Land at Mount Road, Gorton

Statement of Community Involvement

Prepared by Counter Context Ltd

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1. Introduction

1.1 Overview

“This Statement of Community Involvement has been prepared by Counter Context Ltd on behalf of Kellen Homes and the Greater Manchester Youth Federation (“GMYF”) and is submitted in support of an application for full planning permission at Land at Mount Road, Gorton (“the site”). The description of development is as follows:

“Full planning application proposing the erection of a youth, sports and community hub (Use Class E(d)(g)), F2(b)), 2no football pitches (Use Class F2 (c)), a two storey apartment building comprising 36no apartments for young person’s accommodation (Use Class C3) and 267no dwelling houses (Use Class C3a), with associated landscaping, public realm, ecological mitigation, refuse storage, drainage, car parking and other associated works, with access from Wembley Road and Mount Road”.

The application site is owned by GMYF in its entirety. GMYF is a charity, originating from the mid 1800s, who work with a wide variety of voluntary youth groups and projects throughout the most disadvantaged communities of Greater Manchester. GMYF’s aim is to provide as many opportunities as possible for young people to grow and be the best that they can be, helping them to move beyond their boundaries. In simple terms, it is about getting young people off the streets, into clubs and doing something positive with their time.

The application site was previously in use as football pitches but has been vacant and underutilised since 2019 with no public access. GMYF selected Kellen Homes as their developer partner and together, with their professional teams, they have developed proposals for the site which will secure its future as a youth, community and sports hub whilst also providing much needed housing in Gorton.

The proposed development is described fully in the Design and Access Statement prepared by Gillespies and presented on the application drawings. The application proposals have been developed in consultation with Manchester City Council (“MCC”) Officers and other key stakeholders.”

This Statement of Community Involvement provides:

- An account of the pre-application consultation undertaken with local residents, local community groups, 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 site comprises an area of land at Mount Road, situated within Gorton, a predominantly residential area located to the west of Manchester City Centre.

The site as existing is vacant, with no public access, having previously been used as playing pitches until 2019. The site comprises 9.07ha and is rectangular in shape with the majority formed of grass land aside from an area of hard standing where the former changing facilities once stood. The former vehicular access is from Mount Road.

The northern boundary of the site sits adjacent to a residential development build by Sedona Homes comprising terraced and semi detached properties, with Mannering Street running in between, separated by fencing. To the east is Wembley Road, which hosts a number of semidetached dwellings, with mature trees lining the site boundary. To the west is Mount Road, also lined with fencing and trees, with Gorton Primary School, Manchester Boxing Centre and Nutsford Vale Park adjacent to the street. To the south lies a footway which connects Mount Road to Wembley Road. Further south is Cedar Mount Academy.

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Figure 1: Site location.

1.3 Overview of the Proposed Development

As a partnership between Greater Manchester Youth Federation, Centrepoint and Kellen Homes, the proposed development seeks to deliver a community-led future for the site which will bring it back into active use and provide a range of benefits for people in the local area. As a recap, the proposals consist of:

- Two new grass football pitches and changing facilities for year-round use by GMYF and local youth clubs, including West Gorton Junior FC and other youth groups.
- A new youth, sports and community hub and a separate sports pavilion building, providing a new home for GMYF's programme of youth-focused activities as well as spaces for local community groups to meet. GMYF also plan to provide a number of other activities such as table tennis, table football, arts, crafts, music, drama but most importantly a safe space for youth. This will be owned managed, maintained and funded by GMYF at no cost to Manchester City Council. GMYF will also provide paid youth leaders to run activities.
- 36 independent living apartments for young adults leaving the care system, to be owned, maintained and managed by national charity Centrepoint at no cost to Manchester City Council and GMYF.
- 267 new homes delivered by Kellen Homes, which will contribute to the longstanding need for high quality, sustainable new homes in Gorton. 60 of the 267 new homes will be delivered in partnership with Southway Housing Trust. There will be a mix of policy compliant tenures including affordable housing in a mix of Shared Ownership and Social rent, comprising of a range of two, three and four bedroom homes including four disability units

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Figure 2: Site plan.

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:

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

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[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*
- *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.

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

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2. Pre-Application Public Consultation Activities

2.1 Introduction

Greater Manchester Youth Federation has been discussing the future of this site with a range of local stakeholders, including local ward councillors and local community groups, for several years. These discussions formed a vital part of the scoping phase for the proposed development: helping to understand community needs and aspirations and shaping the remit and space planning of the youth, sports and community hub.

With the plans for the proposed development starting to take shape in early 2023, the Applicant then commenced a more intensive phase of pre-application discussions and consultation with local elected representatives, residents, businesses and community groups. The consultation and engagement strategy was shared with Manchester City Council Planning Officers as part of this process.

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 Thursday 11 May to Tuesday 6 June 2023, in addition to prior engagement with elected representatives.

2.2 Elected Representative and Stakeholder Engagement

On Wednesday 1 February 2023, representatives from GMYF and Kellen Homes met with Cllr Gavin White, Executive Member for Housing and Development at Manchester City Council, to introduce the vision for the proposed development and the early-stage design proposals, as well as the upcoming plans for community consultation.

In early March 2023, an email was issued to the three councillors representing the Longsight ward (Cllr Abid Chohan, Cllr Luthfur Rahman and Cllr Suzanne Richards) and the three councillors representing the adjacent Levenshulme ward (Cllr Dzidra Noor, Cllr Zahid Hussain and Cllr Basat Sheikh) to outline the proposals for the site and offering to meet to provide a fuller introduction. On Tuesday 28 March 2023, representatives from GMYF and Kellen Homes met with Cllr Suzanne Richards, Cllr Dzidra Noor, Cllr Zahid Hussain and Cllr Luthfur Rahman to explain the project's vision and answer questions around the project.

Follow-up email were issued to Councillor Gavin White, to the Longsight and Levenshulme ward councillors, and also to the nearby Gorton and Abbey Hey ward councillors, on or around Thursday 11 May 2023 in line with the launch of the public consultation.

Throughout the consultation period, elected members have been kept informed via email about the consultation and proposals as the project has evolved.

There has also been consistent engagement with local community groups including Age UK Manchester, Nutsford Vale, Cedar Mount High School and Rushbrook Primary School. GMYF have also engaged with Manchester Football Association and met with Local Police Officers.

There has also been support and engagement from Hideout Youth Zone from Adam Farricker and Allan Grafton MBE after the consultation events with a follow up meeting on 03.06.2023 and another meeting scheduled on 03.07.2023.

