

Diecast

Statement of Community Involvement

Prepared by Counter Context Ltd

DECEMBER 2024

counter
context

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1. Introduction

1.1 Overview

This Statement of Community Involvement has been prepared by Counter Context Ltd on behalf of A Very Inc., 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) (2024).

1.2 Site Location

The Site is currently a leisure and entertainment venue, that has been operational for the last 18 months. Prior to this, it was occupied by the Presbar Diecasting Foundry, a large warehouse building. The site is 1.58 ha and is bound by Ducie Street to the north, Store Street to the south and Stockton furniture store to the east.

Located in Piccadilly East, the site is situated beside Piccadilly Railway Station, and borders the Northern Quarter and Ancoats. The area is characterised by warehouses, light industrial buildings and apartment blocks in old mills and new buildings. The area previously had very little leisure provision available on its doorstep.

1.3 Overview of the Proposed Development

This Application seeks to secure the long-term use of Diecast as a leisure and entertainment venue. The site is currently operational as a multi use leisure and entertainment venue, under Planning Permission Ref: 133523/FO/2022 offering both indoor and external areas, however, permission expires in Summer 2025. The venue comprises of a restaurant and bar, beer hall, night market and music and theatre space. Technology Hub Office space and retail uses are already in situ.

Under this Application the existing building will be retained and reconfigured internally in line with the current approved plans along with some minor amendments. All existing openings into the building will be retained with some new minor additional openings formed to create larger capacity fire exits, and also to allow for a controlled flow of customers into the venue.

The Application is not proposing any fundamental changes to how the Site operates, but simply seeking to extend the period in which the building can operate as a leisure and entertainment venue.

1.4 Policy Requirements

Conducting an early and transparent pre-application consultation is consistent with the guidance within the National Planning Policy Framework (NPPF) (2024).

Paragraph 40 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, where applicable, provide sufficient information to demonstrate how their proposals will meet the design expectations set out in local and national policy, and 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

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...*

¹ Secretary of State for Ministry of Housing, Communities and Local Government, National Planning Policy Framework, 2024, paragraph 40.

² Secretary of State for Ministry of Housing, Communities and Local Government, National Planning Policy Framework, 2024, paragraph 41.

³ Secretary of State for Ministry of Housing, Communities and Local Government, National Planning Policy Framework, 2024, paragraph 137.

⁴ Manchester City Council's Planning and Development Statement of Community Involvement, June 2018, page 33.

...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.

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 from Tuesday 26 November to Friday 20 December 2024, in addition to prior engagement with elected representatives.

2.2 Elected Representative and Stakeholder Engagement

2.2.1 Elected representatives

Ahead of the consultation launch, an email was issued to the elected members for the Piccadilly ward. 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. A meeting took place between the Applicant and Councillor Jon-Connor Lyons on 2 December 2024.

2.2.2 Paradise Wharf Residents Association

Ahead of the consultation, Applicant met with the head of the Paradise Wharf Residents Association and the Building Manager (Zenith) on 14 October 2024. During the meeting, the issues discussed included the positioning of the entrance to the venue, the measures taken to limit noise, and communication channels between Diecast and local residents. The Applicant also invited members of the Association to the public-drop in event being held as part of the consultation.

2.3 Publicising the Consultation

2.3.1 Consultation postcard

A postcard was issued on Wednesday 20 November 2024 to ensure it landed in line with the launch of the consultation on Tuesday 26 November 2024. It was issued to 1560 addresses within the consultation boundary, as shown below. The boundary was discussed and agreed with Manchester City Council planning officers ahead of the consultation. It was also consistent with a previous consultation held by the Applicant in relation to the extant Planning Permission for the site in 2022 (Ref: 133523/FO/2022).

The postcard introduced the proposals for Diecast and directed recipients towards the consultation website to find out more.

The consultation postcard is provided as **Appendix 1**.



Figure 1: Postcard distribution area.

2.3.2 Press release and media coverage

A press release was issued to a range of local, regional and national media publications on Tuesday 24 November 2024. It provided introductory information about the proposals and details of the public consultation. Articles subsequently appeared on Place North West, Manchester Evening News, The Business Desk and EG Magazine.

