College View, Manchester

Statement of Community Involvement

Prepared by Counter Context Ltd

MAY 2025

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1. Introduction

1.1 Overview

This Statement of Community Involvement has been prepared by Counter Context Ltd on behalf of Cheshire Homes Group, hereby referred to as 'the Applicant'. It provides:

- An account of the pre-application consultation undertaken with local residents, local community groups, local councillors and other key stakeholders about the proposals.
- A summary of the feedback received from these consultees.
- Evidence that this feedback has been considered in the development of the proposals.

The pre-application consultation strategy was designed to reflect guidance within Manchester City Council's adopted Statement of Community Involvement (2018) and the National Planning Policy Framework (NPPF) (2023).

1.2 Site Location

Currently, the site comprises a three-story apartment building, College View, and is bound by Moss Lane East to the north and Acomb Street to the west. Situated on the 'Higher Education Corridor', the site is just 10-15 mins walk to Manchester's two major university campuses – Manchester Metropolitan University and the University of Manchester. The site also benefits from a range of public transport options close by – it sits on a number of central bus routes which travel directly to Manchester City Centre, while Oxford Road train station is just a short walk away.



Figure 1: Site location (courtesy of Google Earth).

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1.3 Overview of the Proposed Development

The proposal for:

Demolition of 410-418 Moss Lane East and erection of part five, part three storey building for use as Purpose Built Student Accommodation ("PBSA"), associated landscaping, servicing, cycle parking and other associated works.

Key elements include:

- *132no. studio apartments (126 studio / 6 accessible (95% /5%))*
- *Car free development with exception of 2 disabled parking bays*
- *40no. cycle parking spaces (31%)*

1.4 Policy Requirements

Conducting an early and transparent pre-application consultation is consistent with the guidance within the National Planning Policy Framework (NPPF) (2023).

Paragraph 39 of the NPPF states that:

> *Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.*[1]

The NPPF goes on to state that:

> *[Local Authorities] should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.*[2]

…

> *Design quality should be considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.*[3]

This Statement of Community Involvement also fulfils a formal recommendation of the Local Planning Authority to provide people with an opportunity to feed into the design process of a scheme at an early stage.

Manchester City Council's adopted Statement of Community Involvement (2018) sets out '*how developers can ensure that there is an effective opportunity for people to comment and steer development'*[4].

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[1] Secretary of State for Ministry of Housing, Communities and Local Government, National Planning Policy Framework, 2023, paragraph 39.
[2] Secretary of State for Ministry of Housing, Communities and Local Government, National Planning Policy Framework, 2023, paragraph 40.
[3] Secretary of State for Ministry of Housing, Communities and Local Government, National Planning Policy Framework, 2023, paragraph 132.
[4] Manchester City Council's Planning and Development Statement of Community Involvement, June 2018, page 33.

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In providing guidance to developers on how they should carry out pre-application consultation, Manchester City Council's Statement of Community Involvement provides recommendations on the types of methods that developers can adopt as part of their pre-application consultation strategy.

> *Pre-application consultation is beneficial to both the community and the developer as it allows the developer to design a proposal which takes on board the opinions of the community…*
>
> *…The format of the consultation that the developer uses is likely to be discussed with us as part of pre-application discussions, to help ensure that there is an effective opportunity for people to comment and steer development. The following methods are likely to be suitable and should be used as appropriate:*
>
> - *Letters sent to residents and businesses in nearby streets telling them what is proposed, how they can get more information and how they can give the developer their views*
> - *Public exhibition in an accessible location close to the development (e.g. library or supermarket) 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 facilities near the proposed developments which have a tear off slip for comments*
> - *Social media used by the developer to advertise the development and associated consultation events…*
>
> *…We can't require developers to carry out pre-application consultation using the methods set out above, but it is encouraged. Where developers have not engaged with local residents and businesses, it is possible that an application could generate more objections once submitted. This could result in the developer having to amend their application to address the objections which could delay the decision-making process.*[5]

From the beginning of the development process, the Applicant set out to undertake a transparent and meaningful consultation with the local community. Throughout the process, stakeholders and local people had the chance to provide feedback to the Applicant and engage in an ongoing dialogue through the consultation channels.

[5] Manchester City Council's Planning and Development Statement of Community Involvement, June 2018, pages 33-34.