2.3 Publicising the Consultation

2.3.1 Consultation Postcard

A postcard was issued at the start of the consultation period on 11 May 2023 to introduce residents and businesses to the proposals and invite them to engage with the consultation via the online feedback form or through email. The consultation postcard was distributed to 2294 addresses within the consultation boundary, as shown below. The postcard is included as **Appendix 1**.

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Figure 3: Postcard distribution area.

2.3.2 Press release

A press release was issued on Thursday 11 May to Place North West, Manchester Evening News, The Business Desk, Confidentials Manchester, Property Week, and the Manc. It provided information about the proposals and details of the consultation.

2.3.3 Social media activity

The consultation was also promoted on via Twitter, LinkedIn, Facebook on the Applicant's social media account. to encourage people to visit the website and complete the feedback form, while also providing details of the in-person consultation event.

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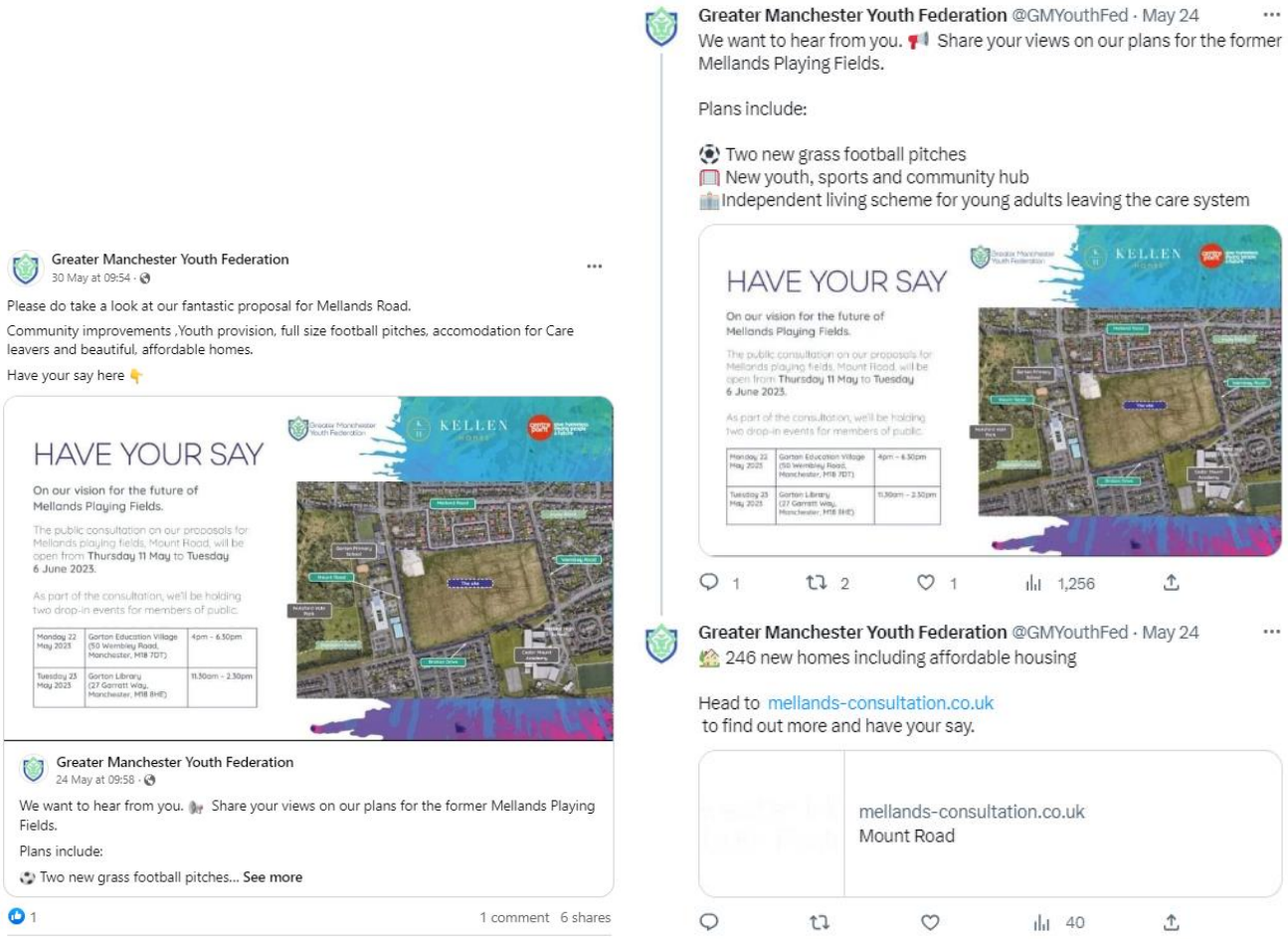
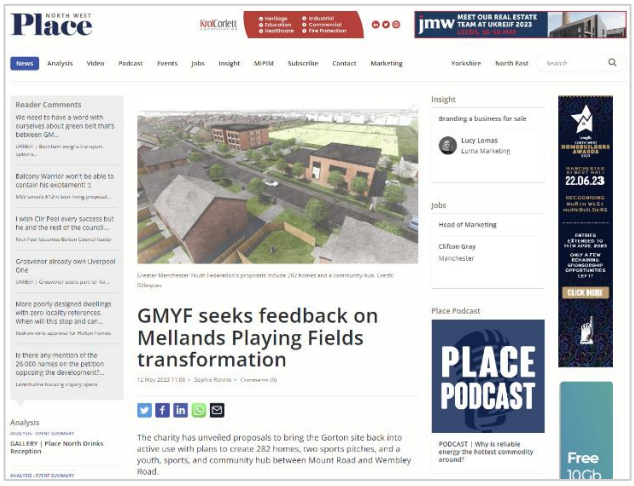
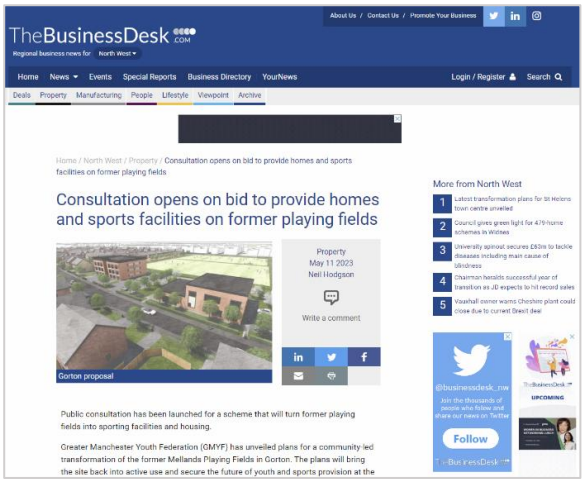


Figure 4: Screenshots of social media posts.

2.3.4 Media coverage

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





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Figure 5: Screenshots of the articles about the proposals that appeared on Place North West The Business Desk and Manchester Evening News.