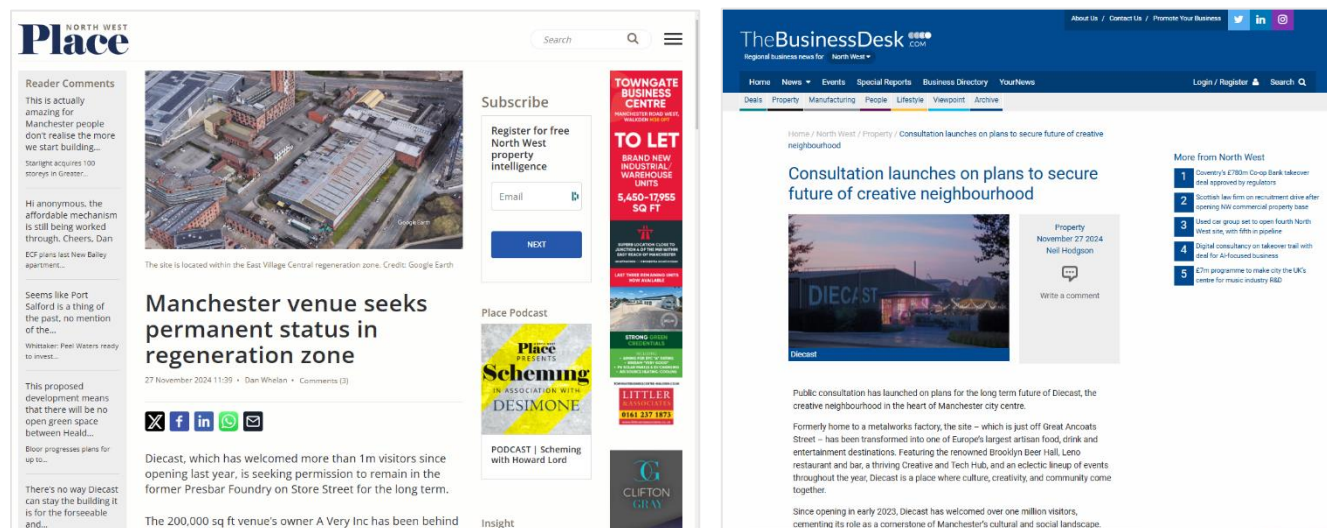


Figure 2: Screenshots of the articles about the proposals that appeared on Place North West and The Business Desk.

2.4 Consultation Website

A dedicated consultation website went live at the start of the consultation period. The website (www.foundry-storestreet.co.uk) provided information about the proposals and vision for the long-term future of Diecast. It also included a 'Have Your Say' section with a link to an online feedback form and the project email address so that people could provide feedback.

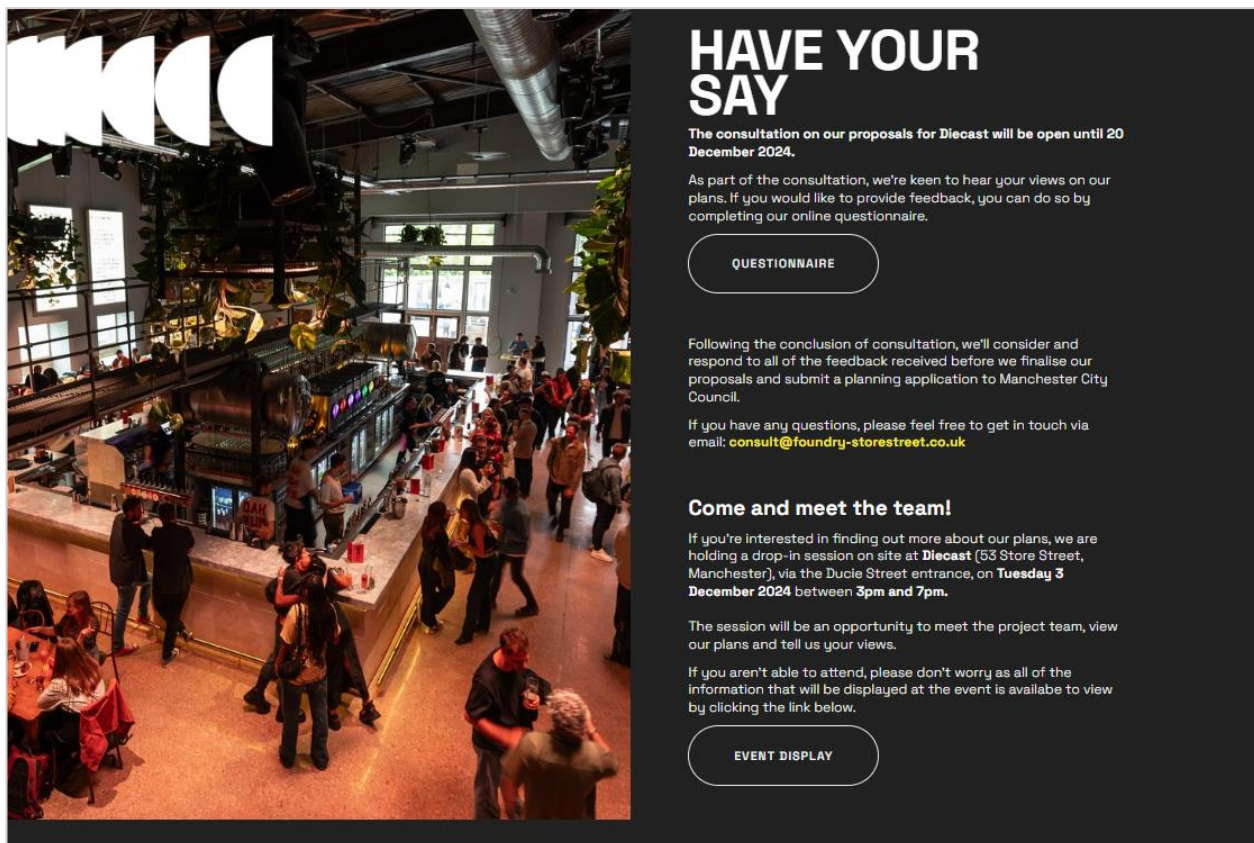
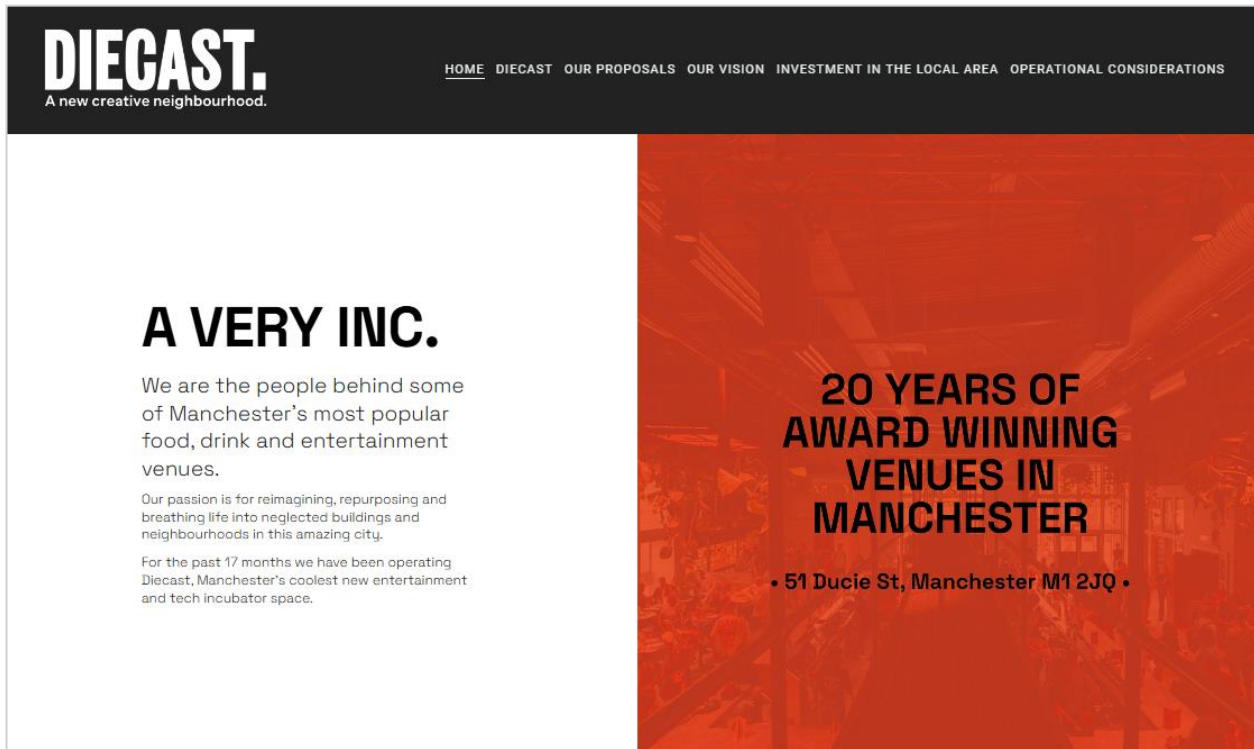


