



Diecast

Planning Statement

March 2025

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1. Executive Summary

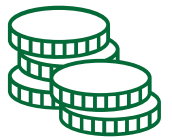


This Planning Statement accompanies a Full Planning Application for the **long-term use of Diecast as a vibrant mixed-use commercial development**, solidifying its place as a valued leisure and entertainment venue within Manchester. Diecast has already proven to be a successful addition to Manchester's cultural landscape, **breathing new life into a formerly vacant industrial site**.

As detailed in Section 6 of this Statement, Diecast provides – and is committed to building upon – its significant socio-economic benefits to the city of Manchester. Benefits include:



- **Economic Growth and Job Creation:** Diecast will sustain approximately **250 jobs**, generate **£2.5 million in annual tax revenue**, and attract further investment. Its diverse offerings boost tourism, with an **estimated £400 million in annual visitor spending**.
- **Employment-Generating Uses:** Diecast comprises a diverse range of **employment-generating uses** across various sectors. Existing SMEs operating from the site, employing individuals in professions **ranging from musicians and dancers to robotics technicians and costume designers**, demonstrating **diversity**.
- **Enhancing Manchester's Cultural Identity:** Diecast serves as a **social hub**, supporting local artists and enriching the **night-time economy**. It complements existing cultural institutions like Aviva Studios and the Co-op Live Arena.
- **Supporting Manchester's Sustainability Goals:** Diecast revitalises a brownfield site, maximising existing infrastructure. Its location encourages the **use of public transport, cycling, and walking**, reducing reliance on cars.
- **Social Impact:** Diecast fosters community engagement through a diverse events programme and donates **3% of turnover to local charities**. It also enhances **safety and security** in the area.



Diecast's success is intrinsically linked to its **unique location and character**. The development has been meticulously designed around the existing structure of the former Diecasting Factory, embracing its historic industrial use as part of its identity. The Applicant takes great pride in the **sustainable conversion** of this vacant factory, recognising that adapting an existing building is inherently more **environmentally responsible** than building a new venue from scratch. This **commitment to sustainability** is evident throughout, even incorporating original machinery within the venue's design.



Diecast's location is essential to its operation, as no other site within Manchester City Centre offers a **comparable scale and typology** to accommodate its **diverse mix of uses**. Furthermore, Diecast strategically bridges the gap between Piccadilly and the Etihad Campus, creating **valuable synergies** and contributing to a **thriving entertainment corridor**.

Since Diecast opened its doors in Summer 2023, the Applicant has been committed to **proactive engagement with neighbouring residents**, addressing any initial concerns, particularly regarding noise levels and operational management. Dedicated to **safeguarding residential amenity**, the Applicant has incorporated a number of soundproofing and mitigation measures into this application. This **commitment to open dialogue** and **collaboration with the local community** remains a top priority moving forward.



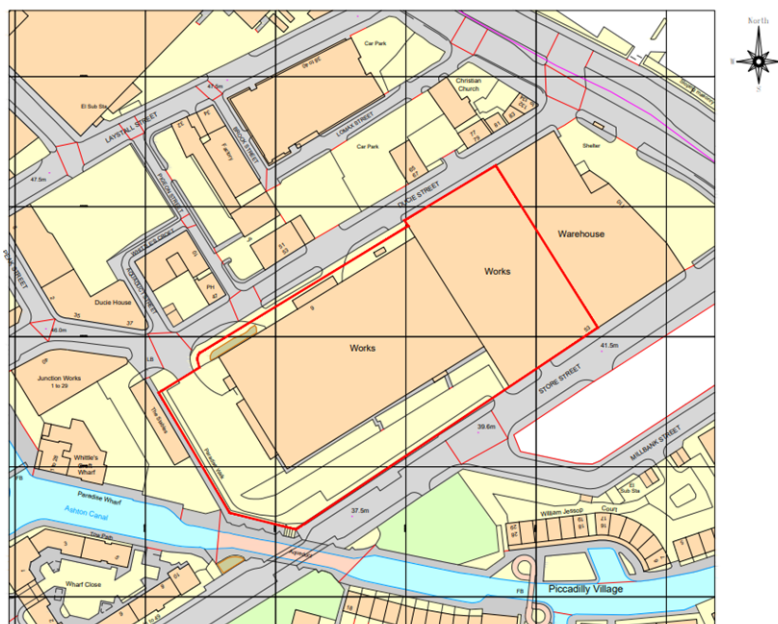
2. Introduction

- 2.1. This Planning Statement (the ‘Statement’) accompanies an application for Full Planning Permission for the continued use of Diecast as a mixed-use commercial development (Use Class E and Sui Generis), comprising office and creative spaces, food and beverage spaces, night-market, garden, retail spaces, and back-of-house areas (the ‘Proposed Development’).
- 2.2. The Applicant is A Very Inc. (the ‘Applicant’).

The Site (the “Site”)

- 2.3. The Site, comprising 1.6ha, is located in the Piccadilly Basin area of Manchester City Centre and is bound by Store Street to the south, Ducie Street to the north, Ashton Canal to the south-west and Great Ancoats Street to the north-east. The Site adjoins Stocktons furniture store to the immediate north-east.
- 2.4. A Site Location Plan is submitted in support of this Application, and Figure 1 below defines the application site boundary in red.

Figure 1 Red Line Boundary Plan



Background

- 2.5. The Site currently comprises a mixed-use commercial development housed within the former Presbar Diecasting Factory, as approved under Planning Permission Ref: 133523/FO/2022. The Approved Description of Development for 133523/FO/2022 is as follows:

“Change of use (for a temporary period of three years only) from an industrial foundry (Class B2) to a mixed-use development with retail, leisure and office uses (Use Class E and Sui Generis (drinking establishment)), external alterations including creation of new entrances and over-cladding of the roof, temporary installation of new structures within the forecourt and associated works including cycle parking and new electric vehicle charge points, the erection of external pergolas.”

- 2.6. Planning Permission Ref: 133523/FO/2022 was granted in May 2022 for a temporary period of 3no. years. As stipulated by Condition 1 attached to the Planning Permission, the consent is due to expire on 30 June 2025. The Site has been in operation since July 2023.
- 2.7. This Application aims to allow the long-term use of the Site as a leisure and entertainment venue, whilst incorporating a number of minor alterations to internal layouts informed by the ongoing operation of the Site.
- 2.8. The full scope of the Proposed Development is discussed in Section 5 of this Statement.

The Applicant

- 2.9. A Very Inc., the Applicant, has a proven track record in operating some of Manchester’s most popular food and beverages (“F&B”) entertainment venues. Alongside Diecast, this includes Ramona and the Firehouse on Great Ancoats Street.
- 2.10. The Applicant makes a significant contribution towards Manchester’s F&B offering, with a passion to reimagine, reuse, and breathe life into historic underused buildings and neighbourhoods in Manchester.

Pre-Application Consultation

- 2.11. The Proposed Development has been subject to pre-application engagement with a range of stakeholders. Further details are provided within the Statement of Community Involvement, prepared by Counter Context, submitted as part of this Application.
- 2.12. A site visit with Ms Jennifer Atkinson and Ms Angela Leckie, Planning Officers at Manchester City Council (“MCC”) Planning Department, was undertaken on 22 October 2024 where the Applicant provided a tour of the Site, explained how the Site was currently operating, and ran through the Proposed Development.
- 2.13. A subsequent meeting was held with Mr David Roscoe on 22 January 2025. Mr Roscoe noted that Planning Officers were largely supportive of the long-term retention of Diecast, subject to addressing concerns regarding noise and disturbance, as raised by neighbouring residents. We have addressed this within Paragraphs 7.51 to 7.58 of this Statement.
- 2.14. Mr Roscoe also encouraged the project team to consider the socio-economic benefits of Diecast, and reflect on why Diecast is important to the City and its strategic objectives for inclusive growth. This is addressed in Section 6 of this Statement.
- 2.15. All elected members of the Piccadilly Ward, where the Site is located, were notified of the Proposed Development via email correspondence. A meeting took place between Councillor Jon-Connor Lyons and the project team on 2 December 2024.

EIA Screening

- 2.16. As part of the Planning Application for the extant Planning Permission on the Site (Ref: 133523/FO/2022), an EIA screening letter was issued to MCC assessing the approved scheme (Ref: 133523/FO/2022) against the screening criteria of potential effects, with regard to Schedule 3 of EIA Regulations.
- 2.17. The Screening Assessment concluded that the approved scheme (Ref: 133523/FO/2022) and its characteristics would not necessitate an EIA.
- 2.18. The Proposed Development under this Application remains broadly consistent with the approved scheme, except for a few minor internal alterations to suit operational requirements. Therefore, this Application is not accompanied by an Environmental Statement on the basis that the approved scheme did not necessitate one.

