

Statement of Community Engagement

Land adjoining Atlas Business Park,
Wythenshawe

December 2022

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1. Executive Summary

1. This Statement of Community Engagement (SCE) has been prepared by Turley on behalf of Aviva Investors.
2. The report provides an overview of the pre-application consultation undertaken for proposals to provide approximately 40,000 sqm for light industrial use suitable for a range of operators, including warehouse and office space, on the land adjoining Atlas Business Park in Wythenshawe.
3. Overall, the pre-application consultation feedback was positive from both local elected representatives and from the local community. From the feedback submitted during the consultation period, there was evident support for the principle of development on what was described as “baron land” that has “stood empty for several years” which can “hopefully bring many jobs to the local community”. The pre-application consultation included:
 - Briefings to ward councillors in three ward areas including Woodhouse Park, Sharston and Heald Green
 - Briefing to Wythenshawe and Sale East MP
 - Awareness raising through 1898 leaflets posted out to local residents and businesses
 - 887 unique visits to the consultation website during the consultation period
 - A wide-reaching social media campaign, generating 16,892 hits from social media advertising and 357 linked clicks through to the consultation website
 - A public drop-in event hosted at a local venue within Woodhouse Park, with members of the project team available to answer questions
4. The project team considered all feedback in detail and provided a response in this Statement of Community Engagement.
5. In summary, the applicant considers that the pre-application engagement undertaken with the local community and stakeholders has been timely, meaningful and effective.

2. Introduction

- 2.1 This Statement of Community Engagement (SCE) has been prepared by Turley on behalf of Aviva Investors.
- 2.2 Aviva Investors are the investment arm of Aviva Group - one of the UK's largest insurance and pensions companies. They are committed to high-quality social and environmental standards in order to create attractive and environmentally friendly workplaces.
- 2.3 This SCE forms part of a planning submission for approximately 40,000 sqm light industrial use development, including warehouse and office space, suitable for a range of occupiers on the land adjoining Atlas Business Park in Wythenshawe.
- 2.4 The site is partially occupied by the existing Atlas Business Park to the west of the site. The eastern extent of the site remains undeveloped under its designation as part of the Greater Manchester Green Belt. This parcel of the site is comprised of a long and narrow strip of land located between the urban areas of Heald Green and Wythenshawe to the west.
- 2.5 The site is located in the Woodhouse Park ward in Wythenshawe, closely neighboured by Sharston and Heald Green. Approximately 80% of the Wythenshawe area is deemed to be in the top 10% most deprived areas nationally, according to the Index of Multiple Deprivation. Likewise, over 85% of the Wythenshawe area is deemed to be in the top 20% most deprived areas in terms of employment, skills and training¹.
- 2.6 As of August 2022, those claiming benefits associated with being unemployed were significantly higher in Woodhouse Park (9.2%) and Sharston (6.2%), compared to Greater Manchester (5%), North West (4.3%) and the United Kingdom (3.7%). In addition, nearly 20% of those unemployed in Wythenshawe are aged 16-24, which is higher than the North West, and even UK, average².
- 2.7 The development of this site would therefore result in a significant contribution to be made in maintaining economic competitiveness of the southern Greater Manchester areas and Manchester Airport in terms of storage and logistics development, whilst providing a host of local jobs for people in and around Wythenshawe.
- 2.8 Further details are provided in the accompanying technical reports submitted as part of the submission. This SCE should be read alongside these supporting technical documents.
- 2.9 The SCE provides an outline of the consultation approach and policy considerations, a detailed record of the 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 scheme for submission.

¹ Index of Multiple Deprivation 2019

² ONS (2022) Claimant Count: August 2022

3. Consultation approach and policy context

- 3.1 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.
- 3.2 Early engagement on the scheme with officers, local ward councillors and local MP also provided the opportunity to discuss the approach to consultation and seek their feedback.
- 3.3 The Government's policy on community involvement is set out in a number of statutory and non-statutory documents, including the NPPF (2019) and the Planning and Compulsory Purchase Act (2004). Local guidance is also provided in the Manchester City Council's Statement of Community Involvement (2018).

National Planning Policy Framework (2021)

- 3.4 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.
- 3.5 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.
- 3.6 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)

- 3.7 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.
- 3.8 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.

3.9 In addition to the guidance provided at a national and local level, the applicant's approach to consultation reflects the values of Aviva Investors as a socially conscious and responsible developer, with a concerted effort made to engage local political stakeholders and use a digitally focused approach to consultation. The applicant therefore developed a series of objectives to help deliver a thorough and effective consultation, which included:

- Ensuring a locally responsive and bespoke strategy for consultation, involving local stakeholders and the community early in the process. In particular, the applicant placed emphasis on engaging locally elected representatives early in the process.
- Exceeding the expectations for pre-application consultation set out nationally and locally set out in policy and best practice.
- Providing inclusive and accessible opportunities to provide feedback on the plans through a mix of digital (i.e. website and social media) and more traditional methods of consultation (i.e. leaflet mailing and public exhibition event).
- Encouraging genuine opportunities for feedback through providing a range of methods of feedback including hardcopy feedback forms, telephone, online survey and email, considering all feedback received during the pre-application process.
- Committing to ongoing engagement through the planning process through to construction with local stakeholders to build long-lasting relationships.

