



Victoria Point

Statement of Community
Involvement

Contents

Introduction.....	4
Project overview.....	5
Planning policy and guidance for community consultation.....	5
Manchester City Council Statement of Community Involvement.....	5
The Localism Act	6
National Planning Policy Framework (September 2023).....	6
Modes of engagement.....	8
Local sentiments regarding consultation	9
Proactive remedy to ‘consultation fatigue’	10
Steps towards a shared goal: engaging with the community	10
Facebook page.....	13
Community/stakeholder engagement.....	16
Political stakeholder outreach	16
Manchester Victoria Baths	17
Community organisations/groups.....	18
Public consultation events.....	19
First public exhibition.....	19
Inviting political stakeholders	19
Second consultation event.....	20
Feedback	21
Analysis of feedback	24
Access to green space	24
Student housing need	25
Additional education facilities	25
Need to renovate current buildings.....	25
You said, we did	27
Conclusion.....	31
Next steps: maintaining community dialogue.....	32
Programme of further community engagement	32
Appendices.....	34

Appendix A: Public Exhibition printed leaflet	34
Appendix B: Letter to residents regarding Public Exhibition	35
Appendix C: Printed brochure.....	36
Appendix D: Project website analytics	40
Appendix E: Facebook post analytics	42
Appendix F: Emails from concerned residents	47
Appendix G: Manchester Evening News newspaper advertisement	48
Appendix H: Place North West newspaper advertisement	49
Appendix I: List of stakeholders invited to events.....	50
Appendix J: Stakeholders invitation to Public Exhibition	52
Appendix K: Follow up email to stakeholders.	53
Appendix L: Public Exhibition survey	54
Appendix M: Public Exhibition display boards	56
Appendix N: Public Exhibition, Victoria Point.....	59
Appendix O: Councillor invitation to Community Engagement Event	60
Appendix P: Invitation to Community Engagement Event to previous attendees...	61
Appendix Q: Community Engagement Event presentation	62
Appendix R: Community Engagement Event, Elizabeth Gaskell House	68

Introduction

This Statement of Community Involvement (SCI) has been prepared by specialist stakeholder relations consultants, Keeble Brown Ltd on behalf of Empiric Student Property (ESP) (the Applicant). The application relates to the proposed redevelopment of Manchester Victoria Point, a purpose-built student accommodation site (PBSA) in Ardwick Ward as set out in the accompanying Design and Access Statement and related documents.

This report sets out the community engagement undertaken by the Applicant, and how the application submitted responds to the feedback provided by the community and other stakeholders. It should be read alongside the Design and Access Statement prepared by 5 Plus Architects and Bell Phillips Architects and the Planning Statement prepared by Turley.

Engagement commenced in May 2023. It will continue through to the completion of the planning process, at which time a new strategy for onward engagement will be sought.

- The key aims of public consultation are to:
 1. Ensure the community, their representatives and other local stakeholders are aware of the proposals.
 2. Establish working relationships with key stakeholders to help influence the progress and success of the project.
 3. Provide information about the evolving designs that is honest, timely and accessible so that people are properly informed.
 4. Encourage and facilitate the informed participation of local people and stakeholders in the design process.
 5. Enable consideration by the project team of the comments, suggestions and concerns made by local stakeholders and the community.
 6. Maintain good communication with interested parties throughout.

Project overview

ESP is a leading provider and operator of modern student accommodation in prime locations in top university towns and cities across the UK. All ESP accommodations are managed through the wholly owned specialist Hello Student Management company. Hello Student is a platinum-certified operator which aims to create a safe environment for students that respects their need for privacy and study. ESP is committed to creating and operating a socially responsible and sustainable business which has a positive impact on all residents and local stakeholders.

ESP owns and operates each property directly through its dedicated in-house management company, Hello Student. Victoria Point on Hathersage Road, Ardwick, was purchased by Empiric Student Property plc in 2016 and has been managed by Hello Student since 2017.

ESP is proposing a redevelopment of existing student accommodation blocks (6 in total) to include the phased demolition and extension of existing buildings at a maximum height of 12 storeys for Purpose Built Student Accommodation (Use Class Sui Generis), including associated ancillary internal and external amenity space, ground floor community/commercial space (Use Class E, F1 and F2), hard and soft landscaping and associated highway works.

ESP's proposals for Victoria Point also seek to benefit the wider community in addition to the staff and student residents residing at Victoria Point. Conversations between the project team, local elected representatives and residents found that locally there is a growing demand for suitable PBSA and currently, there is a clear unmet need for a dedicated space accommodating small community events, including neighbourhood meetings and exhibitions. ESP's vision is to provide high-quality PBSA, as well as a multifunctional community space upon suggestion from Ardwick Ward councillors, to accommodate neighbourhood meetings, events and exhibitions organised by and for local community groups in conjunction with Hello Student.

Planning policy and guidance for community consultation

Our consultation strategy was drafted in accordance with the relevant provisions and recommendations laid out in Manchester City Council's Statement of Community Involvement (2018), The Localism Act (2011) and the Revised National Planning Policy Framework (September 2023) on community involvement in planning. It forms part of the supporting documentation, which informs the planning application.

Manchester City Council Statement of Community Involvement

Manchester City Council adopted a refreshed Statement of Community Involvement in June 2018. It sets out how the council will consult and involve people in the preparation of Local Plans and in the planning application process. Section nine sets out the council's approach to community involvement in the planning application process.

At the pre-application stage, the council advises that development proposals will benefit from engagement with the local community early in the process and encourages applicants to undertake community involvement exercises using a variety of techniques. Specifically, the council states that developers are encouraged to carry out pre-application consultation with interested parties and community bodies to enable issues to be addressed early within the planning process.

The Localism Act

The Localism Act (2011) devolves powers to councils and neighbourhoods to give local communities more control over planning decisions. It is a material consideration in the determination of planning applications.

Paragraph 122 of The Localism Act requires developers to consult local communities before submitting planning applications. Developers must show how responses have been considered ahead of submission. It is intended that local people can comment when there is still opportunity to make changes.

National Planning Policy Framework (September 2023)

In September 2023, the Government published the most recent iteration of the National Planning Policy Framework ('NPPF').

NPPF Paragraph 39 states early engagement can "improve the efficiency and effectiveness of the planning application system for all parties" therefore leading to "better coordination between public and private resources and improved outcomes for the community".

Paragraph 40 further states that whilst a Local Planning Authority (LPA) cannot

require that a developer engages with them before submitting a planning application, they should nevertheless encourage take-up of any pre-application services they do offer. Furthermore, and where deemed to be beneficial, the LPA should "encourage any Applicants who are not already required to do so by law to engage with the local community before submitting their applications". This is to ensure that any potential issues are resolved as early in the planning process as possible.

Following best practice and in accordance with the NPPF the applicant has undertaken meaningful engagement with the local community with the aim of encouraging feedback on the proposals to facilitate further refinement of the designs. The consultation programme has ensured

local people have had the opportunity to be involved in the evolution of the proposals. Their views are reflected in the designs submitted. The consultation programme provides a range of opportunities and channels for detailed review and feedback to the project team.

- **The programme comprised three main elements:**

1. Creating awareness and promoting participation.
2. Capturing feedback and public responses through canvassing, public exhibition events, surveys and gathering information from public social media sources regarding the proposals.
3. Ensuring stakeholder and community feedback is taken into consideration by the project design team.

The programme is set to continue following the submission of the planning application.

Key activities included canvassing, meetings, email correspondence and public exhibitions, as well as a formal survey of opinions with responses gathered both online and offline.

Modes of engagement

To deliver an effective publicity and community engagement campaign, Keeble Brown visited the neighbourhood to canvass residents and gather a sense of the challenges and opportunities for engagement. Subsequently, we launched an approach which included distributing leaflets to residents and businesses, engaging with local media, contacting and sharing invitations with political stakeholders, as well as setting up and managing a project website and social media presence, including a Facebook page. More detail on the methods of public engagement deployed is outlined below.

Activity	Quantity	Date
Area visits to canvass local businesses and residences about ESP's plans for investment in Victoria Point	250	9th August 2023
Email invitations for councillors and council officers to the public exhibition	29	5th December 2023
Advert in Manchester Evening News	2	7th December 2023 and 9th December 2023
Facebook: Social media advertising to promote the public exhibitions	3	12th December 2023
Follow up email invitations for councillors & council officers to the public exhibition	29	13th December 2023
Leaflets and letters posted to residents and businesses promoting the public exhibition	319	14th December 2023
Area-wide canvassing: Inviting local businesses and residents to the community engagement event	800	22nd January 2024
Personalized invitations to 1st public exhibition attendees for follow-up community engagement event	5	24th January 2024
Personalised invitations to councillors & council officers for the community engagement event	31	24th January 2024
Facebook ads posted to promote the community engagement event	6	24th January 2024 – 1st February 2024
Facebook posts promoting consultation events and community engagement initiatives	5	Continuous since 12th December 2023

Local sentiments regarding consultation

Based on face-to-face conversations and dialogue with representatives, we established that the neighbour's residents and local businesses were reluctant to engage in detail with the team. There are several factors that might contribute to this:

1. Socio-economic considerations. Less well-off communities often feel excluded from mainstream civic participation, especially when outcomes are more likely to benefit 'outsiders' or more advantaged communities.
2. Language considerations. The technical and professional elements of the materials and topics of discussion can be less comprehensible for people more used to communicating on themes with greater relevance to everyday life, especially when they or family members use English as their second language.
3. Pertinence (effort versus benefit) considerations. Canvassing indicated 65% of local people thought the project does not affect them, and that there is no benefit to their getting involved. That the proposed project is primarily a redevelopment of student housing was the main reason given.
4. Relationship with the neighbourhood. More than 50% of people spoken with either on the doorstep, on the pavement or in a place of work explained that they did not have an opinion because they did not consider themselves long-term 'locals'.

• Demographics of Ardwick Ward:

In the most recent census (2021), Ardwick Ward had a population of 21,046.

The age distribution revealed that 11.4% were aged 0-9 years, 19% were 10-19 years, 29.2% were 20-29 years, 14.5% were 30-39 years, 10% were 40-49 years, 8% were 50-59 years, 4.6% were 60-69 years, 2% were 70-79 years, and 1.3% were 80 years or older.

In terms of gender, females slightly outnumbered males, accounting for 50.4% of the population.

The ethnic composition of Ardwick Ward in 2021 consisted of 33.4% Asian, 32.9% White, 19.3% Black, 1.4% Arab, and 4.2% belonging to mixed/multiple or other ethnic groups. In terms of religion, the breakdown included 31.7% Muslim, 29.8% Christian, 2.1% Hindu, 1.1% Buddhist, 0.4% Sikh, 0.2% Jewish, and 27% identifying with other religions or having no religious affiliation.

The employment composition revealed that 52.4% of residents were classed as 'economically inactive', meaning residents did not seek work within the last four weeks. The ward also comprised of 39% of residents that were full-time students. Furthermore, in terms of socio-economic status, 34.3% of households were classed as deprived in one of the categories of education, health, employment or housing, and 20.2% were classed as deprived in two of the categories.

Recent research by MCC found that 34.4% of the households could be characterised as deprived – substantially higher than the UK average.

Of the people who engaged in conversation, many expressed apathy and distrust towards developers in general. Some were cynical about the benefits and amenities offered as part of planned developments. People also expressed distrust of government and business motives, for example:

Coverage of opposition to a proposed new student accommodation block in nearby Brunswick cited residents' criticisms about lack of consideration of the effects on the local community.

- Canvassing indicated 65% of local people thought the project does not affect them, and that there is no benefit to their getting involved. That the proposed project is primarily a redevelopment of student housing was the main reason given.

Proactive remedy to 'consultation fatigue'

Keeble Brown adopted a dynamic, personalised approach that evolved and adapted in accordance with feedback and guidance from local leaders and existing, community-led groups.

Steps towards a shared goal: engaging with the community.

Following meetings with ward councillors, telephone discussions with neighbours and then site visits to Victoria Point with stakeholders, neighbours and other residents a public exhibition event was planned for December 2023.

This was advertised to the public through the following:

- Leaflet drop.

Keeble Brown commissioned 277 leaflets and 42 letters to be printed and delivered to residents and businesses. To ensure reliable and comprehensive delivery to residents within the defined catchment area, Keeble Brown appointed a respected, national mailing house to produce and distribute the materials.

