



Mayfield – Depot Roof, Temporary Cinema
Planning Statement

September 2022

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1. Introduction

- 1.1 This Planning Statement (the “Statement”) has been prepared by Deloitte LLP and is submitted to Manchester City Council (MCC) by Mayfield Development Partnership LP (the ‘Applicant’), for a new temporary cinema, event space and other leisure uses, with supporting food and beverage offer. The proposals are to be delivered and overseen by Broadwick Venues Limited (‘Broadwick Live’).
- 1.2 The application boundary covers a portion of the Mayfield Depot rooftop area to facilitate the temporary change of use, which is bounded by Travis Street, Baring Street and Freight Island. This is identified on the submitted Site Location Plan submitted with this application.
- 1.3 The proposals are in line with the adopted Mayfield Strategic Regeneration Framework (2018), which identifies an opportunity for a range of temporary ‘meanwhile uses’ to help facilitate regeneration and facilitate economic and social activity, particularly in the local community. The 2018 SRF states that the Depot has previously hosted a multitude of events, and a commitment to public events in the space will continue as permanent redevelopment is brought forward over the next 10-15 years.
- 1.4 To support the meanwhile activation of the site, temporary planning permission was granted for the temporary change of use of the Mayfield Depot for a 5-year period from Use Class B8 to flexible spaces for theatre, music, dance, art and other performance-related events, along with food and bar pop-ups, retail, marketing, office, administrative and back of house functions, servicing and access arrangements and circulation (planning application ref. 123728/FO/2019) in August 2019. The Depot Mayfield has become a successful event and cultural space in Manchester now hosts a wide range of events including Manchester Pride, the Warehouse Project and urban market Escape to Freight Island.
- 1.5 The planning history therefore demonstrates that the temporary use of the Mayfield site has established it to be suitable for a range of events, food fairs, conferences, and market stalls. The application will build upon the success of the Depot Mayfield to provide further space for leisure, community, and cultural uses. The full regeneration context of the Site and how the proposals contribute to these regeneration objectives is set out in Section 2 of this Statement.
- 1.6 The purpose of this Statement is to present the proposals in their urban context, assess them in relation to relevant local and national planning policy, as well as identify the site-specific issues that have been considered.

Description of Development

- 1.7 The description of development as stated within the application form for Full Planning Permission for a temporary period is as follows:

“Temporary change of use until 31 March 2026 related to the rooftop area of Mayfield Depot to Sui Generis use to allow for use as a cinema, event space and ancillary leisure uses, with supporting food and beverage offer, including access provision and associated works.”
- 1.8 The application proposals will complement the Depot Mayfield during the remainder of its temporary change of use application (planning application ref. 123728/FO/2019). Co-ordination between events taking place at Depot Mayfield, Freight Island and Backyard Cinema has been set out in this application, namely within the Event Management Strategy. Additionally, the application will complement the completion of the Mayfield Park, which is due to finish construction and open to the public in September 2022 (planning application ref. 124972/FO/2019).
- 1.9 The rooftop space will be separated into two areas. Area A will be operated as an indoor rooftop cinema and event space with a small food and beverage offering during screenings or events when the cinema is not

in use. Area B will be utilised as an events or theatre space, allowing for further events, temporary exhibitions or seasonal activities.

The Applicant and Operators

- 1.10 The proposals will be delivered by Broadwick Live, who have co-ordinated and agreed the use of the rooftop cinema with the Mayfield Partnership, who are the Applicant and landowner. The Partnership is a joint venture partnership between LCR, Manchester City Council, Transport for Greater Manchester and private sector developers. The aim of the partnership is to deliver the regeneration of the Mayfield neighbourhood, which is currently underway.
- 1.11 The events will be managed on a day-to-day basis by Backyard Cinema Club co-ordinating with Broadwick Live, who operate the Depot, to ensure that both the Depot and the Rooftop Cinema can operate concurrently and safely.
- 1.12 Backyard Cinema is an organisation that specialises in turning meanwhile spaces into active uses through the provision of cinema and live theatre performances, supported by the creation of immersive environments. They have several venues around London, and this will be their first venture outside of London.

Pre-application Consultation

- 1.13 The proposals have been developed in pre-application consultation with the Local Planning Authority Officers at Manchester City Council. Consultation will continue in relation to the proposals during the statutory determination period for the application to take on board any further comments.

Application Documentation

- 1.14 In addition to this Planning Statement, the application is supported by the following supporting documents, which have been agreed with the Local Planning Authority:
- Covering Letter prepared by Deloitte LLP;
 - Planning Application Form and Ownership Certificate prepared by Deloitte LLP;
 - Site Location Plan prepared by Engine No.4;
 - Existing and Proposed Application Drawings – Plans and Elevations prepared by Engine No.4;
 - Design and Access Statement prepared by Broadwick Live;
 - Event Management Strategy prepared by Broadwick Live;
 - Waste Management Proposal prepared by Al Waste and Waste and Servicing Access Plan; and
 - Acoustic Statement prepared by dBx Acoustics.

Scope and Structure of the Statement

- 1.15 The remainder of this Statement is structured as follows:
- Section 2 – sets out the strategic context for the proposals and provides a description of the application site and its surroundings;
 - Section 3 – sets out the details of the application proposals;

- Section 4 – assesses the proposals against national and local planning policy and guidance and identifies the site specific issues and summarises the response in the submission to manage any additional impacts; and
- Section 5 – concludes by summarising the case for grant of planning permission.

