



Laystall Street

Statement of Community Consultation

November 2022

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1. Introduction

- 1.1. This Statement of Community Consultation accompanies an application for Full Planning Permission, submitted to Manchester City Council (MCC) by Ancoats Manchester Ltd (hereby referred to as 'the Applicant').
- 1.2. The proposals comprise a 20 storey development of 154 hotel rooms (Use Class C1), with ancillary facilities including café / bar / restaurant, gym, meeting rooms, cycle parking and associated public realm works and access. The Site is located on the corner of Laystall Street and Great Ancoats Street in Manchester City Centre.
- 1.3. This Statement sets out in detail the pre-application consultation that has been undertaken, the feedback received and how that has been considered and addressed within the final proposals, where appropriate.
- 1.4. The following documents have been included within this report as evidence to support the statements that have been made:
 - Site Location Plan (**Appendix 1**);
 - Consultation Boundary (**Appendix 2**);
 - Consultation Leaflets (**Appendix 3**);
 - Consultation Webpages / Brochure (**Appendix 4**).

Site Context

- 1.5. The Site is bounded by Laystall Street to the north, Great Ancoats Street to the east, vacant land at Lomax Street to the south and an apart-hotel to the west, in Manchester City Centre. The Site forms one half of a segment of vacant land located at the end of Lomax Street and Laystall Street, extending to approximately 0.05 hectares. A Site Location Plan is enclosed with this letter at **Appendix 1** for the purposes of identification.
- 1.6. The Site consists of previously developed land and is predominantly hard standing with a limited amount of vegetation. The Site is currently used as a construction compound for the alteration works to the adjacent apart-hotel on Laystall Street (The Northern Quarters). On the Great Ancoats Street / Laystall Street corner of the Site there is a digital roadside billboard, providing 24/7 advertisement along Manchester's main arterial route. The Site is currently closed off for public access and is secured by temporary security fencing.
- 1.7. The Site is surrounded by a mixture of uses. To the north of the Site is Urban Exchange Retail Park that comprises Aldi Supermarket, Go Outdoors, M&S Retail Outlet, Pure Gym and associated car parking. To the east of the Site is the former Central Retail Park which remains as vacant land earmarked for comprehensive redevelopment. To the south of the Site is the other half of the segment of vacant land located at the end of Lomax Street and Laystall Street. To the west of the Site is an apart-hotel which is currently being redeveloped. Further to the south-west and south of the site there are a number of vacant buildings, surface level car parks and small office / retail uses.
- 1.8. The Site is located within the HS2 Manchester Piccadilly Strategic Regeneration Framework (SRF) area. The SRF divides the framework area into distinct neighbourhoods. The Site is located in the 'East Village' neighbourhood which is envisaged to be a mixed-use area. The SRF emphasises intensity, diversity and strong permeability and connectivity between the City Centre and New Islington.

The Proposed Development

- 1.9. In summary, the Proposed Development includes the following:
 - Erection of 20 storey building, comprising 154 high quality hotel rooms (Use Class C1);
 - Ancillary hotel amenities including café / bar / restaurant, meeting rooms and gym;
 - 16 secure cycle parking spaces within the basement;

- Highway improvements along Laystall Street junction to provide a new dedicated loading bay and one car parking bay for disabled users; and
 - High-quality hard and soft landscaping along Laystall Street and Great Ancoats Street.
- 1.10. The formal description of development contained within the planning application form states:
- 1.11. *“Full Planning Permission for the construction of a hotel (Use Class C1) with associated highways works, servicing arrangements, car and cycle parking, public realm works and other associated works”*
- 1.12. Further details can be found within the submitted Planning Statement prepared by Deloitte, and the Design and Access Statement prepared by SimpsonHaugh.

Pre-Application Consultation

- 1.13. Prior to the submission of the planning application the Applicant has undertaken an extensive stakeholder engagement strategy with statutory consultees and interested parties.
- 1.14. The purpose and objectives of the pre-application consultation for the Proposed Development were to:
- Clearly communicate the objectives and vision for the scheme and generate support for the Proposed Development;
 - Gather feedback on the key issues and address any potential concerns that relate to the Proposed Development; and
 - Make people aware of the timescales for development and keep them informed about progress regarding the proposals.

Public Consultation

- 1.15. The following engagement was undertaken with the local community over a 2-week period between 18 October and 3 November 2022:
- **18 October 2022:** A total of 2,124 leaflets (**Appendix 3**) were delivered to local businesses and the residential community (as defined by the consultation boundary area in **Appendix 2**). The leaflet notified them of the Proposed Development and directed them to the consultation website. In addition to leaflets, email notification of the public consultation period was also sent to the Royal Mills Residents Association.
 - **19 October – 3 November 2022:** The public consultation ran for approximately two weeks between 19 October to 3 November 2022. A press release was issued on Wednesday 19 October 2022, which was reported in Place North West, The Business Desk and RPBI Opening. During the consultation period the website <https://www.laystall-st.co.uk/> (**Appendix 4**) received 11 responses and 465 visits from 421 unique users. Most respondents were local residents.
 - **26 October 2022:** A webinar was held to provide an online briefing session about the proposals. A Q&A session gave attendees the opportunity to submit live questions to the project team regarding the proposals.
- 1.16. A full account of all public engagement undertaken, the headline responses received, and the Applicant’s responses, where relevant, are set out in full within Section 3.