Information about the proposals, including details for accessing the online resources, was delivered to businesses and residents on the roads surrounding the site. The defined catchment area is shown on the maps, with the site boundary marked in brown:

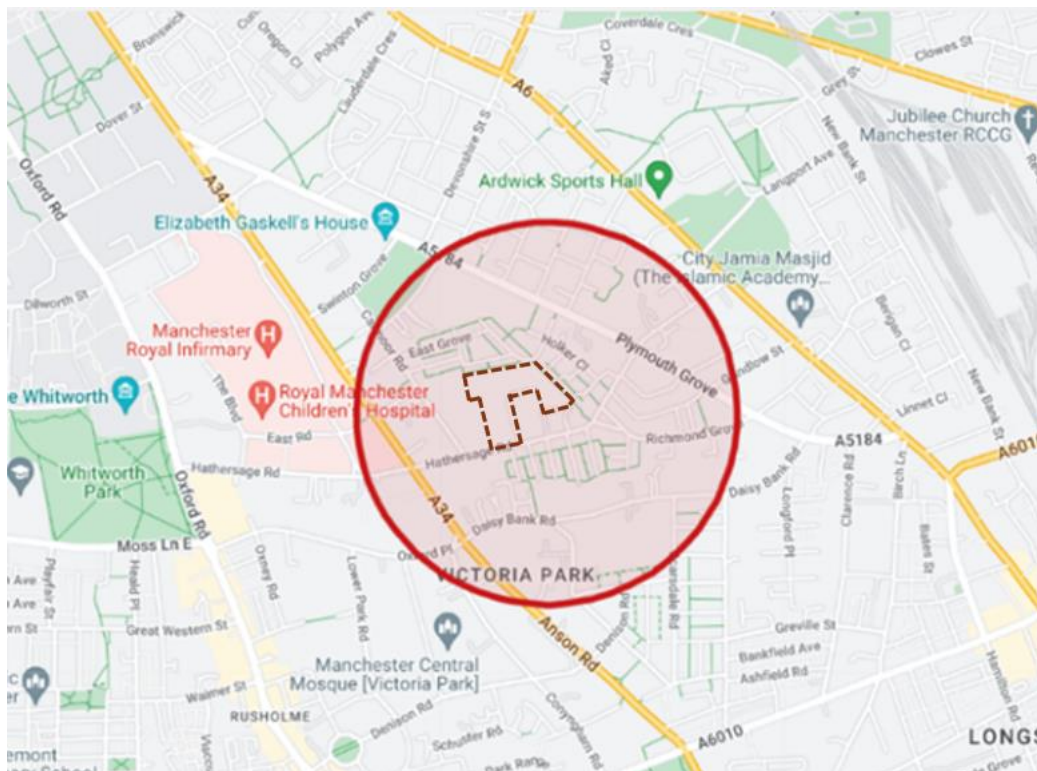


FIGURE 1: MAP SHOWING DELIVERY AREA OF LEAFLETS TO LOCAL BUSINESSES

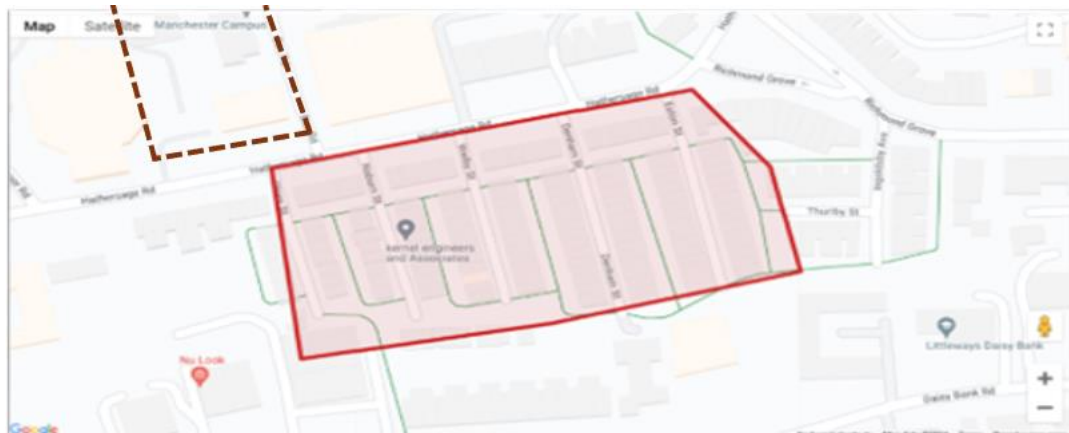


FIGURE 2: MAP SHOWING DELIVERY AREA OF LETTERS TO RESIDENTS OF STREETS OPPOSITE VICTORIA POINT.



FIGURE 3: MAP SHOWING DELIVERY AREA OF LETTERS TO THE GROVES RESIDENTS.

The leaflet to local businesses included details of the first public consultation event and how recipients could register, as well as a QR code to sign up for the event. The leaflet also included links to the project website and Facebook page, dedicated email address and freephone telephone number.

A copy of the leaflet can be found in Appendix A.

The letter to residents included details of the first public consultation and how recipients could register, as well as a QR code to sign up for the event. The letter also included the details of the project website, Facebook page, and the freephone telephone number.

A copy of the letter can be found in Appendix B.

To promote the community engagement event, Keeble Brown commissioned 800 informational booklets. The Keeble Brown team personally distributed these in the neighbourhoods adjacent to Victoria Point on the 22nd January 2024. The booklets contained detailed information about the designs and redevelopment, as well as an invitation to the community presentation meeting. The in-person distribution allowed members of Keeble Brown's team to canvass the local community.

A copy of the brochure can be found in Appendix C.

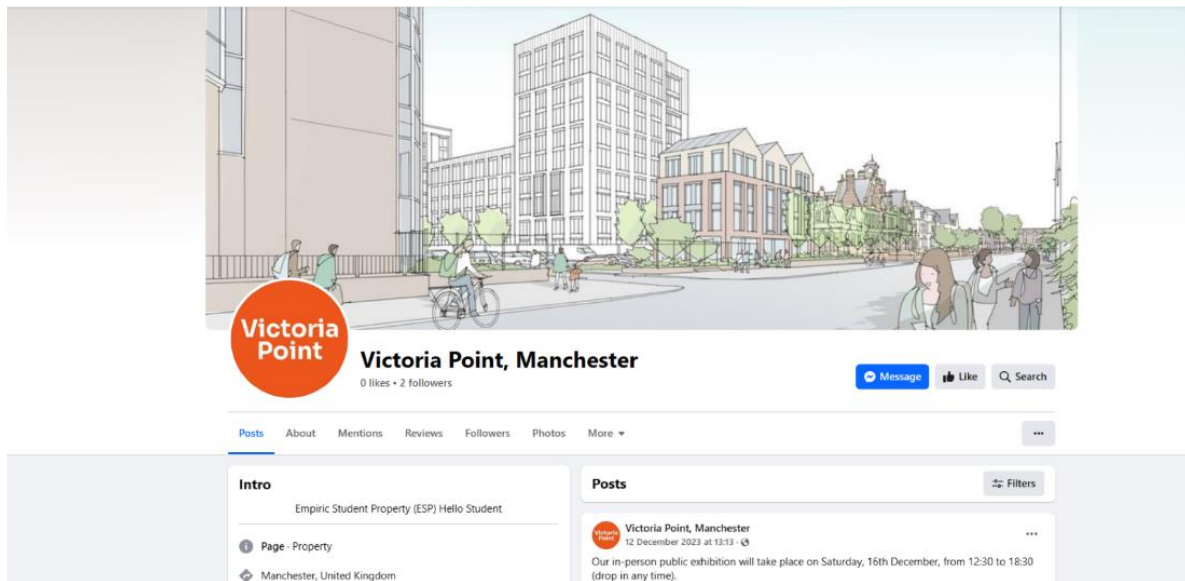
- **Digital and social media**

A project website (<https://victoriapoint.co.uk/>) for the Victoria Point project was published at the outset. The website provides information about Victoria Point and ESP, our re-development proposals, the need for more student accommodation in Manchester, how the proposals will affect the neighbouring Victoria Baths, concepts shaping the designs and the community offer. Information about our consultation events, as well as contact details and information about the project team, also feature on the website.

Since its creation, the website has been visited by 357 new users. This peaked ahead of the public exhibition event during the advertising period and immediately after the community engagement event.

Screenshots and analytics of the project website can be viewed in Appendix D.

Facebook page



A Facebook page titled 'Victoria Point, Manchester' was set up on 13 July 2023. The page has been updated throughout the consultation process.

The page promotes the website, email address, and freephone telephone number for the project. Over the course of the consultation project, the page has been followed by two people. The page was used to promote December's public exhibition and January's community engagement event. There was a three-day advertising campaign leading up to December's public consultation event. The advertised post for the public consultation reached 3,466 people, with 189 engagements. In January, there was a three-day advertising campaign leading up to the community engagement event. The advertised post reached 4,299 people, with 194 engagements. The posts targeted key audiences, such as those interested in the need for more student accommodation in Manchester and those interested in the benefits of improving community spaces within the area.

Screenshots and analytics of the Facebook page can be seen in Appendix E.

In addition to promoting the project on the official Facebook page, posts intending to further inform local people were also published on community Facebook groups and pages. For the first public consultation event, there were 10 posts shared to local Facebook groups, including Good News Manchester and Manchester Family Group. For January's community engagement event, there were 11 posts shared to local Facebook groups, including Ardwick Litter Pickers and Greater Manchester Muslim Community.

- Email responses.

Our mailbox inviting enquires is monitored during working hours, with a target response time of within 24 hours. The email address is consistent with the project name to support accessibility and awareness: info@victoriapoint.co.uk

Following the first public consultation event, 2 questions/comments were sent to the email. Trends in the type of query emerged, shown below:

1. Requests for the proposals to be sent to residents who were unable to attend the in-person exhibition.
2. Concerns about the Carmoor Road West Indian Centre being affected by the construction work.

Emails from concerned residents can be seen in Appendix F.

We have so far responded to all requests in a timely and appropriate fashion.

- **Freephone**

We have advertised the freephone number on the promotional material and website. Given that Ardwick is urban and city-centric, the digital elements of the engagement campaign have not always been the easiest medium to communicate effectively with residential stakeholders. To counteract this, Keeble Brown has been able to have valuable telephone conversations with residents about the proposals.

- **Local advertising**

The public consultation event at Victoria Point in December was advertised in the print edition of local newspaper *Manchester Evening News*, on Thursday 7 December and Saturday 9 December 2023.

The *Manchester Evening News* is published daily and has a daily print distribution of 8,344. Our newspaper advertisements can be seen in Appendix G. Further information on our public exhibition can be found below.

Place North West also advertised the Project Team's proposals and designs for Victoria Point. A copy of the article can be found in Appendix H.

- **Public Consultations**

Keeble Brown organised two public consultations during the project's pre-planning submission phase. Both events were held within Ardwick, with residents, ward councillors, MCC portfolio holders, neighbours and other stakeholders invited to attend.

Our designs were presented to attendees using bespoke exhibition boards containing key information such as the local context, the need to expand student accommodation

provision and the publicly accessible amenities the project will introduce. Through our consultations, we provided a forum for stakeholders to discuss the proposal with members of the project team, ask questions and share valuable feedback.

Community/stakeholder engagement

Engagement with stakeholders commenced in May 2023, as efforts were made to connect with a diverse array of community stakeholders. The objective was to solicit initial feedback on the proposals and ascertain the level of local interest. A comprehensive overview of the stakeholder engagement activities conducted during this period is provided below:

Political stakeholder outreach

Details	Outcome
7 June: Meeting in-person with Cllr Amna Abdullatif and Cllr Abdigafar Muse, two councillors representing Ardwick Ward.	Initial conversations covered our efforts to engage with political stakeholders and offer opportunities to meet with the project team to ask any questions about the plans and provide feedback. It was a constructive meeting, and councillors were receptive to receiving more information about our proposals for Victoria Point.
27 November: Meeting in person with Cllr Adbullatif, Cllr Muse, community leaders Paul Keeble and residents from The Groves.	Cllrs provided a range of community initiatives to help and improve the area with the support of Hello Student.
December 2023: Attempted outreach to Cllr Astrid Johnson, leader of the Green Party at Manchester City Council.	Communication with Councillor Astrid Johnson through emails and telephone calls to inform her of the first public exhibition. This correspondence emphasised our commitment to engaging with the community to understand their requests for safe pathways and green spaces.
December 2023: MP Lucy Powell, who represents Manchester Central constituency and serves as Shadow Leader of the Commons.	Outreach efforts were extended to Member of Parliament Lucy Powell. Telephone conversations and email exchanges were conducted to inform her office about the scheduled public exhibitions and community events. In response, her office expressed strong interest in the proposed initiatives and requested further relevant information and updates.
15 January 2024: Project team meeting with Cllr John Hacking, who serves as the Executive Member for Skills, Employment and Leisure at Manchester City Council.	A virtual meeting with the project team to explore the potential contributions of the proposal to local employment and skills development. Discussed Manchester City Council's (MCC) social value targets for major developments and the significance of economic opportunities for the community. The project team outlined plans to engage local construction firms and prioritise hiring from the community, particularly from Ardwick ward, to ensure tangible economic benefits.