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2. Pre-Application Public Consultation Activities

2.1 Introduction

This section of the Statement of Community Involvement sets out the range of activities undertaken as part of this pre-application consultation, which ran for three weeks from Monday 8 July to Sunday 28 July 2024, in addition to prior engagement with elected representatives.

2.2 Elected Representative Engagement

Ahead of the consultation launch, an email was issued to the elected members for the Moss Side and Ardwick wards. The site is located within the Moss Side ward, but is situated very close to the Ardwick ward boundary.

The email provided an introduction to the Applicant, the site, the proposals, and the consultation process. It also invited the councillors to a meeting with the Applicant's team, either in-person or virtually, to discuss the plans in more detail should they wish to.

Councillor Abdullatif accepted the invitation for a meeting and met with the Applicant's team via Microsoft Teams on Friday 5 July. During the meeting, the Applicant's team provided an overview of the scheme and then opened the floor to allow Councillor Abdullatif to ask questions and offer feedback.

2.3 Publicising the Consultation

2.3.1 Consultation postcard

A consultation notification postcard was distributed 2nd class via Royal Mail on Thursday 4 July with the view of it landing with recipients at the start of the consultation period on Monday 8 July 2024. The postcard provided an introduction to the proposals and invited recipients to engage with the consultation via the online feedback form or through email.

The consultation postcard was distributed to 750 addresses within the consultation boundary, as shown below.

The postcard is included as **Appendix 1**.

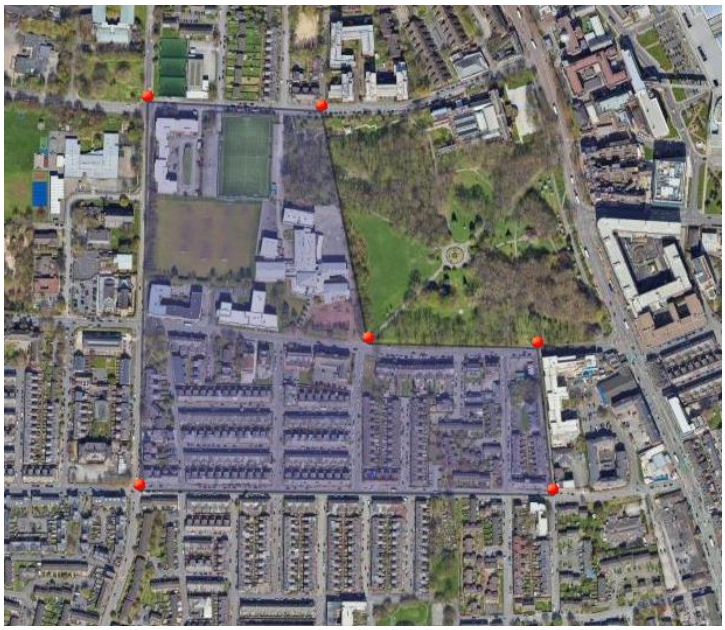


Figure 2: Postcard distribution area.

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2.3.2 Press release and media coverage

A press release was issued on Monday 8 July 2024 to a range of local, regional and national media publications. It provided introductory information about the proposals and details of the public consultation. Articles subsequently appeared in Manchester Evening News, Place North West, The Business Desk, Estates Gazette and Global Student Living.

