

Statement of Community Engagement

Echo Street, Manchester

April 2023

Contents

1.	Introduction	3
2.	Policy context	6
3.	Stakeholder Engagement and Community Consultation Activity	7
4.	Consultation Feedback	11
5.	Applicant's Response	13
6.	Conclusion	19
Appendix 1: Leaflet		20
Appendix 2: Social media adverts		23
Appendix 3: Website		25

1. Introduction

- 1.1 This Statement of Community Engagement (SCE) has been prepared by Turley on behalf of iQ Student Accommodation (iQ) (the Applicant).
- 1.2 This SCE has been prepared in support of an application for full planning permission for the construction of a purpose-built student accommodation or PBSA (sui generis) development on Echo Street, Manchester. The proposed development comprises 3 interlinked tower blocks with intermediary linking block buildings, associated amenity space and external landscaping.
- 1.3 The site is owned by iQ and is bounded by Granby Row, Echo Street, the Manchester South Junction and Altrincham railway viaduct, and an area of open space known as Vimto Park.
- 1.4 This SCE provides a detailed record of the pre-application consultation activities that have taken place, the feedback received during the consultation period and how this has been considered as part of the preparation of the submission.
- 1.5 Further details are provided in the accompanying technical reports submitted as part of the submission. This SCE should be read alongside these other technical documents.

Site context and consented scheme

- 1.6 Echo Street is in a key, central location at a prominent gateway site within the city centre. Within the Oxford Road Corridor, the site is in close walking distance to the University of Manchester's North and South campuses, as well as Manchester Metropolitan University's All Saints and Birley campuses. The site is also close to high frequency public transport routes, including Piccadilly and Oxford Road railway stations.
- 1.7 In 2018, planning permission was granted on the site for a mixed-use, Co-living and PBSA development and included the demolition and redevelopment of Chandos House which comprised a student accommodation building (LPA ref. 18267/FO/2017).
- 1.8 Since then, a growing demand for high-quality, attractive student accommodation in the city centre has led to iQ revising its proposals for the site. The design principles underpinning the existing permission have been brought forward as part of the new scheme, with some opportunity for review and enhancement.
- 1.9 The site is currently vacant following the demolition of the buildings previously on-site and is ready for development to be brought forward.
- 1.10 Alongside supporting the wider housing market by catering for specific needs, the delivery of PBSA promotes city-wide regeneration objectives in supporting graduate and talent retention, employment growth, and developing Manchester as a city of choice on the international market.

- 1.11 Redeveloping the site also presents an opportunity to complement and support the concentration of businesses and commercial activity emerging at Mayfield and in the University of Manchester's North campus known as iD Manchester to the east, whilst linking into Circle Square to the west.

Pre-application consultation overview

- 1.12 In order to ensure effective pre-application consultation on the revised PBSA scheme, the project team delivered a programme of awareness raising and stakeholder engagement with the following:

- Manchester City Council;
- Local elected members;
- Local residents and businesses.

- 1.13 To ensure the effective engagement and opportunity for feedback on the revised scheme, the following activity was undertaken:

- A series of pre-application discussions with Manchester City Council officers;
- Correspondence with key local stakeholders including ward members and neighbouring ward members, along with invitations to briefings and regular updates via email through the pre-application process;
- Circulation of a consultation leaflet to around 2040 addresses surrounding the site which advertised the website, feedback channels and webinar;
- Contact with businesses and occupiers in the immediate vicinity of the site receiving a hand delivered leaflet by the iQ team;
- Social media advertising to drive awareness of the consultation in the local area;
- Hosting a dedicated project website with various contact methods including a Freephone telephone number, Freepost address and direct email address; and
- Hosting a live public webinar for local stakeholders to dial into, hear a presentation from members of the project team and ask any questions.

- 1.14 Overall, the activity undertaken has resulted in a wide reach across both digital and in person engagements. Since the launch of public consultation on 1 March 2023 and close on 17 March 2023, 798 unique users visited the website generating a total of 1.7k page views during the consultation period.

Summary of feedback

- 1.15 Feedback was received through a number of channels through the consultation period. This included questions from the general public during the live webinar, six consultees completed feedback forms or contacted the project team by email and feedback was captured via the project social media posts.