Figure 3: Screenshots of the consultation website.

2.4.1 Website activity

Throughout the consultation period, the website received a total of 406 views from 373 unique users.

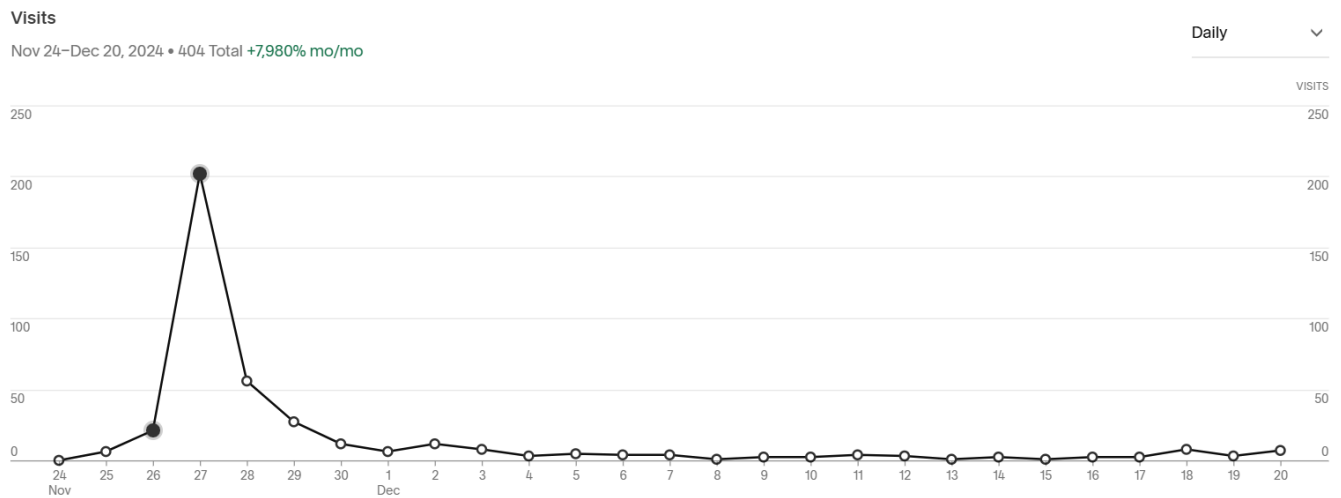


Figure 4: Graph showing the website activity during the consultation period.