2. Strategic Context and Site Description

Introduction

- 2.1 The Site is located within the Mayfield SRF area and its temporary and permanent redevelopment is supported by the endorsed Framework (2018). One of the endorsed principles within the SRF is 'Temporary Uses', with a recognition that investing in temporary 'meanwhile uses' will help to kick-start regeneration and facilitate economic and social activity, particularly in the local community.
- 2.2 The proposals will deliver significant and genuine benefits for Manchester and the wider City Region in the context of its adopted strategic, economic, regeneration and planning policy objectives. It has been estimated that the activation of the Mayfield Depot generates approximately £13m additional net spend in the local economy each quarter, demonstrating the positive regenerative benefits of meanwhile uses implemented to date.
- 2.3 The Mayfield meanwhile strategy is an essential part of the overall redevelopment strategy for the Site and is a key opportunity to promote cultural innovation, growth, skills development, and talent retention across Greater Manchester and to enhance the regional cultural offer in this location, making Manchester an even more attractive place to live and invest.
- 2.4 Culture has been at the heart of Manchester's strategy for future economic and social success, and this is key to developing its increasing national and international profile. Transformation of northern England is in part driven by further investment in its cultural offer and building on its existing world-class facilities. Mayfield's meanwhile strategy will further support the city region's cultural landscape and has attracted new audiences from the UK and beyond.
- 2.5 The rooftop cinema and event space will enhance the offering by diversifying the types of activity that will take place on Site. It will build on the existing cultural destination that the Depot Mayfield has created over the past three years. The Mayfield area also benefits from being near a number of other regeneration priorities in Manchester. Capitalising upon the synergies between Mayfield and the areas adjacent to it is critical to its future success.

Strategic Economic Context

- 2.6 Over a thirty-year programme of transformation, Manchester has become recognised as one of Europe's most exciting and dynamic cities. Manchester has experienced an exceptional increase in its population since the late 1990s and is the leading example in both Europe and the UK of a major urban centre reversing long-term population decline. The population size has increased by 9.7% from around 503,100 in 2011 to 552,000 in 2021¹.
- 2.7 The city's recent economic success in the early 21st century has been driven by its growing role as the leading professional and business centre outside of London, benefitting from global connectivity through Manchester International Airport. This is reflected in the amount of business and leisure visitors, with Manchester the third most visited city in the UK.
- 2.8 Creative and Digital is also a key economic growth sector for Greater Manchester, as identified within the Greater Manchester Strategy and Greater Manchester Forecasting Model. In this respect, the Mayfield

¹ ONS, Census, 2021

meanwhile strategy has a significant contribution to make in terms of further supporting the city region's cultural landscape and attracting new audiences from the UK and beyond. In turn, it will help to support growth, create new jobs and opportunities to develop careers in creative industries and supporting new technologies in this important growth sector.

- 2.9 The independent 'Real Worth Study' (2017) of the meanwhile uses at Mayfield found that for every £1 that is invested in meanwhile uses, the local economy benefits by £6.30.

Our Manchester – Forward to 2025

- 2.10 The Our Manchester Strategy 2016-25 was published by MCC in January 2016 and sets the ambitions for the City for the next decade. It was refreshed in March 2021 following a review of its first five years. The Strategy sets out a vision for Manchester to be in the top-flight of world-class cities by 2025.
- 2.11 The Manchester Strategy recognises that developments such as Mayfield will further expand the cultural prospects of the city, as well as supporting an increase housing and jobs through its permanent redevelopment.
- 2.12 Two of the key areas of the vision for Manchester, which would be supported by Mayfield's Meanwhile Strategy, is to:
- Have a competitive, dynamic and sustainable economy that draws on our distinctive strengths in science, advanced manufacturing, culture, and creative and digital business – cultivating and encouraging new ideas; and,
 - Be clean, attractive, culturally rich, outward-looking and welcoming.

Manchester City Centre Strategic Plan (2016)

- 2.13 Manchester City Centre has changed dramatically over the past 15 years and is now one of the most dynamic centres in Europe. To capture the pace and scale of change and to reinforce the strategic direction for City Centre as a whole, the City Council produced the City Centre Strategic Plan.
- 2.14 The City Centre Strategic Plan was adopted in 2016 and identifies key priorities for the City Centre's ongoing regeneration.
- 2.15 The role of the city centre as a principal economic driver to the City Region is described in the document as follows:
1. As a driver of economic growth and a major employment centre: The city centre accounts for over 40% of Manchester's total employment base, and is a significant driver of regional economic growth, hosting more than 10% of all jobs in Greater Manchester.
 2. As an increasingly popular residential centre: The growth in the number of people living in the city centre over the last 20 years is a major success story, going from a few thousand in the late 1990's to over 25,000 today, and nearer 50,000 within the expanded city centre boundary.
 3. As a major visitor destination: Manchester City Centre is particularly rich in cultural assets and is increasingly becoming a destination choice for visitors, both from abroad and from other parts of the UK.
 4. As a place to relax and spend time: A high quality public realm is essential to the character and appeal of the city centre for residents, visitors and workers alike.
- 2.16 The Mayfield area is described in the City Centre Strategic Plan as a new urban quarter that will define a key gateway into Manchester and will become a prominent city centre neighbourhood with a unique sense of place.

- 2.17 An important part of creating this unique sense of place is driven by generating activity in advance of comprehensive redevelopment being brought forward, in which the ongoing re-use of the Depot will play a major role.

The Greater Manchester Strategy: Good Lives for All (2021-2031)

- 2.18 The updated Greater Manchester Strategy (2021) sets a vision to focus on improved wellbeing for the 2.8m people in Greater Manchester, with better homes, jobs and transport. The GMCA will continue the work to make Greater Manchester a great place to visit, invest and study, with thriving businesses which are UK and world leading, in sectors including low carbon and digital.
- 2.19 The Strategy sets out the shared outcomes for Greater Manchester, related to the wellbeing of GM residents, vibrant and successful enterprise and GM being a leading city region in the UK and globally. They will seek to achieve this through shared commitments, of which the following are applicable to Mayfield and the activation of the Depot for cultural uses:
- Investment in growth locations, of which Mayfield forms a key priority.
 - Deliver resilient, safe and vibrant communities, including access to high quality culture and leisure spaces, which the Depot Mayfield seeks to provide.
 - Creation of better jobs and good employment to positively impact local communities, which would be supported by the expansion of the Mayfield Depot.
- 2.20 The ambitions of the Greater Manchester Strategy are therefore broadly supported by the on-going regeneration and temporary activation of the Mayfield Depot by providing cultural and leisure activities in a highly accessible location.

