

JEL 8 LIMITED

**Business Case for 65 Grimshaw Lane,
Manchester M40 2A**

Revival of Pub & Short- Stay Guesthouse

**“Restoring Community,
Supporting Visitors,
Revitalizing the
Neighborhood”**



Introduction

We are applying for planning permission to restore and redevelop the former pub at **65 Grimshaw Lane** into a modern, attractive venue with two key functions:

1. A **revitalized ground-floor pub and pool area**, including a bar and reception, pool space, lounge, private kitchen, and upgraded toilet facilities.
2. A **first-floor short-stay guesthouse** with six ensuite rooms, plus a two-bedroom flat for live-in managers and a dedicated laundry room.

The proposal will return a former pub back into use, improve the local streetscape, and provide both a social amenity for residents and much-needed visitor accommodation for the area.



Gibraltar Inn, 1964

Location and Connectivity

The property is ideally located within walking distance of two of Manchester's largest event destinations:

- **Co-op Live Arena** – the UK's largest indoor venue, with a capacity of 23,500 and hosting around **120 events each year**, including approximately 100 concerts.
- **Etihad Stadium** – home to Manchester City FC, attracting more than **1.3 million football spectators per season**, in addition to hosting concerts and international fixtures.

The area is well connected by public transport. The **Etihad Campus Metrolink stop** provides direct tram access to Manchester city center in under 10 minutes, while frequent bus routes also serve the area. Research into visitor patterns shows that the majority of guests attending events in Manchester rely on public transport, with only a small percentage travelling by private car. This makes our site suitable despite limited on-site parking, which is supported by further unrestricted parking across the road. To encourage sustainable travel, we will also provide **secure bicycle parking** for guests and staff.

Accommodation Demand

Event-driven demand in East Manchester is significant. Hotel and guesthouse capacity close to the stadiums is limited, and rooms are frequently fully booked or priced at premium levels during matches and concerts. Reports during high-profile events show accommodation prices increasing by more than **300%**, leaving many visitors struggling to find reasonably priced options nearby.

By offering **six ensuite guest rooms**, our project helps to ease this pressure. The accommodation will appeal to football fans, concert-goers, performers, staff working at events, and tourists exploring the city. Importantly, the inclusion of a **live-in manager's flat** ensures round-the-clock supervision, security, and service quality—features often lacking in smaller guesthouses or short-term rentals. This permanent staff presence will give reassurance to both guests and local residents.



The Gibraltar, September 2025.

Community Benefits

Bringing this former pub back into use will deliver clear benefits to the neighborhood:

- **Reduction in antisocial behavior:** Empty buildings often attract vandalism and crime. A fully refurbished, managed venue will improve the character and safety of the area.
- **Local amenity:** The new pub, with pool and comfortable lounge spaces, will provide residents with a social hub that has been missing in this part of Manchester. Hours of operation will be 11am-10pm.
- **Employment opportunities:** The business will create jobs in hospitality, housekeeping, and management, supporting the local economy. There will total of 7 new jobs; 2 full-time staff on site in the apartment (manager and landlord), 2 part-time housekeepers and 3 part-time bar staff.
- **Increased footfall:** Visitors staying overnight will spend money not only at the pub but also in surrounding shops, restaurants, and transport services.
- **Increased business rates:** Currently there is no business rates to be paid because of the small business rates relief, but it is anticipated that because of the guesthouse it will trigger business rates which will provide extra income to the Council.

Tourism and Wider Context

Manchester is a growing destination for both UK and international tourists. Alongside the Etihad Stadium and Co-op Live Arena, visitors are drawn to nearby attractions such as **Phillips Park**, the **Ancoats heritage district**, and the city centre's **National Football Museum** and **Science & Industry Museum**.

Our guesthouse will serve these wider visitor needs, providing accessible accommodation close to both major venues and local cultural sites. With public transport links into the city centre, guests will find it easy to explore Manchester without relying on cars, further supporting the city's sustainability goals.

Conclusion

The redevelopment of 65 Grimshaw Lane offers a practical and timely solution to several local challenges:

- It returns a former pub to productive use, reducing crime and improving the streetscape.
- It provides **much-needed visitor accommodation** during peak demand around concerts and matches.
- It enhances the neighborhood by creating a **welcoming pub and pool venue** for local residents.
- It supports sustainable travel, with guests primarily arriving by public transport or bicycle.
- It ensures high standards of safety and service through **on-site live-in management**.

For these reasons, we respectfully request the support of the planning authority in approving this application.