Stakeholder Consultee and Key Stakeholder Engagement

- 1.17. Pre-application consultation with statutory consultees and other key stakeholders has provided an overview of the proposals themselves, but also addressed how they respond to the Site, surrounding local area and the City’s wider strategic regeneration objectives.
- 1.18. Consultation activity undertaken during the pre-application period has included:

- Pre-application discussions with Senior Planning Officers at Manchester City Council, which has taken place throughout the design development process;
- Greater Manchester Police (via the Design by Security team) has been consulted, and their advice in terms of security has been addressed in the application proposals;
- Engagement with consultees including *inter alia* the Highways Department, Environmental Health, HS2 and Historic England has been carried out by technical consultants in preparing their reports.
- Local Ward Councillors were provided with a direct briefing of the project prior to the start of public consultation and were invited to attend the public consultation events;

1.19. Full details of all pre-application engagement with statutory consultees and key stakeholders and the response provided by the submission are provided in Section 3 of this Statement.

Report Structure

1.20. The remainder of this Statement is structured as follows:

- **Section 2** – sets out the relevant planning policy and requirements;
- **Section 3** – provides details of the consultation undertaken, summarises the feedback received and provides a response where relevant; and
- **Section 4** – presents the summary and conclusions.

2. Policy Context

- 2.1. Guidance and policy requirements with regard to consultation and pre-application engagement is set out at both the national and local level in this section.

National

Localism Act

- 2.2. The Localism Bill was introduced to Parliament on 13 December 2010, and was given Royal Assent on 15 November 2011, becoming an Act (“the Act”).
- 2.3. The main aim of the Act is to shift power from Central Government back into the hands of individuals, communities and Councils. It includes five key measures as follows:
- Community rights;
 - Neighbourhood planning;
 - Housing;
 - General power of competence; and
 - Empowering cities and other local areas.
- 2.4. Part 6 of the Act specifically deals with planning and Chapter 4 sets out requirements in relation to consultation before applying for Planning Permission.
- 2.5. Section 122 of the Act amends the Town and Country Planning Act 1990 to include a new section 61W that sets out a requirement to carry out pre-application consultation as follows:
- 1 Where—*
- a) a person proposes to make an application for planning permission for the development of any land in England, and*
- b) the proposed development is of a description specified in a development order, the person must carry out consultation on the proposed application in accordance with subsections (2) and (3).*
- 2.6. Subsections (2) and (3) state:
- 2 The person must publicise the proposed application in such manner as the person reasonably considers is likely to bring the proposed application to the attention of a majority of the persons who live at, or otherwise occupy, premises in the vicinity of the land.*
- 3 The person must consult each specified person about the proposed application.*
- 2.7. Subsection (4) outlines the requirements regarding publicity of applications:
- 4 Publicity under subsection (2) must—*
- a) set out how the person (“P”) may be contacted by persons wishing to comment on, or collaborate with P on the design of, the proposed development, and*
- b) give such information about the proposed timetable for the consultation as is sufficient to ensure that persons wishing to comment on the proposed development may do so in good time.*
- 2.8. The Act also sets out a duty to take account of the responses to consultation. Section 61X requires a developer to have regard to any comments or responses generated by the consultation undertaken in accordance with section 61W, when deciding whether to make any changes to proposals before submitting a planning application.

- 2.9. Section 61Y enables the Secretary of State to set out further provisions as to how the consultation required under new section 61W should be undertaken in practice.

National Planning Policy Framework (2021)

- 2.10. The Department for Communities and Local Government published the amended National Planning Policy Framework (NPPF) in July 2021. The document sets out the Government's planning policies for England and how these are to be applied. It requires planning policies to meet objectively assessed needs, with sufficient flexibility to adapt to rapid change.
- 2.11. Paragraphs 39 to 46 address pre-application engagement and front-loading. Paragraph 39 observes that early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. It goes on to state that good quality pre-application discussion enables better co-ordination between public and private resources and improved outcomes for the community.
- 2.12. Paragraph 40 directs Local Planning Authorities to encourage any applicants who are not already required to do so by law to engage with the local community, where they think this would be beneficial, and, where relevant with statutory and non-statutory consultees, before submitting applications.
- 2.13. Similarly, paragraphs 124 to 129 set out how Local Planning Authorities should have regard to early, proactive, and positive engagement with the local community and their views, as well as addressing any comments received from design review panels.
- 2.14. The NPPF also promotes the use of the Local Planning Authority Pre-Application Service to encourage a partnership approach to applications. It is considered that early engagement with the Local Planning Authority is often conducive to the best result for the application, as it highlights where further work is required.

National Planning Practice Guidance

- 2.15. In March 2014, the Government issued the National Planning Practice Guidance (NPPG) as an on-line resource, which is designed to bring together planning practice guidance for England in an accessible and usable way. The Guidance was amended in line with the recent updates to the NPPF.
- 2.16. The Guidance provides further detail to assist in the understanding of planning policies set out within the NPPF, including requirements for pre-application engagement. The 'Consultation and pre-decision matters' identifies that:
- In line with the policies of the NPPF, statutory consultees have an important role to play in the pre-application stage and should be engaged early; and,
 - Pre-application consultation with the local community is encouraged where it adds value to process and outcome.

