C2 The Birtles, Wythenshawe

Consultation Report

November 2025

Contents

1. Introduction 3
2. Planning Policy Context 4
3. Consultation Methodology 6
4. Feedback 10
5. Applicant Response 16
6. Conclusion & next steps 17
7. Appendices 18

1. Introduction

This Consultation Report has been prepared by Font Communications on behalf of Muse and Wythenshawe Community Housing Group (hereafter referred to as 'the Applicant') to set out the pre-application consultation and engagement activities undertaken by the Applicant and its professional team in support of the redevelopment proposals at Unit 1 Market Place, Civic Centre, Wythenshawe, Manchester, M22 5RE ("the Site").

The plans include:

- 81 affordable one and two bedroom apartments;
- Ground floor retaining retail uses;
- Associated landscaping, servicing, car and cycle parking and other associated works following demolition of the existing buildings.

This report accompanies a Full Planning Application for the proposed residential-led mixed use development. A more detailed description of the proposed development is provided in the Design and Access Statement prepared by Feilden Clegg Bradley Studios ("FCBS").

The report presents an overview of the feedback shared during the public consultation period from both stakeholders who have been briefed on the plans as well as the local community who have responded. All the comments received during the consultation have been logged and analysed and where appropriate taken into account in the development of the plans for C2 The Birtles. These comments have assisted in understanding the local feedback, especially those residing in the surrounding local area.

2. Planning Policy Context

2.1 Localism Act

The Localism Act 2011 was the Government's method of devolving greater powers to Councils and neighbourhoods to give local communities more control over planning decisions.

Paragraph 122 of the Localism Act states that Developers should consult local communities on a wider range of developments before submitting planning applications. Developers must consider any responses received before proposals are finalised and show that they have been taken into account when submitting applications. This allows local people to comment on proposals when there is still genuine scope for them to input and make changes.

2.2 National Policy

Community involvement is an essential part of the planning process and helps to ensure that development is shaped by local views. The Applicant recognises that community involvement is an integral and important component of planning and its approach to consultation with the local community reflects this.

It is widely recognised that pre-application consultation leads to better development. Consultation provides the opportunity to glean information and ideas from a local community which can enrich a scheme. It also provides the opportunity to understand local concerns and aspirations.

The National Planning Policy Framework (NPPF) released in 2024 and updated in February 2025, encourages applicants to undertake pre-application consultation. Paragraph 40 states: *"Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality preapplication discussion enables better coordination between public and private resources and improved outcomes for the community."*

The NPPF also states that local planning authorities should encourage those applicants, who are not already required to do so by law, to engage with the local community before submitting their applications: "*Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer*." (Paragraph 41).

2.3 Manchester City Council's Statement of Community Involvement

All local planning authorities are required to adopt a Statement of Community Involvement (SCI) that sets out how community consultation takes place on planning applications. Most SCIs offer developers guidance on how to undertake effective pre-application consultation. The site is located in Manchester City Council (MCC), with all consultation activity undertaken within the guidance set out in the MCC SCI.

Initially adopted in 2018 but refreshed in 2025, Manchester City Council's SCI encourages pre-application consultation as it states is *'beneficial to both the community and the developer as it allows the developer to design a proposal which takes on board the opinions of the community'* and can lead to *'fewer objections once an application is submitted.'*

The SCI lists out several methods of communication to ensure people have an effective opportunity to comment and guide the development. These methods include letters to residents and businesses; drop-in events; a project website; social media; and newsletters distributed to local residents and placed in community facilities.

3. Consultation Methodology

3.1 Font Communications

Specialist consultants Font Communications were engaged to design and implement consultation for the project and report back on the results. Font Communications is an independent communications consultancy specialising in consultation relating to planning applications.

3.2 Overview of consultation

The Applicant launched the public consultation on Thursday 9th October and closed on Monday 27th October 2025.

3.2 Identifying stakeholders

As part of the consultation, local stakeholders in the vicinity of, or with a likely interest in the proposals, were identified in advance of the consultation period. The stakeholder list included:

- Councillors at Manchester City Council
- MP for Wythenshawe and Sale East
- Existing Civic Shopping Centre tenants
- Local charities
- Community and religious groups
- Disability and hard to reach groups
- Local schools and colleges
- Local community centres
- Wider businesses in Wythenshawe

3.3 Engagement with the Local Planning Authority

The Applicant has engaged with Planning Officers at MCC prior to the submission of the planning application. A summary of the key engagement milestones is set out below:

- **August 2025 (Pre-application Meeting 1)** – This meeting focussed on discussing scale and massing, design quality and technical considerations including glint and glare;
- **September 2025 (Pre-application Meeting 2)** – A follow up meeting was had with the Officers to discuss the proposed landscaping strategy, utilities, materiality and operational management considerations;
- **October 2025 (Pre-application Meeting 3)** – A further meeting was held to present the design evolution covering key design features and materiality.
- **November 2025 (Pre-application Meeting 4)** – A focussed discussion on the proposed site-wide strategies principally the strategy around Biodiversity Net Gain was had with the Planning Officers.

3.4 Newspaper

Upon the launch of the consultation, the applicant distributed a newspaper which outlined details of the first phase of the residential consultation, which included Alpha House, Brotherton House and C2 The Birtles, as well as providing an update on the wider plans for Wythenshawe Town Centre. It advertised several events including a drop-in event which was

scheduled for Thursday 16th October, and it signposted people to the online questionnaire and various community contact channels. A copy of the newspaper can be found at Appendix 1.

