Internal Boundary Graphics
General Arrangement Layout

Appendix 3: Working Operational Management Plan

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Coronation Street – The Tour

Management Plan

DRAFT COPY

Dated 05.11.13

Operator:-

Continuum Group Ltd
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York. YO10 4UX

Tel: 01904 527 700

Author – Kevin Smith, Group Director of Attractions

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1.0 About Continuum









Our expert team has a world-class background of pioneering the operation and marketing of leading visitor attractions.

30 years of owning, management and operation of cultural attractions has been achieved through our people: building, nurturing and developing the best teams to deliver engaging stories in memorable places. We have created and delivered over 100 projects and welcomed over 30 million visitors, receiving above 97% good and very good customer satisfaction ratings. Our focus is providing quality service from listening to our customers, supported by compliant and effective systems. We have teams of people passionate about what they do, everyday.

Trust and Reputation is key to our own and our partner's success. We are proud of all we have achieved as attraction operators. We have extensive operating experience and an acknowledged reputation for excellence, recognised by the awards that we have won and the relationships built within the industry.

Continuum operates commercial visitor attraction businesses to the highest level and in 2013 have welcomed around two million visitors with numbers at specific attractions hitting up to 15,000 visitors per day. Our Portfolio currently comprises of 7 attractions based within the UK and as well as the core visitor offer, a commercial mix of Food and Beverage, Corporate Venue hire, Retail and Merchandising form the basis of the offers. Alongside this community and educational support is key to our success.

continuum
Leading Attractions



Spinnaker Tower Portsmouth

The £35m Spinnaker Tower in Portsmouth is the tallest publicly accessible structure in the UK (outside London), and was a key part of the multi-million pound regeneration of Portsmouth Harbour.
Continuum has been involved with this landmark attraction from the early stages, carrying out feasibility and business planning work and assessment of audience potential. At its peak it welcomed 700,000 visitors per annum.



The Emirates Air-Line London

London's new Thames river crossing. The Emirates Air Line opened at the end of June 2012 and welcomed over 2.5 million visitors over its first year – positioning it as a top tourist attraction in London. Continuum became part of the operating team in order to deliver the highest standards of guest experience and safety expected of a world-class visitor attraction.



York's CHOCOLATE Story

York has had chocolate and confectionery at its heart for over 150 years and in spring 2012, Continuum brought the story to life by opening a new visitor attraction in King's Square at the end of the world famous Shambles. York is one of the most visited cities in the UK, welcoming 7.1 million visitors annually.



The Real Mary Kings Close

The original 17th century Mary King's Close now lies deep beneath Edinburgh City Chambers. Costumed guides take visitors on a carefully constructed one hour long tour based around the lives and experiences of the inhabitants who once lived there.
Continuum opened the attraction ten years ago and it has been an outstanding success story; visitor numbers are at capacity most of the year. Continuum has delivered a world class attraction to add to the city's impressive list.



Oxford Castle – Unlocked

Set within the multi million pound redevelopment of Oxford Castle, Unlocked has now been open since 2006. A unique blend of old vs new and our fully acted experience really brings 1000 years of history to life.



The Canterbury Tales

Celebrating its 25th anniversary in 2013 the Canterbury Tales attraction based within a 13th Century church mixes both live and audio based interpretation taking guests through six of Geoffrey Chaucers Canterbury Tales.



Kent Life

Kent Life is set within 50 acres the most beautiful rural landscape. A mix of historic buildings, livestock and play make for a great day out for all of the family.

Whilst the above represents our current portfolio of attractions business Continuum have over it's 30 year history operated, consulted, built, designed and opened in excess of 100 projects both in the UK and oversees.