2.4 Consultation Website

A dedicated consultation website (**www.mellands-consultation.co.uk**) went live on Thursday 11 May 2023. It provided information about of the proposals and included links to the online feedback form and project email address.

Throughout the consultation period, the website received a total of 1.2k views from 1.1k unique users.



Figure 6: Graph showing the website activity during the consultation period.

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Figure 7: Screenshots of the consultation website.

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2.4.1 In-person consultation events

Two in-person drop-in sessions were held as part of the public consultation. The first was held on Monday 22 May 2023 between 4pm and 6.30pm at Gorton Education Village (50 Wembley Rd, Manchester, M18 7DT). Representatives from Greater Manchester Youth Federation, Kellen Homes, Centre, Asteer Planning, CBO Transport and Counter Context were present. The second was held at Gorton Library (27 Garratt Way, Manchester, M18 8HE) between 11.30am and 2.30pm. Representatives from Greater Manchester Youth Federation, Kellen Homes, Centre, Asteer Planning, CBO Transport and Counter Context were present.

A total of 60 people attended across both sessions.

The event displays are provided as Appendix 2 and the feedback form as Appendix 3.



Figure 8: Photos from the consultation events

2.5 Methods for Receiving Feedback

2.5.1 Email Address

The project email address (**info@mellands-consultation.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.

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3. Pre-Application Consultation Feedback

3.1 Summary of Feedback Received

In total, 234 responses were received during the pre-application consultation via the following channels:

Response Type	Number
Online feedback form	197
Paper feedback form	30
Email	7
Phone	0
Total	**234**

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

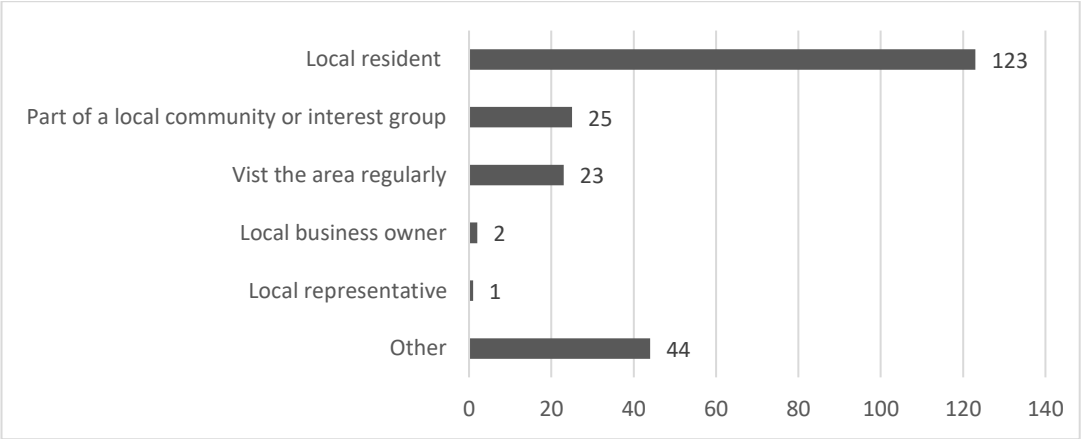
3.2 Analysis of Feedback Forms

The feedback form included a series of multiple choice questions and open questions about the proposals. Here follows a summary of the answers received through the multiple choice questions asked as part of the online feedback form.

Comments received through the open-text questions included in the feedback form and by email and phone are summarised and responded to in Section 4.1.

3.2.1 Responses to Closed Questions

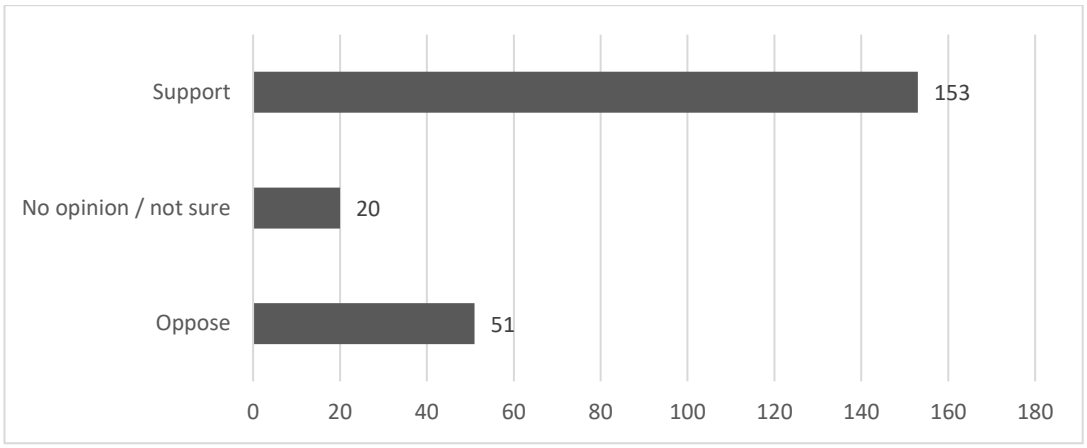
How would you describe your interest in our proposals for the former Mellands Playing Fields site? (216/227 responded to this question).



Of those who selected other, 23 noted they were associated with West Gorton JFC, five noted they were associated with GMYF, while others stated they visit the area frequently and have relatives in the area.

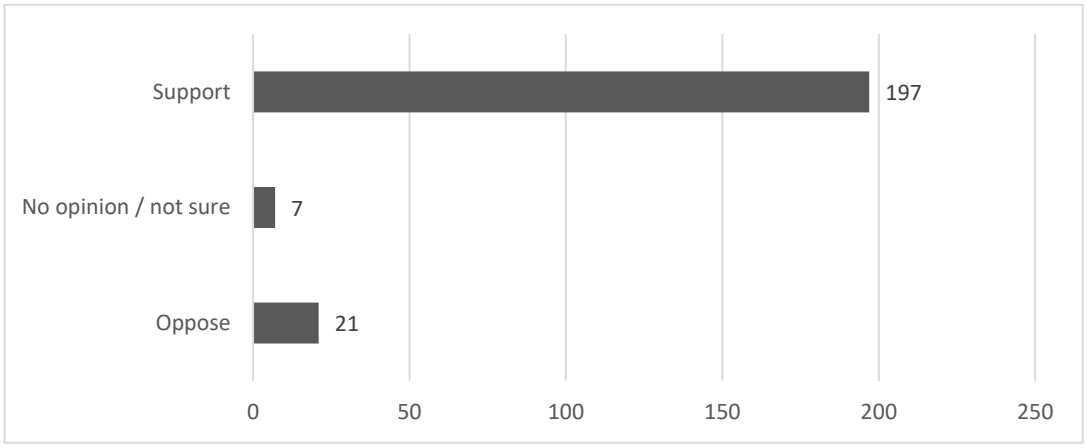
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Do you support our overall vision for the former Mellands Playing Fields site, which is to create new youth, sports and community facilities alongside new homes? (224/ 227 responded to this question)**.**



68% of the respondents expressed support for the overall vision, 9% of respondents stating they were unsure, and 23% expressed opposition.