3.5 Website

The Wythenshawe Town Centre project website was updated to highlight information about C2 The Birtles and outline details about upcoming events, including the drop-in event on the 16th October. It invited feedback through an online version of the questionnaire and included frequently asked questions and details about how visitors could sign up for updates. Screenshots of the website can be found at Appendix 2.

3.6 E-bulletin

Upon launch of the consultation, an e-bulletin was circulated to identified stakeholders and people who had registered their interest on the website. It contained information about the first phase of residential consultation, including the drop-in event and details about how people could have their say on the plans. Screenshots of the e-bulletin can be found at Appendix 3.

3.7 Press release

When the consultation launched, the Applicant issued a press release to local and regional media, to broaden the reach of the consultation and raise awareness of the plans for C2 The Birtles. The press release was covered by 10 publications including Manchester Evening News, Place North West, Insider North West and The Business Desk. A copy of the press release can be found at Appendix 4.

3.8 Events

Throughout the consultation, and at stages outside of the defined period, the Applicant hosted and attended various events to gather feedback on the proposals from a wide variety of stakeholders.

Open Space launch event

On Saturday 4th October 2025, the Applicant hosted an event launching ‘Open Space’, a community drop-in space located in Wythenshawe Town Centre. It was scheduled to coincide with the Makers Market, with the Applicant having a stall at the market to further encourage feedback and take advantage of the large footfall in the area.

The launch event consisted of family friendly activities and workshops to encourage participation from young people, whilst also displaying a number of information boards about the residential plots including C2 the Birtles, as well as the wider plans for the town centre. Additional newspapers and questionnaires were also available at the event.

In addition to the questionnaire, feedback was also encouraged via post it notes, with people writing down their thoughts on the plans and sticking them on the exhibition boards. Pictures from the event can be found at Appendix 5. The feedback received from the event can be found in section 4 of this report.

Public drop-in event

On Thursday 16th October, the Applicant hosted a public drop-in event at Open Space. Members of the project team were on hand to answer questions and record feedback from attendees, which was encouraged via questionnaires and post-it notes. Exhibition boards

provided information on what was planned as part of the first phase of residential, with individual boards for Alpha House, Brotherton House and C2 The Birtles.

Screenshots of the exhibition boards can be found in Appendix 6. Pictures from the event can be found at Appendix 7. The feedback received from the event can be found in section 4 of this report.

3.9 Community Advisory Group meeting

The Applicant met with the established local Community Advisory Group for Wythenshawe Town Centre on 14th October 2025 to seek feedback on the engagement approach to date and to update them on the residential plans.

The meeting also provided an opportunity for the Applicant to share details about how they and their networks could get involved in the consultation and have their say.

3.10 Tenant briefing

The Applicant invited all of the tenants from Wythenshawe Town Centre to a tenant briefing on the 10th October at Open Space. This provided an opportunity for The Applicant to share information about the residential consultation and to take feedback. 11 tenants attended the briefing. A list of those who attended the briefing is in Appendix 8

3.11 Members' briefing

Briefings were held for members on the 30th September and the 2nd October to provide them with more information about the forthcoming residential consultation and key dates. 10 councillors attended the briefing. A list of those who attended can be found in Appendix 9.

3.12 Wythenshawe NEET Youth Voice session

On the 28th October, project partners Career Connect, Muse, GMI Construction, Barnardos, Amazon, Keir and Font Communications joined Emma Harrison, Work & Skills Specialist to document youth engagement and insights from NEET participants to help shape the regeneration of Wythenshawe town centre.

Over a four-week period, a group of eleven young people from Wythenshawe who are currently not in education, employment or training (NEET) took part in a structured engagement programme designed to amplify youth voice in the ongoing regeneration of Wythenshawe Town Centre and OpenSpace. The group, representing some of the young residents furthest from the job market, included young people with Education, Health and Care Plans (EHCPs), care leavers, and those known to youth justice services. This cohort was deliberately selected to ensure that the perspectives of those most often excluded from regeneration conversations were heard and valued, rather than focusing on those who are "easy to reach."

Over the course of the programme, the young participants became increasingly empowered and confident in sharing their views about the redevelopment of Wythenshawe's public realm, residential spaces, and town centre. They contributed meaningful ideas on how to design and use currently unplanned for spaces in ways that would attract and engage young people, foster a sense of ownership, safety, and help prevent anti-social behaviour.

3.13 Wythenshawe Community Housing Group (WCHG)

During the consultation period, WCHG carried out its own feedback and engagement process to understand the community's views and priorities. This included gathering feedback on the proposed new homes as well as capturing local perspectives on the wider town centre regeneration plans.

3.14 Questionnaire

The Applicant created a questionnaire that was printed and distributed inside the newspaper, as well as being uploaded to the project website for people to fill out online. It sought feedback on the plans, with individual questions about each of the three residential sites.

A copy of the questionnaire can be found at Appendix 10, with feedback found in section 4 of this report.

3.15 Social media

Throughout the consultation period, the Applicant created a mix of organic and paid social media content to maximise awareness of the consultation and encourage participation.

Upon the launch of the consultation, an organic post announcing the consultation for the residential plans was boosted to reach a wider audience. It included top-level details about what was proposed and how people could have their say. Additional posts advertising upcoming events and deadlines to submit comments were also created and boosted where appropriate.

A selection of social media posts can be found at Appendix 11.