- 1.16 This has led to a range of feedback posing questions and comments relating to the development proposals which have been organised under themes and considered by the project team in preparing the application.
- 1.17 Responses to the feedback received has been considered by the project team and are presented in Chapter 4 of this report.
- 1.18 In summary, the Applicant considers that the pre-application engagement undertaken with the local community and stakeholders has been timely, meaningful and effective.

2. Policy context

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

National Planning Policy Framework (2021)

- 2.3 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.
- 2.4 Paragraph 39 specifically promotes early pre-application engagement and the front-loading of consultation and explains that applications that can demonstrate effective pre-application engagement should be favoured over those that cannot. The purpose is to better coordinate public and private resources and help identify issues that can be resolved at the pre-application stage. In addition, paragraph 41 states that as a result, the outcomes for the community are improved and the planning system is able to function more effectively and efficiently.
- 2.5 As set out in this Statement, comprehensive community engagement has taken place prior to the submission of the planning application, in full accordance with guidance set out within the Framework.

Manchester City Council Statement of Community Involvement (2018)

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

3. Stakeholder Engagement and Community Consultation Activity

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

Pre-application discussions with Manchester City Council Officers

- 3.2 The consultation strategy for the revised PBSA proposal was presented by Turley Strategic Communications at a pre-app meeting on 1 February 2023. The principles and approach of the consultation were broadly aligned with the pre-application undertaken for the consented scheme back in 2018.
- 3.3 The detail of the strategy covered the principles of planned communication with elected members namely offering a briefing to the site's Piccadilly ward councillors, providing notification of the consultation to neighbouring ward councillors and ongoing correspondence and engagement with key stakeholders including the University of Manchester and Manchester Metropolitan University.
- 3.4 The local distribution area for the consultation leaflet was presented with an opportunity for officer feedback and comment with a bespoke and targeted approach delivered for each of the surrounding urban blocks to ensure the most appropriate means of communication was used for the audience.
- 3.5 The methods of feedback including both digital and more traditional means of providing feedback through a freepost address and community consultation phoneline were outlined and the approach supported by officers.
- 3.6 A number of key milestones were shared including the timings for a press release, the date of the public consultation launch, live public webinar and consultation close.
- 3.7 Further details are provided in the supporting Planning Statement and Design and Access Statement, submitted as part of the planning application.

Elected member requests for briefings

- 3.8 The Applicant issued email correspondence to Piccadilly ward councillors prior to the EIA scoping submission on 17 February 2023 with the offer to introduce the revised proposals, communicate the timeline for consultation activity and to organise a briefing session with the project team. Follow up email and telephone contact was also issued to the ward councillors during the consultation period, and the request for a briefing was further offered through the relevant Neighbourhood Manager. The Applicant remains willing and open to briefing at a convenient time to discuss the revised PBSA proposals for Echo Street and will continue to pursue a briefing session.
- 3.9 In addition, a notification on consultation launch was issued to neighbouring ward members in Deansgate, Ancoats & Beswick and Hulme to raise awareness and encourage attendance at the webinar and feedback to the proposals.

Stakeholder engagement

- 3.10 During the consultation period, a number of stakeholder briefings were held with University of Manchester, Manchester Metropolitan University, Historic England, Mayfield and Bruntwood (given their Manchester ID development's close and directly relevant proximity to the development site).

Community consultation

- 3.11 The pre-application consultation period with the local community ran over a two-week period from consultation launch on Wednesday 1 March 2023 until feedback close on Friday 17 March 2023.
- 3.12 Correspondence with the surrounding residential, business and student community was undertaken through the distribution of a leaflet, social media advertising, hosting a project website, a live public webinar with a Q&A session. Further details on these activities and feedback are summarised below.

Consultation Leaflet

- 3.13 To raise awareness of the proposed development and the consultation within the local community, an information leaflet was distributed to the local community surrounding the development site.
- 3.14 The leaflet provided a summary of the proposals and directed residents to the project website in order to find out more, provided details of the live public webinar and advised on the channels available to provide their feedback. A Freephone telephone number and Freepost address was also included for those unable to access the internet.
- 3.15 A copy of the leaflet is included at **Appendix 1**.
- 3.16 Leaflets were sent to neighbouring addresses (2040 addresses) and landed in mailboxes from the consultation launch on 1 March 2023. The distribution area was determined taking into account several factors, including the number of neighbouring University buildings and existing iQ-owned PBSA accommodation blocks. This area can be seen in **Figure 2.1** overleaf.