Local

Manchester City Council Statement of Community Involvement

- 2.17. Manchester City Council (MCC) adopted a refreshed Statement of Community Involvement (SCI) in June 2018. The SCI sets out how and when MCC will involve the community in relation to the preparation and revision of the Local Development Documents and in the process of making decisions on planning applications. Appendix 1 of the SCI provides guidance on developer-led early engagement.
- 2.18. The SCI states that early engagement has significant benefits by improving the efficiency and effectiveness of the planning system for all parties. Therefore, developers are encouraged to consult before submitting a planning application.
- 2.19. The SCI encourages developers to consult with the public and various parties, which could include equalities groups, as well as with specific infrastructure and service providers who can advise developers on any need for increased provision of services.
- 2.20. Consultations should be inclusive, transparent, clear, and understandable. Additionally, developers are encouraged to submit a record of the consultation that took place with their planning submission, which is detailed within Section 3 of this Statement.

Summary

- 2.21. This section has set out the relevant elements of Planning Policy that relate to the formulation of development proposals during the pre-application stage. This includes the requirements to engage at a national and local level.
- 2.22. The following section of this report sets out, in detail, the pre-application and engagement that has taken place with the local community, statutory and non-statutory consultees in line with the guidance and requirements set out above.

3. Consultation Strategy and Responses

- 3.1. This section describes the consultation that has been undertaken by the Applicant and the project team. It includes an outline of the consultation strategy and the outcome of the consultation process.
- 3.2. The consultations outlined below have underpinned an iterative design process that has sought to identify the optimum viable use for the Site that responds to the site's physical context, whilst delivering sustainable development that maximises the social, economic, and environmental benefits of development.

Manchester City Council

Local Planning Authority

- 3.3. During the design development undertaken prior to the submission of this planning application, regular dialogue took place with MCC Planning Officers. A total of four pre-application meetings were held between October 2021 and October 2022 to present the proposals, understand, and address the City's strategic objectives and have an opportunity to consider and address feedback.
- 3.4. The overall feedback from pre-application discussions has been positive. MCC Planning Officers are supportive in principle on the basis that proposals were in-line with the ambitions to support the recovery and growth of the tourism and leisure sector, are well-designed and are consistent with the objectives and guiding principles within the HS2 Piccadilly SRF (2018).
- 3.5. The following key considerations have been discussed with Planning Officers over the course of the pre-application period and addressed within the planning application submission:
- Local Site context;
 - Principle of development;
 - Consistency with the HS2 Piccadilly SRF;
 - Sustainability;
 - Design;
 - Parking strategy and highways;
 - Stakeholder engagement; and
 - EIA Screening.
- 3.6. Further details of how the proposals address each of the above points are provided within the accompanying application documents.
- 3.7. The Applicant will continue to work positively and pro-actively with Planning Officers during the determination of the Application, responding to planning issues that are raised during the formal consultation process.

Transport for Greater Manchester and Manchester City Council Highways Department

- 3.8. Curtins engaged with Transport for Greater Manchester and MCC Highways on 13 September 2022 to discuss the proposals. The following feedback and recommendations were provided by Highways Officers:
- Laystall Street should be the primary point for delivery, servicing and waste collection and a formal loading bay provided;
 - Lomax Street could provide some level of servicing but it should be kept to a minimum to avoid vehicles blocking the road;

- Requested provision of a single disabled parking bay on Laystall Street, noting that this may require reconfiguration of Laystall / Great Ancoats Street junction; and
- Requested that any doors onto the public highway open inwards.

Flood Risk Department

- 3.9. Shear Drainage engaged with the Flood Risk Team at MCC and confirmed the existing below ground drainage and proposed strategy for foul and surface water drainage. The proposed strategy was supported by the Flood Risk Team.
- 3.10. Shear Drainage also contacted United Utilities regarding the proposals but had not received any feedback at the time of writing.

Historic England

- 3.11. An email was sent to Historic England on 12 October 2022, outlining the Proposed Development within its historical context. Historic England responded on 14 October 2022 stating that the proposals will have a limited impact on the significance of the assets that fall within Historic England's remit.
- 3.12. A Heritage Statement will still be submitted as part of the planning application.

Local Ward Councillors

- 3.13. Councillors Sam Wheeler and Jon-Connor Lyons of the Piccadilly Ward attended an online briefing of the proposals on the 18 October 2022. A separate online briefing was also provided on 4 November with Councillor Majid Dar of the Ancoats and Beswick Ward.
- 3.14. The responses from the Councillors have been incorporated and responded to within the public consultation summary in Table 3.1 below.
- 3.15. The response from the Councillors was positive overall. Feedback related to the proposed 20 storeys, which was considered a significant height. It was recommended that consideration was given the potential impact of the proposals on the proposed Central Retail Park regeneration area. The supporting documents have assessed the impact on the proposals on the surrounding environment and townscape character and views.
- 3.16. Feedback also related to the proposed design and colour. SimpsonHaugh confirmed that the façade design was still progressing, and that the Councillors feedback would be considered during the design refinement process.
- 3.17. Councillors supported the public realm enhancements and pavement widening along Laystall Street and requested the inclusion of landscaping if possible. Further utility surveys are required to confirm whether additional landscape planting can be accommodated along Laystall Street and Great Ancoats Street.
- 3.18. Councillors also referred to the Council's campaign around local construction jobs and that they were keen for the Applicant to engage with this. A Construction Management Plan has been submitted to support the application and sets out further details of construction employees.

Statutory and Non-Statutory Consultees

- 3.19. The respective statutory and non-statutory consultees on the project who have been engaged prior to the application being made are set out under each subheading below. This summarises the timing and method of communication, information issued, comments received and how these comments have been incorporated into the planning application.

Adjoining Landowners and Occupiers

- 3.20. Neighbouring landowners and occupiers were directly contacted during the pre-application consultation period to ensure they had advance notice of the public consultation website, the consultation events and had an opportunity to engage directly with the Applicant.
- 3.21. Only one of the 11 consultation responses is considered to be a nearby local resident, given the post code provided. Their feedback related to the lack of need for a hotel and concerns regarding the proposed building height.

