

Statement of Community Engagement

Fallowfield Campus, University of Manchester

07 September 2023

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Executive Summary

1. In June 2023, the University of Manchester (“UoM”, “the University”) delivered pre-application consultation on the outline proposals for the redevelopment of the Fallowfield Campus.
2. The approach to pre-application consultation was devised around several communication objectives including an open and transparent approach to consultation, sharing clear information on the plans at an early stage, and providing methods of feedback to enable the project team to listen and consider the feedback submitted during the consultation period.
3. In summary, from those who responded, the feedback demonstrates support in the following ways:
 - Support for the principle of redevelopment of the site including improving the quality and condition of the accommodation on Fallowfield campus
 - Support for students in the Fallowfield community for some respondents who value the contribution that they make to the vitality of Fallowfield.
 - Support for the principles described by the outline application including safe and accessible cycle parking, retaining the primary student arrival point on Wilmslow Road, supporting enhanced amenity space across the site for students and green character of the campus as well as supporting a network of pedestrian routes to enable a walkable campus environment.
4. In addition to support, the feedback from the consultation has expressed a number of questions and feedback on a number of frequently recurring themes. The project team has considered each of these and provide a response under the following:
 - Theme 1. The proposal
 - Theme 2. Need, demand and supply
 - Theme 3. Community considerations and impact
 - Theme 4. Affordability considerations
 - Theme 5. Outline planning process and public consultation
 - Theme 6. Enabling works and demolition.
5. In summary, the project demonstrated a wide-reach and from the extensive consultation and publicity undertaken 149 expressions of feedback were received, primarily from 59 representations from the M14 community and the pre-application consultation has been successful in generating the following activity:
 - 3,313 local addresses received a consultation leaflet in the Fallowfield, Rusholme and Withington area

- Over 100 leaflets were issued to stakeholder groups in the area including local resident groups and interest groups via Manchester Student Homes' network and through local meetings
 - A total of 1,679 unique users, generating a total of 1,941 page views visited the dedicated project website
 - Staff and students at the University were notified about the consultation via the University intranet and newsletter
 - Social media advertising hosted on UoM channels to drive awareness of the consultation. The social media posts promoting the consultation reached 4,776 Twitter users, achieving 255 total engagements and on Facebook, 1,011 Facebook users were reached with 60 different types of engagements (likes / reposts)
 - Local media coverage of the project in Manchester Evening News (MEN) and property/ planning trade media outlets such as Place North West.
6. To ensure all groups had the opportunity to view and comment on the proposed plans, a number of ways to feedback were generated including:
- An in-person drop-in, consultation event for members of the public to come and ask questions of the project team on Wednesday 14th June 2023 at Uttley House on the Fallowfield Campus
 - A virtual webinar hosted by the project team on Thursday 15th June 2023 between 6pm – 7pm.
 - A dedicated project consultation webpage on the University's website: manchester.ac.uk/fallowfieldconsultation
 - A freephone telephone number, direct email address and a digital feedback form to submit feedback to the project team
 - The option to request printed consultation materials if required.
7. Prior to the launch of the community consultation the University delivered briefings to the Council Leader and to the Executive Member for Housing and Development. The project team also briefed all three Fallowfield ward councillors. Following feedback from a Fallowfield ward councillor, the community consultation period was extended from 25th June to 30th June.
8. In summary, the applicant considers that the pre-application engagement undertaken with the local community and other key stakeholders has been timely, meaningful and effective.

1. Introduction

- 1.0 This Statement of Community Engagement (SCE) has been prepared by Turley on behalf of the University of Manchester (“UoM”, “the University”). This SCE supports an outline planning application, seeking to replace existing bedrooms on the Fallowfield Campus site with up to 3,355 student beds and 6 Res-Life dwellings, including amenity spaces and other ancillary development up to 4,500sqm across a variety of use classes that all support the functioning of the site as a student accommodation campus.
- 1.1 The site is located in the south-west corner of the University’s Fallowfield Campus (north of Fallowfield centre and south of the city centre and Platt Fields Park). The campus is located on Wilmslow Road with frontage onto Moseley Road and Old Hall Lane. The Armitage Sports Centre, sports pitches and playing fields are to the east.
- 1.2 This SCE provides a summary of the approach taken to deliver pre-application stakeholder and community engagement on the outline plans, the programme of community consultation activities delivered and the feedback gathered under several recurring themes. The document also sets out UoM’s response and consideration of the feedback.
- 1.3 All the feedback received has been considered by the project team. The most frequently reoccurring feedback is grouped and addressed under several themes within this SCE. The University’s response to the feedback in general has been provided in Chapter 5.
- 1.4 This SCE forms part of the application submission and should be read alongside the Planning Statement, Design and Access Statement and supporting technical document for further information.

2. Policy Context

- 2.0 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.
- 2.1 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 (2021)

- 2.2 The revised National Planning Policy Framework (July 2021) (“the Framework”) sets out that the planning system should be a collective enterprise with the purpose of helping deliver sustainable development.
- 2.3 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.
- 2.4 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)

- 2.5 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.
- 2.6 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.
- 2.7 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.

- 2.8 Details about the consultation and engagement activity undertaken are included in **Chapter 3**.

3. Stakeholder Engagement and Community Consultation Activity

3.0 A programme of stakeholder engagement and community consultation has taken place across a four-week programme. Prior to launch of the community consultation, a pre-consultation stakeholder engagement programme was delivered. The key activities were:

- Pre-application discussions with MCC officers
- Identification of all internal and external stakeholders – political, community, business and UoM (students, staff and alumni)
- A briefing delivered to Leader of the Council and Executive Member for Housing and Development
- Briefings delivered to the local Fallowfield ward councillors.

3.1 Several activities were undertaken during the four-week consultation period with both internal and external stakeholders. The primary activity comprised awareness raising activity as well as direct, in-person engagement on the plans. The activity included:

- 3,313 local residents in the Fallowfield, Rusholme and Withington area received a copy of the consultation leaflet informing them about the drop-in event, the public webinar and the project website and ways to comment
- Over 100 leaflets were issued to stakeholder groups in the area including local resident groups and interest groups via Manchester Student Homes network and through local meetings
- A dedicated project website that received 1,250 unique visits during the consultation period.
- Elected ward members, neighbouring ward members and MPs were notified about the consultation and the various feedback channels
- Staff and students at the University were notified about the consultation via the University intranet and internal channels.

Stakeholder engagement

Pre-application discussions with Manchester City Council (MCC) Officers, Leader and Executive Member

3.2 The consultation strategy was presented by Turley Strategic Communications at a meeting on Friday 12th May with David Roscoe, MCC Planning Development Manager. Feedback from the Council supported early briefings with the Fallowfield ward

councillors and the approach to offer both digital and in-person opportunities for engagement for the local community through the consultation period.