3.16 Community contact channels

A set of community contact channels for people to get in touch with the project team were established in April 2025 and have been open since then. They include:

Email: info@wythenshawetowncentre.co.uk

Freephone: 0800 689 1095 (Mon – Fri 9am – 5.30pm)

Social media: @wythenshawetowncentre

All contact with the team was recorded and responded to, where a response was requested or appropriate. Where possible, those who contacted the project team were directed to further resources or encouraged to participate in the consultation.

Some people sent their feedback via the community email address. Details of the feedback can be found in section 4 of this report.

The contact channels remain open beyond the consultation deadline for any ongoing queries or feedback about the plans.

4. Feedback

This section of the report provides an overview of the comments that were made throughout the residential consultation period. This encompasses feedback from the methods and channels outlined in the previous section of the report, including responses to the questionnaire, additional feedback at the drop-in events and via email.

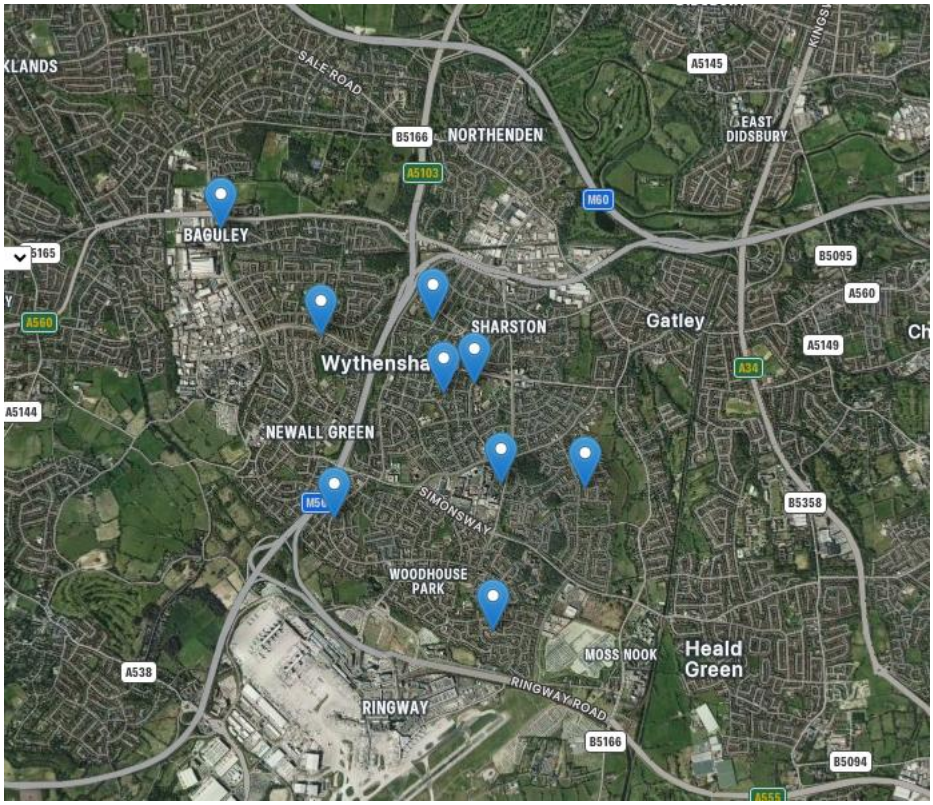
4.1 Previous engagement

Prior to this period of consultation, The Applicant sought initial feedback on the wider regeneration plans, including what sort of homes the local community wanted to see. This feedback was gathered from meetings with stakeholders, previous questionnaires, and at events. A summary of the feedback can be found in the table below:

Theme	Comments
House types	A large number of respondents wanted to see a diverse range of house types, such as homes for families, apartments and accommodation for older people. There was a strong desire to see affordable and social housing, and prioritising local people.
Supportive comments	Many respondents were generally supportive of the homes proposed but wished to see the plans concentrate on delivering on the house types suggested above.
Local infrastructure	Whilst some were supportive of the homes proposed, some respondents requested to see greater provision of community infrastructure, such as new doctors, dentists, etc. for the influx of new residents.
Other comments	Some respondents questioned whether the homes would be genuinely affordable for local people.

4.2 Questionnaire

In total, 36 questionnaires were completed, 33 of them were filled in online and three were received via post. The image below shows the postcode areas of people who completed the questionnaire and provided their postcode.



The questions asked of respondents were:

1. *What do you think about our plans for the first three residential sites, which will deliver around 400 new homes for Wythenshawe – all of which will be affordable?*
    a. *Strongly agree*
    b. *Agree*
    c. *Not sure*
    d. *Disagree*
    e. *Strongly disagree*

2. *The plans for Brotherton House include a total of approximately 215 homes. There will be an apartment building with 80 homes for older people, 25 townhouses and an apartment building with around 109 homes for people in later life and for those living with dementia. What do you think about the plans?*

