



Job Number:	22.1750
Project:	St James Buildings – Part 5 th Floor Change of Use
Client:	Bruntwood
Date:	25 October 2023

St James Buildings, 79 Oxford Street, M1 6FQ (Part of 5th Floor)

Planning application 138217/FO/2023 - 'Change of use of Part of 5th Floor Office Space (Use Class E) to Flexible Office Space (Use Class E) / Educational College (Use Class F1a) for 10 year period'

This note has been prepared to provide further background information and context to support the above planning application. This supplements the previously submitted 'Application Covering Letter' (29.09.2023) which provides a planning appraisal of the application proposal.

Current Position

- The application proposal is to support the expansion of BPP. BPP is a global leader in education working in partnership with over 7,000 businesses specialising in courses that support career growth including apprenticeship, university courses, professional qualifications and professional development. BPP University is part of the BPP Group and is a distinct legal entity with its own degree-awarding powers.
- BPP is a key long-standing customer of Bruntwood and has had space within St James Buildings for over 20 years.
- Courses delivered in Manchester include Post Grad professional courses, University courses for Law (BTC, Foundations In Law, LPC, SQE) , Business (MSc Management), Accountancy courses for ICAEW, AAT, ACCA, CIMA, Apprenticeship Programmes – Law, Management, Finance, Accountancy, HR etc). Courses range in duration from 12 to 60 months.
- BPP work with a significant number of national employers such as KPMG, NHS, Allen & Overy, MoJ, Nat West, Santander, Mazars, Hogan Lovells, Grant Thornton.
- Bruntwood have worked collaboratively with BPP over the last two decades to support the success and growth of their business and are pleased that BPP's business continues to succeed which reinforces their commitment to Manchester.

Supporting BPP's Expansion

- The expansion within St James is driven with the addition of a Nursing programme MSc Healthcare Leadership and growth in student demand for the current programmes delivered in Manchester.
- Manchester is seen as a flagship location that competes alongside BPP's other centres in London, Birmingham and Cambridge. Bruntwood are very keen to support Manchester as a key hub location and support its ongoing success as BPP continues to attract students.
- BPP's commitment to Manchester is reflected in the fact that many of their Executive team comprising of the CEO, CFO, CMA, CAO and a number of the Senior Leadership team are based in the Manchester centre which is a key centre for the business.

- Considering Bruntwood's longstanding relationship and partnership with BPP, expansion at St James Buildings provides clear operational and functional benefits for BPP as opposed to them being spread across different locations or having to relocate from Manchester to another location to meet the business requirements.
- The current office customer within the application suite served their break notice to vacate as the space no longer serves their operational requirements. Bruntwood are in the process of agreeing their relocation to serviced office space elsewhere within the Manchester City Centre portfolio and being able to retain this customer within the City has been another success for Bruntwood.
- Bruntwood have above average retention rates for customers in their buildings and retain more customers than other landlords because they take a proactive approach to understanding customers current and future requirements. This knowledge and close working relationship ensures they can support customers' businesses and minimise vacancy, dovetailing the decision of one customer to vacate and other customers need to expand.