

CAVENDISH

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Ironworks, Crabtree Lane, Openshaw Statement of Community Involvement

Created for Keepmoat

March 2025

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Executive Summary.

Keepmoat is bringing forward proposals for 194 new homes located on land off Crabtree Lane in Openshaw, Manchester. The proposals incorporate a mix of apartments and houses and will see the redevelopment of a brownfield, former industrial site.

The proposed development site is bounded to the north by the Ashton Canal and to the south by existing development. The site itself is a mixture of disused former industrial buildings and hardstanding, much of which have fallen into disrepair or have been overgrown with self-seeded vegetation.

The proposals are in alignment with the recently adopted 'Places For Everyone' plan and other local housing and regeneration policies, aligned to the objectives of Manchester City Council. Keepmoat is bringing forward proposals that are sympathetic to the site's industrial heritage in East Manchester, while encouraging active travel by improving pedestrian and cycle infrastructure, and public transport usage given its location close to two frequent Ashton-Manchester bus routes and two Metrolink tram stops.

Keepmoat is committed to working with the local community regarding its proposals. Residents and stakeholders were given the opportunity to provide feedback regarding the proposals via a pre-application public consultation process.

In advance of launching the public consultation, Keepmoat notified local Councillors to make them aware of the proposal and planned consultation and to offer a briefing with the project team.

On Friday 7 February 2025, 1,425 local households and businesses were sent a community newsletter with details of the consultation website hosting an online feedback mechanism, a freephone information line number and a feedback email address. The consultation was open for feedback from Friday 7 February until Friday 21 February 2025.

This has ensured that the local community had an opportunity to understand the proposals, discuss them with members of the project team and provide their feedback before the submission of a planning application.

Keepmoat has reviewed all the feedback received to date, and the main comments raised by the local community have been addressed within this document and the wider material submitted as part of the planning application.

Following submission of the application, Keepmoat will ensure that interested parties and key stakeholders remain informed and updated regarding the proposals.

1. Introduction.

- 1.1.1 Keepmoat is bringing forward proposals for 194 new homes located off Crabtree Lane in Openshaw. As well as improvements to nearby pedestrian and cycling infrastructure.
- 1.1.2 Keepmoat is committed to consulting stakeholders and the local community about its planning applications and has extensively engaged with local residents, community groups, local councillors, and other relevant third-party stakeholders about its ambitions for Openshaw.
- 1.1.3 This document has been produced with the aim of clearly and concisely highlighting the community consultation undertaken by Keepmoat in respect of its proposal for the site. It provides a chronological account of the consultation activity that has been undertaken within the pre-application stages of the planning application and the activity that Keepmoat proposes to undertake post submission.
- 1.1.4 To assist with the community consultation process, Keepmoat appointed Cavendish Consulting, a specialist communications consultancy, to form part of its wider project team for the scheme.
- 1.1.5 All feedback received is accounted for and represented within this document.

2. Background.

2.1 The proposal site



Red line boundary of the site

- 2.1.1 The proposal site consists of a disused former forge on Crabtree Lane, Openshaw, which is bounded by the Ashton Canal to the north and development to the other three boundaries.
- 2.1.2 The site currently consists of disused industrial buildings and hardstanding, much of which has become overgrown with self-seeding vegetation.

2.2 Proposals

- 2.2.1 Keepmoat is submitting a detailed planning application to Manchester City Council for 194 new homes comprising 124 one and two bedroomed apartments and 70 two, three and four bedroomed houses.
- 2.2.2 This would involve the demolition of the existing industrial buildings and redevelopment of the site with roads, homes, footpaths, and cycling infrastructure.
- 2.2.3 The proposals would utilise the existing access from Crabtree Lane, which would be improved to incorporate better pedestrian and cycling infrastructure.

3 Consultation.

3.1 National Planning Policy Framework (December 2024)

- 3.1.1 The National Planning Policy Framework (NPPF) sets out the Government's policies for England and outlines how these policies should be applied.
- 3.1.2 Keepmoat has paid regard to the NPPF at Paragraph 40 when it states that *“early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties.”*
- 3.1.3 It goes on to highlight at Paragraph 41 that *“Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take up of any pre-application services they offer. They 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.”*
- 3.1.4 Paragraph 42 outlines that the Local Planning Authority should encourage other parties to take maximum advantage of the pre-application stage, noting that *“the more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits.”*

3.2 Manchester City Council Statement of Community Involvement

- 3.2.1 Manchester City Council's SCI contains guidelines for developers to follow when consulting on planning applications within the boundaries of the local authority and encourages a pre-application consultation period to be undertaken by the Council.