- 3.3 Following the meeting with MCC officers, a project briefing took place with the Leader of the Council, Cllr Bev Craig and Executive Member for Housing and Development, Cllr Gavin White. The programme for consultation with local residents, community groups and staff and students at the University was presented and information shared about the outline plans.
- 3.4 On the engagement strategy, Cllr Craig and Cllr White encouraged engagement with neighbouring ward councillors / MPs and suggested developing a targeted approach to seek feedback from students directly. Other topics covered included future arrangements between the University and any potential development partner, the site's permeability and ongoing improvement works to existing UoM accommodation.

Fallowfield ward member briefings

- 3.5 Prior to the community consultation launching, the three Fallowfield ward councillors were emailed and contacted directly with the offer to introduce the proposals through a virtual briefing session with the project team.
- 3.6 The three ward councillors Cllr Jade Doswell, Cllr Zahra Alijah and Cllr Ali Ilyas accepted the invite for a briefing on 5th June 2023.
- 3.7 Chaired by Turley Strategic Communications, the ward councillors were briefed by UoM representatives and members of the project team. A presentation was delivered, followed by time for questions and feedback.
- 3.8 Key themes that were explored during the meeting included:
- quality and condition of existing accommodation on the Fallowfield campus and the need for enhancement
 - accessibility and affordability of student accommodation on the campus
 - further detail on the amenity spaces provided as part of the redevelopment plans
 - impact of the proposed additional uplift of 950 beds on the Fallowfield community
 - sustainability and environmental impact, how the University is proposing to deliver buildings that are carbon neutral
 - consultation timescales and next steps.
- 3.9 In response, UoM provided the Councillors with information about the immediate plans for refurbishment taking place over the summer months on campus to improve the condition and quality of the existing stock. The University confirmed that an Environmental Impact Assessment or EIA would be prepared to support the application.

- 3.10 The approach to consultation was also explored through the discussion and the following points were agreed:
- On the proposed consultation timescale one of the Councillors requested that the consultation period was extended to allow residents and students sufficient time to respond. At this request, an additional 5 working days were added to the consultation window (extended from 25th June to 30th June).
 - During the briefing, one of the Councillors highlighted two roads that should receive the leaflet. The Applicant added these properties to the leaflet distribution area.
- 3.11 Following the briefing, ward members were invited to attend the in-person event as well as the webinar and were sent additional information via email to distribute to residents and raise awareness of the public consultation.

Neighbouring ward councillors

- 3.12 Neighbouring ward councillors were notified of the public consultation via email. The councillors contacted represent the following wards: Withington, Old Moat, Burnage, Levenshulme and Rusholme. Neighbouring ward councillors were initially contacted on 6th June 2023 and all the information was reshared with them in follow up on 15th June 2023.

University of Manchester Students and Staff

- 3.13 The UoM Communications team circulated information to students through the student intranet and encouraged them to visit the consultation project website to share their feedback.
- 3.14 Prior to the consultation starting, the UoM Residences team engaged regularly with UoM Students' Union. This included workshops and sessions on the initial feasibility study and the affordability strategy. The consultation information was shared with union officers and engagement continued during the consultation period.
- 3.15 UoM staff received the consultation information in a weekly email and through their staff intranet and were invited to attend the public consultation event and webinar.

Local Groups

- 3.16 During the consultation period, the University Residences team and Manchester Student Homes worked closely with Turley Strategic Communications to notify local groups and residents associations about the consultation. Information about the public consultation was issued to around 100 local groups.
- 3.17 There have been a number of local groups who have submitted detailed feedback to the consultation either through the survey response or via email. These are outlined in more detail in Chapter 4 Feedback.

Community consultation

Consultation leaflet

- 3.18 To raise awareness of the proposed development and the community consultation within the local community, an information leaflet was distributed to 3,313 local residents and site neighbours around the Fallowfield campus.
- 3.19 The leaflet provided a summary of the proposals, directed residents to the project website where they could provide their feedback, and provided contact details to get in touch with a member of the team.
- 3.20 A copy of the leaflet is included at **Appendix 1**. The distribution area for this can be seen in **Figure 3.1**.

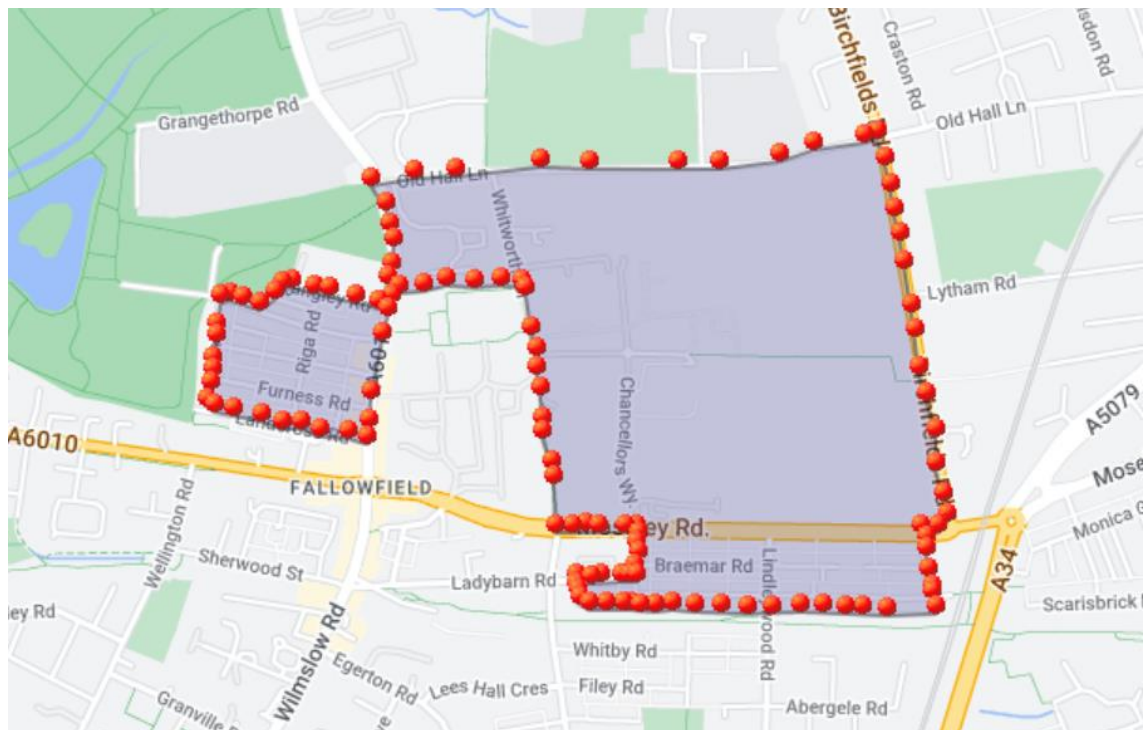


Figure 3.1 – Consultation area

Social media posts

- 3.21 In order to raise awareness of the proposals and encourage people to provide feedback on the plans, UoM posted on their social media channels. Social media advertising hosted on UoM channels to drive awareness of the consultation.
- 3.22 The social media posts promoting the consultation reached 4,776 Twitter users, achieving 255 total engagements and on Facebook, 1,011 Facebook users were reached with 60 different types of engagements (likes / reposts)
- 3.23 Screen grabs from the social media posts can be viewed in **Appendix 2**.

