



Statement of Community Involvement Stocktons, Ancoats

Liquid Business (Manchester) Limited
March 2025

The ideas and information contained within this report and any other associated documents are of a confidential nature and must not be passed on to any third party without the prior written consent of Cavendish Consulting.

Contents.

Executive Summary.....	3
1. Introduction.....	4
2. Background.....	5
2.1 The site.....	5
2.2 Proposal	5
3. Engagement.....	7
3.1 National Planning Policy Framework (December 2024)	7
3.2 Manchester City Council's Statement of Community Involvement	8
3.2 Stakeholder Engagement.....	8
3.3 Public Consultation	10
3.4 Virtual Exhibition	11
3.5 Information line and email address	12
4. Feedback Summary.....	13
4.1 Feedback received	13
4.2 Response to comments	15
5. Post-application consultation.....	18
5.1 On-going stakeholder engagement.....	18
6. Appendices.....	19

Executive Summary.

Liquid Business (Manchester) Limited is bringing forward proposals for a new residential and commercial development at the site of Stocktons furniture store, at Store Street, Ancoats.

Liquid Business (Manchester) Limited is committed to engaging with the local community regarding its proposals for a new mixed-use development in Ancoats.

The development will provide 758 new one-, two- and three-bed apartments across two buildings alongside over 45,000sqft of commercial space, including retail units on the ground floor.

The proposals include having 55% of the site dedicated to open public space, providing significant investment to add extensive landscaping aimed at adding value to the wider Ancoats community.

To ensure residents living nearby could have their say, and in line with requirements around community consultation as well as Manchester City Council's Statement of Community Involvement (SCI), a virtual exhibition of the proposals was held from Monday 28 October– Monday 11 November 2024. To promote this, 500 newsletters were hand-delivered to nearby apartment developments and businesses and targeted social media advertising took place. Meetings were also held with stakeholders as part of the consultation process.

A range of views were provided by residents and stakeholders, which Liquid Business (Manchester) Limited has sought to respond to through the planning application.

Liquid Business (Manchester) Limited is committed to engaging with the community throughout the application process, and following the submission of the application, will ensure that all interested parties and key stakeholders are kept up to date about the process.

This document provides a chronological account of the pre-application consultation undertaken, a review of the feedback that has been received and proposals for further post-submission engagement.

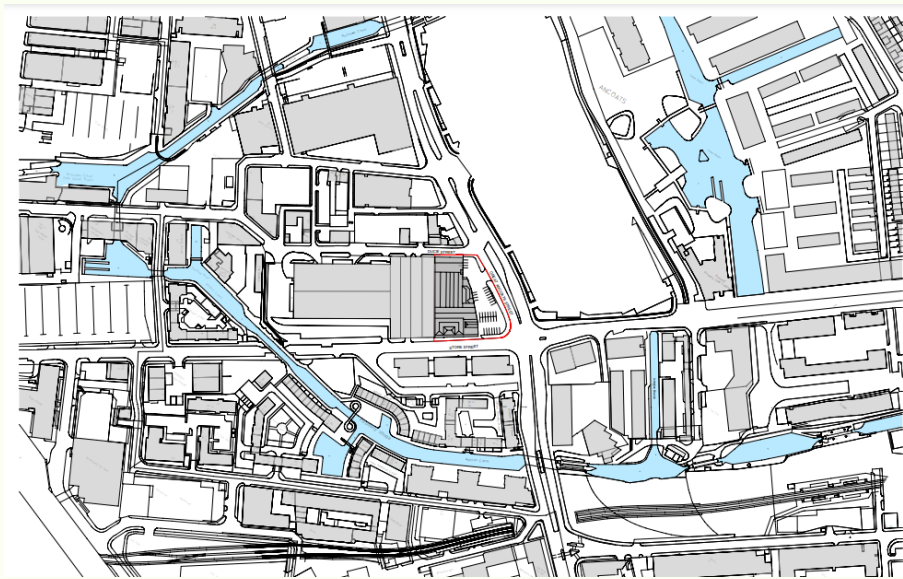
1. Introduction.

