

Plan:8 Town Planning Ltd

Planning Support Statement

Proposal: Erection of a new industrial building, with ancillary parking, servicing and landscaping for the production of bread and related products.

G. H. Sheldon Wholesale Bakers Ltd

Site Address: Kelbrook Road, Openshaw, Manchester, M11 2GW

August 2025 v1.9



PLAN:8 TOWN PLANNING LTD

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Planning Support Statement

Erection of a new industrial building, with ancillary parking, servicing and landscaping for the production of bread and related products.

Applicant G. H. Sheldon Wholesale Bakers Ltd

Kelbrook Road, Openshaw, Manchester, M11 2GW

Prepared for: G. H. Sheldon Wholesale Bakers Ltd

Prepared by: Plan:8 Town Planning Ltd

Date: August 2025

Planning Portal Reference: PP-11225489

EXECUTIVE SUMMARY

This Planning Support Statement accompanies a planning application for the development of a new bread manufacturing facility at Kelbrook Road, Openshaw, Manchester. The proposal represents a significant investment in Manchester's food manufacturing sector and will provide substantial new employment opportunities while supporting the local economy and food security.

The development has been carefully designed to comply with all relevant planning policies, including Manchester City Council's development guidelines, environmental standards, and national planning policy. The proposal will deliver a high-quality industrial facility that respects the character of the surrounding Openshaw area while providing essential infrastructure for sustainable transport modes, including comprehensive EV charging provision and renewable energy generation through extensive rooftop solar panels.

Key benefits of the proposal include:

- Creation of substantial direct manufacturing employment opportunities
- Significant investment in Manchester's food manufacturing sector
- Extensive sustainability measures exceeding regulatory requirements
- Enhancement of Openshaw's role as a key employment destination
- Contribution to local food security and reduced transport miles
- High-quality architectural design enhancing the industrial character of the area

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The proposal fully accords with national and local planning policy, particularly Core Strategy policies EC5 (East Manchester) and SP1 (Spatial Principles), and represents exemplary sustainable development that will contribute significantly to Manchester's economic growth objectives and zero-carbon 2038 aspirations.

1. DESCRIPTION OF THE SITE

1.1 Site Location and Context

The application site is located at Kelbrook Road, Openshaw, Manchester and comprises an industrial development site within an established employment area. The site is well-positioned within Openshaw's industrial corridor and benefits from excellent transport links including proximity to major road networks and public transport connections.

The site is bounded by Kelbrook Road to the north, with Clayton Lane providing additional access to the south. The immediate area is characterized by mixed industrial and residential uses, with the site forming part of Openshaw's established manufacturing district which has a long industrial heritage dating back to Manchester's industrial revolution.

1.2 Site Characteristics

The site is generally level and suitable for industrial development, with existing infrastructure connections available. The location benefits from good visibility from main transport routes while maintaining appropriate separation from residential areas.

1.3 Surrounding Area

The site is situated within Openshaw, an area identified in Manchester's Core Strategy as part of the Inner Areas targeted for regeneration and economic development. The immediate vicinity comprises established industrial and commercial developments, making it highly suitable for the proposed bread manufacturing facility. The area benefits from:

- Good transport connectivity via major road networks
- Established industrial infrastructure
- Proximity to residential areas providing local workforce
- Access to utility services and infrastructure

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2. DESCRIPTION OF THE PROPOSALS

2.1 Development Description

The proposal comprises the construction of a new two-storey bread manufacturing facility with the following key components:

Building Details:

- New two-storey bread manufacturing facility (Use Class B2 - General Industrial) with integrated ancillary office accommodation
- Modern architectural design featuring orange and grey cladding materials
- Contemporary industrial aesthetic appropriate to the Openshaw context
- Total gross external area optimized for efficient bread production processes

Operational Facilities:

- Comprehensive loading and distribution facility with 15 numbered loading bays
- Dedicated HGV circulation areas designed for articulated vehicle access
- Service yards positioned to minimize impact on surrounding areas
- Modern production facilities designed for efficient bread manufacturing

Transportation and Access:

- Primary vehicular access via Kelbrook Road with upgraded junction arrangements
- Separate pedestrian access routes ensuring safety and accessibility
- Comprehensive car parking provision with sustainable transport measures including on site EV charging
- Cycle parking facilities encouraging active travel modes

Sustainability Features:

- Extensive rooftop solar panel array for renewable energy generation

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- EV charging points exceeding Building Regulations Part S requirements (20% provision)
- Energy-efficient building systems designed to exceed current standards
- Sustainable drainage systems (SUDS) incorporated throughout development

Landscape and Environment:

- Professional landscaping scheme enhancing streetscape character
- Tree planting and boundary treatments improving biodiversity
- Retention and enhancement of existing landscape features where possible
- Comprehensive environmental mitigation measures
 - 1.8m high acoustic fence along site boundaries adjacent to residential properties providing minimum 10 dB sound reduction for delivery vehicle noise
 - No vehicle movements between 9pm and 5am – at the rear of the premises.