The SCI states, at Section 9: “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. This will mean that there are likely to be fewer objections once an application is submitted.”

- 3.2.2 In response to both national and local planning policy, Keepmoat's public consultation programme had several key objectives:
- To encourage input from the local community, including residents and councillors
 - To provide the community with a genuine opportunity to provide feedback on the plans
 - To allow people to become actively involved in the process
 - To identify and address any issues raised by the local community and stakeholders

- 3.2.3 Therefore, prior to submitting the formal planning application for the site, Keepmoat undertook a programme of community consultation, as outlined in this Statement of Community Involvement.

3.3 Engagement with stakeholders

- 3.3.1 An advanced notification was sent out to relevant stakeholders prior to the consultation launch. This introduced the proposals and offered a meeting to discuss them in more detail. This was sent to:
- Councillor Donna Ludford (Clayton and Openshaw)
 - Councillor Sean McHale (Clayton and Openshaw)
 - Councillor Tom Robinson (Clayton and Openshaw)

3.4 Consultation Newsletter

- 3.4.1 A consultation newsletter was hand delivered to 1,425 residential addresses on Friday 7 February 2025. This launched the consultation and provided information about Keepmoat, the proposals and how to provide feedback. The following map illustrates the distribution area.



Newsletter distribution area

- 3.4.2 The two-page A4 newsletter contained the following information:

- An overview of the proposals
- Illustrative CGIs of what some homes would look like
- Details of the project website
- Overview of Keepmoat
- Benefits of the proposed development
- Email and freephone contact details
- Details of the drop-in consultation event

- 3.4.3 **A copy of the newsletter can be found at Appendix 7.1**

3.5 Consultation website

- 3.5.1 A consultation website was created to display information about the proposals with an online feedback mechanism. This was hosted at:
<https://ironworksopenshaw.consultationonline.co.uk/>
- 3.5.2 The website was open for comments on the consultation website between Friday 7 February until Friday 21 February 2025.
- 3.5.3 The purpose of the website was to present the proposals to the wider community and gain additional feedback prior to submitting a full planning application.
- 3.5.4 The website included information about:
- The consultation
 - Background to Keepmoat
 - Access and connectivity
 - Benefits of the development
 - Next steps
- 3.5.5 **A screenshot of the project webpage can be found at Appendix 7.2**

3.6 Drop-in consultation event

- 3.6.1 An in-person public exhibition was held on **Tuesday 11 February at Higher Openshaw Primary School**, a centrally located venue which was accessible to members of the public.
- 3.6.2 The in-person public exhibition was attended by 11 people who were able to view the proposals, speak with members of the project team and provide their comments.
- 3.6.3 **The exhibition boards can be found at Appendix 7.3**



An image from the exhibition

3.7 Freephone information line and feedback email

- 3.7.1 During the consultation, access to a freephone information line was offered to those who wished to find out more about the proposals, or to register their comments via the telephone.
- 3.7.2 The number used (0800 066 8941) was in operation Monday-Friday between the hours of 9:00am and 5:30pm. Outside these hours a message facility was available for voicemails to be left and responded to at the earliest opportunity to ensure information was readily available and queries or concerns addressed.
- 3.7.3 A feedback email address (north@consultation-online.co.uk) was available for members of the public to ask for further information or to record their feedback.
- 3.7.4 During the consultation we received 2 calls and 0 emails.