Figure 2.1 – Leaflet distribution area

Social media advertising

- 3.17 In order to raise awareness of the proposals and encourage people to provide feedback on the plans, two social media campaigns were launched on Facebook.
- 3.18 One advert was published on 1 March 2023 over seven days to advertise the live public webinar event and to direct people to the consultation website to find out more. A further advert was published on 8 March 2023 over ten days to raise further awareness of the consultation feedback window. Both adverts were geo-targeted to those around the site. Screen grabs from the social media adverts can be viewed in **Appendix 2**.
- 3.19 The total number of people reached was 57,860 and generated 496 clicks to the consultation website: www.ehostreetmanchester.co.uk

Live public webinar

- 3.20 A live public webinar was held on Tuesday 7 March 2023 between 6pm-7pm on Zoom.
- 3.21 The session was advertised via the leaflet, social media adverts and on the consultation website. Attendees could register their interest to attend in advance.
- 3.22 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.
- 3.23 Of the 17 Zoom accounts who registered in advance to attend, 13 joined the event on the day. The majority of those who joined remained on the platform for the with the full duration of the session.

- 3.24 A recording of the webinar was added to the project website following the event on Wednesday 8 March 2023 for those who were unable to attend. The recording was watched by an additional 38 unique visitors between upload and consultation close.
- 3.25 Three questions were asked during the webinar, all of which were responded to during the Q&A session. The feedback received during the webinar and the Applicant response is set out in Chapter 4. Alongside this feedback, the project team explored key themes surrounding the consultation in further detail, including programme timescales, parking and highways, scheme design, sustainability, and local services.
- 3.26 Full consideration of the Applicant's response to the feedback received during the webinar has been presented and responded to in Chapter 5.

Consultation website

- 3.27 A project website was live at www.echostreetmanchester.co.uk and included details of the wider site context, the demand for the development, the proposals, illustrative plans and the live public webinar – 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.
- 3.28 The website was updated following the webinar to a recording of the session to allow those who were unable to attend to watch back.
- 3.29 At the close of the consultation on Friday 17 March 2023 the website received a total of 1,000 unique users, generating a total of 2,031 page views since the project page was launched on Wednesday 1 March 2023.
- 3.30 Detailed screenshots of the website are included in **Appendix 3**.

Online survey form

- 3.31 An online survey form was included on the consultation website for people to submit their feedback. Four people completed the online form, and detailed responses for the points raised and the Applicant's response can be found in Chapter 5.

Media articles

- 3.32 A press release was issued on Friday 17 February 2023 to Place North West. The story was covered on consultation launch by the following outlets:
- [Place North West, 1 March 2023](#)
 - [React News, 1 March 2023](#)

4. Consultation Feedback

- 4.1 This section of the report provides an overview of the feedback received during the consultation period. In addition to the three webinar questions, from the wide-reaching awareness raising and engagement activity undertaken, a total of six consultees provided feedback via the online form and email.

Live public webinar

- 4.2 A live public webinar was held on Tuesday 7 March 2023 between 6pm-7pm on Zoom. Three questions were asked during the webinar, all of which were responded to during the Q&A session. These included:

- Possible noise affecting neighbouring residents in the surrounding areas as a result of the development and the external spaces
- Suitability of the proposed building height in the context of the Conservation Area
- Building design principles.

- 4.3 The themes and responses have been outlined in more detail, as well as the Applicant's Response, at Chapter 5.

Online feedback form

- 4.4 An online survey form was included on the consultation website for people to submit their feedback. Four people completed the online form, with feedback including:

- Support for the development in the context of demand and supply for student accommodation in the city
- Query around the proposed split of studio and cluster accommodation
- Affordability of the development and the importance of value for money
- Height and scale of the proposed buildings and the impact this would have on neighbouring properties
- Query about whether there is sufficient demand for student accommodation in the current market

- 4.5 The themes and responses have been outlined in more detail, as well as the Applicant's Response, at Chapter 4.