Application Submission

- 2.19. In addition to this Statement, the Application is supported by the following documents, which have been compiled in line with MCC’s validation requirements:
- Planning Application Form, Covering Letter, and Ownership Certificates prepared by Deloitte;
 - Suite of Planning Drawings prepared by JSA Design;

- Design and Access Statement prepared by JSA Design;
- Crowd Management Plan prepared by FGH;
- Emergency Plan prepared by FGH;
- Statement of Community Involvement prepared by Counter Context;
- Crime Impact Statement prepared by Greater Manchester Police;
- Transport Statement prepared by SK Transport;
- Framework Travel Plan prepared by SK Transport;
- Servicing and Waste Management Strategy prepared by SK Transport;
- Energy and Sustainability Statement prepared by Element Sustainability;
- Ventilation and Extraction Statement prepared by APL Mechanical;
- Biodiversity Net Gain Assessment prepared by Penny Anderson Associates;
- Construction Programme and Methodology prepared by the Applicant;
- Fire Risk Management Strategy prepared by Surety Fire Solutions;
- Outdoor Management Strategy prepared by the Applicant; and,
- Noise Assessment prepared by Jameson Acoustics.

Structure of the Planning and Tall Building Statement

2.20. The remainder of this Statement is structured as follows:

- Section 1 – Executive Summary
- Section 2 – Introduction
- Section 3 – Strategic Context
- Section 4 – Site Context
- Section 5 – The Proposed Development
- Section 6 – Socio-Economic Benefits
- Section 7 – Planning Assessment
- Section 8 – Conclusion

3. Strategic Context

- 3.1. The Site's contribution to strategic economic growth and regeneration in this area of Manchester highlights the significance of sustainable development. Ensuring the Site remains viable and in active use is crucial for unlocking the full potential of Manchester's leisure and night-time economy.
- 3.2. This Section considers the Site's strategic, socio-economic and regeneration context in detail.

Strategic Context

Our Manchester Strategy – Forward to 2025 (2022)

- 3.3. The Our Manchester Strategy sets out the long-term vision for Manchester's future to be in the top-flight of world cities by 2025. Although the period finishes in 2025, the success of the Strategy is based on the following criteria:
- Have a competitive, dynamic, sustainable and fair economy that draws on the distinctive strengths in science, advanced manufacturing, and culture, creative and digital businesses – cultivating and encouraging new ideas;
 - Possess highly skilled, enterprising and industrious people;
 - Be connected, internationally and within the UK;
 - Play its full part in limiting the impacts of climate change;
 - Be a place where residents from all backgrounds feel safe, can aspire, succeed and live well; and;
 - Be clean, attractive, culturally rich, outward-looking and welcoming.

Greater Manchester Strategy 2021-2031 (2022) (GM Strategy)

- 3.4. The GM Strategy provides a clear plan for all communities, neighbourhoods, towns and cities which make up the City Region. It sets out outcomes and commitments, based on the following:
- The wellbeing of Greater Manchester people;
 - Vibrant and successful enterprise; and
 - Greater Manchester as a leading City Region in the UK and globally.
- 3.5. The GM Strategy aims to adopt new approaches in order to diversify the business base, transform the City Region's ways of working, build vibrant places, create future resilience, support pathways to work, and tackle social issues.

Investing in Success – an Economic Strategy for Manchester (2023)

- 3.6. Investing in Success – an Economic Strategy for Manchester is a ten-year plan to grow Manchester's economy and make it more inclusive. The Economic Strategy has five priority areas, as follows:
- Use investment and development to drive inclusive growth;
 - Nurture thriving, productive and innovative sectors;
 - Develop world-class infrastructure, places and talent;
 - Transition to a zero carbon and resilient economy; and,
 - Include more people in economic opportunity.
- 3.7. As part of the priority areas, there is strong aspiration for Manchester to transition into a zero carbon and resilient economy, and to include more people in economic opportunity. This means the City's businesses and buildings

must become more environmentally sustainable, and that there is emphasis to create more high-quality employment opportunities that is available to residents in Manchester.

Manchester Climate Change Framework 2020-25 (2020)

- 3.8. The Manchester Climate Change Framework 2020-25 is the City's high-level strategy for tackling climate change, formally endorsed by Manchester City Council in March 2020. It sets out how Manchester will 'play its full part in limiting the impacts of climate change', a commitment within the Our Manchester Strategy 2016-25.
- 3.9. Objectives and targets included as follows:
- Staying with the carbon budget;
 - Climate adaptation and resilience;
 - Health and wellbeing; and,
 - Inclusive, zero carbon and climate resilient economy.

Greater Manchester Night Time Economy Strategy 2022-2024 (2022)

- 3.10. The Greater Manchester Night Time Economy Strategy 2022-2024 (2022) emphasises on long-term prospect of Manchester's night time economy and its continued development, across 7no. priority areas:
- Safety – for residents, for visitors, and for workers who deserve a safe and secure environment;
 - Diversity – ensuring the night time economy is diverse, reflective of, and accessible to all communities;
 - Workers – moving towards improved pay, conditions, mental health and wellbeing, and career pathways;
 - Transport – working with Transport for Greater Manchester and private partners to ensure safe access;
 - National and International Partnerships – supporting collaboration with UK and international partners;
 - Regeneration – supporting the night time economy as a vehicle to revitalise high streets and town centres; and,
 - Business and Sector Support – delivering night time economy surgeries and building dedicated support networks across the city-region.
- 3.11. Although the Greater Manchester Night Time Economy Strategy 2022-2024 (2022) only covers period until 2024, the Strategy provides useful priority areas of focus in relation to the night time economy, and holds proportionate weight in terms of the Site's strategic context.

Socioeconomic and Regeneration Context

Economic Context

- 3.12. Manchester's economic growth has been aided by its expanding international connections, centres of excellence in research and higher education, and investment in transport infrastructure. These factors have increased the diversity and scale of the City's labour market.
- 3.13. The prospects for economic growth in Manchester are closely linked to the ability to attract and retain the most talented individuals. It is crucial to focus on improving Greater Manchester's attractiveness as a place to live, study, work, invest and do business.
- 3.14. 'Investing in Success - an Economic Strategy for Manchester' has outlined a clear vision for Manchester's future, where all residents can access and benefit from the opportunities created by economic growth, which should be supported by all development proposals in Manchester.

A Thriving Regional Centre and National Destination

- 3.15. Manchester City Council has been leading the charge in driving the physical and economic renewal of the City Centre for the past 30 years. Within the Manchester Strategy – Our Manchester, there is a fundamental aim which is to ensure that Manchester maintains its position as the nation's leading Regional Centre and can successfully compete as an international investment location and visitor destination.
- 3.16. The City of Manchester is the acknowledged capital of the north of England and the centre point of a trans-Pennine and pan-northern economy. The City and conurbation are an economic centre, a role which is on the rise as investment in transport, innovation and economic infrastructure makes the City more accessible to towns and cities, business and high skilled workers in the Midlands and the North.
- 3.17. There are a number of factors which are changing the role of the City of Manchester and have particular implications for Manchester City Centre:
- The move to a service based and high growth economy, at a time when national economic growth is increasingly driven by professional and financial services, creative and digital industries, science and technology, with key sub-sectors influenced by disruptive innovation;
 - Sectors which are influenced by agglomeration, where entrepreneurs, companies, new start-ups and talented workers, from disparate economic growth sectors, are keen to cluster in locations which can provide business and networking opportunities and deep labour markets offering an exceptional range of highly qualified and skilled staff;
 - Cultural activity is key to the growth agenda of Manchester. There is a significant cultural draw supported by football, music and art. This is expanding with the recent opening of the Co-op Live Arena; Aviva Studios (home of Factory International); the re-opening of Manchester Museum; and,
 - A return to urban living, with many highly skilled younger people and high earners keen to benefit from both the range of education and employment opportunities and the lifestyle offer of city living, with evening and weekend economies offering cultural, entertainment and leisure choices which cannot be matched in smaller towns or cities.

Culture, Leisure, and Tourism

- 3.18. Culture, leisure, and tourism play an increasingly important role in driving the Manchester economy. This highlights the significance of the city's existing and expanding asset base in these sectors. The diverse range of cultural offerings, leisure activities, and tourist attractions in Manchester contribute to its economic growth and attractiveness as a destination for visitors. The city's investment in developing and promoting its cultural and leisure assets further reinforces their importance in driving economic prosperity. In recent years, this has been boosted by significant investment in new world class facilities and events, such as the Whitworth Art Gallery, and Aviva Studios (home of Factory International) in St John's.
- 3.19. The world-class Sportcity and the Etihad Campus would also be of relevance to the Site given its proximity, which now includes an entertainment district with the Co-op Live Arena playing a pivotal role in ambitions to continue developing the area as a source of cultural, leisure, and tourism activities for Manchester.
- 3.20. Through sustained investments, Manchester has expanded its presence in domestic and overseas markets. This has solidified the City's status as the third most visited city in the UK by international visitors, following London and Edinburgh. This reflects the City's appeal as a vibrant and culturally rich destination, attracting visitors from around the world. The investments made in the cultural, leisure, and tourism sectors have undoubtedly contributed to Manchester's rise as a sought-after location for both domestic and international tourists.

