

33-41 Cheetham Hill Road

Statement of Community Involvement

Prepared by Counter Context Ltd

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counter
context

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1. Introduction

1.1 Overview

This Statement of Community Involvement has been prepared by Counter Context Ltd on behalf of ZX Cheetham Hill Developments Ltd, hereby referred to as 'the Applicant'. It provides:

- An account of the pre-application consultation undertaken with local residents, local councillors and other key stakeholders about the proposals.
- A summary of the feedback received from these consultees.
- Evidence that this feedback has been considered in the development of the proposals.

1.2 Site Location

The proposed site for this application is bound by Carnarvon Street to the north, Cheetham Hill Road to the east and Gibson Place to the west. The site is earmarked for residential development within the Great Ducie Street Strategic Regeneration Framework.



Figure 1: Site location (courtesy of Google Maps).

1.3 Description of the Proposed Development

Demolition of existing on-site buildings and structures and the erection of a part 17 / part 23-storey residential development comprising 237 apartments (Use Class C3) and ground floor commercial uses (Use Class E) together with landscaping, cycle parking and other associated works.

1.4 Policy Requirements

Conducting an early and transparent pre-application consultation is consistent with the guidance within the National Planning Policy Framework (NPPF) (2023).

Paragraph 39 of the NPPF states that:

Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.¹

The NPPF goes on to state that:

[Local Authorities] should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.²

...

Design quality should be considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.³

This Statement of Community Involvement also fulfils a formal recommendation of the Local Planning Authority to provide people with an opportunity to feed into the design process of a scheme at an early stage.

Manchester City Council's adopted Statement of Community Involvement (2018) sets out 'how developers can ensure that there is an effective opportunity for people to comment and steer development'⁴.

In providing guidance to developers on how they should carry out pre-application consultation, Manchester City Council's Statement of Community Involvement provides recommendations on the types of methods that developers can adopt as part of their pre-application consultation strategy.

Pre-application consultation is beneficial to both the community and the developer as it allows the developer to design a proposal which takes on board the opinions of the community...

...The format of the consultation that the developer uses is likely to be discussed with us as part of pre-application discussions, to help ensure that there is an effective opportunity for people to comment and steer development. The following methods are likely to be suitable and should be used as appropriate:

- *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*
- *Public exhibition in an accessible location close to the development (e.g. library or supermarket) which tells the public about what is happening and gives them an opportunity to make comments*
- *A website set up by the developer*

¹ Secretary of State for Ministry of Housing, Communities and Local Government, National Planning Policy Framework, 2023, paragraph 39.

² Secretary of State for Ministry of Housing, Communities and Local Government, National Planning Policy Framework, 2023, paragraph 40.

³ Secretary of State for Ministry of Housing, Communities and Local Government, National Planning Policy Framework, 2023, paragraph 132.

⁴ Manchester City Council's Planning and Development Statement of Community Involvement, June 2018, page 33.

- Leaflets distributed to nearby streets and placed in facilities near the proposed developments which have a tear off slip for comments
- Social media used by the developer to advertise the development and associated consultation events...

...We can't require developers to carry out pre-application consultation using the methods set out above, but it is encouraged. Where developers have not engaged with local residents and businesses, it is possible that an application could generate more objections once submitted. This could result in the developer having to amend their application to address the objections which could delay the decision-making process.⁵

From the beginning of the development process, the Applicant set out to undertake a transparent and meaningful consultation with the local community. Throughout the process, stakeholders and local people had the chance to provide feedback to the Applicant and engage in an ongoing dialogue through the consultation channels.

⁵ Manchester City Council's Planning and Development Statement of Community Involvement, June 2018, pages 33-34.

2. Pre-Application Public Consultation Activities

2.1 Introduction

This section of the Statement of Community Involvement sets out the range of activities undertaken as part of this pre-application consultation, which ran from Friday 3 November to Thursday 16 November 2023, in addition to prior engagement with elected representatives.

2.2 Elected Representative and Stakeholder Engagement

Ahead of the launch of the consultation, an email was issued to Councillor Shaukat Ali, Councillor Shazia Butt and Councillor Naeem Hassan, the local ward councillors for Cheetham. The email provided an introduction to the proposals and the pre-application consultation. It also included an offer for a dedicated briefing session with the Applicant's team should they wish.