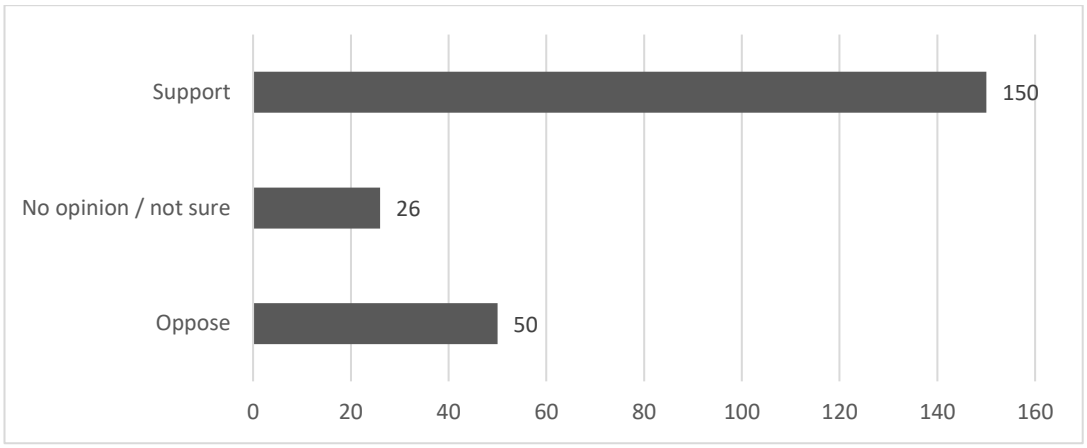
Do you support our plan to create two new grass football pitches as well as a youth, sports and community hub? (225/227 responded to this question).



88% of respondents expressed support for two grass football pitches as well as a youth, sports and community hub, 3% of respondents stating they were unsure, and 9% expressed opposition.

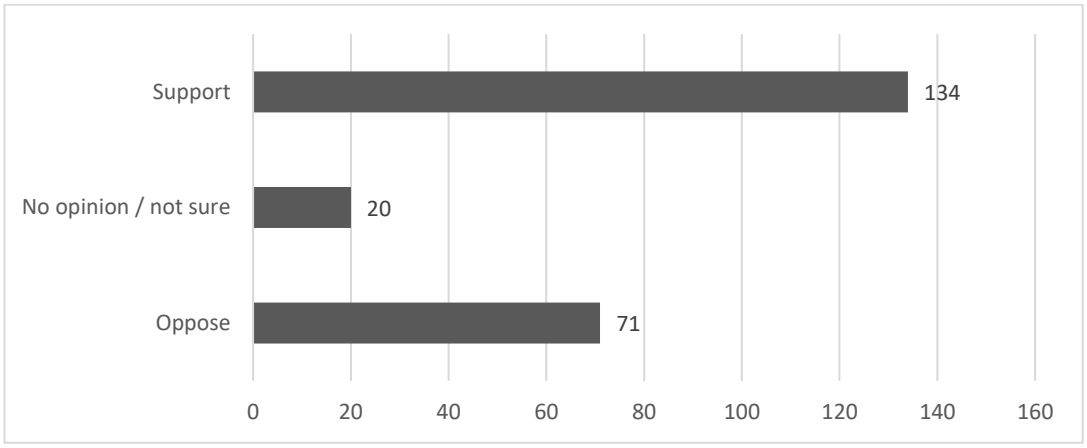
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Do you support our plan to provide 36 independent living apartments for young adults, to be operated by Centrepoint? (226/227 responded to this question).



66% of respondents expressed support to provide 36 independent living apartments for young adults, 12% of respondents stated they were unsure, and 22% expressed opposition.

Do you support our plan to provide 246 high-quality new homes to help meet the demand for housing in the area? (225/227 responded to this question).



60% of respondents expressed support for plans to provide 246 high-quality new homes, 9% of respondents stated they were unsure, 31% expressed opposition.

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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
Youth, sports & community hub facilities	
Many comments expressing support for the overall scheme. Many comments stating that the development would be a great asset to the current local community and future generations to come. Among respondents, there was broad support for the provision of new youth and sports facilities. A number of comments noted they would serve to hugely benefit the local community, particularly younger people. Comments suggested the sports facilities will help provide local youth with a safe space to socialise, thereby helping to keep them off the streets and out of trouble. Several comments noting that the proposals would improve the area more generally, making it a nicer place to live and socialise. Several respondents were particularly enthused about the prospect of allowing football to be played on the site again. Several respondents suggested that West Gorton JFC would be interested in using the facilities, while another stated that they'd like to see Reddish North End FC be able to use them. A comment of support for the plan to use the proceeds from the development to reinvest in the local community.	The Applicant notes all of these comments about the community impact and welcomes the positive support for the proposed development, and Greater Manchester Youth Federation. The proposed development seeks to provide a community-led future for the site which will bring it back into active use and provide a range of benefits for people in the local area, and for future generations. There is a requirement for high-quality grass football pitches in the area and it is intended that the football pitches will be used predominantly for football to ensure the pitches stay of a high quality. The youth, sports and community hub will have the facilities to support other sports as well as supporting non-sport related activities too. The proposals have received huge support from West Gorton Junior FC, Friends of Nutsford Vale, Cedar Mount Academy and Rushbrook Primary who have outlined that the new hub would greatly benefit them and that they would make regular use of the facilities/ football pitches. Other clubs are also encouraged to come forward to register to use.
Various comments emphasised the positive work undertaken by Greater Manchester Youth Federation in Gorton and across Manchester. Several respondents suggested this has given them confidence that the proposals will be well executed and bring wide-ranging benefits to young people the local community. - A comment noting how beneficial the GMYF youth centre has been to younger people in the community. - Comments praising GMYF's role in delivering the Duke of Edinburgh award. - Comments praising the GMYF's work with young people in Partington.	