Manchester's Environmental Credentials

- 3.21. In 2021, Manchester became the first major city in England to sign the Edinburgh Declaration, an International commitment that registers concerns about global biodiversity loss, and the need for a new Global Biodiversity Framework.

- 3.22. Manchester has always positioned itself as a leader in environmental sustainability, with ambitious goals to achieve net-zero carbon status by 2038. The City's commitment to a greener future is evident in its multifaceted approach, comprising energy efficiency, renewable energy adoption, sustainable transport, and waste reduction.
- 3.23. Manchester has made significant progress in reducing its carbon footprint. The City has implemented energy efficiency measures in its buildings and infrastructure, resulting in a substantial decrease in energy consumption. Furthermore, Manchester is actively promoting the use of renewable energy sources. Investments in solar panels on public buildings and support for community energy projects demonstrate this dedication. The City's public transport system is undergoing electrification, further reducing reliance on fossil fuels.
- 3.24. While challenges remain, Manchester's commitment to environmental sustainability is evident in its proactive approach. The City's ongoing efforts, coupled with its ambitious targets, position it as a leading example for other cities striving to create a greener and more sustainable future.

Summary

- 3.25. Diecast is fully aligned with Manchester's strategic vision, as detailed in Section 6 of this report, which provides a thorough analysis of the project's socio-economic benefits. The development promotes economic growth and job creation, attracting investment and supporting approximately 250 jobs. Diecast enhances Manchester's cultural identity, boosting tourism and enriching the city's vibrant night-time economy. Furthermore, the Proposed Development demonstrates a commitment to sustainability by revitalising brownfield land and promoting sustainable transportation options.

4. Site Context

Site Description

- 4.1. The Site, comprising 1.6ha, is located in the Piccadilly Basin area of Manchester City Centre and is bound by Store Street to the south, Ducie Street to the north, Ashton Canal to the south-west and Great Ancoats Street to the north-east. The Site adjoins Stocktons furniture store to the immediate north-east.
- 4.2. The Site currently comprises a mixed-use commercial development housed within the former Presbar Diecasting Factory, as approved under temporary Planning Permission Ref: 133523/FO/2022. The Planning Permission (Ref: 133523/FO/2022) was granted in May 2022 for a temporary period of 3no. years. The Site has been in operation since July 2023.
- 4.3. The aforementioned former industrial diecasting factory dates back to 1870 and the original section retains brick walls, timber trusses, and roof lights. The modern warehouse was added in 1983 and is typical of warehouses constructed in this era – comprising corrugated steel and block walls. The facility ceased operations in 2021.
- 4.4. The Site has a main vehicular access point off Store Street to the south where it leads to the ancillary carpark for the Site. Main pedestrian access point is located off Ducie Street which provide level access into the Site.
- 4.5. The Site has a varied topography, with levels dropping north to south.
- 4.6. There are a number of trees located around the periphery of the Site, to the south and west. Hedges run along the northern boundary of the Site, on Ducie Street.

Surrounding Area

- 4.7. The Site is located within the Piccadilly Basin area, a mixed-use area within Manchester City Centre and it is positioned at strategic cross-roads of 4no. areas:
 - Piccadilly Basin and the Northern Quarter are to the north of the Site. Immediately north is a mixed-use area comprising surface level carparks, residential uses, commercial uses such as hotels and elements of office space, in addition to commercial uses (office space) at Ducie House. Further beyond is the Northern Quarter which is characterised by vibrant ground floor F&B uses and independent retailers.
 - Ancoats and New Islington lie to the east of the Site, across Great Ancoats Street. In the past decade or so, the area has transformed into a vibrant residential-led community with predominantly mid-rise residential developments. There are areas of commercial uses such as food and beverage offerings and office space centred around Cutting Room Square. Ancoats and New Islington extends eastwards and blends into the low-rise residential area of Miles Platting.
 - Piccadilly Village is located to the south of the Site, across the Ashton Canal. This area comprises low-rise residential developments, beyond which are light industrial uses.
 - To the west is the edge of the Piccadilly Basin, which includes the listed Junction Works residential building, Paradise Wharf residential development, and more recent developments (such as the Dakota Hotel and StayCity Aparthotel). The Ducie Warehouse building is another heritage asset in the area which now comprises ground floor retail uses and an aparthotel. The Manchester Piccadilly Railway station lies further west.

Planning History

- 4.8. There is limited planning history pertinent to the Site, as the industrial factory dates back to 1870 (with the modern warehouse being constructed in 1983). The most relevant historic planning application is as follows:

Table 1 Key Planning History Related to the Site

Planning Permission Ref	Description of Development	Note
133523/FO/2022	Change of use (for a temporary period of three years only) from an industrial foundry (Class B2) to a mixed-use development with retail, leisure and office uses (Use Class E and Sui Generis (drinking establishment)), external alterations including creation of new entrances and over-cladding of the roof, temporary installation of new structures within the forecourt and associated works including cycle parking and new electric vehicle charge points, the erection of external pergolas.	Approved 31 May 2022 for temporary period of 3no. years as stipulated by Condition 1 attached to the Planning Permission. Extant planning permission for the Site, operated by the Applicant since July 2023, expiring on 30 June 2025.

Site Specific Environmental Designations

Air Quality

4.9. The Site is located within the Greater Manchester Air Quality Management Area (AQMA).

Ecology

4.10. No statutory designated sites are located within or adjacent to the Site, however the Site is approximately 160m south of the Rochdale Canal, and certain stretches of the Canal have been designated as a SAC¹ and SSSI² due to protected species. The closest designated stretch is 4km downstream from the closest point of the Canal to the Site.

Flood Risk and Drainage

4.11. The Site is located in Flood Zone 1 and therefore has a low probability of flooding. The Site is located within the Conurbation Core Critical Drainage Area, as defined in the Manchester, Salford, Trafford Strategic Flood Risk Assessment (SFRA).

4.12. The nearest watercourse to the Site is the Ashton Canal, which is in close proximity to the south-west.

Heritage

4.13. The Site does not contain any listed buildings, nor is it within a Conservation Area.

4.14. The nearest designated heritage asset is the Grade II Listed Junction Works at Paradise Wharf, approximately 20m from the Site. The nearest Conservation Areas are Ancoats Conservation Area (250m to the north) and Stevenson Square Conservation Area (200m to the north west).

Connectivity and Accessibility

4.15. The Site is in a sustainable and highly accessible location within Manchester City Centre.

4.16. Manchester has a compact and walkable City Centre, and the Site therefore has excellent access to the services and facilities it has to offer.

4.17. The Site is located close to public transport hubs including the New Islington Metrolink stop, Manchester Piccadilly Station, Shudehill Interchange, and Manchester Victoria Station. There are also bus services that run along Great Ancoats Street with many services linking Manchester City Centre and further afield.

4.18. It is also within easy access of the City's Inner-City Ring Road which connects with key arterial routes leading to the strategic motorway network.

¹ SAC: Special Area of Conservation.

² SSSI: Site of Special Scientific Interest

4.19. A summary of the connectivity to the Site by each mode of transport is set out below.

Active Transport

Walking Network

4.20. The Site is well connected to key destinations by a comprehensive network of pedestrian routes, given its location within Manchester City Centre. The key leisure, cultural, business and retail facilities that Manchester City Centre has to offer are all within walking distance to the Site.

Cycling Network

4.21. The Site is located in proximity to several cycleways, including traffic free cycle routes on Great Ancoats Street, and is highly accessible to the National and Regional Cycle Network, specifically Route 66 (along Old Mill Street and Rochdale Canal) and 86 (along Ashton Canal).

4.22. Further planned improvements, such as the upgrading of the Rochdale Canal towpath towards Newton Heath as an improved walking and cycling corridor, will provide a strong network of safe routes in and around this part of the city.

4.23. The Site is therefore highly accessible by cycle, which provides a realistic alternative to travel by car.

Public Transport

4.24. The Site is well-connected by means of public transportation.

Rail

4.25. The nearest railway station is Manchester Piccadilly Railway Station, approximately 400m to the south-west of the Site. Manchester Piccadilly Railway Station is one of the busiest railway stations in the country, offering regional and national services with international connections.

4.26. The Site is also of close proximity to Manchester Victoria Railway Station, approximately 1 kilometre to the north of the Site, the second busiest railway station in Manchester which offers local and regional services to a range of destinations in Northern England.