3.10 The consultation activity undertaken to support this approach is set out in the following section of the report.

4. Stakeholder Engagement and Community Consultation Activity

- 4.1 This section of the report sets out the pre-application engagement that took place with officers at MCC and the local engagement with locally elected representatives in the site ward area, Woodhouse Park, and close neighbouring wards at Sharston and Heald Green.

Pre-application discussions with Manchester City Council Officers

- 4.2 Prior to submission of the application, the applicant has engaged directly with MCC Planning, Highways and Tree Officers to discuss the proposals. Advice from Officers has informed the proposed development and the material submitted with this application. More information can be found in the Planning Statement.

Political engagement

- 4.3 Local ward councillors from Woodhouse Park (Labour and Green Party), Sharston (Labour Party) and Heald Green (Independent) were contacted by email on Thursday 29 September 2022, to introduce the scheme and offer a briefing on the proposals.
- 4.4 Invitations to a briefing were also issued to the Wythenshawe and Sale East MP.
- 4.5 Briefings were accepted by all councillors and the following briefing sessions have taken place:
- Sharston (Labour) and Woodhouse Park (Labour) ward councillors – Friday 7 October 2022
 - Wythenshawe and Sale East MP – Wednesday 12 October 2022
 - Woodhouse Park (Green) ward councillor (both had accepted but only one was able to attend on the day) – Monday 17 October 2022
 - Heald Green (Independent) ward councillors – Friday 21 October 2022
- 4.6 Overall, the feedback covered a range of topics including
- **Job creation for local residents** – several ward councillors mentioned job creation as a result of the development and opportunities to target those living in the M22/M23 area.
 - **Demand for the development** – Two councillors queried the demand for this kind logistics development, particularly given the proximity to the airport city.
 - **Air pollution** – one councillor raised concerns that air pollution along Simonsway is already high and that the development may exacerbate the issue.

- **Parking** – four councillors mentioned that parking in the local area has been an issue in the past, with vehicles parking on residential streets causing a nuisance.
- **Traffic and access** – several councillors raised traffic in the area as being a concern, particularly down Simonsway. Reference was also made to signalling on Styal Road which was allegedly part of the issue.
- **Biodiversity net gain (BNG)** – one councillor wanted to know more about the BNG strategy.
- **Flooding** – the issue of flooding on Styal Road was brought up on several occasions, with queries whether the development would do anything to prevent the issue occurring.
- **Cycling infrastructure** – current cycling infrastructure was mentioned a couple of times, and whether anything was being done to connect the site into the national cycle route.
- **Landscaping** – one councillor wanted to know more about the landscaping proposals and whether anything was being proposed outside the site boundary along Simonsway.
- **Approach to public consultation** – two councillors asked about the consultation process and what engagement methods were proposed.
- **Scheme illustrations** – one ward councillor asked whether additional scheme illustrations could be prepared to demonstrate how the development would look from Finney Lane/Styal Road.

4.7 Full consideration of the applicant's response to the feedback received from political stakeholders has been grouped and presented in Chapter 6.

Community consultation

4.8 The community consultation period on the proposals launched on Tuesday 11 November 2022, and closed on Tuesday 25 November, running for 2 weeks in total.

4.9 The consultation process involved distribution of a leaflet to local businesses and residents, hosting a project website, geo-targeted and interest-targeted social media adverts, and a public drop-in event hosted at a local venue within Woodhouse Park, with members of the project team available to answer questions.

4.10 Further detail on these activities and feedback are summarised below.

Leaflets

4.11 To raise awareness of the proposed development and the consultation within the local community, an information leaflet was distributed to local residents.

4.12 The leaflet provided a summary of the proposals and provided information about the public drop-in event. It also directed residents to the project website in order to find

out more and provide their feedback. A Freephone telephone number was also included for those unable to access the internet. A copy of the leaflet is included at **Appendix 1**.

- 4.13 Leaflets were sent to neighbouring addresses (1898 addresses), covering properties in Woodhouse Park, Heald Green and Sharston on Monday 10 October 2022. This area can be seen in **Figure 4.1** overleaf.