Drop-in event

- 3.24 The Applicant held a public drop-in event on Wednesday 14 June 2023 between 3pm-7pm at Uttley House on the Fallowfield Campus (Fallowfield, Manchester M14 6NN). The session was advertised via the consultation leaflet and on the website.
- 3.25 The session was attended by a number of the project team and exhibition material was available for people to browse more information about the proposals before filling in a feedback form. The exhibition banners can be found in **Appendix 3** and the feedback form can be found in **Appendix 4**.
- 3.26 The session was attended by 25 attendees in total.

Live public webinar

- 3.27 A live public webinar was held on Thursday 15 June 2023 between 6pm-7pm on Zoom. The session was advertised via the consultation leaflet and on the website.
- 3.28 17 people registered for the event and at the session there were 8 attendees comprising a mix of UoM lecturers, residents, students, a local elected member.
- 3.29 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.
- 3.30 The primary questions received were as follows:
- Pedestrian access and movement through the site including west to east from Wilmslow Road entrance to the Fallowfield Campus to Birchfields Road.
 - Location of the site in relation to the Oxford Road Corridor.
 - Clarity on bed spaces for returning 2nd and 3rd year students.
 - Tree retention and landscape principles.
 - An increased number of students in Fallowfield.

- 3.31 The webinar presentation was recorded and was uploaded onto the consultation website to allow those unable to attend a further opportunity to watch the presentation and the live Q&A.

Consultation website

- 3.32 A project website was live at manchester.ac.uk/fallowfieldconsultation and included details of the wider site context, the proposals, illustrative plans and the events – along with contact methods for the consultation project team, which included an online feedback form, dedicated email address, and Freepost address and Freephone consultation number.
- 3.33 At the close of the consultation on 30th June 2023 the website received a total of 1,679 unique users, generating a total of 1,941 page views.

3.34 A copy of the website is included at **Appendix 3**.

Online survey form

- An online survey form was included on the consultation website for people to submit their feedback. 98 people completed the online form, and detailed responses for the points raised and the Applicant's response can be found in Chapter 4. Screenshots of the online survey form can be found in **Appendix 6**.

Media articles

- A press release was issued on Tuesday 6 June 2023 on consultation launch. The story was covered by the following outlets and UoM pages, which raised awareness of the community consultation period:
 - [University of Manchester unveils plans to redevelop student accommodation site](#) – University of Manchester, 6 June 2023
 - [University tower block to be demolished under plans for huge new student village in Fallowfield](#) – Manchester Evening News (MEN), 17 June 2023
 - [UoM reignites Fallowfield campus overhaul](#) - Place North West, 6 June 2023
 - [Manchester Uni reboots 3,300-bed campus plan](#) – Construction Enquirer, 8 June 2023
 - [University of Manchester Unveils Redevelopment Plans](#) – StuRents, 7 June 2023
 - [University reveals plans for developing student accommodation at Fallowfield campus](#) – About Manchester, 7 June 2023
 - [Plans unveiled for redevelopment of Manchester Campus](#) – Insider Media, 7 June 2023
 - [University of Manchester unveils plans for major campus upgrade](#) – The Business Desk, 6 June 2023.
- All feedback received was captured and analysed by the project team and is included and summarised in **Chapter 4**.

4. Consultation Feedback

4.0 This section of the report provides an overview of the feedback received during the consultation period. All themes, questions and feedback is responded to in **Chapter 5** as part of the Applicant's response.

4.1 From the wide-reaching awareness raising and engagement activity undertaken, 149 expressions of feedback have been collated via the following channels and activity:

- 98 respondents completed an online survey
- 25 visitors attended the public exhibition at Uttley House, completing a further 8 survey forms
- 8 attended at the public webinar asking questions direct to the project team
- 17 direct emails were sent to the project inbox and 1 phone call to the consultation line.

Online survey

4.2 An online survey form was included on the consultation website for people to submit their feedback. 98 people completed the online form, which consisted of 7 questions. The responses to the questions have been considered in turn below, with feedback including:

Question 1 – Who are you responding as?

- Respondents were asked whether they were responding as
 - a) Current student
 - b) Prospective student
 - c) Staff
 - d) Local resident
 - e) Alumni
 - f) Elected representative
 - g) Organisation/ community group
 - h) Other

4.3 Individuals were able to select more than one 'who am I responding as' option when completing the form. Out of the 98 respondents, 10 respondents selected two categories which is reflected in the breakdown below.

- 58 residents,
- 22 current students,
- 10 staff,
- 10 alumni,

- 5 community groups (Representatives from three groups confirmed their organisation name; Stop the HS2 Manchester Tunnel, Friends of Platt Fields Park and Journey Church Manchester)
- 2 other and
- 1 elected representative.

Location of respondents

4.4 In order to understand where the responding feedback was located, the survey demonstrated that whilst 23 chose not to disclose postcodes, the remaining responses were located as follows:

- 59 were from M14 postcodes (Fallowfield/ Withington - Ladybarn)
- 10 from M20 postcodes (Withington/Didsbury/Old Moat)
- 4 from M13 postcodes (Rusholme/Fallowfield)
- 1 from M3 postcode (Salford)
- 1 from M25 postcode (Prestwich)

4.5 This demonstrates that the majority of the comments received were from those within relatively close proximity of the site with the Fallowfield and Withington ward areas of the city.