Metrolink

4.27. The Site is conveniently located in proximity to 2no. Metrolink stops – the Manchester Piccadilly Metrolink stop approximately 400m from the Site and the New Islington Metrolink Stop approximately 500m from the Site. Providing frequent links across Greater Manchester.

4.28. The Site is also easily accessible by foot from various Metrolink stops in the City Centre, for instance, Shudehill, Market Street, to name a few.

Bus

4.29. There are several bus stops located in close proximity to the Site. The nearest are located along north-east of the Site, along Great Ancoats Street, providing regular routes from the City Centre across Manchester through to destinations including the Etihad Campus, Droylsden, Ashton and Stalybridge.

Vehicle Accessibility

4.30. The Site is well placed for access to the City's Inner-City Ring Road – Great Ancoats Street, which is a two-way dual carriageway that provides access to other major arterial routes and to the wider motorway network.

5. The Proposed Development

- 5.1. This Section summarises the Proposed Development. Further details can be found within the Design and Access Statement prepared by JSA Design, submitted as part of this Application.
- 5.2. The Description of Development of this Application, as written on the Application Form, is as follows:
“Full Planning Permission for the continued use of Diecast as a mixed-use commercial development, comprising retail, leisure, office and drinking establishment uses (Use Class E and Sui Generis).”
- 5.3. The Site currently benefits from a temporary planning permission (Ref: 133523/FO/2022) for a mixed-use commercial development for period of 3no. years. The temporary planning permission expires on 30 June 2025.
- 5.4. This Application aims to extend the use of the Site beyond May 2025, whilst regularising a number of minor alterations to internal layouts informed by the ongoing operation of the Site.
- 5.5. The Proposed Development will not introduce any new uses to the Site, nor will it propose any changes to the opening hours as approved under Planning Permission Ref: 133523/FO/2022.

Use and Amount

- 5.6. The Proposed Development does not introduce any new uses, or any additional floorspace beyond what has previously been approved under the temporary planning permission (Ref: 133523/FO/2022).
- 5.7. At present, the Site includes a mix of leisure and entertainment spaces, including:
- A bar / restaurant area (Leno Ex Machina)
 - A Beer Hall
 - Events Space
 - Back of House Areas (kitchens, WC's, cycle stores)
 - Retail / office spaces, used by a mix of SME's, including:
 - Cellerate Limited (Proto Type Battery Tech Company), employing 20 people.
 - Manchester Robotics Limited (Robotics Company), employing 8 people.
 - Very Cherry (Costume Design Company), employing 6 people.
 - Gisele (Costume Design Company), employing 2 people.
 - John Male (Architectural Steel Works Company), employing 2 people.
 - Flower Plant (Florists), employing 4 people.
 - Jody Hartley (Photographers), employing 2 people.
 - Le Disco Thecque (International Promoters), employing 4 people.
- 5.8. The Night Market, as approved under the temporary planning permission, has not yet been implemented. However, this space is expected to be brought forward later this year.
- 5.9. Please refer to Table 2 below for overall quantum of the Proposed Development:

Table 2 Quantum of Proposed Development

Parameters	Proposed Development
Site Area	1.6 hectare.

Parameters	Proposed Development
Proposed Floorspace	Gross Internal Area (Use Class E and Sui Generis): - Ground Floor: 7,410 sq. m. - First Floor: 1,695 sq. m. - Total: 9,105 sq. m. Gross External Area: 11,810 sq. m.
Parking	Vehicle parking: 29no. spaces (as per existing and under the approved scheme Ref: 133523/FO/2022). *NB car parking spaces will not be accessible to patrons to the Site. Cycle parking: 20no. spaces (as per existing and under the approved scheme Ref: 133523/FO/2022).
Operating Hours	The proposed operating hours are 8am to 1am Monday to Sunday as per Condition 12 attached to the approved scheme Ref: 133523/FO/2022. The Proposed Development will not be opened past 1am.

Scale and Massing

- 5.10. The Proposed Development does not comprise any changes to the scale and massing of the Site, approved under Planning Permission Ref: 133523/FO/2022.

Layout

- 5.11. Minor alterations to the internal layout of the Site have been carried out by the Applicant since the grant of planning permission Ref: 133523/FO/2022. This Application aims to regularise these alterations by way of submitting updated drawings.
- 5.12. The main areas of change, all related to the Site's internal layout, are summarised as follows:
- Minor alteration in western boundary of the Beer Hall for inclusion of 3no. sound proof lobbies.
 - Minor alteration in south-western corner of the Beer Hall to accommodate a more-enclosed space for the existing bar/restaurant, in lieu of the bakery, preparation area and lobby.
 - Minor alteration in north-eastern corner of the Beer Hall to accommodate an event space in lieu of a bar and cellar.
 - Minor alterations within the foundry building including the omission of a gym, and extension of event spaces (in lieu of storage areas) on the ground floor.
- 5.13. Full details could be found within the Design and Access Statement and suite of drawings prepared by JSA Design, submitted as part of this Application.

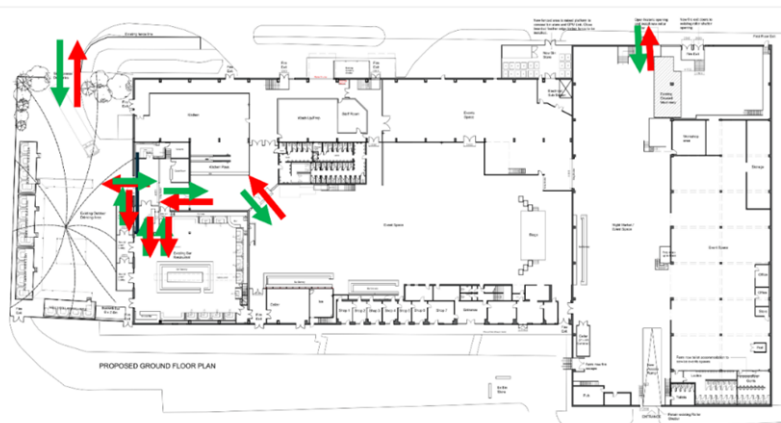
Accessibility

Pedestrian and Vehicular Access

- 5.14. As per the existing arrangement, vehicular access to the Site is available in multiple locations. From the access point on Store Street, vehicles will be able to enter the ancillary car park.
- 5.15. On Ducie street, vehicular access will be solely for drop-off/pick-up and delivery vehicles. Delivery vehicles will be able to gain level access to the Site or into the forecourt.

- 5.16. Pedestrians will have access to the Site via Ducie Street to the north east, egress arrangement will be carried out from a separate point on Ducie Street opposite the construction site for Lomax development (approved under Planning Permission Ref: 120149/FO/2018).

Figure 2 Indicative Locations of Entry and Exit Points of the Site



- 5.17. A robust ingress/egress and dispersal management measures will be incorporated into the Proposed Development in order to ensure minimal interference or nuisance to local residents. Measures include but not limited to customer engagement, directional management, intervention, street patrols and marshalling of taxis.

Car Parking

- 5.18. There are existing car parking spaces located to the south of the Site accessed via Store Street, unchanged from existing arrangement under the temporary planning permission. However, to promote sustainable travel methods, the Applicant has confirmed that the car parking spaces will not be accessible to patrons to the Site.
- 5.19. As part of the temporary planning permission, it was proposed to deliver a “community EV charging hub” this commercial proposition is no longer being pursued owing to viability reasons.

Cycle Parking

- 5.20. Cycle parking arrangements will remain unchanged, with 20no. covered spaces located near the main entrance on Ducie Street.

Access for Disabled People

- 5.21. Access for disabled people is retained from the approved scheme (Ref: 133523/FO/2022) and provided as part of the Proposed Development. Disabled access is available via the Ducie Street access point, allowing access to all parts of the Site.

Deliveries and Servicing

- 5.22. Deliveries and servicing for the Proposed Development will be operated in accordance with the Servicing and Waste Management Strategy, prepared by SK Transport, submitted in support of this Application. The delivery and servicing arrangement remain broadly consistent with the approved arrangement on the Site, under the temporary planning permission.
- 5.23. The Strategy sets out the location of loading / unloading areas, vehicle routes to be used to access the Site and management measures that will be adopted to ensure that safe and suitable access can be maintained. The Strategy ensures the arrival / departure of large vehicles can be managed to reduce interference with other site users and surrounding network users, and endeavours to safeguard residential amenity.
- 5.24. Delivery and servicing vehicles will largely be smaller vans (transit and below), with only intermittent access by larger vehicles i.e. waste collection and beer delivery vehicles. The Strategy shows that 97% of servicing at the site during a typical day will be undertaken by smaller vehicles. Swept path analysis have been carried out demonstrating that due consideration has been given to delivery and servicing vehicles routings.

