

Statement of Community Engagement

One Medlock Street, Manchester

October 2022

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1. Executive Summary

- 1.1 This Statement of Community Engagement (SCE) has been prepared by Turley on behalf of Premier Inn Hotels Limited and Dominvs Group, and reports the pre-application consultation undertaken for a proposal comprising office, purpose-built student accommodation (PBSA) and flexible community use at One Medlock Street in Manchester.
- 1.2 The applicant sought to deliver a comprehensive consultation process which demonstrated a wide-reach and the opportunity to provide feedback prior to the submission of a planning application to Manchester City Council.
- 1.3 Overall, the consultation with the local community demonstrated a wide-reach and included:
- Briefings to ward councillors in Deansgate and Hulme wards of the City.
 - Awareness raising through 2,800 leaflets posted out to local residents.
 - Approximately 1,000 visits to the consultation website.
 - Around 900 linked clicks through to the consultation website from the social media advertisements.
 - A live webinar with 8 attendees, with the recording of the webinar watched a number of times on the website.
- 1.4 From this wide-reaching awareness raising and engagement activity, a small number of consultees – only 10 in total, provided written feedback. Several recurring themes have emerged through the consultation process as presented below:
- **Principle of development** – clarity around the potential contribution of the scheme to the First Street Regeneration Area and thought around for the need for student accommodation in the area, as well as the potential to deliver social housing.
 - **Design** - one respondent sought clarity on our justification for building height and form of building design which is aligned with the principles contained in the First Street Development Framework and one respondent asked about the potential to include a green roof to connect the two buildings.
 - **Community** – one respondent stated their perception of drug crime in the area and the impact of students on this issue, one asked about noise within the communal areas of the buildings and clarifications on the opportunity to provide public art.
 - **Transport movement and access** - one respondent expressed a preference around linking into cycleway provision at the recently upgraded Mancunian Way with one other asking about parking and traffic.

- **Technical issues** – one respondent asked about making the design of the building more slim-line to allow sunlight through and one asked more about potential wind impacts.
- **Construction** - a question was asked about the construction programme and speed of delivery.

1.5 All feedback received has been considered and analysed in this Statement of Community Engagement, with more detail provided in the Applicant Response at Chapter 5.

2. Introduction

- 2.1 This Statement of Community Engagement (SCE) has been prepared by Turley on behalf of Premier Inn Hotels Limited and Dominvs Group.
- 2.2 This SCE forms part of a planning submission for a mixed-use, office-led and purpose-built student accommodation (PBSA) scheme in place of the current Premier Inn building at One Medlock Street, Manchester.
- 2.3 Further details are provided in the accompanying technical reports submitted as part of the submission. This SCE should be read alongside these other technical documents.
- 2.4 The SCE provides a detailed record of the consultation activities that have taken place, the feedback received during the consultation period and how this has been considered as part of the preparation of the submission.
- 2.5 Premier Inn Hotels (Premier Inn) is the UK's largest hotel chain with over 800 hotels, comprising more than 80,000 rooms, who own the One Medlock Street site. Premier Inn is owned by Whitbread PLC, alongside a number of national restaurant brands including Beefeater, Brewers Fayre, and Bar + Block.
- 2.6 Outside of the UK, Whitbread's expansion plans are focused on Germany and Ireland. Whitbread has an open and committed pipeline of 14,000 hotel rooms across 80 hotels in Germany, with a line of sight to around 60,000 rooms, as it works to grow Premier Inn into the number one budget hotel operator in the country.
- 2.7 In the UK, Premier Inn are seeking out opportunities to invest in and contribute to the ongoing regeneration of town and city centres to deliver high quality developments that attract tourists and workers, which in turn support local economies. More than 30,000 people work for Premier Inn in the UK.
- 2.8 Dominvs Group is a family-owned property development platform built on the principles of forming relationships, operating with integrity, exploring opportunities and ideas and making them a reality. Dominvs have built themselves as a family group from the ground-up, are self-funded and personally own each development site, enabling the delivery of tangible and collaborative outcomes for existing and new communities, that are supported through their philanthropic activities.
- 2.9 Dominvs provide a diverse range of developments, with over 2,000 units across Manchester, Aberdeen, Milton Keynes, Oxford and City of London. With a further pipeline of over 4 million square feet across the UK, with recent approvals for PBSA development in Holborn and Hammersmith. In addition to nationwide projects, Dominvs have a regional housebuilding business which is addressing house supply issues in Kirklees and Yorkshire with high quality homes.
- 2.10 A core principle of the Group is drive and provide genuine benefits to the communities they operate within, with strong social values working with private, public and voluntary sectors to support the delivery of local job opportunities, promoting wealth

and championing the local economy. Social value is embedded in every development from the planning process, throughout its lifetime.

Site context and vision

- 2.11 The site is located at One Medlock Street and is within Manchester City Council's First Street Central Area of the First Street Development Framework (updated 2020 which supports a 'commercially-led' proposal for the site.
- 2.12 The site's strategic location within the wider regeneration context within this area of the city centre provides the opportunity to deliver high quality new buildings and public realm proposals in support of the design principles set out within the Development Framework including to:
- Locating the site entrance onto Medlock Street to develop active frontage and enhance the townscape from the Mancunian Way roundabout.
 - Enhancing north south connections to improve connections between the city and Hulme and continuing the avenue of trees proposed by the adjacent development.
 - Enhancing east-west links along River Street, improving public realm, as well as an area of public space to address River Street.
 - Considering a generous set back from existing apartments to the north.
 - Development height should step up to the south to respond to the urban scale of development to the Mancunian Way.
 - The office building should address and complement the accommodation and public realm to be created within the One City Road site.
 - Promoting sustainable modes of transport aligned with the Manchester Climate Change Framework 2020-2025.
 - Designed to meet or exceed planning requirements of BREEAM 'Very Good'.
- 2.13 The vision for the site is for a commercially-led, flexible and sustainable mixed-use development to attract and retain the best talent within Manchester City Centre.
- 2.14 This includes 36,494 sq m flexible Grade A office floorspace across 13 storeys, designed for the current and future occupier market, alongside high-quality, professionally managed and purpose-built student accommodation, which is well located for both the University of Manchester and Manchester Metropolitan University. High quality public realm and landscaping and ground-floor flexible commercial spaces would also help to support the placemaking vision.
- 2.15 The proposals therefore support emergence of a 'neighbourhood of choice', providing the ultimate experience of working, living and studying near to the City's Universities and on the doorstep of its area's cultural and social offer.