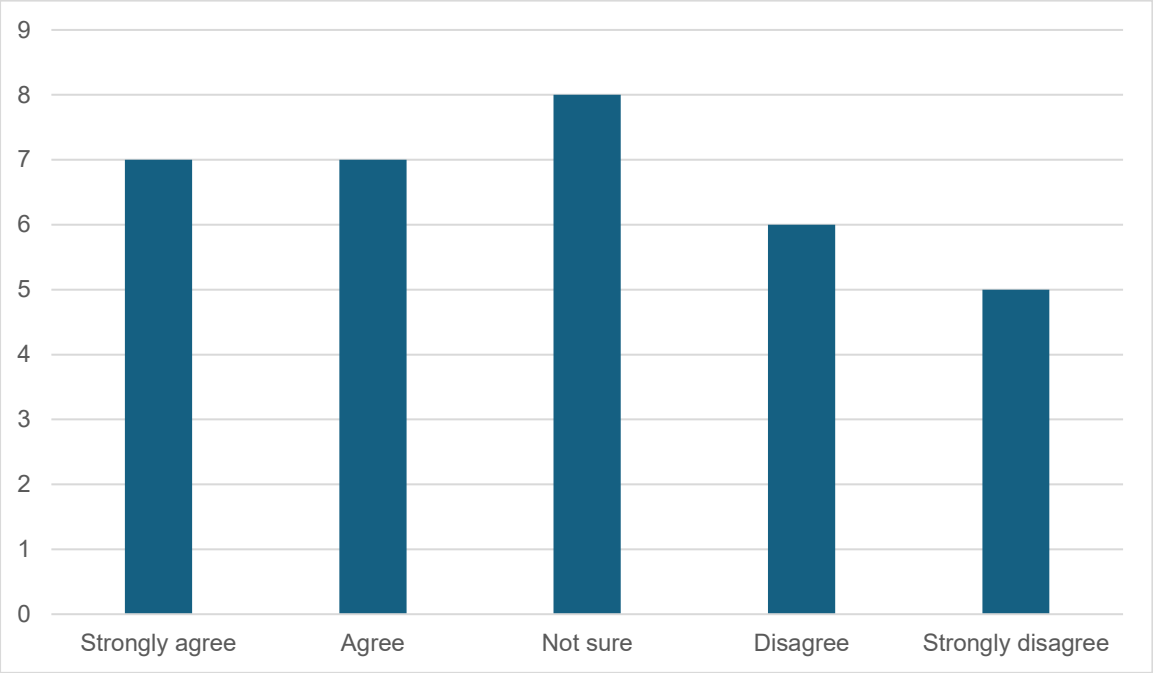
3. *The plans for Alpha House include an apartment building for around 125 one and two-bed social rent homes. What do you think about the plans?*

4. *The plans for C2 The Birtles include around 80 one and two-bed apartments, for affordable rent, and ground floor spaces for new shops. What do you think about the plans?*

A summary of the responses and the key themes can be found in the table below:

Theme	Comments
Positive comments	Whilst liking some aspects of the plans, some respondents had questions about whether the homes would be available for local people and whether they'd be *"truly affordable".*
C2 The Birtles	Respondents generally supported affordable homes and new shops but stressed that rent and shop costs must be genuinely affordable. They requested larger family homes, good-sized kitchens, communal spaces, and rooftop gardens. Concerns were raised about parking, local infrastructure, and shop occupancy. Some wanted more variety in housing and shops, and building designs that reflect Wythenshawe's Garden Village heritage. Overall, there was cautious optimism if the plans meet local needs.
Retail/amenities	Some respondents questioned about whether new infrastructure, such as schools and doctors would be provided to cope with the influx of residents to the area. There were also some respondents who wanted to see more parking provision for the residents, as well as affordable rents for the new shops.
Homes	Whilst there was strong support for the homes proposed, some residents wanted to ensure that the homes are *"genuinely"* affordable for local people. Other respondents wish to see more homes, rather than flats, and others wanted to see more social housing.

The table below shows how respondents answered the multiple choice question on question 1.



4.3 Post it notes

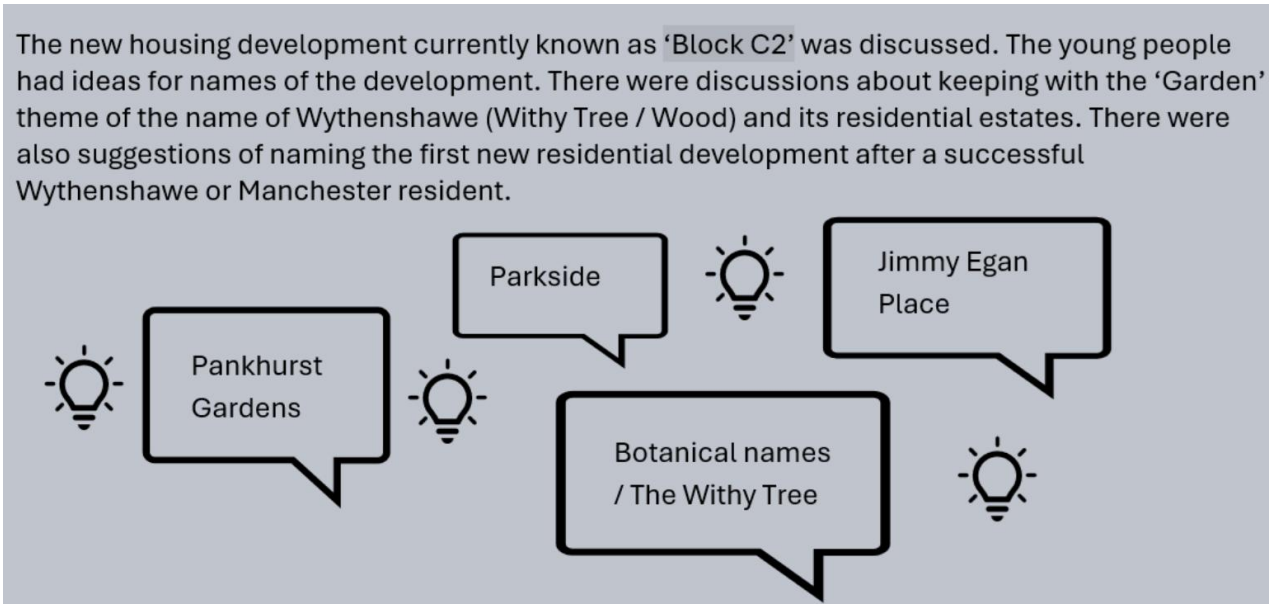
Throughout the consultation period, The Applicant encouraged feedback from attendees at various events through post it notes, which were placed on the exhibition boards during the each event. The respective comments and themes can be found in the table below:

