

Charles Street

Statement of Community Engagement



Statement of Community Engagement

Charles Street, Manchester

November 2023

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1. Executive Summary

1.1 This Statement of Community Engagement (SCE) has been prepared by Turley on behalf of Jadebricks (Charles St) Ltd and reports the pre-application consultation undertaken for a proposal for purpose-built student accommodation (PBSA) at Charles Street, Manchester.

1.2 The applicant has sought to deliver a comprehensive consultation process which demonstrated a wide-reach and the opportunity to provide feedback prior to the submission of a planning application to Manchester City Council.

1.3 Overall, the consultation with the local community demonstrated a wide-reach and included:

- Briefings to ward councillors in the Deansgate ward of the city.
- Awareness raising through 1,893 leaflets posted out to local residents.
- 893 visits to the consultation website.
- 454 clicks through to the consultation website from the social media advertisements.
- A live webinar with 5 attendees, with the recording of the webinar watched nine times on the website.

1.4 From this wide-reaching awareness raising and engagement activity, four (4) consultees provided written feedback to the project email, in addition to extensive one-to-one engagement with site neighbours, including Paintpots Nursery and the Maldron Hotel. Several recurring themes have emerged through the consultation process as presented below:

- **Principle of development** – consultees sought clarity on the need for PBSA in the area and why this site is suitable.
- **Design** – consultees were concerned about the impact of the building's height on sunlight and visibility of adjacent properties. One consultee also wanted to understand what materials were being used.
- **Community** – there was a concern regarding the impact the development would have on the neighbouring nursery and a desire to understand how the building would enhance safety and security in the area in light of increased student numbers.
- **Management and operation** – further detail was sought on the amenities that would be on offer to student residents and how noise, litter, crime and anti-social behaviour would be managed once the site was operational.
- **Construction** – assurance on the mitigation measures being put in place to manage the impact on noise and dust levels, as well as the impact on vehicular

movements and road access. One consultee also queried whether the access to York Street would be impacted during construction.

- 1.5 All feedback received has been considered and analysed in this Statement of Community Engagement, with more detail provided in the Applicant Response at Chapter 6.

2. Introduction

- 2.1 This Statement of Community Engagement (SCE) has been prepared by Turley on behalf of Jadebricks (Charles St) Ltd ('Jadebricks' / the applicant).
- 2.2 This SCE forms part of a planning submission for the development of Charles Street Manchester, a purpose-built student accommodation or PBSA (sui generis) comprising of 107 student studios across 15 storeys.
- 2.3 Further details are provided in the accompanying technical reports submitted as part of the submission. This SCE should be read alongside these other technical documents.
- 2.4 This SCE provides a detailed record of the pre-application consultation activities that have taken place, the feedback received during the consultation period and how this has been considered as part of the preparation of the submission.
- 2.5 Jadebricks is a Manchester-based developer who have significant knowledge of the area and wider Manchester city centre. Jadebricks values its contribution to the local community and have sought to maintain a positive approach to their engagement with local stakeholders and to incorporate local insights into the design development process to ensure the proposals integrates with its surroundings, including existing occupiers, as far as possible.

Site context

- 2.6 Charles Street is situated in an important city centre location within the Oxford Road Corridor. The site is in close walking distance of the University of Manchester's North and South campuses, as well as Manchester Metropolitan University's All Saints and Birley campuses. The site is also close to high frequency public transport routes, including Piccadilly and Oxford Road railway stations.
- 2.7 The Charles Street site is located on a vacant, underutilised lot that neighbours the newly developed Maldron Hotel and is situated across the road from Manchester's Circle Square development.
- 2.8 With Manchester's increasing popularity as a learning and cultural hub, there is additional pressure on the city's housing supply. Expanding the supply of PBSA in this part of the city is part of a solution to this issue as it frees up housing in the immediate area, whilst also ensuring students have easy and sustainable access to the university campuses and amenities.
- 2.9 Alongside the benefits to the city's housing market, the delivery of PBSA at Charles Street promotes city-wide regeneration objectives by supporting graduate and talent retention and employment growth, whilst also addressing the existing shortage of PBSA supply in the city.
- 2.10 Local architecture firm SimpsonHaugh have developed the design principles that are the foundation of this proposal which include:

- A building that at 15 storeys fits in with the scale of the surrounding area so that it complements and supports the vibrant mix of uses on Charles Street.
- A design which takes cues from the historic fabric of the surrounding city block; SimpsonHaugh have drawn inspiration from the adjacent detailing and materiality to influence the design of the façade.