Consultation activity overview

2.16 The pre-application consultation stage delivered a programme of engagement and awareness raising with the following stakeholders:

- Manchester City Council (MCC);
- Deansgate ward councillors;
- Hulme ward councillors; and
- Local residents.

2.17 To ensure all relevant stakeholders and local residents had the opportunity to view and comment on the proposed plans a number of engagement methods were used, including:

- Pre-application discussions with MCC officers.
- Information shared with key local stakeholders, along with invitations to briefings.
- Distribution of promotional material, including leaflets delivered to 2886 addresses neighbouring the site
- Hosting a dedicated project website with various contact methods, including a Freephone telephone number and direct email address, Frequently Asked Questions (FAQs) section and registration form for updates.
- Hosting a live webinar and Q&A event, which was recorded and shared on the project website.
- Geo-targeted and interest-targeted social media adverts on Facebook.

Summary of feedback

2.18 Despite demonstrable awareness raising of the scheme through the activity outlined, a low proportion of written feedback was received in return. However, as a whole feedback was received through a number of the digital channels more informally via the project social media posts and webinar questions. This has led to a range of feedback posing questions and comments relating to the development proposals which have been organised under themes and considered by the project team in preparing the application.

2.19 Responses to the feedback received has been considered by the project team and are presented in Chapter 5 of this report.

Policy context and approach

2.20 In considering the approach to pre-application consultation on the scheme, the Applicant considered both national and local policy and guidance. Early engagement on

the scheme with officers and local ward councillors also provided the opportunity to discuss the approach to consultation and seek their feedback.

National Planning Policy Framework (2021)

- 2.21 The revised National Planning Policy Framework (July 2021) (“the Framework”) sets out that the planning system should be a collective enterprise with the purpose of helping deliver sustainable development. The Framework places an emphasis on community involvement as an important part of the planning application process.
- 2.22 Paragraph 39 specifically promotes early pre-application engagement and the front-loading of consultation and explains that applications that can demonstrate effective pre-application engagement should be favoured over those that cannot. The purpose is to better coordinate public and private resources and help identify issues that can be resolved at the pre-application stage. In addition, paragraph 41 states that as a result, the outcomes for the community are improved and the planning system is able to function more effectively and efficiently.
- 2.23 As set out in this Statement, comprehensive community engagement has taken place prior to the submission of the planning application, in full accordance with guidance set out within the Framework.

Manchester City Council Statement of Community Involvement (2018)

- 2.24 The Planning and Compulsory Purchase Act (2004) requires Local Planning Authorities to produce a series of policy documents including a SCI. Manchester City Council sets out its expectations for pre-application engagement in its SCI from 2018.
- 2.25 For major applications, it is recommended that engagement includes such measures as:
- Letters sent to residents and businesses in nearby streets telling them what is proposed, how they can get more information and how they can give the developer their views
 - Consultation events with the local community
 - A dedicated website
 - Coverage in local newspapers.
- 2.26 In addition to the guidance provided at a national and local level, the applicant’s approach to consultation reflects the values of Dominvs Group as a socially conscious and responsible developer. The objectives of the consultation were therefore developed to:
- Ensure a locally responsive and bespoke strategy for consultation involving local stakeholders and the community early in the process.
 - Meet, and where possible exceed, the expectations for pre-application consultation set out nationally and locally set out in policy and best practice.

- Provide inclusive and accessible opportunities to provide feedback on the plans through a mix of digital (website, webinar and social media) and more traditional methods of consultation (i.e. leaflet mailing).
- Encourage genuine opportunities for feedback through providing a range of methods of feedback, considering all feedback received during the pre-application process.
- Committing to ongoing engagement through the planning process through to construction with local stakeholders to build long-lasting relationships. The consultation activity undertaken to support this approach is set out in the following section of the report.

3. Stakeholder engagement and community consultation activity

- 3.1 Details of the stakeholder engagement undertaken is detailed under the sub-headings below.
- 3.2 Early engagement with key stakeholders led to a 'digital first' approach for the wider consultation process.

Pre-application discussions with Manchester City Council (MCC) Officers

- 3.3 Pre-application discussions have been held with MCC, through a series of meetings with MCC Officers. The principal areas of discussion during these meetings have included:
- Planning policy, including the need for the proposed development uses (office and student accommodation)
 - Design and Landscape
 - Highways and traffic movement
 - Stakeholder Engagement
- 3.4 The pre-application advice received throughout has informed the finalisation of the development proposals and the final application submission.
- 3.5 Further details are provided in the supporting Planning Statement and Design and Access Statement, which accompany the planning application.

Engaging with key stakeholders

- 3.6 Prior to contacting local residents, the applicant contacted key stakeholders via email (on Thursday 1 September 2022) to introduce the scheme and offer a briefing on the proposals.
- 3.7 A number of stakeholders were identified early on in the process as being key in the development of the proposals and were invited for a briefing. These included:
- Deansgate ward councillors
 - Hulme ward councillors;
 - Lucy Powell MP (briefing offered but not taken up).
- 3.8 A meeting was held with two of the Deansgate Ward Councillors on Wednesday 21 September 2022. At this meeting, the scheme was presented by the project team and an opportunity provided for the councillors to ask any questions and provide feedback. Feedback on the office element of the proposal neutral. The discussion centred on

themes relating to the PBSA building, namely around the justification for building height, potential impact on neighbouring residents in City South to the North as well as management of the building. Local connections were supported as well as the public realm scheme.

- 3.9 A meeting was held with one of the Hulme ward councillors on Friday 16th September. The discussion was centred on themes relating to local job creation, opportunities for apprenticeships, technical details around the scheme design including questions around sunlight (namely on Bentley House) and opportunities for public realm and greening to help with local air pollution issues
- 3.10 The community consultation area was also shared with both Deansgate and Hulme ward councillors for their information and feedback, as well as the consultation activity planned with local residents.
- 3.11 Responses to this feedback has been grouped under the relevant themes captured through the consultation activity as a whole and provided in Chapter 4.

Community consultation

- 3.12 Pre-application consultation with the local community ran for two-weeks from Wednesday 21st September to Wednesday 5th October. To raise awareness of the proposals and provide opportunity for feedback, local residents were notified through the distribution of a leaflet to a consultation area, a project website with information about the scheme was live with the opportunity to attend a live webinar and Q&A session with the project team. Further detail on these activities is summarised below.

