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Coronation Street Visitor Attraction, Manchester

Statement of Community Consultation

On behalf of ITV Plc November 2013

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1 Introduction

1.1 This Statement of Community Consultation 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 to a *Sui Generis* use relating to the creation of visitor attraction which will operate for a period of 6 months.

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 Media City 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.

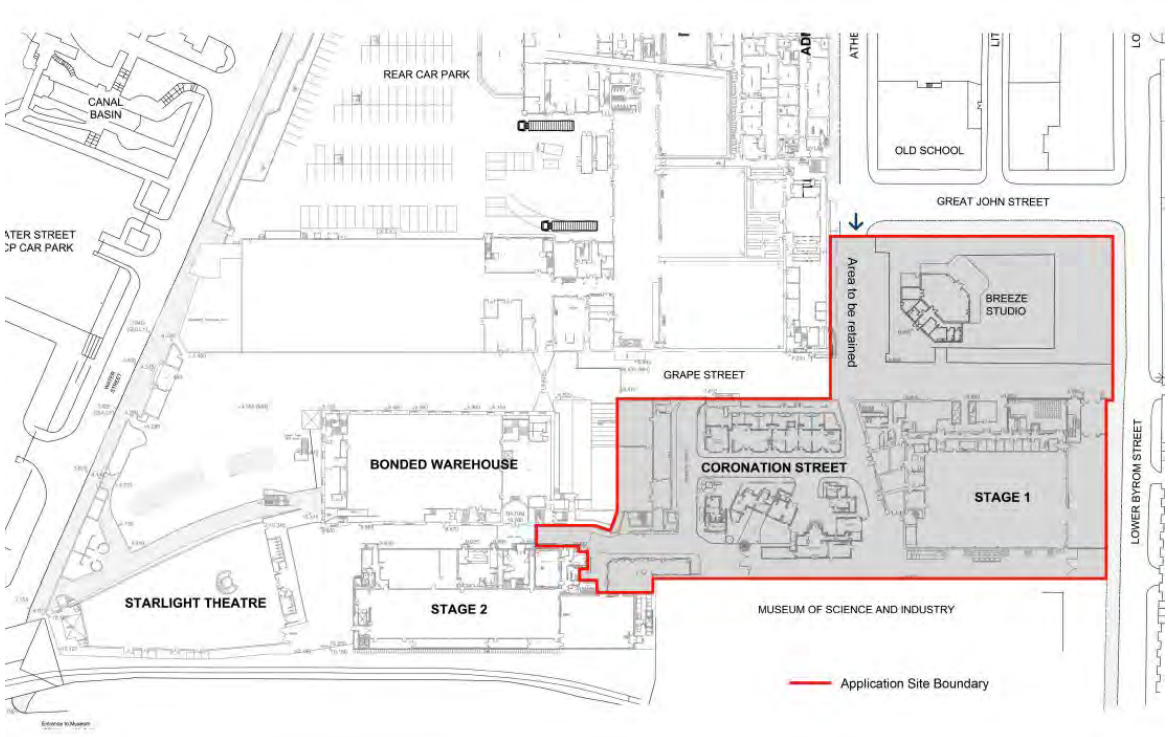
1.5 The offer will frame the experience as a final, privileged visit to a redundant Coronation set before it closes forever. The Coronation Street site will be an interactive and immersive experience, using passive interpretation together with the sets and props themselves as a backdrop. Live guides 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 proposals are fully compliant with the requirements of national and local planning policy economic. Due to the popularity and heritage of the show, they will create what will undoubtedly be a very popular visitor attraction, which will make a meaningful contribution to City life as well as the City's visitor numbers and economic outputs during 2014. Moreover, they will bring to life what will otherwise be a redundant site within the City Centre during this period and whilst wider regeneration plans for the area are revisited and worked up.

1.7 The remainder of this report is focused on providing details of the pre-application consultation that has taken place in respect of the proposals. It provides details of the consultation undertaken, the methods used and the feedback received. It forms a factual record of the consultation process, and also identifies the manner in which comments have been responded to and addressed where possible.

The Application Site

1.8 The application site is defined by the red line boundary shown on the plan below. 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.



Application Site Plan

1.9 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).

Pre-Application Consultation

1.10 The project team has undertaken an appropriate programme of consultation. This Statement describes and explains the consultation process in detail.

1.11 This Statement should be read in conjunction with the following supporting documents submitted as part of this application.

- Supporting Planning Statement prepared by Deloitte Real Estate;
- Operational Management Plan prepared by Continuum;
- Transport Statement, incorporating servicing strategy prepared by Vectos; and,
- Crime Impact Statement prepared by Greater Manchester Police.