2.4.2 In-person consultation events

As part of the consultation, an in-person drop-in sessions was held at site at Diecast on Tuesday 3 December 2024. The session provided an opportunity for people to view the plans, speak to members of the project team, and provide feedback.

Representatives from A Very Inc., Deloitte and Counter Context were present at the event.

A total of 15 people attended the session.

The event display is provided as Appendix 2 and the feedback form as Appendix 3.



Figure 5: Photo from the consultation event

2.5 Methods for Receiving Feedback

2.5.1 Email Address

The project email address (**consult@foundry-storestreet.co.uk**) was publicised on all consultation materials, including the website and consultation postcard, allowing people to submit feedback or ask additional questions.

2.5.2 Online Feedback Form

An online feedback form was linked on the consultation website.

3. Pre-Application Consultation Feedback

3.1 Summary of Feedback Received

In total, 41 responses were received during the pre-application consultation via the following channels:

Response Type	Number
Online feedback form	34
Paper feedback form	5
Email	2
Total	41

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 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.

Comments received through the open-text questions included in the feedback form and by email and phone are summarised and responded to in Section 4.1.

3.2.1 Responses to Closed Questions

How are you responding to this questionnaire? (Please select as many as apply)

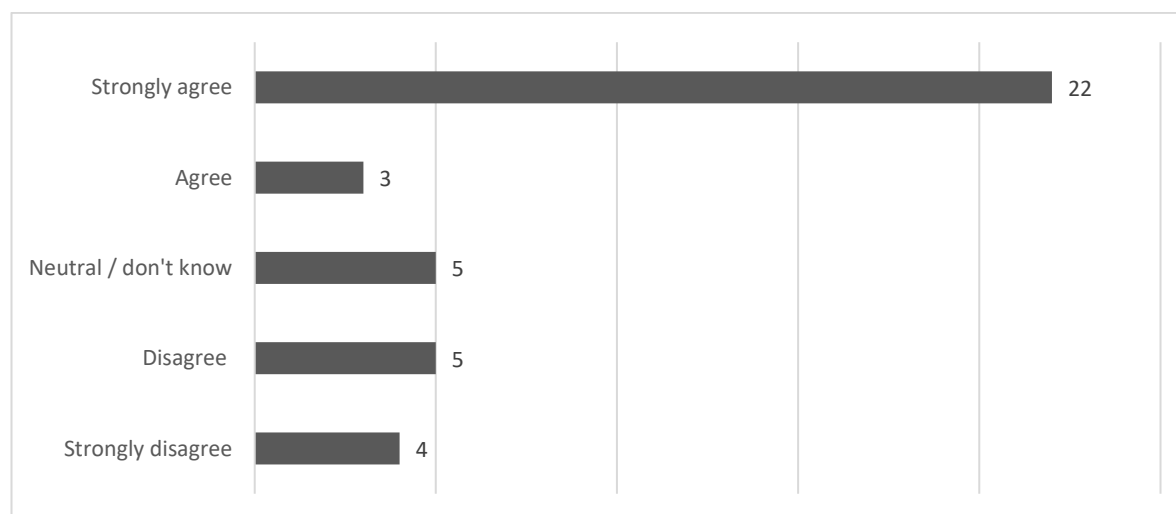
(38/41) respondents answered this question)

- As a local resident – 34
- As someone who owns a business nearby – 4

Formerly home to a metalworks factory, the site has been transformed into one of Europe's largest artisan food, drink and entertainment destinations.

To what agree that Diecast has made a positive contribution to the area?

(36/38 respondents answered this question)



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
Support for Diecast	
Many respondents to the consultation expressed strong support for Diecast becoming a permanent fixture. It was noted that the venue has been a great addition to the area due to its high-quality and varied offering.	The Applicant welcomes these comments of support.
A number of comments praising Diecast for helping to regenerate the area, with suggestions that it has become a real community asset that provides a different kind of offering in the area. It was noted that it provides high quality food, drink and entertainment. Others suggested it made the area a more vibrant and attractive place to live.	
A suggestion that the SRF covering the site needs revising to allow Diecast to remain as its closure would be huge blow to the area. It was claimed that the area is dominated by residential buildings and doesn't require another.	The Applicant is glad to know there is local support for Diecast to remain in situ in the foreseeable. We note comments in relation to the SRF, which Diecast was not involved in the preparation of.
Comments praising Diecast for transforming a derelict former industrial site. It was suggested that it has helped to preserve the history and character of the area and 'old Manchester'.	The Applicant welcomes these comments of support.
A suggestion that Diecast has made the area safer and has reduced antisocial behaviour.	
Suggestions that Diecast makes the area a more attractive place to live.	
Comment praising Diecast's support for arts, dance and music groups.	
Noise / bass	
A number of respondents expressed support for the venue, but suggested that the noise levels need addressing to reduce disturbance to surrounding residents.	Since opening, the Applicant has undertaken a range of measures to minimise noise impact and general disturbance to neighbours and by improving the site's acoustic performance: ➤ Installed quad sound board and rockwool internal walls. ➤ Sealed all metal frames with acoustic mastic. ➤ Increased the thickness of all walls to 460mm. ➤ Built sound lobbies at the main entrance, acoustically treated glazing; and changed doors at the main entrance to ensure an improved acoustic performance. ➤ Fitted out the Beer Hall with 50 x 150mm thick acoustic baffles.
A few expressed appreciation for efforts to reduce noise disturbance, but suggested it still an issue for neighbours of the site, particularly late at night. Other suggested they had issues with noise late at night during the week, particularly on Thursday.	
Some respondents noted that the noise wasn't the primary issue, but rather the bass emitted from the venue.	
A comment that the bass is worse on Friday and Saturdays in comparison to Wednesdays and Thursdays. It was suggested that if the levels on Friday and Saturday were the same on Wednesdays and Thursdays, it wouldn't be an issue.	