Shortly after the launch of the consultation, on Monday 6 November, an online Microsoft Teams meeting was held between the Applicant's team and Councillor Gavin White, the Executive Member for Housing and Development at Manchester City Council. Councillor White was briefed on the proposals and the consultation process and was provided with the opportunity to ask any questions about the scheme. The following topics were discussed:

- The role the site could play in contributing to wider regeneration priorities within this part of Manchester city centre.
- Tenure type, viability and approach to affordable housing.
- The potential for the proposed development to provide active frontages and improvements to the street scene along Cheetham Hill Road.
- Microclimate impacts, particularly in relation to other recently submitted proposals.

2.3 Publicising the Consultation

2.3.1 Consultation Postcard

On Thursday 2 November 2023, a postcard was distributed to introduce residents and businesses to the proposals and invite them to visit the consultation website and engage with the consultation via the online feedback form or through email. The consultation postcard was distributed to 688 addresses within the consultation boundary, as shown below.

The postcard is included as **Appendix 1**.

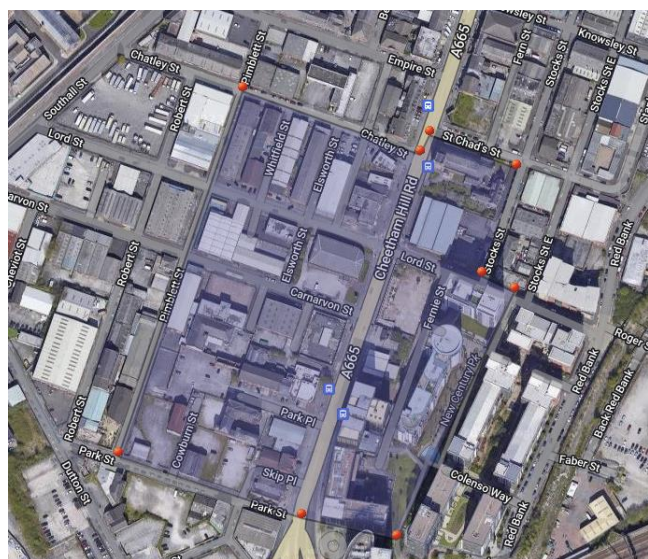


Figure 2: Postcard distribution area.

2.3.2 Press Release

A press release was issued in line with the launch of the consultation on Friday 3 November 2023 to a range of online and printed publications across Manchester. It provided information about the proposals and details of the consultation.

Following the launch of the consultation, articles about the proposals subsequently appeared on Place North West, The Business Desk and Urban Living.