6 March 2024: Project team meeting with Cllr Gavin White, who serves as Executive Member for Housing & Development at Manchester City Council.	Both parties agreed on the potential of the scheme to ease pressure on the local Built to Rent market. Cllr White expressed satisfaction with the level of engagement with various stakeholders and plans for community involvement during construction and long-term regeneration efforts.
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Manchester Victoria Baths

ESP/Hello Student has had a long-standing relationship with the nearby Victoria Baths during its time operating the Victoria Point site. During this time, they have been able to assist and support the Baths with the preparation of some of the events they have held. In May 2023, members of the project team met with representatives of the Victoria Baths Trustees (VBTs). The engagement provided an opportunity for the project team to present and clarify its proposal drawings while allowing the trustees to express their approval and concerns regarding various elements. Common ground was found regarding the necessity for increased student provision and the advantages of enhanced community amenities, such as a public green space.

In June 2023, a subsequent meeting convened at Victoria Baths between representatives of the VBTs and the project team to strengthen their collaborative efforts. The meeting facilitated a deeper understanding of each party's decision-making processes and objectives. The VBTs shared plans for increased investment into the Baths from the Manchester City Council (MCC) and offered to collaborate further by sharing their business plan with the project team. Discussions also encompassed energy strategy, design considerations, and the potential for a shared community space while preserving the heritage qualities of the Baths. The meeting concluded positively, with both parties committing to ongoing communication and collaboration regarding architectural and planning matters.

In November 2023, a third meeting took place at Victoria Baths involving representatives from both the VBTs and the project team. During the session, Trustees elaborated on plans for integrating a commercial kitchen and a potential café space into the project, aligning with the Manchester City Council's (MCC) investment strategy and business plan. They also expressed a willingness to collaborate with external stakeholders to avoid redundancy. ESP remains committed to its ongoing engagement with Victoria Baths, aiming to provide a distinctive contribution to the business plan while demonstrating a commitment to fostering a long-term collaborative relationship.

While satisfaction was expressed with many aspects of the scheme, concerns were reiterated regarding the preservation of the Baths' heritage qualities and proposed changes to heights and massing. Towards the meeting's conclusion, the project team

shared their community engagement program, including a planned public exhibition, which the VBTs agreed to attend. Both parties reaffirmed their commitment to maintaining a positive working relationship moving forward.

Community organisations/groups

Meeting	Attendees	Purpose	Outcomes
21st February 2024 - Skills Construction Centre, Stockport, Manchester	Project team, Donna Brennan (Skills Construction Centre)	Initial partnership discussions for employment opportunities	The SCC Business Development Manager outlined training initiatives for disadvantaged local people, emphasising partnerships with construction firms for on-site training. The site tour showcased SCC's curriculum, covering plastering, bricklaying, landscaping, and tiling disciplines.
21st February 2024 - 422 Community Centre, Stockport Road, Manchester	Project team, Andrea Ainsworth (422 Community Hub)	Exploring collaboration opportunities	The Community Engagement Consultant at 422 Community Hub conducted a site tour, providing insights into various community groups and initiatives utilising the space. Discussed initiatives included weekly food donations for local disadvantaged individuals, paid keyholding opportunities for students and residents, and the potential development of a nearby green space.
March 8th, 2024 - Various locations near Victoria Point, Manchester	Keeble Brown team, representatives from Youth Elements, 422 Community Hub, M13 Youth Project	Exploring support opportunities	Opportunities were identified and documented, including material support for Youth Elements' new location and event sponsorship for M13 Youth Project's upcoming anniversary celebration.
14th March 2024 - Family Hubs, Manchester	Keeble Brown team, Leah Chikamba (Head of Family Hubs)	Introduction and discussion on collaboration opportunities	Initial discussions provided insight into Family Hubs and challenges faced by disadvantaged families in Longsight. Identified activities for ESP support and shared early initiative ideas were well-received by Leah. The meeting initiated a relationship with the organisation, intending for closer collaboration as our program evolves.
14th March 2024 - Whitworth Art Centre, Manchester	Project team, Paul Keeble, Judith Keeble	Discussion on community initiatives and next steps	Discussions addressed fly-tipping concerns and proposed solutions, including pick-up initiatives and preventative measures. Commitments were made to fund the M13 community garden website, support the Groves newsletter, and progress long-term initiatives such as litter-picking and alleyway art murals.

Public consultation events

As part of the public engagement programme, Keeble Brown coordinated, advertised, and executed, in collaboration with project team members, two public events. The first was an in-person exhibition held at the Victoria Point site in December 2023. The second was an in-person event held at a local venue near Victoria Point in February 2024. These events were designed to enable local people to view the proposals and designs, listen to members of the project team, ask questions about the development, and provide their thoughts and feedback.

First public exhibition

Keeble Brown organised a public exhibition at the Victoria Point site on Saturday 16 December 2023 from 12:30 to 18:30. The public exhibition intended to engage residents and relevant stakeholders, present the initial proposals for Victoria Point and collect valuable feedback on the evolved designs.

It was advertised on our social media channels and in the local media outlet Manchester Evening News. Relevant stakeholders were also notified that the event was taking place.

Inviting political stakeholders

To ensure that the community's political representatives were aware of the proposals and the public exhibition, we created a list of relevant political figures and contacted them. See Appendix I for the list of political stakeholders we contacted.

Councillors were invited via email and received a follow-up email after the exhibition including PDFs of the exhibition boards. The invitation email is in Appendix J and the follow-up email is in Appendix K. Many councillors were also contacted via a phone call.

Exhibition boards

To inform attendees of the proposals, eleven display boards (A1 size) were shown. For those who were unable to attend on the day, the boards were uploaded on the Victoria Point website.

Following the public exhibition, we created a short survey to enable attendees to share their views and provide feedback on the proposals. The survey and project website could be accessed by scanning a QR code, which was included on posters at the event. Respondents were informed that their answers would be taken into consideration by the design team to refine the proposals through the planning process. We also invited local people to submit their views to the project team at info@victoriapoint.co.uk or post them to the address provided.

The survey can be viewed in Appendix L, and the exhibition boards in Appendix M. Photographs of the public exhibition event can be viewed in Appendix N.

Second consultation event

Keeble Brown organised a second consultation event at The Elizabeth Gaskell in Manchester on Thursday 1 February 2024 from 16:00 and 18:30. The event intended to engage residents and relevant stakeholders, present the updated proposals for Victoria Point and collect valuable feedback on the evolved designs.

It was advertised on our social media channels and 800 brochures promoting the event were hand-delivered to areas surrounding the site the week prior. A Facebook promotion was posted and boosted as an ad to maximise visibility and posted further on several local Facebook groups. We sent out an email-invite to local councillors including executive members and planning officers. Local community leaders were told about the event and agreed to share details with residents through their community networks. The email to councillors can be found in Appendix O. The email to local community leaders can be found in Appendix P.

The project team shared a presentation covering an overview of the designs, local amenities, and the work and skills strategy associated with the project. Attendees included representatives from Victoria Baths, local councillors, residents and Skills CC business representatives.

The presentation can be viewed in Appendix Q, and a photograph of the community engagement event can be viewed in Appendix R.

Feedback

Our extensive engagement with various stakeholders garnered useful feedback on our proposals, which helped to inform later design iterations. Residents, ward councillors and neighbouring organisations shared their deep insight into the local area, including its issues, drawbacks and most valued elements. This vital context allowed us to develop proposals that best serve the local community and address pertinent issues. Local engagement also helped us decide our amenity offerings, by hearing directly from local people on what they'd most prefer, and correct any misconceptions had regarding our proposal's impact on residents. The below table contains an overview of the feedback we received over the pre-planning period of engagement.

Name	Event	Feedback
Resident A	Public Exhibition - 16 th December	Plans are satisfactory.
		Very important that proposed redevelopment has a sustainable and green focus.
		Would like to see a bookable community space and community gardens including wildflower planting.
		Would like murals on Upper West Grove walls.
Resident B		Approved of several aspects of the plans.
		Crucial that designs were sensitive to architectural styles of the locality and has a sustainable green focus.
		Would like to see community gardens and outdoor seating, as well as a new usable amenity such as a bookable space or local cafe.
Resident C		Approved of several aspects of the plans.
		Felt it was important that the proposed redevelopment be sensitive to the architectural styles of the locality and had a sustainable, green focus.
		Would like to see outdoor seating, an enhanced public realm with wildflower planting and a bookable community space.
Cllr Muse	Residents and Ward Councillors site-visit 27 th November	Highlighted challenges regarding securing free bookable community meeting spaces and asked whether there is opportunity for a community meeting space.
Cllr Abdullatif		Widespread problems with fly-tipping, especially of domestic items and household refuse and rubbish that

		becomes scattered over the roads and pavements and clogs the alleyways. Suggested that because students are charged for rubbish removal they are incentivised to fly-tip in neighbouring streets. Highlighted the issue as a major concern for local people.
Cllr Abdullatif & Cllr Muse		Parking is a significant problem.
Cllr Abdullatif		Understands that students need parking, wants sufficient parking capacity so students don't take up space in the neighbouring residential streets.
Cllr Abdullatif & Cllr Muse and multiple Groves residents		Opposed to opening up perimeter wall and providing direct access into Upper West Grove from Hathersage Road. Concerned about increase in non-residents entering area and engaging in ASB. ASB already experienced in the alleyway linking Chelford Close and Upper West Grove, opening up the wall would make this worse.
Resident D	Canvassing – 22 nd January	Likes the idea of a shared green space. Said only park close by is Whitworth Park which isn't particularly well kept. Also likes the idea of a café, similar amenities/spaces are quite far away, students would likely frequent if there was one situated locally.
Resident E		Feels a green space and community café/space would improve the area for the local student population.
Resident F		Believes there's already quite a lot of student accommodation locally, but that more should be provided if demand is there.
Resident G		Would like an educational space that could be used by his nephew.
Resident H		Significant interest in something being offered to the community.
Resident I		Very interested in new amenities, including a bookable, multifunctional community space. His partner is a language teacher in the area, and they would like to create a language exchange within the community. Said he was interested in attending the community event.
Resident J		Knew about the first exhibition and agreed a community space would benefit the community. Said he was interested in attending the event.
Resident K		Agreed a community space and a green space would benefit the community.
Resident L		Agreed that Manchester had a demand for student accommodation and new beds would help.
Resident M		Would like to see a green space that the wider student population and public can access
Victoria Baths Trustee A		Concern about the loss of natural light caused by the buildings. Project team explained that investigation

	Community engagement event – 1st February	had been done to check this – light loss would be minimal.
Victoria Baths Trustee B		The massing of those buildings will diminish the baths. It will look smaller and less significant.
Resident N		How will community spaces be publicised?
Resident O		There won't be much sunlight in green spaces, will be in the shade.
CLlr Abdullatif		We deal with a lot of planning; most are disruptive to communities. Very important to have a direct line to people who can solve issues, instead of having to go through a many people to get to site manager. Important that engagement is simple, and issues are sorted easily and quickly. Residents must be given a direct email and phone number.
Victoria Baths Trustee C		Worried about construction work ruining someone's wedding at the Baths, for example. Need a reliable port of call.
Victoria Baths Trustee D & CLlr Abdullatif		Asked how long the works will take.
Resident P		Asked if buildings are being knocked down or replaced.
Historic Building Society Panel Member		Asked how carbon neutral the project is, both during construction and after it's finished.
Historic Building Society Panel Member		Asked if project will be referred to local authority historic building and conservation panels.
Historic Building Society Panel Member		Victoria Baths is a listed building. It's rapidly becoming a "hole". Asked how proposals would mitigate this for the Baths.
Victoria Baths Trustee B		The massing of those buildings will diminish the Baths. It will look smaller and less significant. Disagreed that an increase in student numbers is good for the Baths.
Resident P		Groves residents felt concerns of Baths trustees taking precedence over them.
Historic Building Society Panel Member		Expressed desire for more consistent meetings.
Historic Building Society Panel Member		Not enough car parking space locally.
CLlr Abdullatif		Does not want more parking overspill on residential streets.

