

Comments for Planning Application 141642/JO/2024

Application Summary

Application Number: 141642/JO/2024

Address: 9 Egerton Crescent Manchester M20 4PN

Proposal: Variation of condition 3 (hours of opening) from planning approval reference 123650/FO/2019 to allow the premises to be open: Monday, Tuesday and Wednesday 08:00 - 22:30 ; Thursday, Friday and Saturday 08:00 - 01:00; and Sunday 08:00 - 22:30

Case Officer: Holly Wright

Customer Details

Name: Not Available

Address: Not Available

Comment Details

Commenter Type: Business

Stance: Customer made comments in support of the Planning Application

Comment Reasons:

Comment: Dear Holly 4th February 2025

Your Ref: 141642/JO/2024

Something More Productive

9 Egerton Crescent Manchester M20 4PN

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I write on behalf of Withington Village Regeneration Partnership (WVRP) with regard to the above planning application and in particular to express the full support of the WVRP for this proposal. We believe that the proposal will help sustain a much-loved high-quality hospitality offer in the Village which sits well with the WVRP's aspirations to regenerate the wider Village.

The Withington Village Regeneration Partnership (WVRP) is a fully constituted collaborative organisation made up of public, private and community groups that came together in 2017 with a vision to progress the regeneration and environmental improvement of Withington Village.

Key stakeholders include Manchester City Council, Southway Housing Association, The Christie, Withington Baths, Withington Civic Society, the local MP, We Are Withington and local traders and property owners.

The group are viewed as the key local delivery group to take forward the ambitions of the

Withington Village Development Framework.

On 11th March 2021 Manchester City Councils Executive Committee formally endorsed and welcomed having the WVRP oversee implementation of the Framework.

Withington Village Development Framework (WVDF)

The WVDF sets out the broad vision for the Village, key policy objectives and how these could be achieved.

The Framework has been developed following a baseline survey and assessment work undertaken by the consultant team and land use data provided by the City Council as well as public consultation undertaken with local stakeholders. It reflects work undertaken by the Institute of Place Management (IPM) of Manchester Metropolitan University on stakeholder activity and place management for the City Council.

In supporting the existing planning policy, the Framework accords with objectives and ambitions of wider Council strategies.

At its core, the Framework seeks to deliver key environmental, social, design and economic objectives; the aim is to champion positive, lasting change in this unique, well-established neighbourhood as it continues through a challenging period of transition.

Importantly the WVDF is a material consideration in the processing of MCC planning applications. In March 2021 MCCs Executive Committee Executive recommended to:

- (i) Note and comment on the outcome of the public consultation on the Withington Village Framework.
- (ii) Approve the Withington Village Framework and request that Planning and Highways Committee take the framework update into account as a material consideration when considering planning applications for the area.

Pertinent Observations, Policy Statements and Objectives in the WVDF

- Withington Village is a vibrant, dynamic community with a diverse population. Independent traders are key to generating this unique identity for the centre, with their foundation and roots in the community.
- Withington Village's cultural identity is clearly one of its key assets which helps make it attractive to residents and visitors alike. It is important that this local character is further developed through.....celebrating and supporting the local artistic and musical community.
- As of 2019, A4 uses (Drinking establishments) comprised just 2% of the land use in Withington, compared to 8% in Didsbury.
- It supports an attractive evening economy and extended activity hours which does not adversely impact on residential amenity

- Maintain and improve Withington as a liveable place with a wide ranging local offer and services for all ages
- Withington is also a people's place.
- Withington's community spans all ages, but the youthfulness of the 'Manchester' influence is a subtle yet apparent factor. It is evident in those businesses and community members that are living and working in the Village.

The WVDFs SWOT analysis identified the following:

Strengths

- Activity hours that extend beyond the 9-5 with evidence of an evening economy

Threats

- Challenging economic climate and likely continued contraction;
Ongoing fall in the Village's student population, and the need to maintain an increase patronage and spend on the centre;
- The challenging environment for High Street businesses and high turnover of commercial units;

The 2020 Vision for Withington is identified as:

- Withington will be a liveable, loveable place which meets the needs of its diverse community
- Withington will play a key role as a sustainable district centre - a cultural community centre that is an attractive place to live work and visit.
- The centre will be a viable retail and leisure location with a good range of shops, community services, activities and an attractive evening economy.

The Withington Village Development Framework is the most pertinent MCC material policy document in considering planning applications in Withington Village.

The WVRP would contend that in considering this application for Something More Productive due consideration needs to be given to supporting independent night time economy businesses which are the heart beat of Withington Village.

In terms of other Policy guidance WVRP would contend that the proposal by virtue of its location within a busy district centre accords with:

The Core Strategy Development Plan Document Policy SP1 (Spatial Principle) Policy DM1 (Development Management),

Unitary Development Plan for the City of Manchester, 1995 (Saved Policies) Policy DC10 (Food

and Drink Uses), Policy DC26 (Development and Noise),

National Planning Policy Guidance (2014) Noise

It is acknowledged that the area is mixed in terms of usage with some nearby residential however the limited size of the operation and moderate opening hours requested would - we would contend be reasonable in this location and not have any undue adverse effect on residential amenity.

We would also note that planning permission was recently granted for a significantly larger unit in Withington district centre (former Nat West bank 437 Wilmslow Road) for opening hours for night-time use which allows until 00.30hrs during the week and 01.00hrs at the weekend. To our knowledge there have been no adverse issues following the implementation of this permission.

We would also note that the premises has recently been through a rigorous licencing application process whereby residential amenity was considered and Manchester City Council determined that the hours sought here were appropriate in licencing operation terms.

Given the above we would suggest this application is appropriate in planning terms and would support an approval.

Regards

WITHINGTON VILLAGE REGENERATION PARTNERSHIP

February 2025