- 5.25. A weekly waste forecast has been undertaken for the waste generating areas of the Site for each use type proposed, and it was calculated in compliance with Manchester City Council's GD04 Guidance. The MCC Waste Proforma was completed and submitted as an appendix to the Servicing and Waste Management Strategy. Waste collection will be carried out 6 days per week.
- 5.26. Waste collections, and all other deliveries will be carried out from the public highways, at service areas on the Ducie Street side of the Site.
- 5.27. All deliveries and waste collection will only take place after 8am and before 9pm.

Landscaping and Trees

- 5.28. Landscaping arrangement for the Proposed Development will remain largely consistent with the existing arrangement on the Site.
- 5.29. A Biodiversity Net Gain Assessment was carried out in support of this Application, and it is demonstrated that the Proposed Development will deliver a 10.57% gain in habitat biodiversity units via a proposed enhancement of planting 11no. small and moderate condition native trees.
- 5.30. Please refer to Biodiversity Net Gain Statement and associated Biodiversity Net Gain Metrics, prepared by Penny Anderson Associates Ltd, submitted as part of this Application.

Operational Management

- 5.31. Drawing upon a strong track record of operating similar venues and incorporating valuable lessons learned from current operations, the Applicant is committed to minimising impacts on the amenity of local residents. This proposal integrates comprehensive operational measures specifically designed to mitigate potential disturbances related to noise, security, and anti-social behaviour, directly addressing previous concerns raised by neighbours.
- 5.32. Table 3 below outlines the key operational management measures implemented to safeguard residential amenity. For a comprehensive understanding of each measure, please refer to the corresponding standalone reports.

Table 3 Key Operational Management Measures

Document	Scope of Document	Key Measures Proposed
1. Crowd Management Plan	Outlines responsibilities and actions of the venue management team and appointed security providers, to implement a security and crowd management plan, that ensures the safety of venue patrons.	- Adhering to established capacity limits. Diecast will implement strict policies to manage the number of patrons allowed inside the venue at any given time, using ticketing systems and entry counters. - Introduction of a queue management system for the Beer Hall. Sufficient signage and lighting will be at the entrance and approach routes to the entrance, to ensure patrons move quickly into the building. All queues will be within the venue footprint, No queues will be formed on the pedestrian highway, to prevent blockage of footpaths. - The dispersal policy will be to move customers away from the venue quickly and safely without disturbance to local residents. Thirty minutes before the end of the time permitted for the provision of regulated entertainment. Music levels shall be gradually reduced to a lower volume and tempo. Customer announcements will be made requesting customers to leave the premises quietly.

Document	Scope of Document	Key Measures Proposed
		- Staff training and briefing, prior to the opening of any new elements (i.e. Night Market).
2. Outdoor Management Plan	Outlines a comprehensive protocol for the management of outdoor areas.	- Any outside area used by customers wishing to dine, drink or smoke shall be clearly delineated and covered by the CCTV system which will be installed at the premises. - The outside area shall be monitored by staff or door staff regularly when it is in use. - The area and its surroundings (Angel's Walkway) will be cleaned regularly. - Suitable receptacles shall be provided for smokers to dispose of cigarette butts. - Signs will be displayed in the area requesting customers to keep noise to a minimum. Patrons who disregard signage and verbal instructions regarding noise will be asked to move inside and/or leave the premises. - Open containers of alcohol shall not be permitted to be taken beyond the boundary of the outside area. - All patrons will be required to go indoors past 11:00pm. The outdoor space will not be accessible excluding a pre-designated smoking area which will be closely monitored by staff and door staff. - No music is to be played outside. Staff and door staff to monitor levels. - The main entrance to the venue is to be closely monitored to ensure no loitering occurs.
3. Crime Impact Statement	Outlining physical security and safety measures for the Site in order to improve its security credentials.	- Continued use of CCTV system, covering all external areas. - The building will be staffed by a security team, which will have a presence on-site 24/7, allowing for an immediate response to any incidents experienced. - The main entrance to the venue is to be closely monitored to ensure no loitering occurs. - The main external entrances to the beer hall / event space and night market will be staffed with security personnel at busy periods and during events, to control numbers, ensure safe access / egress and avoid potential conflicts arising. - Use of access control and perimeter security, including physical security measures. - External lighting will be provided to all access routes, parking areas and external

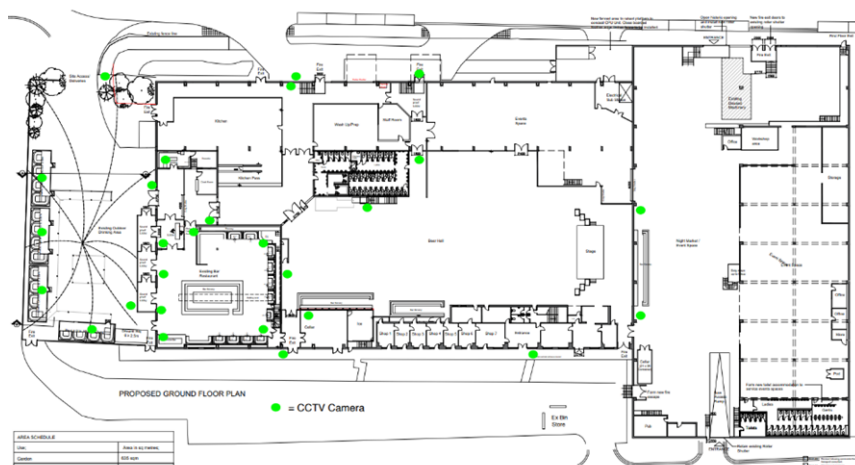
Document	Scope of Document	Key Measures Proposed
		seating areas within the Site, in accordance with BS 5489.
4. Noise Impact Assessment	Outlines a detailed strategy for the acoustic treatment of the building, alongside noise management measures.	- Restrictions on amplified music in outdoor areas. - High levels of amplified music inside the venue not to be played beyond agreed venue opening hours. - Security staff shall be positioned at site exit points to warn patrons that anti-social behaviour (including shouting) is unacceptable. Those who do not oblige should be asked to leave the area. - Signs will be introduced within the building near to exit doors asking patrons to respect the neighbours and keep noise to a minimum as they leave. - Bottles and bins to be emptied away from residential homes and during social daytime hours only. - Noise breakout from kitchens and other back of house spaces to be minimised by ensuring external doors are kept closed during operation. - Noise limiters will be in use where necessary. The noise limiters will be locked to prevent third-party performing arts (and/or their sound engineers) from disabling the devices. - Implementation of a robust complaint protocol. Any resident wishing to raise a noise complaint should be able to do so easily with the venue's management team. The management team will investigate any complaint immediately and seek to implement measure to resolve the issue swiftly. A record of complaints will be kept, along with notes on measures implemented to resolve the problem and prevent future issues.

5.33. Since the Site has been in operation in Summer 2023, the Applicant has been continuously incorporating local residents' feedback into the venue's operational arrangements. Incidents including but not limited to:

- Reconducted noise surveys to understand whether the noise limits previously established remain suitable.
- Introduced a range of measures to minimise noise impacts, including:
 - 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.
- Implemented a refined Crowd Management Strategy to ensure a more efficient exit strategy for visitors.
- Egress point of the Site has been moved to avoid patrons exiting the venue directly outside Paradise Wharf.
- At the request of residents, regular newsletter informing residents of upcoming events is to be reinstated.
- Introduced a more stringent dispersal policy, as referenced within the Crowd Management Plan submitted as part of this Application.

Figure 3 CCTV Locations at the Site



- 5.34. The Applicant has employed an experienced security consultant – FGH Security for the ongoing operation of the Site. General measures for the Site will include stewarding, deployment of security guards, and door supervision. There will be security patrols throughout the operational hours to ensure the venue is appropriately managed.
- 5.35. The Applicant understands the primary concern from surrounding residents is to dissuade anti-social behaviour. As per the existing arrangement on the Site, security personnel and safety stewards will assist in ensuring patrons are moved through the surrounding area on arrival and departure from the Site. If any issues arise at surrounding areas, the security personnel deployed on-site can (in the first instance) deal with any problems that may arise, or they can call in to FGH's Security Control and the Controller will pass this information onto Greater Manchester Police. Regular situation reports will be sought by the FGH Security controller for the duration of the Site's opening hours.
- 5.36. The Applicant is dedicated in upholding their responsibility in preventing anti-social behaviour and criminal damage. Security personnel and safety stewards will encourage patrons to arrive at and leave the local area with minimal disruption to the nearby residents.
- 5.37. The Applicant ensures that whenever the Proposed Development is hosting licensable activities, a sufficient number of trained and qualified staff based on anticipated patronage levels will be on duty. This will ensure compliance with all relevant licence terms and conditions, as well as proactive measures to prevent crime and anti-social behaviour.
- 5.38. The Applicant is dedicated to ensuring the effectiveness of the outlined operational measures and will continuously monitor their impact based on feedback received from local residents. Strategies will be adapted and refined as needed to address any emerging concerns. To foster open communication, the Applicant will issue monthly newsletters to local residents who have opted to join their mailing list. These newsletters will provide updates on upcoming events and serve as a valuable channel for sharing feedback and addressing any queries.