- 1.1 Liquid Business (Manchester) Limited is preparing to submit a full planning application to Manchester City Council, for a mixed-use scheme to provide 758 new apartments, spread across two buildings, one of 47 storeys and another of 25 storeys.
- 1.2 The proposals will provide 758 new, much needed high-quality apartments in a highly sustainable location. Offering a mix of studio, one-, two- and three-bed apartments, including duplexes. The range of homes means the development will cater to all types of residents, from professionals to families, to those looking to downsize.
- 1.3 Over half of the site will be dedicated public open space, including extensive landscaping and planting, set to deliver benefits for the wider Ancoats community.
- 1.4 This document provides a chronological account of the pre-application consultation undertaken, a review of the feedback that has been received and proposals for further post-submission engagement.
- 1.5 To assist with the community consultation and communication, Liquid Business (Manchester) Limited appointed Cavendish to form part of its wider project team for the proposed development.
- 1.6 All feedback received is accounted for and represented within this document.

2. Background.

2.1 The site

- 2.1.1 The proposal site is located at the junction of Store Street and Great Ancoats Street, in the area known as East Village Central. The plot is currently occupied by Stocktons Furniture Store, with the owners looking to relocate.



Site outlined in red, with wider context

2.2 Proposal

- 2.2.1 The proposals would deliver 758 new apartments, and 45,000sqft of commercial office space.
- 2.2.2 The composition of the new units will be mixed, including studios, one-, two-, and three-bed apartments. This will cater to a wide range of residents with differing needs.
- 2.2.3 The site, which is currently occupied by Stocktons Furniture, has little landscaping of value. This would be enhanced by the proposed public realm works.
- 2.2.4 The development will front onto both Store Street and Great Ancoats Street with service access being provided to the development via a road to be constructed on the development's western boundary.
- 2.2.5 No car parking is proposed given the development is in a highly sustainable location.

- 2.2.6 The site's public transport connectivity allows easy access to Manchester City Centre and nearby amenities, as well as onward connectivity to the wider region via local and national public transport networks.

3. Engagement.

3.1 National Planning Policy Framework (December 2024)

- 3.1.1 While pre-application consultation is not mandatory, Calderdale Wind Farm Ltd has consulted in respect of the Localism Act 2011 and Government's National Planning Policy Framework (2024).
- 3.1.2 Section 122 of the Localism Act 2011 describes that a person proposing to make a planning application on land in England should carry out consultation on the proposed application. This should include publicity considered likely to bring the application to the attention of a majority of the persons who live at, or otherwise occupy, premises in the vicinity of the land.
- 3.1.3 The National Planning Policy Framework (NPPF) sets out the Government's policies for England and outlines how these policies should be applied. Liquid Business (Manchester) Limited has had 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."*
- 3.1.4 It goes on to highlight in 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."*
- 3.1.5 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."*
- 3.1.6 The National Planning Practice Guidance (NPPG) was launched by the Government in 2014. It is a web-based resource which is actively managed to ensure that it remains up to date. Guidance under the section 'Before Submitting an Application' outlines the benefits of pre-application engagement with the Local Planning Authority as a means of improving the efficiency and effectiveness of the planning application system and of improving the quality of planning applications and their likelihood of success.

- 3.1.7 Under the heading 'Is pre-application community consultation compulsory' the guidance suggests that *"Pre-application engagement with the community is encouraged where it will add value to the process and the outcome."*

3.1.1 Manchester City Council's Statement of Community Involvement

- 3.1.2 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."*

- 3.1.3 In response to both national and local planning policy, Liquid Business (Manchester) Limited's public consultation programme had several key objectives:

- To encourage as much input as possible from the local community closest to the site, including residents, local stakeholders, interest groups and businesses
- To provide the community with a genuine opportunity to give feedback on the plans
- To allow as broad a range of people as possible to engage with the proposals at an early stage
- To identify and address any issues raised by the local community and stakeholders

- 3.1.4 The submitted planning application responds to the feedback received by the local community and Liquid Business (Manchester) Limited looks forward to continuing to work with them throughout the planning process and beyond, should the application be successful.

3.2 Stakeholder Engagement

- 3.2.1 Throughout the consultation process, opportunities were provided to local ward members and other stakeholders to meet with the project team to discuss the proposals and ask any questions they may have about the proposals. Throughout the planning process and beyond the official consultation period, channels of communication have remained open for any future meetings to take place and/or questions to be raised.