Leaflets

- 3.13 To raise awareness of the proposed development and the consultation within the local community, a two-sided A5 information leaflet was distributed to local residents.
- 3.14 The leaflet provided a summary of the proposals and directed residents to the project website in order to find out more, register to attend the webinar and provide their feedback. A Freephone telephone number was also included for those unable to access the internet. A copy of the leaflet can be found at **Appendix 1**.
- 3.15 Leaflets were sent to neighbouring addresses (2886 addresses) on 19th September 2022. This area can be seen in **Figure 3.1** overleaf.

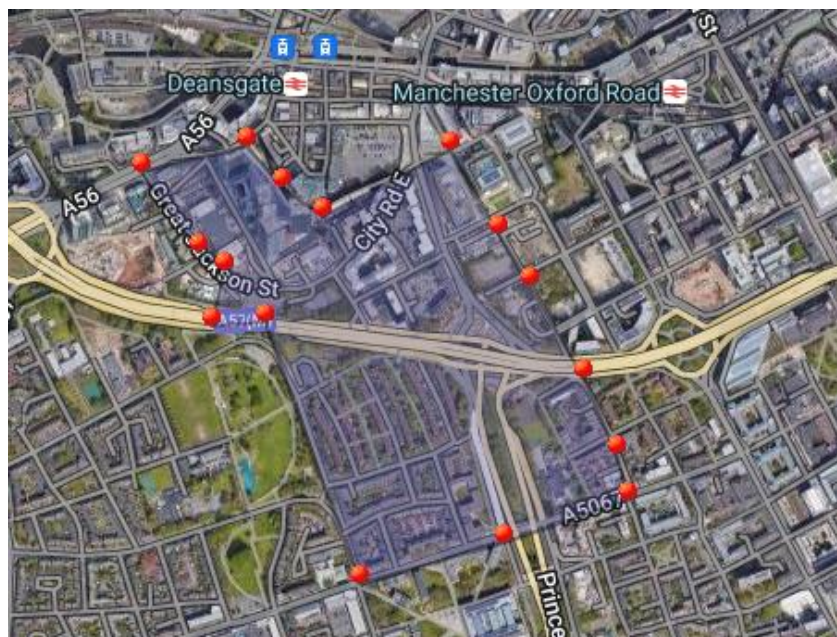


Figure 3.1 – Leaflet distribution area

Consultation website

- 3.16 A project website was live at www.onemedlockstreet.co.uk and included details of the wider site context, the vision for the development, the proposals, illustrative plans and the live public webinar – along with contact methods for the consultation project team, which included an online feedback form, dedicated email address, and Freephone consultation number.
- 3.17 The website was updated following the webinar to a recording of the session to allow those who were unable to attend to watch back.
- 3.18 At the close of the consultation on Wednesday 5th October the website received a total of 1,000 unique users, generating a total of 2,031 page views since the project page was launched on Wednesday 21st October 2022.
- 3.19 Detailed screenshots of the website are included in **Appendix 2**.

Online survey form

- 3.20 An online survey form was included on the consultation website for people to submit their feedback. Eight people completed the online form, and detailed responses for the points raised can be found in Chapter 5.

Webinar

- 3.21 A live webinar and Q&A session was held on Wednesday 28th September between 6pm-7pm.
- 3.22 The webinar included a presentation to take attendees through the details of the proposals, along with a live Q&A session where members of the technical team responded to questions.

- 3.23 15 zoom accounts registered in advance to attend the webinar, and 8 accounts joined the webinar on the day.
- 3.24 A recording of the webinar was added to the project website following the event on Thursday 29th September for those that were unable to attend. The recording was watched by an additional 10 unique viewers between upload and consultation close.
- 3.25 Six questions were asked during the webinar, all of which were responded to during the Q&A session. The feedback received during the webinar and the Applicant response is set out in Chapter 5. Alongside this feedback, the project team explored key themes surrounding the consultation in further detail, including programme timescales, parking and highways, scheme design, sustainability, and local services.

Press coverage

- 3.26 A press release was issued on consultation launch on Wednesday 21st October to Place North West.
- 3.27 As a result, the following press coverage was received:
- [Place North West](#)
 - [Manchester News Today](#)
 - [Global Student Living](#)
 - [React News](#)

Social media

- 3.28 To raise awareness of the proposed development and the public consultation, three adverts were placed on Facebook, phased across the consultation period.
- 3.29 The adverts were geo-targeted and interest-targeted to those living in the nearby area and current/prospective students.
- 3.30 A preview of the social media adverts is included at **Appendix 3**.
- 3.31 At the close of the consultation on Wednesday 5th October the three ads had a total reach of 40,646, resulting in 871 link clicks to www.onemedlockstreet.co.uk.

4. Consultation feedback

- 4.1 Despite demonstrable awareness raising of the scheme through the activity outlined, overall, a low proportion of written feedback was received in return.
- 4.2 However, as a whole feedback was received through a number of the digital channels more informally via the project social media posts and webinar questions. This has led to a range of feedback posing questions and comments relating to the development proposals which have been organised under themes and considered by the project team in preparing the application.
- 4.3 Overall, feedback from the community consultation activity was received as follows:
- 8 completed surveys online
 - 2 emails
 - Social media feedback

Online survey

- 4.4 The online survey was completed by a limited number of visitors to the project website. The feedback received is set out as follows:
- Question 1: Do you think that the proposals positively contribute to the First Street Regeneration Area?**
- 4.5 5 people disagreed or strongly disagreed, 2 strongly agreed and 1 was undecided.
- Question 2: Do you have any comments about the proposals for office space or PBSA as part of the development?**
- 4.6 When asked if they had any comments about the proposals for either the office of PBSA building, some felt that the proposals will greatly enhance the local area and help bring it up to the quality of other sites in the First Street Area. Comments were also received that the public realm spaces proposed were positive.
- 4.7 Others expressed comments around the PBSA element. These included:
- Tower blocks should be more 'innovative and eye catching'. Concerns were also raised around the 'right to light' for those living in City South.
 - PBSA is not an appropriate option for the First Street area and students aren't committed to, and therefore don't contribute towards, the area. It was also flagged that students don't pay council tax.
 - Lack of affordability of PBSA schemes means it will only attract 'advantaged' students to the area
 - Traffic increases in the area and lack of parking provision

- Potential for increased crime as a result of more students in the area, as well as excessive noise

Question 3: Do you agree that the design for the proposed buildings complement recent developments in the area and the First Street Development Framework?