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Some respondents expressed opposition to the proposals, claiming that they will not serve to benefit the local community. In particular, it was noted that a large proportion of the site will be used for housing and not community facilities. A number of respondents suggested that while they agree with the principle of bringing the site back into active use through the provision of new sports facilities, they don't support the residential element.	The Applicant recognises the concerns; however, the site is private land and is not currently serving the community as it had to be closed several years ago due to a range of financial challenges. The increased running costs and falling revenues from hiring the pitches meant that it wasn't possible to keep the facilities open. However, by working with Centrepoint and Kellen Homes, GMYF has now found a way to deliver a community-led, viable-future for the site which will bring it back into active use and provide a range of benefits for people in the local area.
A couple of respondents suggested a new youth community centre is not needed as there is another close-by. A couple of comments suggesting the area does not need any additional football pitches.	The nearest youth community youth centre, the Hideout Youth Zone, is over one mile away across the busy A57 road and many of the children in the local area do not feel safe travelling to that youth centre thus emphasising the need for a local youth and community hub in closer vicinity. The provision of activities will also be different from the Hideout Youth Zone, with the proposed youth, sports and community hub playing an emphasis on its high-quality football facilities. There is a requirement for high-quality grass football pitches in the area. Currently youth football clubs and groups such as West Gorton JFC are playing on below standard football pitches which need significant investment.
Comments emphasising the importance of ensuring the sports pitches are well maintained.	The football pitches will be owned and managed by Greater Manchester Youth Federation with club usage also being fully vetted by GMYF. GMYF's partnership with Kellen Homes and Centrepoint will ensure a financially sustainable future for the site.
A comment that the football pitches should be for the use of all rather than just teams.	The heart of the proposals is to put the youth of Manchester first and it is intended that the football pitches will be used by the youth in the local area, not exclusively to just teams and clubs. However, for example during school time, GMYF are looking into the wider community being able to use the pitches for hire.
A comment expressing concern that parents will have to pay for their children to be able to use the new sports facilities.	It is intended that GMYF will charge a low cost of 50p to help maintain the facilities and pay wages for local youth leaders. The 50p charge will also contribute to providing a hot meal to children. GMYF subsidise this cost through retained funds and funds achieved through the

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	sale of this site and there will be no claim to MCC for funding.
Green space and wildlife	
A number of respondents noted that the former playing fields serve as a vital source of green space for the community in an area where it is generally lacking. Some respondents expressed their objection to the proposals as they would lead to an overall reduction of green space on the site. It was claimed that the site would better serve the community in its current form.	The site is privately owned, and no public access is permitted. Presently the site is been used without permission by local people to walk their dogs with dog faeces being left across the site causing health and safety issue. The site boundary fencing to Wembley Road, has been torn down for access and the site is also subject to regular fly tipping. The proposed development provides the opportunity to improve the overall appearance of the site, create attractive new routes and encourage wildlife. This includes: • Establishing a network of tree lined streets throughout the development. • Creating attractive spill-out gardens around the independent living accommodation building, with ornamental planting and seating. • The retention of existing mature trees along the east, south and western boundaries where possible. • Establishing a green buffer between the football pitches and residential properties to the east. • Retaining and enhancing the existing football along the southern edge of the development. Overall, the proposals will deliver a biodiversity net gain through a combination of onsite and off-site mitigation. The plans seek to support biodiversity and also provide a pleasant green and leafy feel for the enjoyment of new and existing residents.
Several respondents suggested that either a bigger portion of the site should be delivered as green space or that the entirety of it should be redeveloped as green space. A comment that the site offers a great opportunity for re-wilding.	
A few comments expressed concern that the development would have a negative impact on the wildlife currently on the site. - A comment that there are a number of hedgehogs currently residing on the site which would lose their habitat if the plans go ahead.	
A comment objecting to the felling of mature trees and vegetation. It was suggested that it could disturb the rats on the site and cause them to enter nearby properties.	
A few comments from people who use the site to walk their dogs expressing concern that they would no longer be able to do so if the plans for the site go ahead.	The site is private land and is closed for safety reasons with clear signage around the perimeter and people should not be accessing the fields to walk their dogs. GMYF try to keep the site secure, but the fencing is frequently broken down for access.
Traffic, transport, congestion and parking	
Several respondents expressed concern that the proposals would serve to exacerbate existing traffic issues around the site at present, particularly on Mount Road, Melland Road, Wembley Road, Matthew's Lane, Levenshulme Road, Hemsworth Road and Holmcroft Road, given that the residential element would likely bring more cars to the area. Comments noted that traffic is particularly bad during school pick-up/drop-off hours.	A study area has been agreed with MCC highways officers in relation to assessing the traffic impact of the proposals which includes the site accesses, the Mount Road / Matthews Lane junction and junctions along the A57 corridor . These assessments will be set out in detail in the Transport Assessment that will be submitted with the application but the findings show that the development would not result in any significant increase to queuing and delay at the

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A comment expressing concern that the additional cars and traffic on the roads around the site would serve to exacerbate their already poor condition. Others noted that extra traffic could create further challenges at junctions, such as the one at Melland Road, Mount Road and Longsight Road, as well as the junction of Wembley Road and Melland Road. - A suggestion to add a traffic light at these junctions.	existing junctions within the study area and that the operation of these junctions would not be materially affected by the proposals. With regard to the school pick-up/drop-off hours, this is a function of the schools located around the site and not related to the proposed development. It is however the case that the introduction of new family housing on the site will mean more future pupils at the surrounding schools could come from the development, thereby reducing the need for parents to drive to drop off / pick up. The proposals could therefore potentially help this situation in the longer term. In terms of the concern that the additional cars would serve to exacerbate the already poor condition of roads, this is a maintenance issue and, regardless of traffic volumes, it is the responsibility of MCC as the highway authority to maintain the public highways.
Several respondents suggested the potential increase in traffic as a result of the development would lead to higher levels of pollution in the area.	The submitted Transport Assessment which accompanies the application notes that there will be minimal effect upon existing context with regard to traffic increase. The submitted Air Quality Assessment (AQA) further states that air pollution onset by earthworks and track out is forecasted to be not significant. Regarding mean NO2 concentrations, pollution onset by exhaust emissions was predicted to be slight at one receptor and negligible at all other locations. When assessed against IAQM guidance the air quality impacts arising from the development were considered to be “not significant”.
A comment expressing concern that an increased level of traffic as a result of the development could create further danger on the roads and lead to more accidents.	This point will be covered in the Transport Assessment that will be submitted with the application, which reviews personal injury accidents in the area. However, this work has found that there are no notable accident issues on Wembley Road, the B6178 Mount Road along the site frontage or at the B6178 Mount Road / Matthews Lane junction which traffic from the proposed development would exacerbate. Whilst there have been a number of personal injury accidents recorded at the identified off-site junctions within the study area, particularly at the A57 Hyde Road / A6010 Pottery Lane junction, it is also suggested that the minimal increases in traffic in these locations associated with the development considered against existing traffic flows through these junctions would not materially exacerbate existing conditions.