Emails

- 4.6 During the consultation period, two emails were received to the dedicated consultation inbox, with feedback including:

- Whether the height and massing is justified for this site, notwithstanding the previous consent received
- Access and servicing for the buildings
- External ground floor areas and public realm around the buildings and how this would be used
- Highways movements on Granby Row already being busy with rat running of vehicles avoiding the main junction outside Piccadilly
- Given the red line boundary encompasses Granby Row, whether there is an opportunity to make the streets more pedestrian and cycle friendly

4.7 The themes and responses have been outlined in more detail, as well as the Applicant's Response, at Chapter 5.

5. Applicant's Response

- 5.1 The feedback received as part of the consultation has been collated and grouped into themes below. The Applicant's response to the key comments raised is summarised below in **Table 5.1**.

Table 5.1: Applicant's response

Theme	Summary of feedback	Applicant Response
1 Building design and wider site context		
a. Conservation Area	One respondent asked for clarity whether the whole of the site lies within the Conservation Area.	The whole development proposal for Echo Street is located within the Whitworth Street Conservation Area. The proposed development occupies a site to the east of Vimto Gardens, in an area that lacks the definition of street pattern and enclosure that characterises the rest of the conservation area and where there is opportunity for enhancement. Refer to the Heritage Statement submitted with the planning application for further detail.
b. Height, scale and massing	Some respondents questioned whether the proposed height, scale and massing of the development was appropriate and justified given the surrounding local context and the Conservation Area. It was queried in this context particularly given there are no other nearby buildings of this scale and massing.	The three towers will vary between 16, 22 and 28 storeys with full height parapet roof levels and linked at levels 12 and 16 respectively to create connectivity. The additional number of storeys is offset by the reduction in floor-to-floor heights at ground and typical floor levels, so that the overall height increase is limited relative to the originally approved scheme. The height of the development increases towards the edge of the conservation area and London Road. The architectural approach is informed by analysis of the local character as the building follows established back of pavement lines, and main blocks are laid perpendicularly to the access street, generating a rhythmic and hierarchical composition, with an incremental stepping in height, from the top wing of the existing extension of the Sackville Building, towards the easternmost of the three proposed blocks. These blocks aim to articulate the heights of emerging proposals around the Piccadilly gateway area and a sensitive framing to Vimto park, providing a clear and confident solution to bookend the Conservation Area at this edge. See response to 1a for more detail regarding the conservation area. Refer to the Design and Access Statement submitted with the planning application for further detail on the design of the proposed development.

c.	Studio and cluster split	One respondent queried the split of studios and cluster units on the basis that providing more five or six bed flats than proposed would increase the number of beds and therefore decrease the cost for students.	The accommodation mix has been informed by iQ's other student accommodation schemes and the success of these in providing options suited to different needs. See response to 4d below with regard to the affordability of accommodation.
d.	Height impacts on neighbouring residential properties	One respondent expressed concern that their private outdoor space would be impacted as a result of the proposed development	The Applicant requested further information from the individual with regard to their property to provide a detailed response, however this was not received. As a result of the feedback, the project team reviewed nearby residential properties with balconies and determined that in the absence of further information that it was likely the respondent lived in or around Stonebridge House, as some of these flats have balconies to the rear facing Minshull Street South. If this is the case, these balconies are c. 23 metres minimum away from the proposed Echo Street site, and already screened (at low level) by Lambert House. From higher levels there will be some overlooking, although this would be at an oblique angle, and the views into each balcony also gets reduced by others in front/above. Further information about the height of the building is provided in the Design and Access Statement.
e.	Design principles	One respondent explicitly commented that they liked the design: "nice clean lines, I like it" and another commented "It looks Stalinist which suits the authoritarian times".	While inspired by the immediate conservation context, the design has been conceived to be an assertive and confident form that is rooted in Manchester's spirit of progress and innovation. The project is characterised by a series of slim vertical elements that are stepped to respect and mediate between the smaller scale buildings around Vimto Park, to the west of the site, and the more diverse context to the east and south. The material palette remains as per the previously consented design, with the main blocks being formed of brick cladding and the link blocks of glass reinforced concrete panels. Those materials are complemented by the refined design of metalwork to windows and their perforated decorative screen. The proposed building will be built using high quality materials and incorporate blue/ green roofs. It includes external amenity in the form of