Consultation activity overview

- 2.11 In order to ensure effective consultation on Jadebricks' proposal, the project team delivered a programme of awareness raising and stakeholder engagement with the following:
- Manchester City Council;
 - Deansgate ward councillors;
 - Local businesses, including Paintpots Nursery and the Maldron Hotel; and
 - Local residents.
- 2.12 To ensure all relevant stakeholders and local residents had the opportunity to view the proposed plans and provide feedback on the scheme, the following engagement methods were undertaken:
- A series of pre-application discussions with Manchester City Council officers;
 - Information shared with immediate neighbours, along with invitations to local businesses to engage in one-to-one briefings;
 - Circulation of a consultation leaflet to 1,893 addresses surrounding the site which advertised the website, feedback channels and the webinar;
 - A geo-targeted social media advert on Facebook to drive awareness of the consultation;
 - Hosting a dedicated project website highlighting various contact methods including a Freephone telephone number and a direct email address; and
 - Hosting a live public webinar for local stakeholders to dial into, with a presentation from members of the project team and a question-and-answer session.
- 2.13 Overall, the activity undertaken resulted in a wide reach across both digital and in person engagements. Since the launch of public consultation on 1st November 2023 and close on 15th November 2023, 843 unique users visited the website generating a total of approximately 1,700 page views during the consultation period.

Summary of feedback

- 2.14 Feedback was received through a number of channels during the consultation period. This included questions during the live webinar, four consultee emails and comments on the project's social media posts.
- 2.15 This has led to feedback posing questions and comments relating to the development proposals which have been organised under themes and considered by the project team in preparing the application.
- 2.16 Responses to the feedback received has been considered by the project team and are presented in Chapter 6 of this report.
- 2.17 In summary, the applicant considers that the pre-application engagement undertaken with the local community and stakeholders has been timely, meaningful and effective.

3. Policy context

- 3.1 In considering the approach to pre-application consultation on the scheme, the Applicant considered both national and local policy and guidance to help shape an effective consultation.
- 3.2 Early engagement on the scheme with officers and local ward councillors also provided the opportunity to discuss the approach to consultation and seek their feedback.

National Planning Policy Framework (2023)

- 3.3 The revised National Planning Policy Framework (September 2023) (“the Framework”) sets out that the planning system should be a collective enterprise with the purpose of helping deliver sustainable development.
- 3.4 Paragraph 39 specifically promotes early pre-application engagement and the front-loading of consultation and explains that applications that can demonstrate effective pre-application engagement should be favoured over those that cannot. The purpose is to better coordinate public and private resources and help identify issues that can be resolved at the pre-application stage. In addition, paragraph 41 states that as a result, the outcomes for the community are improved and the planning system is able to function more effectively and efficiently.
- 3.5 As set out in this Statement, comprehensive community engagement has taken place prior to the submission of the planning application, in full accordance with guidance set out within the Framework.

Manchester City Council Statement of Community Involvement (2018)

- 3.6 The Planning and Compulsory Purchase Act (2004) requires Local Planning Authorities to produce a series of policy documents including a SCI. Manchester City Council sets out its expectations for pre-application engagement in its SCI from 2018.
- 3.7 For major applications, it is recommended that engagement includes such measures as:
- Letters sent to residents and businesses in nearby streets telling them what is proposed, how they can get more information and how they can give the developer their views
 - Consultation events with the local community
 - A dedicated website
 - Coverage in local newspapers
- 3.8 The project team reviewed both national and local guidelines on pre-application engagement before creating a bespoke engagement strategy which was shared with city council planning officers prior to commencement of the engagement activity.

4. Stakeholder Engagement and Community Consultation Activity

- 4.1 Details of the stakeholder engagement activity and community consultation undertaken is provided as follows.

Pre-application discussions with Manchester City Council Officers

- 4.2 Pre-application discussions were held with MCC, through a series of meetings with MCC Officers. The principal areas of discussion during these meetings have included:
- The principle of the use / acceptability of PBSA in this location
 - Massing
 - Design principles
 - Facade strategy / design
 - Conditions and planning obligations
 - Updates on engagement
 - Matters of application process (the scope of the planning application and target Planning Committee date)
- 4.3 The detail of the strategy covered the engagement with elected members through offering a briefing to the Deansgate ward councillors and ongoing correspondence and engagement with key stakeholders, including Paintpots Nursery and the Maldron Hotel.
- 4.4 The methods of feedback employed during the community consultation were outlined and the approach supported by officers.
- 4.5 A number of key milestones were shared including the timings for a press release, the date of the public consultation launch, live public webinar and consultation close.
- 4.6 Further details are provided in the supporting Planning Statement and Design and Access Statement, submitted as part of the planning application.
- ### **Elected member briefings**
- 4.7 The Applicant issued email correspondence to Deansgate ward councillors prior to the launch of the public consultation, with the offer to introduce the proposals, communicate the timeline for consultation activity and to organise a briefing session with the project team.

4.8 On 31st October 2023, the project team met with Cllr Anthony McCaul and Cllr Marcus Johns and shared the proposal with them then. The themes discussed during this meeting included:

- engagement with the neighbouring nursery and their drop-off zone being unchanged;
- the impact of construction on the nursery;
- affordability of units;
- biodiversity net gain;
- fire alarm procedures; and
- the impact on the nearby garage.