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Comments suggesting the roads around the site are not equipped to deal with the amount of cars that will likely need to park on them as a result of the development.	Parking allocation has been considered throughout the design process, to ensure there is sufficient allocation for each property whilst being in line with Manchester City Council's standard requirements. Each of the new homes delivered by Kellen Homes will have at least one car parking space as well as access to secure cycle parking. There will be 40 parking spaces for GMYF's youth, sports and community hub, and 4 visitor spaces for the Centrepoint independent living apartment building as these residents are not expected to have cars.
A suggestion to create a new road connecting Matthew's Lane and Holmcroft Road to help ease traffic.	If a direct and convenient road connection was provided between these two roads it could well encourage more through traffic into the area and would be counterproductive.
A comment that more buses are needed in the area.	The site is well located in relation to existing bus routes and stops in the area that provide access to a range of destinations. These services also provide access to the local rail network.
Comments expressing support for proposed approach to car parking on the grounds that it will limit pollution.	Comment noted.
A comment highlighting the existing issue residents face with people using the surrounding roads as a rat-run to access Mount Road. A suggestion that the access points to the site will create a new rat run for car users in the area. A comment expressing concern for cars speeding down Matthews Lane . A suggestion to implement a one-way system around the site, as well as speed humps and clear road markings.	To prevent rat-running, the direct east-west route through the site has been severed for vehicles but will be open for pedestrians and cyclists, resulting in a tortuous route through the scheme for traffic. To further discourage rat running through the scheme, the internal roads will include a number of tabletop junctions and traffic calming features. These will also encourage vehicles to move slowly through these new residential streets. With regard to any speeding on Matthews Lane, this would not be impacted by the proposed development. It is also the case that, as part of the Levenshulme and Burnage Low Traffic Neighbourhood Scheme, MCC are looking at measures for this route which would help reduce traffic speed. In terms of a one-way system, this would encourage rat running so is not considered appropriate. Speed humps and clear road markings are already included in the scheme.
A comment criticising the site access/egress point on Wembley Way.	The proposed access from Wembley Road meets the necessary design standards, has been subject to a Road Safety Audit and is in keeping with the surrounding highway network.

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	It is therefore considered acceptable and appropriate from a design, safety and operational perspective.
Demand for housing	
Several respondents expressed support for the delivery of new housing due to the current demand in the area. Several suggested the new homes would help younger people in the area to get onto the housing ladder. A suggestion that new housing will help to support local businesses in the area. A few comments from people interested in buying/renting one of the new properties. A number of respondents expressed support for the inclusion of affordable housing in the plans for the site. Indeed, it was noted that local people are often unable buy a house in the area due to unaffordable prices.	The Applicant notes and welcomes these positive comments about the housing proposals.
Several comments expressed opposition to the residential element of the proposals due to a perceived lack of demand for housing in the area. - Several suggested that many new houses have already been built in the area including the nearby Belle Vie development. - A few suggested there are a number of empty houses in the area that should be occupied before delivering new houses on the site. - A suggestion that the delivery of more housing will be damaging to an already fractured community. Others suggested that the area is already too densely populated. Comments that too many homes are proposed for the site.	There is an urgent need for more housing in Manchester, and increasing the housing supply is essential to meet the growing demand for homes. The proposed development will provide a range of homes to respond to the needs of the local community and suit a range of people from first time buyers, growing families and down-sizers. They will include a mix of properties for sale and for rent, as well as a number of affordable homes to be delivered in partnership with a local registered provider.
A comment that the site should be used for terraced houses, town houses and/or apartments so that more houses can be delivered on the site to help meet demand.	
A couple of comments suggested that the new homes will likely be bought by private landlords who will then rent the properties out at high prices.	The proposed homes have been designed with family occupancy in mind, providing both 3 and 4 bed units, with a site layout that promotes a community led feel. 22% of the units are to be affordable, and the tenants of these properties will be determined by circumstance and the affordable housing

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	provider, with a sole aim to provide these units at affordable levels. The other 80% will be privately owned dwellings.
A comment that the information around accessible and affordable housing is too vague.	Over 20% of the housing on the development will be affordable and this comprises of the following split: • 36 young adult accommodation apartments. • 60 houses split with 11 for social rent and 49 for shared ownership (all are a mix of 2, 3 and 4 beds). • 4 of the social rented properties are adaptable units for those with disabilities.
A suggestion that affordable bungalows for people aged 55 and over should be built on the site.	A number of the properties are designed to comply with the requirements for accessible and adaptable dwellings with 22% of units proposed as affordable. Some of these properties will be built to additional building regulations, which include adaptable layouts. As such, future adaptability is allowed for to provide for specific requirements in a number of properties.
A suggestion that new build housing is rarely high quality.	GMYF went through a professional tender process and Kellen Homes were selected as the preferred partner. One of the reasons Kellen Homes were selected is that they have an excellent reputation for delivering high quality homes to suit a range of lifestyles and budgets.
A question as to how many homes will be disabled-accessible.	Four of the social rented properties are adaptable units for those with disabilities.
Local infrastructure and services	
Several respondents noted their concern for the impact of the development on local infrastructure and services. It was suggested that the key services, such as schools, GPs and dentists, are already under pressure or oversubscribed, and that an influx of more people to the area as a result of the development would likely add to the strain. In turn, several respondents expressed opposition to the proposals on this basis. A number of respondents suggested alternative uses for the site, including the following: - Supermarket/grocery shop - A running track - Dentist - GP - Educational facility delivering apprenticeships.	The need for additional infrastructure is something considered by the Local Planning Authority (LPA). Contributions towards infrastructure are only sought by the LPA on individual schemes where it can be demonstrated that it is appropriate and required to mitigate the impact of a development. These discussions are ongoing with the LPA.
Several respondents suggested adding the following elements alongside the plans:	Comments noted.