- 3.22. The design development of the proposals has been cognisant of the adjacent landowners and occupiers who will benefit from the publicly accessible café / bar / restaurant, the creation of active frontages and enhancements to the street scene.
- 3.23. Subject to the grant of planning permission, a detailed Construction Environmental Management Plan will be developed in consultation with neighbouring landowners and occupiers to ensure any temporary construction impacts are mitigated as far as possible and that on-going operations in neighbouring buildings can be maintained.
- 3.24. The proposals include highway alterations / improvements on Laystall Street which have been endorsed by MCC Highways (see above). As such, any vehicular impact would be negligible on the surrounding area in terms of highways, traffic, and transportation.
- 3.25. The application will be supported by an Operational Management Strategy which sets out the principles that the operator will adhere to avoid impacting the amenity of neighbouring landowners and occupiers.

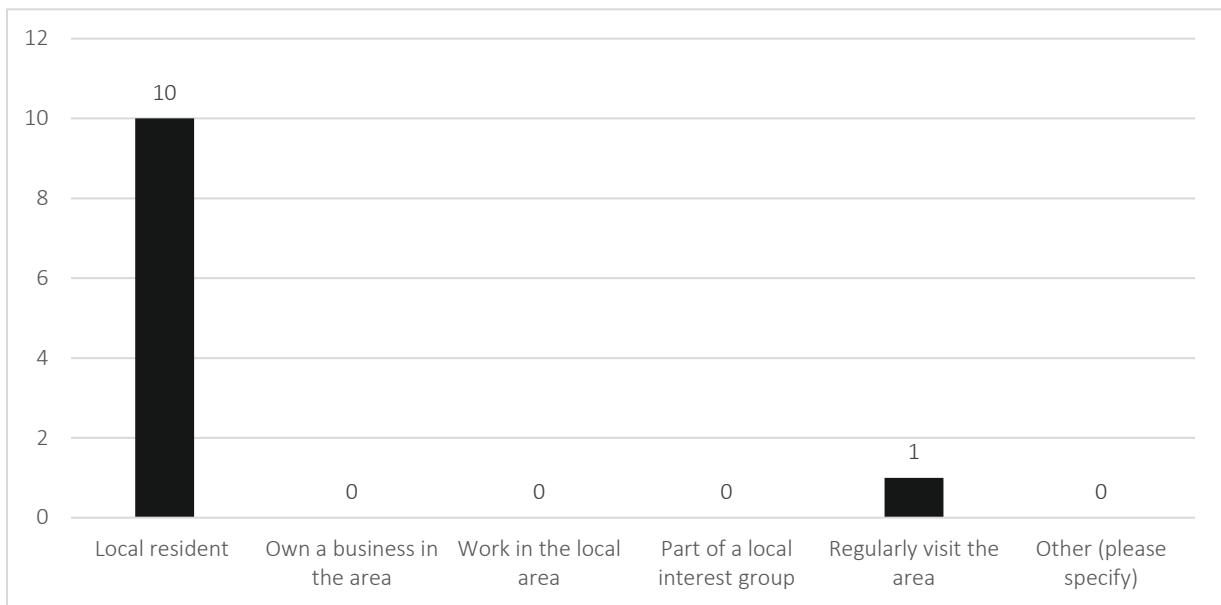
Greater Manchester Police

- 3.26. A briefing meeting with Greater Manchester Police: Design for Security meeting was held on 1 November 2022 outlining the development proposals and inviting the case officer to make comment prior to the preparation of their Crime Impact Statement (CIS).
- 3.27. The CIS supported the creation of active frontages along Laystall Street and Great Ancoats Street. The CIS identified several design recommendations to be considered during the fit out and operational management stages of the development to ensure staff and visitors security and safety. The design team will continue to work with officers from GMP through the detailed design stage.
- 3.28. The CIS prepared by GMP is submitted with the application.