Mayfield Strategic Regeneration Framework (2018)

- 2.21 The Mayfield Partnership are a group of public and private sector organisations working together to deliver the ambitious vision for the site set out in the Mayfield SRF (2018).
- 2.22 The temporary activation and permanent redevelopment of the site is supported by the SRF, which was formally endorsed by Manchester City Council's Executive Committee in May 2018. The 2018 SRF for Mayfield was produced as an Addendum to the 2010 SRF and the 2014 SRF.
- 2.23 The key alteration to the 2014 SRF was the retention of the Mayfield Depot, involving the reworking of the ticket office, the grand columned volumes of the Depot and the Temperance Street arches to celebrate the existing character defining buildings on the site within the revised SRF.
- 2.24 The 2018 SRF will ultimately guide the delivery of a new commercially led mixed-use area that is both socially and physically accessible and has a distinctive sense of place generated the existing assets on site and by meanwhile activation. The Mayfield Depot forms a key part of the proposals to regenerate the Mayfield area in both the short and longer term.
- 2.25 The core development principles set out within the Mayfield SRF include:
- Quality of place – creating a quality environment that people want to work, live and socialise in;
 - Place Making, Park and Public Realm – the Mayfield Depot is recognised as key to the character of this new neighbourhood and placemaking. Therefore, events and activities are encouraged in the Depot; and,
 - Temporary Uses – a commitment to continue to support temporary 'meanwhile uses' to ensure the Mayfield regeneration story continues.

- 2.26 The SRF highlights that the Partnership has already invested in temporary ‘meanwhile uses’ to help kick-start regeneration and facilitate economic and social activity, particularly in the local community. Since endorsement of the SRF, this has included activities in the Depot in 2018, alongside re-use of the arches on Temperance Street and the successful indoor and outdoor food and drink venue location Freight Island.
- 2.27 In line with the SRF (2018), this proposal for temporary use of the Mayfield Depot rooftop aims to continue the redevelopment of the area and continue to increase the profile of Mayfield. The development of this Site will continue to support Mayfield as a destination for visitors. It is considered that the Proposed Development is fully in accordance with the principles of the endorsed SRF (2018) and will facilitate the implementation of the vision of the SRF.

Site Description and Surrounding Uses

- 2.28 The application site (“the Site”) is defined by the red line boundary as shown in Figure 1.

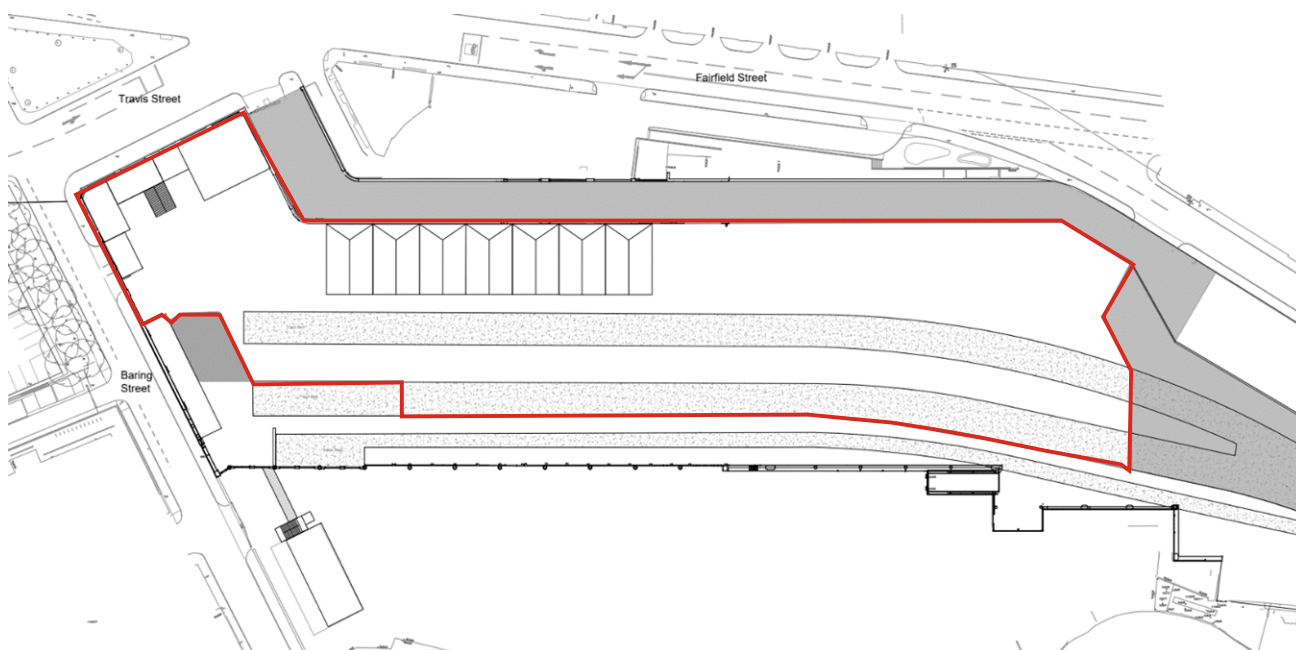


Figure 1 – Site Application Boundary

- 2.29 The Site is above the existing Mayfield Depot located at the heart of Manchester City Centre, adjacent to Manchester’s main transport hub; Manchester Piccadilly Station and Piccadilly Metrolink stop. It is therefore highly accessible to and from the rail and tram infrastructure, providing frequent links to regional and national transport destinations, and is adjacent to the Inner Ring Road that provides vehicular access.
- 2.30 The Site is bound by Baring Street, Travis Street and Fairfield Street. The land south of the Mayfield Depot is currently being developed to create the Mayfield Park (planning application ref. 124972/FO/2019), which is expected to be operational and open to the public by September 2022.

Environmental Designations

- 2.31 The Site is not within a Conservation Area and does not contain any listed buildings or structures. The nearest designated heritage asset is the Star and Garter Public House (Grade II listed) to the north of the Site (c. 0.2 miles), however it will not be affected by the proposals. The temporary structures on site will generally be set back from the edge of the Mayfield Depot and will be largely screened by the existing walls of the Depot roof area and parapet.

- 2.32 Other nearby designated heritage assets include Piccadilly Station (Grade II) and the London Road Fire Station (Grade II*).
- 2.33 The Site is located within Flood Zone 1 and is not at risk of flooding due to being located on the roof of the Mayfield Depot.
- 2.34 The nearest Site of Special Scientific Interest (SSSI) is the Rochdale Canal which is 300m distance from the site. There are no Special Areas of Conservation (SACs) within 1.5km of the Site.