- 4.8 4 people disagreed or strongly disagreed, 3 agreed or strongly agreed and 1 was undecided.

Question 4: The scheme includes the opportunity for artwork on the facade of the new PBSA building. Do you have any ideas for what this could include?

- 4.9 When asked about ideas for the artwork which could be displayed on the PBSA building, suggestions included something which speaks to the history of Hulme; to include local artists work, including the opportunity to change the façade to promote different art; and photographs of people who have championed the city or are from the wider Manchester area (examples included Alan Turing, Sir Howard Bernstein etc).

Question 5: Do you have any further comments?

- 4.10 Other suggestions included putting a cycle lane in along Medlock Street to connect the existing one at the roundabout.

Email feedback

- 4.11 2 emails were received during the consultation period. One was from a resident from City South who was concerned about levels of student accommodation in the area, and queried whether social housing could be built in its place. The other email related to the timeline for the project and next steps, namely around when the Premier Inn on the site would close and when demolition would begin.

Social media discussion

- 4.12 Commentary on social media (on the paid for ads set up as part of the consultation) was balanced. Some people said that there was “too many already” (referring to student accommodation), with others responding to say that “building more PBSA [...] reduces the numbers of students living in HMOs” and “Given how many students can’t get into halls in Manchester and being relocated 30 miles away we need more accommodation!”.

Themes for consideration

- 4.13 The feedback has been considered and analysed in this Statement of Community Engagement, and several recurring themes have emerged as presented below:
- **Principle of development** – clarity around the potential contribution of the scheme to the First Street Regeneration Area and thought around for the need for student accommodation in the area as well as the potential to deliver social housing.

- **Design** - one respondent sought clarity on our justification for building height and form of building design which is aligned with the principles contained in the First Street Development Framework and one respondent asked about the potential to include a green roof to connect the two buildings.
- **Community** – one respondent stated their perception of drug crime in the area and the impact of students on this issue, one asked about noise within the communal areas of the buildings and clarifications on the opportunity to provide public art.
- **Transport movement and access** - one respondent expressed a preference around linking into cycleway provision at the recently upgraded Mancunian Way with one other asking about parking and traffic.
- **Technical issues** – one respondent asked about making the design of the building more slim-line to allow sunlight through and one asked more about potential wind.
- **Construction** - a question was asked about the construction programme and speed of delivery.

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

5. Applicant's Response

- 5.1 The Applicant's response to the key comments raised is summarised below in **Table 5.1**. For ease of response, the feedback has been grouped under themes and a response is provided as follows:

Table 5.1 – Applicant's response

Theme	Summary of feedback	Applicant's Response
First Street Regeneration Area	There were concerns raised that a PBSA building does not contribute to the First Street Regeneration Area due to lack of affordability of the accommodation, lack of council tax which will be paid and lack of contribution students will ultimately have to the area.	The justification and need for development of PBSA at First Street is based on a number of principles including the site's close walking distance to both MMU and UoM Campuses. PBSA offers significant opportunity given the wider demand-supply dynamics within Manchester and can play a key role in delivering modern, fit-for-purpose student accommodation, achieving a high-quality student experience as set out in the Student Needs Assessment supporting the application. In relation to the contribution of the scheme to the wider area, the proposals will continue and complete the ongoing transformation at First Street, supporting a vibrant new community and making it an attractive and sustainable setting for work, study and living. At street level, the scheme will create activity and enhance the pedestrian experience through a series of high-quality streets and a new public realm. Further information on the principle of development can be

		found in the Planning Statement, and more information can be found in the Socio-Economic Regeneration Impact Assessment and Student Needs Report supporting the planning application.
Need for student accommodation	Some respondents queried the need for more student accommodation in the area.	Demand for well-managed, high-quality student accommodation is far greater than the presently available supply, due to more international students, postgraduates and general acceptances to both universities increasing by 20% between 2020/21 and 2021/22. Without development, the current demand supply balance indicates that more students are likely to be forced into houses of multiple occupation (HMOs) or having to commute from neighbouring towns and cities. Well managed accommodation achieving a high-quality student experience offers a significant opportunity for wider demand-supply dynamics within Manchester. More information can be found in the Student Need Assessment Report (July 2022) and the Planning Statement.
Social housing	One respondent asked why social housing isn't being built.	Demand for well-managed, high-quality student accommodation is far greater than the presently available supply. Without development, the current demand supply balance indicates that more students are likely to be forced into houses of multiple occupation (HMOs). The site is an ideal location for the development as it is particularly close to MMU's All Saint's Campus, MMU's Brierly Campus and the University of Manchester's main campus and north campus, whilst also close to bars, restaurants, shops, amenities, and Manchester Oxford Road and Deansgate stations.

Building height	It was asked approximately how tall both buildings would be. It was also flagged that the previous plans involved a taller building, and it was queried what the reason was for the reduction in height.	The proposed office-led (13 storeys plus ground and basement, c 65m) and PBSA-led buildings (37 storeys plus ground, c 118m) have been designed to respond to a number of design principles set out in the First Street Development Framework including: • Development height should step up to the south to respond to the urban scale of development to the Mancunian Way. • Considering a generous set back from existing apartments to the north. Further information can be found in the Design and Access Statement within the Planning Application. The previous plans featured a residential building which was taller than the PBSA building that is now proposed. The change in height has resulted from change in brief between the two schemes. The reduced height of the PBSA tower allows for a more efficient building, as well as reductions in the visual impact of the scheme overall.
Building design	It was suggested that the building design could be more ‘innovative and eye-catching’ and that tower blocks aren’t often visually appealing for the surrounding areas. It was also queried whether the building could be taller but thinner, to block less light for neighbouring residential properties.	Whitbread and Dominvs have ensured that the project is delivered through a local high calibre design team with a track record delivering transformative developments in Manchester. The plans include two new buildings comprising an office building and purpose-built student accommodation (PBSA) enhances the First Street offering. The proposals are mixed-use which support Manchester’s ambition to be a walkable city and

First Street a destination and ‘neighbourhood of choice’ with workspace, homes and leisure all within close proximity.