		Purpose parking for events and activities is fine, but parking on residential streets, blocking homes and limiting availability of spaces locally, is a problem.
Cllr Abdullatif		Concerns that increase in student numbers will add further pressure to local supply of parking spaces
Resident P		Increase in students means more drunk people disturbing Groves.
Resident P		Any help with Groves community garden will be appreciated
Cllr Abdullatif		Pleased with many of the promises made by project team. However, oftentimes developers' promises aren't met. Important that community begins to see evidence of promises.

Analysis of feedback

The feedback we received from various stakeholders allowed us to identify recurrent ideas for amenities in the community. This provided the project team with a clear basis to develop the amenity offering in line with the community's needs. The key themes that emerged were access to green space and additional community and/or educational facilities, which many residents believed would help foster a closer sense of community. Other themes that emerged were the student housing need and the need for the site's current buildings to be renovated, reflecting a broader theme of the feedback regarding student experience. The below paragraphs provide analysis of the feedback received.

Access to green space

Multiple residents expressed interest in the creation of green space, with some saying that the parks available in the local area (e.g. Whitworth Park) are poorly managed and maintained. Several residents on Hathersage Road also said that they thought green space would be beneficial to students living at Victoria Point – a view echoed by a resident of East Grove.

This reflected a broader theme in the feedback wherein many people expressed concerns that mostly centred around student experience, rather than the way the development would affect their own homes or lives. Members of the community would often suggest that the development wouldn't directly affect them and that they were therefore reluctant to comment. As such, we had to adapt our method of engagement to facilitate more informative conversations – this is discussed in greater detail in the 'Modes of Engagement' section.

Regardless of whether it was proposed as an amenity for students or residents, the provision of green space was one of the most frequently recurring ideas mentioned in the feedback we received.

Student housing need

Residents of Daisy Bank Road and Welby Street expressed support for the proposals so long as they were meeting a real need for further student housing provision. The prevalence of student demand in the feedback might be a consequence of the significant attention student housing receives as a local political issue in Manchester. Many residents dislike the amount of housing that is rented by students, due to concerns about noise, as well as the more fundamental issue of student residents moving in and out of housing regularly, hindering a sense of community.

As such, there is an increasing scepticism about the creation of student housing in Manchester. This is coupled with a tendency to conflate local HMOs rented by students with PBSA, such as Victoria Point.

Additional education facilities

There was also interest in using the community space to hold education sessions and workshops. One resident of Lincoln Grove said their partner was a language teacher and expressed interest in booking the space for a language exchange. Similarly, someone on Keswick Street said that the area lacked extra-curricular education spaces for his nephew and was enthused by the possibility of running community-organised extracurricular activities there.

Given that some residents did not engage due to their belief that the development only affected students, the regular mention of learning spaces and facilities in the feedback may be another consequence of the proposals' inherent connection with education.

Need to renovate current buildings.

Some residents acknowledged that the existing buildings were ugly in their current condition and that renovation would help with this. In conversation with residents, many expressed their interest in seeing finalised designs, and this might be due to an interest in seeing how the current buildings would be improved, or how external water damage might look after the work is complete.

Early feedback mentioned that block 6, which fronts onto Hathersage Road, is disliked and many would like to see the block redesigned to better suit the streetscape. This is reflected in the proposals.

You said, we did.

This section presents an overview of feedback received and our responses, including design changes to address concerns. Through proactive engagement with the local community, we identified opportunities to build trust and establish working relationships with residents, businesses and other stakeholders. This enabled the project team to address concerns and gather constructive suggestions as well as ensure the public was properly informed about the proposals.

Stakeholder	Feedback	Response
Residents on Groves and Hathersage Road	Regeneration never benefits the wider community. Your project will be no different. Local people attending the public exhibition spoke of their sense that student accommodation did not contribute to neighbourhood	Established a clear channel of communication with local representative groups and well-known individuals with active community networks. Agreed a programme of initiatives that can be supported by ESP and/or Hello Student and demonstrated how the Victoria Point team can amplify the activities and community spirit of the neighbourhood. [See table p34] In practice this has already resulted in two significant neighbourhood actions and supported the local newsletters and community websites so that local people can inform each other about local issues, including the proposed redevelopment of Victoria Point. Practical support, via local representatives and MCC officers, to deliver community artworks to help foster a stronger sense of local neighbourhood plus numerous community-led initiatives.
Resident on Hathersage Road	There will be too much disruption because of your lorries and machinery. Our children will not be able to play on the pavement opposite Victoria Point	Agreed with community leaders to establish a forum to keep people informed and involved. These include a freephone number, website and email address. We have confirmed these channels will continue to be open throughout the development phase, disseminating any relevant information pertaining to the build-out and making sure residents are kept up to date on construction activities, to minimise disturbance and prioritise safety and wellbeing.

		Additionally, the site will be developed out in a phased approach with Hello Student remaining operational during the construction phase. Therefore, ESP and Hello student will have continued onsite presence to address any immediate concerns, ensuring our own residents as well as the surrounding community encounter minimal disruption.
Resident on Hathersage Road	Every time MCC develops more student properties they cut down more trees. We need more trees on Hathersage Road.	More trees will be introduced in front of Block 6, facing onto Hathersage Road. This area will also benefit from a newly planted area of grass. Biodiversity is a key driver of ESP's sustainability and well-being strategy. We have made sure our site will surpass the Environmental Act 2021 requirement to achieve a Bio-Diversity Net Gain of 10%.
Staff member of Victoria Baths	There's nowhere green and quiet to sit in the area and your scheme will this worse.	We will install rich, diverse green spaces across the site, providing appealing spaces to relax, eat lunch, meet friends and study. An enhanced public realm along Bax Road will introduce an increased functional streetscape, enhanced by the addition of rain garden plantings and street furniture, allowing for more inclusive interaction between Victoria Point and The Victoria Baths.
Multiple residents of Groves streets	Local people don't like dealing directly with developers, so what we say does not really matter.	We have taken into consideration residents' views and have amended our proposals to reflect their suggestions and the local community's needs. To give people confidence in our project we also communicated with well-known and respected community groups and leaders, such as the Groves Resident Association, the 422 Community Hub and Youth Elements and have worked with them to ensure local concerns are considered in our proposals. ESP and Hello Student differ from traditional developers in that we are owner operators and therefore position ourselves as long-term neighbours within the

		community, and active contributors towards the long-term success of the neighbourhood. Thus, Hello Student is committed to continuing these working relationships throughout the construction process and beyond.
Catering Worker at Coniston Hall (PBSA)	I like that you are creating new jobs, but these won't be for people from around here.	Special efforts have been made to maximise job opportunities for local people. A portion of roles attached to the construction and operational phase will be targeted towards Ardwick residents, including long-term unemployed or young people NEET. We will also generate a variety of apprenticeships and skills-based training opportunities, delivered in collaboration with local training providers such as the Skills Construction Centre (SCC). Our employment and skills strategy will endow the local population with invaluable skills and work experience in the construction sector, supporting the local economy and population. The operational phase will also provide a plethora of employment and supply chain opportunities for local people and businesses. ESP will promote these through local avenues prior to wider advertising.
Resident on Welby Street	Student accommodation attracts criminal and anti-social behaviour because a lot of students are seen as being well off and they are often quite naive.	The site will have 24-hour security, managed by Hello Student. The site will also be well lit and include CCTV monitoring which can be expanded to neighbouring alleyways to ensure that the surrounding area is also protected. Crucially, the CIS notes that 'schemes which have good social communities are less likely to tolerate inappropriate behaviour', and that student accommodation can be an example of this.
Resident on Eston Street	We're students so we don't care, really but there should definitely be more cafes in the area. We didn't even know	The redeveloped Victoria Point will include a commercial unit which could include a café. As the development continues, we will be able to consult local people to

	about Victoria Point, or the Victoria Baths!	gauge interest in the kinds of amenity the commercial unit will offer.
Property owner on Daisy Bank Road	It's good you are providing more student accommodation, but it will be too expensive for most normal students.	The pricing structure for student units will be tiered, offering a broad spectrum of options to accommodate the diverse needs of individuals within the student community. At least 20% of the uplift in units will be affordable, with these pepper-potted across the site to encourage mixing of students from varied social and economic backgrounds.
Residents of Groves streets	Car parking is too difficult already in this area. Residents are already overwhelmed by people parking on their streets even though they work in the hospital.	Students often prefer cycling or walking to driving, as our accommodation is located sufficiently close to the main campus. As an operating site, and using data collected over the past 7 years, there is a considerable low requirement for car parking capacity onsite. We are confident that the increase in student population will not pressurise car parking capacity despite a decrease in available spaces.
Committee member of Victoria Baths	It would be better if you turned Victoria Point into a 100-space car park.	Car parking is an issue that residents have mentioned affects their specific streets. However, during sites visits by residents and councillors it was apparent that Victoria Point's students do not impact local parking. Residents have also expressed concern about the availability of housing. Victoria Point offers PBSA for Manchester where it is in high demand.
Former director of Victoria Baths	There's no point offering a bookable community space if you have no way to promote it to local people.	Through our partnerships with local community groups and leaders, we will be able to promote the booking and use of the community space for meetings, events and exhibitions. Hello Student is also committed to offering events in the community space planned in conjunction with the community.
Trustees of Victoria Baths and Local Residents	Local people including people associated with the Victoria Baths, questioned whether our proposals would impact on the heritage of the Victoria Baths.	We acknowledged their concerns and after a series of meetings with stakeholders, initiated a series of workshops to ensure that all concerns were properly addressed [see heritage section].

Conclusion

Our local engagement in the pre-planning phase revealed residents and stakeholders generally approve of the scheme, albeit with caveats. Amenities tied to the project, such as an open public space and free bookable community centre, were received positively. Efforts to design the blocks in a way that complements the local architecture and improves the streetscape, were also met with approval.

Concerns raised can be separated into two distinct categories: those from the Victoria Baths trustees & management, and those from residents and ward councillors. The Baths were primarily concerned about the impact of increased block massing on the Baths' stature and diminishment of daylight/sunlight effects. Residents and ward councillors were worried about an increase in student numbers leading to heightened ASB, further pressure on parking spaces, worsening of fly-tipping, and littering especially within the Groves neighbourhood, and increased traffic and noise.

Residents expressed willingness to co-operate with the project team to find solutions and mitigations for these issues and were generally in favour of the project and its proposed enhancements to the local community. They want to see a stronger identity of the management team to give them confidence that we're making every effort to be good neighbours and work together to address local issues and foster a strong sense of community spirit.

Our social value initiatives will help drive efforts to establish strong connections with the community. To achieve this, there must be a coherent programme with local input that maintains the momentum for these initiatives and provides a forum for the community to voice concerns and receive timely information directly from the project team. The engagement we've carried out has allowed us to cultivate good relationships with the community and will help us make sure local people are genuine participants in the scheme, meaning that their concerns are addressed, and input valued and incorporated as the project progresses.

Next steps: maintaining community dialogue.

Keeble Brown will continue to inform and consult with neighbours, stakeholders and the wider community.

ESP is committed to deepening its engagement and fostering strong connections with the community through a comprehensive community engagement program. This will build on the relationships established by Keeble Brown during the planning application process.

The intention is to sustain these relationships during the construction phase with increasing direct involvement from Hello Student so that the operational team can continue progressing the relationship after completion.

Reflecting the feedback provided during the engagement programme, future activities will be community-led, typically supporting existing local groups and community-led initiatives to achieve a coherent and constructive sense of neighbourliness and inclusivity.

The engagement with the groups prior to submission is already helping to cultivate successful working relationships, helping to embed a sense of social value within the neighbourhood surrounding Victoria Point. Our programme prioritises residents' concerns, based on direct contacts with residents and representatives, and facilitates a platform for meaningful dialogue with the project team.

Supporting community-led initiatives that align with the purpose and values of Victoria Point serves to demonstrate our commitment to being good neighbours and generates genuine engagement with the proposed redevelopment of Victoria Point.

Programme of further community engagement

Initiative	Month	Partner	Notes
Litter Pick-Up	May	Groves Residents	Hello Student to provide volunteers, equipment, refreshments and promotional efforts to support the Groves litter pick-up initiative, supporting and joining fellow neighbours in maintaining the cleanliness of Groves streets.
'Welcome to Groves' Mural	June	Groves Residents, Council, Community Organisations	Hello Student will collaborate with local community and councillors to deliver a 'Welcome to the Groves' art mural across the gable end of a selected building, contributing towards efforts to revitalise and develop a more distinct sense of place at the Groves.