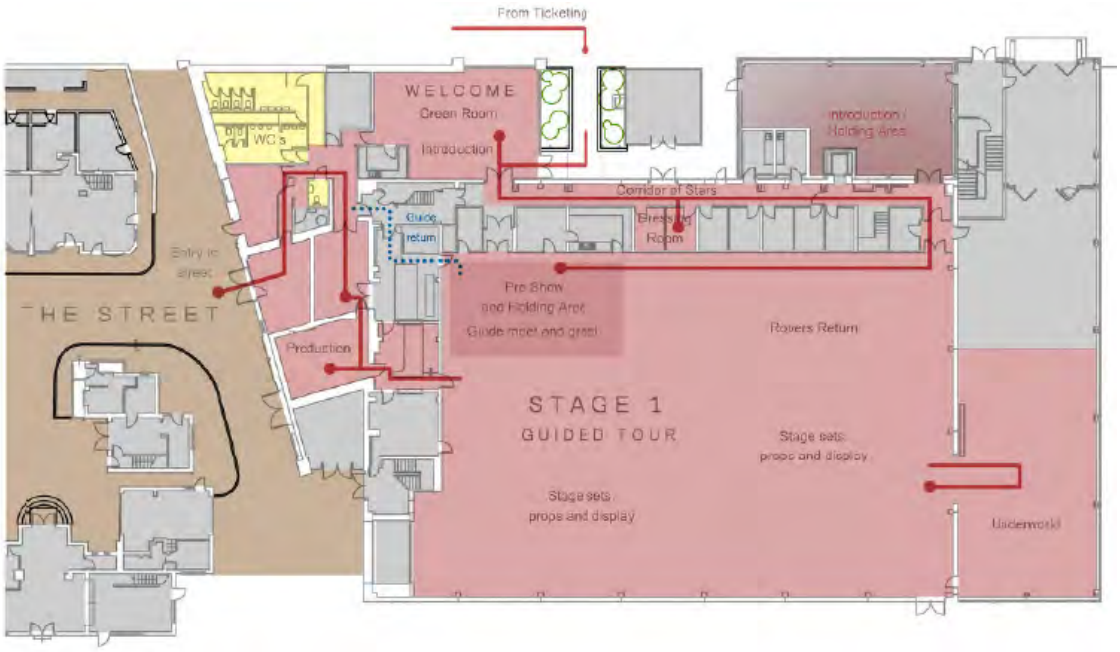
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2.0 About the Attraction Experience

Coronation Street has, for the past 50 years been one of the UK's favourite soaps. As a result of the creation of the new Media City in Salford Quays and the need to maintain ITV's production qualities, the production of the programme will be relocated. ITV have expressed their interest to open up Studio 1 and the existing Coronation street external set to the general public as a thank you for their on-going support.

The experience is planned to offer visitors the chance to see how the cast and production team left the site after its last day of filming at the Granada Studios.

On arrival at the site and after being processed through the admissions point, trained staff playing the part of the production crew will guide visitors around Studio 1. This will incorporate several sets both current and historic and tell the stories behind the production, history and lives of the characters. The prime set within this space will be the Rovers Return and it is at this point where souvenir photo's will be on offer. The guided element within Studio 1 will last approximately 40 minutes.



On exiting Studio 1 visitors will step out on to the iconic cobbles of Coronation Street. This section of the visit is self guided however several members of our crew will be

placed around to provide more information about the street, dwellings and storylines or to guide people towards the next area of interest. Our crew will also be maintaining the Health and Safety of all visitors and providing first line security during hours of operation.

Within the current Medical centre a retail shop will be created selling branded souvenirs and giftware associated with the experience. #1

Within the street it is intended that a Catering Unit (Outside Broadcast Unit) is utilised to offer visitors tea's, coffee's and light snacks. #2

Toilets are provided next to the Green Room within Studio 1 #3



A final stroll down the back alleys behind the Rovers Return and other properties will be a fitting end to an informative and memorable experience.

We expect that the average total dwell time for visitors will be 1 ½ hours.

3.0 Operational Considerations

3.1 Opening Hours

It is proposed that the core attraction opening times will be 10am – 6pm.

During Peak times the opening hours will extend and the operation will run from 10am – 9pm. Peak times can be defined currently as School holiday periods of Easter, May Day, May Bank Holiday, School Summer Holidays and all weekends.

During the core opening times we envisage offering an evening private hire offer for pre booked private groups and corporate entertainment.

3.2 Tour Capacities

Tours will run with a maximum number of 40 visitors with tours running at the most every 10 minutes. This will provide a maximum of 240 visitors per hour.