The applicant addresses all of these matters in Chapter 6 of this document.

4.9 Cllr Johns also asked for the leaflet distribution to go further out and incorporate India House. The applicant actioned this request and has received feedback from residents.

4.10 Follow up email contact was issued to all three ward councillors during the consultation period and the applicant remains willing and open to continued correspondence as needed.

Community consultation

4.11 The pre-application consultation period with the local community ran over a two-week period from consultation launch on Wednesday 1st November 2023 until Wednesday, 15th November 2023.

4.12 During the consultation period, two stakeholder briefings were held with Paintpots Nursery and the Maldron Hotel.

4.13 The project team first met with the owners of Paintpots Nursery in October prior to the launch of the public consultation to discuss the proposals further.

4.14 The following themes were discussed:

- Building management plan during operation
- An offer to provide a new entrance for the nursery
- Supporting nursery visibility during construction
- Methods to mitigate against the impact of construction noise, dust and traffic on business operations
- Road access and closures, particularly the drop-off/pick-up zone
- Ongoing engagement between Jadebricks and Paintpots

- 4.15 Follow up meetings and continuous engagement over email has continued since to ensure all matters are addressed as far as is reasonable and the impact on the nursery is minimised.
- 4.16 A member of the project team also met with the General Manager of the Maldron Hotel in November to follow up on questions they had raised on the webinar.
- 4.17 Correspondence with the surrounding residential, business and student community was undertaken through the distribution of a leaflet, social media advertising, hosting a project website, and a live public webinar with a Q&A session. Further details on these activities and feedback are summarised below.

Consultation Leaflet

- 4.18 To raise awareness of the proposed development and the consultation within the local community, an information leaflet was distributed to the local community surrounding the development site.
- 4.19 The leaflet provided a summary of the proposals and directed residents to the project website in order to find out more, provided details of the live public webinar and advised on the channels available to provide their feedback. A Freephone telephone number was also included for those unable to access the internet. A copy of the leaflet is included at **Appendix 1**.
- 4.20 Leaflets were sent to neighbouring addresses (1,893 addresses) and landed in letter boxes between Wednesday, 1st November and Friday, 3rd November 2023. The distribution area was determined taking into account several factors, including the number of neighbouring University buildings and existing PBSA accommodation blocks. It was also expanded to include more surrounding residential blocks as requested by Cllr Marcus Johns. This area can be seen in **Figure 4.1**.

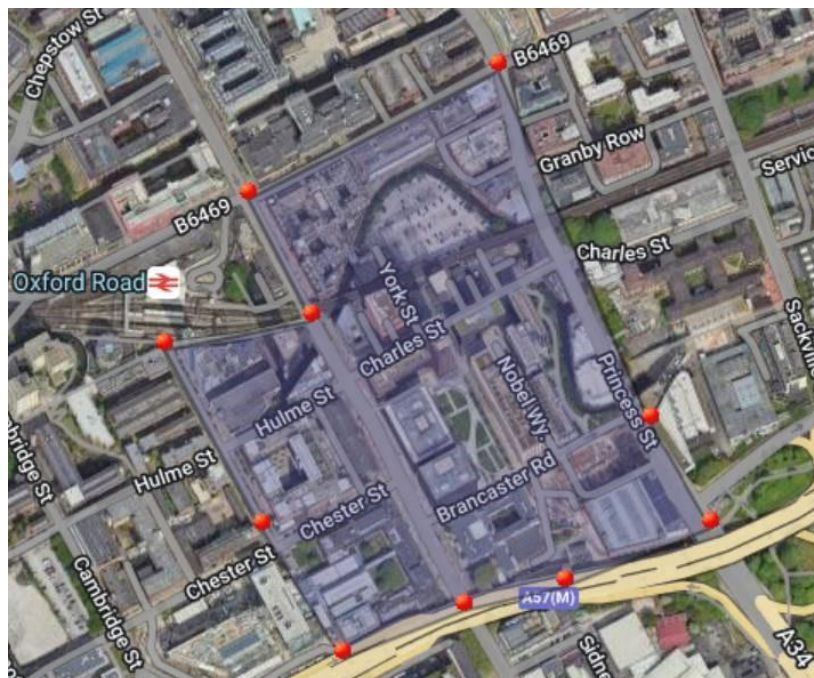


Figure 4.1 – Leaflet distribution area

Social media advertising

- 4.21 In order to raise awareness of the proposals and encourage people to provide feedback on the plans, a geo-targeted social media advert was shared on Facebook/Instagram.
- 4.22 The advert was live over 14 days to advertise the proposals and direct people to the consultation website to find out more and how they could share their feedback on the proposals. A screen grab of the social media advert can be viewed in **Appendix 2**.
- 4.23 The total number of people the post reached was 15,968 and it generated 454 clicks to the consultation website (www.charlesstreetmanchester.co.uk).