6. Socio-Economic Benefits

6.1. The Proposed Development will deliver significant public benefits, aligning directly with Manchester's strategic vision for economic growth, cultural enrichment, and sustainability. These benefits are deeply intertwined and work in synergy to create a positive impact on the City.

6.2. Public benefits can be summarised as follows:

1. Economic Growth and Job Creation:

- **Employment & Skills Development:** Diecast will continue to be a major employer. Once the night market is operational, Diecast will employ approximately 250 people. Jobs range from bar staff and musicians to those employed by the SME's (florists, robotics technicians and costume designers). There are currently 20 self-employed dancers and 20 self-employed sound, light and stage technicians. Diecast will continue to provide valuable training and career development opportunities, enhancing the local workforce's skill level.
- **Significant Tax Revenue:** The Proposed Development will generate approximately £2.5 million in annual tax revenue, providing crucial funding for public services and infrastructure improvements.
- **Sustained Local Supply Chain:** The Applicant will continue to contribute to the regional economy by sourcing ingredients, beverages, and supplies from local vendors.
- **Attracting Investment:** The large-scale venue acts as a magnet for further investment, attracting capital not just for itself but also for surrounding businesses, further stimulating economic growth.
- **Boosting Tourism & the Visiting Economy:** A thriving leisure and entertainment venue will contribute to Manchester's reputation as a vibrant city, attracting more visitors and boosting the local tourism industry. The approved scheme currently enjoys circa. 20,000no. patrons per week, with associated spending in Manchester by patrons amounting to circa. £400 million (based on day patrons (50% of all patrons) spending average £78, and overnight patrons (50% of all patrons) spending £700 on a two night stay).
- **Delivery of Incubator Space:** A key feature of the Proposed Development is the provision of dedicated "incubator space" within the office component. This space is specifically designed to support small and medium-sized enterprises (SMEs) and start-ups, fostering innovation and technological advancement within the city.

2. Enhancing Manchester's Cultural Identity:

- **Entertainment Hub & Community Gathering Space:** The Proposed Development will continue to serve as a social hub, whilst fostering community connections and providing a space for people to socialise. The Applicant aims to continue a programme of wide-ranging events, enhancing its strong social profile.
- **Supporting Local Artists:** The venue will continue its direct support of local musicians and performers, contributing to a vibrant and diverse cultural scene.
- **Cementing Global Reputation:** Manchester is known for its vibrant cultural scene. Diecast further solidifies this reputation, attracting world-class performers and events that draw widespread attention.
- **Complementing Existing Assets:** The venue works in synergy with existing cultural institutions like Aviva Studios and the Co-op Live Arena, creating a more comprehensive and attractive cultural ecosystem.
- **Enriching the Night-Time Economy:** Manchester aims to cultivate a safe and diverse night-time economy. A well-managed venue provides a controlled and appealing environment for residents and visitors to enjoy evening entertainment.

3. Supporting Manchester's Sustainability Goals:

- **Continued Use of Sustainable, Brownfield Site:** The Proposed Development has breathed new life into a brownfield site, maximising the use of existing infrastructure and minimising environmental impacts. Without the current and planned future operations, the site would likely revert to a vacant and derelict state, undermining the positive contributions made to urban regeneration and environmental sustainability.
- **Promoting Sustainable Transport:** The venue's location encourages the use of public transportation, cycling, and walking, reducing reliance on cars and contributing to a greener city.

4. Social Impact:

- **Charity Support:** The Applicant will continue its commitment to donating 3% of turnover to local charities, building upon the significant funding already raised for organisations like the Greater Manchester Youth Federation.
- **Wide-Ranging Events Programme:** The Proposed Development will continue its programme of diverse events, further strengthening its social profile and offering valuable experiences to the community.
- **Safety and Security Enhancement:** The venue contributes to natural surveillance and an enhanced sense of security in the area.

6.3. The Proposed Development at the Diecast site represents a powerful combination of economic, cultural, and sustainable benefits. It aligns perfectly with Manchester's strategic vision, promising a positive and lasting impact on the City and its residents.

7. Planning Assessment

7.1. Section 38(6) of the Planning and Compulsory Purchase Act 2004 (PCPA) states:

“If regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise.”

Planning Framework

7.2. The Development Plan and Material Considerations for the Site and Proposed Development is comprised of the following:

- The 2012 Manchester Core Strategy and Addendum to the Manchester Core Strategy (2024);
- Saved Policies of the 2006 Manchester Unitary Development Plan (UDP);
- The Places for Everyone Plan (2024); and,
- Addendum to Manchester Core Strategy 2024 which notes the Core Strategy policies have been partially replaced by Places for Everyone (PfE) policies.

7.3. Other material considerations associated with the Proposed Development are as follows:

- The National Planning Policy Framework (the “NPPF”) (2024);
- Supplementary Planning Documents (SPDs);
- Planning Practice Guidance (PPG);
- The Manchester Piccadilly SRF (2018); and,
- The East Village Central Development Framework – Manchester Piccadilly SRF Addendum(2022) (2023) (“The East Village Central Development Framework (2023)”).

Site Allocation

7.4. Under the provisions of Manchester City Council’s Proposals Map (2012), the Site is allocated to be within:

- Manchester City Centre; and,
- Regional Centre.

Relevant Planning Policies and Material Considerations

7.5. All relevant planning policies and material considerations are set out in Table 4 below in detail.

Table 4 Relevant Planning Policies and Material Considerations

Document	Policy
Manchester Core Strategy (2012)	Policy SP1 – Spatial Principles Policy EC1 - Employment and Economic Growth in Manchester Policy EC3 – The Regional Centre Policy CC1 – Primary Economic Development Focus: City Centre and Fringe Policy CC4 – Visitors Tourism, Culture and Leisure Policy CC7 – Mixed Use Development Policy CC10 – A Place for Everyone Policy C10 – Leisure and Evening Economy Policy EN4 – Reducing CO2 Emissions by Enabling Low and Zero Carbon Development Policy EN15 – Biodiversity and Geological Conservation Policy T1 – Sustainable Transport Policy DM 1 – Development Management
Saved Policies of the 2006 Manchester UDP	Policy DC26 – Development and Noise
Places for Everyone (PfE) Plan (2024)	Policy JP-Strat1 – Core Growth Area Policy JP-Strat2 – City Centre Policy JP-S1 – Sustainable Development Policy JP-S2 – Carbon and Energy Policy JP-G8 – A Net Enhancement of Biodiversity and Geodiversity Policy JP-J1 – Supporting Long-Term Economic Growth Policy JP-P1 – Sustainable Places Policy JP-P4 – New Retail and Leisure Uses in Town Centres Policy JP-C8 – Transport Requirements of New Development
The Manchester Piccadilly SRF (2018) The East Village Central Development Framework (2023)	

Planning Policy Assessment

Principle of the Proposed Development

- 7.6. Planning policy across all levels advocates for the efficient and effective utilisation of brownfield land. This principle is explicitly emphasised in Chapter 11 of the NPPF, which underscores the importance of maximising the use of previously developed or brownfield sites. Paragraph 125(c) of the NPPF further strengthens this stance by affording substantial weight to proposals that leverage suitable brownfield land within settlements to accommodate housing and other identified needs. PfE Policy JP-S1 (Sustainable Development) echoes this, confirming that authorities should make as much use as possible of suitable previously developed (brownfield) land and vacant buildings to meet development needs. The continued operation of the venue on an existing site aligns with this principle.