Suggestions that the measures taken to soundproof the venue haven't had the desired results and that additional measures need to be undertaken to address the issue. A comment suggested that the loud noise from the venue deprives local residents of sleep, resulting in a significant negative effect on their mental health.	➤ Implemented a refined Crowd Management Strategy to ensure a more efficient exit strategy for visitors. The Applicant has been dedicated to maintaining open dialogue with local residents and has been proactive in addressing local resident's concerns / queries.
Comments suggesting that residents at Junction Works and Whittles are among the worst affected in terms of noise disturbance.	The Applicant also continues to review the acoustic performance of the venue on an ongoing basis and is committed to making further improvements where possible. Furthermore, an independent acoustician has been appointed to undertake a Noise Impact Assessment to ensure noise impact to the local area would be kept to minimum and to identify any mitigation measures (if required). The Noise Impact Assessment forms part of this planning application.
Suggestions that the noise disturbance goes beyond the advertised closing time as patrons often congregate outside the venue after leaving. Suggestion that the noise is particularly bad at closing time when people are leaving the venue due to people congregating outside the venue and shouting, while taxis honk their horns.	There is a Crowd Management Plan in place, which utilises the carefully positioned entrances and exits on Ducie Street to minimise noise impact from people arriving and departing the scheme. People enter the Site in the north western corner (along Ducie Street and opposite Aqueduct Street), and egress from a central location on the northern façade. Staff are present near the entrances to manage flow of traffic, ensuring patrons are off the roads.
Parking	
A small number of local residents highlighted issues with Diecast customers and vendors parking on the streets around the site. Specific comments were made about people parking in front of the gates to the Ducie Street car park and Paradise Wharf.	Parking controls are in place on Ducie Street in the form of marked bays and yellow lines which extend the length of Ducie Street and other streets around the site. These set out locations and times in which parking activity is permitted and any parking activity not complying with the existing controls will be enforceable by the authority. If people are parking in locations that do not align then these should be reported to the authority. The site is highly accessible by active and public transport modes. A travel plan will be adopted at the site that includes a commitment to promoting sustainable trip making and also ensuring that staff/site visitors are aware of the street parking controls and locations of public car parks via the communications strategy (staff travel packs, website and social media).
A comment from a local business owner (based at 65-67 Ducie Street) who has experienced disruption due to the increased demand for car parking spaces since Diecast opened. It was noted that their business takes frequent deliveries via articulated lorries, but on many occasions, they have had to reject the deliveries as the lorries have not been able to park, which has incurred costs.	As with the response above, controls are already in place along the length of Ducie Street, these define locations and times at which parking is permitted and also times and locations at which loading is permitted. It should be noted that there are temporary arrangements in place at present associated with construction activity on the north side of

The respondent noted that they don't have any objections to Diecast in-principle and acknowledged the work Diecast do to improve the local community, but are just concerned that the parking could be exacerbated as Diecast continues to host more events. To resolve the issue, the respondent suggested that parking bays on Ducie Street could be changed to permit holder bays. If this could be achieved, the respondent suggested they would ideally want to be allocated two bays and an additional loading bay which could be shared with Diecast and other businesses on Ducie Street.	Ducie Street but these will also have been subject of approval by Manchester City Council and the controls will revert to the permanent arrangement once the construction activity is complete. So some of the issues may actually relate to changes in the normal street controls and traffic associated with construction staff. An updated service management strategy has been prepared as part of the application for the permanent use on the site, this will remove all servicing activity associated with Diecast away from Ducie Street and into designated locations within the site, which should alleviate pressure on kerbside activity on Ducie Street.
Operational	
It was noted that delivery vehicles often cause disruption to local residents around the site by blocking the roads during drop-offs and pick-ups.	Deliveries and servicing will be managed via an updated Deliveries and Servicing Plan to ensure no adverse impact on the local road network. All deliveries will be carried out away from the public highways, at a lay-by on the Ducie Street side of the site and within a designated service area accessed from the main entrance on Ducie Street. All deliveries and waste collection will only take place at a strict time period to be agreed with Manchester City Council. The proposed servicing arrangements will remove all activity associated with the site from Ducie Street. This will be set out in a service management strategy to be agreed with Manchester City Council as part of the planning application process and will be enforceable via a Planning Condition.
Suggestion that measures to address issues such as drunk, disorderly and antisocial behaviour by customers, customers not using the correct access and egress points, littering and general disturbance to residents, have largely been unsuccessful and remain persistent issues. It was suggested that these issues affect the quality of life of local residents in the area.	There is a Crowd Management Plan in place, which utilises the carefully positioned entrances and exits on Ducie Street to minimise noise impact from people arriving and departing the scheme. People enter the Site in the north western corner (along Ducie Street and opposite Aqueduct Street), and egress from a central location on the northern façade. Staff will be present near the entrances to manage flow of traffic, ensuring patrons are off the roads. Following the ongoing operation of Diecast under Ref: 133523/FO/2022, the Applicant has rigorously reviewed the existing Crowd Management Plan in place and has submitted a new Crowd Management Plan as part of this Application.
A couple of suggestions to move the venue's entrance to Store Street on the grounds that is	The rationale for using Ducie Street as the key access point for customers is that it provides