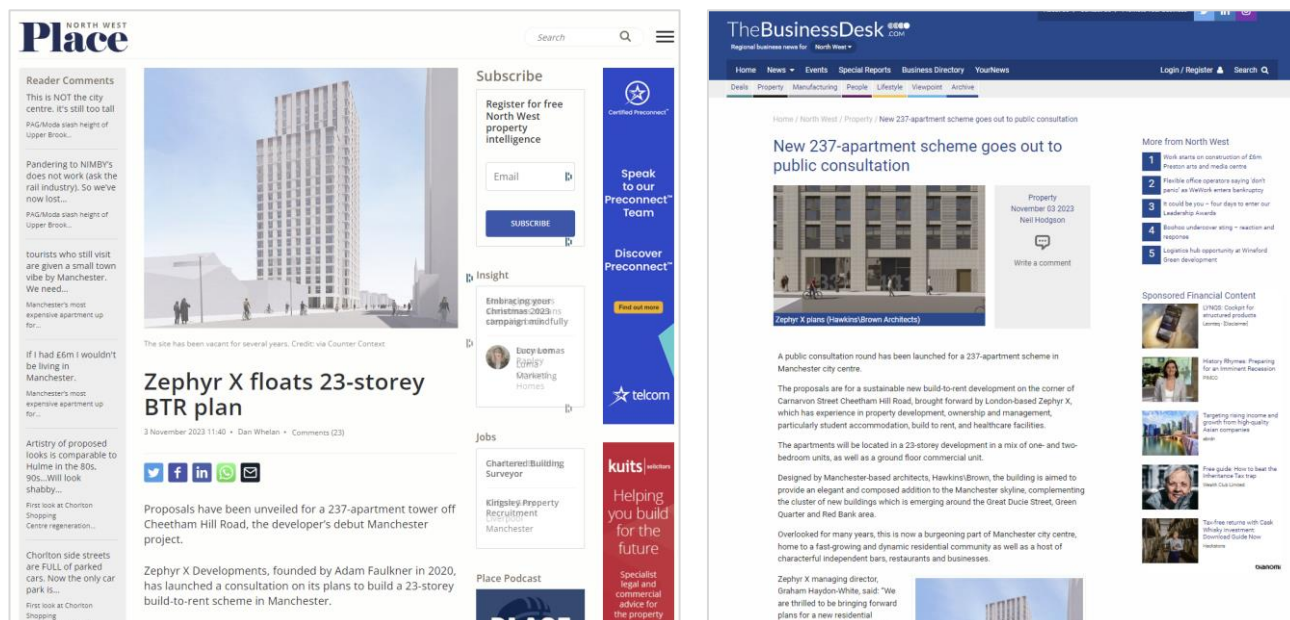
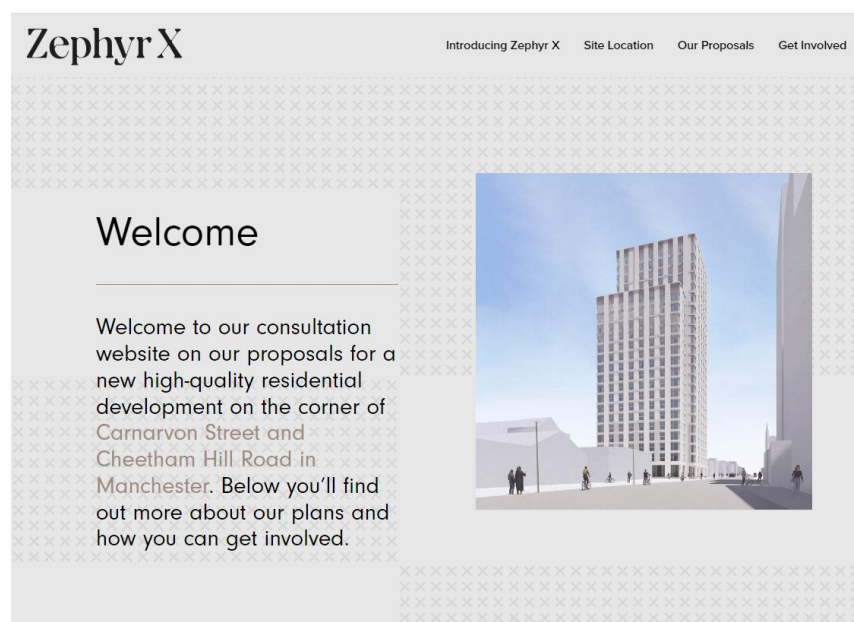


Figure 3: Screenshots of the articles that appeared on Place North West and The Business Desk.

2.4 Consultation Website

A dedicated consultation website (www.carnarvonstreet.co.uk) went live on Friday 3 November 2023. It provided information about the proposals and included links to the online feedback form and project email address.