2.2 Design Approach and Architectural Treatment

The building has been designed by Studio KMA Architects to deliver:

Design Excellence:

- Contemporary industrial architecture reflecting modern manufacturing requirements
- High-quality materials including orange and grey cladding creating visual interest
- Appropriate scale and massing respecting the Openshaw industrial context
- Clear articulation between office and production areas through material differentiation

Operational Efficiency for B2 Use:

- Layout optimized for bread manufacturing processes typical of B2 general industrial use

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- Clear separation of production, storage, and distribution functions appropriate for food manufacturing
- Efficient service arrangements suitable for B2 operational requirements
- Future-proofed design allowing for technological advancement in food production

Environmental Performance:

- Building envelope designed for exceptional energy efficiency
- Renewable energy integration through comprehensive solar panel installation
- Natural lighting maximized while maintaining production requirements
- Sustainable material specification throughout

3. PLANNING HISTORY

No relevant history although pre-application discussions have taken place with MCC planning and Estates.

4. POLICY FRAMEWORK

4.1 Development Plan

The application site is located within Manchester City Council's administrative area and the proposal must be determined in accordance with the development plan unless material considerations indicate otherwise. The development plan comprises:

- **Manchester Core Strategy (2012-2027)**- adopted 11 July 2012 and updated March 2024
- **Addendum to Manchester Core Strategy 2024**- incorporating Places for Everyone policies
- **Saved Unitary Development Plan policies**- where not superseded by Core Strategy

4.2 National Planning Policy Framework (2024)

The following sections of the NPPF are particularly relevant:

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- Section 6- Building a strong, competitive economy: Supporting economic growth and productivity, allowing areas to build on their strengths and address future challenges.
- Section 9- Promoting sustainable transport: Ensuring development promotes sustainable transport modes and provides safe, suitable access.
- Section 11- Making effective use of land: Promoting effective use of land while safeguarding environmental quality.
- Section 12- Achieving well-designed places: Ensuring developments function well, are visually attractive, and establish strong sense of place.
- Section 14- Meeting the challenge of climate change: Supporting transition to low carbon future and addressing flood risk.

4.3 Local Planning Policy

Core Strategy Policies

Policy SP1 (Spatial Principles): Establishes the spatial strategy focusing development in Inner Areas including the East Manchester Regeneration Framework area where Openshaw is located.

Policy EC1 (Employment and Economic Growth): Identifies need for employment land development for offices (E(g)(i)), research and development, light industrial, general industry (B2) and distribution and warehousing (B8), supporting the proposed bread manufacturing use.

Policy EC5 (East Manchester): Specifically supports East Manchester as "a major economic driver and centre of employment" with significant new employment provision for B2 (general industrial) uses, directly supporting the proposed bread manufacturing facility.

Policy T1 (Sustainable Transport): Supports proposals promoting regeneration and economic vitality while improving access to jobs and services.

Policy T2 (Accessibility of New Development): Requires development to be accessible by walking, cycling and public transport, with priority for access to strategic employment sites.

Policy EN1 (Design Principles): Requires development to follow urban design principles and have regard to strategic character areas.

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Policy EN4 (Reducing CO2 Emissions): Mandates energy hierarchy approach and low/zero carbon development.

Policy EN9 (Green Infrastructure): Requires maintenance and enhancement of green infrastructure.

Policy EN15 (Biodiversity and Geological Conservation): Seeks to maintain or enhance biodiversity value.

Policy EN16 (Air Quality): Supports measures to improve air quality including EV charging and active travel.

Policy DM1 (Development Management): Sets out detailed development management criteria.