- 3.2.2 Upon the public launch of the consultation, emails notifying stakeholders were sent to:

- Councillor Jon-Connor Lyons

- Councillor Adele Douglas
- Councillor Sam Wheeler
- Councillor Gavin White
- Councillor Irene Robinson
- Councillor Alan Good
- Councillor Chris Northwood
- Lucy Powell MP

3.2.3 **A copy of the advance notification email to stakeholders can be found at Appendix 1.**

3.2.4 Following these emails, meetings were held with:

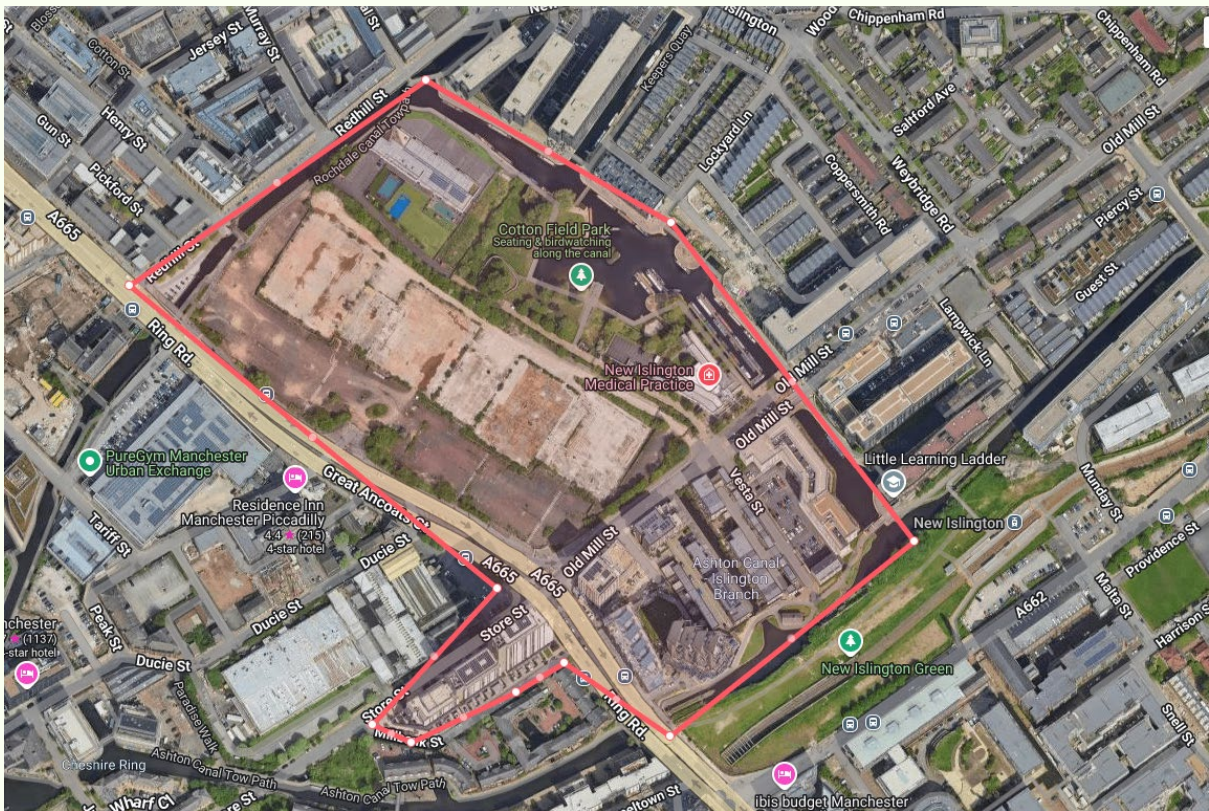
- Councillor Sam Wheeler
- Councillor Irene Robinson
- Councillor Chris Northwood

At these meetings, several topics were discussed, including:

- Affordable Housing Provision
- The Consultation Process
- Light and Shadow Impacts
- Broader Development Impact

3.3 Public Consultation

- 3.3.1 To ensure residents were able to have their say on the proposals, Liquid Business (Manchester) Limited instructed Cavendish to facilitate a virtual public consultation on the proposals.
- 3.3.2 Two Cavendish consultants hand delivered 500 newsletters to communal areas of the nearest residential buildings to the proposal site.



Map of distribution area

- 3.3.3 The properties that were targeted for newsletter distribution include:
- Oxygen Manchester
 - Royal Mills
 - Lampwick Quay
 - Weavers Quay
 - Ancoats Primary Care Centre
- 3.3.4 The newsletter aimed to encourage engagement with the consultation by directing residents to the exhibition website. A Freephone number and email address were also provided, to allow residents to ask any questions they had or to request hard copies of the materials. No emails or calls were received.