Initiative	Month	Partner	Notes
Street Events	Various	Residents, Council	Hello Student will work with local community groups to provide support and get involved in street events throughout the calendar year, including a summer BBQ and Christmas Lights switch-on.
Summer Bazaar	July	Residents	Hello Student will hold a Summer Bazaar, encouraging the student population and residents to contribute unwanted items to be sold on at reduced prices. The initiative aims to provide the community with desirable, affordable goods and promote the benefits of recycling.
Community Gardens Support	August	Groves Residents	Hello Student will commit to a restoration of the local green spaces within the Groves estate, working with local community leaders to help deliver desired improvements. The local green spaces were identified as a great source of pride for residents, which inspired us to provide support in the spirit of good neighbourliness.
Commercial Unit Surveys	Early 2025	Community Leaders	Hello Student is committed to engaging with the community regarding preferences for the function of our planned commercial space. Our shortlist of potential tenants will be surveyed to residents through a multi-pronged engagement strategy, including digital and other means, with preferences and feedback recorded.
Ad – hoc repairs and maintenance	Ongoing	Community Leaders	Hello Student will support ongoing neighbourhood ad-hoc maintenance and repairs projects. This will be directed at community initiatives such as alleyway clean-ups, graffiti removal, fencing repairs etc.

Appendices

Appendix A: Public Exhibition printed leaflet.



Appendix B: Letter to residents regarding Public Exhibition

www.keeblebrown.com

86-90 Paul Street, London, EC2A 4NE



Dear neighbour,

Public consultation for purpose-built accommodation in Victoria Point, Manchester

I am pleased to invite you to a public consultation event at Victoria Point on behalf of Empiric Student Property (ESP). Members of the project team will be available to answer your questions and provide more information.

Date: Saturday, 16th December from 12:30 to 18:30 (you are free to drop in at any point within the given time frame).

Venue: Block five, Victoria Point, 44 Hathersage Road, Manchester, M13 0FT

Your feedback will help inform designs for purpose-built accommodation and guide the project team as we prepare the proposals ahead of the planning application. This event will provide the opportunity to explore our latest design drawings and discuss our plans in detail.

If you are not able to attend the event, you can still provide feedback using our online questionnaire, which will be available from Saturday 16th December. Hard copies of the questionnaire will also be available, which can be returned on the day or by post.

You can also visit our dedicated Victoria Point website at

<https://victoriapoint.co.uk/> and our Facebook page

facebook.com/ManchesterVictoriaPoint to learn more about the project.

If you have any questions regarding the exhibition or development in general, please get in touch via email or you can call us at **0800 246 1267**.

Kind regards,

Cem Galip



United Kingdom Reg. Company № 07931522

Appendix C: Printed brochure



www.victoriapoint.co.uk

atelier ten

MEP Engineer – Atelier Ten is an environmental design consultancy, with a focus on providing high-performance, sustainable, award-winning buildings that give back to the wider environment and don't waste energy or resources.



Communications – Keeble Brown is a public relations consultancy specialising in public consultations and regeneration projects, with a expertise providing community engagement for built environment projects.



Landscape designers – LUC is a landscape design team with over 50 years of experience. Their goal is to make beautiful places that work for people and nature.

Turley

Heritage and Planning – Turley ensures that development is carried out sustainably by providing expertise in planning and heritage. They promote and manage change to sustain and enhance the significance of the UK's historic environment and townscapes.



ESP

www.victoriapoint.co.uk

Students and housing

Manchester's increasing student need

Manchester is renowned for world class education. Alongside the economic and cultural benefits that arise from this, Manchester also gains industry and innovation. Manchester's growing reputation means its student population is also increasing, which means a growing need for student accommodation.

Insufficient purpose-built student accommodation (PBSA) forces students into residential housing stock and encourages with landlords to convert dwellings into Houses in Multiple Occupations (HMOs). This puts pressure on the supply of housing for local families and residents. This drives up rents and prices out the local community. By expanding student provision at Victoria Point, we will alleviate this pressure.

Purpose-built student accommodation (PBSA)

PBSA is designed specifically with the student experience in mind. PBSA offers amenities, social areas, and well-being resources to help students settle into their new homes. Student welfare is hugely important to Hello Student. We know that accommodation that allows students to feel safe, secure, and supported plays a significant role in achieving this. Victoria Point would also include postgraduate accommodation, to offer a continued home throughout their university experience.



ESP

Site context

Location

Victoria Point is located to the east of Manchester Royal Infirmary and Manchester University and is a short walk eastwards from Whitworth Park. Given its relatively central location, Victoria Point is in close proximity to the Oxford Road Corridor, a key gateway to Manchester's higher education institutions. It is easily accessible by public transport. The nearest bus stop is on Anson Road.

Neighbourhood

While Victoria Point sits within a largely residential area, the proximity of the hospital and universities and other institutions means the immediate area is characterised by larger developments, including student accommodation and larger offices and medical institutions. Immediately adjacent to a large eight storey octagonal Dialysis Unit called Octagon House and the Grade II* listed building of Victoria Baths.



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Heritage

A history of change

Victoria Point is a unique location with a remarkable history. The Victoria Baths became available to the Manchester public in 1906. Since then, the area has experienced enormous change, affecting how the Baths are used and the character of the surrounding area.

Our proposals look to create a new, invigorated Victoria Point that adds to the vitality and amenity of the wider setting. Our designs aim to acknowledge the Baths' own future plans and make interacting with the space easier for the local community – recognising the original purpose of the building.

Victoria Baths are a treasure of many distinct architectural features, which our design team acknowledges and reflects in the character of our proposals for Victoria Point.

Our design acknowledges the heritage of the area

- Sensitive design decisions, such as red brick materiality to complement the area.
- Supporting the Baths' commercial success as a community asset.
- Creating more public spaces around the Baths – reflecting their original purpose.
- Ensuring that servicing and access requirements are met, with minimal impact on the aesthetics of the development.



HELLO
STUDENT



Masterplan principals

A positive addition to the community

The emerging masterplan proposal will provide significant benefits for the local area including job creation, provision of community facilities and a retail space such as a café on the ground floor of Block 6, and also to the rear of the Baths.

Connectivity & Movement

Improved connectivity and movement across the site can be achieved by prioritising pedestrians and cyclists over cars by creating new pedestrian and cycle routes, wider footpaths and by diminishing the role of car parking.

Landscape & Public Realm

The renovated blocks will be clearly associated with the existing streetscape. Fully accessible communal gardens are intended for use by the community and visitors, who will be enticed with new plantings and trees along Bax Road that will provide a more attractive route for walking and cycling.



ESP

Community

While Victoria Point benefits from multiple links to the wider area and is directly connected to the adjacent Victoria Baths, it has no design relationship to the Baths, nor does it have a shared space for the community to gather. Our proposals aim to create a community network and promote links with the locality by including a range of new publicly accessible facilities.

Public spaces

- A vibrant green lane will be created along Bax Road, between Blocks 2 and 3, delineating the transition between the active street and the domestic environment.
- The transformation of Block 6's ground level into a commercial space will contribute to the site's economic opportunities and introduce an additional public area intended for engagement with the local community and businesses.

Safety and Security

- A 'good neighbour' policy will be employed, acting as the basis for the relationship between the building and the community. It is important that nearby residents and other organisations have a point of contact with the site to raise any concerns or specific problems.



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The emerging designs

Outline strategy

These designs aim to address the issues that have affected the current buildings and accommodation since their construction while also meeting the needs of today's students and the ambitions of Manchester, a city of educational and academic excellence. Our goal is to create 366 additional, high quality student bedspaces.

The drawings show how the design team have sought to meet the many challenges of the current buildings and immediate setting alongside creating a stronger, more appealing and sustainable environment that will benefit the student residents and support better interaction with the wider community.

In practical terms, the design team have sought to focus on three important themes: Renovation, Creation and Community. These can be seen in the drawings and summarised as below.

Renovation

This means tackling the poor-quality building inherited from the original developers so that they deliver the high standards of Hello Student accommodation while still retaining as much of the existing structures as possible so that the impact on the environment is minimised.



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Creation

A thoughtful, sensitive use of design and materials to bring new amenities, accommodation and potential community facilities including cafés to life within the existing site.

For example:

- Develop new 'bookend' extensions to the gables of the blocks closest to the Groves.
- Creating a distinct new extension to Block 4, to provide additional amenities as well as student accommodation.
- The ground-up redevelopment of Block 6 to restore a more appealing terraced-style frontage on Hathersage Road.
- Creating height with the addition of new floors of student accommodation as an extension to Block 5 where neighbouring buildings suit this approach.
- Introduction of student-only 'quads', secured through the use of landscape.

Community Space

- Establishing a more pedestrian friendly route down Bax Road and through the site.
- Incorporating designs to allow for a future east-west 'green lane' connecting Carmoor and Bax Road, which will be accessible to the local community.
- Providing potential for shared community spaces such as between Blocks 1 and 2.



ESP



ESP

Have your say

Any thoughts or comments you'd like to share with us? You can scan our QR code to go through to our questionnaire and provide your feedback on our proposals so far. We deeply appreciate every piece of feedback we receive; your suggestions will be considered when finalising our plans to make sure our proposals best serve the local community.

Your view matters - Victoria Point, Manchester



We will also be holding a special community event at Elizabeth Gaskell House (84 Plymouth Grove, Manchester M13 9LW) on Thursday 1st February from 16:00 – 18:00. Our community engagement team will be present to discuss the proposals and answer any questions you may have. Due to capacity restrictions, there are a limited number of spaces available. Make sure you don't miss out by scanning our QR code to confirm your place at the event.

Manchester Victoria Point - Community Event



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Next steps & Timeline

We hope you have enjoyed viewing our proposals for Manchester Victoria Point. The below timeline has more information regarding our next steps, from the submission of our planning application through to construction.

Timeline



Contact us

If you would like to share your thoughts on the proposals or contribute ideas for further community engagement, please contact us at **0800 246 1267**

Alternatively, you can contact us via email at info@victoriapoint.co.uk or send your comments by post to: **Keeble Brown, 86-90 Paul Street, London EC2A 4NE**

You can stay up to date on the proposals via our dedicated website and Facebook page below: victoriapoint.co.uk

 facebook.com/ManchesterVictoriaPoint



HELLO
STUDENT **ESP**

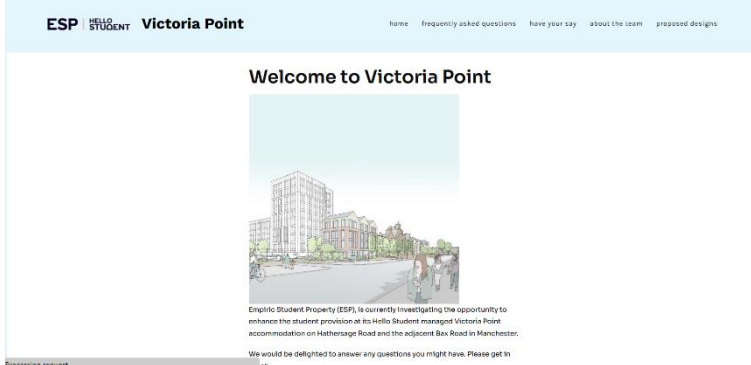
www.victoriapoint.co.uk

Appendix D: Project website analytics

Overall views of website	747
Users	303

Views per week

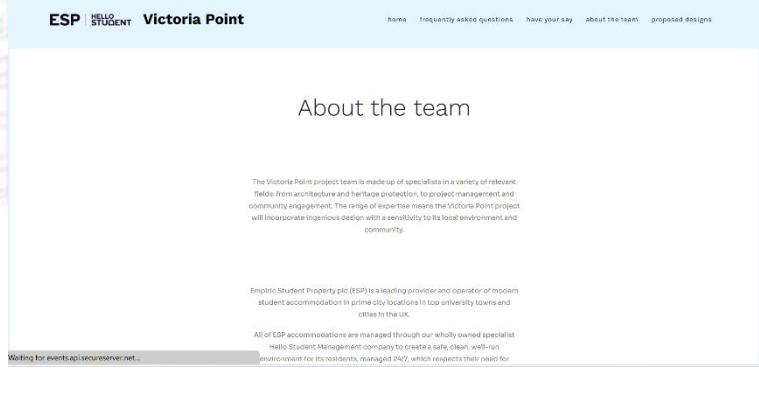
Week Commencing	Views
Monday 12 December 2023	170
Monday 18 December 2023	95
Monday 25 December	6
Monday 1 January	45
Monday 8 January	27
Monday 15 January	15
Monday 22 January	63
Monday 29 January	99
Monday 5 February	25
Monday 12 February	5
Monday 19 February	184
Monday 26 February	14