Theme	Comments
Homes in general	Do not sell to private landlords Parking could become an issue Ensure that people of Wythenshawe do not get left behind Supported housing for adults with learning disabilities Not to lose the greenery by overdeveloping Local connection Better sports facilities at Wythenshawe Athletics Club changing rooms / spectator stands Mixed starter homes for 21-30 year olds
C2 The Birtles	Pocket Park Playground or cycle storage for residents Underground carpark. The reality is families will have cars Living walls

4.4 Wythenshawe NEET Youth Voice session

The youths at the session provided the following feedback on the residential plans for the town:

Thoughts and comments about residential & housing developments	Lack of accommodation for young people. Lots of new and existing developments are for 50+. Concerns about apartments and waste disposal with shared bins. This needs to be properly managed with adequate space to avoid overflowing shared bins and litter encroaching on the town centre. Concerns from young residents about traffic flow, congestion and users of the town centre, airport and office workers parking in their neighbourhoods.



4.5 Wythenshawe Community Housing Group (WCHG) engagement process

Throughout WHCG's engagement process, the following feedback was received from the local community:

Thoughts on social homes	There's a real shortage of family homes, so more council and social homes are needed. Local residents should receive priority, when it comes to home allocations.
Thoughts on affordable homes	Concerns that the rent will be more than what local residents earn. Concerns that shared ownership and affordable rent won't work for everyone.
Thoughts on parking	There is a clear need for more parking in the area. A lot of local residents rely on their cars, so parking is important to them. Concerns about an increase in traffic – especially if more homes are built in Wythenshawe.
Thoughts on shops and local amenities	Local residents want good quality, useful shops. There is a desire for more local, independent businesses. Concerns about rental rates for retail spaces.
Thoughts on local people and community	Concerns that local residents could be priced out of the area – they want to keep the character of Wythenshawe. It's important that the regeneration benefits everyone, and not just newcomers to the town. Local community would like to be involved in the decision-making process.

5. Applicant Response

All of the comments received during the consultation have been carefully considered and where appropriate taken into account in the final development stages of the masterplan. This section of the report sets out how the Applicant has responded to the final feedback raised during the consultation.

Theme	Responses
Housing mix	The proposals include a mix of 1 and 2 bedroom apartments which can potentially relieve pressure on existing housing stock. The mix presented addresses the identified need for Wythenshawe and the town centre location.
Affordability	An Affordable Housing Statement has been prepared to be submitted alongside the application. This Statement outlines 100% of the homes are proposed to be delivered under social rent and that Wythenshawe Community Housing Group is committed to ensuring all services and facilities provided remain accessible and affordable for residents.
Community Infrastructure	The Applicant will continue to engage with the Manchester City Council to agree the potential contributions that could be made to help support local infrastructure such as schools, GPs and local transport infrastructure where appropriate.
Retail & Amenities	Three units are provided to deliver a diverse retail offer.
Car Parking	The proposed development is situated within a sustainable location within Wythenshawe's Town Centre. It is proposed to be car-free with the exception of 5no accessible parking bays. It is envisaged that future residents can utilise the parking available within the existing multistorey car park located to the south of the Civic Centre. Cycle parking is provided at 89% provision for the proposed development and is located in a secure store accessible to residents.

6. Conclusion & next steps

This Consultation Report demonstrates a wide-reaching, inclusive and accessible public consultation on the proposed plans. The methods and activities delivered support both national and local guidance for pre-application consultation and local engagement including wide distribution of a project newsletter, website and supporting media and social media coverage. The consultation has influenced the design in a number of ways, including:

- The design of the proposal has been considered in the context of the surrounding buildings and the existing retail and office block.
- The proposals draw inspiration from the unique ‘Garden City’ setting of Wythenshawe and include elements of landscaping that takes advantage of the south-facing aspect of the space and provides and attractive, secure and well-lit pedestrian route to the buildings secondary entrance.

The community channels will continue to operate following submission of the planning application, to ensure interested parties and surrounding communities can keep up to date as the development progresses. This will include updates to the established website; maintenance of communication channels including email address and information line. Following submission of the application the applicant plans to update the community and stakeholders on the detail of the final submitted plans.

7. Appendices

Appendix 1 – Newspaper

Appendix 2 – Website

Family Fun Day

Saturday 4th October, 10:00–16:00

Open Space, The Birtles and Wythenshawe Makers Market

Consultation drop-in

Thursday 16th October, 14:00–18:00

Open Space, The Birtles

WCHG Civic Regeneration Community Connector

Tuesday 25th November, 12:30–14:00

Creative Space above The Forum Library

Keep up to date

If you'd like to be kept up to date on the plans for Wythenshawe Town Centre please register here.