Site Accessibility

- 2.35 The Site is in a highly accessible location that can be accessed by a choice of transport options:
- **Pedestrian:** given the city centre location of the Site, pedestrian accessibility to the surrounding area is very good. Manchester Piccadilly Station is in close proximity and pedestrian infrastructure in the vicinity of the Site is good with pedestrian crossings on Fairfield Street, providing access to Piccadilly Station, where the majority of visitors will travel to and from.
 - **Cycle:** Cycling is an increasingly popular mode of transport and is an effective mode for short trips. The online cycle map of Greater Manchester indicates that there are a number of designated cycle routes in close proximity to the site, including a route along Fairfield Street. The Bee Network and cycle hire (Beryl Bikes) are located at Piccadilly Station.
 - **Metroshuttle:** all three Metroshuttle services commence and end their journey at Piccadilly Rail Station, which is situated approximately 0.3 miles from the Site. Metroshuttle buses provide convenient access to major activity centres in the City. They run on a 15-minute frequency and are free.
 - **Train:** Piccadilly train station is a 4-minute walk from the Site and provides access to local, regional and national destinations on a frequent basis.
 - **Metrolink:** the existing Metrolink services currently cover a broad area of Manchester and its outlying districts. Piccadilly is the closest Metrolink stop to the Site and is accessible within a 4-minute walk. Metrolink services provide frequent services until midnight Sunday to Thursday and until 1:00am on Friday and Saturday.
 - **Bus:** significant bus services are available within a short walk of the site. Notably, there are services (Routes 147, 219, 221) that operate along Fairfield Street. All other regional bus routes run to and from Piccadilly Station and Piccadilly Gardens to destinations across Greater Manchester.
- 2.36 In summary, the Site is highly accessible by a range of sustainable transport modes that are available for both staff and guests once operational. The key material planning considerations associated with access and transport to and from the venue are set out in detail in Section 4 of this report.

Planning History

- 2.37 In recent years, several applications for temporary Planning Permission have been submitted for uses within the Mayfield area. Underneath the Proposed Development, Depot Mayfield is currently being operated by Broadwick Live as a mixed-use cultural destination and Freight Island, which provides an event space and food and beverage offering (LPA Reference: 123728/FO/2019).
- 2.38 In addition to these applications, Phase 1 of the Mayfield development was granted planning permission in February 2020 and comprises two office buildings, a multi-storey car park and the Mayfield Park (LPA Reference: 124972/FO/2019 and 125248/FO/2019). These permissions have now been implemented and the park is due to complete in September 2022.

3. Development Proposals

Introduction

- 3.1 The description of development as stated within the application form for Full Planning Permission for a temporary period is as follows:
- “Temporary change of use for a three-year period related to the rooftop area of Mayfield Depot to Sui Generis use to allow for use as a cinema, event space and ancillary leisure uses, with supporting food and beverage offer, including access provision and associated works.”*
- 3.2 The application proposals will complement the Depot Mayfield during the remainder of its temporary change of use application (planning application ref. 123728/FO/2019). Co-ordination between events taking place at Depot Mayfield, Freight Island and Backyard Cinema has been set out in this application, namely within the Event Management Strategy.
- 3.3 Additionally, the application will complement the completion of the Mayfield Park, which is due to finish construction and open to the public in September 2022 (planning application ref. 124972/FO/2019). Further details on the design are set out below and details are provided in the Design and Access Statement, prepared by Broadwick and submitted in support of this application.

Design

Overview

- 3.4 The Proposed Development on the Mayfield Depot rooftop will comprise a temporary flexible leisure space, primarily for cinema uses, with ancillary food and beverage offering and outdoor and indoor seating. The rooftop space will be separated into two areas. Area A will be operated as an indoor rooftop cinema and event space with a small food and beverage offering during screenings or events when the cinema is not in use. Area B will be utilised as an events or theatre space, allowing for further events, temporary exhibitions, or seasonal activities.
- 3.5 The proposals will be primarily housed in a series of temporary structures that align with the existing roofline of the Mayfield Depot to limit the visual impact from nearby locations. These covered areas will be housed on the former Mayfield Depot structures that exist on site, with an additional free-standing temporary structure that will house the event and cinema space to be introduced. Details are provided in the Design and Access Statement prepared by Broadwick and, in summary, will adopt a Trimapanel external wall panel system.
- 3.6 There will also be covered seating areas for guests adjacent to a small food and beverage concession area on the rooftop. There are also supporting back of house areas for members of staff, with two separate W.C areas that are easily accessed from the cinema and food and beverage seating areas respectively.
- 3.7 Beyond the cinema demise, an area of the roof has been allocated for further potential temporary events. Typical events may include an ice-skating rink in winter months or an outdoor pop-up park day-time event venue during the summer months. The details of activity taking place in this area will be secured by way of condition, but will wholly operate within the ambit of the uses proposed in this application.