The office building is located within the eastern section of the site fronting Medlock Street for prominence and providing a city facing workplace cluster with neighbouring buildings. The commercial building will be 13 storeys plus ground in height and provide 36,494 sqm gross floor space.

The scheme supports the following design principles:

- Front door and activity on Medlock Street and at a similar height to One City Road’s southern block
- Interaction within and between buildings at roof terrace level providing external amenity space and building inset at ground floor to increase public realm at street level
- Façade to include 6m structural grid to provide coherent appearance to the building with louvres on the south façade to reduce solar gain and increase energy efficiency
- External terraces are proposed on the north east and south west corners.

The PBSA building will sit on the western section of the site adjacent to the Downing River Street development currently under construction. The PBSA building will provide community space at ground floor, 1,014 beds over 37 storeys, and student amenity space at ground level over 37 storeys plus ground, with

		amenity space at ground, first, eleventh and thirty seventh floors. The scheme is carefully designed to deliver the following design principles: • Providing a 25m step back from City Road South • Building height steps up to the Mancunian Way • Stepped block with honeycomb tower providing interest on the skyline • Amenity spaces articulated by glazed facades at base and 11th storey • Space for public artwork across 9 storeys of the northern building façade facing River Street. More information about the design response is provided in the application Design and Access Statement.
Green roof	One respondent asked whether the buildings would have green roofs with sedum linking the tower and the office block.	The small service block and covered service yard between the two blocks will feature green roofs, however the two main blocks themselves will not. The office building provides interaction within and between buildings at roof terrace level providing external amenity space and building inset at ground floor to increase public realm at street level. There will also be additional external terraces on each office floor within the building.

		The PBSA building will provide amenity space at ground, first, eleventh and thirty seventh floors. There will be a large roof terrace on the 11th floor with areas of planting. More information can be found in the Design and Access Statement.
Green screening	It was queried whether green screening could be provided on the building to help block pollution from the Mancunian Way, felt by the residential community in Hulme.	Following this feedback, the team explored possibilities of including a green wall on either the north or south sides of the screen enclosing the service yard. Any intervention such as this needs to be mindful of fire risk, due to combustible materials and their requirement to be at least 3m from the PBSA block. As a result, the team have been able to add some green wall to either side of the south gate. This has not been possible for the north gate, due to its close proximity to the PBSA building.
Student bedrooms	It was asked whether the student bedrooms would have balconies, with concerns for safety if this was the case.	Individual student flats won't have balconies. All windows will be fixed, with ventilation achieved through perforated panelling within each room, preventing any unobstructed external opening. An outdoor roof terrace will be included at the 11th and 37th floor. This will be surrounded by a 1.4m high glass buffer surrounding the terraced area, beyond which a parapet wall will further prevent any health and safety concerns.

		More information about the design of the roof terraces and windows can be found in the Design and Access Statement within the Planning Application.
Community		
Crime / PBSA management	One respondent expressed concern about increasing levels of crime (drug dealing etc) in the area at the moment, which will be exacerbated with more students. Concerns were raised about the management of the PBSA building moving forward in terms of noise, littering and wider community issues.	As part of the pre-application planning process for a major development proposal in the City, statutory, consultation has taken place with Greater Manchester Police on a Crime Impact Assessment which will be submitted as part of the planning application. As a responsible developer, Dominvs are committed to ensuring that the scheme forms a positive contribution to the local neighbourhood. The principles that Dominvs will apply to the PBSA element of the development is set out in the 'Student Management Strategy' which supports the application. The strategy outlines a nominated representative from the Management Company will be contactable by local residents either via email or phone to address concerns. More information can be found in the Student Management Strategy and Crime Impact Assessment as part of the Planning Application.
Noise pollution	Some respondents expressed concern that open spaces (e.g. balconies) on the buildings could result in noise pollution, namely from students who are partying, as well as increased noise disturbance on the surrounding streets.	Whitbread and Dominvs are a responsible developer placing importance on creating healthy and attractive environments for both buildings. Occupiers of the offices and students will have benefit of open external spaces provided on the

		buildings, with suitable management strategies to prevent neighbourhood impacts. Both building external spaces will be time controlled to prevent disturbance. Further, the PBSA development occupants will not be permitted to use the public spaces to host parties.
Public art	It was asked whether the public art could be in an alternative location and not be facing City South to avoid obstructing neighbouring properties views. It was suggested that mirrors could be provided on an angle to reflect up towards the sky.	The proposal for the public artwork is to be an opportunity to create a public space for all and not intended to cause a nuisance for the local community. The project team are open to ideas about what this artwork could include and are keen for local community feedback, which could be sought through a competition should planning permission be granted. This will be addressed through a planning condition or obligation.
Local job creation	It was queried how people locally will be made aware of jobs that are created, and opportunities for apprenticeships	Residents living locally will be targeted for employment for the various roles and opportunities on site. These will be advertised through Hulme Jobcentre, Manchester Jobcentre, specific channels for advertising jobs and local resource centres. Emphasis will be placed on local recruitment, with local listings posted in advance of broader listings.
Parking	Some concerns were raised about the lack of parking provision provided, given the number of students proposed for the development	Due to the highly sustainable, city centre location, parking provision is intentionally limited on site encourage sustainable travel choices including walking, bus, train, Metrolink and cycling. There are six disabled bays provided for the office building, and two for the student accommodation. If occupants

		of the office or PBSA wish to drive, they will be directed to long stay parking Q-Park on First Street, 300m away from the site. Students drop off and pick up at the beginning and end of term will be organised with a booking system, managing the influx of traffic. There is some on-street parking provided on River Street and use can be made of the service yard area within the site to accommodate peak movements. The local residential streets to the south of Mancunian Way are protected by a residents parking permit area. Therefore, students cannot park there. On street parking north of Mancunian Way is controlled via on street pay & display. Students will be informed that apart from the two disabled bays, the development is car free. More information can be found in the Transport Statement as part of the Planning Application.
Traffic	One respondent expressed concern at increased traffic on local highways in the area as a result of the development, particularly around student numbers proposed.	The proposed development will result in slightly fewer daily trips on the local road network, as a 119 space hotel car park is replaced by 8 parking spaces on site (6 accessible bays associated with the office and 2 accessible bays associated with the PBSA). More information can be found in the Transport Statement as part of the Planning Application.

