



Redevelopment of Boulton House
17-21 Chorlton Street, Manchester

Consultation Report

June 2025

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1. Introduction and Summary

1.1 The Consultation Report

This Consultation Report has been prepared by Font Communications on behalf of The James (M1 Living) Limited, a UK-based accommodation provider managing over 300 units across key cities such as Manchester, Liverpool, Sheffield, and Birmingham (hereafter referred to as ‘the Applicant’).

This Report summarises the pre-application public consultation and stakeholder engagement activities undertaken by the Applicant in respect of a planning application for the ‘Proposed Scheme’ comprising the redevelopment of Boulton House, 17-21 Chorlton Street, Manchester as follows:

In summary, the Proposed Scheme comprises the transformation of the existing 1973 office building (known as Boulton House) including an element of new build on the existing car park, into 261 serviced apartments which will offer short-term accommodation as an alternative to hotels for visitors to the city. It will operate under a specially curated brand -Joyce by The James -with a focus on creating a home away from home.

1.2 Site location

The Application Site (the Site) comprises Boulton House at 17-21 Chorlton Street, a nine-storey office building. It includes associated surface car parking to the east with several small-scale trees and shrubs. The Site is located in the administrative boundary of Manchester City Council to the north-east of Chorlton Street, between Major Street and Bloom Street, on the edge of Manchester’s Gay Village and the Portland Street Strategic Regeneration Area (SRF).

The Site is within a highly accessible location in Manchester City Centre and is well-served by public transport, located directly opposite Manchester Central Coach Station and within a short walk from Manchester Piccadilly and Oxford Road train stations.

1.3 Summary of consultation and engagement

The Applicant has delivered a period of pre-application consultation on the scheme, engaging residents and stakeholders from the local community. The Applicant took an open and inclusive approach to consultation providing the opportunity for a wide range of stakeholders including current tenants of Boulton House, ward councillors and MPs, the local community and local businesses across within the Gay Village and Portland Street area to view and comment on the plans.

The approach to pre-application consultation was considered in line with recommendations set out in Manchester City Council’s Statement of Community Involvement (adopted 2018) and shared at a formative stage in the process with Piccadilly ward councillors and MCC planning officers.

Throughout, the Applicant has remained committed to engaging with residents and stakeholders using a variety of methods aimed at maximising awareness and participation in the consultation. This has included:

- Correspondence and briefings offered to locally elected members in the site's Piccadilly ward.
- Correspondence with the neighbouring councillors in Deansgate ward and Lucy Powell MP for Manchester Central.
- Newsletters sent to 1,200 residents and businesses around the site including restaurants and bars on Canal Street including nearby Kampus, Stagecoach and anchor institutions nearby such as the University of Manchester.
- A press release and social media posts issued at key project milestones.
- Newsletters sent to a range of community and interest groups close to the site and surrounding area including the Friends of Manchester's Gay Village, Village Action Forum, Village Licenced Business Association, Friends of Sackville Gardens and Manchester Pride, The Canals and Rivers Trust, Piccadilly East Residents Association.
- Information issued to city-wide and regional business groups with a visitor interest including Visit Manchester, MIDAS, Manchester Chamber of Commerce, Forever Manchester, Community Arts North West.
- Publicising and holding a drop-in event in the foyer of Boulton House for existing tenants, local residents, businesses and groups to which key community groups attended such as the LGBT Foundation.
- Delivering an online Q&A for those unable to attend the in-person event.
- Publicising a community contact points, including a freephone community information line, project email address and freepost address.
- Providing information on a dedicated project website including the scheme masterplan, benefits, FAQs, project updates and online questionnaire.

This Consultation Report presents a summary of the activity and feedback received during the consultation process. All the comments received during the consultation have been logged and analysed and, where appropriate, considered in the development of the Application.

The Applicant recognises the long-term nature of the Proposed Scheme and its delivery and is committed to ongoing engagement and relationships with stakeholders and the community. Beyond the pre-application consultation period The James will continue its future engagement with local groups and businesses to ensure integration with the local community.

2. Relevant policy and guidance

2.1 National policy

Community involvement is an essential part of the planning process and helps to ensure that development is shaped by local views. The Applicant recognises that community involvement is an integral and important component of planning and its approach to consultation with the local community reflects this.

It is widely recognised that pre-application consultation leads to better development. Consultation provides the opportunity to glean information and ideas from a local community which can enrich a scheme. It also provides the opportunity to understand local concerns and aspirations.

The National Planning Policy Framework (NPPF), updated in December 2024 encourages applicants to undertake pre-application consultation. Paragraph 40 states: “Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality preapplication discussion enables better coordination between public and private resources and improved outcomes for the community.”

The NPPF also states that local planning authorities should encourage those applicants, who are not already required to do so by law, to engage with the local community before submitting their applications: “Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer (Paragraph 41).

2.2 Manchester City Council Statement of Community Involvement (Adopted 2018)

Every Council has to publish a document called a Statement of Community Involvement (SCI) which lets residents, businesses, the voluntary sector and other stakeholders in the area know how they can get involved in planning activity.

For Manchester, the SCI sets out an approach which is not prescriptive, but which recommends that developers consult with the community whilst designing their scheme through a variety of methods, such as through social media, a website, letters, questionnaires, meetings, exhibitions, and leaflets.

2.3 Consultation and engagement approach

The approach to pre-application consultation and stakeholder engagement takes into account both national and local policy and guidance. The approach was discussed and shared with Manchester City Council officers during pre-application discussions and with Piccadilly ward councillors.

The consultation objectives include:

- **To undertake a comprehensive and meaningful pre-application consultation that gives local people the opportunity to have their say:** Engaging elected

members, neighbouring properties, local businesses and residents as well as community groups in and around the nearby Portland Street area and Manchester Gay Village.