Homepage	Insights	
	Views	451

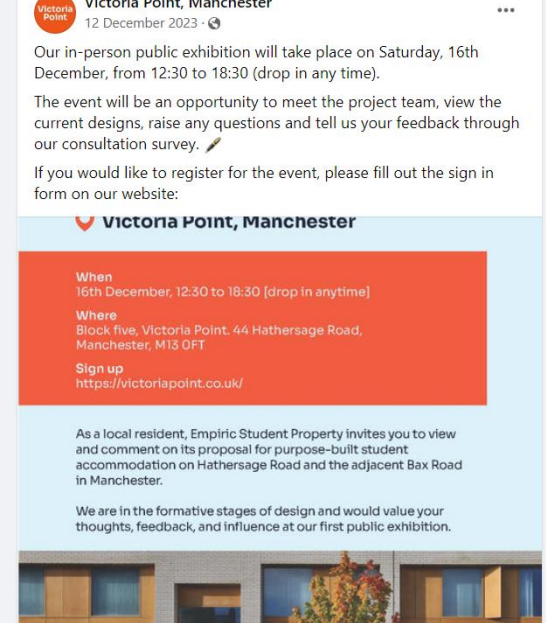
Have your say – Victoria Point	Insights
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ESP HELLO STUDENT Victoria Point home frequently asked questions have your say about the team proposed designs Have your say The Victoria Point project team invites you to view and comment on its proposal for purpose-built student accommodation on Hathersage Road and the adjacent Bax Road in Manchester. 	Views 105
ESP HELLO STUDENT Victoria Point home frequently asked questions have your say about the team proposed designs Frequently asked questions 1. What is Victoria Point? Victoria Point refers to the purpose-built student accommodation on Hathersage Road and the adjacent Bax Road in Manchester. The property is owned by Emporio Student Property (ESP) and managed through its wholly owned specialist Hello Student Management company. You can find out more about Victoria Point here. 2. What are your plans for changes to Victoria Point? 3. Do you have specific changes in mind? 4. Why make changes to Victoria Point now? 5. Why do we need more student accommodation in this area? 6. Will the plans affect the neighbouring Victoria Baths?	Insights Views 59

ESP HELLO STUDENT Victoria Point home frequently asked questions have your say about the team proposed designs Proposed Designs The project team are currently in the process of finalising designs, but are excited to be able to share with you some of their ideas so far. The current site is on Hathersage Road, and consists of six blocks that house 565 student beds. The existing buildings are in dire need of repair, due to water damage and technically deficient cladding. ESP's vision is to increase the amount of student housing by redeveloping existing buildings on the site. In doing so, we hope to ensure that the buildings also have a better relationship with the nearby Victoria Baths, creating a space that can be enjoyed by the local community. 	Insights Views 74
About the team	Insights

	<table border="1"> <tr> <td>Views</td><td>51</td></tr> </table>	Views	51
Views	51		

Appendix E: Facebook post analytics

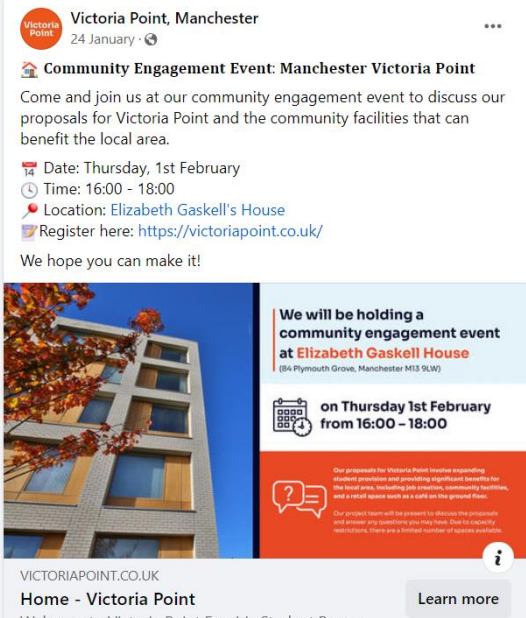
Facebook Post 12 December 2023	Insights	
	Post Impressions	4,558
	Post Reach	3,466
	Engagement	189
	Link Clicks	62
	Comments	12
	Shares	9

Facebook Post 9 January 2024	Insights	
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 Victoria Point, Manchester is at Victoria Point, Manchester. 9 January · Manchester · 🌐 👉 A big thank you to everyone who attended our public exhibition at Victoria Point just before the festive break. It was great to hear directly from residents, talk through our proposals and discuss our plans to enhance the local area. If you were unable to attend, you can visit https://victoriapoint.co.uk/have-your-say/ to view our exhibition boards from the day and share your thoughts. 	<table> <tr> <td>Post Impressions</td><td>45</td></tr> <tr> <td>Post Reach</td><td>33</td></tr> <tr> <td>Engagement</td><td>3</td></tr> <tr> <td>Link Clicks</td><td>1</td></tr> </table>	Post Impressions	45	Post Reach	33	Engagement	3	Link Clicks	1
Post Impressions	45								
Post Reach	33								
Engagement	3								
Link Clicks	1								

Facebook post

24 January 2024



Victoria Point, Manchester
24 January · 🌐

Community Engagement Event: Manchester Victoria Point

Come and join us at our community engagement event to discuss our proposals for Victoria Point and the community facilities that can benefit the local area.

📅 Date: Thursday, 1st February
🕒 Time: 16:00 - 18:00
📍 Location: Elizabeth Gaskell's House
📄 Register here: <https://victoriapoint.co.uk/>

We hope you can make it!

We will be holding a community engagement event at Elizabeth Gaskell House
(84 Plymouth Grove, Manchester M13 9LW)

on Thursday 1st February from 16:00 - 18:00

Our proposals for Victoria Point involve expanding student provision and providing significant benefits for the local area, including new housing, community facilities, and a retail space built as a part of the ground floor.

Our project team will be present to discuss the proposals and answer any questions you may have. Due to capacity restrictions, there are a limited number of spaces available.

VICTORIAPPOINT.CO.UK
Home - Victoria Point
Welcome to Victoria Point Empiric Student Prope...

[Learn more](#)

Insights

Post Impressions	6,711
Post Reach	4,299
Engagement	194
Reactions	28
Link Clicks	66
Comments	1
Shares	14

Facebook post

2 February 2024



Victoria Point, Manchester
2 February at 17:50 · 🌐

Thank you to everyone who attended our community event yesterday. It was a fantastic opportunity to answer some of the questions you had, and to hear the local community's views about our proposals for Victoria Point.

If you were unable to make the event and want to find out more about our proposals, please follow the link here: <https://victoriapoint.co.uk/>

Insights

Post Impressions	35
Post Reach	22
Engagement	4
Comments	2

Facebook Post

12 March 2024

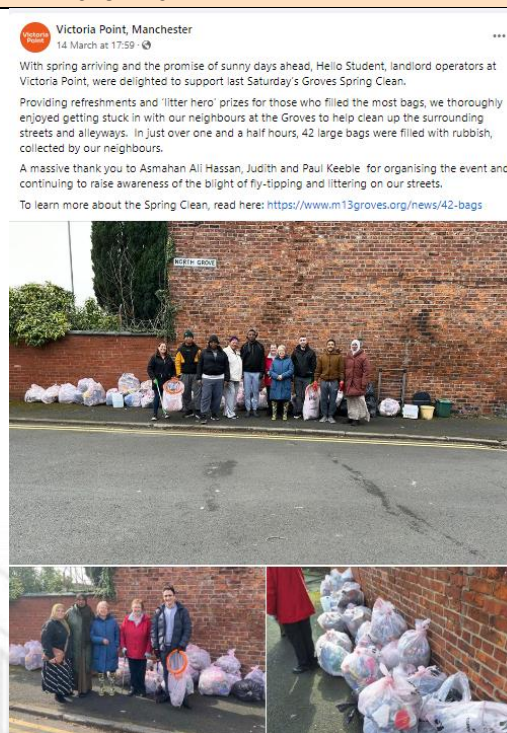


Insights

Post Impressions	23
Post Reach	19
Engagement	4

Facebook Post

14 March 2024



Insights

Post Impressions	383
Post Reach	377
Engagement	76
Shares	6
Comments	1
Reactions	16

Appendix F: Emails from concerned residents

Will the Carmoor Road West Indian Centre be knocked down and replaced.

Hi, I am a local resident and would like to understand your plans. I couldn't attend on 16 Dec and there's lack of specifics on the web site. Are you planning to replace current build or to add more blocks? Yours,

Appendix G: Manchester Evening News newspaper advertisement

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manchesterstrengersmakers.co.uk

THURSDAY DECEMBER 20, 2013

THE MANCHESTER EVENING NEWS

SUPERNOVA!

News

Public Exhibition

ESP

Victoria Point, Manchester

When: 10th December, 10.30 to 10.30 (drop in anytime)

Where: Block 25, Victoria Point, ex Waterhouse Road, Manchester, M13 9PL

Sign up: www.victoriapoint.co.uk

Our city deserves this but it must benefit all Mancunians

LEIF N. OPINION

It's a bit late to celebrate in Manchester - and one that we deserve.

Luxury fashion brand Chanel's decision to host its Métiers d'Art show in the city is the latest chapter in the city's evolution.

And, as the city that made its name at the centre of the global fashion trade, it's fitting that a fashion show should be the latest event to put us in the spotlight.

Our ever changing skyline is testament to the huge strides made in attracting investment to the city. Major projects like the City of Life, and this week's announcement that the English National Opera would be moving its "main home" from London to Manchester, are all evidence of our unstoppable growth. We're building on the cultural capital we developed over decades as a centre of music, television and sport. We're inspired by our great legacy as a city that's managed for great minds - the birthplace of the computer, a cradle of movements for change.

Just like the recent opening of Arca Studio, Chanel's appearance in Manchester offers all the

ingredients to inspire future generations of creative.

The regeneration of Northern Quarter is at the heart of it. Some businesses will be closed - but compensated handsomely - for the outdoor carvols on Thomas Street. But many bars, restaurants and hotels are set for an influx of VIPs and protection crews spending their cash.

Outside the city centre, an exclusive after party will be held at Victoria Baths. The Grade-II listed former swimming pool will also host an exhibition celebrating Manchester's long history of creativity in the days that follow the international fashion extravaganza.

There will be some who question why such a lavish event is taking place in a city where people are sleeping rough, children are going hungry and some face destitution.

The reality is that some will be sheltering on the streets as we welcome Arca fans to our city cannot be denied.

The challenge, when the show has moved on, is to make sure these big events and landmark investments benefit all Mancunians. For now, we hope the start-up runs off and brings some smiles.

As a local resident, English Student Property profiles you to view and comment on the proposal for purpose-built student accommodation on Waterhouse Road and the adjacent Ben Road in Manchester.

We are in the formative stages of design and would value your thoughts, feedback, and influence at our first public exhibition.

How to contact us:
0161 950 951 951
www.englishstudentproperty.co.uk
info@englishstudentproperty.co.uk

[illegible]

Appendix H: Place North West newspaper advertisement

[News](#)
[Analysis](#)
[Videos](#)
[Podcast](#)
[Events](#)
[Jobs](#)
[Insight](#)
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[Yorkshire](#)
[North East](#)

Reader Comments

Sensible outcome - in line with the Government's new NPPF requirements for older person...
Cheshire that goes green light for...

The sort of petty politics that is bedeviling the Welsh economy. Throw in the...
Empiric's report: Student Market Model Independent

Doesn't look like Gwynedd Councilors from the reasoning want to see inward investment, have...
Empiric's report: Student Market Model Independent

Having worked for TMBC in the past and with the Park, one of the...
Suffolk designs: How Longford Park scheme...

Sounds good - I hope it's done with care. Longford Park is an amazing...
Suffolk designs: How Longford Park scheme...

Beggars belief! Short sightedness in spaces and why would a boutique hotel adversely impact...
Empiric's report: Student Market Model Independent

The scheme is located next to Victoria Baths. Credit: via consultation documents

Empiric progresses plans for 900-bed Victoria Point overhaul

22 February 2024 08:58 | Dan Welsch | Comments (0)

[Twitter](#) [Facebook](#) [LinkedIn](#) [WhatsApp](#) [Email](#)

Proposals to add 340 rooms at the Hathersage Road student complex in Manchester are in the works.