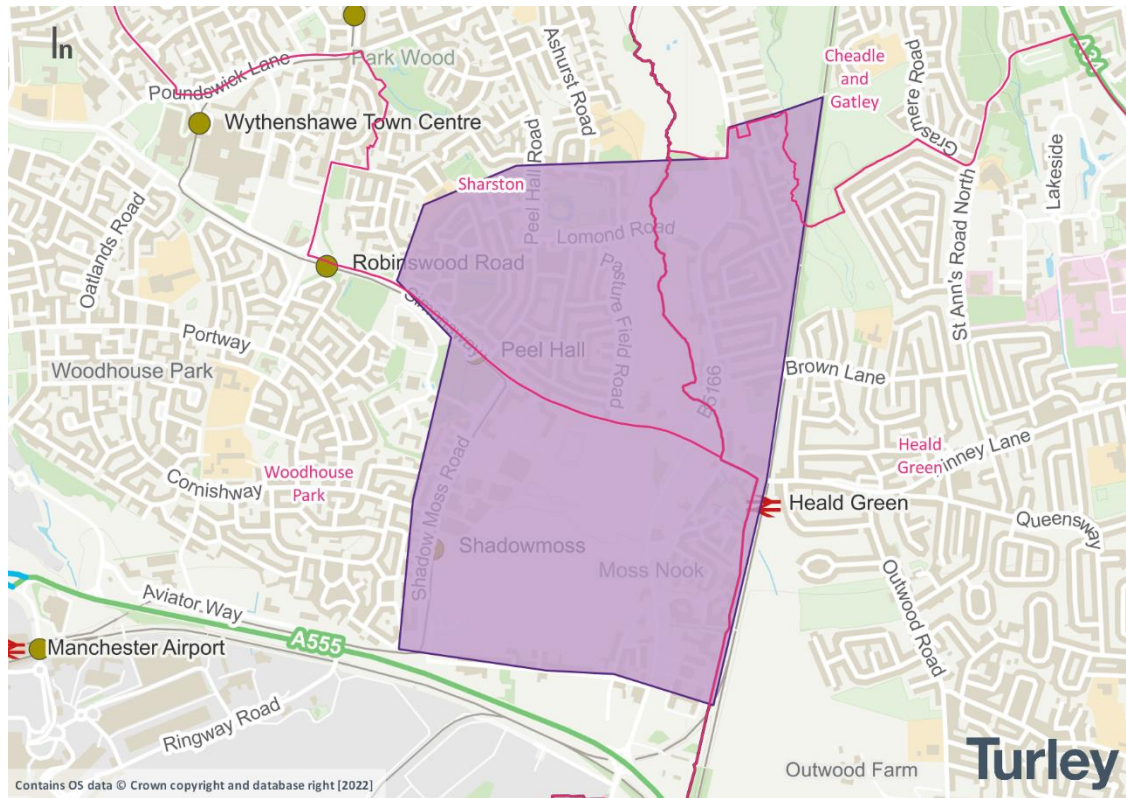


Figure 4.1 – Leaflet distribution area

Poster

- 4.14 A poster ward shared with political stakeholders to help advertise the consultation event in response to feedback. This can be found at **Appendix 2**.

Consultation website

- 4.15 A dedicated project page was held at www.atlasbusinesspark.co.uk which included details of the proposals, illustrative plans, and an online survey where people could provide their feedback. Contact information was provided for the consultation project team, which included a dedicated email address and Freephone consultation number, which people could use to provide consultation feedback or ask any further questions.
- 4.16 The website also included details of the public drop-in event taking place during the consultation period.

4.17 At the close of the consultation on Tuesday 25 October 2022, the website received a total of 887 unique users since the project page was launched on Tuesday 11 October 2022.

4.18 Detailed screenshots of the website are included in **Appendix 3**.

Online survey form

4.19 An online survey form was included on the consultation website for people to submit their feedback. Eight people completed the online form, with more information available in Chapter 5. Detailed responses for the points raised can be found in Chapter 6.

Public drop-in event

4.20 A public-drop in event was held on Thursday 20 October 2022 between 2pm-7pm at Woodhouse Park Lifestyle Centre, 206 Portway, Wythenshawe, Manchester, M22 1QW.

4.21 The exhibition event included pull up banners containing detail about the proposals, with members of the project team available to answer questions. Hard copy feedback forms were available for people to provide their feedback.