Live public webinar

- 4.24 A live public webinar was held on Wednesday, 8th November 2023 between 6pm-7pm on Zoom.
- 4.25 The session was advertised via the leaflet, social media adverts and on the consultation website. Attendees could register their interest to attend in advance.
- 4.26 The webinar included a presentation to take attendees through the details of the proposals, along with a live Q&A session where members of the technical team responded to questions.
- 4.27 Of the six (6) Zoom accounts who registered in advance to attend, five (5) joined the event on the day. All of those who joined remained on the platform for the full duration of the session.
- 4.28 A recording of the webinar was added to the project website following the event on Thursday, 9th November 2023 for those who were unable to attend. The recording was watched by an additional nine (9) unique visitors between upload and consultation close.
- 4.29 Nine questions were asked during the webinar, all of which were responded to during the Q&A session. The feedback received during the webinar and the Applicant response is set out in Chapter 6. Alongside this feedback, the project team explored key themes surrounding the consultation in further detail, including the next steps and timeline for the planning process, the choice of site location, access to York Street, the impact on the neighbouring nursery, the materials being used in construction, the need for student accommodation in this area, the amenities offered to student residents and the management of the construction process, including road closures.
- 4.30 Full consideration of the applicant's response to the feedback received during the webinar has been presented and responded to in Chapter 6.

Consultation website

- 4.31 A project website was live at www.charlesstreetmanchester.co.uk and included details of the wider site context, the need for the development, the proposals and the live

public webinar – along with contact methods for the consultation project team, which included a dedicated email address and Freephone consultation number.

- 4.32 The website was updated on Thursday, 9th November following the webinar to include a recording of the session that allowed those who were unable to attend to watch back.
- 4.33 At the close of the consultation on Wednesday, 15th November 2023 the website received a total of 843 unique users, generating a total of approximately 1,700 page views since the project page was launched on Wednesday 1st November 2023.
- 4.34 Detailed screenshots of the website are included in **Appendix 3**.

Media articles

- 4.35 A press release was issued on Wednesday 1st November 2023 and was covered by [Place NorthWest](#).

5. Consultation Feedback

- 5.1 This section of the report provides an overview of the feedback received during the consultation period. In addition to the nine webinar questions, from the wide-reaching awareness raising and engagement activity undertaken, a total of four (4) consultees provided feedback via email.

Live public webinar

- 5.2 A live public webinar was held on Wednesday, 9th November 2023 between 6pm-7pm on Zoom. Nine questions were asked during the webinar, all of which were responded to during the Q&A session. These included:

- The next steps and timeline for the planning process
- The choice of site location
- Access to York Street
- The impact on the neighbouring nursery
- The materials being used in construction
- The need for student accommodation in this area
- The amenities that will be offered to student residents
- The management of the construction process, including road closures

The themes and responses have been outlined in more detail, as well as the applicant's response, at Chapter 6.

Emails

- 5.3 During the consultation period, four (4) emails were received to the dedicated consultation inbox, with feedback including:

- The amenities the building offers
- The need for PBSA
- The disturbance/anti-social behaviour caused by students
- The impact on local amenities
- The impact of construction on the local community
- The building design
- The loss of light to surrounding buildings and businesses

- Proposed construction dates

5.4 The themes and responses have been outlined in more detail, as well as the applicant's response, at Chapter 6.

6. Applicant's Response

- 6.1 The feedback received as part of the consultation has been collated and grouped into themes below. The applicant's response to the key comments raised is summarised below in **Table 4.1**.

Table 4.1 – Applicant's response

	Theme	Summary of feedback	Applicant Response
1	Building design and use		
a.	Building height and loss of light	There were concerns about how the height of the building would impact the light reaching surrounding buildings.	An assessment of the impact of the proposed development on levels of daylight, sunlight and overshadowing was undertaken and the outcome is included within the wider planning application submission. Initial modelling undertaken suggests that the proposed development has a very limited effect on levels of daylight and sunlight reaching adjacent residential apartments due to the orientation of the windows to the path of the sun and the presence of existing tall buildings. Similarly, overshadowing effects are expected to be limited (e.g., part of the outdoor area associated with Paintpots Nursery will experience a small amount of additional overshadowing daily but only from 4pm and only at the height of summer).
b.	PBSA need	There were queries about the need for PBSA in the area.	Manchester has one of the largest student populations in the UK and demand for well-managed, high-quality student accommodation far exceeds the available supply. This is due to several factors but is mainly the result of the increasing interest in Manchester as a prime destination for learning and research, together with Manchester's global cultural status. As a result, the Manchester market is the fourth largest PBSA market in the UK behind London, Liverpool and Sheffield, but is currently characterised by a legacy of older bed spaces due to limited