- **Considering the objectives of the Gay Village Action Plan and local benefits:**

The consultation material set out the Proposed Scheme's response to the objectives set out on the Gay Village Action Plan and the opportunity for community integration of the scheme in ensuring the area remains a safe and vibrant space for the LGBT+ community, supporting its identity, creating community spaces, promoting active street frontages and natural surveillance, and implementing effective building management that enhances the local environment.

- **Ensuring accessibility and inclusion:** Ensuring the activity planned and delivering through the pre-application consultation is accessible, clear, and inclusive through bringing forward both in-person and online events with a variety of methods for feedback.
- **Considering feedback:** All feedback was considered and listened to during the consultation period

In preparation for the pre-application consultation, various local stakeholders across Manchester City Centre with a likely interest in the proposed site were identified via a mapping exercise.

The stakeholder list included:

- Local ward members relating to the Application Site (Piccadilly and Deansgate).
- Member of Parliament for Manchester Central.
- A range of community and interest groups close to the Application Site and surrounding area.
- Local and regional business groups.
- Local residents and businesses around the Application Site.

The approach taken was to validate the stakeholders identified with the Piccadilly ward councillors to ensure that the groups identified were those who comprised the community locally to the site.

A variety of engagement methods were planned to engage the relevant audiences and provide forums for feedback and meaningful, two-way dialogue through a hybrid in-person and digital approach.

3.Consultation Activity

3.1 Overview of consultation

The public consultation period for the Proposed Scheme launched on Monday 28 April and closed on Friday 16 May 2025. During this period, the following activity has taken place:

3.2 Stakeholder engagement meetings

Prior to the launch of the public consultation, the Applicant contacted and offered briefings to all identified stakeholders. This included local councillors, MPs, local businesses and local community groups.

The early correspondence with Piccadilly ward councillors provided the opportunity to hear feedback as previously stated in paragraph 2.3 regarding local groups and the proposed consultation approach as well as a briefing on the plans.

3.3 Newsletter

A newsletter was delivered to around 1200 addresses locally. The distribution area for the newsletter can be found at Appendix 1.

A copy of the newsletter was also issued to occupiers, stakeholders and local businesses. Copies of the newsletter were also available at the drop-in event.

The newsletter advertised the drop-in event, alongside details of the website and social media channels. A questionnaire was included with the newsletter which could be sent back via Freepost. A copy of the newsletter can be found at Appendix 2.

a presentation of the scheme and the opportunity for attendees to ask questions.

3.4 Project website

The project website was available from the launch of public consultation to provide information about the scheme and opportunity to provide feedback online.

The project website included details on the scheme, introduced the brand and the Applicant, provided information about the proposals, local community benefits and provided answers to frequently asked questions.

The website also invited feedback through an online version of the questionnaire and listed the community contact channels and social media channels. As the consultation progressed additional materials were added including the drop-in exhibition banners.

The website was promoted through the stakeholder letters, newsletters, press release and through The James social media channels. A copy of the website is provided at Appendix 3.

3.5 Questionnaire

During the consultation, feedback was invited via a questionnaire. A hard copy was included with the project newsletter, which could be returned via Freepost. The questionnaires could also be completed online and were made available at the drop-in events. A copy of the questionnaire can be found at Appendix 4.

3.6 Drop-in event

The Applicant held a public drop-in session on Thursday 8 May between 3pm-7pm in the lobby of Boulton House 17-21 Chorlton St., Manchester M1 3HY.

25 people attended the event. This included attendance from tenants, local residents and community groups.

At the events, information about the Proposed Scheme was displayed on a series of banners, and members of the project team were on hand to answer questions. The exhibition banners from the drop-in events can be found at Appendix 5, with photographs from the events found at Appendix 6.

3.7 Online Q+A

To provide a further opportunity for interested stakeholders to understand more about the Proposed Scheme, an online Q&A was held on Tuesday 13 May from 6pm-7pm. The online Q&A provided participants with a presentation about the development and offered the opportunity to ask questions on the proposals.

3.8 Press release

The Applicant took a proactive approach with local, regional and national media outlets, to inform a wider audience of the Proposed Scheme. A press release was issued at the start of the consultation on 28^{April} 2025 and coverage was secured across 6 titles including around 12,000 estimated views based on audience size and social engagement:

- Place North West
- Business Desk
- Insider Media
- The Manc
- The Manc
- About Manchester
- Canal Street Manchester.

A copy of the press release can be found at Appendix 7.

3.9 Social Media

The Applicant's established Instagram and Facebook channels were used to promote the consultation and advertise the drop-in events. Social media posts were also shared as a reminder to submit feedback and on consultation close.

A copy of the social posts can be found at Appendix 8

3.10 Community contact points

The Applicant established a set of community contact points for the Proposed Scheme which were advertised during the consultation:

- Freephone Information Line: 0800 689 1095
- Email: JoycebyTheJames.manchester@fontcomms.com
- Freepost address: Freepost HAVE YOUR SAY (no stamp required)
- A contact form on the project website to provide comments.

Whilst the questionnaire was closed for comments on Friday 16 May, the contact channels remain open for any further enquiries.

4. Consultation Feedback

4.1 Overview of feedback

This section of the Consultation Report provides an overview of the comments and discussion that took place with the Applicant during the public consultation period. This encompasses feedback through the consultation activity outlined previously in the Consultation Report, including views expressed via responses to the consultation questionnaire.

During the consultation period, the project team received feedback in the following ways:

- 5 questionnaires completed online
- 2 questionnaires completed at the drop-in event
- 25 visitors attended the drop in event Boulton House including discussions with representatives from the LGBT Foundation a community group based in the Gay Village, tenants of Boulton House and neighbouring business representatives

4.2 Questionnaire feedback

Overall, 7 questionnaires provided detailed feedback on the proposals.