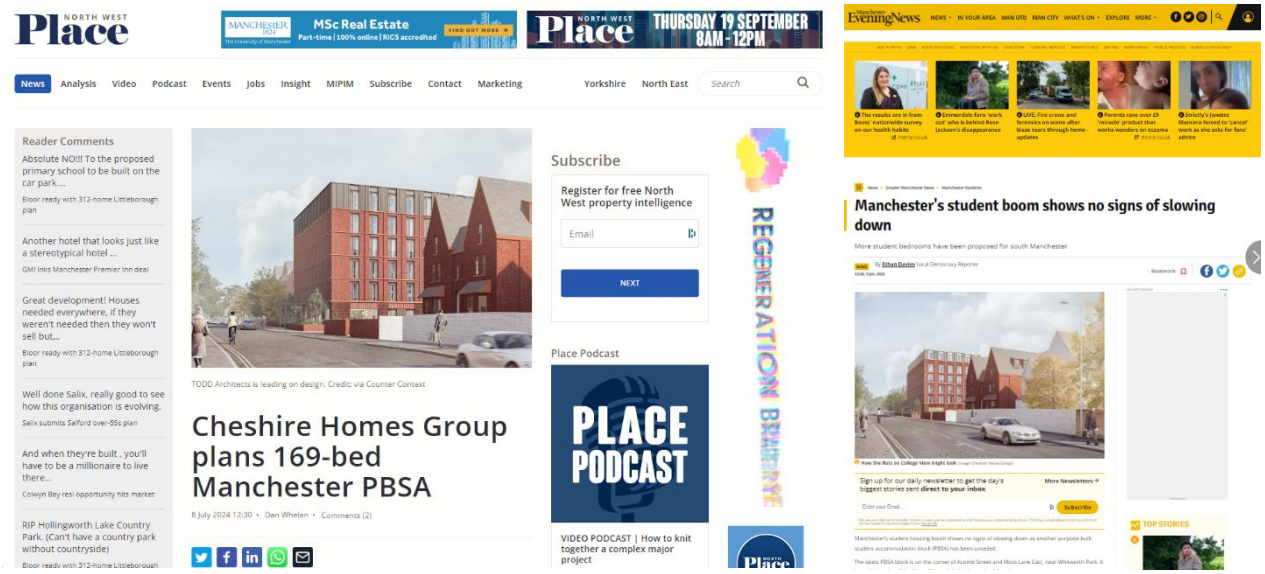
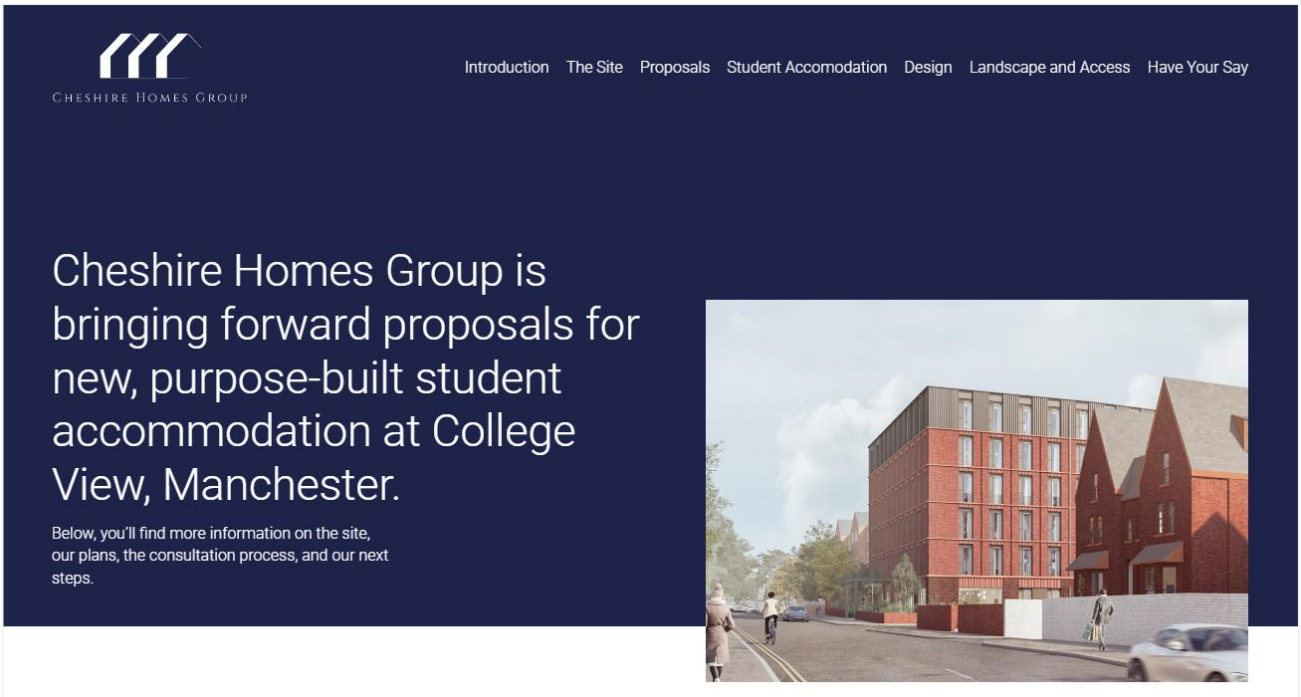


Figure 3: Screenshots of the articles about the proposals that appeared on Place North West and Manchester Evening News.