			development over the last decade. This was highlighted in a 2019 report by Cushman & Wakefield in which they identified that Manchester has fewer high quality rooms compared to the UK average (15% vs 23%) and more low quality rooms than average (39% vs 33%). New PBSA supply in this area of the city centre enables greater access for students to well-located, good quality purpose-built accommodation in line with the ambitions set out in the MCC 2023 PBSA paper. Moreover, a shortage of accommodation for students puts pressure on the city's housing market with students occupying existing homes that could and should be for families and individual people. Delivering student housing at this site provides a solution to this issue, whilst also ensuring students have a more positive experience in Manchester. This will enable the city to attract and retain highly skilled graduates, who contribute positively to the growth of the city's economy.
c.	Building amenities	One consultee wanted to know what amenities student residents would have access to within the building.	In addition to the 107 high-quality student studios that will be on offer, residents will have access to a walled garden, study and socialising spaces, laundry facilities and a secure cycle storage area. In addition to this, the management company will consult with the architects to further inform the interior design and amenity offering.
d.	Building design	One consultee did not feel the building was a right fit for the area and another wanted further detail on the materials being used in the design.	SimpsonHaugh, renowned Manchester-based architectural firm, are the lead architects for the Charles Street, Manchester development. Collaborating with Jadebricks on the proposal for PBSA at Charles Street, Manchester, SimpsonHaugh have sensitively designed an attractive, new building that, at 15 storeys, fits in with the scale of the surrounding area, complementing and supporting the vibrant mix of uses that have emerged on Charles Street in the recent past.

		The proposed development will be constructed from a palette of materials that have been selected taking cues from the surrounding area, particularly the Victorian buildings within the nearby Whitworth Street conservation area. The architects have considered the colours and textures found in these buildings (and the way that the materials used on different facades are approached). As such, the front and rear elevations will utilise different materials from those to be used on the side elevations and at ground floor. The front and rear facades will include green terracotta panels, with the front also including green terracotta spandrels and profiled cladding. The side elevations will use a reflective cream brick and cream terracotta spandrels. Brick detailing will also be used on the east elevation. The ground floor will include cream brick with expressed joints, anodised aluminium piers and perforated aluminium panels.
e.	Site location	Several consultees wanted to know why this site had been chosen and was suitable for PBSA. Jadebricks' Charles Street site is situated in a prime, sustainable city centre location, within walking distance of the university of Manchester's main campus and north campus and MMU's All Saints Campus and Birley Campus and the Oxford Road corridor. The site is also close to the cultural and social offering of the city including bars, restaurants, shops and amenities. Having acknowledged the increasing growth in demand for city centre student accommodation, which has resulted in part due to the growing prestige of Manchester's universities and the city as a whole, Manchester City Council has recognised that all future purpose-built student accommodation (PBSA) should be within or immediately adjacent to the Oxford Road Corridor.

			Furthermore, a recent UCAS study found that 97% of first year students and 98% of second year students consider proximity and connectivity to university a top priority when selecting student accommodation. Jadebricks' proposal for Charles Street is therefore situated in an appropriate location to support the city's future plans for student accommodation, whilst also meeting the needs of current and prospective students.
2.	Management and operation		
a.	Noise and anti-social behaviour management	A key concern for local residents was the increase in noise, anti-social behaviour and crime that has already been associated to the increased number of students following the Circle Square development.	Jadebricks will retain the asset upon completion and will therefore remain involved in the project when it becomes operational. They are currently in talks with a potential PBSA operator with whom they will create a bespoke management plan for the day-to-day running of the proposed scheme at Charles Street, Manchester. This experienced operator will offer 24/7 management of the facility, which will help to improve the safety and security of the area. Positively engaging with the local community is important to the team at Jadebricks. Therefore, their ambition is to create an effective student management plan that fits in with the wider community when the site becomes operational. Tried and tested measures to manage noise levels and anti-social behaviour will be incorporated into the plan to ensure the scheme can be integrated within the existing community to the benefit of both students and existing residents.
b.	Traffic management	There were some concerns raised about the drop off/pick up zone for the nursery and access to York Street.	The drop off/pick up zone of the nursery will be unaffected during the construction and operation of the site and access to York Street is not anticipated to be blocked.
3.	Community Impact		
a.	The impact on local amenities	One local resident was concerned about the lack of amenities to service the growing population of the area.	There are several nearby convenience stores, together with other retail and leisure facilities. As the site is well situated for transport links and