3.3.5 The two-page A4 invitation letter contained information such as:

- Background to the site
- An overview of the proposals
- Details regarding the need for new homes in Ancoats
- Details of the virtual public consultation, with a link to the website provided via a URL and QR code
- Email and Freephone contact details

3.3.6 A copy of the invitation newsletter can be found at Appendix 2.

3.4 Virtual Exhibition

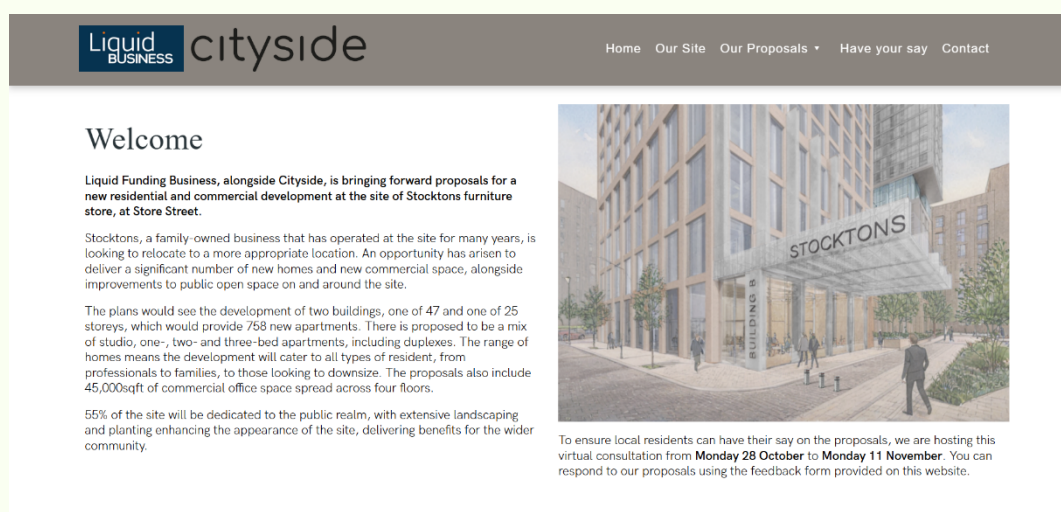
3.4.1 A virtual exhibition was hosted online from Monday 28th October to Monday 11th November 2024. It can be found at <https://stocktonsancoats.consultationonline.co.uk>

3.4.2 The purpose of the virtual public exhibition was to present the proposals to the wider community and gain additional feedback, prior to finalising the details ahead of submission of a planning application to Manchester City Council.

3.4.3 The website included a feedback/response form, which users on the website could use to provide their views on the proposals.

3.4.4 Details and information provided included:

- An illustrative sketch of the proposals
- A detailed description of the proposals
- Information about Liquid Business (Manchester) Limited
- Access to a feedback form for residents to provide their views and comments



An image from the virtual exhibition website

- 3.4.5 Images from the website can be found at Appendix 3.
- 3.4.6 In total, between Monday 28th October and Monday 11th November 2024, 115 unique visitors viewed the consultation website.
- 3.4.7 Via the form provided on the website, 97 responses were received.