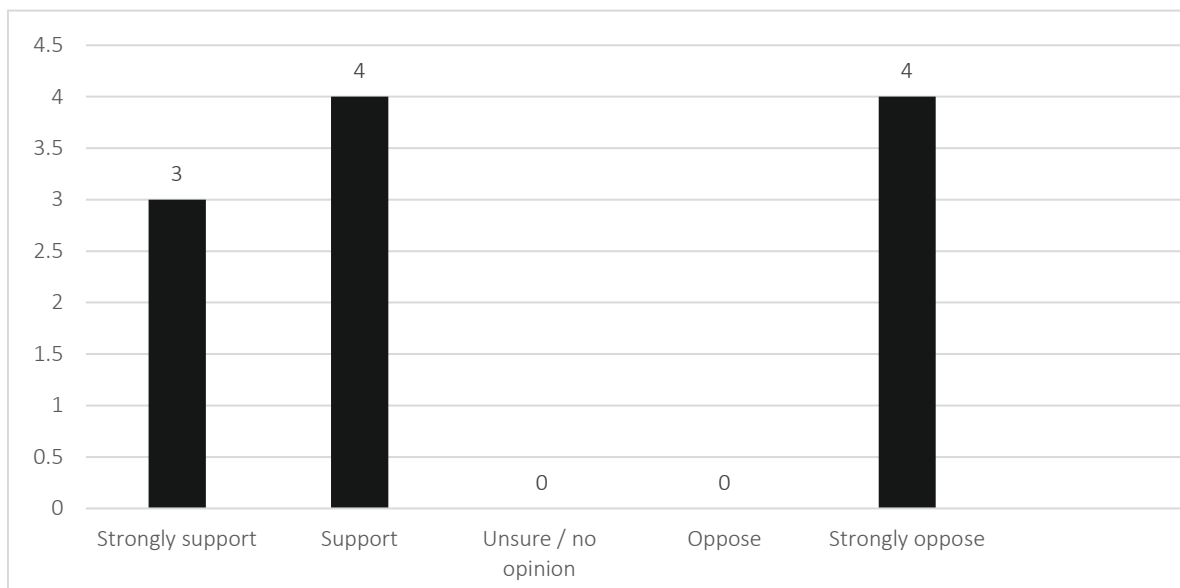
Public Consultation

- 3.29. Public consultation on the Proposed Development was held with local residents and businesses between 19 October and 3 November 2022.
- 3.30. As part of this a consultation webpage was set up to provide respondents with the ability to view the proposals online and submit comments via a feedback form. Prior to the launch of the consultation webpage, consultation postcards were distributed on 18 October to all residential and business addresses located within an agreed distribution area of approximately 2,124 addresses.
- 3.31. The A5 sized postcard (**Appendix C**) introduced the proposals and directed recipients towards the consultation website to find out more and provide their feedback, via the dedicated online feedback form or by email. The summary of responses is provided below:

Stakeholder Categories



In principle, do you support our plan to deliver a new high-quality Motto by Hilton hotel at this location?



- 3.32. The postcard also promoted a live webinar which took place between 5:15pm to 6:45pm on 26 October 2022. A total of 11 responses were collected as part of the public consultation, which fell under various topics, as summarised below alongside the Applicant's response.

Table 3.1 – Response to Consultation Comments

Topic	Response
Design	The Proposed Development has been designed by SimpsonHaugh, an architect of international standing with a breadth of experience across Greater Manchester. These include some of Manchester's most recognisable and appreciated buildings such as Beetham Tower, Deansgate Square and, closer to the site, Burlington House amongst many others.

Topic	Response
<i>A number of comments stressing the importance of designing a building which will visually improve the area and is not bland or boring.</i>	The facade of the building has been designed to provide a contextual solution that stitches the site back into the existing brick buildings found in this part of the city. The composition provides a sense of scale and proportion which relates to the immediate massing of the adjacent buildings when seen from Great Ancoats Street both north and south. Reveals are expressed as part of the opening, set back, and chamfered to meet the window as if carved from the main building form. They are expressed through use of a slightly lighter and glazed equivalent of the facing brick, changing in appearance and character depending on which angle or time of day the building is viewed from. Street elevations facing Great Ancoats Street and Laystall Street include curtain walling, providing light and views in and out of reception and restaurant / bar areas. The stepped and interlocking form of the main building over is mirrored by the interlocking glass forms and insertion of a brick clad facade to Laystall Street at ground floor, providing a clean and robust finish to spaces addressing the street. This includes large scale window openings to the staff office adjacent to the main building entrance providing activity at street level.
Building height <i>A couple of respondents suggested the building would be too tall and not in keeping with the local area.</i>	Hilton Motto's minimum requirement is 150 rooms. In order to deliver this quantum, 19 floors of hotel room accommodation are required, delivering 154 rooms. The hotel reception, café/bar area and gym area are accommodated on ground and mezzanine levels to maximise amenity and activation to the streetscape and support the Hilton Motto brand standards. A basement is incorporated to minimise back-of-house functions at street level and reduce additional height via rooftop plant. The building form addressing Great Ancoats Street is cut back at a height relating to the existing apart-hotel stair core at the rear of the site, creating a series of stepped forms that terminate the city block with a slim and elegant taller form addressing the peripheral ring road. The composition reads as a pair of elegant and slender interlocking forms, sitting atop lower floor podium elements that address the street; expressed as either solid forms to back of house functions or lightweight glazed elements where front of house spaces activate the street. The Eastern inner ring road is articulated with buildings of similar or greater scale, especially at key junctions and crossing points, which the form and composition of the proposal reinforces. As a key, corner site on the junction of Great Ancoats Street and Laystall, the Proposed Development presents a strong opportunity to deliver a visual marker into the HS2 Piccadilly SRF area and leads directly towards Manchester's main train station. A Townscape and Visual Impact Assessment (TVIA) and Heritage Statement have been prepared and will be submitted with the planning application. The TVIA considered that the proposals can be integrated without substantial harm to the character of the townscape context. The Heritage Statement confirms that where the proposals have been demonstrated to result in an instance of adverse impact upon the built environment, the perceived level of harm is required to be outweighed by the public benefits brought about by the Proposed Development.
Hotel Demand <i>A couple of comments noting that there is not considered to be demand for another hotel in this area.</i>	Section 4 of the Planning and Tall Building Statement sets out the justification for the proposed hotel use at Laystall Street by reviewing the current economic and market context to demonstrate the strong demand for high-quality hotel accommodation in Manchester City Centre.