Structure of the Statement

1.12 The remainder of this Statement in structured as follows:

- Section 2 – summarises the proposals.

- Section 3 – set out the relevant planning policy and requirements.
- Section 4 – outlines the Consultation Strategy and provides details of the consultation undertaken.
- Section 5 – summarises the feedback received and key conclusions.

2 The Proposals

2.1 Full details of the proposals are provided within the Supporting Planning Statement which accompanies this application. A brief Summary is provided below.

The Offer

2.2 Details of the tour that is proposed and the area visitors will be granted access to can be summarised as follows:

- 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.

Operational Management

2.3 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.
- Taking into account changes in the profile of visitor's activity during the day, and at different times of the week / holiday periods, the overall average attendance has been forecast as just under 900 per day.
- 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.
- 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)

Access and Servicing

- 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. In providing these details, specific measures will be addressed to deal with the comments raised by the local community. Details of car parking facilities in the area will be focused on the public car parks that are situated away from the site entrance area (i.e. not the on-street spaces) and walking routes to the site will not include any private routes such as Culvercliffe Walk. 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 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.
- 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.

3 Policy Context

National

Localism Act

3.1 3.1 The Localism Bill was introduced to Parliament on 13 December 2010, and was given Royal Assent on 15 November 2011, becoming an Act ("the Act").

3.2 The main aim of the Act is to shift power from central government back into the hands of individuals, communities and Councils. It includes five key measures as follows:

- Community rights
- Neighbourhood planning
- Housing
- General power of competence
- Empowering cities and other local areas.

3.3 Part 6 of the Act specifically deals with planning and Chapter 4 sets out requirements in relation to consultation before applying for Planning Permission.

3.4 A Development Order, specifying the development limits to which Section 61W will apply, will be required to bring these sections of the Act into force. This Development Order has yet to be published; however public consultation on the proposals has been carried out by reference to the provisions of the Localism Act 2011 for robustness.

3.5 Section 122 of the Act amends the Town and Country Planning Act 1990 to includes a new section 61W that sets out a requirement to carry out pre-application consultation as follows:

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(1) Where—

(a) a person proposes to make an application for planning permission for the development of any land in England, and

(b) the proposed development is of a description specified in a development order, the person must carry out consultation on the proposed application in accordance with subsections (2) and (3)."

3.6 Subsections (2) and (3) state:

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(2) The person must publicise the proposed application in such manner as the person reasonably considers is likely to bring the proposed application to the attention of a majority of the persons who live at, or otherwise occupy, premises in the vicinity of the land.

(3) The person must consult each specified person about the proposed application.

3.7 Subsection (4) outlines the requirements in regards to publicity of applications:

> (4) Publicity under subsection (2) must—
>
> (a) set out how the person ("P") may be contacted by persons wishing to comment on, or collaborate with P on the design of, the proposed development, and
>
> (b) give such information about the proposed timetable for the consultation as is sufficient to ensure that persons wishing to comment on the proposed development may do so in good time.

3.8 The Act also sets out a duty to take account of responses to consultation. Section 61X requires a developer to have regard to any comments or responses generated by the consultation undertaken in accordance with section 61W, when deciding whether to make any changes to proposals before submitting a planning application.

3.9 Section 61Y enables the Secretary of State to set out further provisions as to how the consultation required under new section 61W should be undertaken in practice.

National Planning Policy Framework

3.10 The National Planning Policy Framework (NPPF) (adopted in March 2012) sets out the Government's planning policies for England, including guidance in relation to the undertaking of public engagement and consultation on proposed developments. The policies of the NPPF replace the guidance within Planning Policy Statement 1: Delivering Sustainable Development.

3.11 Paragraph 62 sets out that early engagement on design with all parties produces the greatest benefits for the overall outcome of a scheme. It notes that Local Planning Authorities should have local design review arrangements in place and should have regard to the recommendations from the design review panel. Paragraphs 188 – 195 relate to pre-application engagement. Paragraph 189 in particular states that Local Planning Authorities should encourage applicants to engage with the local community before submitting their applications where they think this would be beneficial.

3.12 The NPPF also promotes the use of the Local Planning Authority Pre-Application Service in order to encourage a partnership approach to applications. It is considered that early engagement with the Local Planning Authority is often conducive to the best result for the application, as it highlights where further work is required.

Local

3.13 Manchester City Council (MCC) adopted a Statement of Community Involvement (SCI) on 31 January 2007. The SCI sets out how and when MCC will involve the community in relation to the preparation and revision of the Local Development Documents and in the process of making decisions on planning applications. Chapter 11 of the SCI provides guidance on involving the community in planning applications. It identifies that pre-application consultation is beneficial to both the community and the developer, as it allows the developer to design a proposal that takes on board the opinions of the community.