- ☐ I am a resident of Wythenshawe
- ☐ I am a business owner in Wythenshawe
- ☐ I am not currently a resident of Wythenshawe but would like to consider moving here in the future
- ☐ I am interested in future investment and development opportunities in Wythenshawe Town Centre

Name

Address

Email

Phone

Submit Form

Disclaimer: Providing your contact details allows Font Communications Ltd, on behalf of Muse and Manchester City Council, to assess the reach of the consultation and log responses. Should you select to be kept informed, your email address and telephone number will allow Font to keep you updated on plans for Wythenshawe town centre only. Copies of the feedback received may be made available, in due course, to Manchester City Council. We will, however, request that your personal details are not placed on the public record. Your personal details will be held

Appendix 3 – E Bulletin

HAVE YOUR SAY

PLANS FOR OVER 400 AFFORDABLE HOMES IN WYTHENSHAWE REVEALED

Manchester City Centre and Muse are now seeking people's views on the next phase of the £500m regeneration of Wythenshawe, which is set to deliver around 400 affordable homes in partnership with Wythenshawe Community Housing Group.

The first phase of housing will see three town centre sites – Brotherton House, Alpha House and C2 The Birtles – transformed into a mix of apartments and townhouses.

All the homes will be affordable, high quality and highly energy-efficient, to help lower energy bills for the residents. New green spaces and landscaping will promote health and wellbeing and improve local biodiversity.

People can share their views on the plans by coming along to a drop-in event at Open Space (Unit 10, The Birtles) on Thursday 16th October (2-6pm) where they can find out more about the homes and the wider plans, talk to the team, and provide their feedback.

Questionnaires are also available in the Wythenshawe Town Centre newspapers which are available at various community locations in the town centre and online at www.wythenshawetowncentre.co.uk

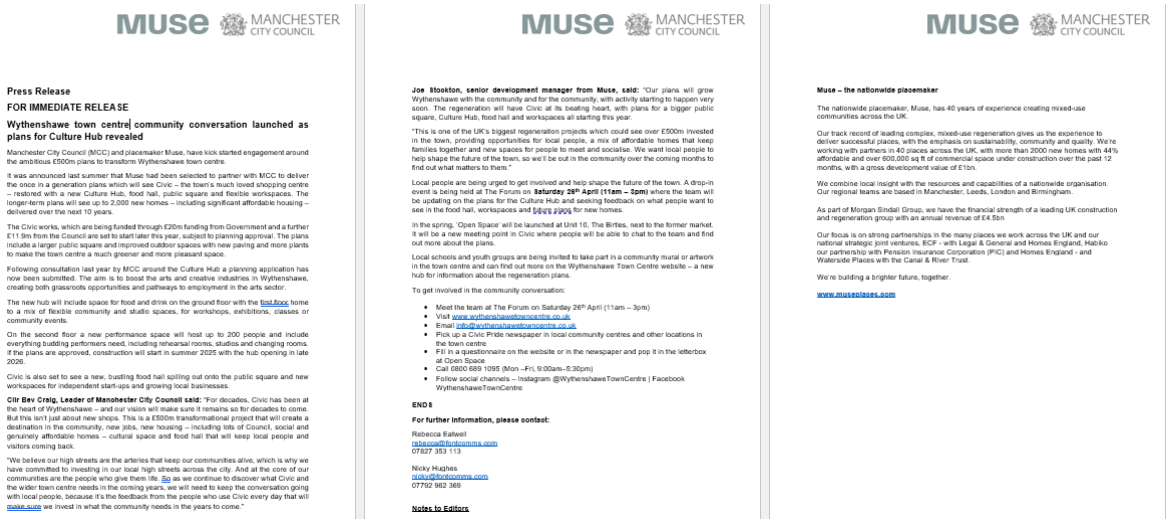
Other ways to get in touch include:

Emailing us at: info@wythenshawetowncentre.co.uk

Calling us on: 0800 689 1095 (Mon –Fri, 9:00am–5:30pm)

Please make sure you share your feedback **by Monday 26th October**, when the consultation closes.

Appendix 4 – Press release



Press Release

FOR IMMEDIATE RELEASE

Wythenshawe town centre community conversation launched as plans for Culture Hub revealed

Manchester City Council (MCC) and placemaker Muse, have kick started engagement around the ambitious £500m plans to transform Wythenshawe town centre.

It was announced last summer that Muse had been selected to partner with MCC to deliver the once in a generation plans which will see Civic – the town's much loved shopping centre – restored with a new Culture Hub, food hall, public square and flexible workspaces. The longer-term plans will see up to 2,000 new homes – including significant affordable housing – delivered over the next 10 years.

The Civic works, which are being funded through £20m funding from Government and a further £11.9m from the Council are set to start later this year, subject to planning approval. The plans include a larger public square and improved outdoor spaces with new paving and more plants to make the town centre a much greener and more pleasant space.

Following consultation last year by MCC around the Culture Hub a planning application has now been submitted. The aim is to boost the arts and creative industries in Wythenshawe, creating both grassroots opportunities and pathways to employment in the arts sector.

The new hub will include space for food and drink on the ground floor with the first floor home to a mix of flexible community and studio spaces, for workshops, exhibitions, classes or community events.

On the second floor a new performance space will host up to 200 people and include everything budding performers need, including rehearsal rooms, studios and changing rooms. If the plans are approved, construction will start in summer 2025 with the hub opening in late 2026.

Civic is also set to see a new, bustling food hall spilling out onto the public square and new workspaces for independent start-ups and growing local businesses.

Cllr Bev Craig, Leader of Manchester City Council said: "For decades, Civic has been at the heart of Wythenshawe – and our vision will make sure it remains so for decades to come. But this isn't just about new shops. This is a £500m transformational project that will create a destination in the community, new jobs, new housing – including lots of Council, social and genuinely affordable homes – cultural space and food hall that will keep local people and visitors coming back.