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- A park - Convenience store - Swimming pool - Space for walkers and dog walkers - Outdoor exercise equipment - Community centre that runs evening classes for adults. - Indoor activity space	
Consultation	
A couple of comments expressing apprehension as to whether feedback to the consultation will be considered by the Applicant and help to shape the plans going forward.	The Applicant reassures that all comments expressed during the consultation have been considered and have helped to inform the plans.
A question as to whether neighbouring residents will be kept informed as the project progresses.	Neighbouring residents will be kept informed as the project progresses via various means of communication.
A comment that there hasn't been any balanced information presented in relation to impact of the development on the local area in terms of traffic, utility services, valuation of properties, education, and crime.	These issues are captured as part of this response table, other than valuation of properties which is not a material planning issue. Section 7 of the CBO Transport assessment, outlines the impact on the surrounding junctions and highways. The summary of this sections states that it is considered that the level of changes on traffic flow as a result of the proposed development would not be noticeable on the ground and would have no material impact on junction operation. No operational assessment is therefore considered necessary in these locations.
Construction	
A comment expressing concern for construction vehicles potentially parking on surrounding streets. A comment claiming that Wembley Road is not wide enough to accommodate construction vehicles.	Measures will be put in place to mitigate noise levels, manage dust and debris, and minimise any adverse effects on traffic flow and transportation routes. A construction management plan has been submitted with the planning application, which will allow guidelines to be agreed with MCC with regard to construction timings and traffic flow to reduce the impact upon the surrounding area. Additionally, there will be clear communication with local residents, providing regular updates on the progress of the project, potential disruptions, and any necessary adjustments.
A question as to how long the construction of the development would take.	
A comment expressing concern for the potential disturbance to residents caused by the construction of the development, particularly in relation to noise and dirt.	
Maintenance	
Several comments emphasising the importance of maintaining the development once it is completed.	The public areas will be maintained by a management company. Duties will include grass cutting, litter picking and other maintenance duties.

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A suggestion for regular litter picks to be undertaken in order to keep the site clean and tidy.	
Design and landscaping	
A suggestion to clean and open up the waterway along the southern boundary of the site.	The PRoW and Nico Ditch on the southern end of the site will be retained, and will be incorporated to the wider masterplan for the site.
A comment criticising the amount of concrete proposed for the residential element of the plans.	The development will be created using a wide variety of materials including brick and render, and there will be planting and trees throughout the development. The development at Mount Road will use a fabric first approach to development and use locally sourced materials which is in line with Kellen's environmental policies. In accordance with the Energy and Sustainability statement, the proposed development will require to be in compliance with part L of the Building Regulations, 2021. As a result, low carbon systems will be explored such as air source heat pumps, heat recovery mechanisms and photovoltaic systems will be included on the site. Comparing these measures to 2013 part L, the total CO2 reductions equate to 185,897kgCO2/yr.
Crime and anti-social behaviour	
A comment noting the rising level of crime in the area in recent years.	A Crime Impact Statement, prepared by Greater Manchester Police, has been submitted with the Application which assesses the proposals with regard to potential risk from or contributing to crime and anti social behaviour. This considers that the proposal is acceptable. A number of design features have been incorporated into the site, which will reduce and prevent crime through their adoption. These include high quality landscaping and public realm within the development, defendable spaces, clearly defined site entrances, street parking, active frontage and natural surveillance are all present throughout the development.
A comment expressing concern that the proposals would encourage more anti-social behaviour due to an increase of younger people passing through the area.	
A comment highlighting the issue of homelessness in the area.	
Miscellaneous	
A few of comments disputing GMYF's ownership of the site, suggesting that it was left for the residents of Gorton. - One respondent suggested that the site has a covenant on it and therefore the Applicant has no right to build on it.	The site is privately owned by GMYF under title number MAN19686. There are no legal covenants which secures the site for the residents of Gorton.
A question as to how Godfrey Ermen Playing Field will be affected by the proposals.	Godfrey Ermen Playing Field will benefit from ecological enhancements as a result of these proposals.

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A comment asking for Debdale Park to be considered as part of the off-site enhancements.	In collaboration with Friends of Godfrey Ermen, the proposals are to deliver habitat enhancements to this valued green space which will increase biodiversity while respecting the unique value of the area to local residents. The plans are looking at grassland enhancements, scrub enhancements and scattered native tree planting. Other sites will be considered for off-site enhancements as the project progresses.
Request for more information on the process for applying for the new properties.	Details regarding the new homes will be released if planning permission is granted.
A question as to home much the properties will cost.	
A question as to whether there will be any service or help for first time buyers.	
Request to see more detailed plans of the proposed properties.	

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) (2021) 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 consultation demonstrated strong support for the overall project, with 68% of responses expressing support, 9% of respondents stating they were unsure, and 23% expressing opposition.

Those respondents expressing support noted the benefits the youth, sports & community hub and two grass football pitches would provide for the local community and youth of Greater Manchester as well as comments supporting the residential development and delivery of housing within Manchester, alongside a charity led, young adult independent living scheme.

Those respondents expressing concern commented most frequently on the impact of the proposed development on parking and traffic, as well as the potential for the proposals to place more pressure on social infrastructure including healthcare and education. The table in Section 4.1 provides a comprehensive response to these issues as well as all others raised in consultation feedback.

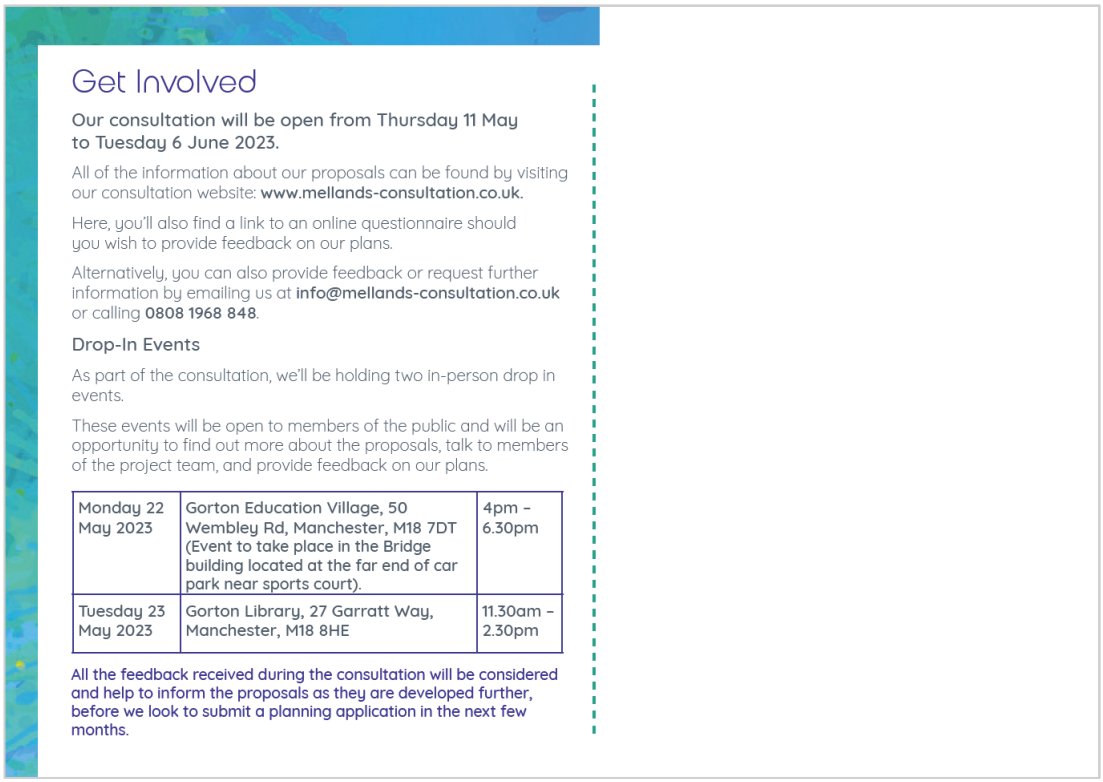
The Applicant would like to thank all those who have provided their feedback during the pre-application consultation and looks forward to further constructive dialogue throughout the development process.