3.14 Developers are encouraged to liaise with the MCC development control officers to determine the nature and scale of consultation that will be appropriate for the proposals, and the following consultation methods are identified as potentially suitable:

- Communication with nearby residents and businesses, telling them what is proposed, how they can get more information and where they can give their views.
- Public exhibition in a location close to the development, 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 nearby facilities with a tear-off slip for comments.

3.15 Developers are encouraged to submit a record of the consultation that took place with their planning submission.

Summary

3.16 This Statement sets out the consultation process which has been undertaken as well as an analysis of the feedback received as part of this process, and complies with the guidance and requirements set out above.

4 Consultation Strategy

4.1 This Section describes the pre-application consultation which has been undertaken by the Applicant. It includes an outline of the consultation strategy and the outcome of the consultation process.

Consultation Strategy

4.2 The consultation strategy was primarily focused on a public exhibition of the proposals. This event was undertaken in order to provide further information about the proposals to local residents and key stakeholders and to answer any questions that they had.

4.3 It was decided by the Project Team that the public exhibition should be by invitation only due to the high profile of Coronation Street and the potential otherwise for miscommunication about the purpose of the event and for unmanageable high volumes of people wishing to attend. It was agreed that a leaflet would be produced and distributed to those who would be potentially affected by the proposals to invite them to the public exhibition.

4.4 A proposed distribution list was produced, based on a defined geographical consultation area boundary. This was focussed on the nearby residents within the local community that could potentially be impacted by the proposed development. A number of local resident groups were also included on the list. The addresses of those within the consultation area boundary were compiled into a 'Stakeholder and Local Business / Resident Schedule', as follows:

- City Centre Councillors: Cllr Kevin Peel, Cllr Joan Davies, Cllr Elaine Boyes and Cllr Pat Karney.
- Local businesses and organisations: MOSI, Castlefield Forum, Astley and Byrom House, E-Sure, Irwin Mitchell, Great John Street Hotel, Beesley Chartered Surveyors, Thomson Associates Chartered Surveyors; and
- Local residents of Rossetti Place, Bauhaus, St John's Gardens and Left Bank.

4.5 Councillors Kevin Peel and Joan Davies were consulted regarding the proposed distribution and confirmed that the proposals set out above were appropriate in this case.

4.6 The leaflet was produced and hand delivered or emailed to over 300 addresses, as set out in the Stakeholder and Local Business / Resident Schedule. A copy of the leaflet is provided at Appendix 1. For those who could not attend the public exhibition in person, the leaflet also invited comments to be sent by email to consultation@deloitte.co.uk.

4.7 The public exhibition took place from 4pm – 8pm on Thursday 14 November 2013 and was held within the main reception of the former Granada HQ building. This location was selected as it was considered easily accessible for surrounding residents and interested parties and would allow people to visit the proposed development site.

4.8 Members of the Project Team attended the event to answer any questions regarding the proposed development. This included representatives from ITV, the operators Continuum, designers Mather and Co,

and planning consultants Deloitte. 90 people registered to attend the event and 49 people attended, as recorded on an Attendance Sheet.

4.9 A number of exhibition boards were prepared to assist in understanding the proposals, which were displayed at the event. A copy of the boards is provided at Appendix 2. The boards provided information on three key components: the attraction, the tour, and the operational aspects of the proposed development.

4.10 Attendees were invited to fill in a comments form, a copy of which can be found in Appendix 3. 27 comments forms were filled in and returned at the public exhibition.

4.11 Of those who responded, 25 people stated that they supported the proposed development; 1 person stated that they did not support the proposals, and 1 person did not answer this question.

4.12 In supporting the proposals, respondents noted a number of points around the way in which the facility will be managed. The table below provides a summary of the responses received and a note on how those points can be addressed moving forward.