4 Feedback Received.

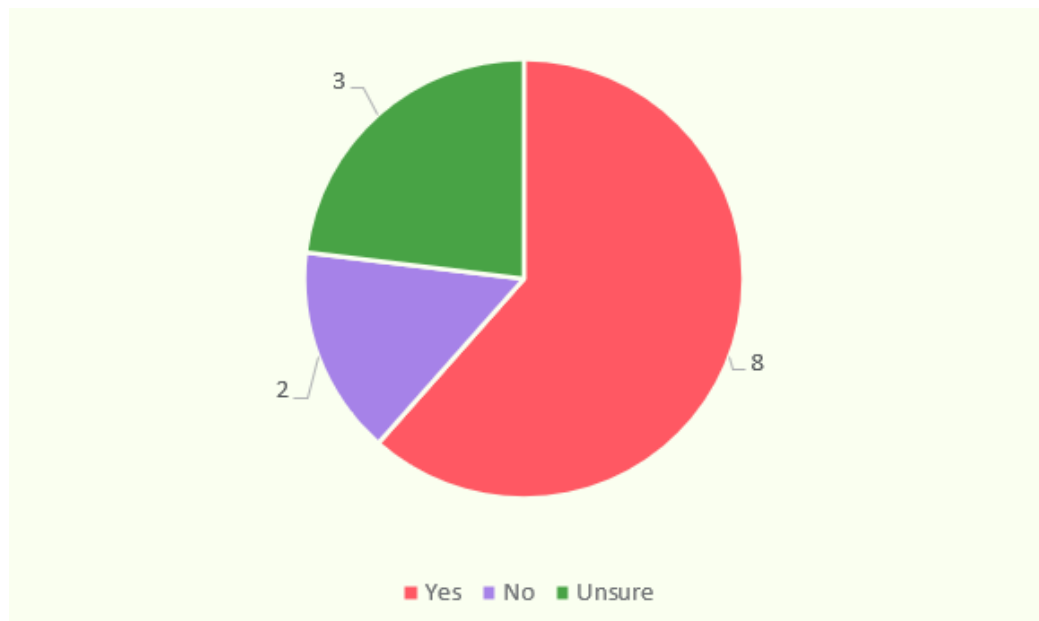
4.1 Feedback overview

- 4.5.1 The following section includes all comments received up until Friday 28 February 2025, including online, email and freephone responses.
- 4.5.2 All of the feedback received has been reviewed by the project team and has been considered in the final design of the proposal.
- 4.5.3 Users of both the online and paper feedback forms were asked only a small number of questions so as not to deter engagement as the local community was considered mostly people from “hard to reach” groups.
- 4.5.4 Despite efforts to maximise participation, engagement was still relatively low, though this was not unexpected for this project.
- 4.5.5 The responses received to the questions is set out below.
- 4.5.6 **Question 1: Do you agree that this site requires redevelopment?**



- 4.5.7 The response to this question demonstrates no outright opposition to redevelopment of the site amongst respondents.
- 4.5.8 The response saying “unsure” goes on to express reservations relating to potential traffic generation in the free text box provided under the general comments question.

4.5.9 **Question 2: Do you support redevelopment for new homes like those proposed by Keepmoat?**



4.5.10 This question asked respondents whether they supported proposals to redevelop the site with new homes.

4.5.11 There was a small amount of opposition to this with concerns raised about the ability of the local highway network to cope with increased traffic which could arise from the development.

4.5.12 **Question 3: This question was a free text comment box, the themes of which are responded to in section 4.2.**

4.2 Response to comments

- 4.2.1 During the drop-in exhibition, the project team responded directly to specific enquiries and questions relating to the proposals.
- 4.2.2 The issues which arose during the pre-application consultation process and Keepmoat's response to each are detailed below:

Comments	Response
Traffic generation by future residents	As part of the application submission, a Transport Assessment will be undertaken to consider the impact on the local highway network both with and without the development. The Local Authority will then consider whether this is acceptable and what, if any mitigation is required.
Traffic generation from construction activity	If approved, Keepmoat will be required to submit a Construction Management Plan to Manchester City Council, setting out the access routes, frequency and timings of any construction vehicle movements. This will set limits on construction activity with enforcement action by the Local Authority possible, should these limits be breached.

5. Post-application engagement.

5.1 On-going stakeholder engagement

- 5.1.1 Given the interest shown by residents and stakeholders in the proposals, Keepmoat will ensure information continually flows through existing channels to interested parties.
- 5.1.2 Local stakeholders will be notified that the planning application has been submitted and how they can contact the project team if they require any further information. Contact will be made with the following stakeholders:
- Councillor Donna Ludford (Clayton and Openshaw)
 - Councillor Sean McHale (Clayton and Openshaw)
 - Councillor Tom Robinson (Clayton and Openshaw)
- 5.1.3 The website will be updated with information about the application and the channels of communication (freephone and email) will remain available to members of the public.

6 Appendices

Appendix 6.1: Invitation Newsletter

Proposals for new homes Crabtree Lane, Openshaw



Keepmoat is bringing forward proposals for around 190 new homes, public open space and associated infrastructure at land off Crabtree Lane, Openshaw.