4.22 Photographs of the exhibition event can be seen at **Figure 4.2** below.

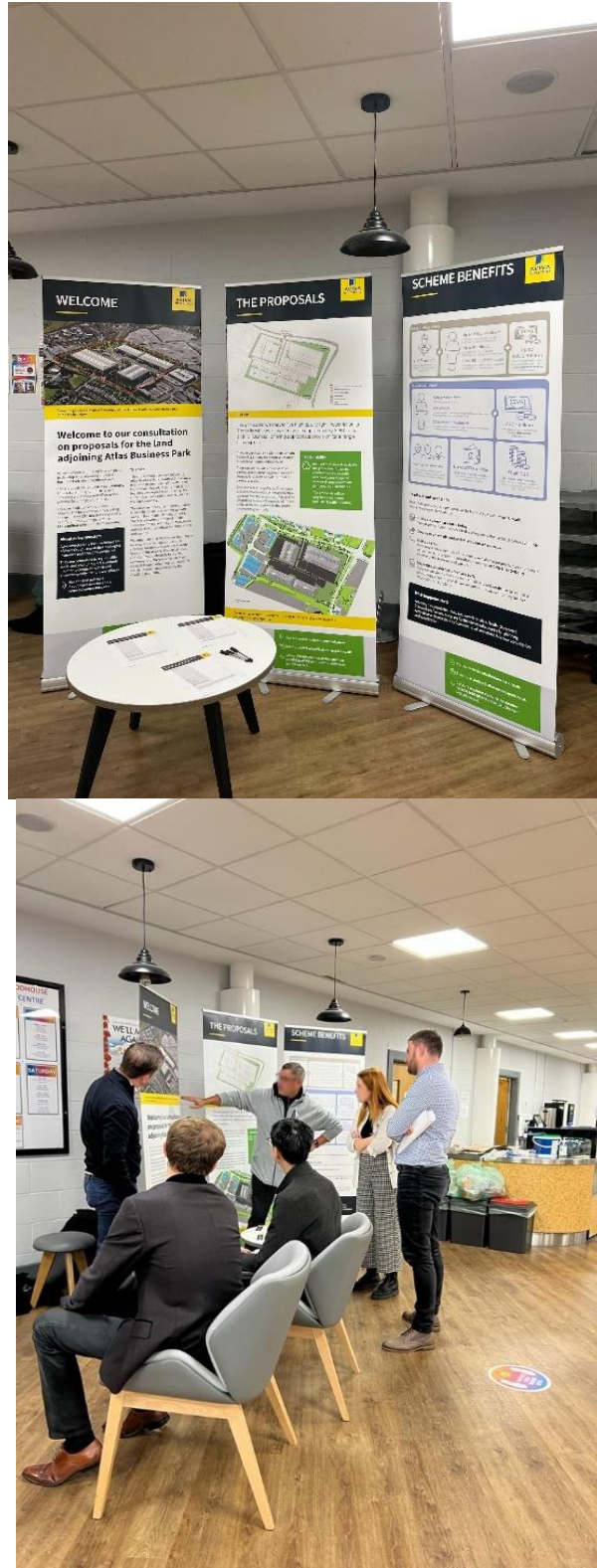


Figure 4.2: Photographs from the public drop-in event at Woodhouse Park Lifestyle Centre

- 4.23 A total of 12 people viewed the materials, with 5 direct conversations about the proposals taking place.

- 4.24 Several questions were posed to the project team; more information is available in Chapter 5. Detailed responses for the points raised can be found in Chapter 6.

Press coverage

- 4.25 Press coverage was received in [Place North West](#) about the proposals, with the release issued on Friday 14 October 2022.

Social media

- 4.26 To raise awareness of the proposed development and the public consultation, adverts were placed on Facebook.
- 4.27 A copy of the social media adverts is included at **Appendix 4**.
- 4.28 The adverts targeted the local residential community, as well as people across the wider Greater Manchester area.
- 4.29 At the close of the consultation on Tuesday 11 October, the adverts had an overall reach of 16,892 and 357 link clicks to www.atlasbusinesspark.co.uk.

5. Consultation Feedback

- 5.1 This section of the report provides an overview of the feedback received during the consultation period. In addition to the feedback provided during political stakeholder briefings, 13 forms of feedback have been received from the general public including 1 email, 8 online feedback forms, as well as a number of conversations which the project team noted during the public drop-in event.

Online survey form

- 5.2 The online survey form provided a free text box for people to provide their comments and was completed by 8 visitors to the project website.
- 5.3 Comments received included:
- **Support for the development** being brought forward which has “stood empty for several years” which can “hopefully bring many jobs to the local community”.
 - Concerns for increased levels of **parking** on residential streets due to the number of employees that would be on the site.
 - Potential increases in **traffic** on Simonsway and the impacts this may have for **air pollution**. **Bus stops** on Simonsway adjacent to the sites entrance were also mentioned which causes traffic to build up when buses stop.
 - **Flooding** issues along Simonsway and Styal Road.
 - A query about the airport **Public Safety Zone**.

- 5.4 The themes and responses have been outlined in more detail, as well as the Applicant’s Response, at Chapter 6.

Emails

- 5.5 One email was received during the consultation period. Feedback received was positive about the development, as it is an “unused” site which will “bring jobs to the area”. Concern was raised about possible road traffic increases as a result of the development.

Public drop-in event

- 5.6 Wide ranging feedback was received during the consultation event. Key themes included:
- **Traffic management**, including site access and public transport, along Simonsway and potential **air pollution** this will cause.
 - The prospects of **job creation** for the local community.

- Clarification on the **programme** for delivery and **project team**.
- Wider **site information**.
- Details of the **landscaping proposals** and consideration for **wildlife**.
- **Car parking** for the site and reassurances the local community won't be impacted.

5.7 The themes and responses have been outlined in more detail, as well as the Applicant's Response, at Chapter 6.

6. Applicant's Response

- 6.1 All of the feedback received as part of the consultation has been considered during the evolution of the plans. Where respondents have contacted the project team through phone calls and emails, these have been included in the table below.
- 6.2 The Applicant's response to the key comments raised is summarised below in **Table 6.1**.

Table 6.1 – Applicant's response

Theme	Summary of feedback	Applicant Response
Programme and project management		
Project team	It was asked who the members of the project team were.	The following organisations make up the project team for this development: • Aviva Investors – site owner and developer • Turley – Planning, Strategic Communications, Heritage, Landscape, EIA, Economics • Hale Architecture – Architectural Design • BEA Landscape - Landscaping • Ridge – Project Management, Civil, Drainage • Vectos - Transport • Delta Simons - Ecology, Arboriculture, Ground Conditions, Air Quality, Noise and Archaeology • Waterman Group – M&E • Yonder – Sustainability • Osprey - Airport Consultancy • JLL - Agent • B8 Real Estate - Agent
Aviva Investors	Some asked who Aviva Investors are and what their interest in the site is.	Aviva Investors are the investment arm of Aviva Group - one of the UK's largest insurance and pensions companies. They are committed to high-quality social and environmental standards in order to create attractive and environmentally friendly workplaces.
Occupiers	It was queried who the occupiers (or potential occupiers) are likely to be.	Aviva have been speaking to a number of companies who are interested in being based within the site, although no agreements are currently in place. The location of the site is particularly appealing to these companies.
Procurement	It was asked whether procurement is likely to be tendered rather than direct approach.	The procurement process will be tendered. However, those interested can leave their details with Aviva Investors to find out more information once available.
CGIs	It was asked whether an additional CGI of Unit 5 could be worked up to	An additional view of Unit 5 from Finney Lane has been produced and is included in the planning application.