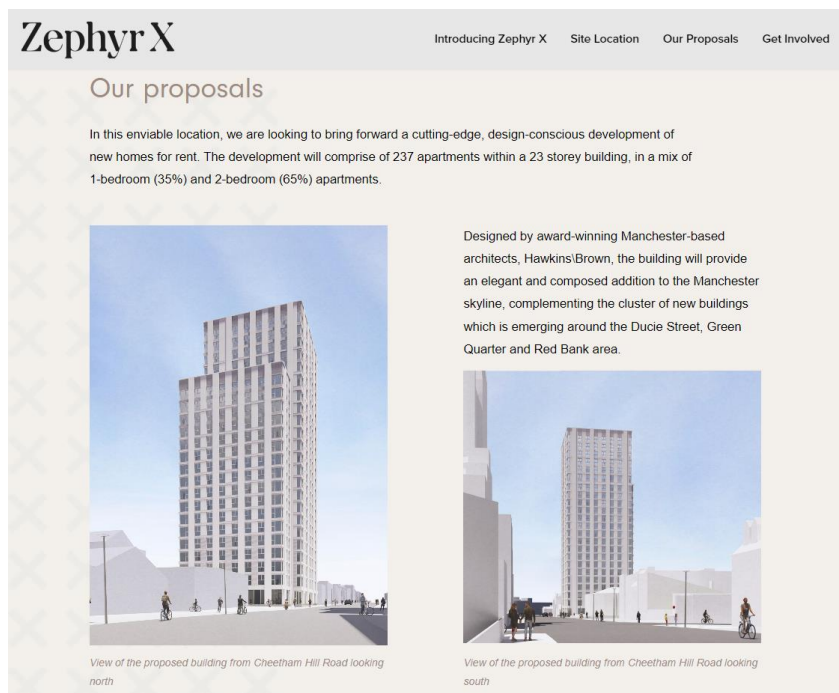


Figure 4: Screenshots of the consultation website.

2.4.1 Website Activity

Throughout the consultation period, the website received a total of 365 views from 350 unique users.

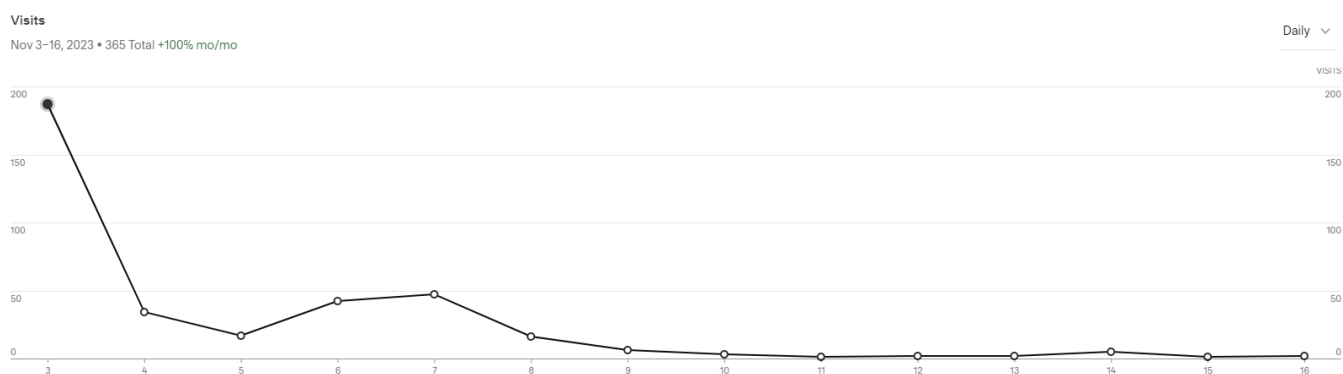


Figure 5: Graph showing the website activity during the consultation period.

2.5 Methods for Receiving Feedback

2.5.1 Email Address

The project email address (consult@carnarvonstreet.co.uk) was publicised on all consultation materials, including the website and consultation postcard, allowing people to submit feedback or ask additional questions.

2.5.2 Online Feedback Form

An online feedback form was linked on the consultation website.

3. Pre-Application Consultation Feedback

3.1 Summary of Feedback Received

In total, 11 responses were received during the pre-application consultation via the following channels:

Response Type	Number
Online feedback form	11
Total	11

All of the responses received during the pre-application consultation period have been logged and considered by the Applicant's team.

3.2 Analysis of Feedback

The feedback form included multiple-choice and open-text questions about the proposals. Here follows a summary of the answers received through the multiple-choice questions.

Comments received through the open-text question are summarised and responded to in Section 4.1.

3.2.1 Responses to Multiple-Choice Questions

How would you describe your interest in our plans?

I'm a local a resident – 6

I visit the area regularly – 2

Other – 3

- Of the three respondents that selected 'Other', one stated they live in Manchester, one noted they used to live locally and are looking to move back to Manchester in the future and the other failed to provide a response.