		private open courtyards and improvements to the adjacent public realm.
		More information is available in the Design and Access Statement submitted as part of the planning application.
2. Landscaping and active travel		
a.	External ground floor areas and public realm	The information provided to date shows limited information about the external ground floor areas and the proposed public realm. A number of public realm improvements are proposed along Granby Row and Echo Street. These include: - the widening of the footway along the southern side of Granby Row. - raised table arrangements to be provided as traffic calming measures and to aid pedestrian movement across Granby Row, including improved surface treatments. - improved surface treatments along Echo Street.
b.	Pedestrian and cycle friendly streets	One respondent queried that given the red line boundary for the site encompasses Granby Row itself as well as Echo Street and parts of Back Acton Street, whether there was an opportunity to make this streets more pedestrian and cycle friendly. A suggestion was made to strip out parking spaces and replace with wider pavements, tree planting and additional cycle racks. The Transport Assessment, prepared by SLR and submitted with the planning application, confirms that as a result of these measures, the pedestrian environment will be significantly improved and will help to promote pedestrian movement to and from the site. To enhance and promote cycle use, the proposed development provides for 313 cycle spaces within the development itself and also provides 8 short-stay cycle spaces externally within the public realm along Granby Row in the form of 4 Sheffield stands. As such, it is considered that the proposed development successfully promotes the use of sustainable modes of transport.
3 Principle of development		
a.	Demand for student accommodation	Some respondents explicitly expressed support for the proposals to see more student accommodation in the city on the basis of a shortfall in students across the city, with the University of Manchester being the largest institution in terms of full-time student numbers. Manchester has one of the largest student populations in the UK. Growth from both the domestic and international student population has been significant - reaching 17% growth between 2011-2021. This translates to over 73,000 full-time students across the city, with the University of Manchester being the largest institution in terms of full-time student numbers. In 2022/2023, there are around 26,830 purpose-built student accommodation bed spaces available to students, demonstrating a significant undersupply in the market and in particular for new, modern, high-quality student bed spaces to attract and retain highly skilled graduates in the city.

		The City-wide student to bed ratio (SBR) stands at 2.04:1, meaning that 27,895 students with a requirement for a bed are currently unable to access one in PBSA. More information is available in the Student Need Assessment, prepared by Cushman and Wakefield, submitted as part of the planning application.
b.	Impact on environment	One respondent said that the environmental impacts need to be considered. The scheme targets strong sustainability and zero-carbon credentials, continuing to support wider transformational change, urban renewal and regeneration in the Piccadilly neighbourhood. Sustainability targets have been bettered when compared to the consented scheme, and include: • BREEAM 'Excellent', with 'Very Good' as a minimum • Design and Construction as per the 2022 Building Regulations, with improved standards for ventilation, combustion appliances and fuel storage systems, conservation of fuel and power, and overheating • Omission of gas central hot water plants and implementation of a fully renewable energy strategy • Improves sustainable drainage systems (SUDs) strategy, with exploration of further green and blue roof systems • Efforts to understand and reduce embodied carbon • Space allocation at roof level of renewable sources Further detail can be found within the Environmental Standards Statement and Energy Strategy submitted with the planning application.
c.	Impact on local services	One respondent said that the impacts on local services need to be considered as students do not pay towards them. As the site is located within the City Centre of which there is access to a multitude of local services and facilities, it is considered that these local services and facilities will have sufficient capacity to accommodate the needs of students throughout the academic year.
d.	Affordability	Despite recognising the demand, some respondents expressed the need for accommodation to be affordable and that the standard cost is 'not affordable or value for money in most cases'. The scheme offers students accommodation at different price points, and this increase in bedspace compared to the consented scheme allows for the delivery of around 20% lower cost rooms on the incremental increase from the consented number of PBSA beds. These bedrooms would be available to those who are able to access the full student maintenance loan. The discount available will be judged against the value of the loan.