Places for Everyone (2024)

The following PfE policies are material considerations:

Policy JP-J1 (Supporting Long-term Economic Growth) Policy JP-J2 (Employment Sites and Premises) Policy JP-J4 (Industry and Warehousing Development): Supports B2 general industrial development including food manufacturing uses **Policy JP-S1 (Sustainable Development) Policy JP-S2 (Carbon and Energy)**

4.4 Supplementary Planning Documents

Guide to Development in Manchester SPD (2007): Provides detailed guidance on design, environmental standards, parking, and development principles.

Design for Access 2: Sets accessibility standards for inclusive design.

4.5 Other Material Considerations

Manchester Climate Change Framework (2020-2025): Sets strategy for zero carbon, climate resilient city by 2038.

Manchester Green and Blue Infrastructure Strategy (2015): Provides framework for environmental improvements.

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5. PLANNING ASSESSMENT

5.1 Principle of Development

Policy Compliance and Strategic Support:

The principle of B2 (general industrial) development for bread manufacturing at this location receives strong policy support through multiple levels of the planning framework. This use class is specifically supported in employment policies and is particularly appropriate for food manufacturing operations.

Core Strategy Policy EC5 (East Manchester) Compliance: East Manchester is specifically identified as "a major economic driver and centre of employment for the City and the conurbation" where "significant new employment provision will be concentrated." The policy explicitly supports employment development in Openshaw district centre, stating that "investment will be encouraged to strengthen sense of place and give a clear definition to the district centres of Sportcity, Gorton, Newton Heath and Openshaw."

The proposed bread factory directly advances these strategic objectives by:

- Providing substantial B2 general industrial employment in a designated strategic employment area
- Contributing to Manchester's food manufacturing sector through appropriate B2 use
- Strengthening Openshaw's role as a key employment destination within the East Manchester network
- Supporting general industrial development as specifically identified in employment policies

Core Strategy Policy SP1 (Spatial Principles) Compliance: Policy SP1 establishes the fundamental spatial strategy that "Most of the new residential development (outside the Regional Centre) will be in the Inner Areas defined within the North, East and Central Manchester Regeneration Frameworks." While this proposal is for employment rather than residential use, SP1 equally supports employment development in Inner Areas as part of the comprehensive regeneration strategy.

The proposal supports SP1's spatial principles by:

- Locating employment development in a designated Inner Area priority location

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- Contributing to the regeneration of East Manchester as identified in the strategic framework
- Supporting sustainable development patterns through location in established employment area
- Enhancing access to employment opportunities for Inner Area residents

Economic Development Benefits: The development will deliver substantial economic benefits aligned with national and local economic development objectives:

- Creation of significant direct manufacturing employment opportunities
- Support for Manchester's food manufacturing sector contributing to economic diversification
- Provision of modern, efficient industrial space meeting contemporary business requirements
- Investment in local infrastructure and supply chains
- Contribution to local food security reducing dependence on distant production centres

Land Use Efficiency and B2 Suitability: The proposal makes highly efficient use of designated industrial land for an appropriate B2 (general industrial) use. Bread manufacturing is a typical B2 use that is well-suited to industrial employment areas, providing local employment while supporting essential food production infrastructure.

5.2 Design and Visual Impact

Architectural Excellence and Contextual Response:

The proposal has been meticulously designed by Studio KMA Architects to deliver exceptional design quality while respecting the industrial character of Openshaw:

Design Quality and Character:

- Contemporary two-storey industrial building providing modern, efficient manufacturing space
- High-quality architectural treatment through carefully selected orange and grey cladding materials
- Clear visual distinction between office and production areas creating architectural interest

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- Scale and massing appropriate to the established industrial context
- Building height and footprint respecting surrounding development pattern
- Design updated to incorporate measures required by the GMP Crime Impact Assessment including: high-security welded-wire mesh fencing (minimum 2400mm height) and service yard entrance security measures.

Enhancement of Local Character: The development will positively contribute to Openshaw's character by:

- Replacing underutilized land with high-quality modern industrial development
- Creating a functionally well-designed building
- Providing contemporary interpretation of industrial architecture appropriate to the 21st century
- Contributing to the regeneration and modernization of the Openshaw employment area

Landscape and Streetscape Enhancement:

- Comprehensive landscaping scheme improving visual amenity along Kelbrook Road
- Professional boundary treatments and tree planting enhancing biodiversity
- Improved pedestrian environment through dedicated access routes and landscape features
- Integration with existing street pattern and infrastructure

Visual Impact Assessment:

The development has been designed to minimize visual impact while creating positive landmark presence:

- Appropriate scale respecting residential areas while asserting industrial character
- High-quality materials ensuring long-term visual appeal
- Landscape screening and enhancement mitigating any potential impacts

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- Positive contribution to the gateway into Openshaw from major routes

5.3 Residential Amenity

The proposal has been carefully designed to ensure no adverse impacts on residential amenity.

