

Wythenshawe Town Centre (Alpha House residential application)

Consultation Report

November 2025



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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 proposals to demolish the current Alpha House office building and develop it into 125 new social rent homes.

The plans include:

- 125 new social rent homes
- A mix of one and two bedroom apartments
- 16 wheelchair accessible apartments
- New landscaping including trees and green spaces

This report accompanies the planning application for the proposed development. A more detailed description of the proposed development is provided in the Planning Statement.

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 Alpha House. These comments have assisted in understanding the local feedback, especially those residing in the surrounding local area.

2. Planning Policy Context

2.1 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).

2.2 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.

2.3 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. Consultation methodology

3.1 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 specifically with Manchester City Council's officers on several occasions via meeting, telephone and email.

Meetings were held on both 5th August and 10th September 2025 to provide officers with the opportunity to review and comment on the proposed development as design evolved. In summary the meeting on 5th August covered:

- Site Location and Surroundings
- Relationship with Wythenshawe Town Centre Development Framework
- Design Concept
- Outline of Initial Floor Plans
- Sustainability Principles
- Planning Application Requirements
- Project Timescales

Feedback received during this meeting was positive, with officers understanding the design approach and outlining their support for the principle of development and its contribution to the regeneration of Wythenshawe. The applicant was asked to consider and fully justify in the application the biodiversity net gain strategy, approach to car parking and limiting unauthorised car parking and the building's integration with the existing street layout.

The meeting on 10th September covered:

- An update on design evolution and façade design including active frontages and 'meantime' arrangements for specific elevations
- Landscaping strategy and how this feeds into the BNG strategy
- The proposed removal of trees

- Aerodrome safeguarding and updates on discussions with Manchester Airport Group
- Public consultation strategy.

Feedback was again received during the meeting with support again extended for the proposed development and the design concepts. Queries were raised in relation to ground floor uses, crime and security and refuse collection and the design team agreed to incorporate details into the application.

In addition to the engagement with planning officers, individual discussions have also taken place with MCC Highways, MCC Environmental Health and Greater Manchester Ecology Unit. Validation requirements for the planning application were agreed with 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 Civic. 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 Alpha House 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 Alpha House. 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 the Civic. 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 Alpha House, 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 Civic 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.

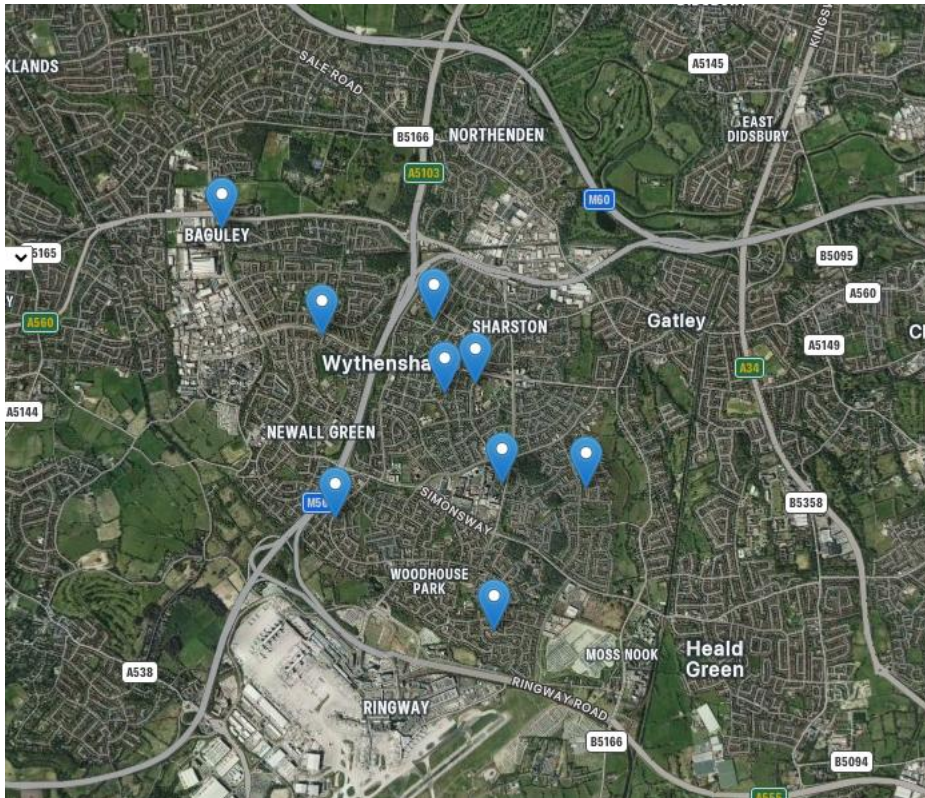
4.1 Previous engagement

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.