The questionnaire sought to understand the demographic of those who participated, with 5 out of the 7 responses being from people in the 31 to 40 age bracket and the two remaining respondents being from respondents aged 51-60.

The report presents a representation of the comments made by respondents for each respective question. All questions provided open dialogue boxes for comments.

Question 1: Do you support the plans to give Chorlton Street a long-term future by creatively adapting the existing building into short-term serviced apartments?

- Overall, most respondents expressed a supportive or neutral response to the question.
- One respondent stated that the Proposed Scheme would be great for the area, especially the food and beverage spaces.
- One respondent expressed clear support for the regeneration and bringing the building into good use.
- One stated that it was great to see more coming to the area.
- Some asked for more information on how the building would contribute positively to the identity of the Manchester Gay Village.
- One respondent stated 'no' and felt that the development would attract the wrong type of visitors to the neighbourhood.

Question 2: What other improvements do you think we could make to our plans which would contribute to the area and the neighbourhood?

- Some respondents were sceptical of the development "potentially offering amenities to the community" and suggested that space for LGBTQ+

organisations and charities should be prioritised to contribute to the sustainability of the Gay Village.

- One respondent stated shared outdoor green space.
- One respondent highlighted the importance of affordable accommodation options at peak times such as during Manchester Pride.

Question 3: Do you support our plans to bring an active commercial use to the ground floor?

- Broad support was expressed with the majority of responses stating 'yes', one stating 'unsure' with only one respondent stating 'no' with the reason that there are enough empty units in the neighbourhood.
- One respondent suggested that independent, LGBTQ businesses should be given preferential rates.
- A suggestion was made regarding space for a cocktail bar on the ground floor before entering the village would improve the area.
- One respondent reaffirmed the importance of preserving the identity of the area.

Question 4: Is there anything else you'd like to add?

- One respondent suggested a more strategic approach to development in the area to support the local LGBTQ+ community to enhance the valuable reputation of the area as a safe and important space for the community and its unique identity.

4.3 General themes, comments, and suggestions

Further to the questionnaire feedback, there were a number of discussions that took place during stakeholder briefings and through discussions at the drop-in event. The following summary table provides a summary from the feedback.

Theme	Comments
Supporting the objectives of the Manchester Gay Village	• There were a range of comments regarding the development's contribution to the existing culture and community of the Manchester Gay Village. • Suggestion of partnership working with the LGBT Foundation to promote initiatives such as potentially signposting to the Village Angels and sexual health services in the lobby of the new development. • Suggestion of supporting annual events with introductory rates/loyalty scheme during events attracting large numbers of visitors including Manchester Pride. • Providing rentable/hire out space for LGBTQ+ community organisations and charities, local arts and theatre production to ensure future collaboration and integration into the community.

Local amenities	• It was stated that a local food store was needed and could be considered as part of the ground floor. • Suggestions for a cocktail bar or food and beverage offer on the ground floor were well supported with access to non-residents. • Support for a gym open to non-residents or dance/rehearsal/studio space at ground floor. • Support for SME space at the bottom of the development as positive for the local community. In similar developments previously, there has been backlash from local businesses in the area opposing large chains. • It would be positive to encourage local businesses which fit into the cultural context, into this space.
Affordable accommodation	• It was highlighted that there is a lack of lower-cost visitor accommodation in the area during major events. • There were also concerns over pricing out local people due to the development being high end.
Cycle parking	• Demand was expressed for safe, secure bike parking for those working in the area.
Creative ideas	• A suggestion for beehives on the roof of the Proposed Scheme • Consideration of using local artists in the accommodation room design.

The following section of the report sets out the Applicants response to the feedback received.

5. Applicant Response

All the comments received during the consultation have been carefully considered and where appropriate, taken into account in the development of the planning application.

This section of the report sets out how the applicant has responded to the issues raised during the consultation.

Theme	Response
Supporting the gay village and surrounding community	The Applicant has listened carefully to the feedback and is committed to engaging and supporting the local community where possible. The Applicant will consider the suggestions made through discussions with local groups such as the LGBT Foundation and will continue to develop a positive relationship and partnerships into the future stages of the development. The ideas submitted and discussed are predominantly relevant to the operational stages of the Proposed Scheme and should the application be successful, the Applicant is open to further discussions and engagement.
Local amenities	The Applicant recognizes that the commercial use space in the development is valuable with potential to attract a local, independent business. The Applicant will consider the suggestions submitted and discussed through the consultation which refer to the ground floor uses within the building.
Affordable accommodation	The Applicant is committed to ensuring that it is an inclusive space which doesn't budge on its luxury standards. The Applicant will continue to strive to find a solution for the Proposed Scheme that balances market demands with affordability goals and will consider some of the ideas around memberships or rates that have been raised through the consultation.
Cycle parking	The scheme will provide a number of spaces for guests of the building. Whilst at this stage it is not possible to commit to any wider provision, there will be safe cycle storage within the building.
Creative ideas	The Applicant thanks those who submitted the ideas around artwork and beehives to the consultation which will be further considered.

6. Conclusions & next steps

This Consultation Report demonstrates a wide-reaching, inclusive and accessible public consultation on the Proposed Scheme. The methods and activities delivered support both national and local guidance for pre-application consultation and local engagement including wide distribution of a project newsletter, website and supporting media and social media coverage.