	demonstrate what the development would look like from Stockport.	
The site		
Principle of development	The majority of feedback received expressed support for development to take place on the site, which would help to utilise empty land and create jobs.	The proposed development will deliver a number of benefits to the local community, including up to 395 direct jobs and up to £43.1m GVA during the operational phase.
Development need	It was asked what the demand is for this type of development.	The logistics sector plays a significant and ever-increasing contribution to the UK economy including its role in other sectors and its quality and quantity of employment opportunities and contribution to GDP. The ongoing Covid-19 pandemic has only further fuelled increased e-commerce demand thereby accelerating demand for logistics operations and floorspace of all scales. The pandemic has also highlighted the importance of the sector as a whole to the overall resilience of local, regional and national economics, requiring chains of optimal efficiency in order for businesses and consumers to have access to necessary goods. Urbanisation is a key trend in logistics. High expectations among consumers for faster deliveries and easy returns has forced retailers and third-party logistics operators to improve their supply chains, especially for 'last-mile' deliveries. This has, in turn, resulted in greater demand for well-located urban logistics facilities which can satisfy consumer demand in a way that traditional locations for logistics alongside motorway and on urban boundaries cannot. The growth of ecommerce operations has brought about a structural change to logistics operations and unprecedented demand for urban logistics facilities. More information can be found in the Market Report, prepared by JLL and B8 Real Estate submitted as part of the Planning Application.
Site ownership	It was queried who is the owner of the site at the moment.	Aviva Life & Pensions UK Ltd own the site.
Atlas Business Park	Some asked who currently owns the operational business park and there was some confusion whether these proposals included the business park. It was also asked whether there is demand for this	The current business park is owned by Aviva Life & Pensions UK Ltd but is not included in this proposal. This consultation was for the proposed development of the land adjoining the business park and will serve a different purpose (light industrial use) compared to the business park (office use).

	kind of office space anymore.	
Existing structures	It was asked whether there are any existing structures on the site which would need to be cleared ahead of any construction works.	The site is currently cleared with only a small gatehouse structure at the access point. It is likely this structure will be removed.
Site operation	There was some concern raised that the site would be operational 24/7 and how this would be managed if so.	Parts of the site may be in operation 24/7. This will enable the companies using the buildings to process orders through the night. However, we are mindful of our neighbours and vehicle movements will be limited to certain times and lighting and noise will be sensitively managed.
Security	It was asked whether there would be security fencing around the site to prevent crime.	Each yard will be protected by a security fence, gate and CCTV. Existing boundary fences and walls are to be refurbished by Aviva.
Job creation		
Local opportunities	Support for the development was expressed as it will create jobs for the local community	The proposed development will deliver a number of benefits to the local community, including up to 395 direct jobs and up to £43.1m GVA during the operational phase. This will include a range of job types, including roles in management, technical occupations, skilled trades and plant and machine operatives. In addition, up to an additional 165 jobs will be created during the construction phase.
Access to jobs	It was asked what will be done to help ensure that local people can access the new jobs created.	Employment will be the responsibility of the individual occupiers of the units. However, Aviva Investors wants to ensure that local people are made aware of job opportunities and given a fair opportunity to apply and will encourage occupiers to recruit locally where ever possible.
Accessibility, highways, traffic management and parking		
Parking	Some feedback received expressed concern that there has previously been issues with people working at the existing business park parking in neighbouring residential streets. There was concern that this issue would materialise again if further people would be coming to the neighbouring site for work. It was also queried whether the proposed number of parking spaces	A number of conversations between Aviva, the council and local ward councillors took place before the pandemic to address parking issues on residential streets, allegedly caused by employees of the business park. We are now advised that this issue is no longer concern and could have been caused by a number of factors (airport parking, commuter parking etc). Local ward councillors have been provided with a direct contact at Aviva Investors to report any further issues to, should they emerge in the future. 413 parking spaces are set to be provided as part of the development. This will be more than sufficient for the employees of the units, particularly given the nature of the majority of jobs is likely to be shift-work. In addition, it is anticipated that people will use public transport – as well

	is sufficient for the development.	as private cars – to access the site. There are a number of bus stops located along Simonsway, providing services between Wythenshawe, Stockport, Wilmslow and Macclesfield. Metrolink stations are located at Peel Hill (300m north-west) and Shadowmoss Road (850m south-west) which provide connectivity into Manchester City Centre and beyond. Similarly, Heald Green Train Station is located 950m to the east of the site and provides connections to Manchester, Crewe, Liverpool and Blackpool. More information can be found in the Design and Access Statement submitted alongside the planning application.
Pedestrian crossings	It was flagged with the team that there is a lack of pedestrian crossing at the junction of Styal Road and at the West of the site, which can make access dangerous	There are controlled pedestrian crossings on all arms of the Styal Road junction. As part of the proposals, footways will be provided that will connect to the existing footway link along Simonsway, ensuring safe walking routes to / from the site. More information can be found in the Design and Access Statement submitted alongside the planning application.
Styal Road / Simonsway junction	It was mentioned that there is no dedicated left turn to get onto Simonsway from Styal Road, which is dangerous and causes accidents. Increase traffic could therefore exacerbate this issue.	This junction and the wider highway network have been assessed in detail as part of the proposed scheme, and a review of accident data has also been completed. This concluded that there is nothing unusual about the accident history at this junction which would warrant concern.
General traffic volumes	Some respondents expressed concerns about general traffic numbers down Simonsway, particularly in the light of more development happening in Wythenshawe generally.	The highway network has been assessed in detail as part of the proposed scheme, taking into account any future / committed development sites in the area.
Site access	It was queried whether there would be an entrance to the site from Shadow Moss, and whether there was going to be a link road between the business park and the new development, connecting the two sites.	There will be no link road between the business park and the land adjoining. Access to the site will be via Simonway and there will not be an entrance from Shadow Moss.