How did you find out about the consultation?

Consultation postcard – 2

News publication (online or print) – 3

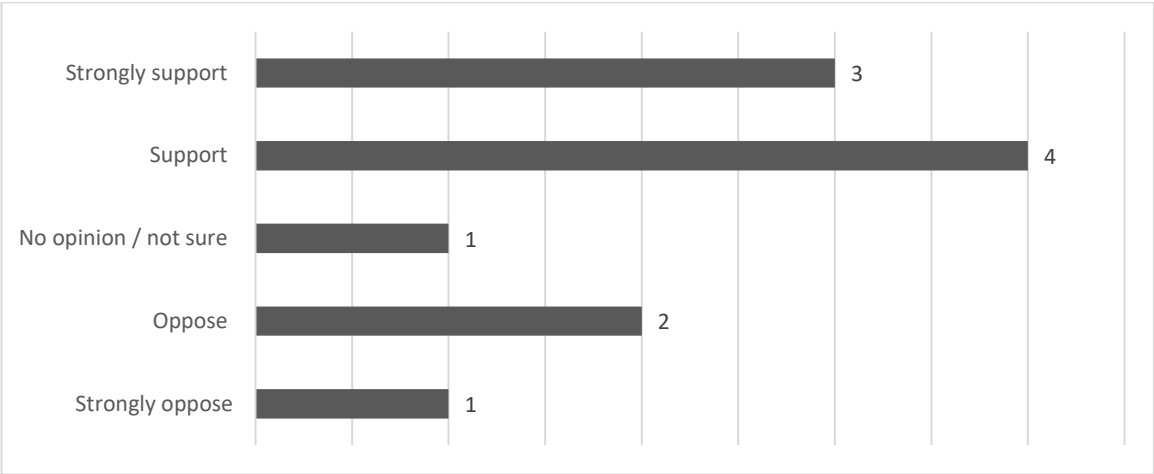
Social media – 3

Word of mouth – 1

Other – 2

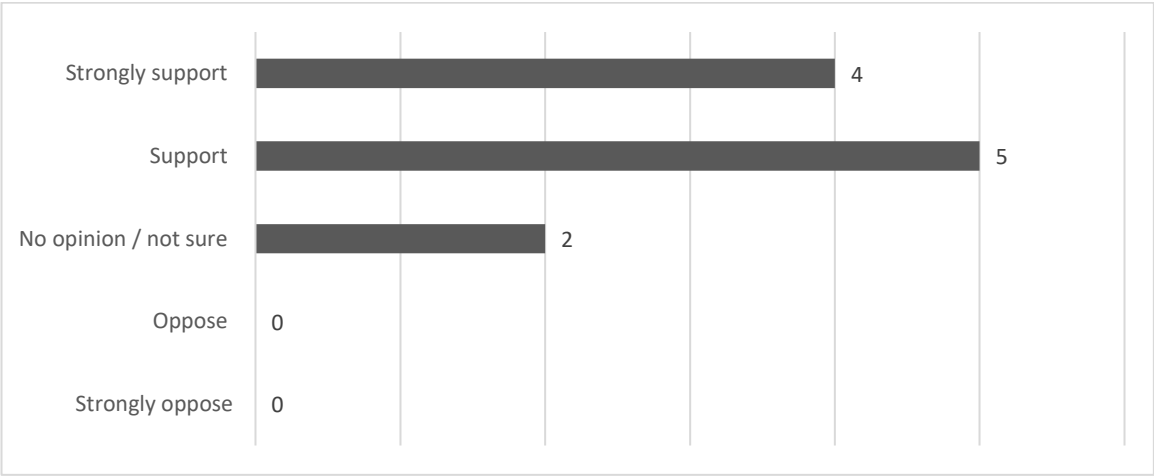
- o Of the two respondents who selected 'Other', one respondent noted that they found out via Place North West and the other from Skyscraper City.

To what extent do you support our plans for a high-quality residential development on the corner of Carnarvon Street and Cheetham Hill Road?



64% of respondents indicated that they either support or strongly support the proposals, while only 27% suggested they oppose or strongly oppose them.