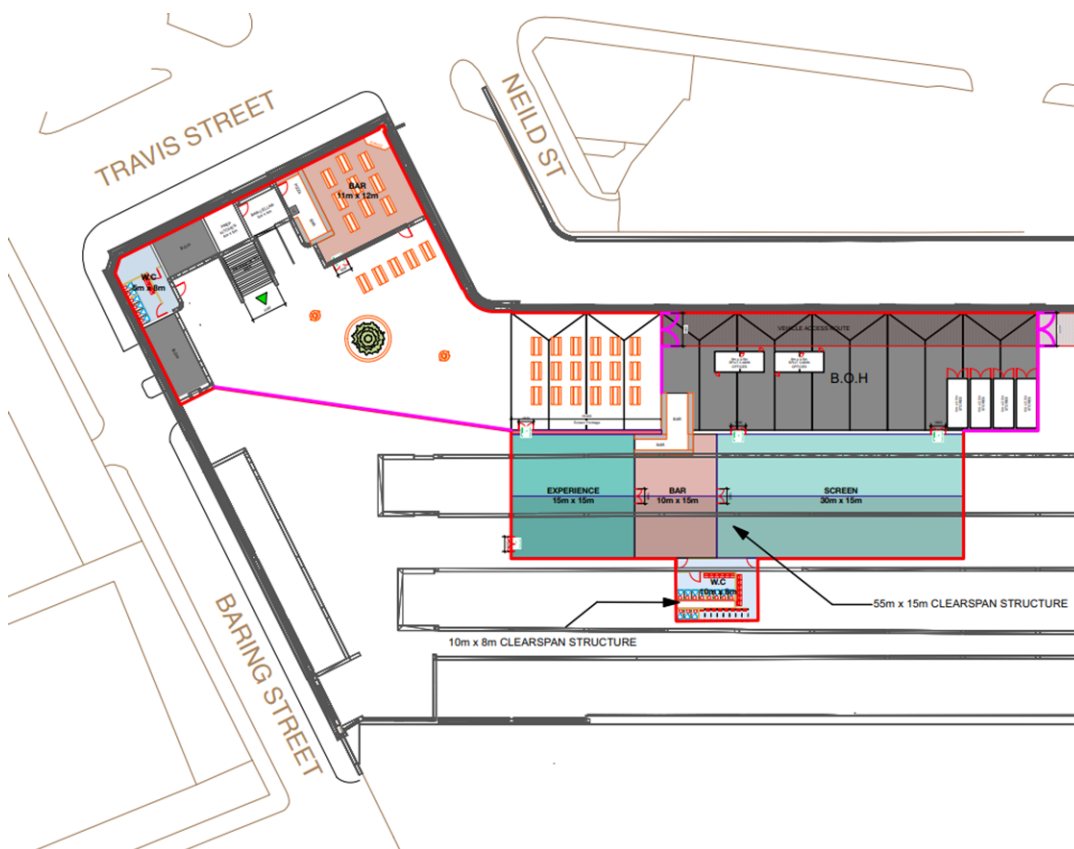


Figure 2 – Proposed Site Plan (Roof Level)

Use and Amount

- 3.8 It is expected that the depot temporary operation will have a capacity of up to 1500 across the whole platform area, with an internal seated capacity within the cinema of 330. The external areas on the Mayfield Depot Roof will provide seated spaces for up to 200 seated covers, which will be utilised to serve guests before and after shows.
- 3.9 The types of events, as detailed in full within the Event Management Strategy prepared by Broadwick Live, will include cinema, corporate events, theatre, food and beverage offerings and other performance-related activities. There is also a further area (Area B) identified on the planning drawings that could be used for events or exhibitions. This Application proposed that the details for this area are secured by way of planning condition, setting out details of access and use of the facility.
- 3.10 Some events will be ticketed, whilst others will be open to the public for free, however visitor numbers will be monitored and managed by staff to manage access and ensure that the proposals do not exceed capacity.

Layout and Access

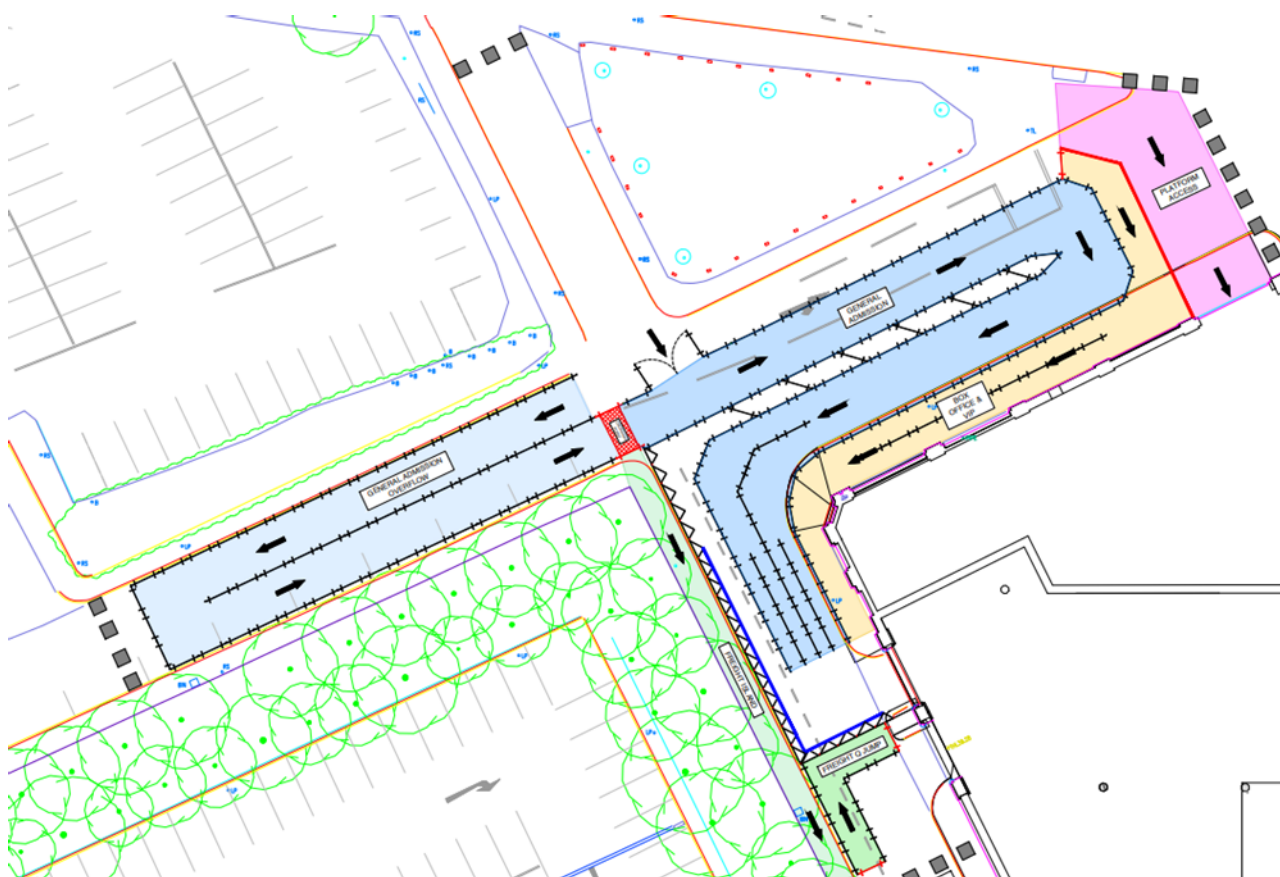
- 3.11 The proposed layout of the rooftop space comprises access via Travis Street leading through to a stairwell that provides access to the rooftop areas. Alternative vehicular access is provided by the existing railway access ramp Travis Street, which will be used on an ad hoc basis for deliveries. All deliveries will generally be co-ordinated via the main Mayfield Depot and Broadwick Live operations and Network Rail, who occasionally need to use this access ramp.
- 3.12 Depot Mayfield is working with the organisation Attitude is Everything to implement improvements appropriate for the meanwhile venue. For those guests with accessibility needs (e.g. the elderly, those with prams or other equipment, or with any other accessibility needs) guests enter in the same entrance as all others and a fully DDA compliant stairlift will be provided from ground level up to the Depot rooftop area. All

staff will be trained to use the equipment to be used to provide access to the rooftop for guests with additional accessibility needs. Full details of the stairlift are provided in the Design and Access Statement submitted with this application.