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6. Appendices

6.1 Appendix 1: Consultation postcard





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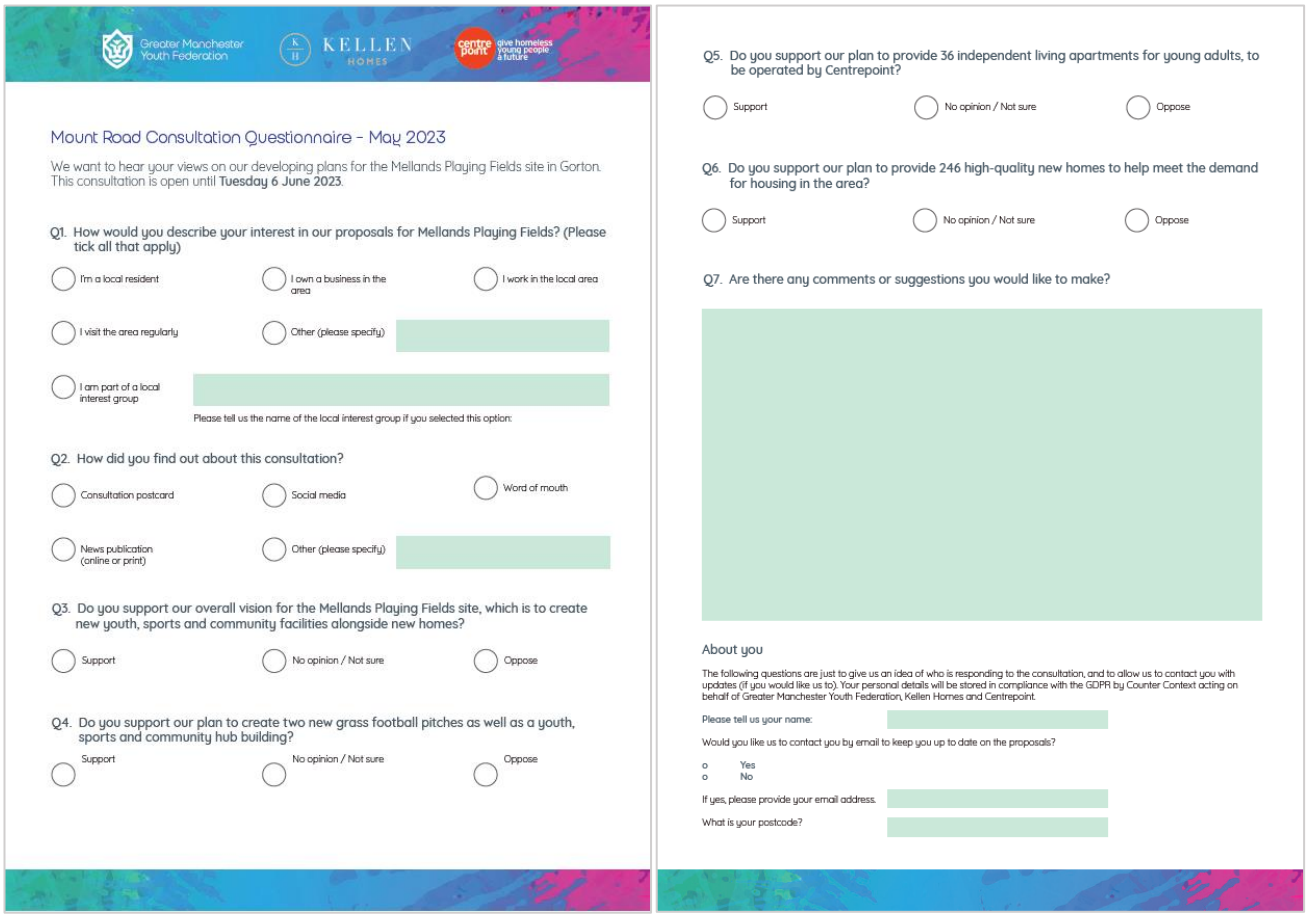
6.2 Appendix 2: Consultation event display



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6.3 Appendix 3: Consultation questionnaire



Greater Manchester Youth Federation · KELLEN HOMES · centre point give homeless young people a future

Mount Road Consultation Questionnaire – May 2023

We want to hear your views on our developing plans for the Mellands Playing Fields site in Gorton. This consultation is open until **Tuesday 6 June 2023**.

Q1. How would you describe your interest in our proposals for Mellands Playing Fields? (Please tick all that apply)

- ◯ I'm a local resident
- ◯ I own a business in the area
- ◯ I work in the local area
- ◯ I visit the area regularly
- ◯ Other (please specify)
- ◯ I am part of a local interest group

Please tell us the name of the local interest group if you selected this option:

Q2. How did you find out about this consultation?

- ◯ Consultation postcard
- ◯ Social media
- ◯ Word of mouth
- ◯ News publication (online or print)
- ◯ Other (please specify)

Q3. Do you support our overall vision for the Mellands Playing Fields site, which is to create new youth, sports and community facilities alongside new homes?

- ◯ Support
- ◯ No opinion / Not sure
- ◯ Oppose

Q4. Do you support our plan to create two new grass football pitches as well as a youth, sports and community hub building?

- ◯ Support
- ◯ No opinion / Not sure
- ◯ Oppose

Q5. Do you support our plan to provide 36 independent living apartments for young adults, to be operated by Centrepoint?

- ◯ Support
- ◯ No opinion / Not sure
- ◯ Oppose

Q6. Do you support our plan to provide 246 high-quality new homes to help meet the demand for housing in the area?

- ◯ Support
- ◯ No opinion / Not sure
- ◯ Oppose

Q7. Are there any comments or suggestions you would like to make?

About you

The following questions are just to give us an idea of who is responding to the consultation, and to allow us to contact you with updates (if you would like us to). Your personal details will be stored in compliance with the GDPR by Counter Context acting on behalf of Greater Manchester Youth Federation, Kellen Homes and Centrepoint.

Please tell us your name:

Would you like us to contact you by email to keep you up to date on the proposals?

- o Yes
- o No

If yes, please provide your email address.

What is your postcode?

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