Matter Raised	Comments
Traffic Management and Accessibility General traffic generation as a result of the proposed development.	The Transport Assessment submitted as part of the accompanying planning application has demonstrated that there will not be an unacceptable impact on traffic flows in the surrounding area. The site is well located to benefit from access by coach and by a range of public transport modes. There is a large volume of local parking opportunities and this coupled with good walking connections means that there are no issues that would compromise highways operations. The nature of the visitor attraction in terms of requiring a timed slot for the tour element will mean that most visitors will tend to book in advance. This will allow opportunities to inform visitors in advance of the transport options and parking availability in the area and also help to regulate visits throughout the day.
Car parking The need to promote visitor car parking options in the area.	It is expected that many visitors would arrive by car. There are a considerable number of parking spaces available in the near vicinity in surface car parks, the multi-storey car park on New Quay Street, surface parking on Water Street, and on street pay and display space. The large number of parking options for visitors will be promoted to visitors through the visitor attraction website and via other relevant marketing information.
Coach parking Concern around coach parking management and drop-off arrangements including controlling waiting times.	The attraction is expected to appeal to Tour Groups who will travel by coach. All groups will be pre booked via Continuum's in-house reservations team giving the opportunity to communicate the drop off / parking arrangements for coaches. Visits will require the booking of a timed slot, therefore most visitors will likely book in advance. This will help to regulate the arrivals on site over the course of the day. Coach access to the site involves three phases: drop-off, parking off-site and pick-up. Coach drivers will have a variety of locations where they can drop-off and pick up, and will largely be directed to the existing medium

Matter Raised	Comments
	stay coach stand located at Lower Byrom Street. 9 visitor coach parking spaces have been reserved by ITV at the existing surface car parks adjacent to Water Street. The recommended pick-up location is on Liverpool Road where two coach parking bays are provided with a 20 minute waiting period. The Transport Assessment sets out further detail in terms of the coach access strategy.
Permanence of the Visitor Attraction A small number of respondents stated that they would like the proposed development to be a permanent attraction.	Planning Permission is being sought for a temporary period of six months only. ITV has exchanged contracts to dispose of the site to Manchester Quays Ltd, a joint venture between Allied London and Manchester City Council. The long-term proposals for the site will therefore be subject to consultation at a later date.
Local Amenity Concern over disposal of litter by visitors queuing on Atherton Street.	The strategy of pre-booking and use of 10 minute slots and guided tours will assist in creating a steady flow of customers to the site meaning that the risk of significant queuing and waiting time will be minimised. For those who arrive early, a holding area – with café / kiosk at the Breeze Studio is provided as part of the attraction within the boundaries of the attraction. The areas within the attraction and outside will be carefully managed in terms of litter by the visitor attraction operator in order to ensure that the amenity of local residents is preserved and that the experience of customers to the site is maximised.
Landscaping Ensuring long term maintenance of Granada Park and Garden.	The area of green space within Breeze Studios will not be altered as part of this proposal. The long term future of this site will be determined as part of masterplanning and future consultation exercises for the area which will be undertaken by Manchester Quays Limited (who will have control of the entire ITV site once the temporary attraction has ended).
Pedestrian routes Promotion of St John Street and Gardens as a pedestrian route and avoiding Culvercliffe Walk (private route)	As discussed during the pre-application consultation exercise itself, any promotional material / website indicated walking routes to the site (from adjoining car parks, public transport nodes etc.) will direct people away from Culvercliffe Walk. Obvious routes will be along Atherton Street, Lower Byrom Street/ Great John Street and for those who do cut through from Deansgate via St John Street and Gardens.
Noise Clarification was sought by one respondent regarding potential noise disturbance from parties on set.	The operating hours of attraction will mean that significant visitor numbers will not be using the site during un-sociable hours. In addition, the fact that the site itself is used for television recording and production, it is inherently well insulated from an acoustic point of view. The nature of the activities and opportunities for noise break out from the facility are virtually non-existent. The anticipated visitor profile and demographics (associated with the

Matter Raised	Comments
	primary fan base for the show) does not indicate that there would be a pre-disposition towards noisy behaviour. If private hire / corporate events do come forward in the evening (subject to obtaining a Premises Licence), they will again be managed. A number of safeguards would be put in place including restrictions on the number of guests, depending on the nature of the event, having an appropriate level of staff for the event including security, using well qualified caterers, undertaking a risk assessment prior to each event, and ensuring that each event is by invitation only.

4.13 The overwhelming majority of the respondents stated that they were fully supportive of the proposed development, welcomed the visitors that would be brought to the Castlefield area and Manchester, supported the anticipated job creation, and stated that they were looking forward to visiting the attraction. Opportunities for co-promotion of the attraction with the Museum of Science and Industry were suggested. Respondents also highlighted the benefits of the visitor attraction to improving general amenity in the area and the contribution that this visitor attraction can make to the local economy.

4.14 Subsequent to the event, a number of tour operators have also been in touch expressing their interest in the proposals.

Local Planning and Highways Authority

4.15 The proposals have been worked up in consultation with officers at Manchester City Council, and the project team will continue to work with officers during the determination of the applications.

5 Summary and Conclusions

5.1 This Statement of Community Consultation has been prepared by Deloitte LLP in relation 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 Section 4 of this Statement outlines how key stakeholders and the community have been consulted during the formulation of the applications. The consultation strategy was agreed with the Local Planning Authority and confirmed by local Councillors.