Empiric Student Property, which acquired Victoria Point site from MCR Property Group for just shy of £30m in 2016, has assembled a project team to work up plans for the scheme.

Speaking after the acquisition, Paul Hadaway, then chief executive of Empiric Student Property, said the low-density site "provides the opportunity for further development, if appropriate, including communal facilities to create a purpose-built student hub".

Located next to Victoria Baths, the six existing buildings - which rise to four storeys and feature 566 rooms - are in "dire need of repair, due to water damage and technically deficient cladding", according to a website outlining the proposals.

Empiric has brought together consultants including Turley, Spilus, Quartz, Bell Phillips, Atelier Ten, Keeble Brown, and Heyne Tillett Steel to lead on the redevelopment.

"ESP's vision is to increase the amount of student housing by redeveloping existing buildings on the site," the website states.

"In doing so, we hope to ensure that the buildings also have a better relationship with the nearby Victoria Baths, creating a space that can be enjoyed by the local community."

A planning application for the project is expected this year.

Wesley Swanepoel, development manager at ESP, said: "We have identified Victoria Point as one of our key assets within the portfolio and are excited for the opportunity to intensify our position in Manchester's continuing success as a centre of excellence for learning and innovation."

Subscribe

Register for free North West property intelligence

NDP

Insight

The TSK Spinathon: John O'Grady to Land's End in 24hrs

Dean Brookes
TSK Group

Jobs

Principal/Associate Electrical Engineer

Harley Haddow
Manchester

Place Podcast

The Subplot | Examining UK housing's biggest enemy - land supply

Other News

Genesis buys £3.2m for Penrith homes

Vinci picked for first phase of Boole Strand regeneration

Leaders Romanx Group appoints director

Work starts on 125,000 sq ft Warrington warehouse

66m Ordsall scheme tipped for consent

Clifton Green

Placing Property Professionals

Find Out More

Cheshire East Council

Place

We'll see you there

GET IN TOUCH

MIPIM

Place North West

Appendix I: List of stakeholders invited to events.

Manchester City Council			
Executive Council members			
Title	First name	Last name	Role
Cllr	Bev	Craig	Leader of the Council
Cllr	Luthfur	Rahman	Deputy Leader (Strategy)
Cllr	Joanna	Midgley	Deputy Leader
Cllr	Garry	Bridges	Executive Member for Early Years, Children and Young People
Cllr	Tracey	Rawlins	Executive Member for Environment and Transport
Cllr	Gavin	White	Executive Member for Housing and Development
Cllr	Rabnawaz	Akbar	Executive Member for Finance and Resources
Cllr	Thomas	Robinson	Executive Member for Healthy Manchester and Adult Social Care
Cllr	John	Hacking	Executive Member for Skills, Employment and Leisure
Cllr	Lee-Ann	Igbo	Executive Member for Vibrant Neighbourhoods

Council Officers			
Mrs	Julie	Roscoe	Director of Planning, Building Control and Licensing
Mr	Dave	Roscoe	Deputy Director Planning
Ms	Patricia	Bartoli	Director of City Centre Growth & Infrastructure
Mr	David	Lynch	Director of Development & Corp Estate
Ms	Angela	Harrington	Director of Inclusive Economy
Ms	Rebecca	Heron	Strategic Director - Development
Planning and Highways Committee			
Cllr	Basil	Curley	Chair of Planning and Highways Committee
Cllr	Shaukat	Ali	Planning and Highways Committee member
Cllr	Paul	Andrews	Planning and Highways Committee member
Cllr	Julia	Baker-Smith	Planning and Highways Committee member
Cllr	Joan	Davies	Planning and Highways Committee member
Cllr	Yasmine	Dar	Planning and Highways Committee member
Cllr	John	Flanagan	Planning and Highways Committee member
Cllr	Afia	Kamal	Planning and Highways Committee member
Cllr	John	Leech	Planning and Highways Committee member
Cllr	Jill	Lovecy	Planning and Highways Committee member
Cllr	Jon-Connor	Lyons	Planning and Highways Committee member

Cllr	Fiaz	Riasat	Planning and Highways Committee member
Cllr	Abid	Latif Chohan	Planning and Highways Committee member
Cllr	Angela	Gartside	Planning and Highways Committee member
Cllr	Naeem	Hassan	Planning and Highways Committee member
Cllr	John	Hughes	Planning and Highways Committee member
Cllr	Astrid	Johnson	Planning and Highways Committee member

Ward Councillors - Ardwick Ward - Manchester City Council (as of May 4, 2023)

Cllr	Abdigafar	Muse	Ward Councillor
Cllr	Amna	Abdullatif	Ward Councillor
Cllr	Tina	Hewitson	Ward Councillor
Ms	Lucy	Powell	MP for Manchester Central

Appendix J: Stakeholders invitation to Public Exhibition

Dear

I hope you are well.

I am writing on behalf of the project team working on the proposal put forward by Empiric Student Property (ESP) to enhance the student provision at its Victoria Point accommodation on Hathersage Road and the adjacent Bax Road in Manchester.

We are hosting a public exhibition on **Saturday, 16 December**, at Block Five, Victoria Point, Manchester, starting at 12:30 pm. The event will run until 18:30. We invite people to provide feedback on the designs and to share their suggestions for the amenities and other benefits that a scheme like this might deliver in support of the wider community.

We have already delivered leaflets to the homes and businesses in the area, and we have been pleased by the level of interest we have received so far. I have attached a copy of our newspaper advertisement which will appear in tomorrow's Manchester Evening News.

I do hope you will be able to come along too. It would be great to meet you there and provide an opportunity for me to introduce you to my colleagues on the design team.

Kind regards,

Appendix K: Follow up email to stakeholders.

**HELLO
STUDENT**

ESP

Good afternoon,

I am getting in touch to share an update regarding our proposals for a development project at Victoria Point.

As you know, we held our first public exhibition on Saturday 16 December during which we discussed the PBSA proposals for this project in Manchester.

The attached PDF is the entire exhibition. Many of your constituents and local residents will already have a copy so I thought you would find this useful too.

We were delighted to receive valuable feedback, which we see as a positive beginning. The project team is now assessing the feedback, which will continue to influence the proposals. The exhibition boards contain details of our ideas and the benefits to the local area which include improvements to biodiversity and sustainability through the creation of new communal gardens and green spaces.

Please let me know if you have any questions about our continuing community engagement programme or the proposals for Victoria Point in Manchester.

My contact details are below or you can contact the team via info@victoriapoint.co.uk or freephone 0800 246 1267.

Kind regards,

Cem Galip

[Click here for exhibition boards](#)

ESP HELLO STUDENT
Your Feedback Matters

Please provide your personal details

	0	1	2	3	4	5
Design of the renovated buildings						
Provision of communal spaces						
Involvement in the						

11. Open feedback - Please share your thoughts in your own words here:

Increased energy efficiency						
-----------------------------	--	--	--	--	--	--

	0	1	2	3	4	5
Range of transport options						
Close proximity to city centre						
Close proximity to universities						
Connection to Oxford Road						

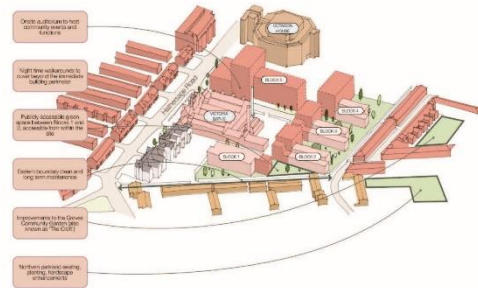
6. Tick what amenities you would like to see offered at the site

[illegible]

<https://www.facebook.com/ManchesterVictoriaPoint>

Appendix M: Public Exhibition display boards

Design Response Public Improvements



Project team

Property redevelopment in an urban environment is a complex process requiring considerable professional expertise. ESP's project team brings together a team of experienced professionals tasked with ensuring the highest possible standards:



Quantity Surveyor/Project Manager – Quartz Project Services is a construction and cost consultancy covering the built environment and building assets, specialising in Project Management, Building and Quantity Surveying. They have experience working on purpose-built student accommodation.



Architect – Bell Phillips is an architecture firm with an impressive portfolio of sensitive designs. Their aim is to 'design elegant solutions that address real problems', and their success in doing so is demonstrated by the many awards they have received.



Structural Engineer – Heyne Tillett Steel is a structural and civil engineering firm with a reputation for delivering intelligent low-carbon solutions on complex, urban sites.



Architect – 5plus is an award-winning design studio with a range of areas of expertise. With a team based in Manchester, they have a deep understanding of the area and how built environments can be created that benefit the local community.



MEP Engineer – Atelier Ten is an environmental design consultancy, with a focus on providing high-performance, sustainable, award-winning buildings that give back to the wider environment and don't waste energy or resources.



Communications – Keeble Brown is a public relations consultancy specialising in public consultations and regeneration projects, with a expertise providing community engagement for built environment projects.



Heritage and Planning – Turley ensures that development is carried out sustainably by providing expertise in planning and heritage. They promote and manage change to sustain and enhance the significance of the UK's historic environment and townscapes.



Landscape designers – LUC is a landscape design team with over 50 years of experience. Their goal is to make beautiful places that work for people and nature.



www.victoriapoint.co.uk



Hello

Empiric Student Property plc (ESP) is a leading provider and operator of modern student accommodation in prime city locations in top university towns and cities across the UK. Hello Student is our platinum certified operator of all ESP sites. It is our ambition to provide a home from home and a basecamp for every student's next adventure. We aim to provide homes in which student residents interact studiously and socially, and where they are encouraged to commune, create friendships and promote a peaceful living environment to advance their own independence, learning, and future.

The project

These proposals intend to expand and develop the existing student accommodation at Victoria Point. A combination of renovation and development will re-establish Victoria Point's important role in the area with the provision of public gardens, sustainable biodiversity, and active community-facing uses for local residents. The emerging masterplan also creates over 300 new bedspaces, green spaces, as well as high-quality, sustainable buildings of varying heights to help meet Manchester's growing need for purpose-built student accommodation (PBSA).



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Site context

Location

Victoria Point is located to the east of Manchester Royal Infirmary and Manchester University and is a short walk eastwards from Whitworth Park. Given its relatively central location, Victoria Point is in close proximity to the Oxford Road Corridor, a key gateway to Manchester's higher education institutions. It is easily accessible by public transport. The nearest bus stop is on Anson Road.

Neighbourhood

While Victoria Point sits within a largely residential area, the proximity of the hospital and universities and other institutions means the immediate area is characterised by larger developments, including student accommodation and larger offices and medical institutions. Immediately adjacent to a large eight storey octagonal Dialysis Unit called Octagon House and the Grade II* listed building of Victoria Baths.



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Students and housing

Manchester's increasing student need

Manchester is renowned for world class education. Alongside the economic and cultural benefits that arise from this, Manchester also gains industry and innovation. Manchester's growing reputation means its student population is also increasing, which means a growing need for student accommodation.

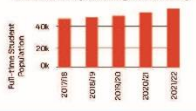
Insufficient purpose-built student accommodation (PBSA) forces students into residential housing stock and encourages with landlords to convert dwellings into Houses in Multiple Occupations (HMOs). This puts pressure on the supply of housing for local families and residents. This drives up rents and prices out the local community. By expanding student provision at Victoria Point, we will alleviate this pressure.

Purpose-built student accommodation (PBSA)

PBSA is designed specifically with the student experience in mind. PBSA offers amenities, social areas, and well-being resources to help students settle into their new homes. Student welfare is hugely important to Hello Student. We know that accommodation that allows students to feel safe, secure, and supported plays a significant role in achieving this. Victoria Point would also include postgraduate accommodation, to offer a continued home throughout their university experience.



Total Potential Full-time Students in the Demand Pool (Excluding No Demand)



HELLO
STUDENT

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Community

While Victoria Point benefits from multiple links to the wider area and is directly connected to the adjacent Victoria Baths, it has no design relationship to the Baths, nor does it have a shared space for the community to gather. Our proposals aim to create a community network and promote links with the locality by including a range of new publicly accessible facilities.

Public spaces

- A vibrant green lane will be created along Bax Road, between Blocks 2 and 3, delineating the transition between the active street and the domestic environment.
- The transformation of Block 6's ground level into a commercial space will contribute to the site's economic opportunities and introduce an additional public area intended for engagement with the local community and businesses.

Safety and Security

- A 'good neighbour' policy will be employed, acting as the basis for the relationship between the building and the community. It is important that nearby residents and other organisations have a point of contact with the site to raise any concerns or specific problems.