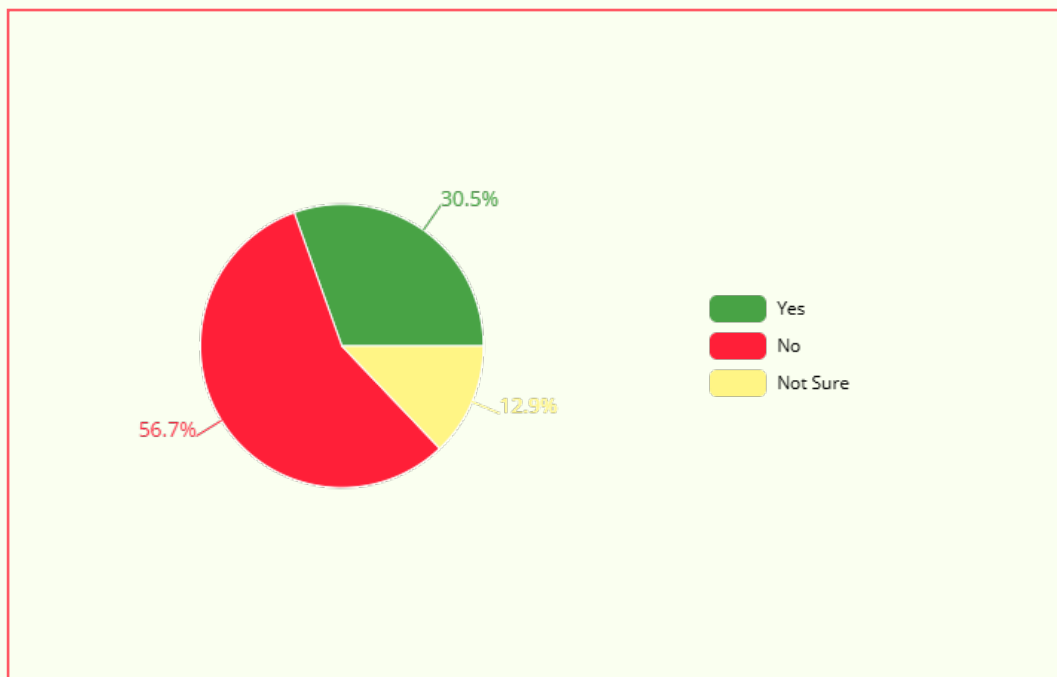
3.5 Information line and email address

- 3.5.1 During the consultation, access to a Freephone enquiry line was offered to those who wished to find out more about the proposal, or to register their comments via the telephone.
- 3.5.2 The telephone number used (**0800 066 8941**) was in operation Monday to Friday between the hours of 9.00am and 5.30pm. Outside of these hours, a voicemail facility was available for messages to be left and were responded to at the earliest opportunity.
- 3.5.3 An email address was also available for residents and stakeholders to send through their feedback. The email address is north@consultation-online.co.uk.
- 3.5.4 The information line number and email address were printed on the newsletter provided to residents notifying them of the proposals and on the consultation website.
- 3.5.5 All feedback came via the website and insights survey and no e-mails or phone calls were fielded by the team during the consultation period.

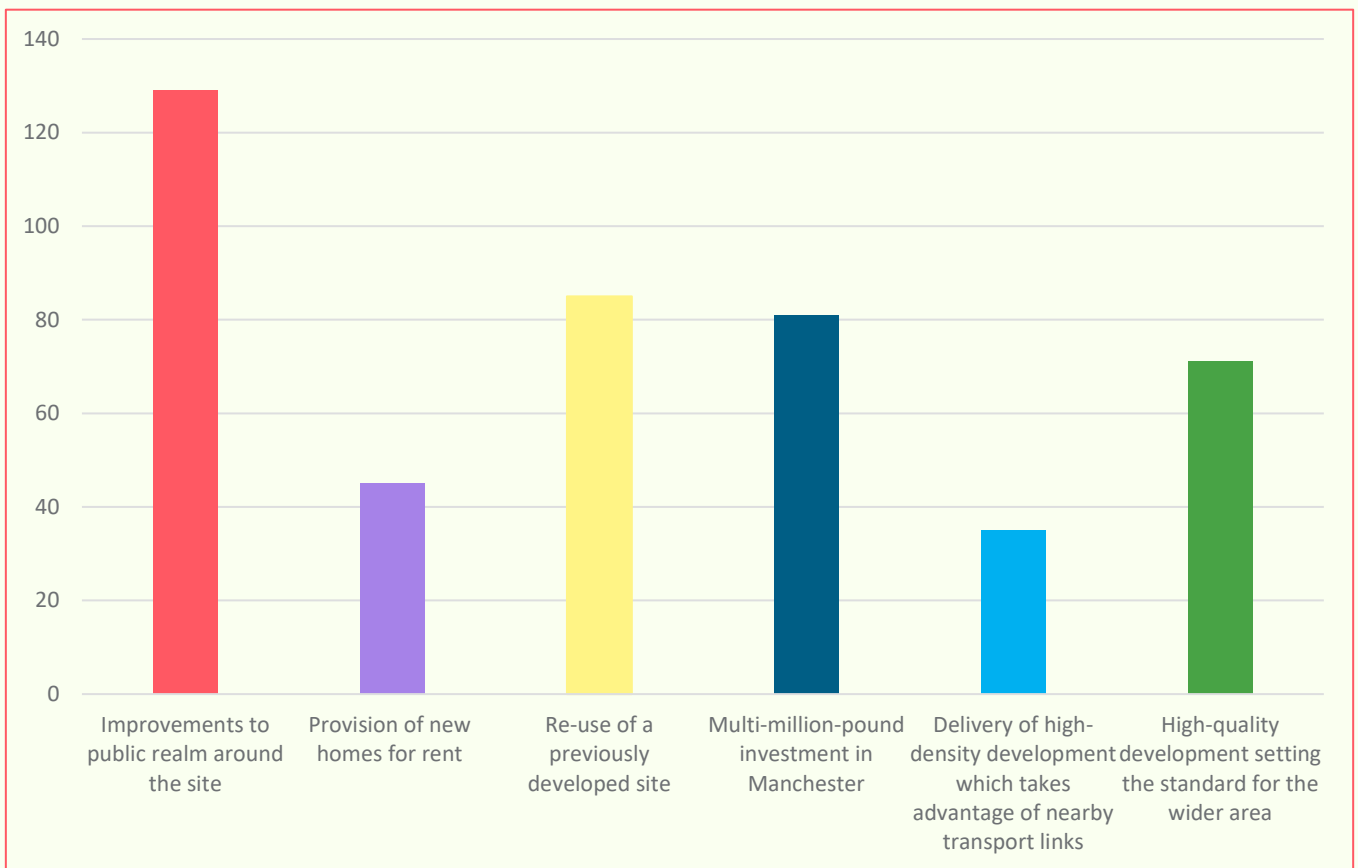
4. Feedback Summary.