Bus stops on Simonsway	Given the access point on Simonsway to the site, there was some concern raised about existing bus stops which run along the road, which cause traffic to back up when buses stop for passengers to board/alight.	To accommodate the new site access the existing bus stops on Simonsway will be relocated.
Air pollution	Air pollution as a result of traffic down Simonsway was references, with queries whether this would get worse as a result of the development.	Pollution levels existing and proposed (utilising traffic data to estimate traffic onto the local road network including Simonsway) has been undertaken and has concluded that the Proposed Development will not result in any significant impacts during the construction or operational phases of the development. More information can be found in the Air Quality Assessment submitted alongside the planning application.
EV charging infrastructure	It was suggested that the levels of EV charging infrastructure proposed were quite low considering the size of the development. It was queried whether more could be done.	While 10% of the parking provision will be equipped with active electric vehicle charging infrastructure, an additional 20% of the parking provision will be provided with “passive” facilities. This means that these spaces will be provided with the necessary cable infrastructure to allow the future installation of an electric vehicle charger. More information can be found in the Design and Access Statement submitted alongside the planning application.
Footpaths	It was flagged that the footpath along Shadow Moss needs repathing and whether anything could be done. Current infrastructure is quite poor, especially if people would be travelling from Heald Green to the site for work.	As part of the proposals, footways will be provided that will connect to the existing footway link along Simonsway, ensuring safe walking routes to / from the site. More information can be found in the Transport Statement submitted alongside the planning application.
Cycling infrastructure	It was flagged that there is a national cycling route which runs around the site. It was asked whether anything could be done to enhance these routes, particularly given car-ownership levels in Wythenshawe are low.	As part of the proposals, a dedicated cycleway will be provided that will connect to existing routes ensuring safe cycling routes to / from the site. More information can be found in the Design and Access Statement submitted alongside the planning application.

Environment and Landscaping

Flooding	Several respondents flagged that flooding in the area is really bad, near the junction of Styal Road and Simonsway. It was asked whether anything is being done as it can get extremely difficult to use and very muddy.	Aviva Investors picked this issue up directly with Manchester City Council, who advised that this is caused by highway related surface water flooding. As such, there is limited opportunity to mitigate this through the development. The flood risk assessment has identified that run off from a part of the site does contribute to the flooding at off the Simonsway junction. This contributing catchment will be reduced by virtue of the development and the installation of a drainage system at the site, though is unlikely to resolve the wider flooding issue.
Landscaping	It was asked what the landscaping proposals for the site were. It was also asked whether the grass verges will be staying and whether anything can be done to prevent people parking on them. It was asked whether we could explore the option of tree/hedge planting along Simonsway on both sides of the road.	The landscape proposals have evolved to maximise the ecological and biodiversity benefits of the scheme. This includes retaining the existing boundary trees and vegetation as far as possible and utilising the basic habitat types including species rich native hedgerows and shrub (or scrub) planting areas, wildflower meadow and native tree species tree planting, to assist in both the BREEAM and bio-diversity net gain requirements of the development. The designs are based on the ecologists site enhancement recommendations and use a combination of planting to enclose and soften the internal car parking, service yard and external seating areas with species selected to minimise bird attraction. Similarly, native hedgerows, trees and native shrub or scrub planting will be planted at the peripheries of the site to both soften external views and provide additional habitat enhancement. More information can be found in the landscaping plans submitted as part of the Planning Application. The grass verges along Simonsway are outside of the site boundary and any planting would be for Manchester Highways to decide upon. More information can be found in the Proposed Landscape Strategy submitted alongside the planning application.
Wildlife	One person queried what has been done to assess wildlife on the site and what was found.	The site was surveyed in 2021 and further assessments undertaken in 2022. The initial surveys found the site to be potentially suitable for several protected/otherwise notable species and as such further surveys were carried out for bats and reptiles. Following these further surveys, reptiles were considered likely to be absent from site. Whilst no bats were recorded emerging from the site and activity levels were generally low at the time, several mature trees on-site have features suitable for roosting bats and further surveys and appropriate mitigation will be

		required. Any requirements for these will be appropriately presented as part of the planning application. More information can be found in the Ecological Impact Assessment submitted alongside the planning application.
Bio-diversity net-gain (BNG)	More information about BNG was requested and whether this would be kept local.	Based on the existing habitats on-site and the proposed development, this will result in a net-loss. A BNG of 10% will be provided to compensate for this and given the site constraints, this is likely to include a mixture of on-site and off-site measures. Methods for delivery for the off-site habitat units will need to be assessed, calculated with the Local Planning Authority as part of the planning application. More information can be found in the Biodiversity Net Gain Assessment submitted alongside the planning application.
Airport		
Public Safety Zone (PSZ)	It was asked whether it was dangerous that the PSZ was practically touching the edge of the building.	The vast majority of the PSZ within the site boundary lays over the landscape Ecology Zone. The Applicant does not believe this is a 'dangerous' development because only the very extreme tip of the PSZ falls within the zone.
Airport Safeguarding Area	It was stated that the proposal was within the central zone of the airport safeguarding area, and therefore the height of the proposal building isn't compliant.	The Applicant has already commissioned and presented Obstacle Limitation Surfaces (OLS) and Communication Navigation Systems (CNS) assessments as part of airport safeguarding considerations. These are key safeguarding assessments and both concluded that there were no relative impacts caused by the development. Additionally, the applicant has been working closely with the airport, and further safeguarding assessments have been commissioned. More information can be found in the Instrument Flight Procedure (IFP) impact assessment and Glint & Glare analysis submitted alongside the planning application. Further reports have been commissioned and will follow in due course, these include Wind Shear Analysis and an Instrument Landing System (ILS) Modelling assessment.