Separation Distances: Appropriate separation distances are maintained between the proposed development and residential properties, ensuring no unacceptable impacts on privacy, outlook, or daylight/sunlight access.

Noise Management:

- Modern industrial building designed with appropriate acoustic treatment
- Service areas positioned to minimize impact on residential areas
- Operating hours and delivery arrangements designed to respect residential amenity:
 - The applicant agrees to a planning condition restricting flour deliveries and other vehicle movements at the rear (north) of the premises for Goods In between 21:00 and 05:00.
 - The applicant is seeking approval for unrestricted, 24-hour access for the dispatch of goods (Goods Out) at the south side of the building.
- Parapet wall screening around the rooftop plant equipment area has been proposed
- Acoustically-absorbent material on the inside face of plant deck enclosure is proposed
- A 1.8m high acoustic fence is proposed along site boundaries adjacent to residential properties
- The above measures should ensure compliance with relevant noise standards and guidelines

Light Pollution Control:

- External lighting scheme designed to minimize light spill
- Use of directed lighting and appropriate controls

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- Compliance with relevant lighting standards protecting residential areas

Air Quality:

- Modern, efficient operations minimizing emissions
- EV charging provision encouraging clean vehicle use
- Sustainable transport measures reducing vehicle movements
- Compliance with air quality standards and requirements

5.4 Transportation and Highway Safety

A Comprehensive Transport Strategy has been prepared for the proposed building.

Access Arrangements:

- Primary access via Kelbrook Road designed to accommodate all vehicle types safely
- Separate HGV service access minimizing conflicts with passenger cars
- Dedicated pedestrian and cycle access routes ensuring safety
- Junction improvements where necessary to accommodate development traffic

Parking Provision: The development provides comprehensive parking arrangements in accordance with sustainable transport principles:

- **Car Parking:** Appropriate provision for employees and visitors
- **Disabled Parking:** Full compliance with accessibility requirements
- **EV Charging:** Extensive provision exceeding Building Regulations Part S requirements (minimum 20% provision with additional active charging points)
- **Cycle Parking:** Secure facilities encouraging sustainable commuting

Traffic Impact:

- Traffic generation appropriate for the site's industrial designation
- No unacceptable impact on highway capacity or safety
- Mitigation measures provided where necessary

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Sustainable Transport Measures:

- Location accessible by public transport including bus, Metrolink and rail connections
- Cycle infrastructure connecting to wider active travel networks
- Travel Plan promoting sustainable transport modes
- EV charging infrastructure supporting transition to clean vehicles

5.5 Environmental Considerations

The development demonstrates exceptional environmental performance aligned with Manchester's zero-carbon 2038 objectives:

Energy and Climate Change:

- Building designed to exceed current Building Regulations energy efficiency requirements by 25%
- Extensive rooftop solar panel array providing substantial renewable energy generation
- Energy-efficient building systems including heating, lighting, and ventilation
- Contribution to Manchester's renewable energy capacity and carbon reduction targets

Sustainable Drainage:

- Comprehensive SUDS system managing surface water sustainably
- Reduction of surface water runoff to greenfield rates
- Integration with landscape design creating multifunctional benefits
- No increase in flood risk on or off-site

Biodiversity and Ecology:

- Ecological assessment demonstrating no adverse impacts on designated sites
- Biodiversity enhancement through native tree and shrub planting
- Net biodiversity gain through landscape proposals on site and with 8.96 Habitat Units provided off site which would be subject to planning

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condition and/or legal agreement. Heads of Terms and Planning Officers Society S106 Template are included regarding off site purchase of 8.96 habitat units.

- **Waste Management:**

- Comprehensive waste management strategy integrated into building design
- Adequate storage and collection facilities
- Recycling and waste reduction measures
- Operational waste management planning

Air Quality:

- Modern, efficient operations minimizing emissions
- EV charging infrastructure promoting clean vehicle adoption
- Location accessible by sustainable transport modes

5.6 Heritage and Archaeology

No designated heritage assets are located within or immediately adjacent to the application site. The development has been designed to respect the character and appearance of the area while contributing to the positive evolution of Openshaw's industrial heritage.