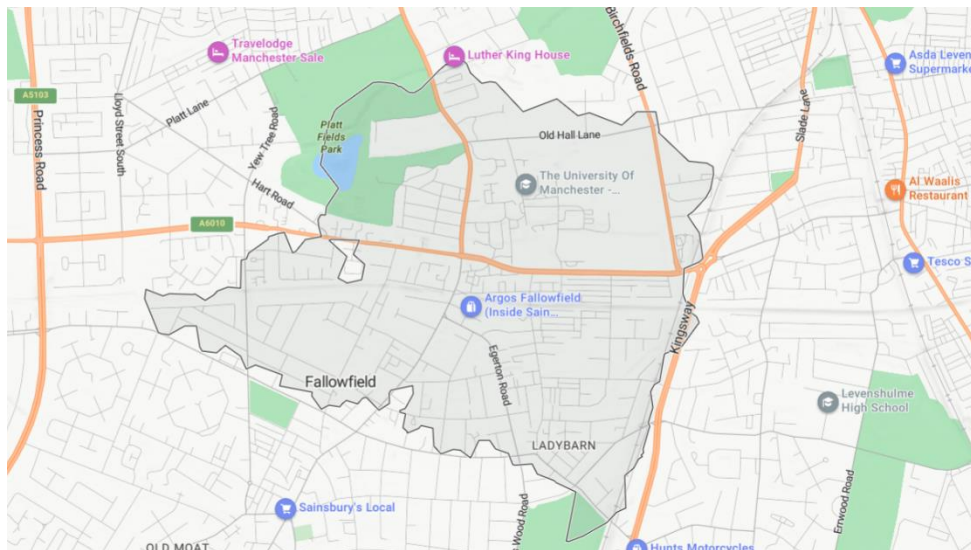


Figure 4.0: M14 Postcode area – Source: Google maps

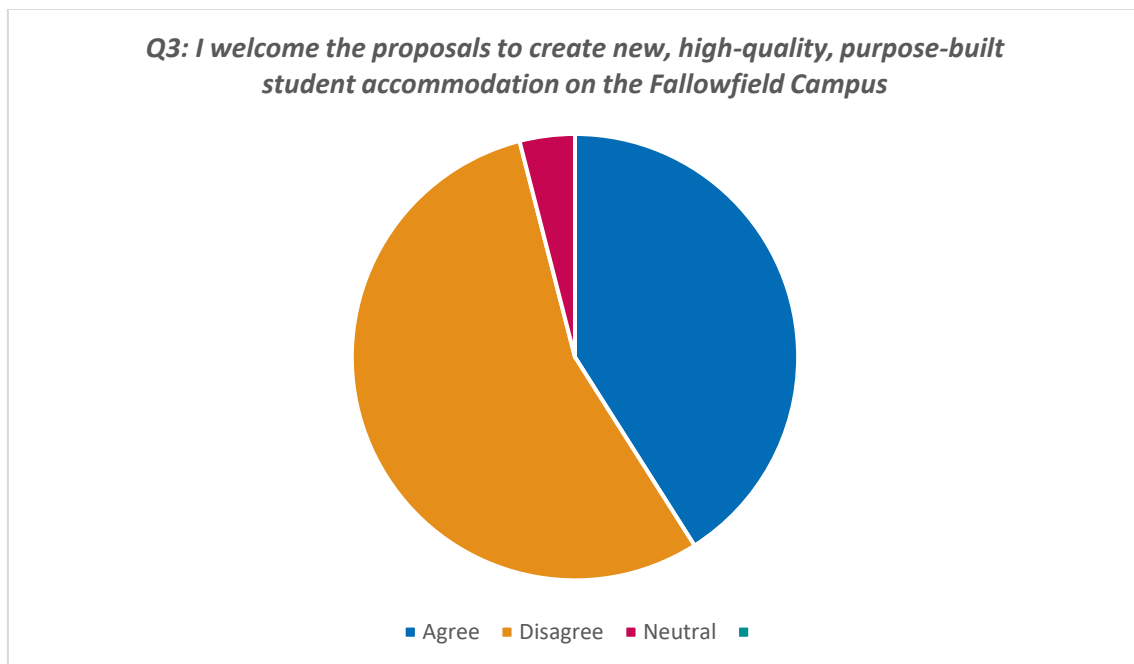
Question 3 – “I welcome the proposals to create new, high-quality, purpose-built student accommodation on the Fallowfield Campus”

To what extent do you agree or disagree with this statement?

4.6 Respondents were then asked to provide their levels of agreement with the statement. Respondents were able to answer 0 – 10 on a sliding scale (0 being strongly disagree, 10 being strongly agree).

4.7 The results from the survey demonstrate the following response:

- **41% of respondents strongly agree or agree** and welcome the redevelopment proposals at Fallowfield Campus
- **55% of respondents strongly disagree or disagree** with the redevelopment proposal
- **4% of respondents** are neutral in their response to this statement.



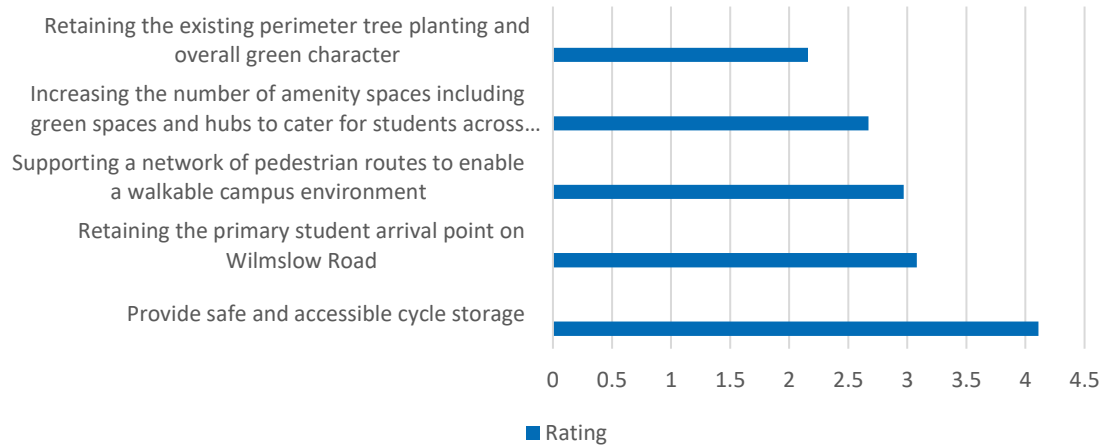
Question 4 – The outline planning application will set out design principles for how the redevelopment of the Fallowfield Campus can meet increasing demand for student bedrooms in safe and sociable surroundings.

Please rate the following themes which underpin the design principles from 1 – 5 based on importance to you (1 = most important, 5 = least important)

4.8 Reflecting on the project key design principles, respondents have rated **providing safe and accessible cycle storage** as the most important theme, followed by (in order of priority):

- Retaining the primary student arrival point on Wilmslow Road
- Supporting a network of pedestrian routes to enable a walkable campus environment
- Increasing the number of amenity spaces including green spaces and hubs to cater for students across the Fallowfield campus
- Retaining the existing perimeter tree planting and overall green character.

Question 4 – The outline planning application will set out design principles for how the redevelopment of the Fallowfield Campus can meet increasing demand for student bedrooms in safe and sociable surroundings.



1 – 5 based on importance to you (1 = most important, 5 = least important)

Question 5 – Do you have any other comments?