Topic	Response
	In summary, this highlights how Manchester is widely recognised as a key tourist destination for both domestic and international visitors alike for reasons ranging from culture, heritage, live events and sport related activities. This activity is set to increase in the next few years following the completion of a number of key developments including The Factory, Co-op Live Arena and the refurbishment of the Manchester AO Arena as well as the opening of T5 at Manchester International Airport. Manchester's supply of high-quality hotel accommodation will therefore need to expand to meet the tourism growth. The Proposed Development presents a significant opportunity to meet this demand by developing a new, high-quality hotel offer within a strategic and highly accessible location in the City Centre. Pre-application discussions have been undertaken with MCC Planning Officers who have confirmed their support for the principle of a hotel use in this location for the following reasons: • The proposed site is located within a highly strategic location within the City Centre, and is accessible by multiple modes of sustainable transport; • It will increase the supply of high-quality accommodation that is required in the City Centre to meet the increased demand which will be created following completion of the Co-Op Live Arena, The Factory and the refurbished Manchester AO Arena; • It will create a number of new jobs during the construction and operational period; • It will increase the level of expenditure into the local economy, providing increased footfall for local businesses through new visitors; and • It will act as a catalyst for further development into the area, helping to support the regeneration aims and visions as set out in the HS2 Piccadilly SRF (2018).
Traffic <i>A couple of comments suggesting the development would have an impact on traffic in the area.</i>	A Transport Statement and Travel Plan has been prepared by Curtins and is submitted as part of this Application. A review of baseline conditions and highway safety in the vicinity of the Site has been undertaken. It is not considered that there are any existing highway safety issues that are likely to be exacerbated by the Proposed Development. A new accessible on-street parking space and loading bay are proposed on Laystall Street as part of the scheme. The site will have no on-site car parking. The closest public car parking to the site is Piccadilly Parking car park south of the Site, offering 50 spaces. There are nine other car parks within 500m of the site. As such, any vehicular impact would be negligible on the surrounding area in terms of highways, traffic and transportation. The Site is located within an area which has a range of existing local facilities and a variety of sustainable travel modes. The site location is identified as a key pedestrian route between the City Centre, Piccadilly Basin and the opposing Central Retail Park site, with the proposals addressing and improving connectivity between these areas. Additionally, measures are proposed in the accompanying Interim Travel Plan to increase the level of walking, cycling and public transport use to and from the site, and to reduce reliance on the private car.

Topic	Response
Landscaping <i>A couple of comments requesting that more greenery is added around the site.</i>	The scheme aims to enhance the existing environment at street level by creating an active frontage onto Great Ancoats Street and Laystall Street, widening the pavement and reducing the width of the Laystall Street crossing to improve pedestrian connectivity along Great Ancoats Street, a loading bay and accessible parking in close proximity to the entrance of the proposal. Further ground utility surveys are required to confirm the extent of tree planting that can be provided in this location, which will be dealt with via a planning condition. The highway works will be delivered via a S278 agreement.
Impact on local residents <i>A comment noting the importance of ensuring the Applicant considers the feedback they receive from local residents.</i>	Whilst feedback from the public consultation has been limited to just 11 responses despite there being over 421 unique hits on the consultation website, comments received have been considered and summarised in this report. The Applicant has considered the amenity of local residents through a full suite of technical analyses to assess all potential impacts of the Proposed Development. An Operational Management Strategy has been prepared by the Hotel Operator which outlines the key details regarding the running and management of the hotel. The hotel will operate with a General Manager and management team on site 24 hours a day, 7 days per week. The Noise Impact Assessment prepared by Acoustic Consultants Ltd has concluded that potential noise breakout from uses within the development, including a proposed café / bar / restaurant and gym, have been fully assessed and have informed appropriate fabric build-up and associated mitigation measures to mitigate any noise pollution in-line with MCC standards and the hotel operator's brand standards.
Construction management <i>A comment expressing concern for access to the site during the construction process.</i>	A Construction Environmental Management Plan will be prepared to ensure that all construction vehicles will arrive/depart at suitable times that will not significantly impact on the local highway network or local residents. Construction parking will also be suitably identified and managed to minimise impacts as far as possible. The Construction Environmental Management Plan will likely be secured via planning condition.