"We believe our high streets are the arteries that keep our communities alive, which is why we have committed to investing in our local high streets across the city. And at the core of our communities are the people who give them life. So as we continue to discover what Civic and the wider town centre needs in the coming years, we will need to keep the conversation going with local people, because it's the feedback from the people who use Civic every day that will make sure we invest in what the community needs in the years to come."

Joe Stockton, senior development manager from Muse, said: "Our plans will grow Wythenshawe with the community and for the community, with activity starting to happen very soon. The regeneration will have Civic at its beating heart, with plans for a bigger public square, Culture Hub, food hall and workspaces all starting this year.

"This is one of the UK's biggest regeneration projects which could see over £500m invested in the town, providing opportunities for local people, a mix of affordable homes that keep families together and new spaces for people to meet and socialise. We want local people to help shape the future of the town, so we'll be out in the community over the coming months to find out what matters to them."

Local people are being urged to get involved and help shape the future of the town. A drop-in event is being held at The Forum on **Saturday 26th April (11am – 2pm)** where the team will be updating on the plans for the Culture Hub and seeking feedback on what people want to see in the food hall, workspaces and types pace for new homes.

In the spring, 'Open Space' will be launched at Unit 10, The Birtles, next to the former market. It will be a new meeting point in Civic where people will be able to chat to the team and find out more about the plans.

Local schools and youth groups are being invited to take part in a community mural or artwork in the town centre and can find out more on the Wythenshawe Town Centre website – a new hub for information about the regeneration plans.

To get involved in the community conversation:

- Meet the team at The Forum on Saturday 26th April (11am – 3pm)
- Visit www.wythenshawetowncentre.co.uk
- Email info@wythenshawetowncentre.co.uk
- Pick up a Civic Pride newspaper in local community centres and other locations in the town centre
- Fill in a questionnaire on the website or in the newspaper and pop it in the letterbox at Open Space
- Call 0800 689 1095 (Mon –Fri, 9:00am–5:30pm)
- Follow social channels – Instagram @WythenshaweTownCentre | Facebook WythenshaweTownCentre

END S

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Notes to Editors

Muse – the nationwide placemaker

The nationwide placemaker, Muse, has 40 years of experience creating mixed-use communities across the UK.

Our track record of leading complex, mixed-use regeneration gives us the experience to deliver successful places, with the emphasis on sustainability, community and quality. We're working with partners in 40 places across the UK, with more than 2000 new homes with 44% affordable and over 600,000 sq ft of commercial space under construction over the past 12 months, with a gross development value of £1bn.

We combine local insight with the resources and capabilities of a nationwide organisation. Our regional teams are based in Manchester, Leeds, London and Birmingham.

As part of Morgan Sindall Group, we have the financial strength of a leading UK construction and regeneration group with an annual revenue of £4.5bn

Our focus is on strong partnerships in the many places we work across the UK and our national strategic joint ventures, ECF - with Legal & General and Homes England, Habiko our partnership with Pension Insurance Corporation (PIC) and Homes England - and Waterside Places with the Canal & River Trust.

We're building a brighter future, together.

www.museplaces.com

Appendix 5 – Open space launch event

Appendix 6 – Exhibition boards

C2, The Birtles

At the top of The Birtles, next to the former market square, C2 The Birtles is currently retail and office space, which will be demolished and replaced with a new high-quality apartment building.

C2, The Birtles will include:

- Around 80 one and two-bedroom apartments with affordable rents
- New landscaped spaces outside of the building, including new trees and green spaces that will bring wildlife to the area
- Ground floor spaces for new shops to complement the other shops within Civic

What do you think of the plans for C2, The Birtles?

Brotherton House

Brotherton House was once an office building. But now, we're going to be transforming it into around 215 new homes.

Brotherton House will include:

- An extra care apartment building with around 100 homes for people in later life and for those living with dementia. The building will have communal spaces for people to come together, including a dining room and activity studio
- Landscaping and garden spaces for residents including new trees and green spaces that will bring wildlife to the area
- An apartment building with around 80 social rent homes for older people
- A mix of 25 new townhouses with either two or four bedrooms

What do you think of the plans for Brotherton House

Alpha House

Alpha House was once an office building and is currently being demolished, so we can create 125 new homes.

Alpha House will include:

- A mix of one and two bedroom apartments
- New landscaping, including trees and green spaces that will bring wildlife to the area
- 15 wheelchair accessible apartments

What do you think of the plans for Alpha House?

As part of our wider plans we'll be bringing up to 2,000 new homes to Wythenshawe over the next 10-15 years.

When we were out and about speaking to local people earlier this year, you told us you'd like to see a range of housing types, especially affordable homes.

The first phase of housing is coming and in partnership with Wythenshawe Community Housing Group, we'll be transforming three town centre sites – Brotherton House, Alpha House and C2 The Birtles – into more than 400 apartments and townhouses.

- All the homes will be affordable
- All will be high quality and highly energy-efficient, to help lower energy bills
- New green spaces and landscaping will promote health and wellbeing

What do you think about our plans for the first three residential sites?