- 3.13 An accessible toilet will be provided via level access from the cinema and events space.

Safety and Security

- 3.14 The detailed Event Management Strategy, prepared by Broadwick Live and submitted with this application, sets out specific measures for how the Proposed Development will be managed from a security perspective in line with their own protocols and through previous liaison with Greater Manchester Police. These measures include how security staff will operate, access and ticketing admission procedures, protocol for closing time and CCTV security.
- 3.15 At peak periods of activity, for example when Freight Island, the Depot and the cinema are in operation, Travis Street will be closed off to general traffic. This allows for a series of routes to be provided to access the different areas of the venue, as highlighted in the figure below. There is a dropped kerb within the platform access area to allow for DDA compliance.



Operation

Hours of Use

- 3.16 Regarding hours of operation, the following hours are applied for as part of this application, which is reflective of the part indoor and outdoor use, and consistent with the operating hours for Freight Island outdoor areas:

- Monday -Thursday: 16:00-00:00

- Friday - Saturday: 10:00-00:00
- Sunday 10:00–22:00

- 3.17 Please note consideration of a dispersion period is not included within the times stated above, as some screenings may end after midnight. However, all guests at this point will be located internally to manage the noise impact associated with the venue at this time of night.
- 3.18 Regarding non-cinema events taking place in the Proposed Development, it is considered that events will be fully closed with all guests dispersed by 2am. These would take place Thursday, Friday, Saturday and occasionally on Sunday. Access to external areas will be controlled by the details set out in the Event Management Strategy prepared by Broadwick.

4. Planning Policy

- 4.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 states:

“If regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise”.

- 4.2 This Section sets out the planning policy framework against which this proposal has been assessed.

- 4.3 Consideration has been given to national and local planning policies, as well as other policies and guidance that represent material considerations.

National Planning Policy

- 4.4 The National Planning Policy Framework (NPPF) (revised version published July 2021) articulates the priorities of the Plan for Growth within planning policy.

- 4.5 At the heart of the 2021 revised NPPF lies the ‘presumption’ in favour of sustainable development, which supports proposals that are in accordance with policies in an up-to-date Development Plan. Sustainable development is about positive growth – making economic, environmental and social progress for this and future generations.

- 4.6 The NPPF states that ‘the purpose of the planning system is to contribute to the achievement of sustainable development’ (paragraph 7). It summarises the objective of sustainable development as meeting the needs of the present without compromising the ability of future generations to meet their own needs.

- 4.7 The purpose of the planning system is to achieve sustainable development. Paragraph 8 of the NPPF states that to achieve this, there are three overarching objectives, which need to be pursued mutually.

- 4.8 The economic role should contribute to sustainable development by building a strong, responsive, and competitive economy and ensuring a sufficient amount and right type of development to support growth. The social role is required to support communities by creating a high-quality built environment with accessible local services to reflect the needs of the community. The environmental role should protect and enhance the natural, built and historic environment. The key tenets of the NPPF are set out below.

Building a strong, competitive economy

- 4.9 The NPPF states that planning decisions should help create the conditions in which businesses can invest, expand and adapt and that significant weight should be placed on the need to support economic growth and productivity. The use of previously developed land, and sites that are physically well-related to existing settlements, should be encouraged where suitable opportunities exist.

- 4.10 The Proposed Development provides an additional event venue in Manchester for cultural experiences and will support the current cultural industries in the city. The proposals will ensure that this easily accessible, previously developed land is used more regularly for a wide range of economically active uses with a specific emphasis on creative and leisure uses. It will offer a catalyst for future permanent uses to come forward on wider Mayfield regeneration area.

Town Centre Uses

- 4.11 The NPPF seeks to protect the vitality of town centres and provides a framework for Local Planning Authorities to assess applications for main town centre uses. The Site is within Manchester City Centre boundary as defined on the Council's Proposals Map.
- 4.12 The range of uses will vary between food and beverage and leisure uses, which fall within the definition of main town centre uses as detailed in the NPPF. As such, the proposed uses are in-centre for the purpose of the definition in the NPPF and therefore these uses fully comply with the policies in the NPPF and are not subject to the sequential or impact assessment.

Promoting healthy and safe communities

- 4.13 The NPPF promotes healthy, inclusive and safe communities which promote social interaction; are safe and accessible; and enable and support healthy lifestyles. Additionally, the NPPF states that the social, economic and environmental benefits of estate regeneration should be considered, and local planning authorities should help to deliver estate regeneration to a high standard.
- 4.14 The Proposed Development supports healthy and safe communities through the creation of an important community asset for local organisations and the public. The activation of the Depot rooftop area, alongside the footfall attracted to the Site by the Mayfield Depot and the Mayfield Park, will ultimately create a safe and well used environment. In combination, any free events due to take place will create an inclusive and socially interactive venue for the city and is considered imperative to its success.
- 4.15 Additionally, the continued meanwhile activation of the Site continues to improve Mayfield's profile and helps to improve the viability of the comprehensive and long-term redevelopment through helping to realise the vision of these ambitious plans.

Promoting sustainable transport

- 4.16 The NPPF seeks to ensure that all development proposals include appropriate opportunities to promote sustainable transport modes; provide safe and suitable access for all users; and, have no significant impacts on the transport network which cannot be effectively mitigated to an acceptable degree.
- 4.17 The proposals do not include any car parking, therefore staff and visitors will be encouraged to use the closely located public transport options. This will reduce the impact of the development on the local highway network by reducing reliance on the private car as a mode of transport. Taxi services are available from Piccadilly if guests require them. Cycle parking provision is offered within the Mayfield Park and within the Mayfield Depot.
- 4.18 Due to the hours of operation, all public transport options will remain available when the uses finish, and most of the city centre's later night uses will remain open and are within walking distance of the Site. This will help to create a staggered leaving process and will not put undue pressure on the local highway or public transport network.