2.4 Consultation Webpage

A dedicated consultation website (**www.collegeview-manchester.com**) went live on Monday 8 August 2024. It provided information about the proposals and included links to the online feedback form and project email address.



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Figure 4: Screenshots of the consultation website.

2.4.1 Website activity

Throughout the consultation period, the website received a total of 360 views from 339 unique users.

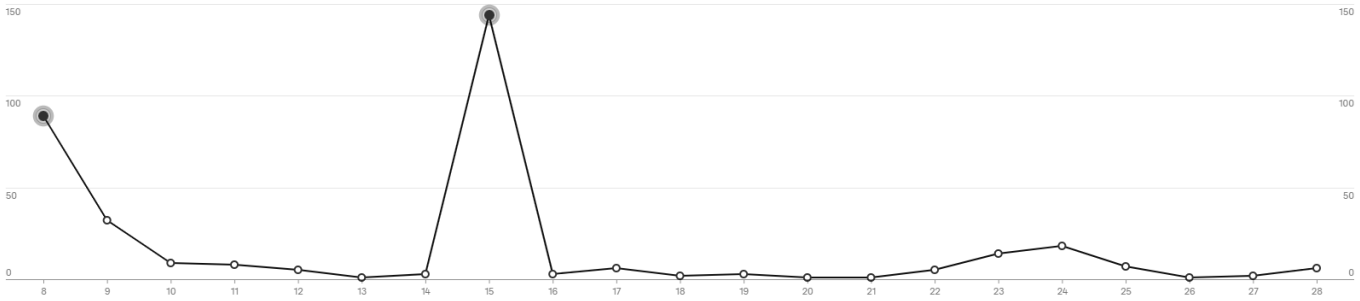


Figure 5: Graph showing the website activity during the consultation period.

2.5 Methods for Receiving Feedback

2.5.1 Email Address

The project email address (**consult@collegeview-manchester.com**) was publicised on the consultation website, allowing people to submit feedback or ask additional questions.

2.5.2 Online Feedback Form

An online feedback form was integrated on the consultation website.

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3. Pre-Application Consultation Feedback

3.1 Summary of Feedback Received

In total, 65 responses were received during the pre-application consultation via the following channels:

Response Type	Number
Online feedback form	16
Email	6
Total	**22**

All of the responses received during the pre-application consultation period have been logged and considered by the Applicant's team.

3.2 Analysis of Feedback Forms

The feedback form on the consultation webpage included a series of multiple choice questions and open questions about the proposals. Here follows a summary of the answers received through the multiple choice questions asked as part of the online feedback form.

Verbal feedback received at the consultation event and comments received through the open-text questions included in the feedback form and by email are summarised and responded to in Section 4.1.

3.2.1 Responses to Closed Questions

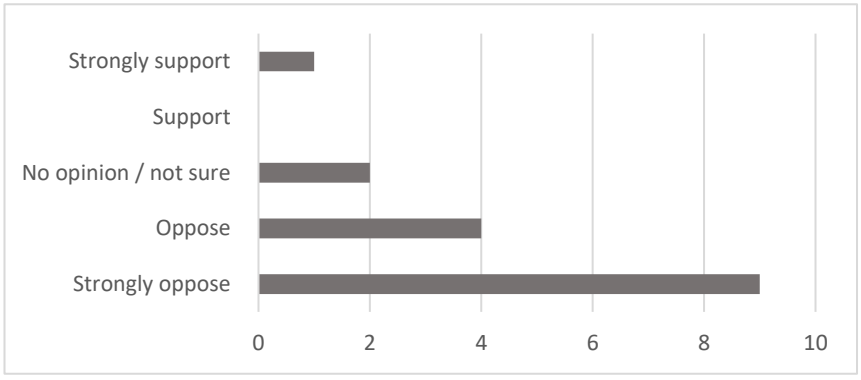
How would you describe your interest in the proposals for College View? (Please select as many as apply) (16/16 responded to this question)

- Local resident: 16

How did you find out about the consultation? (Please select as many as apply) (16/16 responded to this question)

- Consultation postcard: 11
- News publication (online or print): 2
- Word of mouth: 2

To what extent do you support our plans for College View? (16/16 responded to this question)



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4. Consideration of Pre-Application Consultation Feedback

4.1 Consideration of Issues

An extensive summary of the issues raised by respondents and how they have been considered and responded to by the Applicant is provided in the following table.

Topic	Applicant Response
Height and scale	
Comments expressing opposition to the proposed height/scale of the development. Specific concerns included the following: - Concern that the building will overlook existing residents, particularly from the rooftop garden, and therefore compromise their privacy. Specific comments were made in relation to the properties to the rear of the site along Haydn Avenue. - Concern about the impact on daylight/sunlight to surrounding properties. - Suggestion that the building height is out of proportion with the local vernacular. It was noted that the 6 storey element facing onto Moss Lane East would be two storeys higher than the tallest buildings on the road (4 storeys). - Concern that the 4 storey element is taller than the building to the rear of the site. - Concern around light pollution.	The design has evolved in discussion and response to the feedback received from Officers at MCC and other key stakeholders. The design evolution is visualised and explored in further detail within the accompanying DAS. In terms of scale and massing, the height of the building has been reduced from a 6 storey single building to a part five, part three storey building which steps down towards the Acomb Street elevation. This is considered to assimilate better with the surrounding context such as the 4 story 'Homes for Students Park View' and the part 6 and 5 storey 'Ropemaker Court' which are both student accommodation.
Requests for the building to be reduced in height/scale. Suggestion that the building shouldn't exceed the height of surrounding buildings.	
Principle of PBSA	
Comments objecting to student accommodation being delivered on this site. It was noted that there is already a large student population in the area and that what is needed is more family housing to help meet demand and create a stable community with long-term residents. Others suggested that the proposals should instead seek to deliver affordable housing, mixed used housing, or homes for the elderly instead of PBSA. On the other hand, some respondents expressed support and/or agreed with the principle of PBSA on the site. Indeed, one respondent noted the potential for the development to encourage more businesses to open up in the area due to increased footfall.	It has been acknowledged that there is a shortage of PBSA in Manchester which is a position accepted within The Executive Paper. With the student population projected to continually increase, there is an increased demand for PBSA in the City. The proposals seek to respond to the current need for PBSA development through the proposed delivery of 132 studio bed spaces, 6 of which will be accessible. This would result in less pressure on the existing housing stock. Furthermore, the Site serves a suitable location for PBSA development being situated on the edge of the 'Higher Education Corridor'. The Site is just 10-15 mins walk to Manchester's two major university campuses – Manchester Metropolitan University and the University of

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	Manchester. The Site also enjoys a range of public transport options close by.
Concern about potential noise disturbance from students. It was noted that there are a lot of families in the area.	The Environmental Noise Survey and Noise Impact Assessment prepared by Hann Tucker Associates shows that the Site, with the appropriate mitigation measures is suitable for development.
Opposition to the loss of family housing at College View as a result of the proposals. A suggestion that MCC's priority for the area is family housing and that it is not a designated PBSA zone.	The Applicant has discussed their intentions to redevelop the Site for PBSA with the existing tenants within the building. Initial conversations were had between Cheshire Homes Group and existing tenants prior to the Community Consultation in July 2024. For those who require alternative accommodation as a result of the loss of the existing building, Cheshire Homes Group, have offered to assist in relocating these individuals to other properties within their portfolio. The Relocation Strategy is provided as part of this application.
A comment objecting to the statement within the consultation material that PBSA schemes will help to free up housing to return to family use. Fallowfield, Moss Side and Rusholme were cited as examples where this point has been made to justify schemes of a similar nature but rather than freeing up family housing, have seen more student housing. Another respondent suggested that PBSA schemes that have come forward in the area have served to push out families.	
A comment noting that the area is already overpopulated and that further increasing the population through developments such as this can negatively affect local residents, particularly in relation to access to key services (such as GPs) due to oversubscription.	There is a clear need for PBSA developments to come forward on suitable sites. The Site's location being on the edge of the Oxford Road Corridor makes it an optimal location for student accommodation. Discussions will be held with the Local Planning Authorities in regard to any impacts on local infrastructure during the determination of the planning application.
Design	
One respondent noted that they'd like to see more green spaces included in the design that are open to all.	The design includes a communal garden located to the rear of the building which would offer residents a vital source of outdoor space. A broad range of native wildflowers and planting would be integrated across the gardens, providing habitats for insects, birds and other forms of wildlife, whilst also helping to enhance the developments biodiversity. Planting would also be provided around the Site.
A comment that the design of the building should follow the established footprint of Moss Lane East and Acomb Street.	The design loosely follows the same built footprint as the existing building keeping an area to the rear open in the form of a landscaped communal garden.
A suggestion to soundproof the building and rooftop garden to ensure that students are able to enjoy themselves without causing disruption to nearby neighbours.	The rooftop garden no longer forms part of the proposed development. The Operator Management would ensure that no disruptive behaviour from students would occur on site.
Concern about the proximity of the development to the alleyway and to the rear to the site, as well as the properties along Haydn Avenue.	A Crime Impact Statement has been prepared as part of the Planning Application. This concludes that the proposed development provides the opportunity to include security features built into the design and construction of