4.1 Feedback received

- 4.1.1 The following review includes all comments received as part of the consultation exercise up to 11 November 2024, via the website. 115 unique visitors viewed the consultation website during the consultation period.
- 4.1.2 In total, 97 feedback responses were received. Not all respondents left comments, and some respondents left similar comments. As such, the numbers below do not always add up to 97.
- 4.1.3 Respondents were asked two questions:
- Do you support these proposals in principle?
 - What features of the development do you welcome?
- 4.1.4 Of the two questions, only “Do you support these proposals in principle?”, asked for “Yes”/“No”/“Not Sure” answers. The pie chart below outlines the answers provided by respondents to this question.



- 4.1.5 Liquid Business (Manchester) Limited note the level of support for the proposals in principle and the need for a development of this type, at this site.
- 4.1.6 The second question asked, “What features of the development do you welcome?”. The graph below outlines the answers provided by respondents to this question.



Respondents showed significant enthusiasm about the improvements to the public realm around the site, also welcoming the standard that would be set by the high-quality nature of the development.

- 4.1.7 The third question asked for general comments about the proposals. The table below details the themes from the responses received, and the frequency with which they were made.

Comments	Frequency
Concern over traffic and parking	23
Concern over quality of design	25
Support for commercial space	5
Concerns related to the size of the building	89
Feels the development is unnecessary	3
Unhappy with the consultation	14
Concern about footways	4

Concern about a lack of affordable housing	18
Concern about compatibility with SRF	1
Support for new city centre housing	12
Concerns about disabled access	1
Concern about strain on infrastructure	38
Concern about access for emergency services	18
Concern about construction phase	21
Concern about neighbouring property values	22
Concern about loss of privacy for neighbours	20
Concern about green spaces	28
Loss of community character	24

4.2 Response to comments

4.2.1 All comments received have been reviewed by the project team and where possible amendments were made to the proposal.

4.2.2 In reviewing the comments made, it was noticed that a significant number of Oxygen residents replied with identical comments that covered concerns over the impact on natural light, property devaluation, strain on local infrastructure and space constraints for emergency services. Liquid Business (Manchester) Limited recognises that this was likely an organised effort.

4.2.3 The issues which arose during the pre-application consultation process and responses to each are detailed below:

4.2.4 **Comment:** Concerns about the size of the proposal

Response: The Strategic Regeneration Framework for this area adopted by Manchester City Council envisages a high-density residential development of the type proposed. The development is therefore consistent with the adopted policy.

4.2.5 **Comment:** Concerns over traffic and parking

Response: The development is in a highly sustainable location, close to both local and regional transport connections and within walking distance to Manchester Piccadilly

Station which provides public transport connectivity across the country.

It is not envisaged that a development of this type will generate a high volume of vehicle traffic or a requirement for parking. This will be supported by a Transport Assessment.

4.2.6 **Comment:** Concerns over design quality

Response: Liquid Business (Manchester) Limited appointed renowned architects Simpson Haugh to design the proposals. Design is subjective and so a proposal such as this one will inevitably attract both criticism and praise.

4.2.6 **Comment:** Desire for the delivery of affordable homes

Response: Liquid Business (Manchester) Limited has commissioned work on viability to determine if and how affordable homes could be supported as part of developing the scheme. The results of this are set out elsewhere in the application.