4.9 Respondents were provided an open text box to include any other details to be considered. This included the following themes, which have been responded to in **Chapter 5** as part of UoM's response:

4.10 Local **community feedback** has included the following general points of feedback:

- Residents have shared some concern about the impact of the additional 950 students on the Fallowfield community, in particular the draw from returning students into HMOs in the area
- Problems with anti-social behaviour in the neighbouring Fallowfield community including litter, noise, drug dealing in and around campus
- Studentification of the M14 6 area and an imbalance between students and residents
- Pressure on demand for services including doctors, dentists
- Pressure on public transport based on an increase of students in the area, particularly along Oxford Road
- The need to retain permeability for pedestrian and cycle access through the site
- The need to ensure suitable open space and amenity for increased student numbers.

4.11 **Student feedback** has included the following general points of feedback:

- Students who have responded are positive about the scheme and based on their experiences of living in accommodation, some of the responses included suggestions on the design of rooms

- There were some comments relating to affordability, with some students expressing the view that new accommodation shouldn't be "expensive" and "kept in line with the student loan."
- Students also suggested that newer accommodation should include "common areas beyond just shared kitchens in flats".
- Student safety was reflected in some of the comments including prioritising good lighting around campus and improving the frontages along Wilmslow Road.

Question 6 – Is there any other information that would help you better understand our plans?

- 4.12 Respondents were provided with an open box to provide their feedback. The majority of comments were general statements and not requests for information.
- 4.13 The areas where respondents asked for further information included:
- The general illustrative masterplan vision for creating 'student hubs' and the integration of accommodation with amenities
 - The University's plans for ongoing engagement with the Fallowfield residents e.g. regular updates on existing and future student accommodation
 - A greater understanding of how local residents would benefit from the redevelopment
 - Greater detail on site signage and the proposed amenities.
- 4.14 There were also requests for information that will not be available until detailed proposals are developed in partnership with a delivery partner such as specific design and build information, the building's sustainability credentials and the prices of the new bedspaces.

Public drop-in event

- 4.15 The University held a public drop-in event on Wednesday 14th June 2023 between 3pm-7pm at Uttley House on the Fallowfield Campus (Fallowfield, Manchester M14 6NN).
- 4.16 In total 25 people attended. 8 Feedback forms were completed on the day, primarily by residents living in Fallowfield, one resident attended from Ladybarn. Attendance included the Chair of the 20th Century Society and South East Fallowfield Residents Group and Fallowfield and Withington Community Guardians.
- 4.17 Representative supportive comments included:
- "Lots of residents enjoy living in the area and students add to the vibrancy, keen to make sure that their voice is heard as part of the consultation."*
- 4.18 General comments were submitted on interactions between the community and students and recommendations for how the University could strengthen community cohesion. Generally, attendees commented that the plans were clear. The most frequently reported feedback was centred on the points below:

- How the University, through its plans is helping to mitigate the issues with HMOs in the community and help to improve Fallowfield and Withington
- How the University can stop students from moving out into the community in their second year
- The impact on the community of the increase in number of students (circa 950) associated with the proposed redevelopment.

4.19 Representative comments include:

"I'm very concerned about the potential for the additional capacity to create even bigger problems for the local area, on 2 fronts"

4.20 Suggestions around how the University could maximise retaining 2nd/3rd students on site:

"Can you give a mix of units that feel more like homes to attract 2nd years to stay on site? also, more uni support in tackling illegal HMOs with council."

4.21 Comments reflecting on student anti-social behaviour: *"There are already many troubles with student houses (I am sandwiched in between the two) in Weld road. I think this plan would make matters worse for local residents"*.

4.22 Similar themes to those reported through the feedback form have been reported from the discussions that took place including:

- Amount of amenity space that will be provided on site
- Retaining pedestrian access through the site and opportunity for use of green space by wider community
- Local infrastructure provision supporting higher student numbers e.g., local bus capacity
- Retention of the Owens Park Tower Cosmos panels (20th Century society particularly interested)
- Management of anti-social behaviour in and around the campus– i.e., students throwing litter, waste food into neighbouring gardens (on Redshaw close) causing issues with rats
- Improvements to security and lighting on Whitworth Lane
- Cycle awareness, safety training for students
- Engagement period perceived as too short from one respondent.

Public Webinar

- 4.23 A public webinar was held on the plans on 15th June from 6pm – 7pm. There were 17 sign ups and from that 8 attendees. The audience attending was comprised of UoM staff, local residents, students and one elected member from the Withington Ward.
- 4.24 The presentation was recorded and was uploaded onto the consultation website.
- 4.25 The Q&A with the project team raised the following points of feedback:
- Pedestrian access and movement through the site, including any further improvements to the public footpath which provides west to east access to Birchfields Road
 - Location of the site in relation to the Oxford Road Corridor
 - Plans for encouraging 2nd and 3rd years back onto campus to relive pressure on HMOs
 - Tree retention and landscape principles
 - Student number uplift and perceptions of further studentification in the local area.

Consultation email and phone line

- 4.26 The email inbox received 17 direct emails and we received one call via the phone line which was related to an enquiry about the website and event.
- 4.27 A number of direct emails have been shared which include similar feedback around the impact of the plans on the local community
- “I know that it's the most popular place for students in south Manchester, but there are disadvantages for those of us who are permanent residents.”*
- 4.28 Two emails were received from students following a similar template, citing affordability and cost.
- 4.29 In addition to the five community groups responding to the survey (see 4.3), feedback was submitted by email from the following community groups/ schools:
- South East Fallowfield Residents’ Group
 - St James C of E School
 - Fallowfield and Withington Community Guardians
 - Withington Civic Society.

- 4.30 The feedback which has been provided in detail via email has been grouped where possible under the themes reported in Chapter 5.

5. Response to feedback

- 5.0 The feedback received through the consultation channels and referenced in **Chapter 4** has been collated and grouped into recurring themes below for ease of response.
- 5.1 Expressions of support for the plans were expressed across all methods of feedback and representative comments are as follows:
- Several respondents said they were pleased to see investment in the campus being brought forward, particularly given the Manchester rental market is under pressure.
 - Recognition that the redevelopment would improve the student experience through providing modern, high quality bedspaces.
 - Both students and residents welcomed the University's aim to provide additional amenities along with the student bedspaces.
 - Several respondents queried how the University's approach to offer on-campus accommodation to 2nd and 3rd year students would work in practice.
 - Several respondents commented positively on the site's permeability and the proposals for 'green infrastructure' e.g., enhanced pedestrian and cycling links.
 - There were comments from previous student residents that supported the demolition and replacement of the existing accommodation after their experiences of living on the Fallowfield campus.
- 5.2 In addition to the supportive comments, the feedback has drawn several recurring themes that are presented and responded to in this chapter. This is not intended as a detailed analysis of every comment received but where more information was provided, it provides a summary of the six key themes drawn out by the consultation process.