		Please refer to the Affordable Rent Statement submitted with the planning application for further detail.
e. Private developer PBSA provision	Some respondents expressed concerns that private developers were “after students money”.	iQ are a responsible student accommodation provider and operator. iQ offer a range of high-quality homes for students, and put the student experience at the heart of its business - through a focus on student wellbeing and creating a sense of community in our sites through shared social and study spaces, free leisure facilities, gyms and a full programme of events. iQ are one of the few providers to have staff and security teams on hand and on site around the clock.
4. Technical considerations		
a. Access and servicing	One respondent queried how the buildings would be accessed and serviced given an increased student population which would in turn result in higher numbers of parcel deliveries etc.	Vehicular access to the site will be provided from its south-eastern corner on Echo Street. This access will be ramped, and it will provide access to the rear of the building for maintenance vehicles only. This will also be the access point for cyclists accessing and exiting the cycle store with their bike. Pedestrian access will be provided from the northern façade of the development on Granby Row via a security lobby. In relation to servicing, a new loading bay will be provided on Echo Street. The loading bay will be 2.4m wide and 12m in length. This will provide a convenient location for servicing and loading activity associated with the proposed development, and all servicing and loading activity will therefore be directed to Echo Street. Refuse collection will take place from Echo Street close to the bin store. Further detail can be found in the Transport Assessment, prepared by SLR, submitted with the planning application.
b. Highways	One respondent expressed that Granby Row is already used as a rat run by vehicles avoiding the main junction outside of Piccadilly and that further development may exacerbate this issue.	No car parking will be provided within the site. It is expected that the majority of trips to and from the site will be made by modes other than the private car. The site is located in a highly accessible location for walking, cycling, bus, Metrolink and rail and therefore providing a car-free development at this location is considered acceptable. The forecast of delivery and servicing trips has shown that there could be a maximum of four delivery and servicing trips arriving to the development in any one hour, averaging at one every 15 minutes. This level of activity is expected to be accommodated within the new loading bay on Echo Street which can accommodate at least two vans at one time.

		Further detail can be found in the Transport Assessment, prepared by SLR, submitted with the planning application. This confirms that the proposed development does not adversely affect the operation of the highway or transport network and is therefore considered acceptable in highways and transportation terms.
c. Noise spill	It was queried how noise spill from the external spaces proposed as part of the development, as well as the development itself, would be avoided. It was commented that local residents already suffer from noise break-out from events at Weston Hall.	iQ owns and manages all of its properties. It operates a cluster management system over existing neighbouring properties which allows iQ's established Operational Site Teams to utilise local knowledge and manage local issues effectively. This would be the case for the new development at Echo Street. Please refer to the Noise Impact Assessment submitted with the planning application for further information.

6. Conclusion

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

Appendix 1: Leaflet

Indicative view of the emerging Echo Street Manchester proposal

HAVE YOUR SAY

Student accommodation proposals for Echo Street, Manchester

Manchester has one of the largest student populations in the UK and a new supply of purpose-built, modern student accommodation is needed to support the demand across the city.

At a **prime Piccadilly location** and within close walking distance of the universities, IQ's proposals for Echo Street will **deliver around 1220 high-quality student bedrooms** at a range of price points and across **a mix of studios and clusters**.

The scheme will support the growth of the city and its status as both a local and global choice for prospective students.

To find out more about our plans, please visit www.echostreetmanchester.co.uk or scan the **QR code** below.



HAVE YOUR SAY

 **Student Accommodation**

How can I find out more and provide my feedback?



Join our **live public webinar** on **Tuesday 7th March 2023** between **6pm-7pm**. Sign up in advance via our website.



Complete an **online feedback form** on our website.



Email us at **contact@echostreetmanchester.co.uk**



Phone our **Freephone number** on **0808 168 8296**



Write to our **Freepost address**: Freepost Plus RTGS-GYFY-AXBZ,
Echo Street Manchester Consultation, 10th Floor,
1 New York Street, Manchester, M1 4HD



Student Accommodation

Appendix 2: Social media adverts



Turley Strategic Communications
Published by Ryan Simpson · 28 February at 20:53 ·

iQ Student Accommodation are bringing forward plans for Echo Street Manchester. The scheme proposes around 1220, high quality, modern, purpose-built student accommodation bedrooms in a mix of studio and cluster units, within a fully serviced and expertly managed building.