The Applicant remains committed to ongoing engagement on the scheme into the next stages of the project including:

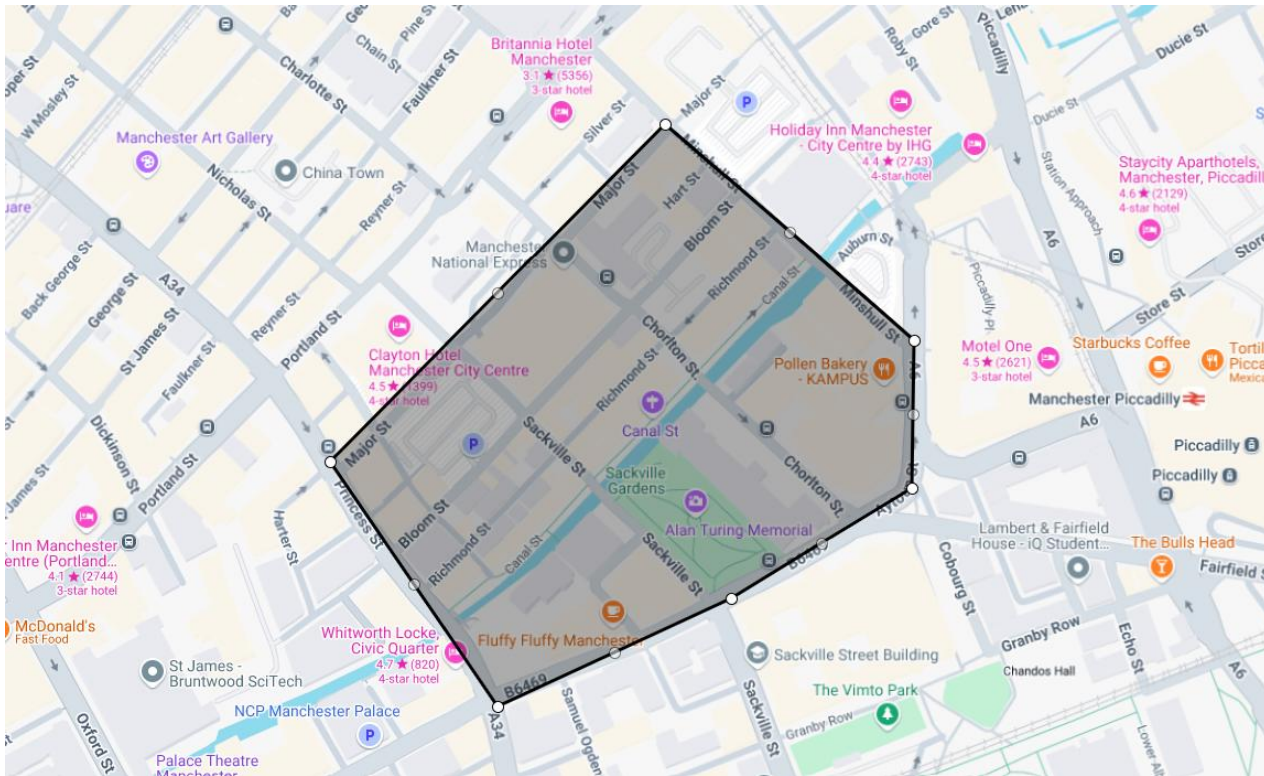
- Ongoing discussions with local groups and stakeholders, particularly with the LGBT Foundation.
- Ongoing, long-term engagement into potential operation stages and partnership working where possible to ensure integration with the neighbourhood and local community.

The communication channels used during the consultation period will continue to operate following submission of the Application, to ensure interested parties can keep up to date as the Proposed Scheme progresses. This will include information online and well-publicised communication channels; and proactive measures to update and inform stakeholders following submission and consideration of the Application.

Appendices

Appendix 1 – Newsletter distribution area

Mailed and hand delivered addresses total: over 1,200 addresses



Appendix 2 - Consultation newsletter

Joyce by The James: A New Chapter

for Boulton House

The James is proposing an exciting new future for Boulton House at 17-21 Chorlton Street. We're reimagining the future of this office block as Joyce by The James, a new kind of short-term, serviced apartment stay which will combine the comfort of home with the convenience of high-end hospitality.

Located at a gateway to Manchester's Gay Village and the Portland Street area, we're bringing forward plans for a sensitive conversion with a new build extension on Bloom Street. We believe in creating dynamic buildings that connect with the local neighbourhood, and that's why we want to hear what you think.

Look inside to find out more about our vision and how you can have your say.

Have your say at our drop-in event on Thursday 8 May,
3pm-7pm at the Boulton House Foyer, 17-21 Chorlton Street

JOYCE
by The James

Meet Joyce by The James



We're The James, a family-run company focused on creating high-quality places for people to stay. You might already know our building on Dantzic Street here in Manchester.

Joyce is our newest concept. It's designed for short-term stays, offering beautifully designed serviced apartments where guests can feel truly at home, whether they're here for work, leisure, or temporarily relocating. It's about providing that 'home away from home' feeling, with the flexibility and convenience needed for city life.

A Sustainable Future for Boulton House

Boulton House is a familiar building, but it's no longer suitable as modern office space. Instead of demolition, our proposal focuses on refurbishment and reuse giving the building a sustainable, long-term future by creatively adapting the existing structure and adding a considered new build element on Bloom Street.

This approach significantly reduces waste and embodied carbon compared to a completely new build, aligning with Manchester's ambition to be a zero-carbon city by 2038. We're also proposing a zero car parking strategy and ample secure cycle storage to encourage sustainable travel.



-Bloom St



-Chorlton St



-Major St

Connecting with the Neighbourhood

Joyce by The James, sits in a unique and vibrant location. Our plan includes creating active commercial space at the ground floor level along Chorlton Street and Bloom Street. This aims to bring more life, activity, and footfall to the street throughout the day and evening, enhancing the connection with the local area, improving the streetscape and providing more visitors for local businesses.

We've designed the project carefully to respect the character of the area and nearby heritage buildings, including the adjacent listed building. We are committed to ensuring Joyce contributes positively to the neighbourhood and the unique identity of the Gay Village.



Key Benefits



Luxury Short-Stay Serviced Apartments

A range of high-spec studio, one, two, and three-bed suites available for flexible stays.



'Home Away From Home'

Combining home comforts (like kitchenettes) with hotel services (like 24/7 concierge, housekeeping, consumables etc).



Sustainable Refurbishment

Giving Boulton House a new lease of life and reducing environmental impact.



Active Ground Floor

New commercial space to enhance street life and potentially offer amenities for the community.



Enhanced Connectivity

Improving pedestrian routes and public spaces around the building.



Excellent Location

Superb access to transport links (coach station, Piccadilly Station, Metrolink) and city centre attractions.



Boosting The City

Supporting local jobs, welcoming visitors, and contributing to Manchester's £15 billion visitor economy target.



Manchester Team

Delivered by a local project team including Simpson-Hugh architects, Deloitte planning consultants, and Font Comms.

What We Are Seeking Planning Permission For

- Refurbishment of the existing Boulton House.
- External alterations, creation of terraces, landscaping, and public realm works.
- Change of use to allow for short-term serviced apartments (sui generis) and flexible ground-floor commercial uses.
- New secure cycle parking and step free access arrangements.
- A new build extension.

Have Your Say on the Future of Boulton House

JOYCE
by The James

We believe listening to the local community is vital. That's why we're launching a public consultation to gather your feedback on our plans for Joyce by The James. We're especially keen to hear from local residents, businesses, community groups including those within the LGBTQ+ community, and anyone with a love for this part of the city. The consultation runs from Monday 28th April to Friday 16th May 2025.

How to get involved

Attend our Drop-In Event:

- Meet the project team, view the plans in detail, and ask questions.
- **When:** Thursday 8th May 2025, 3:00 pm – 7:00 pm
- **Where:** Foyer of Boulton House, 17-21 Chorlton Street, Manchester

Visit the website: joycebythejames.com
for more information and to complete an online questionnaire

Join our online Q&A

Visit the website to sign up for our online event on Tuesday 13th May, from 6-7pm.

For anything else, contact us:

- **Email:** joycebythejames.Manchester@FontComms.com
- **Freephone:** 0800 689 1095
- **Freepost:** Write to FREEPOST HAVE YOUR SAY (No stamp needed)

QUESTIONNAIRE

Complete the questionnaire and return in the envelope provided or to FREEPOST HAVE YOUR SAY (no stamp required).

Do you support the plans to give 17-21 Chorlton Street a long-term future by creatively adapting the existing building into short-term serviced apartments?

Yes ☐ No ☐ Unsure ☐

Feel free to expand on your answer

.....
.....

What other improvements do you think we could make to our plans which would contribute to the area and the neighbourhood?

.....
.....
.....

Do you support our plans to bring an active commercial use to the ground floor?

Yes ☐ No ☐ Unsure ☐

Feel free to expand on your answer

.....
.....

Is there anything else you'd like to add?

.....
.....
.....

Name

Address

Email

.....

Phone Number

.....

Age Under 20 ☐ 21-30 ☐ 31-40 ☐ 41-50 ☐ 51-60 ☐ 61-70 ☐ 70+ ☐

This information is optional but it helps us to better analyse the feedback we receive and also keep you updated on the plans as they progress.

Would you like to stay updated on the project? Yes ☐ No ☐

If so, how would you like to stay updated? Email ☐ Post ☐

Providing your contact details allows Font Communications Ltd, on behalf The James, to assess the reach of the community consultation and log responses. Should you select to be kept informed, your email address and postal address will allow Font Communications to keep you updated on plans for this project only. Copies of the feedback received may be made available, in due course, to Manchester City Council. We will, however, request that your personal details are not placed on the public record. Your personal details will be held securely by Font Communications Ltd and The James in compliance with the UK General Data Protection Regulation (UK GDPR).

Appendix 3 – Website

<https://joycebythejames.com/>



A sustainable future

Rather than knocking down Boulton House, we're retaining and reworking it – significantly reducing waste and embodied carbon compared to a full rebuild.

We're also proposing:

A zero car parking strategy

Ample secure cycle parking

Materials and methods that support Manchester's goal of becoming a zero-carbon city by 2038

Bringing life to the street

We're activating the ground floor with new commercial space along Chorlton Street and Bloom Street, helping to:

Increase local footfall

Support nearby businesses

Increase the streetscape and local feel

Strengthen links with Manchester's LGBTQ+ community and the wider neighbourhood



The project has been carefully designed to sit alongside nearby heritage buildings, including our listed neighbour on Minshull Street.

JOYCE
by The James

[Home](#) [The Proposals](#) [The Benefits](#) [Have Your Say](#) [Q&A](#)

The Benefits

Why Joyce will be a positive addition to the neighbourhood

Joyce isn't just about reworking a building, it's about bringing lasting value to Chorlton Street and the wider city.



What we're doing

Refurbishing the existing office building

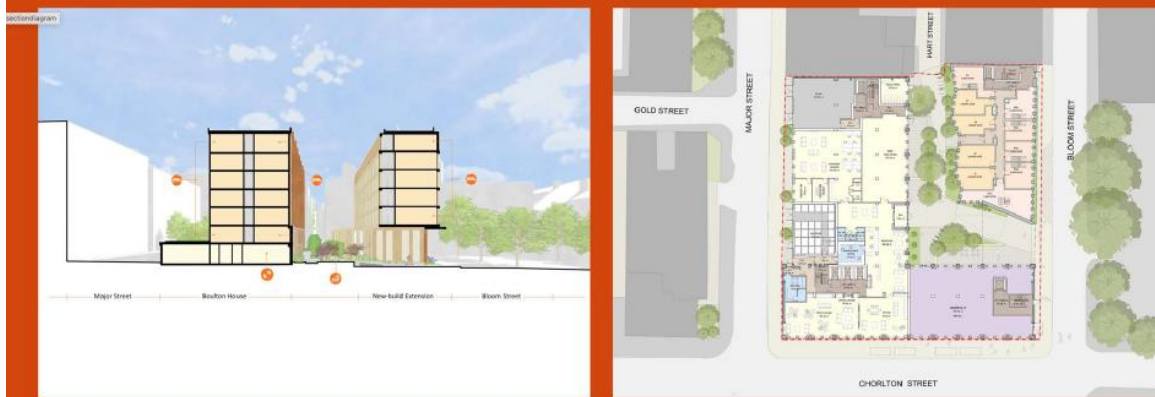
Creating 261 flexible-use, short-stay serviced suites

Adding a new-build extension along Bloom Street

Introducing flexible-use commercial space at ground floor

Enhancing the public realm with landscaping and improved access

Incorporating new cycle parking and step-free entry



[View our consultation banners here](#)

Here's how:

Luxury Short-Stay Suites

261 high-spec suites for flexible visits – from compact studios to spacious three-bedroom layouts.

Home Away From Home

Kitchenettes, workspaces, and hotel-style extras like 24/7 concierge and housekeeping.

Sustainable Refurbishment

Creative reuse of Boulton House avoids demolition, cuts embodied carbon, and supports Manchester's green goals.

Active Ground Floor

New commercial space will bring energy and footfall to Chorlton Street and Bloom Street from morning to evening.

Enhanced Public Realm

Improved landscaping, better pedestrian access, and a more welcoming street-level experience.

Excellent Location

A short walk from the coach station, Metrolink, and both Piccadilly and Oxford Road – ideal for visitors and locals alike.

Boosting the City

Supporting local jobs, welcoming visitors, and helping meet Manchester's £15 billion visitor economy target.

Delivered by a Local Team

Led by The James and supported by Manchester-based specialists – SimpsonHaugh architects, Deloitte planning, and Font Comms.

JOYCE
by The James

HomeThe ProposalsThe BenefitsHave Your SayQ&A

Have
Your Say

Help shape our plans

We want Joyce by The James to be something the community can be proud of – and that starts with listening.

That's why we're running a public consultation from Monday 28 April to Friday 16 May 2025, and we'd love to hear your thoughts.



Ways to get involved

Complete the
Feedback Form

You can share your views by filling in our quick online questionnaire. It takes just a few minutes.

Click Here

Attend our
Drop-In Event

When: Thursday 8 May 2025

Time: 3:00 pm – 7:00 pm

Where: Foyer of Boulton House, 17–21 Chorlton Street, Manchester

Drop in anytime to meet the team, view the proposals in detail, and ask questions in person.

Join our
Online Q&A Session

You can sign up for our online webinar on Tuesday 13th May at 6pm by clicking the 'sign up' button below.

Sign Up

Q&A

Find out more about the proposals for Joyce by The James

We've pulled together answers to some of the most commonly asked questions about Joyce. If you'd like to ask something else, don't hesitate to get in touch using the contact details below.

Where is the site?

↓

What are the proposals?

↓

Why can't it remain as offices?

↓

Who Will Build and Operate The Development?

↓

What will the planning application cover?

↓

How can I have my say?

↓



Questionnaire

Complete the questionnaire and return in the envelope provided or to FREEPOST HAVE YOUR SAY (no stamp required).

Do you support the plans to give 17-21 Chorlton Street a long-term future by creatively adapting the existing building into short-term serviced apartments?

☐ Yes ☐ No ☐ Unsure

Feel free to expand on your answer

Do you support our plans to bring an active commercial use to the ground floor?

☐ Yes ☐ No ☐ Unsure

Feel free to expand on your answer

What other improvements do you think we could make to our plans which would contribute to the area and the neighbourhood?

Is there anything else you'd like to add?

Your Details

Name:

Email:

Telephone:

Address:

Recycling
bin
20

20

20

20

20

Contact us directly

Email

joycebythelames.manchester@fontcomms.com

Freephone

0800 689 1095

Freepost

FREEPOST HAVE YOUR SAY (no stamp needed)

What happens next?

All feedback will be carefully reviewed and considered as we refine the proposals. A full Consultation Report will be submitted with our planning application, showing how community input has shaped the final designs.

Appendix 4 - Questionnaire

Have Your Say on the Future of Boulton House



We believe listening to the local community is vital. That's why we're launching a public consultation to gather your feedback on our plans for Joyce by The James. We're especially keen to hear from local residents, businesses, community groups including those within the LGBTQ+ community, and anyone with a love for this part of the city. The consultation runs from Monday 28th April to Friday 16th May 2025.

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Attend our Drop-In Event:

- Meet the project team, view the plans in detail, and ask questions.
- When:** Thursday 8th May 2025, 3:00 pm – 7:00 pm
- Where:** Foyer of Boulton House, 17-21 Chorlton Street, Manchester

Visit the website: joycebythejames.com for more information and to complete an online questionnaire

Join our online Q&A
Visit the website to sign up for our online event on Tuesday 13th May, from 6-7pm.

For anything else, contact us:

- Email:** joycebythejames.Manchester@FontComms.com
- Freephone:** 0800 689 1095
- Freepost:** Write to FREEPOST HAVE YOUR SAY (No stamp needed)

QUESTIONNAIRE

Complete the questionnaire and return in the envelope provided or to FREEPOST HAVE YOUR SAY (no stamp required).

Do you support the plans to give 17-21 Chorlton Street a long-term future by creatively adapting the existing building into short-term serviced apartments?

Yes ☐ No ☐ Unsure ☐

Feel free to expand on your answer

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.....

What other improvements do you think we could make to our plans which would contribute to the area and the neighbourhood?

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Do you support our plans to bring an active commercial use to the ground floor?

Yes ☐ No ☐ Unsure ☐

Feel free to expand on your answer

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Is there anything else you'd like to add?

.....

.....

.....

Name

Email

Phone Number

Address

.....

.....

Age Under 20 ☐ 21-30 ☐ 31-40 ☐ 41-50 ☐ 51-60 ☐ 61-70 ☐ 70+ ☐

This information is optional but it helps us to better analyse the feedback we receive and also keep you updated on the plans as they progress.

Would you like to stay updated on the project? Yes ☐ No ☐

If so, how would you like to stay updated? Email ☐ Post ☐

Providing your contact details allows Font Communications Ltd, on behalf The James, to assess the reach of the community consultation and log responses. Should you select to be kept informed, your email address and postal address will allow Font Communications to keep you updated on plans for this project only. Copies of the feedback received may be made available, in due course, to Manchester City Council. We will, however, request that your personal details are not placed on the public record. Your personal details will be held securely by Font Communications Ltd and The James in compliance with the UK General Data Protection Regulation (UK GDPR).

Appendix 5 – Exhibition banners

Welcome to the public exhibition

Have Your Say



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We're proposing the next chapter for Boulton House – creating Joyce, a new kind of short-stay experience for Manchester.

Joyce by The James is a high-quality, design-led place to stay, combining home comforts with hotel service.

Located at a gateway to Manchester's Gay Village and the Portland Street area, Joyce will offer serviced suites in a sensitively refurbished building – with new commercial space and an improved public realm.

We want to know what you think. Please take a look at our information banners, talk to the team, and share your views.

JOYCE
by The James

Introducing Joyce

A new short stay offer for Manchester



We're The James, a family-run, UK-based developer and operator who acquired Boulton House in July 2024. You might already know our Dantzic Street building here in Manchester.

Operating under our specially created short-stay brand, Joyce will be Manchester's newest luxury, vibrant and stylish serviced-apartments.

It will be designed for people visiting the city for days, weeks, or even a few months. Whether you're working in Manchester, travelling for pleasure or something in between, Joyce has you covered.

The Joyce includes 261 serviced suites from studios to 3-beds – for flexible stays from one night including:

A kitchenette	24/7 concierge
Generous space to stay and work	Optional housekeeping
Social and work spaces	High-speed internet and modern furnishings.
Semi-public courtyard and roof terraces	A gym (for guests and non-guests).

JOYCE
by The James

Supporting the neighbourhood:

Delivering lasting
value for the area



*The site brings a number
of key benefits including:*

-  **Active Ground Floor** through new commercial spaces on Chorlton Street, bringing footfall throughout the day and evening.
-  **Well-managed site with on-site team and 24/7 concierge** to provide passive surveillance and high standards of stewardship.
-  **Improved public realm and safer pedestrian environment** around Chorlton, Bloom and Major Streets.
-  **Supports Manchester's £15 billion visitor-economy target** by adding **high-quality, flexible accommodation** in the city core.
-  **Aligns with the Gay Village Action Plan** by adding inclusive, well-lit spaces and supporting local events & venues.
-  **Boosts the city, creating 20 permanent local jobs** across hospitality, facilities and management.
-  **Affordable commercial unit(s)** offered on flexible terms for SMEs or potential community use.
-  **Long-term investment in a building at the end of its economic life**, retaining value and avoiding waste.

JOYCE
by The James

A bold upgrade rooted in reuse, not demolition



The plans include:

- Change of use to 261 short stay serviced apartments** (suitable for business travel) plus **flexible ground floor commercial space**.
- Sensitive and sustainable refurbishment** of the existing structure rather than new build demolition.
- New build extension on Bloom Street** designed to respect the neighbouring listed building.
- Semi-public courtyard** creates a new pedestrian link to Minshull Street, improving permeability of the block.
- Landscaping, semi-public courtyard and roof terraces** to improve public realm and guest amenity.
- Step free entrances, secure cycle storage and a zero-parking strategy** to encourage sustainable travel.

JOYCE
by The James

Why this site? Why now?

Unlocking a sustainable
future for an outdated building



A prime location

The proposed scheme is in a **prime location**, at a key gateway to the Gay Village, opposite Manchester's Chorlton Street Coach Station and within walking distance of Piccadilly Station and the Metrolink.

No longer fit for purpose

Boulton House is **no longer viable** as office space due to poor energy performance, floor to ceiling heights, and an undesirable floorplate.

A sustainable transformation

Retaining and upgrading the concrete frame avoids demolition, cutting embodied carbon and supporting Manchester's 2038 net-zero target.

JOYCE
by The James

Have Your Say

How to get involved



Complete a questionnaire here today:

or take it home and return to FREEPOST HAVE YOUR SAY
(no stamp needed).

Visit the website:

joycebythejames.com

Email:

joycebythejames.manchester@fontcomms.com

Freephone:

0800 689 1095 (between 9am – 5pm)

**Please can you ensure all feedback reaches us
by close of consultation on Friday 16 May, 2025**

What next?

We are working towards the submission of a planning application to Manchester City Council this summer. All the feedback and comments that you share will be included in a Consultation Report that we will submit as part of the application.

For more information visit:



JOYCE
by The James

Appendix 6 – Drop-in Exhibition



Appendix 7 – Press release and coverage

Press release

For Immediate Release – Monday 28th April 2025

A new chapter for Boulton House, 17-21 Chorlton Street

Local residents, businesses and community groups are being invited to share their views on plans to transform an underused, 1970s office block at the edge of Manchester's Gay Village into Joyce by the James, a scheme of 261 short-stay, serviced apartments.

