

lexington

Kellen Homes

Riverpark

Statement of Community Involvement

March 2025



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1. Overview

- 1.1.1 This Statement of Community Involvement (SCI) has been prepared by Lexington on behalf of Kellen Homes ('the Applicant'). It forms part of a suite of documents in support of an application on the site of the Riverpark Trading Estate ('the planning application'), located between Philips Park and Briscoe Lane in Newton Heath.
- 1.1.2 The proposals have been prepared to deliver a range of long-lasting economic, social, and environmental benefits that will positively impact the wider borough.
- 1.1.3 Following the public consultation substantial amendments have been made to the scheme – reducing both the scale and massing. Key features of the planning application include:
- A development for the erection of a total of 498 new dwellings at Riverpark Road, Newton Heath, Manchester, M40 2XP (Grid Ref: 387241, 399485). The dwellings will comprise of:
 - 277 apartments in 5 buildings ranging from 4 to 6 storeys in height
 - 221 homes in a mix of 2-, 3- and 4-bedroom properties
 - Around 300 car parking spaces
 - Hard and soft landscaping, including children's play area
 - Over a third of new dwellings (214) will be affordable
- 1.1.4 The consultation was undertaken in accordance with the Localism Act 2011 and is in line with expectations set out in Manchester City Council's Statement of Community Involvement.
- 1.1.5 The Applicant undertook an engagement programme in relation to the planning application in November 2024, in order to notify key stakeholders and the community on the plans. The consultation received 75 submissions of feedback, with the majority of those responding via the online feedback form.
- 1.1.6 A summary of the activity is outlined below, and further details can be found in Section 3.0:
- Letters were issued to local councillors, including members for the Miles Platting and Newton Heath ward, where the site is located, and members for the neighbouring ward of Clayton and Openshaw.
 - A leaflet was distributed to 2,900 nearby commercial and residential properties to provide an overview of the plans and how feedback could be provided.
 - A press release was issued to local newspapers to advertise the consultation and information of how to share their views.
 - A consultation website, www.newhomesforriverpark.co.uk, was launched to provide further information on the proposals, as well as a facility to submit feedback via an online form.
 - A virtual exhibition with exhibition boards on the proposals, hosted on the consultation website.

- Social media adverts were circulated to ensure the wider community were included in the public consultation. The adverts provided details about the plans and provided a link to the consultation website.
- A community information telephone line, email address and postal address were available throughout the consultation period for those wanting to correspond with a member of the Applicant's team.

1.1.7 This report outlines the methods used to engage with the community and provides a summary of the feedback received and the outputs from the engagement processes for the proposed site.

2. Planning and Guidance: Role of Community Involvement

2.1 Overview

2.1.1 Planning guidance states that pre-application consultation with communities, local authorities and statutory consultees can bring several benefits to the process of determining planning applications. Against this background, the Applicant team has sought to consult with interested parties, following the guidance concerning community involvement in the planning system.

2.2 Manchester City Council District Council (2018)

2.2.1 City of Manchester Council's adopted SCI encourages developers to undertake pre-application public consultation, as it allows the developer to design a proposal which takes on board the opinions of the community. This will mean there are likely to be fewer objections once an application is submitted.

2.2.2 The SCI outlined the below methods as 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.

2.3 Government Planning Policy

2.3.1 The Localism Act 2011: The Localism Act 2011 seeks to provide the local community with a voice throughout the planning process. It is highlighted in the former Department

for Communities and Local Government's Decentralisation and Localism Bill as an essential guide, which outlines one of its principles as:

- *"Empowering communities to do things their way – by creating rights for people to get involved with, and direct the development of, their community."*

2.3.2 Elaborating on this, the Localism Act outlines that applicants must notify the local community about their proposals to *"bring the proposed application to the attention of a majority of the persons who live at, or otherwise occupy, premises in the vicinity of the land."* It goes on to state that the publicity must explain how the Applicant can be contacted by those *"wishing to comment on, or collaborate...on the design of, the proposed development"* and that applicants must consider the feedback received by having *"regard to any responses to the consultation"*.

2.4 National Planning Policy Framework 2021

2.4.1 In December 2023, the Ministry of Housing, Communities & Local Government released its updated National Planning Policy Framework (NPPF). The document seeks to achieve sustainable development with three overarching objectives: an economic objective; a social objective; and an environmental objective.

2.4.2 The NPPF sets out guidance in relation to pre-application engagement and front-loading. Paragraph 39 sets out how early engagement in the planning process has significant potential to improve the efficiency and effectiveness of the planning application system for all parties involved in planning applications. The ambition of this guidance, therefore, is to enable better coordination between public and private resources and create improved outcomes for the community and developer.

2.4.3 The policy goes on to state that *"the more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits"* (para. 41).

2.4.4 A consultation on proposed changes to the NPPF concluded in September 2024 but until any amendments are ratified by government, this document will use the most up to date framework version (Dec 2023).

2.5 National Planning Practice Guidance

2.5.1 The National Planning Practice Guidance (NPPG) is intended to make planning guidance more accessible and easier to keep up to date. With regard to consultation and community engagement, the NPPG notes:

"Early and timely engagement between developers, statutory consultees and local authorities at the pre-application phase is important in helping to address issues and opportunities early on and avoid delays occurring at the formal application stage". (Para. 15-013-20190722).

- 2.5.2 The guidance states that this can be achieved by consulting the local planning authority, statutory and non-statutory consultees, elected members and local people, with the level of engagement proportionate to the nature and scale of the proposed development.

2.6 The Applicant's Approach

- 2.6.1 The Applicant has sought to ensure that the engagement with the local community on the plans has adhered to the guidance outlined in the Localism Act 2011, the NPPF, the NPPG and Manchester City Council's SCI, as well as industry best practice.

3. Consultation Programme

3.1 Overview

- 3.1.1 The consultation for the planning application was launched on Monday 11th November 2024 and ran until Monday 25th November 2024. The consultation process invited comments from the local community and political stakeholders on the proposals. To ensure the consultation process was accessible to all interested parties and groups in the area, several methodologies were employed including those described below.

3.2 Letters to Local Political Stakeholders

- 3.2.1 Before the consultation launch, a letter was issued to local political stakeholders to notify them of the proposals and advise of the public consultation. Members were also invited to meet with the team to discuss the proposals and consultation in more detail.