4.2.7 **Comment:** Concern about the impact on local infrastructure

Response: The proposal is in a highly sustainable location benefitting from both frequent transport links and the amenities associated with being located close to the centre of a major city. The Strategic Regeneration Framework for the area sets out proposals for significant growth in the number of residents in the area and so public services infrastructure is anticipated to be developed to accommodate this.

4.2.8 **Comment:** Concern about access for emergency services

Response: There is no reason to believe that access for emergency services to the proposed development, or existing developments, will be impaired by the proposal. Access for emergency services is considered in the Transport Assessment submitted as part of the planning application.

4.2.9 **Comment:** Concern about disruption during the construction phase

Response: It is inevitable that there will be some disruption during the construction phase, should the planning application be approved. Measures to minimise this disruption will be set out as part of a construction management plan, which will be agreed with Manchester City Council prior to the commencement of the development.

4.2.10 **Comment:** Concern about the devaluation of neighbouring properties

Response: The proposed development will be of a high standard, and it is Liquid Business (Manchester) Limited's vision that this will set the standard for development to follow nearby. As such, it is not anticipated that the development will have a negative impact on the values of nearby properties.

4.2.11 **Comment:** Concern about loss of privacy for neighbours

Response: The relationship between the proposed building and neighbouring developments will be consistent with the relationship between other existing

developments in the city. The privacy of occupiers of neighbouring residential developments will therefore be maintained in the same way as that of residents of other developments in similar circumstances.

4.2.12 **Comment:** Concern about green spaces

Response: Around 55% of the ground area will be dedicated to high-quality public realm which will be accessible to both residents and non-residents. The development will therefore improve accessibility to planted areas and public open space compared with the buildings currently on site.

4.2.13 **Comment:** Dissatisfaction with the consultation

Response: The consultation was undertaken at the earliest possible opportunity before designs and details had been finalised. This was to enable respondents to have a meaningful opportunity to provide feedback that could shape the final form of the proposals.

5. Post-application activity.

5.1 On-going stakeholder engagement

- 5.1.1 Liquid Business (Manchester) Limited will ensure information continually flows through existing channels to interested parties.
- 5.1.2 Liquid Business (Manchester) Limited, and Cavendish, will also ensure that community contact points remain open for residents and stakeholders and will continue to work with local elected representatives and other stakeholders to answer queries.

6. Appendices.

- 6.1 Appendix one - Advanced notification stakeholder email
- 6.2 Appendix two - Invitation newsletter
- 6.3 Appendix three – Images from the consultation website

6.1 Appendix one – Advanced notification stakeholder email

From: Sean Fielding
Sent: 28 September 2024 10:47
To: cldr.adele.douglas@manchester.gov.uk; Jon-Connor Lyons <cldr.jon-connor.lyons@manchester.gov.uk>; cldr.sam.wheeler@manchester.gov.uk
Subject: Re-development of Stocktons, Store Street, Ancoats

Good Morning Councillors,

I write on behalf of Cityside Developments who will shortly bring forward proposals for the redevelopment of the Stocktons Furniture site at Store Street with new residential apartments.

My client has already undertaken some preliminary discussions with Council Officers on this matter, with a further meeting set to take place on 10th October.

Cityside are keen that, as ward members, you have the opportunity to be briefed on the preliminary proposals prior to the launch of a pre-application public consultation given the prominence of the site. If you would find this of use then could I request that you offer some availability over the next couple of weeks so I can make the arrangements – if you were to be available on the 10th October that would be ideal as my client would be able to present the most up-to-date version of the proposals as discussed with the Council planning department that day.

Thanks in advance,

Sean

Appendix two – Invitation newsletter

A new residential development **for Ancoats**

Liquid
BUSINESS

with cityside

Our plans to regenerate the site of Stocktons Furniture Store



Welcome

Liquid Funding Business, alongside Cityside is bringing forward proposals for a new residential and commercial development at the site of Stocktons furniture store, at Store Street.

Stocktons, a family-owned business that has operated at the site for many years, is looking to relocate to a more appropriate location. An opportunity has arisen to deliver a significant number of new homes and new commercial space, alongside improvements to public open space on and around the site.

The plans would see the development of two buildings, one of 47 and one of 25 storeys, which would provide 758 new apartments. There is proposed to be a mix of studio, one-, two- and three-bed apartments, including duplexes. The range of homes means the development will cater to all types of resident, from professionals to families, to those looking to downsize. The proposals also include 45,000sqft of commercial office space spread across four floors.