To what extent do you support our plans to include a ground floor commercial unit, which could be suitable for a café, restaurant, and/or shop?



82% of respondents stated they either support or strongly support the plan to include a ground floor commercial unit and its envisaged uses, while 18% suggested they were unsure or had no opinion. None of the respondents expressed opposition in relation to this aspect of the plans.

4. Consideration of Pre-Application Consultation Feedback

4.1 Consideration of Issues

An extensive summary of the issues raised by respondents and how they have been considered and responded to by the Applicant is provided in the following table.

Topic	Applicant Response
Design	
Several respondents commented on the proposed design. Specific comments about the façade included the following: - A comment suggesting the building façade should not be white. - A request to use bricks as the primary material so it is more in keeping with some of the city's Victorian style buildings. Another suggested that some form of brick detailing would suffice in adding visual interest to the design. - A comment expressing support for the detailing shown on the renders included on the consultation website. - A suggestion to be more adventurous with the design of the building at street level, particularly the commercial unit. Specific comments about the building design included the following: - To add visual interest, a suggestion was made to add breaks in the building design so that it has distinct blocks	The design has been developed in close consultation with the Local Planning Authority as part of the extensive pre-application process that has been undertaken over the past few months. The design approach to the building is a stepped floor plate that elevates as two interlocking blocks. These blocks vary in height and tone, with the lower roof accommodating a landscaped amenity terrace for residents on the 17th floor of the building. The facade of the building is characterised by a masonry grid which wraps around the form of the building with expressed vertical piers to add visual interest. The interlocking forms are defined with contrasting, neutral tones that express a contemporary brick building. Feature brick detailing is incorporated to the lower levels to add texture and quality where it is legible. This results in a calm response for the site, drawing upon the rich historic use of masonry along Cheetham Hill Road and in the city.
One respondent suggested planting trees in front of the building to improve the streetscape. A comment noting the lack of green or communal space included in the plans for the development.	A high-quality package of landscaping is proposed at street level, comprising hard and soft elements that would be used to frame the building. Raised planters would be introduced along the Cheetham Hill Road elevation to provide a soft and attractive linear landscape feature. This would provide an opportunity for urban greening and create a soft, passive edge between the building and the busy highway adjoining. The landscape would interact with the architectural features of the building, with the planting wrapping around the brick piers. Additional planting and planters would be provided to the south of the building, tying into the pedestrian priority shared space that is proposed here. A dedicated amenity provision for residents is located at Level 17 and spills out onto a landscaped terrace located on the lower roof level. The terrace will include raised planters with integrated bench seating, mixed planting, and catenary lighting over the seating area.

Commercial offer	
A few respondents expressed strong support for the inclusion of ground floor commercial unit on the grounds that it will provide a vital active frontage. One of these suggested that independent/local businesses should be prioritised.	The Applicant welcomes these comments of support. Although the Applicant has yet to identify potential occupiers, it is envisaged that the ground floor commercial unit would be suitable for a café, restaurant and/or shop.
General comments of support	
A comment expressing support for the development on the grounds that it is much needed in the area.	The Applicant welcomes this comment of support.
Affordable housing	
A comment that the development should include 'substantially' more than 20% of the proposed homes to be offered as affordable housing. This respondent also suggested that these affordable properties should seek to exceed the quality outlined in the government's guidance.	The Applicant recognises the importance of affordable housing as part of an overall residential mix, where this is viable. The Applicant is currently in discussions with the Local Planning Authority regarding a potential contribution towards affordable housing provision as part of the proposed development.
Parking	
A comment suggesting that the Applicant should work cooperatively with Manchester City Council to ensure residents of the new building are prevented from parking on the surrounding streets.	In line with the Applicant's goal of promoting sustainable forms of travel, the development will be entirely car-free. The enforcement of parking restrictions on local streets is the responsibility of Manchester City Council, but the Applicant is willing to engage in any discussions that would be helpful.
Noise	
One respondent noted that they work in the building adjacent to the site and requested that surrounding businesses and residents are notified of any potential noise disturbance in advance.	A construction management plan will be submitted as part of the planning application, which will outline measures that will be put in place to minimise disruption to surrounding businesses and residents.