We have circulated this newsletter to encourage you to take part in the community consultation on our draft proposals, prior to the submission of a planning application.



Site and landscaping plan

The site

The site is a derelict former ironworks located by the Ashton Canal. It presents an excellent opportunity to build a sustainable neighbourhood, capitalising on the availability of local services and excellent bus and tram links to Manchester and Ashton.



Site context

Our proposals

We have developed our proposals to reflect the style of the nearby neighbourhoods whilst preserving the character of the area. The key features of our proposals are:

- Around 190 new, sustainable homes, with a mix of apartments and houses of different sizes to meet local needs
- The provision of affordable homes for local residents
- A "people-first" approach to design, with quality open space and planting throughout the site to create an attractive new neighbourhood complementing the existing development in the area, including:
 - Apartments lining the Ashton Canal to respond to the canal locks and buildings opposite
- Living streets bringing a sense of community
- A large open space in the south of the site for use by local residents
- Parking for the new homes and visitors to the apartments, to prevent antisocial parking on nearby streets
- Improvements to Crabtree Lane including the provision of a 3m wide cycleway and footway to promote sustainable travel

Key benefits of the proposals



Around 190 new homes on a site which has been derelict for some time



The delivery of affordable homes by Keepmoat, helping local people to get onto the housing ladder



The provision of public open space, to enhance biodiversity and access to this derelict site



Footway and cycle route improvements to promote sustainable travel to local amenities



Off-road parking for residents and visitors to prevent antisocial parking on nearby streets



Capitalising on frequent nearby bus and tram links to reduce car dependency



Regeneration and remediation of a former industrial site which has become a magnet for antisocial behaviour

Come and talk to us!

As part of our consultation, members of The Ironworks project team will be holding a drop in event for local people. Here we will showcase more information on our plans and provide an opportunity for you to speak with the project team.

It will take place on Tuesday 11 February, 3:30pm-5:30pm at Higher Openshaw Community School, Saunton Rd, Openshaw, Manchester, M11 1AJ.

We hope to see you there!



About Keepmoat

We're a top 10 UK house builder with a track-record of delivering quality homes across the UK. However, bricks and mortar are only one side of our corporate story.

Working alongside our partners, we have built thousands of new homes across the country, transforming brownfield sites into thriving new communities. We're also leading the way for first time buyers. Around 70% of the homes we build help people take their first steps on the property ladder.

We are delighted to have achieved 5-star builder status in the National Home Builders Federation (HBF) Awards. This is only awarded to homebuilders who receive a rating of at least 90% in the National New Homes Customer Satisfaction Survey.

For more information about Keepmoat, please visit www.keepmoat.com/corporate/about-us.

How to get involved in our consultation

Keepmoat is committed to consulting the local community on our plans. To find out more about our draft plans, please visit our project website, which will allow you to both explore our initial proposals in detail and respond to them with your views, comments, and suggestions.

The website will be open for comments:

At: ironworksopenshaw.consultationonline.co.uk

Between: 07 Feb - 21 Feb 2025

You can leave feedback by:

- Submitting the feedback form on our project website
- Emailing our project team via north@consultation-online.co.uk
- Calling our freephone information line on **0800 066 8941** and leaving a message, and a member of our team will call you back

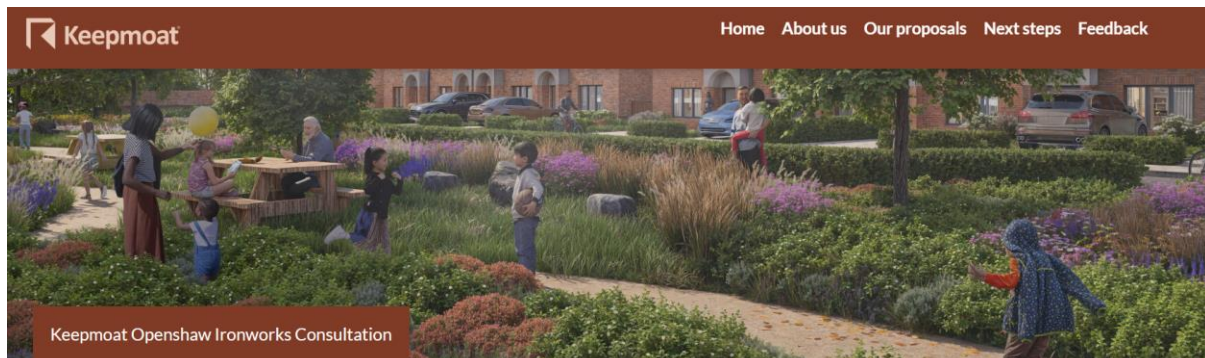
What if I don't have access to the Internet?

