

PLANNING STATEMENT

TOWN AND COUNTRY PLANNING ACT 1990

PREMIER WINTER WONDERLAND EVENTS LIMITED

Application: Temporary erection of a beach club, bar, small food units and seating as a summer event, for a period of time not to be before 30 May 2024 and not to extend beyond 31 August 2024 for a period of 1 year



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REF: REA224/10

1. Introduction

1.1 The Applicant, Premier Winter Wonderland Events Limited, intends for Capri Beach Club to present a relaxed and family friendly Chic Mediterranean Inspired Event for local people and tourists alike.

1.2 Premier Winter Wonderland Events Limited has carried out multiple family friendly events in Reading over the Christmas period in 2021 and 2022. Billy Williams in particular has had experience carrying out family friendly events in Reading since 2015 to present. The most recent event, over the Christmas period from 2023-January 2024, was run to great success with no complaints filed or any police involvement.

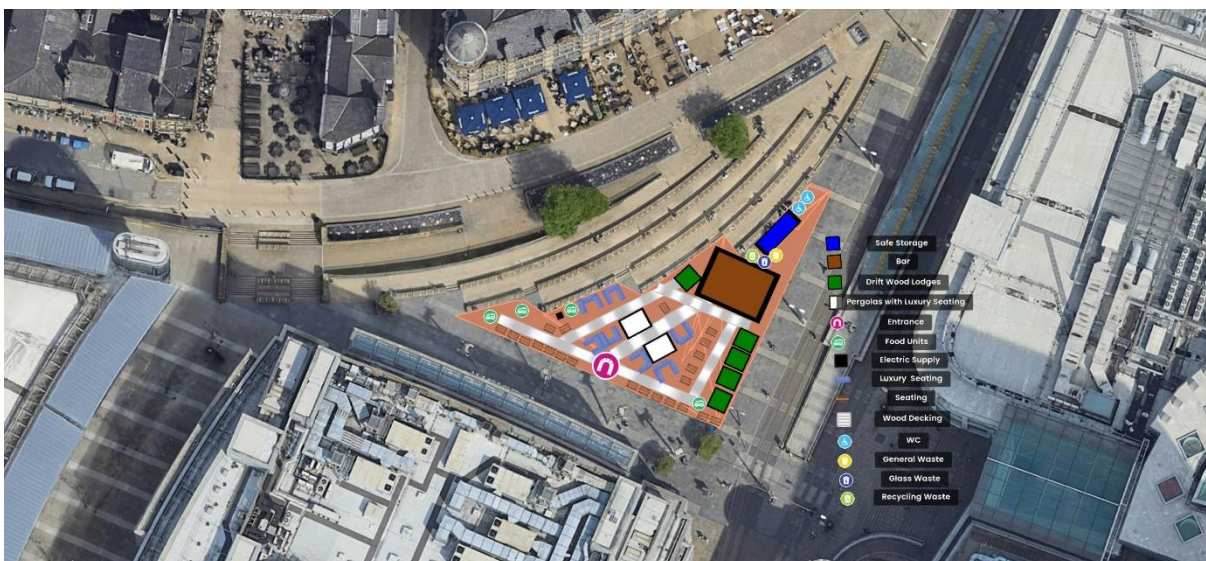
1.3 It is intended that the Event will run between 5th June 2024 to 26th August 2024 and that all apparatus, structures and miscellaneous items relating to the Event will be removed by 31st August 2024. The opening hours of the Event are intended to be 11:00 to 23:00.

1.4 The Site has already been granted Premise Licence Number 052785 for events under the Licensing Act 2003 (the "Premise Licence").

1.5 The Applicant is applying for a temporary change of use to Exchange Square for use as a Beach Club, bar structure and ancillary catering units for a period of time from 30 May 2024 and not to extend beyond 31 August 2024 for a period of 1 year. Operating dates are 5th June to 26th August 2024, with the time available from 30th May 2024 to 5th June for set up of the operation and from 26th August to 31st August to move the events structure and dismantle all equipment.