- 7.7. Chapter 6 of the NPPF emphasises the role of planning policies and decisions in fostering an environment conducive to business investment, expansion, and adaptation. Paragraph 85 specifically mandates that "*significant weight*" be given to proposals that support economic growth and productivity. This consideration should encompass both the needs of local businesses and the broader opportunities for development within the area. The continued operation of Diecast aligns with this principle, as its proven success demonstrates a clear need for this type of leisure and entertainment venue.
- 7.8. Chapter 7 of the NPPF advocates for a proactive approach to the growth and adaptation of town centres, recognising their vital role as community hubs. This is reinforced by PFE Policy JP-J1 (Supporting Long-Term Economic Growth) and Core Strategy Policy CC10 (A Place for Everyone), both of which support economic diversity. Policy CC10 explicitly encourages developments that increase the diversity of activity in Manchester City Centre. The continued operation of the venue directly contributes to this objective by offering a diverse range of uses, including bar and restaurant space, retail units, offices, and SME spaces. The building provides a truly unique and adaptable space, that can host a wide range of commercial, institutional and charity events.
- 7.9. In terms of its location, the continued operation of Diecast within Manchester's Regional Centre and City Centre directly aligns with PFE Policies JP-Strat1 (Core Growth Area) and JP-Strat2 (City Centre), and Core Strategy Policies SP1 (Spatial Principles) and CC1 (Primary Economic Development Focus). PFE Policies JP-Strat1 (Core Growth Area), JP-Strat2 (City Centre) emphasise the role Manchester City Centre plays in the Greater Manchester economy, noting that it offers a large range of employment, shopping, leisure and tourism opportunities, attracting significant numbers of visitors to Greater Manchester. Core Strategy Policy SP1 designates the Regional Centre as a focal point for economic, commercial, leisure, and cultural activity, and Policy CC1 emphasises the City Centre's strategic importance for employment. Therefore, Diecast's location within the Regional Centre and City Centre is entirely appropriate, as it contributes to the area's diverse offering and supports its role as a key economic driver for the city and the wider region.
- 7.10. In turning to the uses proposed, Core Strategy Policies CC1 and EC1 encourage a wide mix of uses within the City Centre, attracting visitors, investment, and a diverse workforce. The latter specifically references the importance of cultural and tourism facilities, as well as other employment generating uses, within the City Centre. The Proposed Development, encompassing a diverse range of employment-generating uses across various sectors, aligns with these policies. Existing SMEs operating from the Site, employing individuals in professions ranging from musicians and dancers to robotics technicians and costume designers, demonstrating diversity. As detailed in Section 6, the continued operation of Diecast will support approximately 250 jobs, making it a significant local employer. This directly contributes to local employment levels while also providing valuable training and development opportunities, investing in the skills and career progression of its workforce and enhancing the overall skill base within the local economy. The inclusion of incubator space is a particularly noteworthy aspect of the development, showcasing a commitment to nurturing emerging businesses and creating a more diverse and resilient local economy. This valuable office space is specifically designed to support small and medium-sized enterprises (SMEs) and start-ups, fostering innovation, technological advancement, and entrepreneurialism, which further bolsters economic growth and productivity.
- 7.11. Core Strategy Policy CC4 explicitly encourages improvements to existing cultural and visitor attractions, noting that proposals to improve the appearance, use and accessibility of all cultural and visitor attractions and associated facilities will be supported. This Application directly addresses this, by proposing the continued and improved operation of a successful leisure and entertainment venue.
- 7.12. In accordance with Core Strategy Policy CC7 (Mixed Use Development) the Proposed Development will promote active ground floor use, by continuing food and beverage, retail, and leisure uses on the Site, which will enrich the public realm by drawing footfall to this area of the City Centre. In this respect, Proposed Development will continue to provide a strong sense of place.
- 7.13. In terms of accessibility, due consideration has been made to provide full access for people with different accessibility needs. As referenced within Section 5 of this Statement, access for disabled people is provided as part of the Proposed Development. The Proposed Development is therefore in line with Core Strategy Policy CC10 and PFE Plan Policy JP-P1.
- 7.14. In accordance with PFE Plan Policy JP-S1 (Sustainable Development), the Proposed Development aims to maximise its economic, social and environmental benefit, as set out in Section 6 of this Planning Statement.

- 7.15. In consideration of the above, the Proposed Development is considered to be in accordance with national, regional and local planning policy.
- 7.16. It should be noted that the Site is located within the boundaries of two Strategic Regeneration Frameworks (SRF): The Manchester Piccadilly SRF (2018), and The East Village Central Development Framework (2023). Whilst these SRF's do not constitute planning policy, they are material considerations in the determination of planning applications. The Manchester Piccadilly SRF (2018) earmarked East Village to be a residential-led mixed-used area, with retail spaces, cafes, and bars. The SRF promotes the delivery of active street frontages and ground floor uses, to reinforce a strong sense of place. The East Village Central Development Framework (2023) was prepared to guide the future long-term regeneration of the wider area, as spearheaded by the redevelopment of the adjacent Stockton's Site. The SRF sets ambitions to deliver a high-quality mixed-use area, with residential, commercial and business spaces.
- 7.17. The Proposed Development broadly aligns with the aspirations of the SRF's, and directly responds to the East Village Central Development Framework Vision which sets the intention for East Village Central to be a *"a unique and playful quarter of the city centre"*. The continued operation of Diecast will ensure active frontages and activity in this area of the City Centre.
- 7.18. Another material consideration is the extant planning permission for the Site. The temporary planning permission was granted on the basis of the proposed use being compliant against much of the above policies (noting that the NPPF has been updated and PFE Plan has been adopted since). Under this Application, we are simply proposing uses that have already been deemed acceptable on the Site.
- 7.19. The extant temporary planning permission for the site is another material consideration, which was granted based on the proposed use aligning with many of the aforementioned policies (acknowledging that the NPPF has been updated and the PFE Plan adopted since the original approval). This Application seeks to continue uses that have already been deemed acceptable on the Site.
- 7.20. In consideration of the above planning policy context and material considerations, the principle of development should be considered acceptable.

Environmental Consideration

Energy and Sustainability

- 7.21. Core Strategy EN4 (Reducing CO₂ Emissions by Enabling Low and Zero Carbon Development) notes all development must follow the energy hierarchy to reduce the need for energy and promotes the use of building materials with low embodied carbon in refurbishment schemes.
- 7.22. PFE Plan Policy JP-S2 (Carbon and Energy) promotes the retrofitting of existing buildings with measures to improve energy efficiency and that developments should strive to be net zero carbon.
- 7.23. The Proposed Development is predominantly served by an all-electric energy strategy, which utilises grid mix electricity. Consequently, as the UK electricity grid's CO₂ footprint continues to improve, so would the carbon dioxide emissions associated with the operational phase of the Proposed Development.
- 7.24. The approved scheme (Ref: 133523/FO/2022), together with the Proposed Development, reduce the embodied carbon lifecycle impact by the following measures:
- Reusing the existing structures and walls associated with the existing building, minimising the upfront embodied carbon levels associated with the Proposed Development.
 - Less energy intensive virgin materials have been consumed, which are typically associated with substructure and framework construction methods required for new construction projects.
- 7.25. Full details could be found within the Sustainability and Energy Statement, prepared by Element Sustainability, submitted in support of this Application.
- 7.26. Therefore, the Proposed Development positively addresses Core Strategy EN4 and PFE Plan Policy JP-S2.

Ecology and Biodiversity Net Gain

- 7.27. Core Strategy EN15 (Biodiversity and Geological Conservation) notes “*developers will be expected to identify and implement reasonable opportunities to enhance, restore or create new biodiversity.*”
- 7.28. By the same token, PfE Plan Policy JP-G8 (A Net Enhancement of Biodiversity and Geodiversity) emphasises on the importance to introduce biodiversity net gain where appropriate.
- 7.29. A Biodiversity Net Gain Assessment was carried out in support of this Application, and it is demonstrated that the Proposed Development will deliver a 10.57% gain in habitat biodiversity units via a proposed enhancement of planting 11no. small and moderate condition native trees.
- 7.30. Please refer to Biodiversity Net Gain Statement and associated Biodiversity Net Gain Metrics, prepared by Penny Anderson Associates Ltd, submitted as part of this Application for details.
- 7.31. Therefore, the Proposed Development positively addresses Core Strategy EN15 and PfE Plan Policy JP-G8.

Transport

- 7.32. Core Strategy Policy T1 (Sustainable Transport) outlines developments should “encourage modal shift away from car travel to public transport, cycling and walking” and “facilitate modes of transport that reduce carbon emissions”.
- 7.33. PfE Plan Policy JP-C8 (Transport Requirements of New Development) also encourages “new development to be located and designed to enable and encourage walking, cycling and public transport use, to reduce the negative effects of car dependency”.
- 7.34. The Proposed Development does not introduce any uplift of car parking spaces. There will continue to be 29no. car parking spaces, as there is currently. The Applicant has confirmed that the car parking spaces on-site will not be accessible to patrons to the Site in order to promote sustainable transport. The Proposed Development retains the 20no. cycle parking spaces as exist to promote uptake of sustainable transport and encourage visitors to cycle when visiting the Proposed Development. Moreover, as referenced in Section 4 of this Statement, the Site is well connected to key destinations by a comprehensive network of pedestrian routes and of close proximity to several cycleways, encouraging use of these infrastructures.
- 7.35. Given the Site’s location within Manchester City Centre, the Site is highly accessible on foot and via public transport from large areas of the City Centre. The Site enjoys exceptional level of accessibility by public transport (rating of 8 out of 8 on Greater Manchester Accessibility Level).
- 7.36. The Proposed Development is supported by a Transport Statement and a Framework Travel Plan, prepared by SK Transport. Specifically, the Framework Travel Plan seeks to promote sustainable travel choices and reduce single occupancy car use.
- 7.37. As such, the Proposed Development is in line with Core Strategy Policy T1 and PfE Plan Policy JP-C8.