New homes

Appendix 7 – Photographs from the residential drop-in event

Appendix 8 - List of tenants from the tenant briefing

Marie – Maries Cafe
Sukru – Mr Bakers
Wei-Sum - Cash Generator
Eddie - WBBA
Lorenzo - Pet Medical
Alan - JR Barber
Jenny - Select
Michael - Halo
Sally – Sally's Clothing (market)
Debbie - Safe Spots
Donna - Asda

Appendix 9 - List of members from the members meeting

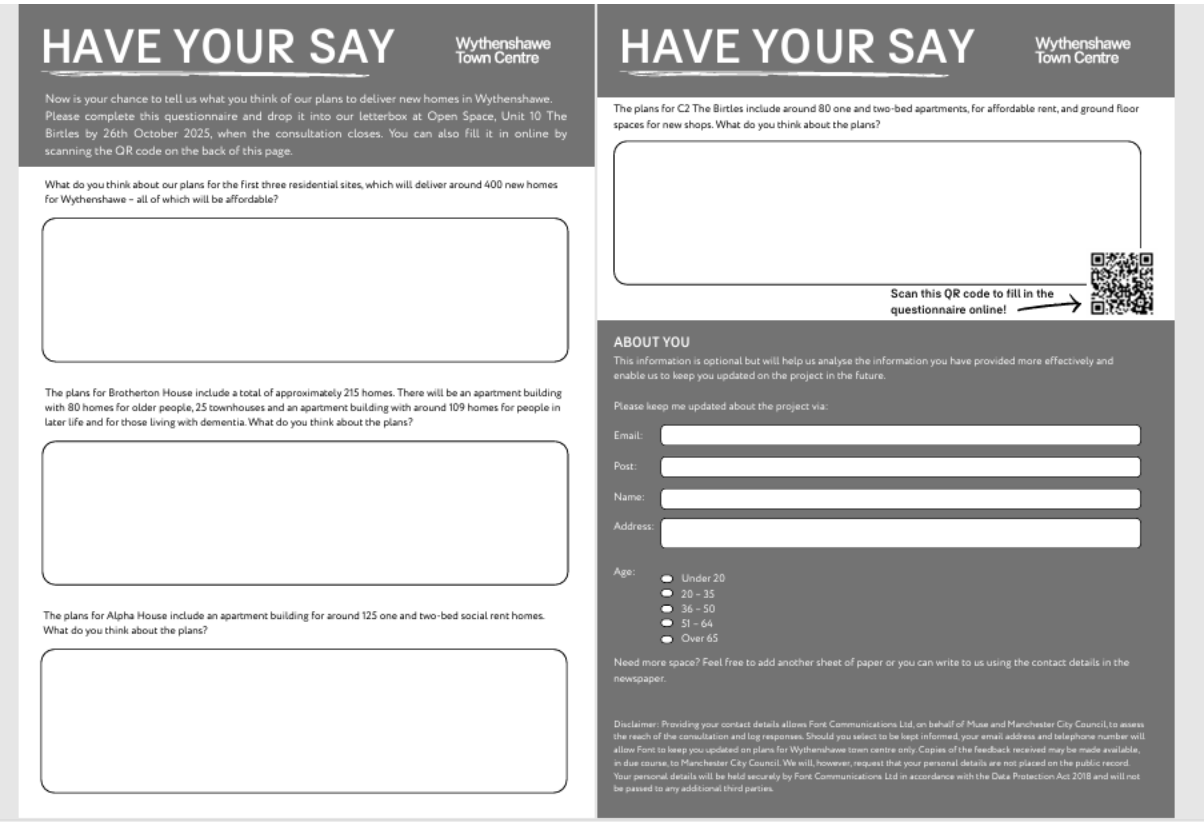
Green Party:

- Cllr Johnson
- Cllr Nunney
- Cllr Marlow

Labour Party:

- Cllr Cooley
- Cllr Taylor
- Cllr Lynch
- Cllr White
- Cllr Rawlins
- Cllr Fletcher
- Cllr Marsh

Appendix 10 – Questionnaire



HAVE YOUR SAY

Wythenshawe Town Centre

Now is your chance to tell us what you think of our plans to deliver new homes in Wythenshawe. Please complete this questionnaire and drop it into our letterbox at Open Space, Unit 10 The Birtles by 26th October 2025, when the consultation closes. You can also fill it in online by scanning the QR code on the back of this page.

What do you think about our plans for the first three residential sites, which will deliver around 400 new homes for Wythenshawe – all of which will be affordable?

The plans for Brotherton House include a total of approximately 215 homes. There will be an apartment building with 80 homes for older people, 25 townhouses and an apartment building with around 109 homes for people in later life and for those living with dementia. What do you think about the plans?

The plans for Alpha House include an apartment building for around 125 one and two-bed social rent homes. What do you think about the plans?

HAVE YOUR SAY

Wythenshawe Town Centre

The plans for C2 The Birtles include around 80 one and two-bed apartments, for affordable rent, and ground floor spaces for new shops. What do you think about the plans?

Scan this QR code to fill in the questionnaire online!

ABOUT YOU

This information is optional but will help us analyse the information you have provided more effectively and enable us to keep you updated on the project in the future.

Please keep me updated about the project via:

Email:

Post:

Name:

Address:

Age:

- Under 20
- 20 – 35
- 36 – 50
- 51 – 64
- Over 65

Need more space? Feel free to add another sheet of paper or you can write to us using the contact details in the newspaper.

Disclaimer: Providing your contact details allows Font Communications Ltd, on behalf of Muse and Manchester City Council, to assess the reach of the consultation and log responses. Should you select to be kept informed, your email address and telephone number will allow Font to keep you updated on plans for Wythenshawe town centre only. Copies of the feedback received may be made available, in due course, to Manchester City Council. We will, however, request that your personal details are not placed on the public record. Your personal details will be held securely by Font Communications Ltd in accordance with the Data Protection Act 2018 and will not be passed to any additional third parties.

Appendix 11 – Selection of social media posts