			within walking distance of the city centre, it is anticipated residents will access amenities beyond the immediate vicinity of Charles Street.
b.	Impact on local businesses	A couple respondents raised concerns about the impact on local businesses, especially the Paintpots nursery.	There are several neighbouring businesses that Jadebricks has been in touch with regarding the impact their development will have on them. They are particularly sensitive to the impact on the site's neighbouring nursery, especially during construction. They have met with the nursery on several occasions to address concerns and work collaboratively with them to minimise the impact as much as possible. A detailed Construction Environmental Management Plan (CEMP) will be put in place and the planning permission will require development to be carried out in accordance with the measures contained within it. The CEMP will ensure all concerns are addressed and necessary mitigation measures are put in place. Once operational, Jadebricks will retain ownership of the development and intend to prioritise engagement with all its neighbours to ensure the development is a positive contribution to the wider area and the success of all the businesses along Charles Street.
4. Consultation			
a.	Next steps in the consultation process	One consultee wanted to know what the next steps would be after the pre-application consultation process.	The consultee was advised that the feedback received would be considered and addressed in a Statement of Community Engagement, which would be submitted as part of a full planning application to Manchester City Council who will then undertake their own public consultation on the application.
5. Construction			
a.	Construction dates	One consultee wanted further detail on the proposed construction dates.	The ambition is to begin construction in Spring 2024 with the aim of having the site ready for operation as of September 2026
b.	Construction Management Plan	There were concerns raised about the impact of construction on noise, dust and traffic/road closures in the area and consultees wanted to know how these factors would be mitigated.	The comprehensive CEMP is included as part of the application submission so that all the measures Jadebricks will employ to mitigate the impacts of the construction phase and to ensure that the effects of this stage of the development are acceptable. As a result, the CEMP will be reviewed by the relevant Environmental Health Officers (EHOs) and if

		planning permission is granted, it is anticipated to include a condition requiring development to take place in accordance with the measures outlined in the CEMP and agreed by the EHOs. In addition to this, the contractor that will be appointed to build the development will be highly experienced in developing sites in town and city centres where there is an even greater emphasis on putting in place measures to avoid unacceptable impacts on adjoining occupiers, due to the limited space typically around such sites. One such anticipated measure includes a construction 'quiet time' to accommodate the neighbouring nursery. There are also no road closures planned, including York Street, and access for local businesses and residents will be maintained during both construction and operation.
c.	Construction storage	One consultee wanted to know how the site would be managed and where plant machines and materials would be stored during construction. As part of the CEMP, a protocol will be in place to manage the storage of all building materials. The contractor instructed will be familiar with working in tight city centre spaces, such as Charles Street, and no materials will be stored on site, they will be delivered as needed. The plant machines will come on and off site as well so that there is minimal disruption caused.

7. Conclusion

- 7.1 The detail of the programme of pre-application consultation set out in this SCE, demonstrates that the applicant carefully considered the strategy and approach for pre-application consultation, agreeing the principle of consultation upfront with planning officers at MCC.
- 7.2 The expectations for pre-application consultation set out nationally and locally have been met, and best practice has been followed to ensure the local community could find out about the proposals and share their views.
- 7.3 By providing a mix of both digital (website and social media) and more traditional methods of consultation (leaflet mailing and Freephone response channels), the applicant has taken an inclusive and accessible approach to consultation which has provided a range of opportunities for people to provide feedback.
- 7.4 From this wide-reaching awareness raising and engagement activity, only four consultees provided written feedback via email, alongside commentary on social media and through the live public webinar. Several recurring themes emerged which has given the project team a better understanding of the local context and increased awareness of local concerns.
- 7.5 The applicant has been open and transparent throughout the pre-consultation engagement and consultation process, demonstrating a commitment to ongoing engagement with local stakeholders throughout the planning process.
- 7.6 The applicant considers that the pre-application engagement undertaken with the local community and stakeholders has been timely, meaningful and effective.

Appendix 1: Leaflet

Charles Street

Manchester based developer **Jadebricks**, is bringing forward plans to develop **bespoke student accommodation** on **Charles Street, Manchester**.

The plans will bring around 100 modern, purpose-built student studio bedrooms within an attractive new 15 storey building on a currently vacant site in the city. The scheme will complement and support the vibrant Charles Street area, completing the street scene and increasing footfall and activity. This in turn will improve the safety and security of the surrounding area to the benefit of students, site neighbours and the wider public.

You can view details at www.charlesstreetmanchester.co.uk or find out more online or at the forthcoming public webinar. Further details are on the reverse of this card.



Getting your feedback matters

We would like to invite your feedback on our proposals prior to moving forward.



Visit www.charlesstreetmanchester.co.uk for more information



We will be hosting a **webinar** on **8th November 2023, from 6pm-7pm**. Register via our website.



Email contact@charlesstreetmanchester.co.uk



Freephone **0808 168 8296**



Scan the QR code to visit the project website

Appendix 2: Social media advert

1. Awareness Post – Live for 14 days (1st November 2023 – 15th November 2023)



Turley Strategic Communications

Published by Mercedes Mary · 3 November at 14:43 · 🌐



Manchester-based developer Jadebricks is bringing forward exciting plans to breathe new life into an underutilised site on Charles Street, Manchester.