Join our webinar on Tuesday 7 March between 6pm-7pm to hear more about the scheme and provide your feedback.

For more information and to sign-up, please visit:



[ECHO STREET MANCHESTER.CO.UK](https://echostreetmanchester.co.uk)
Have your say
 Student accommodation proposals for Echo Street, Manchester Indicative view ...

[Sign Up](#)

[See Insights and Ads](#)

[Boost a Post](#)

 3

10 comments



Turley Strategic Communications
Published by Michael Jardine · 9 March at 16:02 ·

iQ Student Accommodation are bringing forward plans for Echo Street Manchester. The scheme proposes around 1220, high quality, modern, purpose-built student accommodation bedrooms in a mix of studio and cluster units, within a fully serviced and expertly managed building.

The consultation period closes on Friday 17 March. For more information, please visit:



[ECHO STREET MANCHESTER.CO.UK](https://echostreetmanchester.co.uk)
iQ Student Accommodation
 Student accommodation proposals for Echo Street, Manchester Have your s...

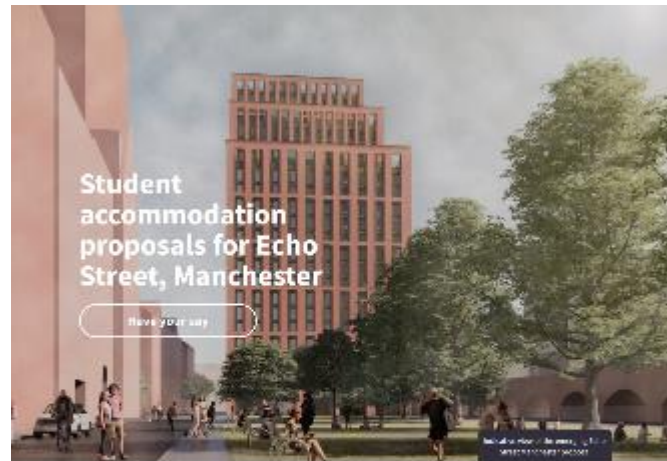
[Learn more](#)

[See Insights and Ads](#)

[Boost a Post](#)

 7

Appendix 3: Website



Student accommodation proposals for Echo Street, Manchester

Have your say



Manchester has one of the largest student populations in the UK and a new supply of purpose-built, modern student accommodation is needed to support the demand across the city.

As a world-leading provider of student accommodation, IQ Student Accommodation is pleased to be part of the Echo Street development, which will provide a new supply of modern student accommodation in the city.

For more information, please visit our website or contact us directly.

Watch our webinar

Watch our webinar on the Echo Street development, which will provide a new supply of modern student accommodation in the city.

Watch now

Sitescap

At IQ Student Accommodation, we are committed to providing a high-quality student accommodation experience for our students.

Find out more about our services and how we can help you.



About IQ Student Accommodation

IQ Student Accommodation is a leading provider of modern student accommodation in the UK. We are committed to providing a high-quality student accommodation experience for our students.

Find out more about our services and how we can help you.



Sign up to our newsletter

Sign up to our newsletter to receive the latest news and updates.

IQ Student Accommodation is a leading provider of modern student accommodation in the UK. We are committed to providing a high-quality student accommodation experience for our students.

Find out more about our services and how we can help you.

For more information, please visit our website or contact us directly.

The site and opportunity



Site location and its current status

The site is located in the heart of the City of London, in the heart of the financial district, and is a prime location for a new development. The site is currently a mix of residential and commercial use, and is surrounded by some of the most prestigious buildings in the City. The site is a mix of residential and commercial use, and is surrounded by some of the most prestigious buildings in the City. The site is a mix of residential and commercial use, and is surrounded by some of the most prestigious buildings in the City.

A prime, flexible location

The site is a prime location for a new development, and is surrounded by some of the most prestigious buildings in the City. The site is a mix of residential and commercial use, and is surrounded by some of the most prestigious buildings in the City. The site is a mix of residential and commercial use, and is surrounded by some of the most prestigious buildings in the City.