3.3 Admission Numbers

The following identifies by visitor type the expected levels of attendances to the experience through the course of the operation. This is based upon an opening date around 1st March 2014 through to the 31st August 2014

Category	Volume for Term	Daily Average
Adult	37490	226
Child	7640	44
OAP	29890	178
Student	7450	44
Family	7450	44
Group Adult	30040	179
Group OAP	30040	179
Totals	**150000**	**892**

3.4 Booking & Ticket Sales Strategy

Continuum manage pre booking as an integral part of the sales strategy. The nature of the Coronation Street Experience suggests that the offer will be of interest to the Coach Group Market as well as individuals and local interest groups. Targeted sales and marketing will be focussed very much on these markets as well as the Coronation Street fan database.

The first opportunity potential visitors will have with the offer is through online and traditional marketing i.e. TV, Radio, leaflets, posters, billboards, newspaper and magazine advertising. Dependant on the campaign and

timing it has been considered that key messages of 'Booking Advisable' or 'Booking Essential' will be utilised.

A centralised bookings team is employed at the Continuum support office in York. Their prime remit is to handle all Trade Group bookings. Mobile enabled web booking will be available for all individual visitors.

Dependant upon the uptake of pre-booked ticket sales walk up sales will be made available on a first come first served basis.

3.5 General Access & Egress

As identified in 3.4 visitors accessing a tour at Coronation Street will be encouraged to pre book a timed tour. Due to the nature of the experience and the fact that it is of a timed nature visitors and coach operators will have a clear understanding of when they will need to arrive and in the case of Groups when they will need to be collected.

Manchester is served with good transportation links and car parking facilities. This leads us to believe that arrival to the city by individuals i.e.'non trade group' business is well catered for. Directions and car parking facilities will be communicated via the web site and consumer leaflets. Localised AA/RAC signs will direct visitors to the site and over the forthcoming months communication with the local authority will determine if any other way-finding is possible.

In the case of Trade groups these will predominantly travel by coach. It is expected that these groups will factor in visits to other attractions, restaurants and retail destinations whilst in Manchester. All Trade Groups will be pre booked via our in-house reservations team giving the opportunity to communicate the drop off/parking arrangements for coaches. Local to the site existing Short Stay drop off bays are located on Liverpool Road near to MOSI, further to this a Medium Stay coach stand is located at Lower Byrom Street. The nearest Long Stay pre bookable coach park is at Owen Street Euro car park.

3.6 Audience Profile/Demographic

Typical Visitor Profiles for visitor attractions leans toward ABC1C2 predominantly 35-55 year olds. This is skewed somewhat in School Holiday periods when dependant on the nature of the attraction moves towards parents with children. The ages of the children will further depend upon the type of attraction.

A recent piece of project research commissioned by Continuum and ITV from YouGov indicates that the Coronation Street viewer audience broadly reflects typical visitor attractions and will be predominantly over the age of 30 with a slight female skew. In school holidays this will include parents and/or grandparents with children.

The people with the highest preponderance to visit will be between 35- 55 years old with the highest preponderance in 35-44 year olds. They are slightly more likely to be C2DE demographic.

The catchment – 1.5 hours drive time – includes most of the North of England and its conurbations with again a higher preponderance to visit the closer you get to Manchester. Coronation Street does have a loyal following UK wide and in certain overseas markets – namely Canada and New Zealand so there is expected to be some international visitors from similar age demographics as well as visitors from the very loyal Corrie fan base nationwide.

In line with Visit Manchester research, many of the visitors will combine a visit with shopping and/or visiting other attractions in the city.

Utilising the Arkenford Profiling method the audience is expected to be High Street, Followers and Tradtionals. In other words, people who are loyal to the things they like and looking for new things but in a safe well understood environment.

4.0 Prevention of Crime and Disorder

Crime and Disorder controls at Coronation Street are a vitally important component to the successful commercial operation of the business. Risk assessments linking to the security elements will be produced to identify any such risks and management procedures will be developed to effectively reduce the likelihood of these risks occurring.

4.1 Security Strategy - Opening Hours

Front Line security during opening hours will be provided by the in house operating team. Visitor Attractions of this nature are a low risk target and admission in to the facility will be controlled via the security point located off Quay Street.

4.2 Security Strategy - Out of Hours

Out of hours security will be provided by a specialist Third Party contractor. It is likely at this stage that the Coronation Street set will be incorporated in to the wider site security management framework.

4.3 General Facility Inspections

All staff will be trained on security risks within the facility.

A regular process of inspections of all public areas will be implemented on a daily basis.