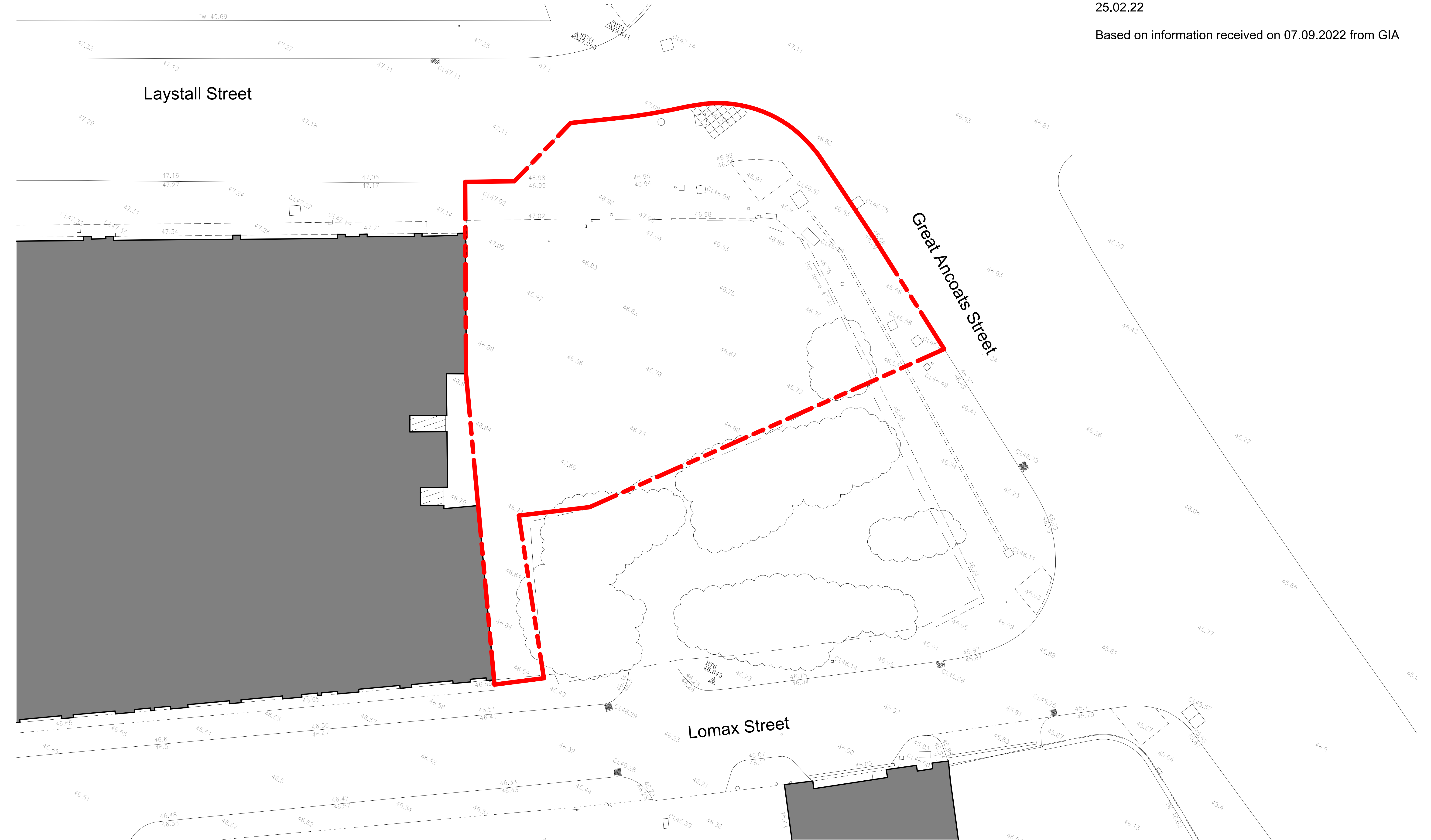
4. Summary and Conclusions

- 4.1. Consultation has been undertaken in accordance with the requirements of national policy (the Localism Act (2010) and the NPPF (2021)) and Manchester's Statement of Community Involvement (2018). The Proposed Development and will support the ongoing economic development and physical regeneration of this regeneration area in line with the HS2 Piccadilly SRF (2018) and wider ambitions for Manchester City Centre.
- 4.2. A variety of consultation methods have been used to engage with Statutory / Non-Statutory Consultees including the Local Planning Authority, Ward Councillors, Historic England, Greater Manchester Police, local landowners, and businesses. The consultation enables the identification and consideration of key issues, prior to the preparation of design and submission of the planning application to MCC.
- 4.3. There were 465 visits from 421 unique users on the consultation website. A total of 11 responses were received from the local community during the consultation period. The main issues raised have been directly addressed within this Statement.
- 4.4. Moving forward with the project, the Applicant is committed to ensuring continued engagement with the consultation process, via the formal statutory planning procedure managed by the Local Planning Authority. Subject to planning permission being granted, the Applicant will continue to engage with the local community over the course of the construction and operational phases of the development.

Appendix 1 – Site Location Plan

Survey information from ASES drawing
'ASES - GREAT ANCOATS STREET - TOPOGRAPHICAL
SURVEY.dwg', recieved by email from RGB Group on
25.02.22

Based on information received on 07.09.2022 from GIA



This drawing is copyright
Do not scale off dimensions.

All dimensions to be checked on
site by contractor.

Contractor to report any dimensional
discrepancies, errors or omissions
prior to commencing on site.

NORTH

Rev	Date	Description
P01	2022-11-09	First Issue

Project Title
**Laystall Street
Manchester**

Status
FOR INFORMATION

Drawing Title
**Planning Red Line Boundary
Site Plan
Ground Level**

Project No 10403	Scale 1:100	@ A1
10403-SHP-A-Z460-PL-00-0002		Revision P01

Manchester
+44 (0)161 835 2345

London
+44 (0)20 7549 4000

Appendix 2 – Consultation Boundary



Appendix 3 – Consultation Leaflets

CONSULTATION ON PROPOSALS FOR A NEW HIGH-QUALITY HOTEL

ON THE CORNER OF LAYSTALL STREET AND GREAT ANCOATS STREET

Manchester is one of the UK's most popular visitor destinations. This creates a strong and sustained demand for hotel bedspaces. Leisure and cultural facilities such as the new Co-op Live Arena, the Factory and the expanded AO Arena will further increase this demand, making new hotel space an important priority for the city.

This presents a great opportunity to deliver a high-quality Motto by Hilton hotel on the corner of Laystall Street and Great Ancoats Street, ideally located close to Piccadilly, Eastlands and the new Co-op Live Arena. The new hotel would provide around 150 rooms, alongside a café bar and gym.



HAVE YOUR SAY

A public consultation on these proposals will be open from Wednesday 19 October to Thursday 3 November 2022.

You can find more information on the plans by visiting, **www.laystall-st.co.uk**. Here, you'll also find a link to a questionnaire if you'd like to submit feedback on the proposals. Alternatively, you can submit feedback by emailing **consult@laystall-st.co.uk**.

ONLINE WEBINAR

We are hosting an online webinar on **Wednesday 26 October 2022**. This will be an opportunity to find out more about the proposals, talk to members of the project team, and provide us with any feedback you might have.