Cycling infrastructure	It was queried whether a cycle lane could be put in along Medlock Street to connect the existing infrastructure at the roundabout.	The site's strategic location within the wider regeneration context within this area of the city centre provides the opportunity to strengthen connections to the east and west with Great Jackson Street as well as north and south to adjacent residential areas including Hulme and across Medlock Street. The key design principles set out in the Development Framework for the One Medlock Street site in relation to connectivity include: • Enhancing north south connections to improve connections between the city and Hulme and continuing the avenue of trees proposed by the adjacent development • Enhancing east-west links along River Street, improving public realm, as well as an area of public space to address River Street. The new improved Medlock Street junction incorporates a dedicated cycle lane which re-joins the main Medlock Street just north of the junction. The council are aware of the pinch point as part of this infrastructure and as highway authority, are in a position to resolve. More information can be found in the Design and Access Statement / Transport Statement as part of the Planning Application.
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Sunlight surveys	One respondent asked what analysis had been undertaken to understand the impact of loss of sunlight on residents of City South. Some were concerned that their 'right to light' will be obstructed.	Daylight and sunlight analysis has been undertaken as part of the planning process. More information can be found in the Daylight, Sunlight and Overshadowing Report as part of the Environmental Impact Assessment. In addition, the building height has been stepped back away from City South and towards the Bank Union Way by approximately 30m, to mitigate any loss of light on the surrounding neighbourhood. More information can be found in the Design and Access Statement as part of the Planning Application.
Wind impacts	One respondent asked whether the impacts of wind around the buildings had been considered.	A wind tunnel analysis has been carried out on the development, testing comfort levels of people passing through and stopping at various points in and around the development. The landscape consultant Planit have addressed areas of concern through introducing additional trees and landscaping to create baffles throughout the year. The work with the wind tunnel analysis has resulted in wind conditions that are suitable for pedestrian and occupant activities. More information can be found in the Wind Report as part of the Environmental Impact Assessment.
Programme	One respondent asked when the Premier Inn hotel would be demolished and when construction would begin.	The demolition of the hotel would need to be completed before construction of either the office or PBSA commences.

Once the hotel has been demolished, it is anticipated the construction of both building will take approximately 3 years.

6. Conclusion

- 6.1 The Applicant has undertaken a comprehensive process of pre-application consultation with key stakeholders and the local community, demonstrating a wide reach across numerous communication channels.
- 6.2 A locally responsive and bespoke strategy was developed for the consultation, seeking to involve local stakeholders and the community early in the process with an opportunity to influence the proposals.
- 6.3 The expectations for pre-application consultation set out nationally and locally have been met, and best practice has been followed to ensure the local community could find out about the proposals and share their views.
- 6.4 By providing a mix of both digital (website, webinar and social media) and more traditional methods of consultation (leaflet mailing), the applicant has taken an inclusive and accessible approach to consultation which has provided a range of opportunities for people to provide feedback.
- 6.5 A range of feedback channels were provided to ensure that a wide segment of the local community were able to participate in the consultation, including an online feedback form, dedicated project email address and consultation freephone number where people could leave a message and a member of the project team would phone them back.
- 6.6 From this wide-reaching awareness raising and engagement activity, a small number of consultees – only 10 in total, provided written feedback. However, alongside ward councillor engagement, several recurring themes emerged which has given the project team a better understanding of the local context and increased awareness of local concerns.
- 6.7 The Applicant has been open and transparent throughout the pre-consultation engagement and consultation process, demonstrating a commitment to ongoing engagement with local stakeholders throughout the planning process and into construction.
- 6.8 The applicant considers that the pre-application engagement undertaken with the local community and stakeholders has been timely, meaningful and effective.

Appendix 1: Leaflet

Public Consultation





Redevelopment of One Medlock Street, Manchester

Whitbread and Dominvs Group are bringing forward exciting plans for a mixed-use, office and purpose-built student accommodation scheme at the current Premier Inn site at One Medlock Street, Manchester.

The proposals will contribute to the ongoing transformation at First Street, supporting a vibrant new community and making it an attractive and sustainable setting for work, study and living.

At street level, the scheme will create activity and enhance the pedestrian experience through a series of high-quality streets and a new public realm.

 High quality public realm and landscaping	 2 new buildings
 Ground floor community space	 36,000 sq m flexible Grade A office floorspace designed for the current and future occupier market
 Shared amenity space for future residents and office workers to use within the building and outside	 1,000 high-specification professionally-managed student rooms

Find out more at: www.onemedlockstreet.co.uk

About Dominvs Group

Dominvs Group is a family-owned property development company with a strong focus on social value.

We have built ourselves from the ground up and have no outside investors.

It's a true family business in which our values of integrity, inclusiveness and generosity permeate the strategy of everything we do.

How can I find out more and share my feedback?

We are preparing a planning application, which will be submitted to Manchester City Council later this year. Before we finalise the details of our application, we are inviting the local community and other key stakeholders to comment on the plans.

We will host a live webinar on **Wednesday 28th September at 6pm** where members of the project team will present the proposals and answer your questions.

To register for the webinar, find out more about the proposals and share your feedback, please visit our consultation website www.onemedlockstreet.co.uk



You can also contact us by:



Calling our Freephone consultation number on:
0808 1688 296



Emailing the project team at: contact@onemedlockstreet.co.uk



Visiting our website at: www.onemedlockstreet.co.uk

We would be grateful to receive your feedback by **Wednesday 5th October** and look forward to hearing your views.

Find out more at: www.onemedlockstreet.co.uk

WHITBREAD



DOMINUS GROUP

ONE MEDLOCK STREET, MANCHESTER

HOME

THE SITE

OUR VISION

THE PROPOSALS

HAVE YOUR SAY

REDEVELOPMENT OF THE ONE MEDLOCK STREET SITE, MANCHESTER

Whitbread and Dominus Group are bringing forward proposal at One Medlock Street that will contribute to the ongoing transformation at First Street, supporting a vibrant growing community, making an attractive and sustainable setting for work, living and study.

At street level the scheme opens the site up, creating activity to enhance the pedestrian experience through a series of high-quality street and a new public realm.

The proposed scheme is a mixed use, office and purpose-built student accommodation scheme.

As part of the current proposals, the Premier Inn building would be demolished and redeveloped.

This website provides you with the details of our proposals and invites you to be involved in shaping the plans.