Making effective use of land

- 4.19 The NPPF promotes and supports the development of under-utilised land and buildings to make as much use as possible of previously developed or brownfield land.
- 4.20 As previously mentioned, the proposals will activate a Site that would otherwise be underutilised and will attract visitors to the area due to its extensive cultural offer and city centre location. This will provide a meanwhile activation of this key part of the Site whilst work is on-going to bring forward permanent redevelopment in this area.

Achieving well-designed places

- 4.21 The NPPF seeks to create high quality buildings and places that promote health and well-being, with a high standard of amenity for existing and future users. Developments should establish a strong sense of place and be sympathetic to local character and history. Additionally, the framework emphasises the importance of including local communities in the design process so that developments reflect local aspirations.
- 4.22 The proposals will create a further high quality cultural venue in Manchester with supporting facilities to reflect the continuous improvement of the Mayfield area. Appropriate acoustic mitigation and ventilation are proposed as part of the temporary structures to ensure internal comfort levels and ensure that any noise emanating from the site will be reduced in line with Environmental Health’s noise reduction requirements against background noise levels. This is set out in the acoustic report provided by dBx Acoustics and described in more detail below.

Local Development Plan Policies

- 4.23 The Site is situated within the administrative boundary of Manchester City Council. The Local Development Framework (LDF) is a collection of statutory Development Plan Documents (DPDs) that together set out the vision and spatial strategy for the future development of Manchester. Within this context, the Development Plan comprises:
- Manchester Core Strategy (2012);
 - Manchester Proposals Map (2012);
 - Guide to Development in Manchester Supplementary Planning Document (2007); and,
 - Saved Policies of the Manchester Unitary Development Plan (2005).
- 4.24 The Unitary Development Plan was adopted in July 1995. Alongside the adoption of the Core Strategy in 2012 significant proportions of the UDP have been replaced, however several policies were saved and remain extant.
- 4.25 The Core Strategy was adopted on 11 July 2012. It sets the overall strategic direction for planning in Manchester over the plan period from 2012 to 2027. The policies of the Core Strategy establish where major development and other forms of investment should be to be sustainable, meet local needs and take full advantage of opportunities.
- 4.26 All new developments should have regard for the specific issues set out in Policy DM 1. This ensures that all new developments contribute to the overall aims of the Core Strategy. The issues include protection of amenity and local character, environmental standards, and practical matters such as access and safety.
- 4.27 The Core Strategy provides a range of policies that seek to ensure a vibrant City Centre. The Site is located within the City Centre and therefore policies CC1-CC10 of the Core Strategy can apply. The policies that relate to a proposal of this type and scale are set out below.

City Centre Policies

- 4.28 Policy CC1 seeks to provide a range of economic development uses in the City Centre, particular encouragement and support for development near to Piccadilly Station is provided in this Policy. On this basis, the proposals support the objectives and policy requirements set out by CC1 through supporting a range of economic development in Mayfield within the City Centre.
- 4.29 Policy CC4 recognises that the City Centre will be the focus for tourism, culture and leisure. Development that improves facilities for visitors, including Manchester residents, will be supported. On this basis, the

proposals support the policy objective of CC4 as it will add to the established and growing cultural offer at Mayfield, which is also set to deliver a new park in September 2022.

- 4.30 Policy CC7 encourages mixed use development where possible. Policy CC8 focuses on change and renewal in the City Centre. Developments which make significant contributions to the City Centre’s role in terms of employment and retail growth, or which improve the accessibility and legibility of the Centre will be supported. The proposals make a direct contribution to the ongoing change and renewal of the Mayfield Strategic Regeneration Area and will support the delivery of a truly mixed-use development that combines retail, leisure, public spaces and commercial activity.
- 4.31 Policy CC10 seeks to create places that are accessible and attractive to everyone. The temporary reactivation of this part of the Site will be carefully sited to minimise the amount of visual impact from street level. The proposals are fully accessible, with step free access and DDA compliant W.C areas and changing facilities for children within these W.Cs.

Environmental Policies

- 4.32 Core Strategy policy EN1 expects developments to utilise opportunities for good design to enhance the overall image of the City. The Proposed Development is of a high-quality design and makes the best use of the Site by providing a flexible structure for a range of possible uses, in accordance with the expectations of the Core Strategy policy.

Development Management Policies

- 4.33 Policy DM1 of Manchester’s Core Strategy sets out the key issues that should be considered when assessing all development proposals. Appropriate attention has been provided and measures taken to address all the relevant issues set out in Policy DM1. More specifically consideration was given to the prevention of crime and disorder, neighbourhood amenity (including noise, ventilation extraction, smoking policy, litter and refuse, and toilet provision), and access, as set out below:
- **Prevention of Crime and Disorder** – The operators are in regular consultation with Manchester City Council Licensing department and Greater Manchester Police. Security for the events will maintain order prior to, during, and after the event, which is set out in the Event Management Strategy.
 - **Neighbourhood Amenity** – to ensure that the proposals do not have an undue impact on the local neighbourhood amenity, background noise surveys have been undertaken to determine the atmospheric noise conditions around the Site. This is supplemented by long term noise logging and monitoring data, as described in this Section.
 - **Smoking Policy** – there will be a dedicated smoking area on the external area of the Depot Rooftop with bins provided.
 - **Litter and Refuse** – will be co-ordinated with the Depot waste collection, with dedicated bin storage area provided at roof level allowing for separation of waste streams. A Waste Management Strategy and Waste Access Plan has been submitted to confirm the arrangements for the collection of waste.
 - **Toilet Provision** – two toilet blocks will be provided for the cinema area and for the F&B area on the Depot Rooftop level as identified on the submitted planning drawings.
 - **Ventilation** – requirements for the cinema and event space internal areas will be supported by air conditioning for necessary heating and cooling. The F&B space will have a kitchen extract fan but will also be sufficiently naturally ventilated.
 - **Access** – the Site is located at the heart of Manchester City Centre, it is extremely accessible to and from the rail and tram infrastructure provided at Piccadilly Station and is adjacent to the Inner Ring Road, providing vehicular access. There is no parking on site therefore patrons and staff will be provided with

details of local car parks and public transport options, which is also detailed in the Event Management Plan submitted with this application. Cycling parking is available and the access to the roof is DDA Accessible through a dedicated and / or managed route.