If you'd like to attend the session, please register via the link on our website.

Return address if undelivered:
Counter Context,
Jactin House, 24 Hood Street,
Manchester, M4 6WX.

Appendix 4 - Consultation Webpages / Brochure

LAYSTALL STREET MANCHESTER

[WELCOME](#) [SITE LOCATION](#) [MOTTO BY HILTON](#) [PROPOSALS](#) [HAVE YOUR SAY](#)

WELCOME

Welcome to our consultation website about proposals for a high-quality new hotel on the corner of Laystall Street and Great Ancoats Street.

The proposed hotel would be operated by “Motto by Hilton”, a new brand launched by Hilton in 2018 to deliver affordable style in desirable urban destinations.

Below, you’ll find information about the site, the development proposals and the consultation process, with the opportunity for you to have your say.



ABOUT US

The Laystall Street hotel proposal is being brought forward by a collaboration between Dean Street Developments, Definition Capital and Assured CMS. Together, we have a wealth of experience in hospitality development, investment and construction, with a proven track record of delivering hotels across the UK for major brands including Hilton, InterContinental Hotels Group, Premier Inn, Accor and Nobu.

The Laystall Street hotel is being designed by award-winning Manchester-based architects SimpsonHaugh.

SITE LOCATION

The proposed development site is nestled in between the popular Ancoats, New Islington East and Piccadilly neighbourhoods, on the corner of Laystall Street and Great Ancoats Street.

This prominent corner site has remained vacant for decades, with previous development proposals never coming to fruition. A high-quality new building in this location would enhance the street scene along Great Ancoats Street for the benefit of local residents and visitors.

The site is in a highly sustainable location given that it is easily accessible via various modes of public transport – both Piccadilly train station and the New Islington tram stop are just a short walk away.



Images courtesy of Google Maps



Photos showing the site today



MEETING A DEFINED NEED FOR HOTEL ACCOMMODATION

Located within a vibrant and bustling corner of Manchester, there are a variety of amenities and attractions on the doorstep which make this an ideal location for a new hotel.

As a result of the rapid pace of transformation of Piccadilly, Ancoats and New Islington in recent years, the number of people visiting this part of the city has been increasing year-on-year. This is anticipated to continue thanks to further planned developments in East Manchester, such as the opening of the Co-op Live Arena at the Etihad Campus, as well as attractions such as The Factory and the expanded AO Arena.

This success has created a sustained demand for hotel accommodation, which is currently underserved in this part of the city centre. Known around the world for its high-quality, well managed hotels, Motto by Hilton will help to meet this demand through the provision of affordable, yet stylish accommodation.

INTRODUCING MOTTO BY HILTON

Motto by Hilton is an urban, lifestyle hotel brand designed to help guests live like a local in prime locations globally. Motto by Hilton caters to travellers looking for one-of-a-kind experiences by bringing together the best elements of a lifestyle hotel – centrally located urban locations, modern design, the best of the neighbourhood food and beverage, and a local vibe. Current Motto by Hilton hotels are located in New York, Philadelphia, Washington DC and Rotterdam.

MOTTO
by Hilton



Example interiors from other Motto by Hilton hotels.



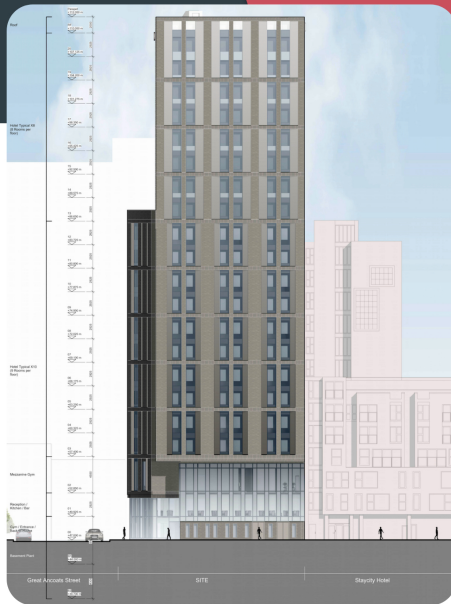
PROPOSALS

The proposed hotel would provide just over 150 rooms with a sleek, 20-storey building, with a café bar, gym and meeting rooms.

The size and design of the proposed new building has been designed to ensure that it complements and responds to the surrounding buildings in the area.

Our team have adopted a contemporary design approach. The exterior of the building would primarily be brick and would be complemented by large windows and deep reveals to create an interesting and recognisable building that makes a positive contribution to the city. As with all Motto by Hilton hotels, the design takes inspiration from the local area within which it sits.

The ground floor hotel lobby and first floor café and bar, which will be open to the public, will bring activity and life to the street.



Proposed North Elevation



Proposed South Elevation

As part of the proposals, the junction between Laystall Street and Great Ancoats Street will be made smaller, creating a more generous pavement and pedestrian focused environment when approaching Ancoats and the Northern Quarter from the east. Vehicular access for drop-off, servicing and disabled parking would be from a bay on Laystall Street. Secure cycle parking would also be provided.



Proposed ground floor plan



Proposed level 01 plan

Proposed typical lower level plan



Proposed mezzanine level plan

HAVE YOUR SAY

The public consultation on our plans closed on Thursday 3 November 2022.

While the deadline to submit feedback has now passed, you can still get in touch via email with any questions or for more information: consult@laystall-st.co.uk

CONSULTATION WEBINAR

We held an online webinar via Zoom for local residents on Wednesday 26 October 2022.

[To view the session, please click here.](#)



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