5.3 Local residents and stakeholders were invited to a public exhibition on 14 November 2013. Of those who completed feedback forms at the public exhibition, 96% confirmed that they supported the proposed development. The respondents were overwhelmingly positive. Many expressed that they were keen to visit the attraction and welcomed the positive contribution that this high profile visitor attraction will bring to the area and local economy.

5.4 A number of respondents sought further details in respect of car and coach parking and traffic management. The Transport Assessment submitted in support of the accompanying planning application confirms that there is sufficient parking in the vicinity to cater for the expected number of visitors. In addition, the nature of the development will ensure that that the majority of visitors will likely book their visit in advance, meaning that the number of visitors to the site at any one time can be controlled to a large extent.

5.5 It is considered that there are no outstanding issues arising from the consultation exercise that are still to be resolved.

5.6 The consultation process will continue, in respect of the above applications, as part of formal procedures that will be managed by the Local Planning Authority and are associated with the statutory planning process. During this process, the Applicant and the project team will continue to carefully consider the comments received from all consultees and will respond as appropriate through the Local Planning Authority.

Appendix 1 – Consultation Leaflet

Proposed Coronation Street Visitor Attraction – What Does It Mean For You?

ITV and its partners are writing to let you know about their proposals to open the Coronation Street set to the public for the first time since 1999.
The visitor attraction is proposed to open in Spring 2014, following the move of the show's production to Media City. It will then run for 6 months until September 2014 and will provide Coronation Street fans with a wonderful opportunity to visit and experience the set.

ITV's proposal is supported by an expert team:

- **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.

The proposed visitor attraction will be carefully managed, and an Operational Management Plan is currently being worked up in relation to the site.

Before submitting a planning application to Manchester City Council, ITV is inviting local residents and other stakeholders to attend a public exhibition to provide further details about the proposals and to answer any questions that you may have.

In particular, the team would like to help you understand more about the temporary visitor attraction and how it will be managed and operated, including, for example:

- Opening times;
- Visitor groups;
- Pedestrian and vehicle access / drop-offs

The exhibition provides you with a great chance to tell us what you think about our plans and how we could improve them. We will listen to your views and suggestions and accommodate them wherever possible.

Please note that the exhibition is by invitation only. To register to attend the exhibition, please email your name and address to us at: consultation@deloitte.co.uk

The timing and venue for the exhibition is proposed as follows:

When:14 November 2013

4:00 pm to 8:00 pm

Where:Granada HQ, Main Reception, Atherton Street, Manchester City Centre

But if you are unable to attend the exhibition please contact us via email, again at: consultation@deloitte.co.uk

We will be happy to answer your questions and provide further information.

Appendix 2 – Exhibition Boards

THE ATTRACTION

Following ITV's move of the production of Coronation Street to Media City there is an opportunity to open the original street and studio sets to the public for the first time since 1999.

This will run for a 6 month period from Spring through to September 2014 with the aim of allowing 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.

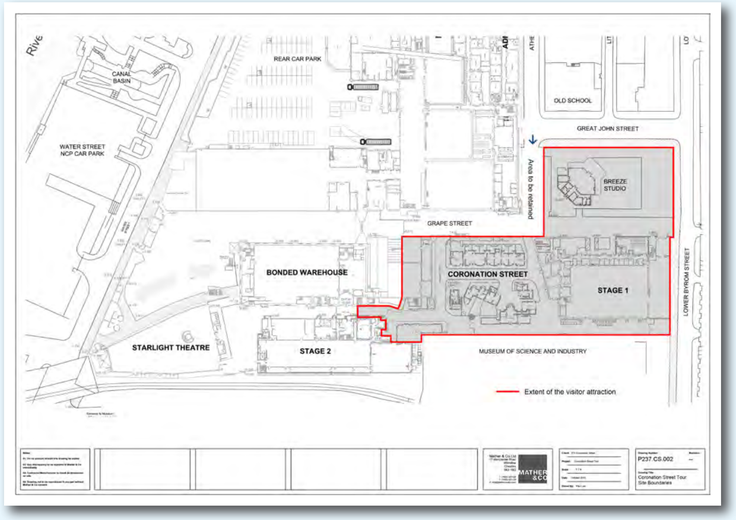
Design Features

- Clean, simple, functional and on brand
- Guided Tour with opportunity to wander around the Street set
- 'Pre-printed named access pass – individually numbered
- 'On set' catering
- Access to archival material, props and sets