5. Conclusion and Influence of Consultation on the Proposals

The consultation which has been undertaken is in accordance with both the National Planning Policy Framework (NPPF) (2023) and with Manchester City Council's adopted Statement of Community Involvement (2018). This document fulfils the requirement for a consultation supporting statement that summarises the methods used, the representations received, and the changes made to the proposals as a result of feedback submitted.

The comments received during the pre-application consultation have been considered by the Applicant's team on an ongoing basis to ensure that the issues raised could be addressed during the development of the proposals.

Overall, the feedback received in response to the proposal to deliver a residential development at 33-41 Cheetham Hill Road was broadly supportive. In particular, respondents were very enthused about the inclusion of a ground floor commercial unit in the plans, with several noting that it would provide a vital active frontage in the area.

The Applicant would like to thank all those who have provided their feedback during the pre-application consultation and looks forward to further constructive dialogue throughout the development process.

6. Appendices

6.1 Appendix 1: Consultation Postcard

We want to hear your views

On our plans for new homes on the corner of Carnarvon Street and Cheetham Hill Road

Zephyr X is seeking to bring forward our latest concept in build-to-rent accommodation.

The proposed site, which has been earmarked for residential development in the Great Ducie Street Strategic Regeneration Framework, is located in between Carnarvon Street, Cheetham Hill Road and Gibson Place.

Our proposals look to deliver 237 homes set within a cutting-edge, design-conscious new building, which would be stepped in height from 17-23 storeys. The homes would be in a mix of one- and two-bedroom apartments and supported by various residential amenities and ground floor commercial space.

Before we submit a planning application, we are keen to hear feedback from the local community.



Zephyr X

Get Involved

This consultation will be open until Thursday 16 November 2023.

A more detailed introduction to the proposals can be found on our consultation website: www.carnarvonstreet.co.uk. Here, you'll also find a link to an online questionnaire should you wish to provide feedback on our plans.

Alternatively, you can also provide feedback or request further information by emailing us at: consult@carnarvonstreet.co.uk

All of the feedback we receive during the consultation period will be considered by the team before we finalise the plans and submit a planning application.



6.2 Appendix 2: Consultation Website

ZephyrX

[Introduction](#)
[Site Location](#)
[Our Proposal](#)
[Get Involved](#)

Welcome

Welcome to our consultation website on our proposals for a new high-quality residential development on the corner of Cambridge Street and Cambridge Road. Please don't forget to check out our photos and how you can get involved.

Introducing Zephyr X

Zephyr X is a new, high-quality residential development on the corner of Cambridge Street and Cambridge Road. It will be a mix of 1 and 2 bedroom apartments, with a mix of 1 and 2 bedroom apartments, with a mix of 1 and 2 bedroom apartments.

The new development is a mix of 1 and 2 bedroom apartments, with a mix of 1 and 2 bedroom apartments, with a mix of 1 and 2 bedroom apartments.

Site location

The new development is located on the corner of Cambridge Street and Cambridge Road, in the heart of the city centre.

The new development is located on the corner of Cambridge Street and Cambridge Road, in the heart of the city centre.



Development for sale only. This is a new development of 1 and 2 bedroom apartments, with a mix of 1 and 2 bedroom apartments, with a mix of 1 and 2 bedroom apartments.



Our proposals

We are proposing a new development of 1 and 2 bedroom apartments, with a mix of 1 and 2 bedroom apartments, with a mix of 1 and 2 bedroom apartments.



The new development is a mix of 1 and 2 bedroom apartments, with a mix of 1 and 2 bedroom apartments, with a mix of 1 and 2 bedroom apartments.



The new development is a mix of 1 and 2 bedroom apartments, with a mix of 1 and 2 bedroom apartments, with a mix of 1 and 2 bedroom apartments.



The new development is a mix of 1 and 2 bedroom apartments, with a mix of 1 and 2 bedroom apartments, with a mix of 1 and 2 bedroom apartments.



Get involved

The consultation has now started. Please don't forget to check out our photos and how you can get involved.

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ZephyrX

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