5.7 Flood Risk and Drainage

Flood Risk Management:

The site is located in Flood Zone 1 (low flood risk) and the development incorporates comprehensive flood risk management measures:

- Sustainable drainage systems designed to reduce surface water runoff
- No increase in flood risk on or off-site
- Compliance with Environment Agency and Lead Local Flood Authority requirements
- Integration of drainage with landscape design providing multifunctional benefits

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5.8 Economic Benefits

The development will deliver significant economic benefits aligned with Manchester's economic development strategy:

Employment Creation:

- Substantial direct manufacturing employment opportunities
- Office-based employment in administration and management
- Indirect employment in supply chains and support services
- Training and skills development opportunities

Economic Investment:

- Significant capital investment in Manchester's manufacturing sector
- Support for local construction industry during development phase
- Ongoing contribution to local business rates and economic activity
- Enhancement of Openshaw's economic profile and competitiveness

Sector Development:

- Strengthening of Manchester's food manufacturing sector
- Contribution to local food security and reduced transport miles
- Support for sustainable local food systems
- Investment in modern, efficient production facilities

6. CONSULTATION

6.1 Pre-Application Engagement

Comprehensive pre-application engagement has informed the development of this proposal, ensuring alignment with policy requirements and stakeholder expectations.

6.2 Technical Consultation

The proposal is supported by comprehensive technical assessments addressing all relevant environmental and technical considerations including: Transport

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Assessment; Design and Access Statement; Ecological Assessment; Drainage Strategy; Energy Statement; Noise Assessment; Crime Impact Assessment; Planning Statement; Odour Assessment and Statement of Community Involvement.

7. PLANNING OBLIGATIONS & CONDITIONS

The applicant is committed to working with Manchester City Council to secure appropriate and reasonable planning conditions and obligations through Section 106 Agreement, where necessary, including:

Infrastructure Contributions:

- Highway improvements were identified as necessary
- Sustainable transport infrastructure enhancements
- Contributions to local infrastructure where appropriate

Environmental Enhancements:

- Biodiversity enhancements beyond site boundaries where required
- Environmental monitoring and management measures

Delivery Hours:

- Operating hours and delivery arrangements designed to respect residential amenity:
 - GOODS IN (North of the building). The applicant agrees to a planning condition restricting flour deliveries and other vehicle movements at the rear (north) of the premises for Goods In between 21:00 and 05:00.
 - GOODS OUT (SOUTH OF THE BUILDING). The applicant requires approval for unrestricted, 24-hour access for the dispatch of goods (Goods Out) at the south side of the building.

8. CONCLUSION

This Planning Support Statement demonstrates that the proposed Sheldon's new industrial building at Kelbrook Road, Openshaw represents exemplary sustainable development that fully accords with national and local planning policy.

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Policy Compliance: The proposal strongly aligns with Core Strategy policies EC5 (East Manchester) and SP1 (Spatial Principles), directly supporting Manchester's strategic objectives for economic development in Inner Areas. The development contributes to all relevant policy objectives while exceeding minimum requirements for environmental performance.

Economic Benefits: The development will deliver substantial economic benefits including significant employment creation, investment in Manchester's food manufacturing sector, and enhancement of Openshaw's role as a key employment destination.

Environmental Excellence: The proposal demonstrates exceptional environmental performance through extensive renewable energy provision, comprehensive EV charging infrastructure, and sustainable design measures that contribute to Manchester's zero-carbon 2038 objectives.

Design Quality: The carefully designed scheme by Studio KMA Architects delivers high-quality contemporary industrial architecture that respects and enhances the character of Openshaw while providing modern, efficient manufacturing facilities.

Community Benefits: The development will provide substantial benefits for the local community through employment opportunities, economic investment, and contribution to local food security.

The development represents a significant opportunity to deliver high-quality economic development in a strategically important location, contributing to Manchester's continued growth as a thriving, sustainable city while enhancing the economic prospects of the Openshaw area.

We respectfully request that Manchester City Council grant planning permission for this exemplary proposal, which will deliver significant economic, social, and environmental benefits for Manchester and contribute to the achievement of the city's strategic objectives.

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by Simon Plowman MA MRTPI on behalf of Plan:8 Town Planning Ltd

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