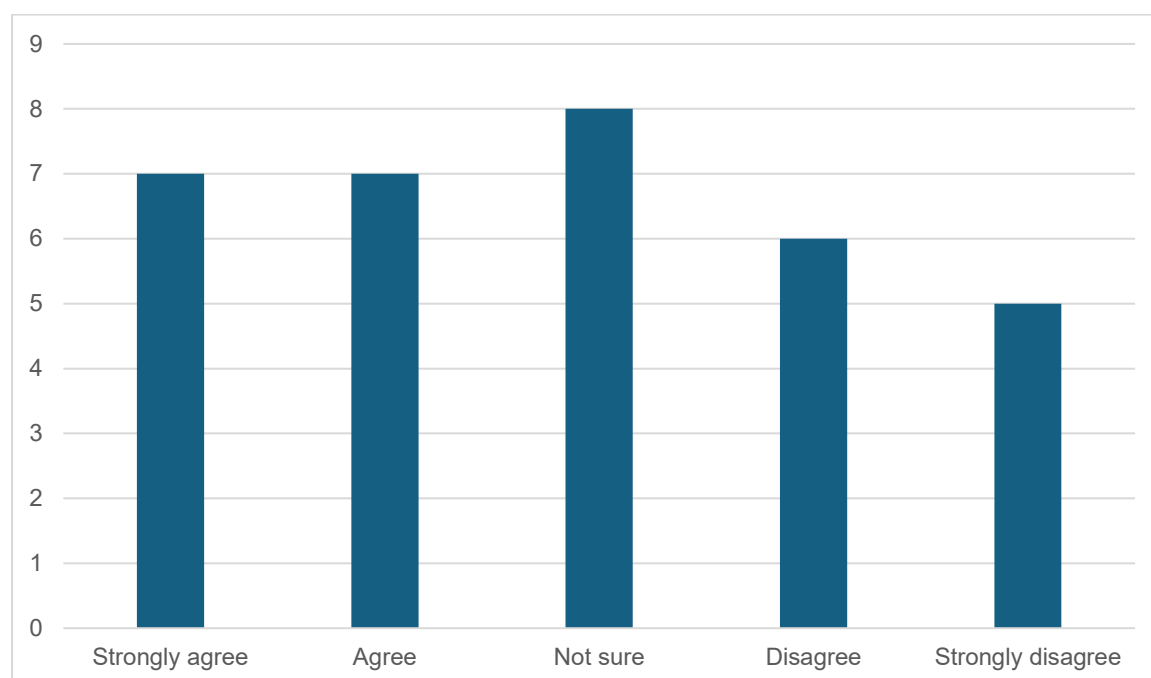
The questions asked of respondents were:

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 <i>"truly affordable"</i> .
Alpha House	Respondents generally supported the redevelopment of Alpha House. They highlighted the importance of providing genuinely affordable housing for local residents, including pensioners and people who need it. Many requested larger family homes and adequate kitchen space. There was also a desire for balconies, rooftop or communal gardens, off-road parking, and better accessibility for disabled residents. Homes should be well-maintained, and some respondents raised questions about the mix of tenures and the impact on existing homeowners.
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 <i>"genuinely"</i> 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
Alpha House	Elderly activity space outdoors

Internal courtyards for safety of vulnerable/less able people

Playground and a garden for the community

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.
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4.5 Wythenshawe Community Housing Group (WCHG) engagement process

Throughout WCHG'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.
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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, Tenure and Affordability	The development will deliver 125 affordable social rented dwellings in a mix of: • 1 bedroom 2 person units (41 total) • 1 bedroom 2 person accessible M4(3) units (10 total) • 2 bedroom 3 person units (68 total) • 2 bedroom 3 person accessible M4(3) units (6 total) Social rented dwellings meet all of the following conditions: 1. The rent is set in accordance with the Government's rent policy for Social Rent; 2. The landlord is a registered provider (in this case Wythenshawe Community Housing Group) 3. Provision is made for the dwellings to remain at an affordable price for future eligible households, or for the subsidy to be recycled for alternative affordable housing provision. Allocation of the units will be controlled by Wythenshawe Community Housing Group as set out in the Affordable Housing Statement submitted with the application. The scheme will prioritise 'rightsizing' amongst existing WCHG tenants, with allocation proposed to older tenants currently under occupying 3- and 4-bedroom homes, in addition to those who may need to move to accessible properties due to medical and health issues. The scheme will free up larger homes for younger families who in turn will be allocated homes from the existing 'Manchester Move' waiting list and those in eligible temporary homelessness family accommodation provided by Manchester City Council. A local lettings policy will be agreed with Manchester City Council.
Community infrastructure	A priority of the proposed development is to deliver high-quality affordable homes in an area in significant need of new stock, to free up existing properties for larger families. As the homes are affordable and not to be sold, neither WCHG or Muse will receive a sales receipt, and therefore any additionality to be provided