Crime Prevention

- 7.38. Core Strategy Policy DM1 (Development Management) notes that all developments should have regard to community safety and crime prevention.
- 7.39. A Crime Impact Statement, prepared by the Greater Manchester Police has been submitted in support of this Application.
- 7.40. Cognisant of the Proposed Development’s limited scope on external alterations, a range of appropriate physical security measures have been recommended.
- 7.41. The Statement states that on basis that all reasonable effort has been made to address issues / implementing measures recommended within the Statement, the Greater Manchester Police would be in supportive of the Proposed Development.
- 7.42. The Applicant has subsequently confirmed that they will endeavour to, where practical, implement all recommended physical security measures as part of the Proposed Development.
- 7.43. Therefore, the Proposed Development is in compliance with Policy DM1 in relation to community safety and crime prevention.

Amenity Considerations (Waste and Servicing, Ventilation, and Noise)

- 7.44. Core Strategy Policy DM1 (Development Management) requires that all development should consider specific issues related to the nature of the development.
- 7.45. Core Strategy Policy C10 (Leisure and the Evening Economy) notes that development that supports the evening economy will be permitted on the basis that the proposals do not create an unacceptable impact on neighbouring uses in terms of noise and disturbance.
- 7.46. Furthermore, Saved Policy DC26 (Development and Noise) of the 2006 Manchester UDP notes that *“the Council intends to use the development control process to reduce the impact of noise on people living and working in, or visiting, the City”*.

Waste and Servicing

- 7.47. To minimise impact to the local environment, the Applicant has reviewed and provided a Site Waste Management Strategy prepared by SK Transport, submitted as part of this Application alongside the requisite Manchester City Council Waste Proforma. The Strategy details the arrangement for the collection of general and recyclable waste, and where deliveries will be served.
- 7.48. It is concluded that appropriate provision of refuse facility and refuse collection arrangement will be in place to serve the Proposed Development, and due consideration has been given to ensure the Proposed Development will be compliant with Manchester City Council’s GD04 Guidance.

Ventilation

- 7.49. A Ventilation and Odour Strategy have been submitted as part of the Application, which demonstrate that the Proposed Development will be adequately ventilated throughout and adverse impact to the air quality will be kept to a minimum. This includes kitchens, retail units, service areas, stage and seating areas and sanitary facilities. The Ventilation and Odour Strategy has been designed to protect neighbouring uses from unwanted vapours and odour.
- 7.50. This ensures that the Proposed Development is in compliance with Policy DM1.

Noise

- 7.51. We note that since the opening of Diecast in Summer 2023, a number of complaints have been raised by neighbours with regards to noise and disturbance. These concerns primarily relate to music emanating from the venue and noise generated by patrons leaving late at night.
- 7.52. In instances where noise complaints have been received, the Applicant has proactively engaged in dialogue to fully comprehend the concerns and identify the most effective on-site noise control measures. Furthermore, the Applicant has been eager to determine if any additional steps can be taken to enhance the acoustic environment for those residing nearby, in residential buildings that might be particularly susceptible to noise due to pre-existing insulation issues.
- 7.53. The Applicant is committed to minimising noise pollution from Diecast and is dedicated to finding solutions that benefit everyone.
- 7.54. The Applicant has taken all concerns seriously and has invested in various measures to enhance the acoustic performance of the Site. These measures include:
- Installing of quad sound board and rockwool internal walls;
 - Sealing all metal frames with acoustic mastic;
 - Increasing the thickness of all walls to 460mm;
 - Building sound lobbies at the main entrance, acoustically treated glazing; and changed doors at the main entrance to ensure an improved acoustic performance;
 - Fitting out the Beer Hall with 50 x 150mm thick acoustic baffles; and,

- Implemented a more refined Crowd Management Strategy to ensure a more efficient exit strategy for patrons.

7.55. This Application is submitted alongside an Acoustic Assessment Report, prepared by Jameson Acoustics.

7.56. The Assessment analyses noise breakout from various event spaces across Diecast, including Leno Ex Machina, the Beer Hall and Night Market. The Assessment includes baseline noise level surveys and proposes music and plant noise limits based on background levels. The Assessment details further acoustic treatment strategies for the venue (particularly the Night Market, which is not yet operational and requires fit out and roof repairs), such as roof and wall modifications, noise limiters, and sound insulation between spaces. A Noise Management Plan is also included, detailing measures to minimise noise arising from patrons exiting the venue late at night.

7.57. In particular, we understand the main concern raised by residents at Paradise Wharf is bass sound emanating from the Beer Hall. In response, the aforementioned noise limiters are to be set to specifically eradicate this issue.

7.58. The Assessment concludes that, subject to adhering to the permissible internal noise levels set out therein, the Proposed Development accords with National Planning Policy, Core Strategy Policies DM1 and C10, and Saved UDP Policy DC26, as well as Guidance set out within MCC'S Planning & Noise Technical Guidance Supplementary Planning Document (SPD).

Summary

7.59. This Section provides a summary of how the Proposed Development has been comprehensively assessed in relation to the Development Plan and other material considerations.

7.60. The conclusion of this process is that the Proposed Development is in accordance with the Development Plan when taken as a whole and positively address the material planning considerations such that they merit the support of the Local Planning Authority.

8. Conclusion

- 8.1. This Planning Statement has been prepared by Deloitte LLP in support of a Full Planning Application for the continued use of Diecast as a mixed-use commercial development (Use Class E and Sui Generis), comprising office and creative spaces, food and beverage spaces, night-market, garden, retail spaces, and back-of-house areas.
- 8.2. The Site currently benefits from temporary planning permission for a period of 3no. years, under Planning Permission Ref: 133523/FO/2022, and has been operated by the Applicant since July 2023. This Application seeks to secure the long-term future of Diecast, building upon the successes of its temporary operation and incorporating valuable lessons learned during this period. This Application does not introduce any new uses to the Site, nor will it propose any changes to the opening hours as approved by the temporary planning permission Ref: 133523/FO/2022.
- 8.3. The Applicant, A Very Inc., has a proven track record in operating some of Manchester's most popular food and beverages ("F&B") entertainment venues, including Ramona and the Firehouse on Great Ancoats Street. The Applicant is instrumental in pushing the limit of Manchester's F&B offering, with a passion to reimagine, reuse, and breathe life into historic underused buildings and neighbourhoods in Manchester.
- 8.4. Since its opening, Diecast has delivered tangible benefits to the local community and wider city, acting as an economic catalyst by generating approximately £2.5 million in annual tax revenue, supporting local businesses through its supply chain, and creating 250 jobs. In this respect, Diecast is, and will continue to be, a significant contributor to Manchester's economy. Diecast contributes to Manchester's cultural scene by hosting various events, including live music and community gatherings. The venue also shows its commitment to the community by donating 3% of its turnover to local charities, such as the Greater Manchester Youth Federation. A full appraisal of socio-economic benefits can be found in Section 6 of this Statement.
- 8.5. Diecast's success is inherently tied to its unique location and the character of the former Presbar Diecasting Factory. This project represents a commitment to sustainable development by adapting and celebrating the existing structure, a more environmentally responsible approach than new construction. The design thoughtfully integrates original machinery and preserves a piece of Manchester's industrial history.
- 8.6. Importantly, there are no other sites within Manchester City Centre that could accommodate the scale and diverse mix of uses that Diecast offers. Its location between Piccadilly and Etihad Campus is ideal, bridging the gap between these destinations and creating a vibrant entertainment corridor. This central location also aligns with sustainability goals, offering convenient access to public transport, walking, and cycling routes.
- 8.7. The Applicant acknowledges that during the initial opening and teething stages of operation, some concerns were raised by local residents, particularly regarding noise and disturbance. These concerns have been taken seriously, and in direct response, the following measures have been implemented:
 - Noise Mitigation: Installation of sound lobbies, acoustic baffles, and enhanced sound insulation throughout the venue, as detailed in the Acoustic Assessment Report by Jameson Acoustics.
 - Crowd Management: A refined Crowd Management Plan, prepared by FGH Security, ensures the efficient and orderly arrival and departure of patrons, minimising disruption to surrounding streets.
 - Security Protocols: 24/7 on-site security, CCTV monitoring, and regular liaison with Greater Manchester Police ensure a safe and secure environment for both patrons and residents.
 - Ongoing Dialogue: The Applicant remains committed to open communication with residents and will continue to proactively address any concerns that may arise.
- 8.8. This Planning Statement has demonstrated that the Proposed Development is in accordance with the Development Plan and relevant material considerations. The Applicant has carefully considered the project's impact on the community, implementing mitigation measures and engaging in open dialogue to ensure the long-term viability of Diecast as a valuable asset to Manchester.



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