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	the building and avoid the need for obtrusive retrofitted measures that can increase the fear of crime. Furthermore, the Student Management Plan, which includes the operational statement, states that the Residents' Team at the scheme will consist of a General Manager, Resident Manager, Resident Advisors, Maintenance Technicians and Housekeepers. This team will work flexibly to accommodate residents' needs. The scheme will be staffed 24/7, providing a point of contact for reporting repairs, deliveries and parcel collections, resident disputes and complaints, hosting social events, providing general local information and signposting to specialist services, and handling lettings enquiries. It also states that during the mobilisation phase, the onsite resident team will, where possible, keep neighbours and the local community informed about the progress of the build by attending community meetings as required. Once operational Fresh is committed to proactive engagement with key stakeholders.
Car parking and travel	
A comment stating that the development must have adequate car parking provision.	The proposed development is car free with the exception of two disabled parking spaces to be located on street. As part of the rental agreement to stay within the property, students are asked to confirm that they will not be bringing a car so as not to put pressure on the surrounding streets.
A comment that more frequent buses are needed along the road (particularly the 111 service) during peak times.	The Transport Assessment confirms that the 111 service currently runs 4 services per hour during the daytime and 3 services per hour during the evening Monday-Saturday.
A comment that the scheme falls within a residents parking scheme and so it should be agreed that residents of the proposed development residents would not be eligible for the scheme as this would negate the benefits of the scheme to current residents.	It is expected that MCC will not allow residents at the development to have a street parking permit.
Community benefits	
Comment suggesting organised litter picks would be of great value to the local community. Another respondent suggested that the local community already undertakes litter picks in the area.	The Applicant will take these comments into consideration as the scheme progresses.
Comment suggesting that no reference is made to how the development would benefit the local community.	The questionnaire linked on the consultation website asked respondents how they'd like to see the development benefit the local community. Community litter picks, planting and enhancing green spaces, and community activities were provided as examples.
A question about how the Applicant intends to motivate occupants of the development to partake in the community initiatives.	

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A suggestion for the Applicant to make a financial contribution to a community benefit scheme.	The Applicant is agreeable to organising an event in this regard.
Community engagement	
Suggestions that the Applicant should meet with the local community to discuss the proposals.	This Section of the SPS outlines the consultation engagement undertaken by the Applicant prior to the submission of the planning application demonstrating that all feedback has been considered as part of the proposed development. The consultation strategy was agreed with officers at pre application stage and an in person event was not deemed necessary due to the scheme size and the precedent set by other recent developments.
A comment praising the Applicants approach to engaging local residents at an early stage in the planning process.	The Applicant welcomes this comment of support.

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5. Conclusion and Influence of Consultation on the Proposals

The consultation which has been undertaken is in accordance with both the National Planning Policy Framework (NPPF) (2023) and with Manchester City Council's adopted Statement of Community Involvement (2018). This document fulfils the requirement for a consultation supporting statement that summarises the methods used, the representations received, and the changes made to the proposals as a result of feedback submitted.