The plans are for around 100 modern, purpose-built student studio bedrooms within an attractive 15 storey building on a currently vacant site in the city. The scheme will complement and support the vibrant Charles Street area, completing the street scene and increasing footfall and activity and improving the safety and security of the surrounding area for the benefit of students, site neighbours and the wider public.



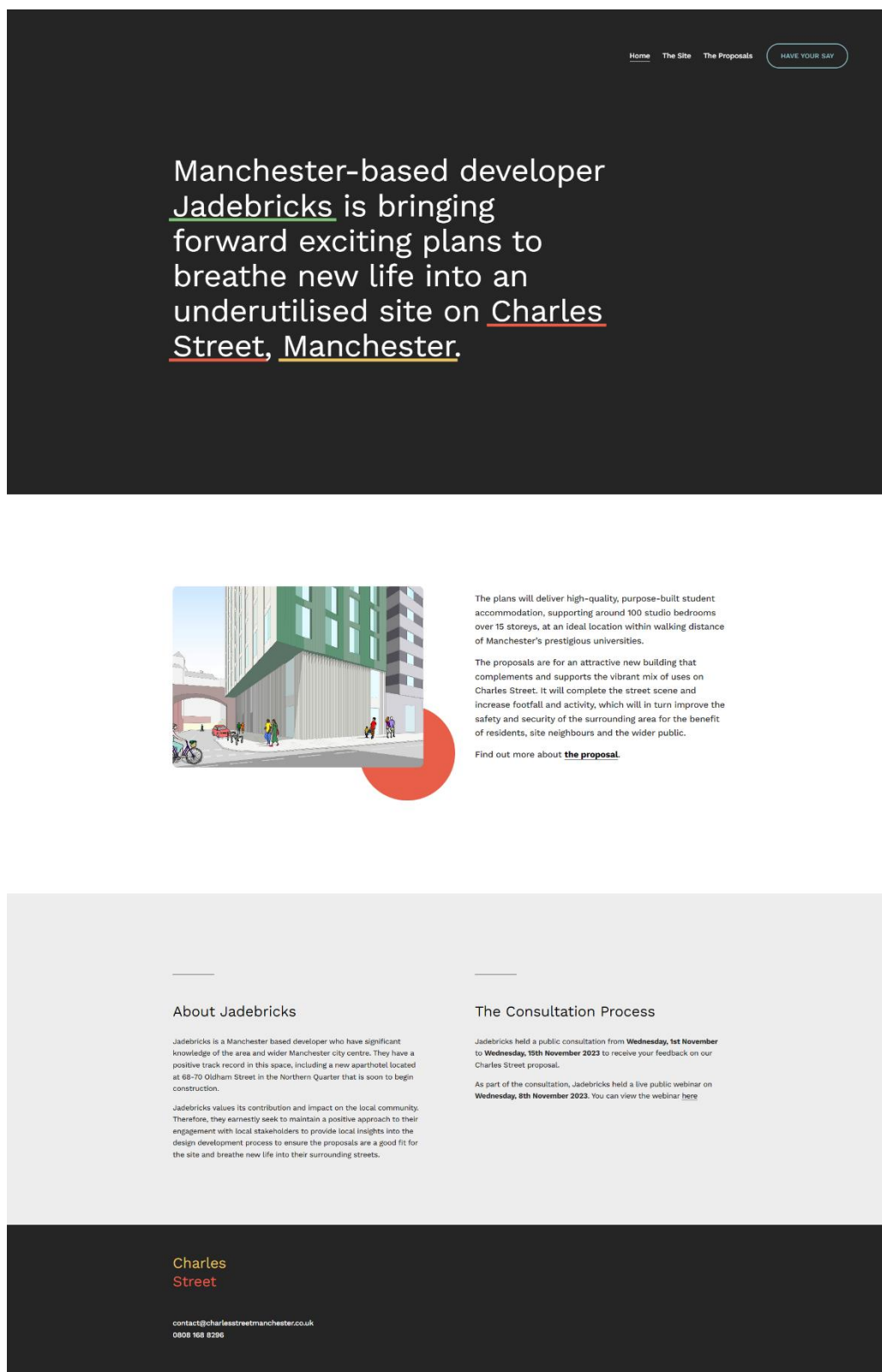
[CHARLESSTREETMANCHESTER.CO.UK](https://charlesstreetmanchester.co.uk)

Charles Street Manchester

Manchester-based developer Jadebricks is bringing forward exciting plans t...