The letter was sent to:

- Councillor John Flanagan (Lab, Miles Platting and Newton Heath)
- Councillor Carmine Grimshaw (Lab, Miles Platting and Newton Heath and Deputy Chair of the Council)
- Councillor June Hitchen (Lab, Miles Platting and Newton Heath)
- Councillor Donna Ludford (Lab, Clayton and Openshaw)
- Councillor Sean McHale (Lab, Clayton and Openshaw)
- Councillor Thomas Frederick (Lab, Clayton and Openshaw and Executive Member for Healthy Manchester and Adult Social Care)
- Councillor Gavin White (Lab, Old Moat and Executive Member for Housing and Development)
- Lucy Powell, MP for Manchester Central

- 3.2.2 A copy of the correspondence sent to local politicians is provided in Appendix A.

3.3 Website

- 3.3.1 A dedicated website was set up under www.newhomesforriverpark.co.uk on Monday 11th November 2024. The website provided an overview of the masterplan, illustrative

designs of the scheme, information about the impact of the proposals and outlined the benefits the plans would bring to the area. An online feedback form was also provided to capture residents' views and comments. The online feedback form received 71 submissions.

3.3.2 Between Monday 11th November 2024 and Monday 25th November 2024, the consultation website was viewed 3,422 times. Images of the website can be viewed in Appendix B.

3.3.3 The website also included a virtual exhibition which set out further detailed information relating to the application. These boards can be viewed in Appendix C.

3.4 Consultation Email and Postal Address

3.4.1 A dedicated email address, newhomesforriverpark@havingyoursay.co.uk was established to receive feedback and answer enquiries from the public regarding the plans. Alternatively, respondents were able to post their comments. During the public consultation, three emails were received. No written letters were received.

3.5 Community Information Line

3.5.1 A Community Information Line (0333 358 0502) was available throughout the consultation to enable people to speak with members of the Applicant team. It was established from the start of the consultation and was staffed from 9.00am to 5.30pm, Monday to Friday. An answerphone facility was available outside of office hours. One call was received during the two-week consultation period.

3.6 Social Media

3.6.1 Social media was utilised to engage with residents across the wider community. Facebook adverts were sent to local residents which directed users to the consultation website, www.newhomesforriverpark.co.uk. During the consultation, the adverts were seen by 38,282 people with 2,022 visitors clicking through to the consultation website via social media adverts. Copies of the social media adverts can be found in Appendix D.

3.6.2 Social media adverts were distributed at a 10-mile radius around the site, to ensure a wide variety of views were taken into consideration. A map of the distribution area can be seen in Appendix E.

3.7 Leaflet to Residents and Businesses

3.7.1 To announce the public consultation, leaflets were sent to 2,900 residential and business addresses situated near the site on Monday 11th November. This distribution area was chosen to ensure that those most likely to have an interest in the proposals, i.e., those closest to the site, were made aware of the public consultation and had the opportunity to submit their feedback on the plans.

3.7.2 The leaflet provided an overview of the proposals and the planning rationale for the scheme. The letter also included details of how people could view the plans in greater detail and provide comments via the following methods:

- Visiting the website and completing the online feedback form at www.newhomesforriverpark.co.uk.
- Calling the Community Information Line on 0333 358 0502.
- Emailing newhomesforriverpark@havingyoursay.co.uk.

3.7.3 The consultation provided the local community two weeks to submit their feedback. A copy of the leaflet to residents and businesses can be seen in Appendix E. A map of the distribution area can be seen in Appendix F.

3.8 Media Coverage

3.8.1 A press release was issued to both the local and trade press, which included the following outlets: Place North West, Great Street News and About Manchester. Additionally, Great Places posted on their website about the consultation launch. A copy of the press release can be seen in Appendix G.

4. Feedback Received

4.1 Summary of Feedback

4.1.1 In total, 75 individual submissions were received during the public consultation on the 2024 scheme, the majority of which were via the consultation website's online form (71). The table below provides a summary of the methods used by the public to provide their feedback or contribute to the consultation:

Method	Number of Responses
Online Feedback Form	71
Email	3
Telephone	1

4.1.2 A summary of feedback is provided below, with the most frequently raised comments during the consultation coming from those who support the proposals.

4.2 Email Correspondence

4.2.1 Residents and stakeholders were invited to contact the Applicant's team via email or post, with a dedicated project email address, newhomesforriverpark@havingyoursay.co.uk established for the consultation. Of the feedback received via email, all comments were supportive, and respondents were

interested in how to sign up to more information. With regards to the properties themselves, comments reiterated the importance of affordable homes on the site.

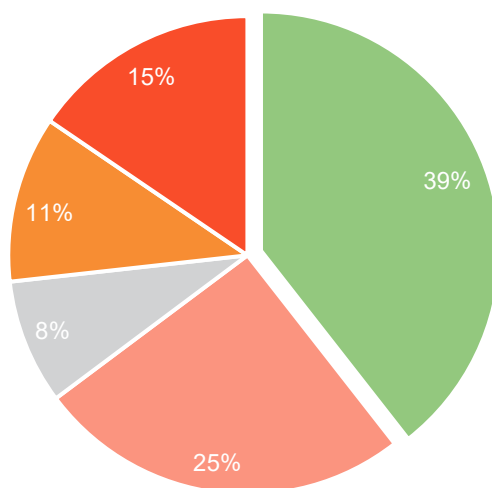
4.3 Community Information Line

- 4.3.1 During the public consultation, a Community Information Line facility was available for those who wished to speak with a member of the team or provide their feedback by phone. Only one call was received during this period. The call was in support of the proposals.

4.4 Online Feedback Form

4.4.1 Question 1: To what extent do you agree with our proposals?

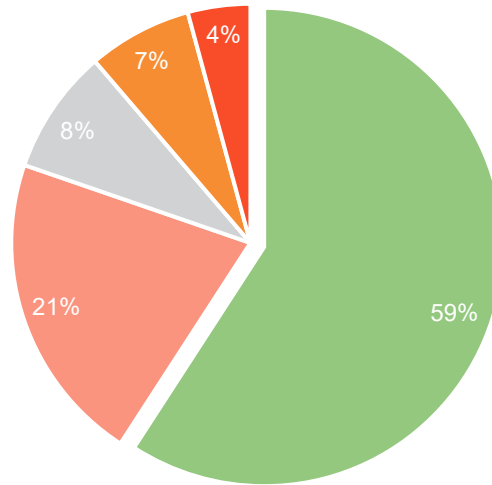
- 4.4.2 This question asked respondents to provide a response from the options: “Strongly Agree”, “Agree”, “Not Sure”, “Disagree”, “Strongly Disagree”. 71 respondents provided an answer to this question, of which, the majority (46 or 65%) expressed their agreement with the proposals.