Major regeneration opportunity

The site is a major regeneration opportunity, and is surrounded by some of the most prestigious buildings in the City. The site is a mix of residential and commercial use, and is surrounded by some of the most prestigious buildings in the City. The site is a mix of residential and commercial use, and is surrounded by some of the most prestigious buildings in the City.

Benefits

The site is a major regeneration opportunity, and is surrounded by some of the most prestigious buildings in the City. The site is a mix of residential and commercial use, and is surrounded by some of the most prestigious buildings in the City.

Community



Open spaces



PMR Regeneration Opportunity in the City of London



The site is a major regeneration opportunity, and is surrounded by some of the most prestigious buildings in the City. The site is a mix of residential and commercial use, and is surrounded by some of the most prestigious buildings in the City.

Demand, need and supply

73,000+ 26,800

full time students
across the city

purpose-built student
accommodation bed
spaces

Manchester has one of the **largest student populations in the UK**. Growth from both the domestic and international student population has been significant, reaching 17% growth between 2011-2021. This translates to **over 73,000 full-time students across the city**¹, with the University of Manchester being the largest institution in terms of full-time student numbers.

In 2022/2023, there are around **26,800 purpose-built student accommodation bed spaces**² available to students, demonstrating a significant undersupply in the market and in particular for new, modern, high-quality student bed spaces to attract and retain highly skilled graduates in the city.

1. HESA 2014-15 to 2021-22

2. University of Manchester Student Accommodation Strategy 2022-2028



This means there are almost three times as many full-time students in Manchester as there are purpose-built beds. With a forecasted demand growth of 1.5% a year, Manchester critically requires new PBSA development.

The mismatch between supply and demand has led to many students facing a limited choice of accommodation, both in terms of quality and price. As a result, many students are currently renting houses in multiple occupation (HMOs) from private landlords in the city's suburbs, with some even commuting from other towns and cities outside of Manchester.

This is a significant issue for the city, placing pressure on the availability of family homes.

There are almost three times as many full-time students in Manchester as there are purpose-built beds.



Student
Accommodation

(The information you provide will be used only for the purposes of keeping you informed about the IQ student project and understanding public opinion in the project. It will be stored securely until completion of the project, after which this information will be deleted. Your information will only be shared with third parties for the express purpose of supplying you information of the project, and with IQ Student Accommodation with the relevant local authority where the project is located. Information will not be forwarded to any other third parties. You can contact us at any time to request the deletion of your information. Please contact us at enquiries@iqstudentaccommodation.co.uk

Web design by [Zurly](#)

Find out more and have your say

We're keen to hear your feedback on our proposals. Our public consultation period is live from Wednesday 1st March until Friday 17th March 2023.

Do you have feedback or questions for the project team?

We hosted a live public webinar on Tuesday 7th March with members of the project team. You can watch the recording back on our [home page](#).

Alternatively, you can contact us by:



Completing the **feedback form** on this page.



Sending us an email at contact@echostreetmanchester.co.uk



Phoning our Freephone number on **0800 168 8296**.
Leave us a message and a member of the project team will give you a call back.



Writing to our Freepost address at **Freepost Plus RTG5-GVEY-AXBZ, Echo Street Consultation, 10th Floor, 1 New York Street, Manchester, M1 4HD**

Name *

First Name

Last Name

Email *

Comments *

How did you hear about this consultation

- ☐ Local
- ☐ Social media
- ☐ Newspaper
- ☐ Word of mouth
- ☐ Other

Do you want to be kept updated on the proposals (please tick below)?

- ☐ Yes, please keep me updated

Submit



Friday 17th March 2023.

What happens next?

Following the consultation deadline, we will collate all feedback and comments received. Once we have finalised our plans for the site, we will submit a full planning application to Manchester City Council who will undertake its own consultation on the application.



**Student
Accommodation**

Information you provide will be used only for the purposes of keeping you informed about the iQ Echo Street proposals and understanding public opinion on the project. It will be stored securely until completion of the project, after which this information will be deleted. Your information will only be shared with third parties for the express purpose of keeping you informed of the proposals, and with iQ Student Accommodation and the relevant local authority where there is a legal obligation to do so. It will not be forwarded on to any other third parties. You can contact us at any time to request the deletion of your information. Please contact us at contact@echostreetmanchester.co.uk

Web design by [Turley](#)