Inspections of non public areas will be undertaken at regular periods dependant on the potential risk of that area.

4.4 Safes/Cash Registers

A safe will be provided within the facility (location to be determined) and will be securely fixed to the floor base. All cash will be stored within the safe out of normal operating hours.

Cash registers will be emptied at the end of the trading day and till drawers left open to highlight that there is no cash present. A maximum cash holding limit will be applied to each till and regular cash lifts will be undertaken to reduce the amount of cash within a till.

Cash collection and delivery will be handled by our nominated security company (currently G4S).

4.5 Incidents

An incident reporting system will be provided to log all incidents throughout the facility.

4.6 Alcohol

A Premises Licence will be sought for the sale of alcohol. The sale of alcohol will be restricted to corporate and private hire and will be actively controlled. All alcohol will be stored in a locked space outside of any public space.

4.7 Risk Assessments

A full and comprehensive risk assessment will be produced prior to opening to the general public.

4.8 Cumulative Impact

It is not envisaged that any additional impact will be placed on the areas of Crime and Disorder by the activities of Coronation Street.

5.0 Communications Strategy

Communications perform an integral element of any successful operation. Several levels and lines of communication will be required at different stages of the build/set up process and ongoing operation of the facility. The following aims to address the operational elements of the business both in terms of planning and ongoing operational requirements. No reference is made within this document to the role of marketing and PR communication.

5.1 Build Process Communication

Operational Interface meetings will be held held on a regular basis between Continuum (Operators) ITV (Client) and Mather & Co (Design and Fit Out) for all parties to discuss and reach agreement on the build process, design and operating considerations.

It is considered at this stage that all creative and build works will be undertaken during normal working hours and be of a low impact (i.e. not creating high noise levels over and above that currently experienced.

As part of the planning process and change of use requirement for Stage 1 it is our collective intention to communicate information to local residents, businesses and interested parties. The information will identify the nature of the business as set out within this Management Plan.

5.2 Manchester Quays Ltd

In order to retain good relations meetings will be held between Continuum, ITV and Manchester Quays Ltd.

5.3 Emergency services

As stated within the 'Visitor Flow' strategy, close links will have to be developed with the following in order to build up a singular approach to major incident and emergency planning.

1. The local police authority
2. The local fire authority
3. The local ambulance service
4. The Local Authorities Environmental Health Department

5.4 Internal communication systems

Personal short-range radio units will be provided for staff communication. These primarily will focus upon emergency and quality issues which crop up from time

to time. All radios will be specifically sourced so as not to interfere with neighbouring facilities.

Staff briefings will be held on a daily basis prior to the opening of the attraction. The briefings will be based around expected numbers, health and safety and key work activities etc.

5.5 Visitor Communication

In order to present our visitors with the correct information the following communication methods are intended to be utilised.

- Internet
- Consumer Leaflets
- Group Information Leaflets
- Information Packs
- Localised directional signage
- Internal Information signs
- Telephone information line

5.6 Live Broadcasting

It is evident at this stage with the Coronation Street project that live and recorded Television and radio broadcasts will form part of the requirements of the attraction. All live broadcasting will be co-ordinated through the on-site management team who will consider any potential impact on neighbouring properties prior to agreeing the filming. All filming will be contained within the approved boundaries of the attraction.

5.7 Continuum Key Reporting Structure

Kevin Smith – Group Director of Attractions
Andrew Pawson – Group Finance Director and Project Manager
Juliana Delaney – Chief Executive Officer
Ann Gurnell – Head of Marketing and Communications
Paul Mahy – Group Attractions Manager
Richard Briggs – Head of Technical Development

6.0 Goods Inwards and Waste Control

In order to maintain quality standards in and around the attraction a fixed policy on Goods Inward and Waste Control will be adopted.

Close liaison will exist between our on site team and our prospective suppliers/contractors in order to maintain and control these areas.

6.1 Goods Inwards

Goods inwards will generally comprise of retail related stock, catering stock, office stationary, maintenance consumables, cleaning supplies and other general consumables. It is not envisaged that any additional impact will be noticed through deliveries over and above that as seen by the current ITV operation.