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Heritage

A history of change

Victoria Point is a unique location with a remarkable history. The Victoria Baths became available to the Manchester public in 1906. Since then, the area has experienced enormous change, affecting how the Baths are used and the character of the surrounding area.

Our proposals look to create a new, invigorated Victoria Point that adds to the vitality and amenity of the wider setting. Our designs aim to acknowledge the Baths' own future plans and make interacting with the space easier for the local community – recognising the original purpose of the building.

Victoria Baths are a treasure of many distinct architectural features, which our design team acknowledges and reflects in the character of our proposals for Victoria Point.

Our design acknowledges the heritage of the area

- Sensitive design decisions, such as red brick materiality to compliment the area
- Supporting the Baths' commercial success as a community asset
- Creating more public spaces around the Baths – reflecting their original purpose
- Ensuring that servicing and access requirements are met, with minimal impact on the aesthetics of the development



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Masterplan principles

A positive addition to the community

The emerging masterplan proposal will provide significant benefits for the local area including job creation, provision of community facilities and a retail space such as a café on the ground floor of Block 6, and also to the rear of the Baths.

Connectivity & Movement

Improved connectivity and movement across the site can be achieved by prioritising pedestrians and cyclists over cars by creating new pedestrian and cycle routes, wider footpaths and by diminishing the role of car parking.

Landscape & Public Realm

The renovated blocks will be clearly associated with the existing streetscape. Fully accessible communal gardens are intended for use by the community and visitors, who will be enticed with new plantings and trees along Bax Road that will provide a more attractive route for walking and cycling.



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The emerging designs

Outline strategy

These designs aim to address the issues that have affected the current buildings and accommodation since their construction while also meeting the needs of today's students and the ambitions of Manchester, a city of educational and academic excellence. Our goal is to create 366 additional, high quality student bedspaces.

The drawings show how the design team have sought to meet the many challenges of the current buildings and immediate setting alongside creating a stronger, more appealing and sustainable environment that will benefit the student residents and support better interaction with the wider community.

In practical terms, the design team have sought to focus on three important themes: Renovation, Creation and Community.

These can be seen in the drawings and summarised as below.

Renovation

This means tackling the poor-quality building inherited from the original developers so that they deliver the high standards of Hello Student accommodation while still retaining as much of the existing structures as possible so that the impact on the environment is minimised.



HELLO
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ESP

Next steps & Timeline

We hope you have enjoyed viewing our proposals for Manchester Victoria Point. Your comments and feedback are important to us. Please complete our survey and hand it to a member of the project team. The project team will consider all feedback and take this into account when finalising our plans.

We hope to present a planning application to Manchester City Council by the Summer 2024. You will be able to follow the progress of these proposals as they evolve at <https://www.victoriapoint.co.uk>.

If you have further questions, please speak to a member of the project team or call our freephone number: 0800 246 1267 or email info@victoriapoint.co.uk

Timeline



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The emerging designs

Creation

A thoughtful, sensitive use of design and materials to bring new amenities, accommodation and potential community facilities including cafés to life within the existing site.

For example:

- Develop new 'bookend' extensions to the gables of the blocks closest to the Groves.
- Creating a distinct new extension to Block 4, to provide additional amenities as well as student accommodation.
- The ground-up redevelopment of Block 6 to restore a more appealing terraced-style frontage on Hathersage Road.
- Creating height with the addition of new floors of student accommodation as an extension to Block 5 where neighbouring buildings suit this approach.
- Introduction of student-only 'quads', secured though the use of landscape.

Community Space

- Establishing a more pedestrian friendly route down Bax Road and through the site.
- Incorporating designs to allow for a future east-west 'green lane' connecting Carmoor and Bax Road, which will be accessible to the local community.
- Providing potential for shared community spaces such as between Blocks 1 and 2.

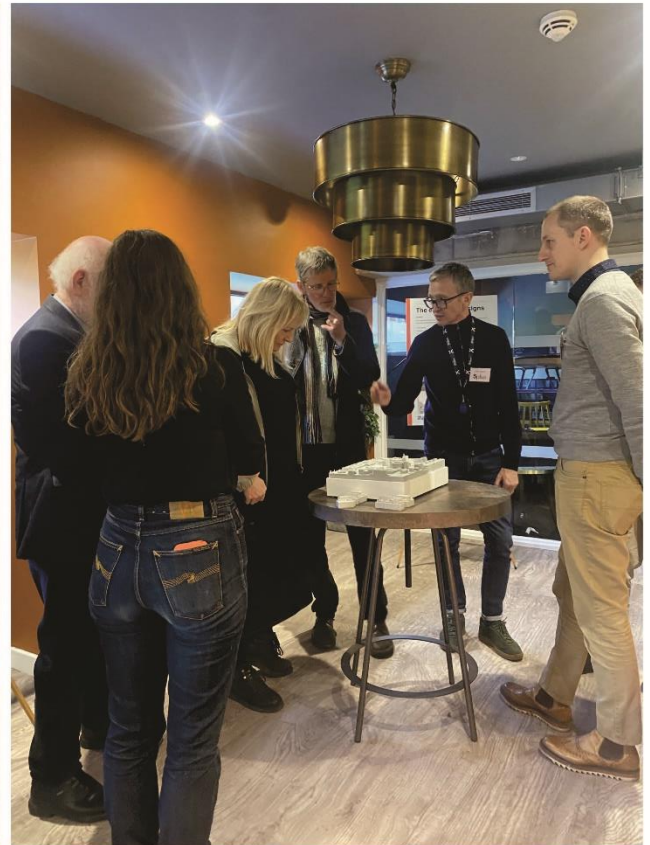


HELLO
STUDENT

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ESP

Appendix N: Public Exhibition, Victoria Point



Appendix O: Councillor invitation to Community Engagement Event

**HELLO
STUDENT****ESP**

Good morning,
I hope you are well.

I am writing on behalf of the project team working on the proposals to expand student provision at Manchester Victoria Point Student Accommodation.

We would like to invite you to our community engagement event taking place at **Elizabeth Gaskell's House** on **Thursday 1st February, 16:00 – 18:00**.

We have already distributed 800 brochures in the homes and businesses in the area inviting them to the event. You can download a copy by clicking [here](#).

Our event will take a presentation-style format and will provide an opportunity to comment on our latest designs and learn more about the extensive community benefits and amenities associated with the scheme. There will also be a Q&A session where members of the project team will be available to answer any queries.

As you might know, the venue at the Elizabeth Gaskell's House has a limited number of spaces available – we ask that you RSVP by Tuesday **30th January** by either responding to this email or entering your details via our [dedicated sign-up page](#).

We look forward to continuing our participation with the local community and hope to see you there.

Kind regards,
Cem Galip

[Click Here to Register](#)

Appendix P: Invitation to Community Engagement Event to previous attendees

Community Event - 1st February

Hey

Hope you're doing well! I'm reaching out on behalf of the team working on the Manchester Victoria Point Student Accommodation expansion.

Thank you for attending our previous exhibition in December and filling out a questionnaire - your feedback is greatly appreciated!

We'd love for you to join us at our follow-up community event on **Thursday, February 1st**, from 4:00 to 6:00 PM at Elizabeth Gaskell's House in the Darwin Room.

The event will feature a presentation on our latest designs and the community benefits of the project. Plus, there'll be a Q&A session with our team.

Since space is limited at Elizabeth Gaskell's House, please RSVP by January 30th by replying to this email or using our [sign-up page](#).

We look forward to connecting with the community and hope to see you there!

Best,
Cem Galip

Appendix Q: Community Engagement Event presentation

ESP**Victoria Point,
Manchester****Proposals for Victoria Point****We will cover**

- Overview of designs
- Project principles
- Community benefits and amenities
- Local employment opportunities
- Construction Phase
- Question and Answer Session

**HELLO
STUDENT**

Project principles

- Investing in the wellbeing and experience of the students at Victoria Point
- Supporting the character and quality of the built environment
- Increasing the quality of the green space in the neighbourhood.
- Contributing to the community through shared amenity and economic opportunity.
- Enhancing local street-scene
- Adding to the success and vitality of Manchester

**HELLO
STUDENT**

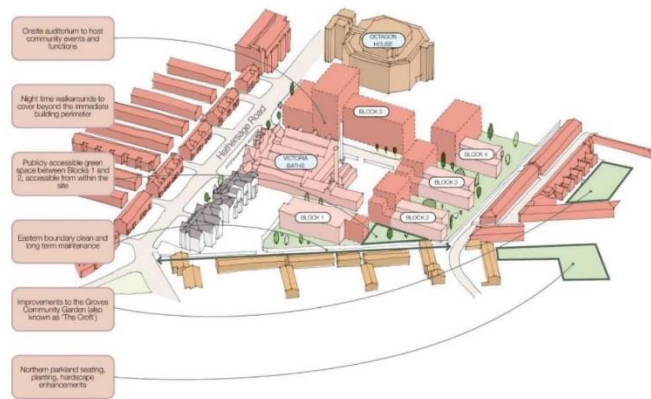


**HELLO
STUDENT**



ESP

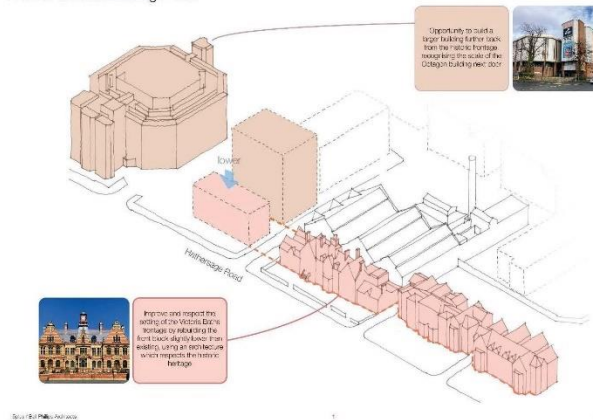
Design Response
Public Improvements



**HELLO
STUDENT**

ESP

Design Response
Front of site at Hathersage Road

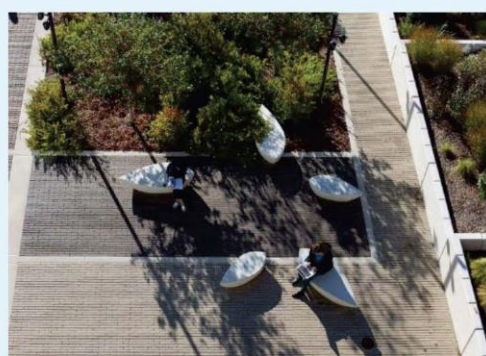


**HELLO
STUDENT**

ESP



ESP



ESP



**HELLO
STUDENT**



ESP

Work and skills opportunities

- Targeted employment opportunities for the Ardwick community
- Collaboration with local groups and training & skills providers
- Alignment with Greater Manchester Work & Skills strategy
- Employment examples:
 - Construction and related trades
 - Property and estate management services - e.g. cleaning, gardening, landscape, hospitality
 - 'White collar' roles in administration and management

**HELLO
STUDENT**



ESP

Construction Phase

- Establishing a robust management plan
- Minimising potential disruption
- Implementing a clear engagement programme
- Working with the community to address any issues

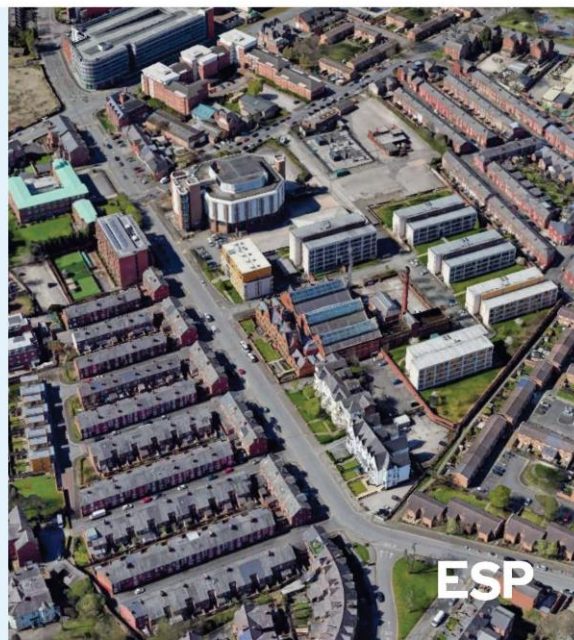
HELLO
STUDENT



For more information

- Email: info@victoriapoint.co.uk
- Contact number: 0800 246 1267
- Website: victoriapoint.co.uk

HELLO
STUDENT



Appendix R: Community Engagement Event, Elizabeth Gaskell House