Keepmoat is keen to ensure that as many members of the local community as possible can engage with our consultation.

If you do not have access to the internet or are unable to attend our event, please contact us via our freephone information line – **0800 066 8941** – and a member of our project team will post the consultation materials and a feedback form to you, enabling you to view and comment on our draft plans.

Copies of the consultation materials have also been shared with Manchester City Council and local Councillors for Clayton and Openshaw.

Appendix 6.2: Project website



Welcome

Keepmoat is excited to be bringing forward proposals for around 190 new homes, alongside on-site car parking and high-quality green, open spaces.

The site off Crabtree Lane has been allocated for the development of new homes by Manchester City Council in a range of local policies. With the principle of development for housing in this location established, Keepmoat is now preparing a planning application, which includes details such as the layout of the neighbourhood as well as the design of the new homes.

In order that our development best captures and reflects, as far as possible, the comments of local people, we are undertaking a public consultation. Please take a look at the details of our proposals on this website and provide your feedback via the online portal.

Public Consultation

Keepmoat is committed to consulting with the local community regarding our plans. We have prepared this consultation website to enable the community to learn more about the proposals and share its views.

This consultation is open between Friday 7 February and Friday 21 February.

We will also be holding a drop-in consultation event at 3:30-5:30pm on Tuesday 11 February at Higher Openshaw Primary School.



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For more information about Keepmoat, please visit <http://www.keepmoat.com/corporate/about-us>.

Masterplan

Our masterplan shares our ambitions for the site.

The proposals incorporate:

- 190 high-quality new homes including a mix of apartments and houses
- High-quality green, open spaces
- Design sympathetic to the setting
- Affordable homes for local people
- On-site car parking
- Enhanced cycle and pedestrian routes



Our Proposals for Crabtree Lane

The Vision	▼
Local Context	▼
Highways and access	▼
Design	▼



Contact us

You can contact us and/or leave your feedback in the following ways:

Telephone: 0800 066 8941

Email: north@consultation-online.co.uk

Appendix 6.3: Exhibition boards

The Ironworks Land at Crabtree Lane



Welcome

Thank you for visiting our exhibition promoting our proposals for the development of land at Crabtree Lane. Our vision is to transform this derelict site with 194 new homes, on-site car-parking and high-quality green, open spaces. There are members of the project team on hand should you have any questions. We hope you find our exhibition informative.

The site

Our proposals are for a derelict, former industrial site bounded by Crabtree Lane to the west, the Ashton Canal to the north and Edge Lane allotments to the east.

The site is well-located to provide much-needed new homes in a highly sustainable location close to frequent bus and tram links.



We want to hear from you

We want to know what you think about our plans.

Once you have had an opportunity to review the information, we encourage you to complete a feedback form or provide comments via our website ironworksopenshaw.consultationonline.co.uk so we can understand your thoughts and suggestions.

Your feedback, where possible, will be used to inform the plans prior to their submission to Manchester City Council.

0800 066 8941

north@consultation-online.co.uk

ironworksopenshaw.consultationonline.co.uk

The Ironworks Land at Crabtree Lane



Our proposals

The emerging proposals for the site's redevelopment look to transform this derelict site with a mix of houses and apartments alongside on-site parking and high-quality green, open spaces. This includes:

-  194 high-quality new homes including 124 one and two-bedroomed apartments and around 70 2, 3, and 4 bedroom homes
-  High-quality green, open space to enhance the site for new and existing residents as well as improve biodiversity
-  Scale and massing which is sympathetic and appropriate for the canal side setting and nearby buildings
-  A design drawing inspiration from the area's industrial heritage
-  The provision of affordable homes for local residents
-  Sufficient parking for residents and visitors to avoid antisocial parking on nearby streets
-  Improvements to Crabtree Lane including provision of a 3m wide cycleway and footway to promote sustainable travel

Our proposal presents a valuable opportunity to bring forward much-needed new homes in Openshaw and regenerate a derelict, previously-developed former industrial site.