Table 5.0: Six recurring themes and sub-themes from the consultation feedback

Theme	Sub-themes
1. The proposals	The provision of amenity space for students Trees and landscape around the site Development of the block frontages Safety considerations Pedestrian and cycle access Bike storage Design considerations (sustainability and accessibility)
2. Need, demand and supply for student accommodation	Overall need for bedspaces on Fallowfield campus

	The future demand from domestic and international students
3. Community considerations and impact	Access to facilities Integration with the local neighbourhood Studentification (pushing out opportunities for local families and increased proportion of students in the M14 postcode area) Infrastructure provision Need, supply and demand of HMO accommodation Management of anti-social behaviour Housing costs
4. Affordability considerations	UoM's consideration of affordability across campus The need for affordable accommodation How the University is providing accommodation at a lower rent level
5. Outline planning process and public consultation	Programme for engagement with the community Defining the consultation area Outline application scope and the type of detail provided Ways to support/object to the plans
6. Enabling works and demolition	Proposals for Woolton Hall Approach to demolition vs retention Retention of the Owens Park Tower 'Cosmos' Panels Squirrels Bar

5.3 The Applicant's response to the key comments raised is summarised below in **Table 5.1**.

Theme 1: The proposals

1A Amenity space and facilities for students	Response
Clarity on the amenity space provided for students and improvements to the campus	The illustrative masterplan proposes the creation of attractive on-site internal and external amenity spaces to support well-being and administrative services. A range of student hubs, amenity spaces and places will be provided to support placemaking and meet the needs of students across the entire Fallowfield Campus.

	The Illustrative Masterplan includes amenity spaces and other ancillary development up to 4,500sqm across a variety of use classes that all support the functioning of the site as a student accommodation campus. It is envisaged the amenities will include a variety of facilities, such as areas for socialising and learning, flexible multi-purpose spaces, game areas, meeting and interview rooms, supporting staff offices/facilities, postal rooms, and laundrettes to ensure students on campus can remain self-sufficient.
1B Trees and landscape	Response
Clarity on the strategy for tree retention across the site and retaining the green character.	The illustrative proposals seek to protect trees and preserve and enhance the green character of the campus as far as possible through the development proposals. The illustrative masterplan applies the following principles around the retention of trees around the campus: • A presumption that all trees should be retained where possible (supporting UoM Tree Plan and Policy) • Should individual trees be felled for development purposes, 3 new trees must be planted for each tree that is felled (supporting MCC planning policy). The document that outlines this is the Landscape Design in the Design Guide and Design and Access Statement. The exact tree-retention will be confirmed by the future Reserved Matters applications, which will adhere to the above rules.
1C Development block frontage	Response
Potential for the scheme design to incorporate more frontage, particularly along Wilmslow Road, to act as passive surveillance and help better integrate the campus with the wider neighbourhood.	The illustrative masterplan is not proposing a detailed design solution at this stage and therefore the location of frontage onto Wilmslow Road is not fixed. The principle of ensuring passive surveillance of the site and proposals to improve and enhance access to the campus from Wilmslow Road is integrated into the illustrative proposals. For more information, please refer to the Design and Access Statement.
1D Safety	Response
Improvements to safety, security and lighting on Whitworth Lane and on site.	Sitewide security and lighting will be considered as part of the detailed design development where the pedestrian and cycle footpaths fall within the University's ownership.

It was suggested that any investment into the campus should consider safety particularly at night for students who may be walking home. It was suggested that lighting around and in the run up to the campus should be improved.	A section of the pathway east forming part of the public right of way network and connecting the campus to Birchfields Road was updated as part of the redevelopment of Unsworth Park. Elements of Whitworth Lane and paths linking to connections through the proposed redevelopment site that are outside of UoM's ownership shall be discussed further with Manchester City Council in the context of the development plans.
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1E Pedestrian and cycle access

Response

Improving cycle paths across campus including interconnecting campus sites and main through routes.	The principles of the illustrative masterplan propose retention and improvement of cycle and pedestrian connections through the site.
Retaining pedestrian and cycle access through the site (for members of the community and students) including path access to Birchfields Road.	Given the existing cycle infrastructure linking the Fallowfield campus to the main city centre campus and the proposed cycle parking on the site, it is expected that cyclists will be adequately accommodated on the local cycle network. The site can be accessed via the existing entrance to the campus on Wilmslow Road. This access point will serve not only the proposed development but also the entire Fallowfield Campus – as a gateway into Fallowfield. The current path access to Birchfields Lane lies outside the application boundary and will not be affected by the proposal and was improved as part of the previous Unsworth Park redevelopment. More information is provided within the Design and Access Statement and Design Guide.

1F Bike storage

Response

Provision of safe and secure bike storage	The scheme will follow a number of design principles including providing safe and accessible cycle storage. Appropriate levels of cycle storage provision will be provided by the new development. For further information please refer to the Design and Access Statement.
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1G Detailed design considerations

Bedroom layout and configuration It was suggested that the use of twin rooms on the campus should be minimised to allow for student autonomy.	The current application is an "Outline Planning Application" and therefore the detail of the bedroom layouts, design of the
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It was also suggested that the design of the building is important to ensure students have proper opportunity to integrate and make friends rather than being segregated. It was fed back that Owens Park, Unsworth and Oak house are too large to have much of a community spirit which is something that Victoria Park and Fallowfield Halls (as smaller developments) do have. Emphasis on the importance of communal halls/areas was also placed as being important.	amenity and communal spaces in the building are not yet decided. The outline planning application sets a flexible framework or set of parameters which includes the potential height of buildings and location of key access points, which support the future redevelopment of the site by a delivery partner. Any future redevelopment is driven by a vision to create en-suite bedrooms in cluster flats that would provide a feeling of community for the students, with a shared kitchen and living space to encourage socialising and integration. Please refer to the design guide for more information This type of planning permission does not seek to agree the full detail or design of the new development or set a fixed layout for the proposal. It will set the Design Principles that govern what good PBSA development should entail. As part of the Outline Planning Application, the team have prepared a supporting 'Design Guide' which shows how the layout, landscape and building design may come forward in the future. This document sets the standards and aspirations that a future detailed design must consider. If the outline planning application is approved by Manchester City Council, a more detailed plan with architectural plans, would be developed as part of the next stage of planning, alongside a delivery partner who would then likely apply to MCC for a more detailed 'Reserved Matters' application
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Theme 2: Need, demand and supply

2A Need for accommodation	Response
The need for additional bedspaces on the Fallowfield campus	Fallowfield is an extremely popular location for students. In 2021/22 nearly 43% of applicants for University accommodation expressed a first preference for a room within Fallowfield. Unsworth Park (part of the Fallowfield Campus) was the most popular location selected by applications, with more than 3 applicants for every room available. For further information, please refer to the Manchester Core Strategy Policy H12 in Section 8 (The Strategic Case for Development)