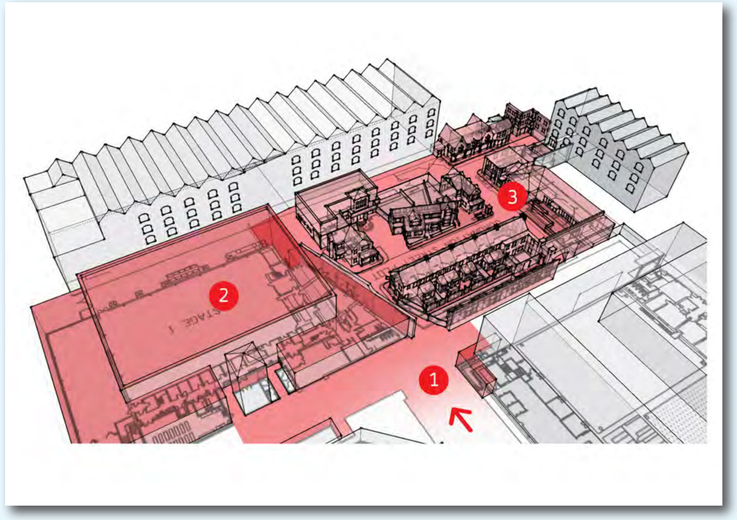
Visitor Journey

- Arrival on site – Site Entrance
- Welcome to Stage One
- Orientation and Pre-show (5-10 mins)
- The Tour
  - Guided Tour through Stage One (20-25 mins)
  - Free Flow on to the Coronation Street set (20-25 mins)
  - 'Ginnel Run' Finale (Guided to Exit) (15 mins)
  - Access to tour shop and the onsite catering van
- Site Exit

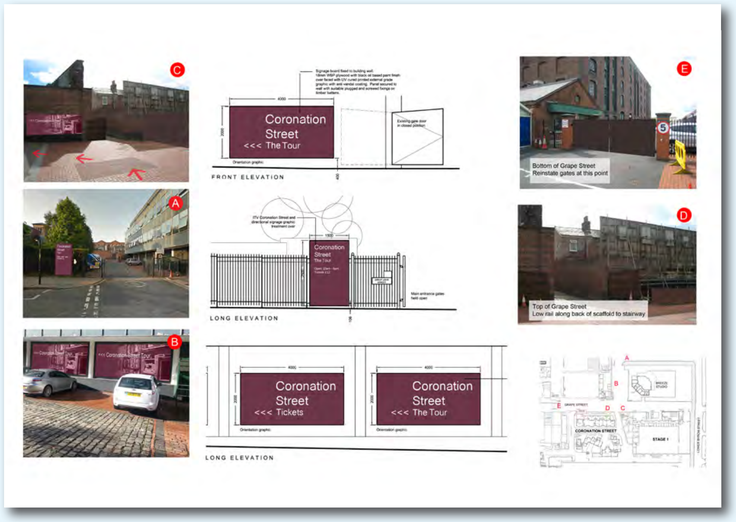
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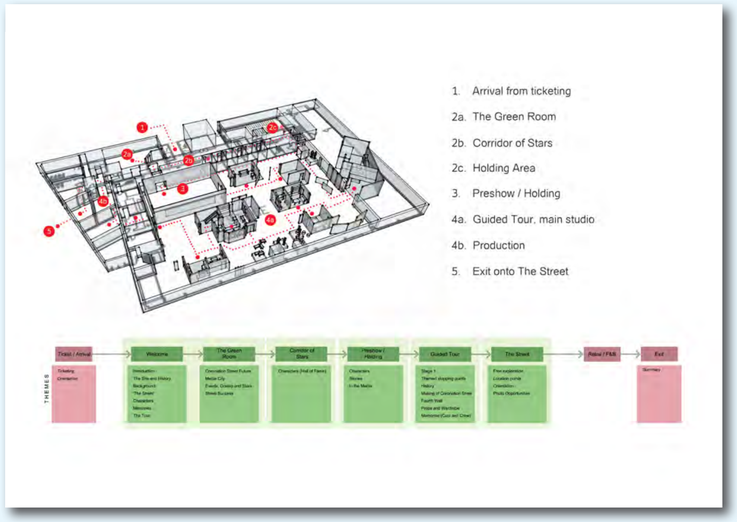
Site Boundary layout contained within existing ITV plot



Coronation Street Tour extents of the site



Signage and orientation layout within the tour site. Location only, designs being developed with ITV.



Overview of the tour of Stage 1, the heart of the Coronation Street Studios

THE TOUR

The tour of Stage 1 and the ‘Street’ combine to give the visitor a unique TV experience. Visitors are being granted, for the first time, access into Stage 1, the heart of the Coronation Street Studio. From the Green Room, to the Rover’s Return set and ‘Street’, this is a unique opportunity to experience the scenes of some of TV’s most iconic moments.