0800 066 8941

north@consultation-online.co.uk

ironworksopenshaw.consultationonline.co.uk

The Ironworks Land at Crabtree Lane



Articulated Roofline



Arched Openings



Defined Base



Window Detailing



Street Rhythm



Brick Details

Design principles

A series of design principles have been developed through studying local examples which can be applied to the proposal.

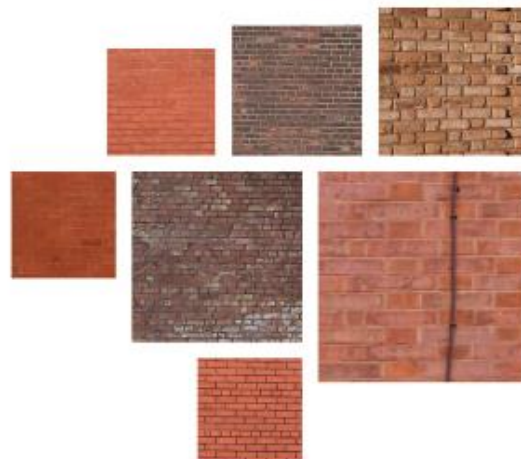
These principles come together to give a sense of belonging to that site that sits carefully in context, while also delivering high-quality contemporary architecture.

Materials

Drawing inspiration from the surrounding developments and area's industrial heritage, the chosen materials comprise of different types of brick.

Colours locally range from reds to deep purples and buff.

For our development we have chosen a mix of red and darker red, which will allow for subtle variations between buildings and a varied street scene.



0800 066 8941

north@consultation-online.co.uk

ironworksopenshaw.consultationonline.co.uk

The Ironworks Land at Crabtree Lane



Movement to, from and within the site

- The site will be served by adopted streets in line with national standards, including 2m-wide footpaths to both sides of all highways.
- Off-road parking will be provided in both property-front spaces and parking courts to prevent congestion on the highway.
- Improvements will be made to Crabtree Lane to provide a 3m-wide cycleway and 2m-wide footpath.
- The canal towpath running along the northern boundary of the site provides pedestrian and cycle access to and from the site.



Parking

All parking has been provided in line with relevant local policies. The provision is as follows:

- 62 spaces allocated to the apartments
- 100 spaces allocated to the houses
- A further 22 visitor spaces

In addition, a space for a car club car is provided, future-proofing the development for the increasingly popular move towards car-sharing.



0800 066 8941

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The Ironworks Land at Crabtree Lane



Timeline

- ❑ **February 2025**
Public consultation
- ❑ **Spring 2025**
Submission of planning application
- ❑ **Summer 2025**
Manchester City Council undertakes statutory consultation on the proposals
- ❑ **Autumn/Winter 2025**
Manchester City Council to determine the planning application (subject to change)
- ❑ **Early 2026**
Construction expected to start (subject to planning)

Let us know your views

The project team hope that you find these consultation materials informative.

We welcome your feedback and encourage you to share your views on our proposals. You can do so by completing a form here today or taking it away with you along with a freepost envelope and return it at your convenience. The survey can also be completed online at ironworksopenshaw.consultationonline.co.uk

Once the consultation period has closed on **21 February 2025** we will review the feedback received and take this into consideration before we submit a planning application to Manchester City Council.

If you would prefer to provide your feedback by telephone or e-mail, please call a member of the project team on our freephone information line **0800 066 8941** or by e-mail at north@consultationonline.co.uk



📞 0800 066 8941

✉ north@consultation-online.co.uk

🌐 ironworksopenshaw.consultationonline.co.uk

The Ironworks Land at Crabtree Lane



0800 066 8941

north@consultation-online.co.uk

ironworksopenshaw.consultationonline.co.uk

The Ironworks Land at Crabtree Lane



Local context

Our proposed development is in a highly sustainable location being:

- A 5-minute walk to the frequent 216 bus route and less than 10-minutes from the 219 bus route, both providing connections to Manchester and Ashton.
- Less than a 10-minute walk from Edge Lane Tram Stop.
- Located on the Ashton Canal, with the towpath providing pedestrian and cycle access to the city centre.
- Less than a 10-minute walk to primary and secondary schools.
- Less than a 5-minute walk to a supermarket.
- Within a 10-minute walk to a GP practice.



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