2B Demand	Response
The demand from domestic and international students	The University's residential offer includes the Accommodation Guarantee. This means that all students are guaranteed the offer of accommodation in a University managed hall of residence for their first year of study and all International students are guaranteed an offer of University accommodation for the duration of their studies. In total, around 20,000 students annually benefit from the Accommodation Guarantee scheme. This puts a significant demand on the University's accommodation infrastructure. For further information, please refer to the Manchester Core Strategy Policy H12 in Section 8 (The Strategic Case for Development)

2C Supply	Response
The University's capacity for bedspaces on the Fallowfield campus	To address the need for accommodation and accommodate all applicants eligible under the Accommodation Guarantee, a supply side response is needed. Added to this, an increasing proportion of applicants for university accommodation are from returning students (2 years onwards). An increase in supply would enable the University to consider offering accommodation to returning students who are often otherwise reliant on the mainstream housing market and HMOs given the under provision of PBSA in the City generally This application would seek to replace a number of existing bedrooms on the site with up to 3,300 new bed spaces across a number of accommodation buildings. In total, this would result in up to 5,400 bedrooms across the Fallowfield Campus, helping to uplift the current number of bedrooms by up to 950 bedspaces to meet the existing need and demand. For further information, please refer to the Manchester Core Strategy Policy H12 in Section 8 (The Strategic Case for Development)

Theme 3. Community considerations and impact

3A Access to facilities for the local community	Response
Clarity on the use of the campus for non-students and integration with local community	The illustrative masterplan principles are driven by the need for amenity space to support student life across the Fallowfield

	Campus and to provide further reason for students to spend longer and remain on an attractive, well-managed Campus setting. The exact provision for community use is not therefore established at this point in the planning process but may be considered through subsequent Reserved Matters applications.
3B Integration with the local community	Response
The council's aim of creating age-friendly neighbourhoods	If the outline planning application is approved by Manchester City Council, a more detailed plan, would be developed as part of the next stage of planning. The next stage of the design would consider policies and guidance such as Manchester City Council's Age Friendly Manchester Equality Impact Assessment Guidance.
3C Studentification	Response
Perceptions of further studentification of the area – pushing out opportunities for local families and increased proportion of students in the M14 postcode area.	If the University is to effectively fulfil its obligations under the Accommodation Guarantee and support a reduced reliance on the HMO housing to accommodate students, there is a need to focus efforts on the Fallowfield campus where additional provision can have the greatest effect given its popularity. Furthermore, Fallowfield is an existing, successful campus. It provides a critical mass of occupation in a single location such that various ancillary and support services can be viably provided and administered on site, in a safe setting where a sense of community can develop with students living amongst their peers. For further information, please refer to the Manchester Core Strategy Policy H12 in Section 8 (The Strategic Case for Development)
3D Local infrastructure provision	Response
Local infrastructure provision supporting higher student numbers e.g., local bus capacity down Oxford Road and beyond and pressure on local services (shops, doctors, dentists etc)	UoM Travel Plan will look to encourage sustainable modes of travel and the infrastructure required to achieve this. Given the site's proximity to a number of frequent bus services along the Oxford Road and Wilmslow Road corridor, alongside dedicated cycle routes, this will facilitate ease of movement between the wider University campus and the city centre. As the proposed redevelopment is largely car-free, there will be no greater pressure on the local road network. For more information, please refer to the Transport Assessment and Travel Plan.
3E HMO accommodation in Fallowfield	Response
Demand for HMO accommodation in Fallowfield	Students are an attractive occupier group for residential landlords. This is increasing competition for mainstream housing and HMOs,

	pushing up rent levels and, in the case of traditional residential areas to the south of the city centre, starving the market of housing otherwise suited to families. This issue is a direct product of the low level of PBSA provision in Manchester relative to its size and that of the student population. During the academic year 2021/22, analysis by Student First Group carried out on behalf of the University indicates a student to bed ratio of 2.89 meaning there were almost 3x as many students seeking accommodation in the city as there are dedicated PBSA beds. For further information, please refer to the Manchester Core Strategy Policy H12 in Section 8 (The Strategic Case for Development).
Council Tax - After first years many students go on to live in HMOs in the Fallowfield area. As they don't pay council tax this creates a transient population which has no investment in the local community	All university students are eligible to be exempt from paying council tax if the property they live in is occupied entirely by full-time university students. Students contribute to the local economy through spending money in local shops and paying for local services. Through having a good student experience, many students do remain in the local area after their studies and become local council taxpayers.
3F Management of anti-social behaviour	Response
Management of anti-social behaviour in and around the campus– i.e., students throwing litter, waste food into neighbouring gardens (on Redcar close) causing issues with rats.	On campus, the designated Residential Life (Res Life) team support all the students within university-owned accommodation and are available to handle enquiries 24/7. Outside of the campus, Manchester Student Homes (MSH) – a housing service funded by the local universities and colleges – works in the community to support students and engages regularly with local residents and community groups. Residents can contact MSH (to flag any issues with students living on or off campus by email, phone or in-person at the office in the University of Manchester Students' Union building). MSH works as part of the Manchester Student Partnership to tackle off-campus behaviour issues. This includes educational interventions as well as following a process to escalate issues to the University of Manchester's Conduct and Discipline Team. MSH also attends local residents' association meetings when requested and the Good Neighbours Team are regular attendees at the Fallowfield Community Guardians meetings.
3G Housing costs	Response

Increased students in the Fallowfield areas Refer to Theme 3, point E – Demand for HMO accommodation results in increased cost of housing for everybody

Theme 4: Affordability of accommodation

4A Approach to affordability

How are UoM considering affordability of accommodation generally and on campus? How will the new bedrooms be considered within this spectrum of affordability?

The University will continue to offer a diverse range of accommodation types and rents.

UoM are producing an affordability strategy which will look to address the number of lower cost bedrooms to be provided. This will follow an approach which seeks to maintain the following:

- A diverse range of types of accommodation and price points.
- Reasonable rents that do not place The University above the sector average.
- A competitive position compared to local private providers.
- The ability to offer cheaper accommodation to students in financial hardship. For example, The University is considering a bursary scheme to provide direct assistance to those that struggle to afford the accommodation.

The annual rent setting process wherever possible maintains The University's reasonable position compared to the Higher Education sector and local private accommodation providers.

Tiered rents have been introduced within the en-suite provision across University accommodation.

The new bedrooms will be offered at a number of different rent levels reflecting rooms sizes etc to enable a wider choice for students.

The need for affordable accommodation within the means of existing student loans, especially given the cost-of-living crisis.

UoM understand that the cost-of-living situation is having an effect on students, and many of them are worried or in difficulty.

There are a number of resources and financial support available to help students during their studies.

UoM's [Residential Life team](#) and [the Students' Union Advice Service](#) is available to provide help and guidance to all students. UoM's [Cost of Living Support Fund](#) is open all year long. It is non-repayable and can help students overcome food insecurity, support them with utility bills, and address any other issues arising from financial hardship. The [Student Support and Advice team](#) is also available and is responsible for helping students manage their money and budgeting.