	by the development would be at significant cost. Whilst developments can make financial contributions towards local education, healthcare and sports facilities for example, the provision of a contribution towards local infrastructure as part of this scheme would not be viable.
Retail and amenities	The application site and the proposed development will be centrally located within Wythenshawe town centre and will therefore have very good access to local retail provision and other amenities. Residents within the proposed development will be able to access amenities on foot and further afield by public transport modes.
Parking and traffic	Car parking will be provided on site for the 16 no. M4(3) accessible apartments whilst a total of 66 cycle spaces and 18 mobility scooter spaces will be available within the building. All parking is secured solely for the use of residents. The proposed development will be exceptionally well served by sustainable modes with immediate access to bus, tram and cycle routes with a range of retail, employment and leisure facilities within a comfortable walking distance. The proposed development is in close proximity to the existing Civic Centre Multi-Storey Car Park which contains significant available capacity which is available for public use.
Communal Space	Well landscaped communal space is proposed to the centre of the scheme which will be exclusively for the use of residents and their guests. The area will include biodiverse planting to provide year-round variance in colour and foliage, including through ground level planting. Hard landscaping will provide variation in surfacing whilst seating and lighting will encourage dwell-time and socialisation between residents. Some dwellings will have direct access to the landscaped area. This area will be managed by Wythenshawe Community Housing Group.
Shared Bins	Residents will have access to internal shared bin stores, which will not be accessible to the public. These will be lockable from the outside of the building and the collection staff will unlock the stores on collection day before restowing them in the bin store once emptied. The bin stores will be fob controlled and will have CCTV to monitor usage.

7. 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 application in a number of ways, including:

- Ensuring effective security measures are incorporated into the building to prevent unauthorised access
- Clearly setting out the building's proposed management and car parking strategy
- Incorporating a variety of dwell areas into the landscaped courtyard

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.

Appendix 1 – Newspaper

Appendix 1 – Newspaper

[illegible][illegible]

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

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

Submit Form

Appendix 3 – E Bulletin

HAVE YOUR SAY

PLANS FOR OVER 400 AFFORDABLE HOMES IN WYTHENSHAW 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 vision for a regeneration plan which will see Civic – the town's main town 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 £11m 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 [muse.co.uk](http://www.muse.co.uk) 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 building performance 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 www.muse.co.uk we invest in what the community needs in the years to come."



Joe Staddon, 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 – 3pm)** 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 www.muse.co.uk 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

For further information, please contact:

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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 plans, 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 Sindal 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, ECP, with Legal & General and Homes England, Habbo 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.muse.co.uk

Appendix 5 – Open space launch event



Appendix 6 – Exhibition boards

It's all happening at Civic

Manchester City Council and placemaker Muse have already started work on the regeneration of Civic and there is much more activity to come.

The plans include a new Culture Hub, with performance and artist studio space, areas for workshops, exhibitions, classes or community events, a new food hall and workspace to help local businesses to grow.

A larger public square is also planned, with improved outdoor spaces, including new paving and more trees and plants to make the town centre a much greener and more pleasant space to spend time.

The project received £20m of funding provided by the UK Government and a further £11.9m from the Council and forms part of the wider £200m regeneration of Wythenshawe.

Demolition of the former Peacocks building will start by the end of the year, with work on the Culture Hub, food hall, workspace and outdoor spaces beginning in early 2026. All of the new spaces at Civic will open in 2027.

October 2025 Open Space official launch	October 2025 Consultation on the residential planning applications and food hall	Before end of 2025 Start of the construction works within Civic, beginning with demolition of the former Peacocks unit	By end 2025 Submission of the first residential planning applications
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A partnership between
MANCHESTER CITY COUNCIL + MUSE

Funded by
UK Government

Get in touch
Email: info@wythenshawtowncentre.co.uk
Visit www.wythenshawtowncentre.co.uk

New food hall

It's official: Wythenshawe is getting a brand new food hall. So the good news is that you would like to see a mix of healthy options, diverse cuisines, affordable prices, fresh produce, great coffee, a bar and most importantly, support for local businesses instead of big name chains.

We're creating a space that champions independent traders and local producers, offering a wide range of food and drink that's fresh, varied, and genuinely worth coming back for.

We're still shaping our final plans though, and want to make sure we get it right, so if you've got more ideas about what you'd love to see in the food hall, we'd love to hear them.

What would you love to see in the food hall?

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 Cyo

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
- 18 wheelchair accessible apartments

What do you think of the plans for Alpha House?



C2 The Birtles
80 homes

Brotherton House
215 homes

Alpha House
125 homes

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 these brown-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 phase residential area?

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 Fort 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 Fort 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 Fort 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