■ Strongly Agree ■ Agree ■ Not Sure ■ Disagree ■ Strongly Disagree

4.4.3 Question 2: To what extent do you agree that Manchester needs to deliver more housing to meet local demand?

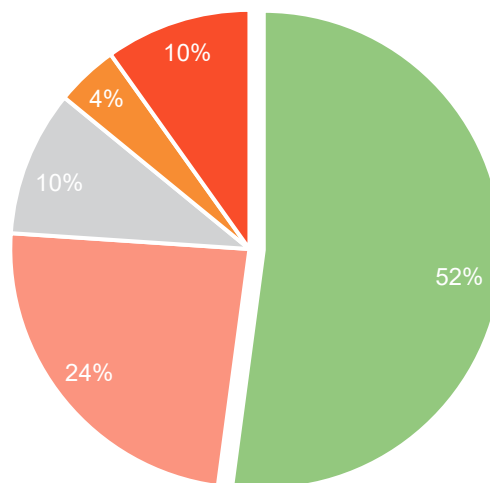
- 4.4.4 This question was also a “Strongly Agree” to “Strongly Disagree” scale. Overall, this question again received 71 responses, with the majority (57 or 80%) expressing agreement that Manchester needs to deliver more housing to meet demand.



■ Strongly Agree ■ Agree ■ Not Sure ■ Disagree ■ Strongly Disagree

4.4.5 Question 3: How strongly do you agree with our plans to connect this area to green spaces, improve biodiversity and access routes in the area?

4.4.6 This question again was on a “Strongly Agree” to “Strongly Disagree” scale. This question also received 71 responses, with the majority (54 or 76%) expressing agreement with the plans to connect the area to green spaces and improve biodiversity and access routes.



■ Strongly Agree ■ Agree ■ Not Sure ■ Disagree ■ Strongly Disagree

4.4.7 Question 4: Do you have any other comments on the proposals?

4.4.8 This question provided a free-text field to allow respondents to provide any additional comments on the plans. In total, this question received 56 responses, with the majority of comments in support.

4.4.9 Free text responses are analysed through a process called ‘coding’ to identify common high-level themes and enable the categorisation of comments in ‘codes’. The codes can then be analysed quantitatively to identify the most frequently occurring themes in the responses received. Respondents tended to cover multiple areas within their answers.

4.4.10 Below is a summary of the themes discussed in the comments followed by a range of verbatim responses received.

Theme	Count
Public & Service Infrastructure	18
Affordable Housing Provision	9
Community Hub	9
Traffic / Access	5
Philips Park	5
Retail Offering	5
Height	5
Housing Mix	3
The Cemetery	3
Parking / Roads	2
Public Transport	2
Quality of Development	1
Tenure	1

4.4.11 Supportive Comments

4.4.12 Below is a sample of some of the supportive comments and suggestions received:

Comment	Feedback Type
"All seems like a great idea. The site needs to be redeveloped. My only concern is the extra excess parking & vehicle movements on Football match days & the co-op live events."	Online form
"Good plan and design."	Online form
"Building all this and creating more of a community in the area is fantastic and we think it is a great idea but as a community we will need somewhere to go."	Online form
"Fantastic scheme bringing much needed higher density development outside of the city centre."	Online form
"Great scheme for the local area and just what is required to help the housing shortage and delivery good quality homes for those in need."	Online form
"Overall, I believe it is a great project. I pass by the Riverbank Estate every day and I feel disappointed as a great area is abandoned. But now I'm really excited for this, as this scheme will really make a difference."	Online form
"Currently the area is a run-down eyesore your proposals are just what is needed."	Online form
"I think this is a fantastic development and very much needed for the area, we live just around the corner and very much welcome the improvements to the area in general. I do however have just this to say, we are in need of a greater sense of community please can we have more shops like Co-Op local store coffee shops?"	Online form

4.4.13 Negative Comments

4.4.14 Below is a sample of some of the negative comments and suggestions received:

Comment	Feedback Type
"Too many homes in such a small area. Riverpark road will become too busy if there is only one main access road. Good idea in general but far too many people living in a small area. No mention of extra school spaces, GP's, Dentist etc."	Online form
"I agree Manchester needs more housing but just building houses does not begin to solve the problems faced by the people already	Online form

living in the community that would be made worse by further populating.”	
“With recent redevelopment near Church Street already completed, the strain on the infrastructure is at a critical point. Housing is a need for Manchester but not for Newton Heath - what is needed is infrastructure. This proposed development will not improve the lives of people who live here, instead it will actively make things worse. More GPs, schools and social infrastructure is needed before more housing is considered.”	Online form
“I think that when the appropriate infrastructure is in place e.g. doctors, hospitals, schools then this could be an excellent idea. Unfortunately, Newton Heath is not ready for more housing at this moment in time.”	Online form
“I strongly object to the proposed planning application for the site on River Park Road in Manchester. The design fails to respond meaningfully to the character of its surroundings, particularly in a predominantly low-rise area. The towering high-rise structure, positioned at the edge of the site, disrupts the area's scale and creates an oppressive atmosphere by blocking sunlight in the evening, reducing the quality of life for both future residents and the wider community.”	Online form
“The design's decision to position the open space next to the cemetery is baffling. Not only is it insensitive to the existing community, but it also creates a stark, uninviting environment that feels disconnected from the vibrancy of the rest of the area. The cemetery, while historically significant, is not an appropriate design anchor for a public park or community space.”	Online form

5. Response to Feedback

5.1 Overview

- 5.1.1 The Applicant is grateful to all those who have taken the time to engage with the planning application proposals for the regeneration of the vacant brownfield site at Riverpark. During the consultation, several topics were raised by respondents. The Applicant has sought to respond to these comments within this section.

5.2 General Support

- 5.2.1 The Applicant is grateful for the positive feedback received during the consultation period. Particularly the support for the design of the project and its ability to enhance the local area have been noted, as well as the support for the provision of affordable housing that will be available on site.

- 5.2.2 The Applicant remains open to receiving any further comments or suggestions on how the proposals can be improved even further and are committed to working with the local community.

5.3 Impact on Local Services

- 5.3.1 The most frequently raised concern during the public consultation related to the impact of new housing on local infrastructure and services, including schools, doctors, dentists and other community services. Questions were asked on how local doctors' facilities would deal with an increase in the number of people residing in the area and suggestions were made that the proposals would place additional pressure on local amenities.
- 5.3.2 Due to the nature and size of the proposed development, new facilities may not be deliverable on the site, but the Applicant will work with the Council to see if a financial contribution to services for the local area is required.
- 5.3.3 The Applicant recognises that this development may provide increased demand on local services, including medical services, and as such will be contributing Section 106 payments that can be utilised for a wide range of improvements around the site and across the Borough.

5.4 Traffic and Road Infrastructure

- 5.4.1 A further concern raised by respondents via the feedback form relates to the implications of the development at Riverpark on traffic and parking in the local area.
- 5.4.2 In response, The Applicant recognises that concerns have been raised relating to the impact of the development on local highways. A detailed Transport Assessment and parking plan will be submitted as part of the planning application, to consider ways to minimise the potential impact of the development on the surrounding highway network. The data from these assessments will be used to calculate how many trips will be generated in the morning and evening peak hours.
- 5.4.3 It is unlikely every household will have two cars, and not all residents will need to during peak hours (8am to 9am and 5pm to 6pm) due to differing work/shift patterns. The growing preference for flexible or homeworking further relieves travel congestion.
- 5.4.4 The Applicant will also engage with the Council's highways officers to develop a Travel Plan and ensure impacts on the highways network is mitigated where required and in line with planning guidance.

5.5 Visual Impacts

- 5.5.1 Another concern raised during the consultation was the visual impact high rise buildings, in an area typically characterised by low rise buildings, will have.



- 5.5.2 The planning application has been purposefully designed with the taller properties in the western area of the site, which will gradually decrease in height and density towards the east, in keeping with the architectural style across the broader region.
- 5.5.3 Taller buildings will range between four floors to the tallest block of 18 floors. All taller buildings on site have been purposefully positioned to maximise the views over Philips Park and the city centre.

6. Conclusions

- 6.1.1 In preparing proposals for a new housing development at Riverpark, the Applicant conducted a pre-application consultation in line with Manchester City Council's Statement of Community Involvement, the Localism Act 2011, the National Planning Policy Framework, and National Planning Practice Guidance. This consultation provided an opportunity for residents, politicians, and stakeholders to learn about the plans and offer their feedback.
- 6.1.2 The consultation approach, which has been transparent and accessible to all, has provided an opportunity for residents, local businesses and other stakeholders to learn about the proposals and provide their feedback.
- 6.1.3 The Applicant and the wider development team would like to extend their appreciation to all who participated in the consultation process and shared their views on the plans. The consultation garnered 75 responses from interested parties, with the majority expressing support for the proposals and highlighting the importance of the need for new, and affordable, housing in the local area. However, concerns regarding the scheme's impact on local infrastructure and services, local traffic and the height of the proposals have been recognised.
- 6.1.4 This report reflects the views expressed by residents, local businesses and other stakeholders during the public consultation and addresses feedback received regarding the development. Feedback received will continue to be considered and channels of communication will remain open so that the local community can contact the Applicant's team throughout the planning process.

7. Appendices

7.1 Appendix A – Letters to Political Stakeholders

Dear {name},

New Homes for Riverpark

Kellen Homes and Great Places are bringing forward proposals for the redevelopment of the Riverpark Trading Estate, located between Philip's Park and Briscoe Lane in Newton Heath, for much needed housing in Manchester. The purpose of this letter is to inform you of our upcoming consultation and invite you to share any feedback you have on our plans.

Public Consultation

We are inviting local residents to share their thoughts on our plans to transform the vacant Riverside Trading Park into a thriving new community, with a well-balanced mix of 777 new family homes and apartments. The consultation will last for two-weeks until Thursday 28th November.

Overall, the proposals include plans to bring 183 family homes and 594 apartments to the area, including 214 affordable homes managed by Great Places Housing Association. We will revitalise a currently brownfield vacant site into a thriving community by delivering energy-efficient homes, pedestrian-friendly streets, and green spaces, including a 10% on-site biodiversity net gain to enhance local ecology. Proposed road improvements will make Riverpark Road more accessible for pedestrians and cyclists, reducing vehicles on the road and creating direct connections to nearby parks and community spaces.

Next Steps

Our project website, www.newhomesforriverpark.co.uk, will go live on Thursday 14th November, providing a central hub for all information and allowing feedback through an online consultation form.

If you would like to arrange a meeting or have any questions, please contact my colleague, Abbie Spencer, at abbie.spencer@lexcomm.co.uk, or by phone at 0333 358 0502 (Monday to Friday, 9am–5:30pm).

We look forward to hearing your thoughts on our proposals.

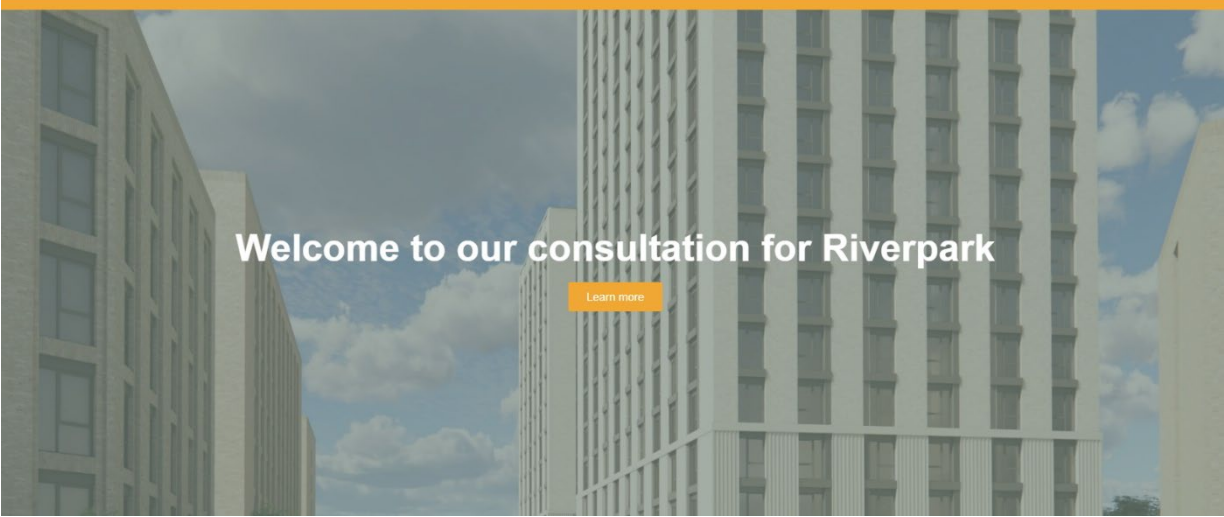
Yours sincerely,

Mark Calvert
Land Director
Kellen Homes

7.2 Appendix B – Consultation Website

**KELLEN
HOMES**

[Welcome](#)[The Site](#)[Our Vision](#)[Our Masterplan](#)[Considerations](#)[Virtual Exhibition](#)
[Have Your Say](#)[Get In Touch](#)[About Kellen Homes](#)



Welcome to our consultation for Riverpark

[Learn more](#)



Kellen Homes and Great Places are bringing forward proposals for the redevelopment of the Riverpark Trading Estate, located between Philip's Park and Briscoe Lane in Newton Heath, for much needed housing in Manchester.

The plans will deliver a well-balanced mix of family homes and apartments, including a significant allocation of affordable homes, in a highly sustainable and accessible location. The housing will also be accompanied by extensive landscaping to revitalise the vacant site, designed to be in-keeping with the green aesthetic of nearby Philip's Park, creating a vibrant and welcoming space for new residents.

Kellen Homes has produced this website to provide an opportunity for local residents and interested people to learn about the proposals in further detail.

Why your input matters

We are committed to delivering a development that reflects the aspirations and priorities of the local community. Before submitting our planning application to Manchester City Council, we are seeking your views on our proposals. That's why your feedback is essential.

Please take some time to read through the information available and, once finished, leave your feedback on the plans via our website feedback form.

The consultation will run from Thursday 14th November to Thursday 28th November. Following this period, Kellen Homes and Great Places will review the feedback received and incorporate it into a planning application that will be submitted to Manchester City Council.

Get in Touch

You can speak to the project team and share your feedback on our proposals by clicking the following button.

[Contact form](#)

The consultation will run from Thursday 14th November until Thursday 28th November 2024.

The Site



Our vision for the site

Redevelopment of the Riverpark site has been brought forward with the ambition of delivering attractive homes to meet the growing local need for housing in East Manchester. By repurposing a vacant brownfield site into a vibrant and welcoming space, we believe the Riverpark site will deliver redevelopment that both new and existing residents alike can be proud of.

In total, the plans for Riverpark include the delivery of 777 new homes, broken down into a wide range of sizes and tenures to accommodate the requirements of local people. This mixture of housing will allow for a truly multi-generational community, with family sized town housing situated close by to apartments for younger people and those looking to downsize.

The scale of ambition extends past the proposed homes, with Kellen Homes striving to revitalise the existing space with extensive landscaping to create a green and welcoming neighbourhood that enhances the appearance of the area.

Furthermore, the proposals have been designed to contribute towards the ongoing Eastlands Regeneration Framework, with the redevelopment situated in an ideal location to connect with both Clayton Vale and the existing Sports Hub at the Etihad Campus.

Our Masterplan

Kellen Homes has worked closely with Manchester City Council to bring forward these proposals. Key components include:

- A diverse mix of homes to accommodate various community needs, including affordable housing and larger homes with gardens for families.
- Strategic site selection to maximise connectivity, with links to key public transport services such as rail, regular bus routes, and cycle infrastructure.
- Dedicated cycle infrastructure, thoughtfully designed to maximise convenience for cyclists and to encourage greater active travel for new residents and those who live in nearby properties.
- Enhanced local greenery, equating to a 10% net gain in net biodiversity, with communal green spaces and private gardens complemented by landscaped borders with Briscoe Lane and Riverpark Road.
- Job creation during construction phases and apprenticeship opportunities for young people in Manchester, providing a boost to the local economy.



Considerations

The UK, including Manchester, is currently facing a housing crisis, with many people unable to find suitable homes. Both the new Labour Government and Manchester City Council recognise the pressing need to build more homes to address this crisis.

Riverpark is ideally located to help achieve this goal, delivering around 750 homes for Manchester. Kellen Homes is committed to creating quality homes and making the site an attractive place for people to live.



Car Parking

Parking provision will see a mix of dedicated car parks, as well as private driveways. The ambition behind this location is to keep the public open spaces within the site car free. There will be some small car parking courts for the housing fronting onto Riverpark Road, whilst larger parking courts for the apartment blocks will be hidden by the new buildings.



Vehicular Access

Vehicular access to the site will come from Riverpark Road only, with two primary access and exit points located at either side of the site boundary. Two smaller entrances are located between these two entrances, however, these are designated play streets and will operate a one-way system to discourage overuse by vehicles. Traffic calming features will be incorporated around the eastern entrance/exit points, close by to the primary access point to the park, adjacent to the town houses and family housing.



Height

The proposed taller buildings are located to the west of the proposed site, straddling Briscoe Lane as well as a small section of Riverpark Road where the junction between the two roads meet. This location has been carefully selected to allow for a smoother transition between the existing highly urban to the west of the site toward the more residential areas to the east, as well as ensuring the taller buildings are not adjacent to the housing.



Façade

The exterior of the taller buildings will be brickwork. This was a choice made to ensure the buildings are in-keeping with existing buildings in the area and to create a more residential setting.



Connection to Philip's Park

Furthermore, to facilitate better connectivity to Philip's Park for the wider community, as well as future residents of the Riverpark development, a direct pedestrian linkage between Briscoe Lane and Riverpark Road will be incorporated into the proposals.

Virtual Exhibition



Have your say

Get in touch and tell us what you think on the vision for Riverpark by completing this form:

Name	Email
Postcode	Age Group
	18-24

Q1. To what extent do you agree with our proposals?
☐ Strongly Agree ☐ Agree ☐ Not Sure ☐ Disagree ☐ Strongly Disagree

Q2. To what extent do you agree that Manchester needs to deliver more housing to meet local demand?
☐ Strongly Agree ☐ Agree ☐ Not Sure ☐ Disagree ☐ Strongly Disagree

Q3. How strongly do you agree with our plans to connect this area to green spaces, improve biodiversity and access routes in the area?
☐ Strongly Agree ☐ Agree ☐ Not Sure ☐ Disagree ☐ Strongly Disagree

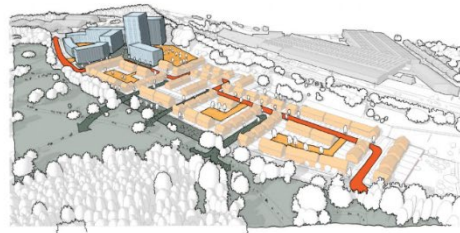
Q4. Do you have any further comments about the design of the proposals or the scheme in general?

Get in Touch

You can contact the project team and share your feedback by:

- **Emailing us** with your comments at newhomesforriverpark@havingyoursay.co.uk
- **Calling our team** on 0161 711 0293 (Monday to Friday, 9am – 5:30pm)
- **Writing to us** at **FREEPOST SHAPE TOMORROW**

All feedback received will be summarised in a Statement of Community Involvement which will be submitted to the Council alongside the planning application. Please make sure to submit your comments no later than **Thursday 28th November** to ensure that your comments are taken into consideration.





About Kellen Homes

Kellen Homes builds beautiful, modern and energy-efficient homes for people who value quality and style.

We create communities and neighbourhoods that people are proud to call home. We design and build spacious new homes for sale across the North West to suit a range of lifestyles and budgets. The team at Kellen Homes take great pride in the design and workmanship of each one of the new homes we build.

About Great Places

Great Places Housing Group exists to improve the lives of the people living in our 26,000 homes across the North West and Yorkshire.

We are much more than just a landlord, providing a wide range of services and promoting partnership work to create vibrant, sustainable communities.



7.3 Appendix C – Exhibition Boards

NEW HOMES FOR RIVERPARK

SHARE YOUR THOUGHTS

Before we submit our proposals to Manchester City Council, we would like to know what you think of the scheme. Please see below for the ways in which you can share your comments with us:

Visit our dedicated website:
www.newhomesforriverpark.co.uk

Email us at:
newhomesforriverpark@havingyoursay.co.uk

Write to us at:
FREEPOST SHAPE TOMORROW

Call us on: 0161 711 0293 (Monday To Friday, 9am – 5.30pm)



*Indicative imagery

Please make sure your comments are with us by **Thursday 28th November 2024** in order for them to be taken into consideration.

This document has been prepared by Kellen Homes and Great Places to inform local residents on the proposals for the Riverpark site. Manchester City Council will undertake an independent public consultation exercise on receipt of a formal application.

SCAN THE QR CODE TO VISIT OUR DEDICATED WEBSITE



NEW HOMES FOR RIVERPARK

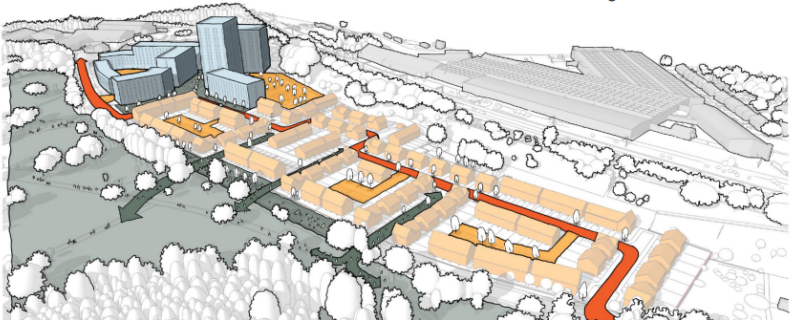
THE PROPOSALS

Kellen Homes' Vision for the site

Redevelopment of the Riverpark site has been brought forward with the ambition of delivering attractive homes to meet the growing local need for housing in East Manchester. By repurposing a vacant brownfield site into a vibrant and welcoming space, we believe the Riverpark site will deliver redevelopment that both new and existing residents alike can be proud of.

In total, the plans for Riverpark include delivery of 777 new homes, broken down into a wide range of sizes and tenures to accommodate the requirements of local people. This mixture of housing will allow for a truly multi-generational community, with family sized town housing situated close by to apartments for younger people and those looking to downsize.

The scale of ambition extends past the proposed homes, with Kellen Homes striving to revitalise the existing space with extensive landscaping to create a green and welcoming neighbourhood that enhances the appearance of the area.



Furthermore, the proposals have been designed to contribute towards the ongoing Eastlands Regeneration Framework, with the redevelopment situated in an ideal location to connect with both Clayton Vale and the existing Sports Hub at the Etihad Campus.

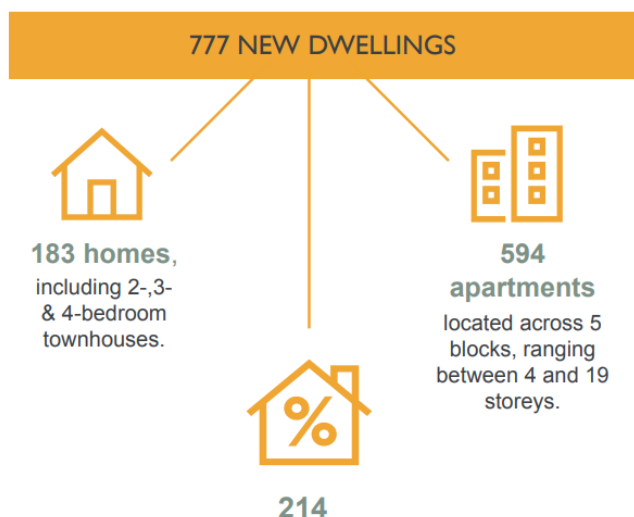
NEW HOMES FOR RIVERPARK



KELLEN
HOMES

THE PROPOSALS (OVERVIEW)

Kellen Homes has worked closely with Great Places and Manchester City Council to bring forward the proposals you are looking at today. This board provides an overview of the main aspects of the plans:



Enhanced local greenery, equating to a 10% net gain in net biodiversity, with communal green spaces and private gardens complemented by landscaped borders with Briscoe Lane and Riverpark Road.



Dedicated cycle infrastructure, thoughtfully designed to maximise convenience for cyclists and to encourage greater active travel for new residents and those who live in nearby properties.



Separate car parking for apartments and townhouses, with dedicated car parking spaces for the apartments and private drives for the houses.

NEW HOMES FOR RIVERPARK



KELLEN
HOMES

MASTERPLAN:



183
homes



594
apartments

NEW HOMES FOR RIVERPARK



SITE CONSIDERATIONS



Car Parking:

Parking provision will see a mix of dedicated car parks, as well as private driveways. The ambition behind this location is to keep the public open spaces within the site car free. There will be some small car parking courts for the homes fronting onto Riverpark Road, whilst larger parking courts for the apartment blocks will be hidden by the new buildings.



Vehicular Access:

Vehicular access to the site will come from Riverpark Road only, with two primary access and exit points located at either side of the site boundary. Traffic calming features will be incorporated around the eastern entrance/exit points, close by to the primary access point to the park, adjacent to the town houses and family housing.



Height:

The proposed taller buildings are located to the west of the proposal site, straddling Briscoe Lane as well as a small section of Riverpark Road where the junction between the two roads meet. This location has been carefully selected to allow for a smoother transition between the existing highly urban to the west of the site toward the more residential areas to the east, as well as ensuring the taller buildings are not adjacent to the housing.



Facade:

The exterior of the taller buildings will be brickwork. This was a choice made to ensure the buildings are in-keeping with existing buildings in the area and to create a more residential setting.



Connection to Philip's Park:

Furthermore, to facilitate better connectivity to Philip's Park for the wider community, as well as future residents of the Riverpark development, a direct pedestrian linkage between Briscoe Lane and Riverpark Road will be incorporated into the proposals.

NEW HOMES FOR RIVERPARK



DESIGN EVOLUTION AND OBJECTIVES

The proposals for the Riverpark site have carefully evolved through discussions with local stakeholders and continual assessments of the site.

The proposals as you see them today are the result of significant time and resources spent by the project team to deliver a development that works for East Manchester. This board provides an overview of some of the existing feedback that has been incorporated to get to this point.

Following discussions with Manchester City Council in throughout 2024, where an initial design for the proposals was shared, a number of design features were discussed to improve the proposals.



This consultation is a further opportunity to improve the proposals further and we encourage you to include any suggestions you may have on design aspects of the proposals within your feedback.

This included:



Improving Connectivity:

The scheme has evolved to include a pedestrian linkage between Briscoe Lane and Riverpark Road. The revised plans now allow for a much more open and connected space, which has also created an opportunity to included enhanced public spaces, with the two roads linked for pedestrians and cyclists.



Building Height and Design:

The proposed taller buildings are located to the west of the proposed site, straddling Briscoe Lane as well as a small section of Riverpark Road where the junction between the two roads meet. This location has been carefully selected to allow for a smoother transition between the existing highly urban to the west of the site toward the more residential areas to the east.



Better Frontage:

Discussions revealed that a strong but not overbearing frontage was required along Briscoe Lane. This has been addressed by a stepping in the block increasing towards the railway. The façade treatment will differentiate between ground floor & upper levels, this will give a sense of arrival to the lower floors.

NEW HOMES FOR RIVERPARK



TIMELINE

If approved, Kellen Homes is committed to delivering the proposals in a quick and efficient manner to help alleviate demand for housing locally. Below is an expected timeline, from planning to construction:



FUTURE WORKS

Kellen Homes understands that construction works can lead to temporary disruption of local people's routines. We are committed to being considerate neighbours during construction.

Prior to commencement of any future works, management plans for vehicles associated with the works will be shared with local residents alongside details of our working hours. Furthermore, a site manager will be contactable throughout construction works should residents wish to raise any concerns.

NEW HOMES FOR RIVERPARK



Have your say

Let us know your views on Riverpark

Kellen Homes is consulting to understand the views of the local community on the plans for Riverpark, ensuring that our development is shaped by the needs and preferences of both current residents and future residents in East Manchester.

You can provide feedback by:



Visit our dedicated website:
www.newhomesforriverpark.co.uk



Email us at:
newhomesforriverpark@havingyoursay.co.uk



Write to us at:
FREEPOST SHAPE TOMORROW



Call us on: 0161 711 0293 (Monday To Friday, 9am – 5.30pm)

Please be sure to share your feedback by **Thursday 28th November** to ensure it can be taken into consideration as part of this consultation.

ABOUT KELLEN HOMES

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We create communities and neighbourhoods that people are proud to call home. We design and build spacious new homes for sale across the North West to suit a range of lifestyles and budgets. The team at Kellen Homes take great pride in the design and workmanship of each one of the new homes we build.

ABOUT GREAT PLACES

Great Places Housing Group exists to improve the lives of the people living in our 26,000 homes across the North West and Yorkshire.

We are much more than just a landlord, providing a wide-range of services and promoting partnership work to create vibrant, sustainable communities.

7.4 Appendix D – Social Media Adverts


Riverpark Consultation
Sponsored

 Like Page

Kellen Homes is currently undertaking a community consultation on plans to transform the vacant Riverpark Trading Estate into a thriving new residential neighbourhood. Click the link below to find out more about the plans and to have your say!



A New Neighbourhood in Newton Heath
www.newhomesforriverpark.co.uk
 CLICK HERE TO FIND OUT MORE! [Learn More](#)


 37
 3 Comments 24 Shares

 Like
  Comment
  Share


Riverpark Consultation
Sponsored

 Like Page

Kellen Homes is bringing forward exciting new plans for 777 new homes in Newton Heath, including a significant allocation of affordable homes to meet local need. Click the link below to find out more about the plans and to have you say!



A New Neighbourhood in Newton Heath
www.newhomesforriverpark.co.uk
 CLICK HERE TO FIND OUT MORE! [Learn More](#)


 41
 2 Comments 11 Shares

 Like
  Comment
  Share


Riverpark Consultation
Sponsored

 Like Page

Kellen Homes is bringing forward proposals to regenerate the vacant Riverpark Industrial Estate into a vibrant, green neighbourhood with new housing and open public spaces. Click the link below to find out more about the plans and to have your say!



A New Neighbourhood in Newton Heath
www.newhomesforriverpark.co.uk
 CLICK HERE TO FIND OUT MORE! [Learn More](#)

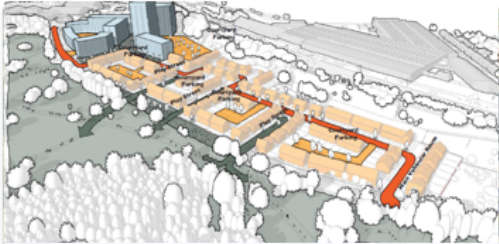

 37
 3 Comments 24 Shares

 Like
  Comment
  Share


Riverpark Consultation
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Kellen Homes is bringing forward exciting new plans to revitalise a brownfield site in Newton Heath into a vibrant new community comprising new housing and apartments. Click the link below to find out more about the plans and to have you say!



A New Neighbourhood in Newton Heath
www.newhomesforriverpark.co.uk
 CLICK HERE TO FIND OUT MORE! [Learn More](#)


 41
 2 Comments 11 Shares

 Like
  Comment
  Share

Riverpark March 2025



 **Riverpark Consultation**
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Kellen Homes proposals for the vacant Riverpark Industrial Estate will see a new direct connection between Briscoe Lane and Riverpark Road, creating an open feel that encourages active travel. Click the link below to find out more about the plans and to have your say!



A New Neighbourhood in Newton Heath
www.newhomesforriverpark.co.uk
CLICK HERE TO FIND OUT MORE! [Learn More](#)

37 3 Comments 24 Shares

Like Comment Share

 **Riverpark Consultation**
Sponsored

Like Page

Kellen Homes proposals will see much-needed new housing on the doorstep of Philip's Park, encouraging usage of the space by the community. Click the link below to find out more about the plans and to have you say!



A New Neighbourhood in Newton Heath
www.newhomesforriverpark.co.uk
CLICK HERE TO FIND OUT MORE! [Learn More](#)

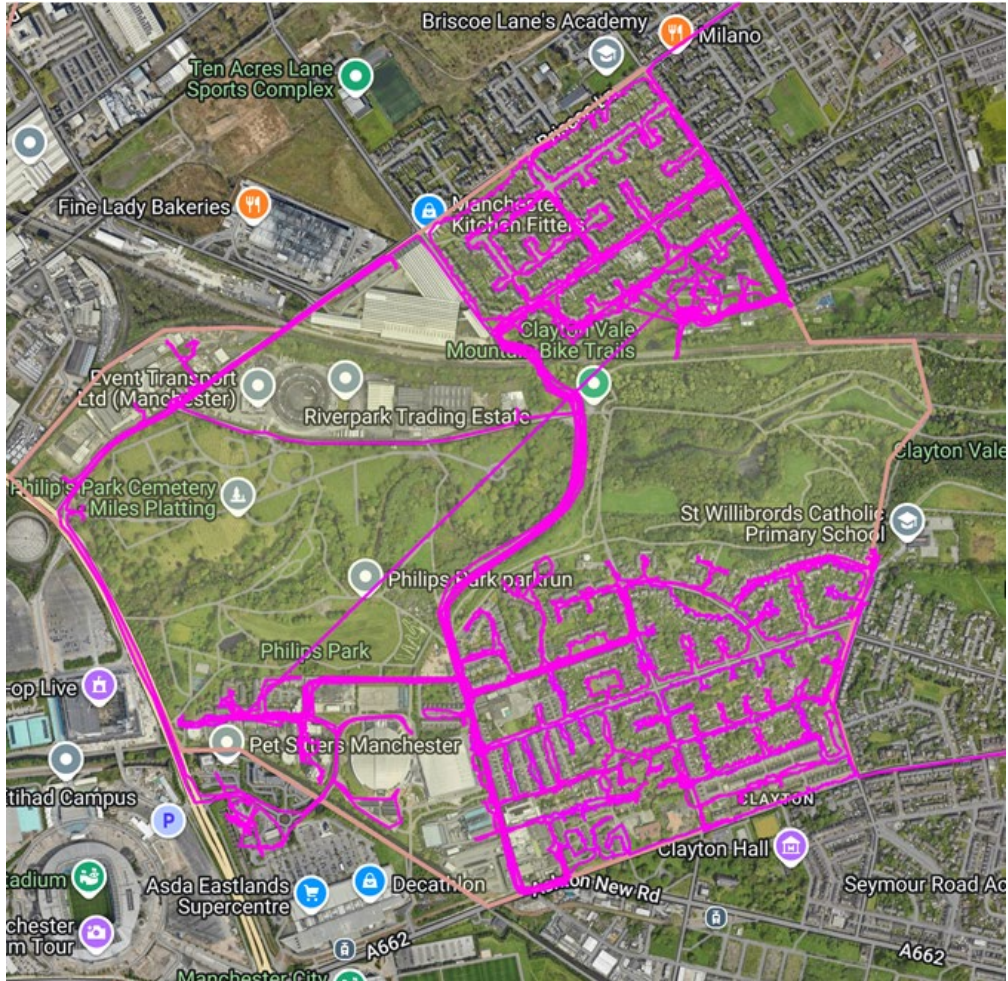
41 2 Comments 11 Shares

Like Comment Share

7.5 Appendix E – Social Media Adverts Distribution Area



7.6 Appendix F – Letter Distribution Map



7.7 Appendix G – Press Release



RELEASE – 14TH NOV 2024

November 2024

Press Release - Newton Heath brownfield site to be developed into vibrant new community.

Kellen Homes and Great Places Housing Association are inviting local residents to share their thoughts on plans to transform the vacant Riverpark Trading Estate into a thriving new community, with a well-balanced mix of 777 new family homes and apartments.

The consultation will last for two-weeks, launching on Thursday 14th November, with residents encouraged to provide feedback on the transformational project. Overall, the proposals include plans to bring **183 family homes and 594 apartments** to the area, including 214 affordable homes managed by Great Places Housing Association.

The partnership's ambition is to provide much-needed housing for the area, whilst delivering an attractive development that is in keeping with the area. To achieve this, the taller buildings will have brick exteriors to match the existing buildings in the area and create a more residential feel.

The proposals will revitalise the vacant brownfield site into a thriving community by delivering energy-efficient homes, pedestrian-friendly streets, and green spaces, including a 10% on-site biodiversity net gain to enhance local ecology. Proposed road improvements will make Riverpark Road more accessible for pedestrians and cyclists, reducing vehicles on the road and creating direct connections to nearby parks and community spaces.

Mark Calvert, Land Director of Kellen Homes said:

"Kellen Homes is committed to working collaboratively with the community to ensure this development benefits local residents. This project will not only create much-needed affordable housing, it also revitalises a currently underutilised area."

"Our goal is to foster a vibrant, sustainable community where residents have access to green spaces, excellent transportation links, and high-quality homes. We look forward to welcoming local residents feedback on our proposals and supporting Manchester's housing needs through this exciting project."

Nick Gornall, Director of Development at Great Places, added:

"Great Places is committed to creating vibrant, sustainable communities. We're pleased to be working in partnership with Kellen Homes to transform this former brownfield site into a mix of high-quality family homes and apartments, including 214 affordable homes."

"This development will meet housing demand and enhance the local area with energy-efficient homes, green spaces, and improved infrastructure. We encourage local residents to share their feedback during the consultation period. Their input will be invaluable in helping us to shape a community that reflects their needs and aspirations."

The consultation, open **from 14th to 28th November**, will include a virtual exhibition for residents to view detailed proposals and provide feedback. For more information on how to participate, please visit www.newhomesforriverpark.co.uk

ENDS ~



RELEASE – 14TH NOV 2024

For more information, please contact:

Olivia Tyrrell,
Lexington Communications
T: 07908 472 279
E: olivia.tyrrell@lexcomm.co.uk

About Kellen Homes

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About Great Places

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7.8 Appendix H – Media Coverage

- Place North West - <https://www.placenorthwest.co.uk/kellen-great-places-double-newton-heath-housing-ambitions/>
- Green Street News - <https://greenstreetnews.com/article/kellen-homes-and-great-places-unveil-east-manchester-resi-scheme/>
- About Manchester - <https://aboutmanchester.co.uk/plans-revealed-for-777-home-development-on-newton-heath-brownfield-site/#>
- Great Places - <https://www.greatplaces.org.uk/?news=great-places-and-kellen-launch-consultation-on-riverpark-development-plans>