7. Conclusion

- 7.1 The Applicant has undertaken a comprehensive process of application consultation with key stakeholders and the local community, demonstrating a wide reach across numerous communication channels.
- 7.2 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.
- 7.3 By providing a mix of both digital (website and social media) and more traditional methods of consultation (leaflet mailing and a public drop-in event), the Applicant has taken an inclusive and accessible approach to consultation which has provided a range of opportunities for people to provide feedback.
- 7.4 A range of feedback channels were provided to ensure that a wide segment of the local community was able to participate in the consultation, including an online feedback form, dedicated project email address and consultation freephone number where people could leave a message and a member of the project team would phone them back.
- 7.5 From this wide-reaching awareness raising and engagement activity, a range of feedback was received. This, alongside ward councillor engagement, identified several recurring themes which has given the project team a better understanding of the local context and increased awareness of local concerns.
- 7.6 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 and into construction.
- 7.7 The Applicant considers that the pre-application engagement undertaken with the local community and stakeholders has been timely, meaningful and effective.

Appendix 1: Leaflet

Public consultation on the future of land adjoining Atlas Business Park, Wythenshawe



Aviva Investors is bringing forward plans for a new employment-led development at Atlas Business Park. The proposals would deliver approximately 40,000 sqm of development to create a light industrial use facility that would provide a number of benefits, including:



A **£43.1 million boost** to the local economy, creating up to **620 jobs** once fully operational.



Promotion of **jobs and opportunities** for local people.



Providing much-needed **logistics space** in a convenient location close to **Manchester Airport** and **M56 Junction 5**.



A commitment to **long-term sustainable development**.



Site location (Application boundary identified by the red line)

How can I find out more?

Attend our consultation event:



In-person event at **Woodhouse Park Lifestyle Centre, 206 Portway, Wythenshawe, M22 1QW** on **Thursday 20th October**.

Drop-in anytime between **2pm** and **7pm** where members of the project team will be available to answer your questions.

Have your say

We are preparing a planning application, which will be submitted to Manchester City Council for its consideration. Before we finalise our application, we invite you to share your feedback with us by:



Visiting our website **www.atlasbusinesspark.co.uk**



Emailing us at **contact@atlasbusinesspark.co.uk**



Calling our **Freephone consultation number** on **0808 1688 296** and a member of the team will call you back.

We would be grateful for your feedback by **25 October 2022**, and look forward to hearing your views.



SCAN ME



Appendix 2: Poster

Public consultation on the future of land adjoining Atlas Business Park, Wythenshawe



Join our public drop in event

Site location (Application boundary identified by the red line)



We are hosting an in-person event at:

 **Woodhouse Park Lifestyle Centre, 206 Portway, Wythenshawe, M22 1QW on Thursday 20th October.**

Drop-in anytime between **2pm** and **7pm** where members of the project team will be available to answer your questions.



Find out more at:
atlasbusinesspark.co.uk or
scan the **QR code** below

Appendix 3: Website

Land adjoining Atlas Business Park, Wythenshawe

An employment led development from Aviva Investors

[Welcome](#)
[The site](#)
[The proposals](#)
[Frequently asked questions](#)
[Have your say](#)

LIFANGLAND

Ciri illustrating how the development could look

Aviva Investors is bringing forward plans to develop land adjoining the Atlas Business Park site in Wythenshawe.

The proposals will provide approximately 40,000 sqm for light industrial use, including warehouse and office space, suitable for a range of occupiers.

The plans will deliver a significant boost to the local economy by creating approximately 620 new jobs in a variety of different roles, and generating £42.1 million GVA in the local economy.

This website provides you with the details of our **proposals** and invites you **have your say** on the plans.

Benefits

The proposed development would deliver a number of benefits, which are summarised below

Construction Phase

£36.7 million' investment associated with the construction of the Proposed Development	Up to 255 gross direct FTE (full time equivalent) jobs on site over an estimated 1 year build period Up to 165 direct net additional FTE jobs in Greater Manchester, including up to 75 in Manchester Up to 80 indirect/induced net additional FTE jobs in Greater Manchester, including up to 20 in Manchester	Up to £35.3 million Total GVA economic output during the construction period, including up to £31.3 million in Manchester
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Operational Phase³

620 gross direct FTE jobs supported on site 395 direct net additional FTE jobs held by residents of Greater Manchester, including 185 for residents of Manchester 200 indirect/induced net additional FTE jobs held by residents of Greater Manchester, including 45 for residents of Manchester	£43.1 million GVA economic output per annum, including £33.5million in Manchester
Occupational variety A range of job types, including roles in management, technical occupations, skilled trades and plant and machine operators	Up to £23.6 million Additional wage expenditure generated per annum through direct roles created at the facility
	£655,000 Business rates revenue per annum to be collected, £390,000 of which will be retained by Manchester City Council

Public consultation

Drop-in event

We will be hosting a drop-in event on **Thursday 28th October at Woodhouse Park Lifestyle Centre, 206 Portway, Wythenshawe, Manchester M22 1QW**. Join us anytime between 2pm and 7pm to find out more about the proposals and share your feedback. Members of the project team will be available to answer your questions.