Summary of compliance with the Development Plan

- 4.34 The application proposes a mix of uses, in full compliance with the City Centre policies in the Core Strategy. The flexible cinema and event space will build on the previous success of the Mayfield temporary events spaces and will attract a wide range of visitors from Manchester and the wider Region.
- 4.35 The proposal will re-use a Site that would otherwise be vacant for a variety of uses and fully complies with the Council's aspirations in relation to the regeneration of the Mayfield area.

Other Material Considerations

- 4.36 This section identifies and summarises the key site-specific planning considerations relevant to the determination of the application.

Event Management

- 4.37 An Event Management Strategy has been prepared by Broadwick Live for the temporary use of the Depot Rooftop. This document sets out a strategy for the curation and management of events and activities at the Site.
- 4.38 A comprehensive event management strategy, to enhance visitor experience and mitigate potential effects on local residents and business are integral to the successful operation of the venue. The Event Management Strategy document provides detail of the measures that will be implemented in the management and maintenance of the venue. The measures included in the strategy in relation to noise, waste management, servicing, event set up and visitor egress will minimise any impact on neighbouring sensitive receptors.

Noise

- 4.39 The Site is located within the City Centre, by virtue of its location background noise is predominantly generated by road traffic and the train line. Therefore, with the mitigation proposed it is not anticipated that the proposal will have a significant impact on surrounding neighbouring sensitive receptors over and above that expected within a City Centre location.
- 4.40 Appropriate limits for noise emissions have been set for the various areas on the Mayfield Depot rooftop and this will be adhered to. These limits are set out in detail within the supporting Noise Report prepared by dBx Acoustics. This confirms that the noise from the proposed use can be sufficiently mitigated in line with MCC's Planning and Noise Technical Guidance (2022).
- 4.41 Post-mitigation testing is likely to be required to ensure that the development is in line with the prescribed limits. This will be secured by way of planning condition and should be provided within 1 month of operation of the development, subject to approval.

Transport

- 4.42 Core Strategy Policy CC5 notes that developers should work with public transport providers to ensure that all users are able to access development by sustainable means, especially taking account of times when developments are likely to be the busiest. Policy T2 outlines that the Council will actively manage the pattern of development so that new development is located to ensure good access to the City's main economic drivers, is easily accessible by walking, cycling and public transport and that appropriate levels of car parking are provided.

- 4.43 There are a range of sustainable travel choices available to both employees and visitors to the Site. Several initiatives have been identified to influence and encourage the adoption of sustainable transport choices. The measures consider the requirements of the individual businesses, the access factors relevant to the Site, and reflect the temporary nature of the proposed development.
- 4.44 The Depot has and will continue to be used for a variety of land uses and types of activity that could be considered special events. The Site benefits from extensive public transport options offered by its City Centre location including the proximity to the train, Metrolink and bus services.
- 4.45 It is also well located for walking and cycling trips, which would particularly be attractive for people coming to an event during or after their working day in the city centre, rather than waiting for public transport. Beryl Bikes are also located nearby at Piccadilly Station that are available for low-cost hire and will seek to connect areas across the city moving forward. At the time of writing, cycle parking spaces are only provided within the Oxford Road Corridor.
- 4.46 The licensed cab rank at Piccadilly also mean that cabs are an option. A limited number of events proposed by this application will continue beyond 23:00. The impact of the use of the for temporary events is not considered likely to generate unacceptable transport impacts. Site accessibility is described in more detail in Section 2 of this Report.

Servicing and Waste

- 4.47 Servicing and waste for the Depot rooftop area will take place in a co-ordinated manner with the activity taking place in the main Depot area below, which has dedicated waste storage facilities and collection points. As much as possible, the development will use only recyclable waste with some food waste requirements. These waste streams are identical to that of Freight Island, making it more straightforward to co-ordinate the two areas.
- 4.48 A waste and servicing access plan is provided with the application to demonstrate the potential routes that the waste collection will require to co-ordinate with the Mayfield Depot. A Waste Strategy is also provided by Al Waste, which will be adhered to during the operation of the Proposed Development.

Ventilation

- 4.49 The food and beverage offer will be at an upper level and will be naturally ventilated to alleviate any ventilation requirements. However, additional smoke filters may be needed for hot food preparation areas depending on the vendor type. Regarding the internal cinema and event areas, the ventilation requirements will be met through AC equipment to ensure that the internal temperature can be controlled. These will be limited in terms of noise in line with the acoustic report.

5. Conclusions

- 5.1 This Statement accompanies an application for Full Planning Permission submitted by Mayfield General Partnership Limited for a temporary flexible event space on the rooftop area of the Mayfield Depot to be operated by Backyard Cinema and Broadwick Live.
- 5.2 The proposals are in line with the adopted Mayfield SRF (2018), which identifies temporary activity in the area prior to permanent redevelopment.
- 5.3 The proposals will provide cinema uses, with some live theatre and other performance-related events, in addition to a supporting food and beverage offering. These will not be late night uses and will typically end at midnight on Friday and Saturday night, with some events taking place slightly later.
- 5.4 A flexible external event space is also proposed to the east of the temporary structures that may be used for ad-hoc events that will typically be daytime and evening, seasonal (e.g. an ice-rink or food/drink market), or more permanent exhibitions and galleries related to audio, visual or performance art. The details of this space will be submitted by way of condition prior to operation.
- 5.5 The proposal will deliver significant and genuine public benefits for Manchester and the wider City Region, in the context of its adopted economic, regeneration and planning objectives. The proposals will form a key part of the meanwhile activation of Mayfield and subsequently make an important contribution to the objectives of the region by making Manchester an even more attractive place to live and invest
- 5.6 The proposals are in accordance with, and positively contribute to, the aims of planning policy at national and local levels, including the National Planning Policy Framework, the adopted Manchester Core Strategy and Supplementary Planning Documents.
- 5.7 The proposals merit the support from the Council and grant of Planning Permission.

Deloitte.

Real Estate

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