2. The Site

2.1 Exchange Square ("the Site") is located in the centre of Manchester City and by Exchange Square Station. The Site is largely vacant and is a pedestrian area used for ad-hoc events. A plan showing the Site as used for the Event is below.



3. Description of the Event

- 3.1 During the period that the Event is operating, the main structure on the Site will be the bar which is the central focus of the Beach Club. There will be a number of seating areas, both luxury and standard as well as drift wood lodges. There will be 4 food units that will be individual traders providing food and drink outlets.
- 3.2 The maximum capacity at the Site is approximately 200 people.
- 3.3 The Applicant has prepared a detailed Event Safety Management Plan 2024 which is aimed at ensuring that health and safety at the Event is of the highest standard. The Event Safety Management Plan is submitted with this application.

Planning Policy

4. Principle of the Development

- 4.1 The Council adopted its new Local Plan in July 2012 ("LP"). The LP provides that Manchester "is the original modern city and the economic engine of the North West...It is the North West's regional centre for finance, commerce, retail, culture and leisure".
- 4.2 LP Policy SP 1 states that "The Regional Centre will be the focus for economic and commercial development, retail, leisure and cultural activity, alongside high quality city living."
- 4.3 LP Policy CC 1 states that "Provision of a range of economic development uses, such as retail, leisure, entertainment, cultural and tourism facilities will be encouraged in the City Centre, in line with Policy C1, to support the development of a vibrant employment location attractive to businesses, employees and visitors to the City Centre."
- 4.4 LP Policy CC 4 states that "The City Centre will be the focus for culture and leisure in the City Region."
- 4.5 Policy CC 10 encourages "Uses which increase the diversity of activity in the City Centre, with an emphasis on family-oriented activity".
- 4.6 It is submitted that the provision of a family friendly event during the summer period will help to achieve the aims identified by the Local Plan.
- 4.7 It is considered that the proposal will support and enhance Manchester's chic summer atmosphere. The Event will assist in providing tourist and leisure facilities on offer in the centre of Manchester, thereby helping to attract a range of people into the town during a key retail period during school holidays. By enhancing the town vitality and viability and encouraging visitors to shop and visit Manchester during the summer period means that the proposal constitutes sustainable development for the purposes of the National Planning Policy Framework ("NPPF").

5. Transport and Accessibility

- 5.1 LP Policy SP 1 requires development to provide "good access to sustainable transport provision". The supporting text to Policy SP 1 states that "Development needs to make greatest use of existing and planned public transport and promote the most sustainable

means of transport possible (especially access for disabled people and walking and cycling for local journeys).”

- 5.2 The Site is easily accessible by public transport, particularly by tram and also by nearby bus stops. Exchange Square itself is also a pedestrian area, and accessible by foot or by bike. It is incredibly central and therefore supported by all of the existing transport links. As such it is considered that the proposal complies with the LP policies relating to transport and accessibility.

6. Impact on Surrounding Area

- 6.1 LP Policy C 10 states that there will be a presumption against further facilities where there is already a concentration of bars, hot food takeaways and other night-time uses. As this is a day-time and evening Event, and the surrounding area does not have a high concentration of these uses, it is considered that this presumption does not apply.
- 6.2 Background music will be playing throughout the day. However, any noise emanated will be monitored to make sure it stays within acceptable limits.
- 6.3 Recorded music will be played between the hours of 11:00 and 23:00 however it will generally be background/incidental in nature. Although it is not envisaged that the music will be licensable, there is already a Premise Licence to play music on the Site.
- 6.4 LP Policy C 10 states that the proposed use “should not create an unacceptable impact on neighbouring uses in terms of noise, traffic and disturbance.” The Site itself is used for similar events throughout the year, and the surrounding uses are generally for retail purposes. The Event will run from 11:00-23:00 and is subject to a Premises Licence which permits the playing of music and the sale of alcohol.
- 6.5 The Applicant has experience with recording and monitoring daily noise levels for similar events previously, where noise levels were checked up to 5 times per day from numerous locations around the site and surrounding properties. In previous events, the Applicant provided his personal mobile number and was contactable, and on site, at all times. Residents freely contacted the Applicant directly and any noise issues were resolved without delay.
- 6.6 LP Policy C 10 also states that new uses in the centre should support both the day-time and evening/night-time economies whilst not undermining the role of the primary shopping area. It is submitted that the Event will support the primary shopping area, by providing food and drink facilities and encouraging footfall through the nearby shopping area. There is not a high concentration of similar establishments, as this is a temporary Event with a specific Mediterranean inspired vision, and so the Event will create interest, increased tourism and generally add to the existing atmosphere, rather than detract from or undermine the existing retail uses.
- 6.7 It is considered that the impact of the Event will be temporary (finishing on 26 August 2024). As all the noise on site will be monitored and licensed it is not considered that this aspect should give rise to any planning concerns.
- 6.8 Policy DM 1 states that all development should consider community safety and crime prevention.