no direct residential neighbour and because crowd management would be easier.	level access to the venue, therefore ensuring accessibility. The Store Street access point does not provide level access.
General comments of support	
A number of comments expressing a desire to see Diecast become a permanent fixture of the area.	The Applicant welcomes these comments of support.
A comment praising Diecast's continued support for arts, dance and music groups.	
A comment expressing support for the Night Market concept and events spaces.	
Comments expressing support for the markets Diecast has run on occasion. It was noted that they have high-quality merchants.	
Communication and collaboration with residents	
It was suggested that Diecast should take a more collaborative approach to working with local residents to ensure both can coexist without issues.	The Applicant has been dedicated to maintaining open dialogue with local residents and has been proactive in addressing local resident's concerns / queries.
In particular, it was suggested more frequent and open communication is needed between Diecast and local residents (e.g., communicating to residents when large events are taking place, when the venue is opening on days it usually doesn't, and other potentially disrupting events). It was suggested that this would not only help residents plan their day-to-day lives, but also build rapport.	The Applicant endeavours to continue being a good neighbour. Communication going forward will be enhanced by the Applicant issuing monthly newsletters to local residents, informing them of news and upcoming events.
General suggestions	
Comments suggesting that Diecast should look to hold exercise classes such as HIT, Zumba and/or yoga.	Comment noted.

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) (2024) 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.

Overall, the response to the consultation has been broadly positive. A majority of respondents expressed strong support for Diecast becoming a permanent fixture on the site. Many suggested the venue has been a fantastic addition to the area which has contributed positively to the ongoing regeneration of the neighbourhood. The venue's high-quality and diverse offerings were also praised.

Some residents raised concerns about noise levels emitted from the venue and highlighted the disturbance this causes. The Applicant has explained the extensive measures undertaken to limit noise disturbance and is committed continually reviewing the acoustic performance of the venue on an ongoing basis. Furthermore, the Applicant remains dedicated to maintaining an open line of communication with the local community to address any future concerns promptly and effectively.

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.

6. Appendices

6.1 Appendix 1: Consultation postcard

DIECAST.

A new creative neighbourhood.

We want to hear from you

For the past 17 months, a Very Inc. has been proud to operate Diecast, the creative neighbourhood in the heart of Manchester city centre.

Building on 20 years of experience revitalising Manchester's forgotten and derelict buildings, our team, known for iconic venues like Ramona, The Firehouse, Deaf Institute and The Albert Hall, has transformed the former Presbar Diecasting Foundry (a redundant site, previously used for heavy industry) into a thriving visitor destination.

Diecast features an iconic Beer Hall and Bar, a dynamic Creative and Tech Hub and regularly hosts a suite of events catered to every walk of life. We want to continue our current operations and introduce a range of independent shops and services, including The Night Market, Manchester's very own night-time bazaar (open during current operational hours).

We're committed to making Diecast a permanent fixture of Manchester's vibrant cultural offering, fostering a destination enjoyed by both local residents and visitors at the heart of Manchester. In order to make this vision a reality, we are now looking to submit a planning application to Manchester City Council to enable the continued operation of our venue.



Share your thoughts

At A Very Inc., we take great pride in building and maintaining positive relationships with our valued neighbours.

We therefore invite you to come along to our neighbourhood drop-in event where you can talk to us directly, see what we have done in the 18 months since opening and hear about our long-term plans for this historically underutilised building.

DATE: 3 DECEMBER 2024

TIME: 15:00 – 19:00

LOCATION: DIECAST, 53 STORE STREET, MANCHESTER (DUCIE STREET ENTRANCE)

You can also view our plans on our consultation website:
www.foundry-storestreet.co.uk

We're requesting any feedback on our plans by **20 December 2024**. After this, we aim to respond to feedback and finalise our proposals before submitting a planning application to Manchester City Council.

If you have any questions, please feel free to get in touch via email: consult@foundry-storestreet.co.uk

6.2 Appendix 2: Consultation event display

Introducing A Very Inc.

We are the people behind some of Manchester's most popular food, drink & entertainment venues.

Our passion is for reimagining, reusing & breathing life into historic, derelict buildings & neighbourhoods in this amazing city.

OUR SITES

DIECAST - The site subject to this consultation. Diecast is a former Procter Diecasting Factory, which has been refurbished and converted into one of Manchester's most popular food, drink and entertainment venues.