Illustrative design of the proposed public realm proposals

Illustrative CGI of the proposed development

WHITBREAD

Whitbread as owner of Premier Inn Hotels operates over 800 hotels across the UK, Ireland and Germany. As part of our continued investment into Manchester City Centre, the strategy is to exit Deansgate Locks which has become a tired non-conforming brand product and invest in more rooms within new micro locations within the City. By freeing up the site for development to alternative uses, Whitbread is able to deliver on the vision for Manchester and provide our guests with the best affordable hotel product within the best locations fit for the future.

WHITBREAD

DOMINUS GROUP

Dominus Group is a family-owned property development platform with a strong focus on social value.

We have built ourselves as a family from the ground up and have no outside investors. It's a true family business in which our values of integrity, inclusiveness and generosity permeate the strategy of everything we do.

We understand that promoting employment and opportunities, culture and creativity and community participation supports creating and promoting a strong, diverse and equal society, which are priority themes across all our schemes.

JON MATTHEWS ARCHITECTS

Jon Matthews Architects are a collaborative studio, based in Manchester with a wide range of experience in all types of buildings and places. They are brought together by a love of designing and delivering places for people and for the future.

Jon Matthews Architects

PLANIT-IE

Planit-IE encompasses landscape architects, urban designers, visualisers, engagement specialists and graphic artists. Working in collaboration across projects of all sizes, scales and sectors, they deliver considered design solutions from strategic inception through to delivery and long term stewardship.

CONTACT US

 contact@onemedlockstreet.co.uk

 0800 1688 296

SITE LOCATION

The site is located at One Medlock Street, between Medlock Street, River Street and the Mancunian Way in Manchester City Centre. It is currently occupied by a 5 storey Premier Inn hotel with significant surface parking.

A site plan highlighting the area can be seen below.



Site location plan - [click to enlarge](#)



View of the Premier Inn Hotel currently on site, taken from the Mancunian Way - [click to enlarge](#)

FIRST STREET DEVELOPMENT FRAMEWORK

The site is located within Manchester City Council's First Street Central Area of the First Street Development Framework which supports a 'commercially-led' proposal for the site.

The site's strategic location within the wider regeneration context within this area of the city centre provides the opportunity to strengthen connections to the east and west with Great Jackson Street as well as north and south to adjacent residential areas including Hulme and across Medlock Street.

The key design principles set out in the Development Framework for the One Medlock Street site include:

- Enhanced townscape from Mancunian Way, Medlock Street and River Street with active frontages
- Opening up north - south connections through the site, and continuing the avenue of trees up Medlock Street
- Increasing public realm on River Street through landscape improvements and providing a public space adjacent
- Development height next to Mancunian Way, stepping down to River Street
- Generously stepping back from existing homes to the north
- The office building addresses and complements the public realm within the One City Road site
- Promotion of sustainable modes of transport aligned with the Manchester Climate Change Framework 2020-2025
- Designed to meet or exceed planning requirements of BREEAM 'Very Good'



First Street regeneration context - [click to enlarge](#) - [click to enlarge](#)



First Street Strategic Regeneration Framework Principles - [click to enlarge](#)

CONTACT US



contact@onemedlockstreet.co.uk



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OUR VISION

Our vision for the One Medlock Street site is demonstrated through the six points below:



Neighbourhood of choice

Support the emergence of a 'neighbourhood of choice', providing the ultimate experience of working, living and studying near to the City's Universities and on the doorstep of its cultural and social offer



Urban scale

Positively respond to the local urban scale of development around the City Centre's 'Southern Gateway' and the interface with neighbouring residential communities



Connections

Enhance pedestrian and cycle connections north-south and east-west – providing 'Healthy Streets' with new trees, planting and public space



Local project team

Deliver the project through a high calibre design team with a track record delivering transformative developments in Manchester



Commercial-led development

Deliver a commercially-led, flexible and sustainable mixed-use development to attract and retain the best talent within Manchester City Centre



Student accommodation

Include well-located, high-quality, professionally managed and purpose-built student accommodation which is well located for both the University of Manchester and Manchester Metropolitan University

LOCAL BENEFIT

The proposals create a number of wider local benefits including:

- 410 FTE (full time equivalent) jobs supported on average during construction (c 3 years)
- c.2,200 FTE on-site jobs in office-based industries such as business, financial and professional services inclusive of 15 residential management jobs.
- £16m business rates per annum which could be retained in GM under current arrangements.
- A community room at ground floor which can be used as bookable meeting space within the student accommodation.
- A 9-storey public art piece through engagement with local artists that will add social value and interest to the scheme.

DEMAND FOR OFFICE SPACE

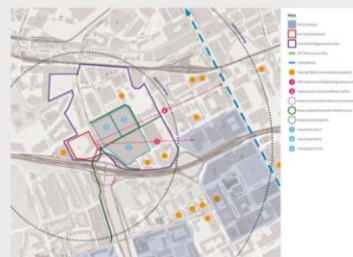
Cushman and Wakefield have prepared an Office Market Report for the city centre (September 2022) to help inform the office building plans for One Medlock Street. The report highlights that:

- From 2014 to 2018, average annual take-up of office space grew significantly by 51%, averaging 12.8 million sq m. Whilst this dipped over the last three years as a result of the pandemic, it is projected that the take up for 2022 will represent a return to pre-pandemic levels of around 11.2 million sq m.
- Manchester is experiencing strong demand for high quality office space, becoming the second largest office market in the country outside of London.
- Demand for high quality Grade A office space is higher than supply, 40% of available space was let in the 12 months from April 2021 to April 2022 alone.
- The site is opposite the City Road development site and is in close proximity to the First Street development, comprising a multi-phase scheme of offices, bars/restaurants, a multi storey car park and student residential accommodation. The area is therefore an established location for office occupiers.
- Investment in Manchester office infrastructure secures jobs for the city, out-competing other cities.

THE NEED FOR STUDENT ACCOMMODATION

Cushman and Wakefield have also prepared a Student Need Assessment report (July 2022) to help inform the plans PBSA for One Medlock Street. The report highlights that:

- Demand for well-managed, high-quality student accommodation is far greater than the presently available supply, due to more international students, postgraduates and general acceptances to both universities increasing by 20% between 2020/21 and 2021/22.
- The Manchester market is the fourth largest PBSA market in the UK behind London, Liverpool and Sheffield, but is currently characterised by a legacy of older bed spaces due to limited development over the last decade; of the 26,830 beds in Manchester, only 6,105 score highly for room quality and even fewer (c. 3,000) score highly for the quality of facilities and amenities.
- Without development, the current demand supply balance indicates that more students are likely to be forced into houses of multiple occupation (HMOs).
- The site is particularly close to MMU's All Saint's Campus, MMU's Brierley Campus and the University of Manchester's main campus and north campus, whilst also close to bars, restaurants, shops, amenities and Manchester Oxford Road and Deansgate stations.
- Well managed accommodation achieving a high-quality student experience offers a significant opportunity for wider demand-supply dynamics within Manchester.