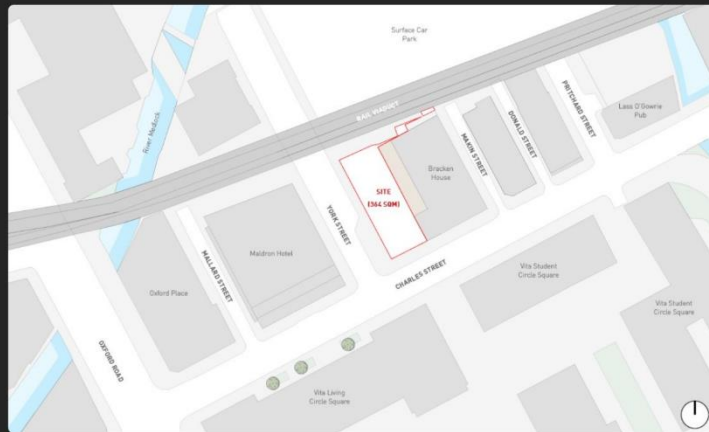
[Learn more](#)

Appendix 3: Website

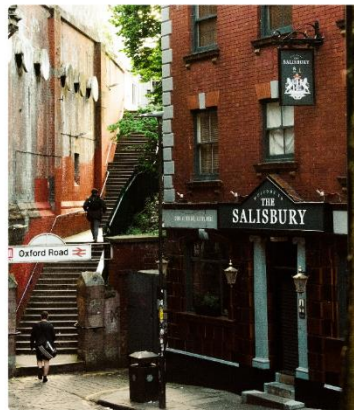


The site

Jadebricks' proposal is for a currently underutilised site on Charles Street that neighbours the newly developed Maldron Hotel and is situated across the road from Manchester's Circle Square development. It is also on the edge of the city's vibrant and popular Piccadilly neighbourhood, which is home to bars, cafes and independent shops.



Caption: The proposed site location on Charles Street



A prime location, close to Oxford Road

The location of Jadebricks' Charles Street site is ideally situated for students. It is on the fringe of the Oxford Road corridor and within walking distance of the city's two main university campuses, as well as bars, restaurants, shops and a number of essential amenities.

It is also near to high frequency public transport routes, including Piccadilly Station and Oxford Road railway station, meaning easy, sustainable travel to and from the site is well supported.

Given the site's close proximity to universities and wider public transport connections, Charles Street, Manchester will ultimately contribute to Manchester's commitment to be carbon neutral by 2038 as it will encourage sustainable travel choices in and around the city.

To ensure the delivery of student accommodation that is of high quality, easily accessible and with strong and sustainable connections to the city's universities, Manchester City Council has recognised that all future purpose-built student accommodation (PBSA) should be within or immediately adjacent to the Oxford Road Corridor. The provision of this PBSA at Charles Street is therefore in an appropriate location to support the city's future plans.

Charles
Street

contact@charlesstreetmanchester.co.uk
0808 168 8296

Home

The Plan

The Proposal

Get involved

The proposal

Architectural proposals for Charles Street are for an attractive new building
The developments supports the demand for use of Charles Street.

The proposal will:

- Improve the street scene and provide a new building for the street scene.
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Design development

The design development stage is the next stage in the process of developing a proposal. It involves developing a more detailed design of the building, including the layout of the building, the materials to be used, and the details of the building's structure and appearance.

The design development stage will involve:

- Developing a more detailed design of the building, including the layout of the building, the materials to be used, and the details of the building's structure and appearance.
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Supporting the development of the wider area

The development of the wider area is a key part of the proposal. It involves developing a more detailed design of the building, including the layout of the building, the materials to be used, and the details of the building's structure and appearance.

The development of the wider area will involve:

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Sustainability

The proposal is designed to be sustainable. It involves developing a more detailed design of the building, including the layout of the building, the materials to be used, and the details of the building's structure and appearance.

The sustainability of the proposal will involve:

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Demand, need and supply

The demand, need and supply of the proposal is a key part of the proposal. It involves developing a more detailed design of the building, including the layout of the building, the materials to be used, and the details of the building's structure and appearance.

The demand, need and supply of the proposal will involve:

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Management and operation

The management and operation of the proposal is a key part of the proposal. It involves developing a more detailed design of the building, including the layout of the building, the materials to be used, and the details of the building's structure and appearance.

The management and operation of the proposal will involve:

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FAQs

Here are the most frequently asked questions about the proposal. For more information, please contact the relevant department.

- When is the proposal to be implemented?
- When will the proposal be implemented?
- When will the proposal be implemented?
- When will the proposal be implemented?

Charles Street

Address: 1234 Charles Street, London, UK

Phone: 020 1234 5678

Share your feedback

We held a public consultation from Wednesday, 1st November to Wednesday, 15th November 2023 to receive your feedback on our Charles Street proposal.

As part of the consultation, Jadebricks held live public webinar on Wednesday, 8th November 2023 that was attended by members of the project team who presented the proposals for our Charles Street site in more detail and were on hand to answer your questions. You can view a recording of the webinar below.

Charles Street Manchester Webinar – 8th November 2023



What happens next?

Now the pre-application public consultation has closed, we will review all the feedback we have received before submitting a full planning application to Manchester City Council who will undertake their own consultation on the application.

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