Outline Themes

Welcome
- An introduction to the tour, the site and its history bringing in some of the ‘Street’ including characters, props and memories.

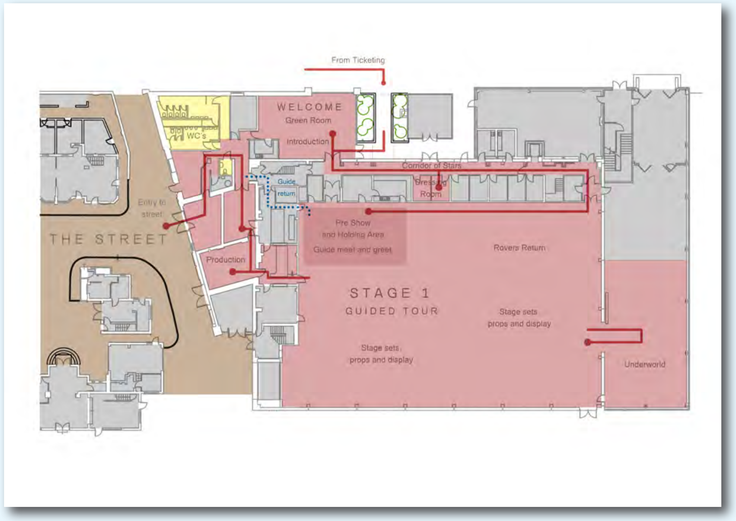
The Corridor of Stars
- A sneak look into the dressing rooms of some of the famous actors and cast members.

Green Room
- A look at Coronation Streets future, ITV’s massive investment at Media City; as well as upcoming events, gossip and news. A small section celebrates the success of the Street at awards and ceremonies.

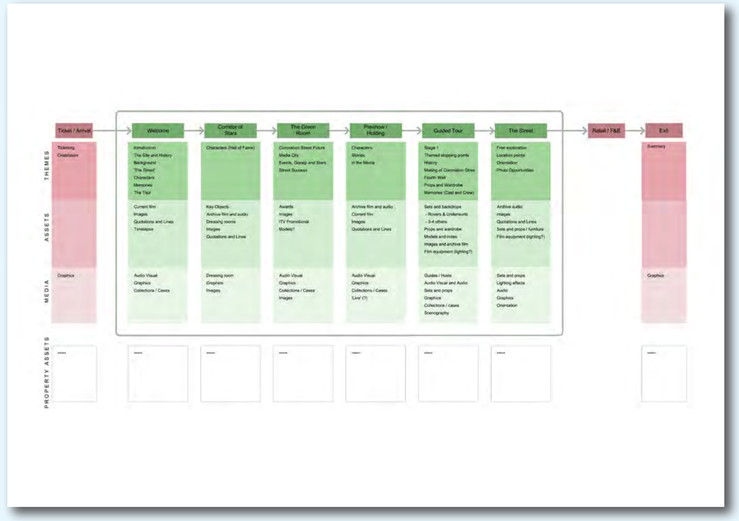
Preshow
- A small space introducing some of the most loved character with objects, graphics and film.

Stage 1 Guided Tour
- A 4 minute film bring the best moments of the Street, comedy, tragedy, romance.
- Meet your guide and begin the exploration of Stage 1 accessing some iconic sets including Underworld and the Rovers Return.
- Unique displays showcase some of the masses of 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
- A free access to all the famous landmarks, gardens and alleyways. Listen at letterboxes and windows for gossip.
- Walk down the Ginnel and step into one of the backyards, but watch out for the pigeons!



Stage 1 route plan



Themes and visitor journey



Artist sketch showing main multi-screen Audio Visual show



Selection of artists sketches showing aspects of the Stage 1 tour

OPERATIONS

The Tour and its operations are independent of any potential redevelopment of the wider Granada TV Studios site.

The Tour will operate between March and September 2014 and be a limited 6 month operation.

The proposed core attraction opening times will be 10am – 6pm. During Peak times the opening times will extend and the operation will run from 9am – 9pm (School holidays periods of Easter, May Day, May bank holiday, summer holidays, and all weekends).

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.