55% of the site will be dedicated to the public realm, with extensive landscaping and planting enhancing the appearance of the site, delivering benefits for the wider community.

Our Proposals



Over 750 new apartments across two buildings



Over 45,000sqft of commercial space, including retail units at the ground floor



A high-density development at a strategically-located brownfield site, setting the benchmark for future development in the area



Significant investment into public realm on and around the site



Hundreds of new jobs during construction and across the supply chain

As part of our commitment to community consultation, we will be holding a virtual exhibition of our plans from Monday 28 October to Monday 11 November 2024.

You can access our online consultation by visiting:
<https://stocktonsancoats.consultationonline.co.uk>



Scan
to visit
the website

Our site

Our site, at the junction of Store Street and Great Ancoats Street, is known as East Village Central and located within the Manchester Piccadilly Strategic Regeneration Framework area.

Manchester City Council has identified this as a strategic site where it is possible to deliver a large number of new homes and contribute to the creation of a new district.

We are delighted to be bringing forward a proposal which is consistent with the ambitions of the local council, and which will set the standard for the future regeneration of this entire area of the city.



The need for new homes in Manchester

Occupancy rates in Manchester for build-to-rent developments are consistently high, currently standing at 97%. There is growing demand for new apartments in this popular part of Manchester.

This development will help to meet that demand, creating a significant number of new homes in the city centre, with a mix of one-, two- and three-bedroom properties.



Liquid Funding Business and Cityside wants to hear from local residents, to understand your ambitions for the site and to gather feedback on the proposals before submitting a planning application to by Manchester City Council.

As part of our commitment to community consultation, we will be holding a virtual exhibition of our plans from Monday 28 October to Monday 11 November 2024. You can access this by visiting <https://stocktonsancoats.consultationonline.co.uk>.

For hard copies of the materials, or to ask any questions you may have, please contact:

📞 0800 066 8941

@ north@consultation-online.co.uk

Appendix three – Images from consultation website



cityside

[Home](#) [Our Site](#) [Our Proposals](#) [Have your say](#) [Contact](#)

Welcome

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55% of the site will be dedicated to the public realm, with extensive landscaping and planting enhancing the appearance of the site, delivering benefits for the wider community.



To ensure local residents can have their say on the proposals, we are hosting this virtual consultation from **Monday 28 October to Monday 11 November**. You can respond to our proposals using the feedback form provided on this website.



Our Site

Our site, at the junction of Store Street and Great Ancoats Street, is known as *East Village Central* and located within the Manchester Piccadilly Strategic Regeneration Framework area.

Manchester City Council has identified this as a strategic site where it is possible to deliver a large number of new homes and contribute to the creation of a new district.

We are delighted to be bringing forward a proposal which is consistent with the ambitions of the local council, and which will set the standard for the future regeneration of this entire area of the city.

Our Proposals

- Over 750 new apartments across two buildings
- Over 45,000sqft of commercial space, including retail units at the ground floor
- A high-density development at a strategically-located brownfield site, setting the benchmark for future development in the area
- Significant investment into public-open space on and around the site
- Hundreds of new jobs during construction and across the supply chain





The need for new homes in Manchester

Occupancy rates in Manchester for build-to-rent developments are consistently high, currently standing at 97%. There is growing demand for new apartments in this popular part of Manchester.

This development will help to meet that demand, creating a significant number of new homes in the city centre, with a mix of one-, two and three-bedroom properties.

Liquid Funding Business and Cityside Developments' proposals represent a high-density development at a strategically-located brownfield site, setting the benchmark for future development in the area.

Investment and Jobs

The proposals represent a multi-million-pound contribution to the local economy, through the creation of new jobs during construction, operation and across the supply chain.

By providing much-needed, high-quality homes, the development will attract people to the area and support further local spending and economic growth.

The proposals would support hundreds of new jobs, directly within the construction sector and across the wider economy. It is anticipated that a proportion of these roles will be filled by residents from within the local area.



High quality public realm

Included in our proposals are plans for high quality landscaping and planting within and around the site. 55% of the site will be landscaped open space following the clearance of the current buildings.

The proposed public realm scheme will have the effect of enhancing the local streetscape at this prominent gateway to the city. It will set the tone for the development that will follow on other sites nearby, as well as providing quality open space for those living and working in the new development.

Our plans include



Hundreds of new jobs during operation, construction and throughout the supply chain



Over 750 new apartments across two buildings



Over 45,000sqft of commercial space, including retail units at the ground floor