In accordance with our operational requirements all suppliers will be encouraged to deliver outside of our core operating hours however it is expected that some suppliers will not be able to work within this framework. goods will be delivered to the facility out of hours where possible. The majority of products being delivered to site will be contained in small packages and in the main will be delivered via transit vans and small non articulated vehicles. Where possible we will endeavour to batch deliveries in to single deliveries.

6.2 Waste Control

It is expected that waste will need to be collected and removed from site on a 2 – 3 times per week basis.

A system of waste collection will be arranged via an approved waste contractor or through MQL.

All waste generated on site will be stored away from the public in an agreed compound space. No waste will be permitted to be stored outside of our approved perimeter.

All waste containers located within the compound area will be of a lockable, lidded variety in order to reduce aspects of Fire risk and vermin control etc.

All internally located bins will be emptied on a regular basis in order to maintain quality standards and reduce the risk of fire. Limited refuse disposal points will be located within the attraction so as to encourage visitors to take waste away from the site.

7.0 Catering Concept

This concept is not intended to be exhaustive. A detailed strategy will be produced in the coming months once approvals for planning have been obtained.

The concept of catering at the Coronation Street to the day time visitor will be a simple one focussed on hot and cold non alcoholic beverages and light snacks.

Two catering locations are available within the identified boundaries of the attraction.

- The Breeze Studio (Traditional Catering server/kiosk operation)
- External Coronation Street Set (Mobile catering unit as per an Outside broadcast catering unit)

Dependant on the precise location of the admissions point the Breeze Studio location may be open to non attraction customers. The External Coronation Street location will only be available to visitors who have paid to be on a tour.

Approximately 40 seats will be provided within the Breeze Studio with further seating being made available within the garden area. No additional seating will be provided within the Coronation Street set over and above that which is provided as part of the show presentation.

The following merchandise identifies a selection of what will be on offer in the

- Coffee and other hot drinks
- Cakes and other confectionary
- Sandwiches
- Bacon/Sausage Butties
- Soft drinks

8.0 Retail Concept

This concept is not intended to be exhaustive. A detailed strategy will be produced in the coming months once approvals for planning have been obtained.

The concept of retailing at Coronation Street will generate interest from our visitors to snap up that 'limited edition' and unique souvenir which will be produced specifically for this short term project.

Our experience within the visitor attraction retail sector is well defined. Our retail facilities although similar in their outlook prove to be somewhat different in their approach mainly due to the variation in visitor mix, numbers of visitors, attraction theme and location of the retail outlet.

The retail outlet will be located towards the end of the experience within the current Medical Centre waiting room and will be fitted out with bespoke merchandise units offering a variety of products largely designed utilising the approved brand. This facility will not be open to the general public.

All storage of merchandise will be contained within this facility.

Coronation Street will provide a unique merchandising opportunity purely because of the nature and heritage of the programme

In general merchandising categories will be as follows;

- Books
- Postcards
- Prints & Posters
- Boxed Items i.e. Games, Collectables
- High quality giftware i.e. glass, ceramics, hand crafted items etc.
- Fabrics i.e. T Shirts, Tea Towels etc.
- Souvenirs i.e. Branded pens, pencils rubbers, key rings, replicas, beer mats etc.
- CD/DVD sales

9.0 Corporate and Private Hire Concept

This concept is not intended to be exhaustive. A detailed strategy will be produced in the coming months once approvals for planning have been obtained.

In order to maximise the total space and availability of the attraction and the inevitable down times where by tourists will be few and far between it is intended that functions will take place within the approved boundaries of the site. Restrictions in the amount of guests will be imposed dependant upon the nature of the event. We expect to generate interest from Corporate and Private Clients interested in having a unique event for their colleagues and social network.

It is envisaged that functions will take place outside of the core hours and run no later that 11.30pm. An application for a Premises License will be sought and the availability of alcohol and entertainment will considered.

All events will have an appropriate level of staff assigned to ensure the safety of those taking part. All staff will be trained in Health and Safety, Fire Evacuation and emergency plans. There will also be an element of security provided to control access and egress from the event.

It is our current view that a well qualified, respected and recommended outside caterer will be utilised for the food elements of all events.

A risk assessment for each new event will be produced aimed at identifying potential hazards associated with the event.

Access to the event will be by invitation only. The invitation will be checked at the admissions point by the Duty Manager/security team. Clients will be advised of any rules and regulations at the time of booking.