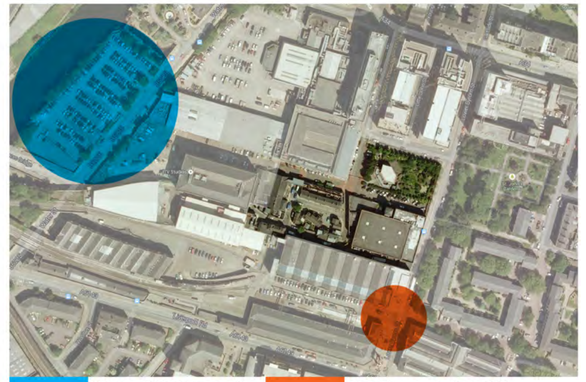
Online booking and advanced ticket sales will be prompted as the primary means of purchase. The average tour duration is calculated at 1 ½ hours and is guided via an allocated timeslot as part of the ticket purchase reducing potential queues.

Primary access to and from the site will be from Atherton Street entrance using the existing gates and roadway. The tour will be contained within the existing Coronation Street complex.

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.

Simple graphic signage will be utilised from the entrance to the ticket point. No other built structures will be present on the site other than inside Stage 1.

Goods and deliveries will be made from the Atherton Street entrance at co-ordinated times. These will generally comprise of retail related stock, stationary cleaning and maintenance consumables. It envisaged these will be less than the current ITV operation.



Immediate site map, parking and coach drop off



Tickets are special visitor behind the scenes passes

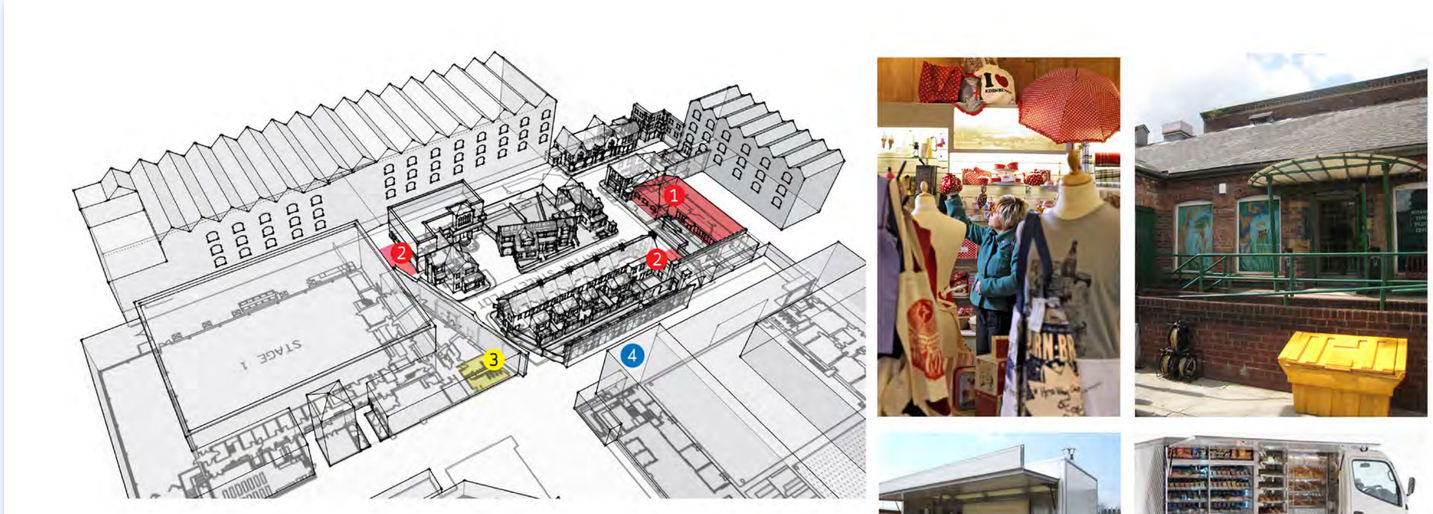


Oxford Castle



York Chocolate Story

Continuum operated sites within the UK



Onsite facilities

Appendix 3 – Comments Form

Proposed Coronation Street Visitor Attraction – Comments Form

1. Do you support the proposed development at Coronation Street? (please tick one box)

Yes ☐
No ☐

2. Do you have any comments you would like to make?

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3. Your details

Your details will not be passed on to any other parties, companies or organisations outside of the Coronation Street Temporary Visitor Attraction Project Team.

Name……

Organisation / Business / Resident / Other (please specify)

……

Address……..

……...

Postcode……..

Email……...

Thank you for taking the time to provide your comments.

Other than as stated below, this document is confidential and prepared solely for your information and that of other beneficiaries of our advice listed in our engagement letter. Therefore you should not, refer to or use our name or this document for any other purpose, disclose them or refer to them in any prospectus or other document, or make them available or communicate them to any other party. If this document contains details of an arrangement that could result in a tax or National Insurance saving, no 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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