Illustrative map of the One Medlock Street site and its relationship to the Manchester Metropolitan University campus – click to enlarge

CONTACT US



contact@onemedlockstreet.co.uk



0808 1688 296

PUBLIC REALM AND LANDSCAPE

The new buildings are set of ground level within an attractive public realm which enhances the street scene and activity at street level.

The plans include:

- A series of high-quality streets to ensure attractive and safe routes for people.
- Improved permeability between Hulme and the City Centre for pedestrians and cyclists.
- Introduction of trees, planting and a planted roof terrace to maximise the wildlife benefits and create 'Healthy Streets'.

Three main public realm spaces will be created which include:

- The Wood - A verdant green space resembling a UK native woodland
- Rain Garden - Managing rain in a playful and sustainable way along River Street
- Edge Street - The creation of a new green street with the integration of tree planting and ornamental plants. With a new public realm connecting with the River Tower public realm to form a seamless approach between both buildings.



River Street Rain Garden - click to enlarge



The Wood Pocket Park - click to enlarge



Edge Street - click to enlarge

THE PROPOSALS



High quality public realm and landscaping and ground-floor flexible commercial spaces to support the placemaking vision



36,000 sq m flexible Grade A office floorspace across 13 storeys - designed for the current and future occupier market



1,000 high-specification professionally-managed student rooms across 30,000 sq m and 37 storeys

The plans for the site have been developed working closely alongside Jon Matthews Architects and Flairt IE, who have proven track records in delivering exciting and innovative schemes in and around Manchester.

The plans include two new buildings which will enhance the First Street offering. The proposals are mixed-use which support Manchester's ambition to be a walkable city and a neighbourhood of choice with workspaces, homes and leisure all within close proximity.

The office building is located within the eastern section of the site fronting Medlock Street, providing a city facing workplace cluster with neighbouring buildings. It will be 13 storeys in height and provide around 36,000 sq m gross floor space.

The PBSA building will sit on the western section of the site adjacent to the recently completed Downing River Street development. The PBSA building will provide c.1,000 beds over 37 storeys, providing a range of cluster sizes from two and three bed to six and seven bed, with the addition of a community space at ground floor. There is an opportunity for public artwork to be displayed on the northern building facade, which will be explored in greater detail as the proposals develop.



Illustrative computer-generated image (CGI) of the proposed site, taken from Medlock Street - click to enlarge



Gallery of design principle images to demonstrate the evolution of the design process - click to view



Scheme masterplan - click to enlarge

FREQUENTLY ASKED QUESTIONS

Below you can find some frequently asked questions. If you have any further questions, please do not hesitate to contact the team. You can do this by Freephone 0800 3688 296 or by email at contact@onemedlockstreet.co.uk.

When are you looking to submit a planning application?	+ / -
What benefits will the proposals bring to Manchester and the area?	+ / -
Who will manage the student accommodation?	+ / -
Will parking be provided, especially on days when students are moving in and out?	+ / -
Will there be an impact locally during demolition / construction?	+ / -
When is construction likely to start?	+ / -
Will there be another opportunity to comment on the plans?	+ / -

CONTACT US

 contact@onemedlockstreet.co.uk

 0800 3688 296

WE INVITE YOU TO FIND OUT MORE AND PROVIDE YOUR FEEDBACK

The consultation on our proposals will run from Wednesday 21st September to Wednesday 5th October.

WATCH OUR WEBINAR

We recently hosted a digital information sharing webinar. If you were unable to join this session, you can watch the recording on the home page.

HAVE YOUR SAY

We are keen to hear your feedback on our proposals. Any comments received will be considered before we finalise and submit our application to Manchester City Council. We would be grateful if you could provide any comments you have in the box below. Please ensure that all comments reach us by Wednesday 5th October 2022.

Q1. Do you think that the proposals positively contribute to the First Street Regeneration Area?

☐ Strongly agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly disagree

Q2. Do you have any comments about the proposals for office space or PBSA as part of the development?

Type here...

Q3. Do you agree that the design for the proposed buildings complement recent developments in the area and the First Street Development Framework?

☐ Strongly agree ☐ Agree ☐ Undecided ☐ Disagree ☐ Strongly disagree

Q4. The scheme includes the opportunity for artwork on the facade of the new PBSA building. Do you have any ideas for what this could include?

Type here...

Q5. Do you have any further comments?

Type here...

Name *

First Name Last Name

Email *

example@example.com (Optional)

Postcode

How did you hear about the proposed development?

☐ Leaflet ☐ Website

☐ Social media ☐ Word of mouth

☐ Newspaper ☐ Other

Do you wish to receive project updates?

☐ Yes - Please keep me updated on the project

Thank you for your feedback. All feedback submitted will be summarised in a Pre-Application Community Consultation Report which will be submitted alongside the planning application. Personal details will not be shared with a third party and we will not contact you in relation to any other project or for marketing purposes. The information you provide will be stored securely until determination of the planning applications. Following determination, this information will be deleted, unless you have indicated otherwise, we will not contact you about the development.

Submit

WHAT HAPPENS NEXT?

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

Please ensure that all comments reach us by Wednesday 5th October 2022.

CONTACT US

 contact@onemedlockstreet.co.uk

 0808 1688 296

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Appendix 3: Social media adverts

Mobile Feed

**Turley Strategic Communications**
Sponsored · 

Join our webinar on Wednesday 28th September at 6pm to find out more about Whitbread and Dominvs Group's plans for a mixed-use, office and purpose-built student accommodation (PBSA) scheme at One Medlock Street, Manchester.

Register your interest here:
www.onemedlockstreet.co.uk



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One Medlock Street
Whitbread and Dominvs G... [Learn more](#)

 Like  Comment  Share

Desktop Feed

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Join our webinar on Wednesday 28th September at 6pm to find out more about Whitbread and Dominvs Group's plans for a mixed-use, office and purpose-built student accommodation (PBSA) scheme at One Medlock Street, Manchester.

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