The comments received during the pre-application consultation have been considered by the Applicant's team on an ongoing basis to ensure that the issues raised could be addressed during the development of the proposals.

A concern for a number of respondents to the consultation pertained to the proposed height of the development, which initially stood at six storeys. It was suggested that it would be out of keeping with the area and negatively impact neighbouring residents due to a potential reduction of daylight / sunlight and loss of privacy. In response to these concerns and following conversations with MCC, the design has been evolved and the proposed height has been reduced to a part five, part three storey building which steps down towards Acomb Street. This is considered to address the concerns raised and ensure that the building assimilates better with the surrounding context.

Other respondents objected to the principle of developing purpose-built student accommodation on the site on the grounds that there is already a large student population in the area and that there is more demand for family housing. However, it has been explained that there is a sustained demand for student housing in Manchester, which is a position accepted within The Executive Paper produced by Manchester City Council.

Respondents also expressed a desire to see more green space and landscaping in the plans. The proposals have sought to respond to this through the inclusion of a communal rear garden located to the rear of the building, which would offer residents a vital source of outdoor space. Furthermore, the design features a broad range featuring native wildflowers and planting to support biodiversity, create habitats for wildlife, and enhance the development's green character.

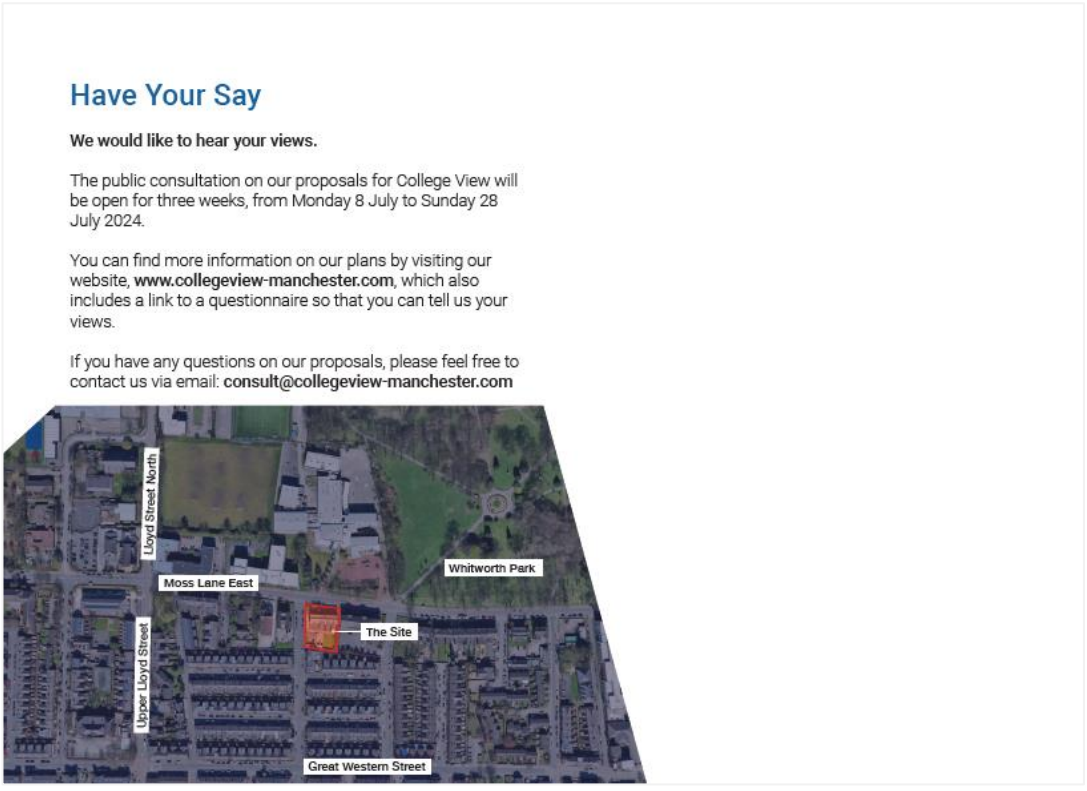
The Applicant would like to thank all those who have provided their feedback during the pre-application consultation and looks forward to further constructive dialogue throughout the development process.

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6. Appendices

6.1 Appendix 1: Consultation postcard





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