6.9 The Applicant will be erecting picket fencing around the Site during the Event. During the night, the Site will be completely fenced in by a Heras style fence for security purposes. Please see the Event Management Plan for further detail.

7. Environmental Matters

7.1 LP Policy EN 1 provides that the City Centre has “limited open space” and that developers should continue the “rich pattern of activity in the core area” as well as contribute positively to the experience of all at street level. In addition, LP Policy EN 10 states that “The Council will seek to retain and improve existing open spaces”.

7.2 The Site is a civic square, and therefore could be considered an Open Space as defined at 12.50 of the LP. As the Event is temporary and the structures are not permanent, it is considered that the benefits of the Event (in terms of economic sustainability, COVID-19 recovery, contribution to the city experience and driving footfall to Manchester City Centre) outweigh any temporary harm (if any) to Exchange Square.

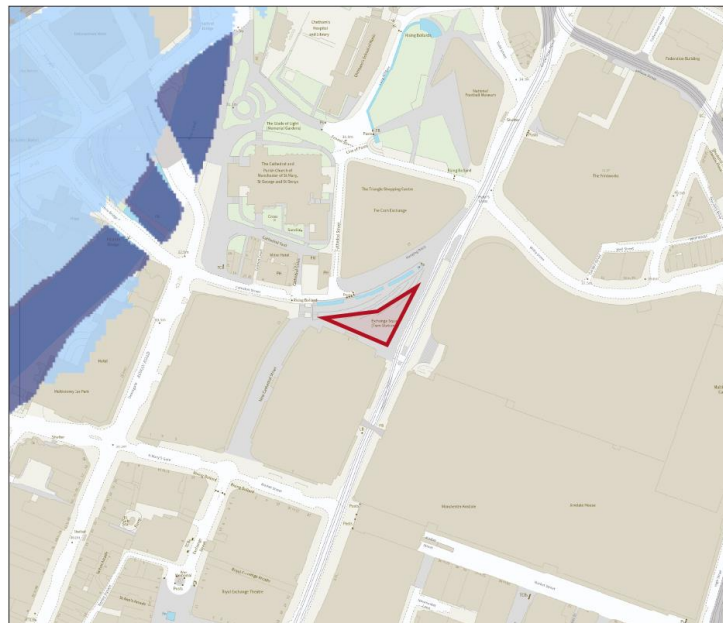
7.3 There will be no damage or interference with any trees, as there are no existing street trees within the Site.

7.4 It is not considered that the Event will have any impact on air quality being temporary in nature and not contributing to air pollution.

7.5 The Event will contribute to the variety of activities available to all and enhance the experience of the City.

8. Flood Risk

8.1 The Site is situated entirely in Flood Zone 1, including all entrances and exits to the Site.



8.2 LP Policy EN 14 addresses flooding and sustainable drainage systems for development. It is not considered that the Event causes or contributes to any increased flood risk.

8.3 There are no excavations works associated with the application.

9. Conclusion

9.1 The proposal is for a temporary period only and combined with the care that has been taken to design the application, the Event will not have any long-term adverse impact on residential amenity. The application complies with current planning policy and will make a significant and positive contribution towards Manchester's atmosphere, viability and visibility for locals and tourists alike. The Applicant therefore requests that the application is recommended for approval.

Blandy & Blandy LLP

20th May 2024