About Aviva Investors

Aviva Investors are the investment arm of Aviva Group - one of the UK's largest insurance and pensions companies.

They are committed to high-quality social and environmental standards in order to create attractive and environmentally friendly workplaces.

You can find out more about Aviva Investors on their website www.avivainvestors.com.

CONTACT US

0800 1688 296

contact@atlasbusinesspark.co.uk

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Land adjoining Atlas Business Park, Wythenshawe

An employment-led development from Aviva Investors



[Welcome](#) [The site](#) [The proposals](#) [Frequently asked questions](#) [Have your say](#)

The site

Where is the site located?

The site is located on the land adjoining Atlas Business Park. It is located south of Simonsway, close to Junction 5 of the M56 and Manchester Airport, making it ideal for a logistics development of this kind. The site location plan is included [here](#).

Who will occupy the site?

We anticipate that the site will be suitable for a variety of occupiers due to its strategic location, close to key transport links and the airport. The logistics sector contributes significantly to the UK economy, and there is a high demand for well-located urban logistics facilities, which has been accelerated by the covid-19 pandemic.



[Click the site location plan to enlarge](#)

Why is the site suitable for this type of development?

Manchester has emerged as an important location for logistics, attracting interest from a wide range of local, regional and national occupiers due to its location being strategically attractive benefiting from its excellent accessibility. The location, in close proximity to Manchester City Centre and Manchester Airport, means it is superbly placed to benefit the main economic growth areas in the Greater Manchester area. There is a severe shortage of modern space on the market in South Manchester and a lack of alternatives in terms of sites and supply.

Click [here](#) to view further details about the proposals.



CONTACT US

 0808 1688 296

 contact@atlasbusinesspark.co.uk



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Land adjoining Atlas Business Park, Wythenshawe



An employment-led development from Aviva Investors

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Land adjoining Atlas Business Park, Wythenshawe

An employment-led development from Aviva Investors



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Frequently asked questions

Click on the tabs below to read answers to frequently asked questions.

The Site and Proposals

+ / -

Design

+ / -

Highways

+ / -

Environment and Landscaping

+ / -

Planning /consultation

+ / -

Construction

+ / -

CONTACT US



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Land adjoining Atlas Business Park, Wythenshawe

An employment-led development from Aviva Investors



[Welcome](#) [The site](#) [The proposals](#) [Frequently asked questions](#) [Have your say](#)

Have your say

Join our consultation event

We will be hosting a drop-in event on Thursday 20th October at Woodhouse Park Lifestyle Centre, 206 Portway, Wythenshawe, Manchester M22 1QW to provide further information about the scheme. Join us anytime between 2pm and 7pm where members of the project team will be on hand to answer your questions.

Have your say

We are keen to hear your feedback on our proposals and any comments received will be considered before we finalise our application. We would be grateful if you could provide any comments you have in the box below. **Please ensure that all comments reach us by Tuesday 25th October.**

Alternatively you can contact us using the details below:

Freephone: 0808 168 8296

Email: contact@atlasbusinesspark.co.uk

Please provide your comments in the box below. You can also send your comments to contact@atlasbusinesspark.co.uk

Name *

First Name

Last Name

Email *

example@example.com

Phone

Postcode

Would you like to register for more information?

☐ Yes keep me updated on the project

Submit

The information you provide will be used only for the purposes of keeping you informed about the development of the land adjoining Atlas Business Park and for 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 to Aviva Investors and/or 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@atlasbusinesspark.co.uk

What happens next?

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

CONTACT US



0808 1688 296



contact@atlasbusinesspark.co.uk



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Appendix 4: Social media adverts

Turley Strategic Communications

Published by Michael Jardine · 12 October at 13:58 ·

Aviva Investors is consulting on their plans to create a new employment-led development on the land adjoining Atlas Business Park, Wythenshawe.

The proposals will provide approximately 40,000 sqm for light industrial use, creating around 620 new jobs in a variety of different roles, and generating £42.1 million GVA in the local economy.

Find out more about plans and have your say by visiting:



ATLASBUSINESSPARK.CO.UK

Atlas Business Park

Aviva Investors is bringing forward plans to develop land adjoining the Atlas...

Learn more

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Turley Strategic Communications

Published by Michael Jardine · 11 October at 08:31 ·

Join our consultation event on Thursday 20th October to find out more about Aviva Investor's proposals for a new employment-led development on the land adjoining Atlas Business Park, Wythenshawe.

Drop-in anytime between 2pm and 7pm at the Woodhouse Lifestyle Centre, 206 Portway, Wythenshawe, M22 1QW

Details included at:



ATLASBUSINESSPARK.CO.UK

Turley Strategic Communications

Aviva Investors is bringing forward plans to develop land adjoining the Atlas...

Learn more

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