The James, a family-run, UK based developer and operator, who acquired Boulton House in July 2024, is now progressing plans to refurbish and repurpose the site.

Operating under their specially curated short-stay brand – Joyce by The James, the scheme will be Manchester's newest serviced-apartment offering for short-stay visitors to the city. The Joyce will contribute to the Council's ambition of being the most visited city region outside of London and a top 20 European destination by 2030. The proposed scheme is in a prime location, at a key gateway to Manchester's Gay Village, opposite Manchester's Chorlton Street Coach Station and within walking distance of Piccadilly Station and the Metrolink.

The distinctive new offering will combine the comfort of home with the convenience of high-end hospitality. The plans offer outstanding amenity spaces for guests, including a social lounge, outdoor terrace, business lounge, gym and games room for a premium guest experience.

The plans include:

- **Luxury short-term Serviced Apartments** with nightly, weekly or extended stays (up to 12 weeks) with flexible booking options
- **A professionally managed building** with a 24-hour, on-site management team
- **Ground floor commercial space** to activate the street and support local businesses
- **Step-free access** to ensure inclusivity for all users
- **Zero-parking strategy** to promote sustainable travel.

A Manchester-based team including SimpsonHaugh, Deloitte and Font Comms are advising Joyce by The James and working on a locally responsive scheme which looks to activate and increase the vibrancy of Chorlton Street, Major Street and Bloom Street intersection. Joyce will aim to create a differentiated high-quality visitor experience, fostering a sense of community through the new commercial space at ground floor.

Aron Azouz, Co-Founder at The James, said:

“Joyce by The James will give Boulton House a meaningful role in the life of the future neighbourhood. Our ambition is that through the creative and dynamic refurbishment of the building as it enters the end of its current life cycle, the Joyce remains as a long-lasting part of the fabric of Chorlton Street and the Gay Village neighbourhood and makes an improved contribution to the area's energy, character and identity.”

Grant Sulkin, Co-Founder at The James added:

"We understand the value of listening to the local community as part of the planning process. We want to hear from people who know and love this part of Manchester, their insight will be vital in helping us get this right and we are excited to introduce Joyce by The James to the public!"

The public consultation is now open for feedback and runs until Friday 16 May 2025. Joyce's team will be hosting a drop-in event on **Thursday 8 May, 3-7pm** at the Boulton House Foyer, 17-21 Chorlton Street, Manchester. There will also be an online Q&A on **Tuesday 13 May from 6-7pm**. Please visit the website at joycebythejames.com to sign up for the online Q&A event and find out more.

The public consultation plans to reach a broad cross-section of the local community, with a focus on residents, businesses and LGBTQ+ groups in and around the Gay Village. All feedback will be considered ahead of a planning application to Manchester City Council later this year.

Following vacant possession of the building at the end of November 2025, and subject to obtaining planning permission, construction would set to begin in 2026 and Joyce completed and launched into 2027.

ENDS

NOTES TO EDITORS

Image of proposed Joyce by The James, 17-21 Chorlton Street



About The James:

The James are a family-run development and operation company focussed on being high-quality accommodation providers. They have successfully developed and operate several sites across Manchester, Liverpool, Sheffield and Birmingham. Their site in Manchester is on Dantzic Street and operates under The James brand which is their longer-let offering.

Press release coverage



Appendix 8 – Social media posts

LinkedIn



The James
 353 followers
 4d •

+ Follow ...

And that's a wrap! 🎉

Our public consultation on Joyce, Manchester is now closed. A big thank you to everyone who came along, asked questions, and shared their thoughts.

From neighbours to business owners, planners to passers-by – your feedback and local insights are important to us.

We'll keep you posted. Watch this space. 📺 📢

#JoyceByTheJames #TheJames #TheJamesManchester #Manchester #publicconsultation



🌐 12

Reactions












The James
 353 followers
 1w •

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Have your say on Joyce! 🗣️

A sustainable refurb. 261 short-stay suites. A new-build extension on Bloom St in Manchester. No cars. No demolition. Commercial space on the ground floor. Just good design in a great location.

Get in touch –The consultation closes Friday 16th May!

💻 🗨️ Give us your feedback: joycebythejames.com

#JoyceByTheJames #TheJames #TheJamesManchester #Manchester #publicconsultation



🌐 11



The James
353 followers
3w • 🌐

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🗣️ Public consultation is live – a new chapter for Boulton House on Charlton Street in Manchester.

We're turning it into Joyce – 261 design-led suites, flexible ground floor space, and a whole new lease of life for a building that's sat empty for way too long.

This isn't knock-it-down, start again. It's low-carbon, rooted in Manchester and designed to fit right into the vibe of the neighbourhood.

But before we go any further... we want your take

📍 Drop-in: Thurs 8 May, 3–7pm, Boulton House

📄 Feedback form + online Q&A now live to sign up: joycebythejames.com

#JoyceByTheJames #TheJames #TheJamesManchester #Manchester
#publicconsultation



The James

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The James
353 followers
3w • 🌐

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👋 Meet Joyce by The James – our new short-stay spot, planned for Manchester.

We're sharing our plans to bring 261 beautifully designed suites to the heart of the city. Hotel service meets proper home comforts: kitchenettes, workspaces, concierge – without anything to tie you down.

It's a bold rethink of a tired 70s office block. No demolition. Just creative reuse that keeps character and cuts carbon.

Plus:

- 🚲 Secure cycle storage
- 🚫 No cars – a zero-parking approach
- 🏢 Ground-floor commercial space

Joyce can be your base for a night, a week, or a little longer. Work, rest, or explore – Joyce is here for all of it.

🔗 Explore our plans + have your say: joycebythejames.com

#JoyceByTheJames #TheJames #TheJamesManchester #Manchester
#publicconsultation

JOYCE

by The James