Theme 5: Outline planning process and community consultation

5A Approach to community consultation	Response
Engagement area was perceived as not wide enough, Derby Road should have been included.	The community consultation was publicised to a wider area surrounding the Fallowfield campus, following engagement with Local Ward Councillors. This included a direct consultation leaflet drop to over 3,300 properties to raise awareness of the consultation drop-in event, online webinar and information published on the consultation website. The project team also reached out to local groups through Manchester Student Homes to contact over 100 stakeholders and community groups including West Point Residents Association, Fallowfield Community Guardians, Withington Civic Society, Braemar Road, Moseley Road, Brailsford Road and Balmoral Road (BMBB) residents group, Monica Grove residents group, South East Fallowfield Residents Group, Schuster Road and Park Range residents association and more were contacted.
Engagement period perceived as too short from one respondent.	There is no prescribed period for pre-application community consultation and engagement on a major application such as this and therefore the approach was defined through dialogue with local planning officers and members to agree a suitable approach. The engagement/ community consultation period was extended following consultation with the local ward councillors and lasted 4 weeks.
5B Detail of scheme available	Response
Request for more detailed designs or a video of the scheme	The scheme is currently being defined to a level of detail to satisfy an outline application. This means that at this stage the plans are not yet developed and principles around access to the site, landscape and scale and massing are being developed as set out in the scheme Design Guide. At this stage, any visuals/layouts are purely indicative to allow the development partner to deliver the scheme within a set of parameters or design rules to ensure that the scheme delivered in the future is high-quality and fitting of the local area, local character and quality that the University requires. Please refer to the scheme Design Guide for more information. Further stages of community consultation will come forward as part of the follow-on reserved matters or detailed applications and at this time more detailed scheme information will be available.
Further opportunities to comment on the application including objections	There are several opportunities for the local community to provide their feedback on the application. The community consultation that has taken place to support this application has been led by the University of Manchester to listen to and consider views on the vision and principles for redevelopment. Feedback whether positive or

negative or neutral submitted through the consultation process has been considered by the project team.

Once the application is submitted there will be further opportunity for feedback to Manchester City Council. The feedback is a consideration in the Council's own decision-making process, whereby MCC would look to satisfactorily mitigate any objections through negotiation or dealt with through planning conditions. Any objections which are unable to be overcome would be weighed in the planning balance when determining the application.

Theme 6: Enabling works and demolition

6A Enabling works and demolition	Response
Impact on surrounding residents	The demolition work taking place on site will not be complex and will be undertaken in phases to minimise impact on surrounding residents. Any construction works on the wider site will be carefully managed through the demolition and construction management plans, which will be developed further as works progress. Please refer to the Demolition Environmental Management Plan
Proposals for Woolton Hall – will this Hall be demolished as part of the plans?	UoM intend to deliver the redevelopment proposal in a phased manner through a development partner form of procurement and will enter into a process of a securing development partner in due course. As part of this process, the buildings on Owens Park and Oak House will be demolished to accommodate the proposed development. Woolton Hall will be retained as a student Hall with its likely eventual demolition and redevelopment as part of a later phase of works. This will be further clarified once a delivery partner is on board to take forward the delivery of the redevelopment.
It was asked why the existing buildings can't be upgraded/improved to retain their unique character rather than demolishing them	The UoM has undertaken a feasibility study, led by Rider Levett Bucknall, which looked at the redevelopment of the Fallowfield Campus. The feasibility study was undertaken by an expert team and considered the potential for redevelopment of the existing student accommodation on the campus.

	Taking into account site visits, adaptability and condition of the existing buildings, and past studies carried out by the University, demolition of the existing buildings represented the best option available to achieve a student experience aligned with both the UoM's sustainability aspirations and students' expectations in today's competitive accommodation market. The existing buildings were deemed incapable of being adapted to cater for modern day student accommodation. The site also contains several references to its past, such as the iron gates at the entrance to Woolton Hall. The retention or relocation of key features, such as the Woolton Hall gates, should be considered as a part of the new development. As a result of these features, the site has many positive associations for existing and past students. These characteristics must be maintained wherever possible and improved by the new development and enhance the current architectural and landscape value of the site. Trees and memorial benches currently on the site are being listed on a schedule and will be available for the team to consider and repurpose as part of the illustrative masterplan for the site. For further information, please refer to the Design and Access Statement for more information.
Will the Owens Park Tower "Cosmos" panels be retained?	The Cosmos panels are a lightweight fibreglass art installation by Mitzi Cunliffe affixed to the base of Owen's Park Tower. The university commitment is to carefully remove and safely store with a potential for a creative re-use of the panels within the new development. The detailed design is to consider the reuse of this artwork within the development as a part of future reserved matters applications. For further information, please refer to the Design Guide.
It was asked what will happen to the Squirrels Bar currently on the campus as part of this redevelopment.	Squirrels Bar is located on the Fallowfield Campus and will therefore be demolished as part of the proposals. This is an outline planning application so details of individual facilities to be brought forward have not been determined at this stage. However, the UoM team will be looking to provide amenity space and facilities for students on the redeveloped campus.
5.4	The table above illustrates the themes of the feedback received during the public consultation. The University is grateful to all those who took the time to engage with the consultation process. Both quantitative and qualitative feedback has been received which has assisted the project team in developing the plans for submission. There will

be further engagement with groups and stakeholder as part of the next phases of the outline planning application process.

6. Conclusion

- 6.0 The applicant has undertaken a comprehensive process of pre-application consultation with key stakeholders and the local community, the strategy for which was shared with MCC officers in advance.
- 6.1 The strategy centred on delivering a digital and in-person consultation programme that was open, transparent and accessible.
- 6.2 The responses received covered an extensive range of topics and themes which have been summarised into six frequently reported themes. Along with supportive statements from students, alumni and University stakeholders, there were comments submitted from local residents and resident groups mainly within the M14 postcode areas, within closest proximity of the site.
- 6.3 Although the consultation has ended, the University will continue to engage with key groups and stakeholders in the community through committed channels of communication managed by the University Residences team and Manchester Student Homes and on campus through the ResLife team who offer support and guidance to students.
- 6.4 As a result of the engagement process, the project team has gained an insight into the supportive feedback from students and residents as well as information about some of the concerns held by a proportion of residents in the local area.
- 6.5 The University will also use this feedback clarify the University's current commitments to the management of students both on and off campus as well as providing clarity around justification of additional bedrooms on site, the potential impact and benefit of the scheme to the local community as demonstrated by the planning submission and full suite of technical documents.
- 6.6 The applicant considers that the pre-application engagement undertaken with the local community and stakeholders has been timely, meaningful and effective.