RAMONA - Detroit style pizzeria, beer garden, with live music. Located in an old MOT station, flat, shipping containers & walled garden. Ramona is a unique, mostly outdoor venue.

THE FRISHOUSE - A California inspired restaurant, bar & stage in an airy warehouse building with outside terrace for alfresco dining. Wood grill, wild spirits, live entertainment.

20 YEARS OF AWARD WINNING VENUES IN MANCHESTER

PREVIOUS SITES

ALBERT HALL - A unique grade II listed former Wesleyan church, restored and resurrected into a unique international live music & events venue, catering for up to 3,000 people.

ALBERT'S BOHLOBB - Located on the ground floor of the Albert Hall - a unique food, drink & live entertainment offer. Albert's Bohlobb draws inspiration from European beer halls, Alpine lodges, and the great schlosses of Europe. An upmarket addition to the Manchester bar / restaurant scene.

GORILLA - Located beneath the train tracks. Manchester's busiest live music venue. Opened 2012. Bar, restaurant, live music and club venue.

DIGAF INSTITUTE - Located near to Manchester University. Opened 2008. An independent bar, club and live music venue.

TROF - In the Northern Quarter Manchester. Opened 2007. Three floor neighbourhood bar and restaurant 300 cap, including a small outside terrace at first floor level.

RUDY'S PIZZA - Rudy's is a Neapolitan pizzeria, now with 9 sites across Manchester, Liverpool, London, Birmingham and Leeds.

A VERY DESIGN CO. THE FOUNDRY.

Introducing Diecast.

Diecast occupies the former Procter Diecasting Foundry, a large warehouse building on a 200,000 sq. ft. plot bordered by Duke Street, Store Street and the ring road.

Located in Piccadilly East, the area is nestled beside Piccadilly railway station, and borders the Northern Quarter and Ancoats.

The area is characterised by warehouses, light industrial buildings and apartment blocks in old mills and new buildings. The area previously had very little leisure provision available on its doorstep.

In 2022, Planning Permission was granted to convert Diecast into a mixed-use leisure and entertainment venue. For the last 17 months, Diecast has been operating as such.

On a day-to-day basis, Diecast operates as a bar / beer hall, with a creative tech offices, a garden and retail uses. Diecast also hosts a range of different events



Current Operation.

DIECAST BEER HALL & BREWERY

Large visible stainless steel brewing vessels. Large beer taps selection & long bar. Long communal tables, heritage & craft beer, small batch local spirits.

OPEN KITCHEN & FOOD HALL

Live Fire & Smoke. Brick cook line. Atmospheric street food serving style. Modern day eating. Simple, nutritious. Barbecue. Blackened vegetables. Pickles. Fresh flat breads. Pizzeria to order. Open kitchen. Fire pit / grill along counter. Order at counter. Food served on trays. Rapid service. Light & action visible through out.

MUSIC & THEATRE

High level walkways & gentry, multi level stage. World class performance. Immersive experience. Creative theatre, performance, dance, music, circus and arts. In-house rehearsal rooms & workshops, costume makers & prop studios. Close relationship with local dance schools & arts community. Live music. In-house recording studio.

THE GARDEN

Utilising repurposed materials found across the factory, alongside lovingly restored caravans to provide sheltered seating, Rum Town Garden is a green and leafy space to enjoy Diecast's range of food and drink.

CREATIVE / TECH OFFICES

Where Art & Technology intersect. Small, affordable short flexible term spaces/workshops, studios, with meeting rooms. For creatives, designers, innovators, inventors, tech entrepreneurs.



INDEPENDENT SHOPS - Hosting local partners, the ambition is for these spaces to provide a home for a number of vendors and local artisans.



NIGHT MARKET - Hosted within the original Diecasting Foundry, the Night Market will be an immersive night-time bazaar with food, drink and retail stalls operated by local, SME traders.

Our Proposals.

In 2022, we received temporary planning permission for a period of three years. We are now looking to make Diecast a long-term fixture of the Manchester cultural offering by securing full planning permission.

Alongside the application for long-term planning permission, we are also proposing a few minor alterations to the internal sub-division of the venue space which will allow us to continue delivering enjoyable, welcoming and pleasant experiences for all visitors.

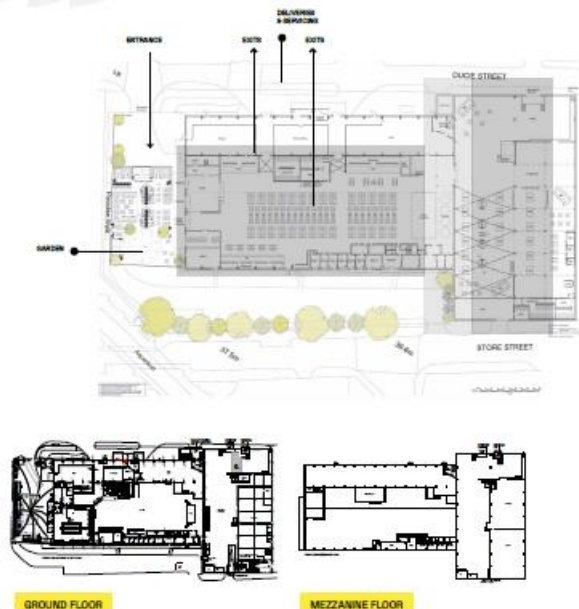
Despite these minor alterations, Diecast will continue

to operate as permitted under the current temporary planning permission.

It is still the intention to deliver scheme put forward under the original planning permission:

Introducing Our Plans.

GARDEN	OFFICE SPACE
837 SQ. M.	350 SQ. M.
FOOD & BEVERAGE	RETAIL
2,045 SQ. M.	305 SQ. M.
EVENT SPACE / NIGHT MARKET	BACK OF HOUSE
1,565 SQ. M.	890 SQ. M.
TECH HUB	TOILETS
126 SQ. M.	300 SQ. M.



Introducing Our Impact.

ECONOMIC IMPACT

JOB CREATION: With such a high turnover, Diecast is a major employer in Manchester. 120 people are directly employed by Diecast and there are a further 25 third-party employees.

LOCAL SUPPLY CHAIN: We source ingredients, beverages, and supplies from local vendors, contributing to the regional economy. We have relationships with both small and local suppliers and large national chains, all of which help create jobs and spreads cash around.

TAX REVENUE: The substantial turnover generates significant tax revenue for the local government, which can be used to fund public services and infrastructure improvements.

TOURISM BOOST: A thriving restaurant and club can contribute to Manchester's reputation as a vibrant city, potentially attracting more visitors and boosting the local tourism industry.

SKILLS DEVELOPMENT: We provide training and career development opportunities for employees, contributing to the overall skill level of the local workforce.

An engine for positive social impact.

Social Impacts.

ENTERTAINMENT HUB: Diecast serves as a popular entertainment venue, enhancing Manchester's nightlife scene and attracting both locals and tourists. Diecast directly supports local musicians and performers.

COMMUNITY GATHERING SPACE: Successful establishments often become important social hubs, fostering community connections and providing a space for people to socialize and celebrate.

CHARITY: 2% of our turnover is donated to Charity.

ENHANCING SAFETY AND SECURITY: Increasing natural surveillance, and security personnel in the area.





Operational Considerations.

FILL OUT
OUR SURVEY.



Change to: The venue will continue to operate during the hours on a day-to-day basis:

Wednesday 18:00 – 23:00
Thursday 18:00 – 00:00 (Midnight);
Friday and Saturday 12:00– 01:00;
Sunday 12:00 – 23:00.

We will never close later than 1am.

OPERATIONAL STRATEGY

An Operational Strategy has been prepared which aims to ensure a steady flow of arrivals and departures during the defined opening hours. The application will also be supported by an Outdoor Seating Management Strategy, to ensure outdoor space is appropriately managed.

DELIVERIES & SERVICING

Deliveries and servicing will continue as usual. In any case, an updated Deliveries and Servicing Plan will be submitted alongside the application to ensure that there are no adverse impacts upon the local road network. All deliveries will pull off the public highway to make deliveries via a lay-by on the Duole Street side of the building. Waste will be collected from this point too. Deliveries & waste collection will take place after 8am & before 9pm.

TO KEEP UP TO DATE WITH OUR PROGRESS FOLLOW US ON:

[@CHICARTWORK](#) [WWW.CHICARTWORK.COM](https://www.chicartwork.com)

To manage noise within the venue, we have significantly enhanced the acoustic performance of the venue. Since gaining temporary planning permission in 2022, we have:

- Installed quad sound board and rockwool internal walls;
- Sealed all metal frames with acoustic mastic;
- Increased the thickness of all walls to 480mm;
- Built sound lobbies at the main entrance, acoustically treated glazing; and changed doors at the main entrance to ensure an improved acoustic performance;
- Fitted out the Beer Hall with 50 x 150mm thick acoustic baffles;
- Implemented a more refined Crowd Management Strategy to ensure a more efficient exit strategy for visitors.

We understand the importance of working closely with our neighbours.

ARRIVALS & DEPARTURES

A Crowd Management Plan has been implemented, which utilises the carefully positioned entrances and exits on Duole Street to minimise noise impacts from people arriving and departing. Our staff and security team are trained to minimise the potential for antisocial behaviour. This would involve the provision of stewards to provide guidance and reassurance.

6.3 Appendix 3: Consultation questionnaire

Diecast Consultation Questionnaire



The public consultation on our proposals for the future of Diecast will be open until **Friday 20 December 2024**.
As part of the consultation, we're keen to hear your views on our plans. Please use this form to tell us what you think.

Q1. How are you responding to this questionnaire?

- ☐ As a local resident ☐ As someone who lives nearby ☐ As someone who owns a business nearby ☐ Local business owner
- ☐ As a member of a local club or interest group:
- ☐ Other:

Q2. Formerly home to a metalworks factory, the site has been transformed into one of Europe's largest artisan food, drink and entertainment destinations.

To what extent do you agree that Diecast has made a positive contribution to the area?

- Strongly agree Agree Neutral / don't know Disagree Strongly disagree
- ☐ ☐ ☐ ☐ ☐

Q3. Do you have any comments, or anything else you would like us to consider before we finalise our plans and submit a planning application?

About you

You do not have to supply personal details. All personal details provided will be stored in compliance with the GDPR by Counter Context acting on behalf of A Very Inc.

Name:

Postcode: