

Kellen Homes and Jigsaw Housing Group | Former Buzz Bingo Site

Statement of Community involvement

May 2026

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1.0 Overview

1.1 The Proposals

This Statement of Community Involvement (SCI) has been prepared by Lexington on behalf of Kellen Homes and Jigsaw Homes Group ('the Applicants'), in support of a planning application for residential development on land at the former Buzz Bingo site, Belle Vue ('the Site'). The proposals comprise the redevelopment of a vacant brownfield site to deliver 152 new homes.

The Site has remained unused for a number of years and represents an opportunity to bring forward a high-quality residential development that responds to identified local housing needs. The proposals seek to deliver an entirely affordable housing scheme, alongside associated public realm and infrastructure improvements.

1.2 Pre-Application Consultation

This document forms part of a suite of reports submitted in support of the planning application. The Applicants are committed to undertaking meaningful pre-application engagement to ensure that the local community is fully informed of the proposals and provided with an opportunity to help shape the development prior to submission. To support this, Lexington, a specialist communications consultancy, was instructed to design and deliver a comprehensive programme of consultation and stakeholder consultation.

A programme of pre-application consultation was undertaken in accordance with national guidance and Manchester City Council's Statement of Community Involvement (as outlined in Section 2.0) between Thursday, 26th March and Tuesday, 7th April 2026. The consultation provided local residents, businesses and stakeholders with an opportunity to review the emerging proposals and submit feedback.

The consultation was publicised through a range of channels, including leaflet distribution, a dedicated project website, local media coverage and social media activity. Members of the public were invited to provide feedback via an online form, a community information telephone line, email or postal address. This report provides a comprehensive account of the engagement undertaken with stakeholders and the local community during the pre-application stage.

1.3 Conclusions

The Applicant has had regard to the feedback received during the consultation in the preparation of the planning application. This SCI provides a comprehensive account of the consultation undertaken, summarises the feedback received from the local community and stakeholders, and sets out the response to the key issues raised.

A detailed analysis of consultation responses is provided in Section 4.0, with the Applicants' response set out in Section 5.0. The Applicants considers that the consultation process has been comprehensive and proportionate, and that the feedback received has been appropriately considered in the development of the proposals.

2.0 Planning and Guidance: Role of Community Involvement

Planning guidance states that pre-application consultation with communities, local authorities and statutory consultees can bring several benefits to the process of determining planning applications. Against this background, the Applicants have sought to consult with interested parties following local and national policy and guidance concerning community involvement in the planning system, as well as industry best practice.

2.1 Manchester City Council's Statement of Community Involvement

Manchester City Council adopted a revised Statement of Community Involvement (SCI) in August 2025. This SCI replaces the previous version adopted in 2018. This document sets out how the Council will seek to involve local residents and other members of local communities in decision making in respect of planning matters. Section 8 of the SCI states that:

> *"Pre-application consultation 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. This will mean that there are likely to be fewer objections once an application is submitted."* (Page 29)

The SCI goes onto outline various methods for consulting, including letters to residents and businesses, a website set up by the developer, leaflets distributed to nearby streets and social media. It also notes that:

> *"When the developer submits a planning application following the consultation, they are expected to accompany it with a record of the consultation that took place. Copies of responses will be requested and required for the planning submission, so that it can be seen how the developer incorporated people's comments into their final proposal and for us to consider."* (Page 30)

2.2 The Localism Act 2011

The Localism Act 2011 seeks to provide the local community with a voice throughout the planning process, highlighted in the former Department for Communities & Local Government's paper, Decentralisation and Localism Bill: an essential guide, which outlines one of its principles as:

> *"Empowering communities to do things their way – by creating rights for people to get involved with, and direct the development of, their community."*

The Act outlines that developers must notify the local community about their proposals to *"bring the proposed application to the attention of a majority of the persons who live at, or otherwise occupy, premises in the vicinity of the land."* It goes onto state that the publicity must explain how the applicant can be contacted by those *"wishing to comment on, or collaborate…on the design of, the proposed development"* and that applicants must consider the feedback received by having *"regard to any responses to the consultation."*

2.3 National Planning Policy Framework

On 16th December 2025, the Government published a consultation on proposed updates to the National Planning Policy Framework (NPPF), with consultation running until 10th March 2026. The draft NPPF reinforces the role of early and proportionate pre-application engagement within the planning process.

This builds on the principles set out in the current adopted NPPF, which also encourages early engagement with communities, local planning authorities and relevant stakeholders to improve the quality of planning applications and address key issues at an early stage.

The draft NPPF sets out the expectation that engagement undertaken at an early stage can assist in identifying and addressing key planning considerations before an application is submitted, including matters relating to transport and access, infrastructure provision, housing mix, environmental impacts and the relationship with neighbouring uses.

The draft policy states that:

> *"Proposals for major development should be informed by early engagement with neighbours and the local community, as well as with the local planning authority, statutory consultees and other relevant bodies where appropriate, to identify and seek to resolve key planning matters prior to the submission of a planning application. This pre-application engagement should be proportionate to the nature of the scheme and those likely to be affected by it".* (page 19).

2.4 National Planning Practice Guidance

The National Planning Practice Guidance (NPPG) is intended to make planning guidance more accessible and easier to keep up to date. Regarding consultation and community engagement, the NPPG notes:

> *"Early and timely engagement between developers, statutory consultees and local authorities at the pre-application phase is important in helping to address issues and opportunities early on and avoid delays occurring at the formal application stage".* (Para. 15-013-20190722).

The guidance states that this can be achieved by consulting the local planning authority, statutory and non-statutory consultees, elected members, and local people, with the level of engagement proportionate to the nature and scale of the proposed development.

2.5 Our Approach

The Applicants have sought to ensure that the engagement with the local community on the plans has adhered to the national and local guidance as outlined in Manchester City Council's SCI, the Localism Act 2011, the NPPF and the NPPG, as well as industry best practice.

3.0 Consultation Programme

The Applicants are committed to delivering a comprehensive consultation process that provided detailed information on the scheme and encouraged feedback from a range of stakeholders. To that end, a consultation was undertaken from Thursday, 26th March until Tuesday, 7th April 2026. During this time, 40 responses were received from members of the public.

The consultation was designed to accommodate the diverse needs of various audiences by removing barriers to participation, enhancing accessibility and providing clear, digestible information. To ensure inclusivity and engagement across all interested parties in the area, a range of methodologies, as outlined below, were employed.

3.1 Engagement with Local Political Stakeholders

Prior to the consultation launch, a letter was sent by email to local political stakeholders to notify them of the proposals, along with an invite to meet with the project team to learn more about the plans. This correspondence was issued on Thursday, 19th March and was sent to key Cabinet members, ward members and site adjacent members, as well as the newly elected Member of Parliament, specifically:

- Councillor Bev Craig (Lab, Burnage), Leader of the Council
- Councillor Gavin White (Lab, Old Moat), Executive Member for Housing & Development
- Councillor Lee-Ann Igbon (Lab, Hulme), Executive Member for Vibrant Neighbourhoods
- Councillor Suzanne Richards (Lab, Longsight)
- Councillor Abid Chohan (Lab, Longsight)
- Councillor Shahbaz Sarwar (Workers Party of Britain, Longsight)
- Councillor Julie Reid (Lab, Gorton & Abbey Hey)
- Councillor John Hughes (Lab, Gorton & Abbey Hey)
- Councillor Afia Kamal (Lab, Gorton & Abbey Hey)
- Councillor Amna Abdullatif (Ind, Ardwick)
- Councillor Tina Hewitson (Lab, Ardwick)
- Councillor Abdigafar Muse (Lab, Ardwick)
- Hannah Spencer MP (Green, Gorton and Denton)

A follow-up email was issued on Wednesday, 25th March to provide stakeholders with a link to the virtual exhibition website and a copy of the leaflet to be distributed to local residents. These recipients included all those listed above, as well as all members of Manchester City Council's Planning Committee.

On Thursday, 26th March, representatives from the team meet with ward members for Longsight and Gorton & Abbey Hey, Councillor Suzanne Richards, Councillor Julie Reid, Councillor John Hughes. The meeting enabled members to receive further information about the project and ask additional questions.

During the meeting, the project team presented the proposals, which were broadly welcomed, particularly the provision of social rent and family housing. Members raised concerns regarding highways, site access, parking provision, and wider infrastructure pressures. They emphasised

the importance of a robust assessment of local highway impacts, particularly regarding Hyde Road and its surrounding junctions. Environmental impacts, demolition plans, and community engagement were also discussed.

Councillor Gavin White, Executive Member for Housing and Development, requested an online meeting, which was held on Monday, 30th March with members of the project team. The meeting provided an opportunity to discuss the proposals, including initial feedback following the launch of the consultation.

The meeting also allowed Councillor White to ask questions regarding the cumulative highways impacts in the context of other local developments. The project team acknowledged these concerns, confirming that further highways analysis is being undertaken and will be shared with members in due course.

A copy of the correspondence is provided in Appendix A.

3.2 Community Leaflet

To announce the public consultation, leaflets were hand delivered to 1,536 residential and business addresses closest to the Site. This distribution area was chosen to ensure that those most likely to have an interest in the proposals, i.e. those closest to the proposed development, were made aware of the public consultation and had the opportunity to submit their feedback on the plans.

The leaflet outlined the proposals for the Site, the consultation period and the available methods for providing feedback:

- Visiting the consultation website: www.newhomesforbellevue.co.uk
- Calling the community information line: 0161 711 0298 (available Monday to Friday, 9:00am to 5:30pm)
- Emailing: newhomesforbellevue@havingyoursay.co.uk
- Writing to: FREEPOST SHAPE TOMORROW

A map of the distribution area can be found at Appendix B and a copy of the leaflet can be found in to Appendix C.

3.3 Community Information Line

A community information line (0161 711 0298) was available throughout the consultation to enable people to speak with members of the development team. It was established from the start of the consultation and was staffed from 9:00am to 5:30pm, Monday to Friday. An answerphone facility was available outside of office hours.

The community information line was promoted in all correspondence with residents and stakeholders, as well as included on the consultation website. No calls were received during the consultation.

3.4 Consultation Email & Postal Address

To submit feedback and questions regarding the plans, a dedicated email address was established; newhomesforbellevue@havingyoursay.co.uk. The email was included on all correspondence with residents and stakeholders, as well as the press release and consultation website. Alternatively, respondents were also able to post their comments to a dedicated postal address. During the public consultation, two emails were received, but no letters were submitted.

3.5 Website

A dedicated website, www.newhomesforbellevue.co.uk, was launched on Thursday, 26th March to coincide with the start of the consultation. The website included the following information:

- A welcome page detailing the plans and providing information about the consultation
- A virtual exhibition providing information in an accessible and interactive format
- A detailed description of the site location and map of the Red Line Boundary
- A section explaining the key considerations of the scheme
- An online feedback form to allow comments to be provided as part of the consultation
- Contact information for the project team, including details of phone, email or postal options
- Overview of the Applicants and their experience.

Between Thursday, 26th March and Tuesday, 7th April, the consultation website was visited 1,806 times. Images of the website can be viewed in Appendix D, with the virtual exhibition boards displayed in Appendix E.

3.6 Social Media

Social media was used to engage with residents across the wider community, with adverts posted on Facebook and Instagram. During the consultation, the Facebook and Instagram adverts reached 7,799 users, with 646 individuals clicking through to the consultation website. Copies of the social media adverts can be found in Appendix F.

3.7 Press & Media

A press release was issued to both the local and trade press to share details of the proposals and the consultation process (Appendix G). The release highlighted the main elements of the scheme, including the redevelopment of the vacant brownfield site for 152 new affordable homes, alongside new green spaces, improved connections and high-quality public realm.

It also highlighted the benefits for the local area and outlined how residents and stakeholders could participate in the consultation process. The press release attracted media interest and secured coverage across several publications, broadening the consultation's reach and supporting wider community engagement. This resulted in the following media coverage:

- The Business Desk – Friday, 27th March 2026

Views sought on plans to create 152 homes on site of former Belle Vue bingo club

https://www.thebusinessdesk.com/northwest/news/2169747-views-sought-on-plans-to-create-152-homes-on-site-of-former-belle-vue-bingo-club

- Place North West – Friday, 27th March 2026

Belle Vue Buzz Bingo braces for bulldozer
https://www.placenorthwest.co.uk/belle-vue-buzz-bingo-braces-for-bulldozer/

- Manchester Evening News – Tuesday, 31st March 2026

Popular former Manchester bingo hall set to be demolished to make way for 152 affordable homes
https://www.manchestereveningnews.co.uk/news/greater-manchester-news/popular-former-manchester-bingo-hall-33694116#comments-wrapper

4.0 Summary of Feedback

During the consultation, local members, residents, businesses and organisations were able to provide feedback via telephone, email, post and the consultation website. Information on how to respond was shared through the project website and leaflet distributed to the local community.

In total, 40 submissions were received during the public consultation, the majority of which were via the online form provided on the project website (38). The table below summarises the methods used by the public to provide their feedback.

Method	Responses
Email	2
Telephone	0
Post	0
Online Feedback Form	38
Total	**40**

4.1 Email Correspondence

Residents and stakeholders were able to contact the project team via email, with a dedicated email address, newhomesforbellevue@havingyoursay.co.uk, established for the consultation.

During the consultation period, two emails were received. One respondent expressed strong interest in the proposed development and the benefits it would bring to the area, as well as requested to be kept informed of future updates, including opportunities to purchase a property.

The second respondent sought further information regarding aspects of the scheme's design, including parking provision, dwelling sizes and sustainable features, such as heat pumps and solar panels.

4.2 Community Information Line

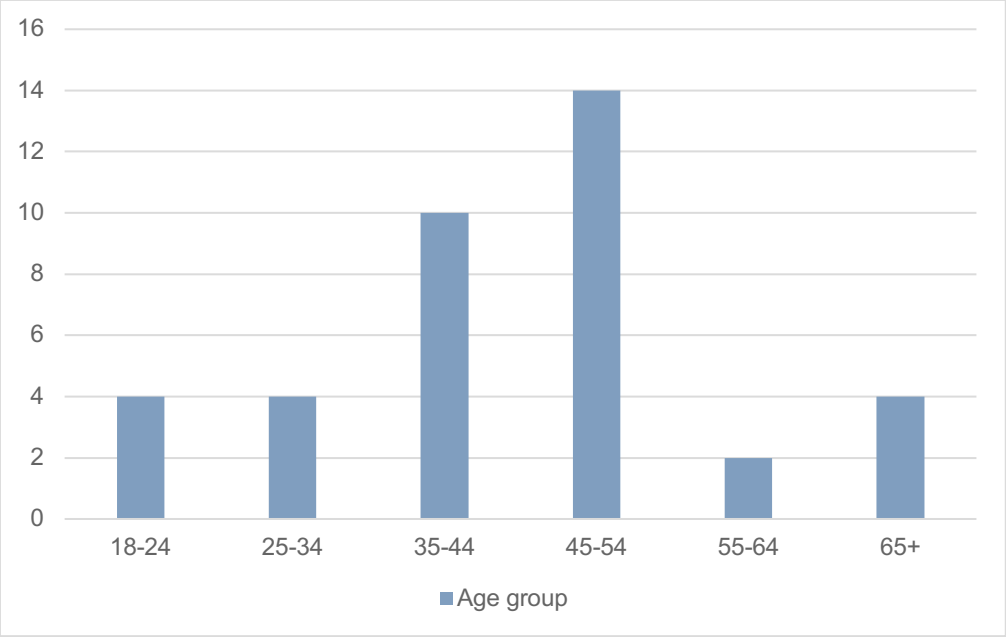
A Community Information Line (0161 711 0298) was available to enable residents and stakeholders to speak directly with members of the project team or provide feedback via telephone. The line was available Monday to Friday, between 9:00am and 5:30pm. Outside of these hours, an answerphone facility was available, allowing callers to leave a message and request a call back. No calls were received during the consultation period.

4.3 Feedback Forms

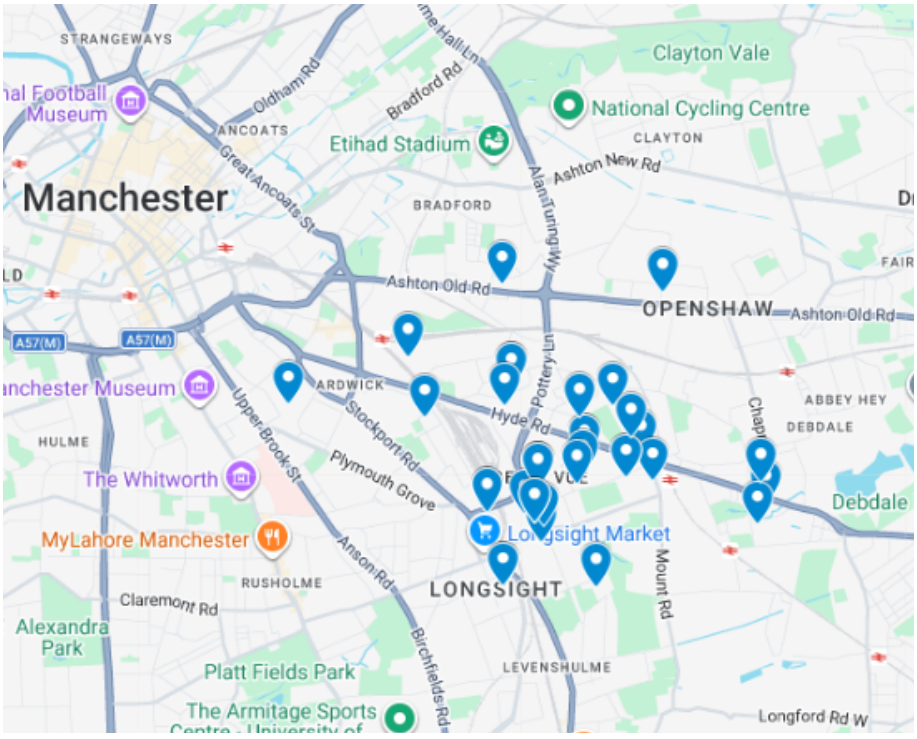
As part of the consultation, an online feedback form was made available via the project website, providing residents and stakeholders with an opportunity to submit their views on the proposals.

A total of 38 responses were received via the online feedback form. Respondents were invited to provide demographic information, including age, to help understand the profile of those engaging with the consultation. Age data was provided by all respondents.

The results indicate the highest level of engagement from those aged 45–54 (37%), followed by respondents aged 35–44 (26%). A full breakdown of responses by age group is illustrated in the graph below.



Respondents were also asked to provide their postcode to help identify the geographic distribution of feedback. Where postcodes were provided and could be mapped, these are indicated on the image below. The data demonstrates that the majority of responses were received from those living in close proximity to the Site, indicating that those most directly affected by the proposals were well represented in the consultation.



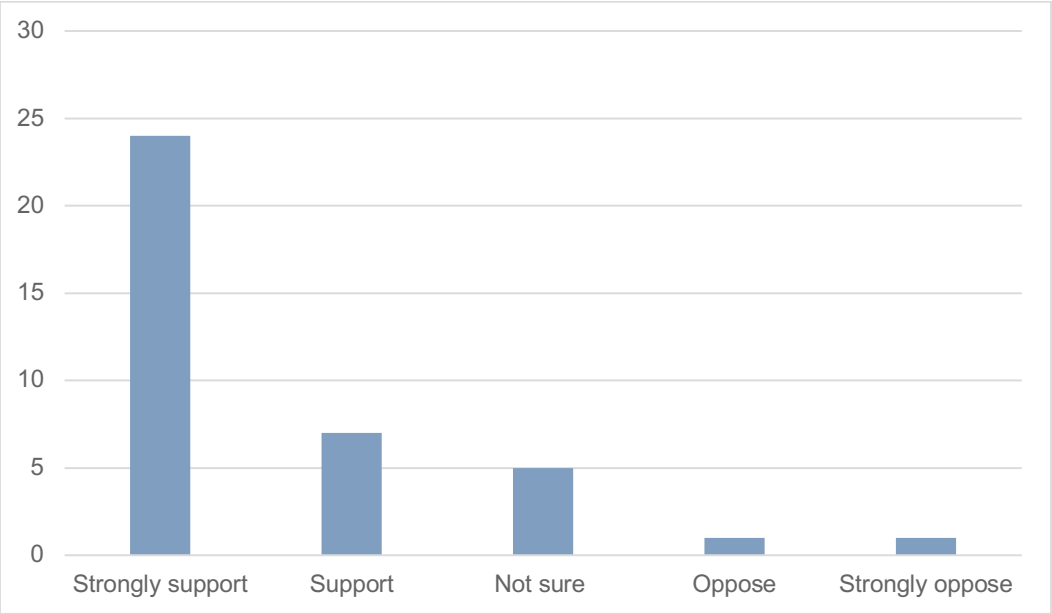
The feedback form included a combination of quantitative and qualitative questions to capture both measurable responses and more detailed comments. A summary of the key themes arising from the responses is set out below.

Question One: To what extent do you support the redevelopment of the former Buzz Bingo site?

Following the initial demographic questions, respondents were asked to indicate the extent to which they support the redevelopment of the Site. The available response options were: *Strongly agree, Agree, Disagree, Strongly disagree* and *Not sure*. All 38 respondents answered this question.

The results demonstrate a high level of support for the proposals. The majority of respondents (63%, equating to 24 individuals) indicated that they *strongly agree* with the redevelopment, with a further 18% (seven respondents) stating that they *agree*. In total, this represents 81% of respondents expressing support for the proposals.

Five respondents (13%) indicated that they were *not sure*. These responses were distributed across a range of age groups, suggesting no clear demographic trend in levels of uncertainty. A small minority of respondents (two individuals) expressed opposition to the proposals.



This question also included a free-text response option, allowing respondents to explain the reasoning behind their answer. A total of 30 respondents provided additional comments. These responses have been reviewed and coded into key themes, as set out in the table below.

Theme	Frequency
Housing demand	9
Local infrastructure capacity	8
Perceived positive impacts	8
Expressions of interest in properties	6
Green space provision	2

Consideration of local character	2

The most frequently cited theme related to housing demand, with respondents highlighting the need for new homes in the area, particularly affordable housing. This was closely followed by references to the perceived positive impacts of the development, including the regeneration of a brownfield site.

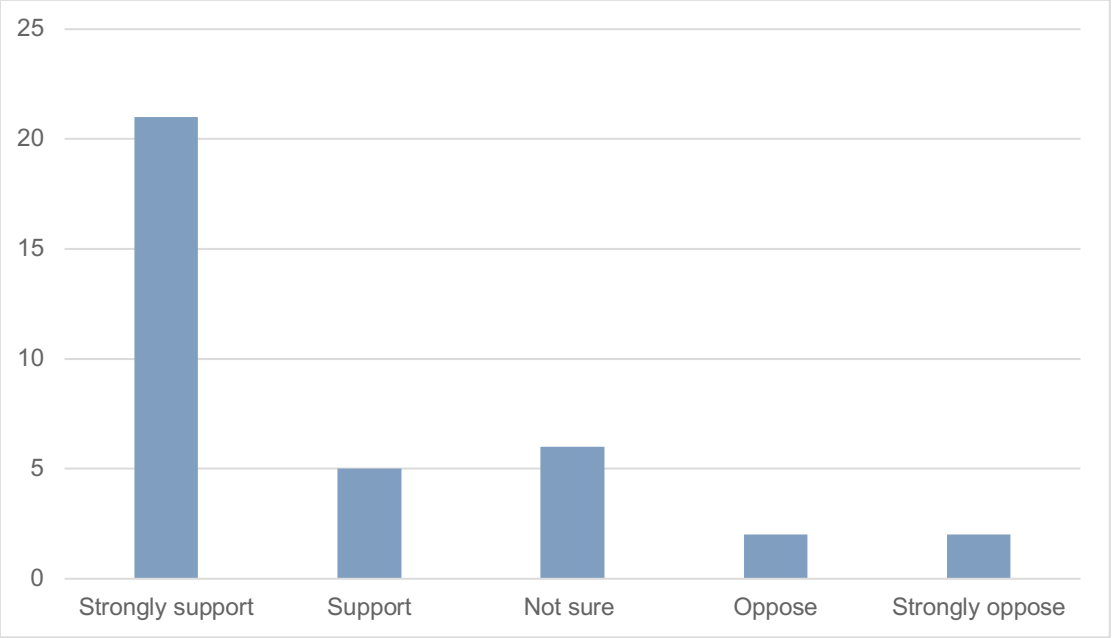
Concerns regarding local infrastructure capacity were also commonly raised, with respondents referring to pressures on healthcare services and the local highway network. A number of respondents expressed interest in purchasing a property within the development, whilst a smaller number raised considerations relating to green space provision and the need to reflect the character of the surrounding area.

Question Two: To what extent do you support the proposed development of 100% affordable housing on the site?

Respondents were asked to indicate their views on the proposed provision of 100% affordable housing within the development. The available response options were: *Strongly agree, Agree, Disagree, Strongly disagree* and *Not sure*.

A total of 37 respondents answered this question. The results indicate a high level of support, with 54% (20 respondents) stating that they *strongly agree* with the provision of 100% affordable housing.

A further proportion of respondents expressed uncertainty, with 16% (six respondents) selecting *Not sure*. This broadly reflects the pattern of responses observed in the previous question. Only a small minority of respondents indicated opposition to this aspect of the proposals. The results are summarised in the table below.



This question also included a free-text response option, allowing respondents to elaborate on their answers. Many responses highlighted personal circumstances and local housing need, reinforcing support for the delivery of affordable housing.

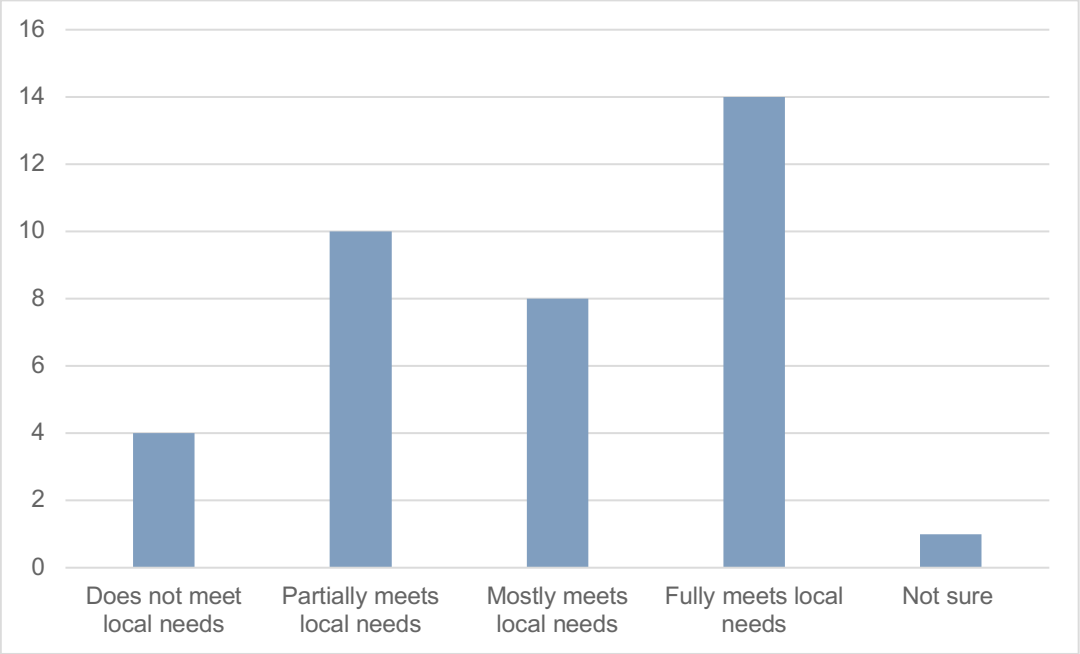
Several respondents sought clarification on how affordability would be defined, whilst others raised concerns relating to perceptions of the future occupants of the development. Additional comments focused on the potential impact on the local area, including the capacity of supporting infrastructure, particularly the local highway network.

Question Three: To what extent do you think the proposed mix of one- and two-bedroom apartments and two- to three-bedroom houses meets identified local housing needs?

Respondents were asked to indicate the extent to which they considered the proposed housing mix would meet identified local needs. A total of 37 respondents answered this question.

The results indicate a broadly positive response. The largest proportion of respondents (38%, equating to 14 individuals) considered that the proposals would meet local housing needs, with a further 21% (eight respondents) stating that needs would be *mostly met*. An additional 27% (10 respondents) indicated that needs would be *partially met*.

In total, this suggests that the majority of respondents consider the proposed housing mix to be broadly aligned with local needs. A smaller proportion of respondents (11%, four individuals) indicated that the proposals would not meet identified housing needs. The results are summarised in the chart below.



This question also included a free-text response option, allowing respondents to elaborate on their views. Many comments were positive, highlighting both local demand and personal interest in the proposed housing.

Where concerns were raised, these most commonly related to the perceived lack of larger family homes, with some respondents suggesting a need for additional three- and four-bedroom properties. There were also specific suggestions for the inclusion of bungalows, indicating a desire for a broader range of housing types to meet differing needs within the community.

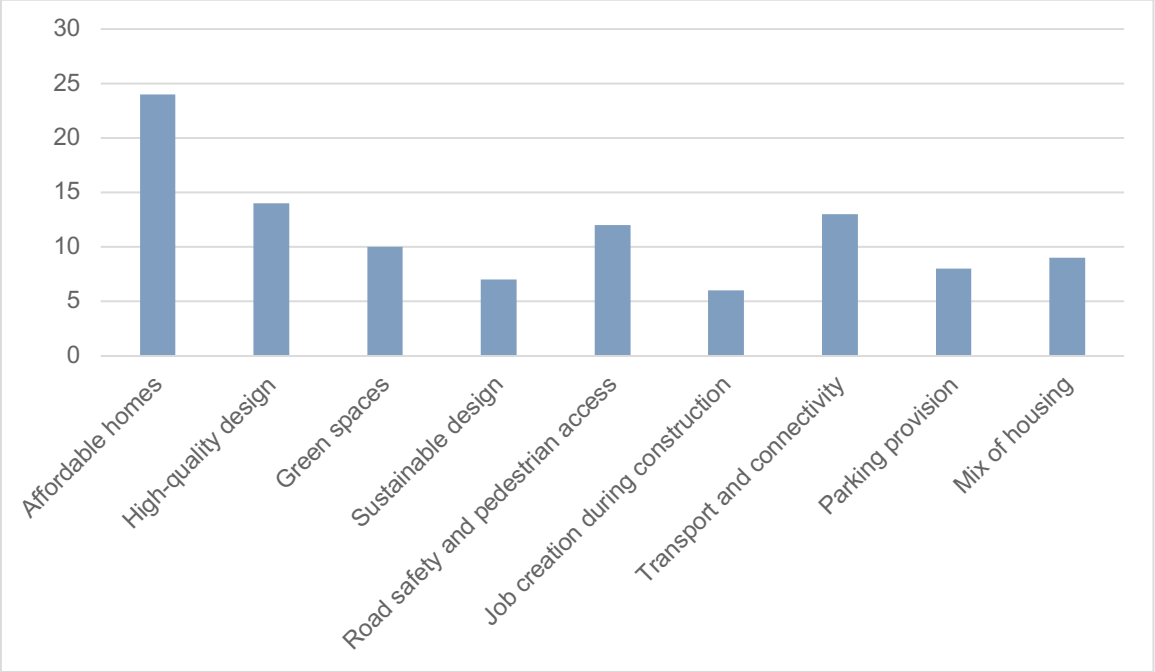
Question Four: What are your top priorities for this development? (tick up to three)

Respondents were asked to identify up to three priorities for the proposed development from a list of options, including affordable homes, high-quality design, green spaces, sustainable design, road safety and pedestrian access, job creation during construction, transport and connectivity, parking provision and housing mix.

A total of 35 respondents answered this question. The most frequently selected priority was the provision of *affordable homes* (24 mentions), reflecting the strong emphasis placed on housing affordability in earlier responses.

The next most commonly cited priorities were *transport and connectivity* (13 mentions) and *road safety and pedestrian access* (12 mentions), which align with wider concerns raised regarding traffic conditions and the local highway network.

With the exception of affordable homes, responses were relatively evenly distributed across the remaining categories, indicating a broad range of priorities and interests in relation to the proposed development. The results are summarised in the bar chart below.



Please use the space below for any additional comments, including what you like or dislike about the proposals, and any concerns you may have.

Respondents were invited to provide any further comments on the proposals, including aspects they supported, any concerns, or suggestions for improvement.

A total of 23 respondents provided additional comments. Several responses were detailed in nature and covered multiple topics. It is also noted that a number of themes raised by members of the public were consistent with those identified by political stakeholders.

A summary of the key themes identified, along with their frequency, is provided in the table below. As many responses addressed more than one issue, the total number of mentions exceeds the number of respondents.

Theme	Description	Frequency
Traffic and highways	Feedback regarding existing traffic levels and congestion, particularly on Hyde Road	3
Pressure on local infrastructure	References to potential impacts on GP services, dentists and local schools	3
Parking provision	Comments highlighting existing pressure on parking in the surrounding area	2

Pedestrian safety	Concerns regarding pedestrian safety in light of increased traffic levels	2
Design considerations	Feedback on aspects of the scheme design, including internal space and energy efficiency	2
Future residents	Questions regarding the profile of future occupants	2
Local employment	Comments relating to the long-term sustainability of jobs associated with the development	1

5.0 Response to Feedback

Kellen Homes and Jigsaw Housing Group would like to thank everyone who participated in the public consultation for proposals for the former Buzz Bingo site in Belle Vue. During the consultation, several topics were raised by respondents. The development team has sought to respond to these comments within this section.

5.1 Traffic, Access & Connectivity

Traffic and highways impacts were among the most frequently raised issues during the consultation process. Respondents highlighted concerns regarding existing congestion on the local road network, particularly along Hyde Road, as well as potential additional pressure arising from the development. Issues relating to road safety, pedestrian movement and parking provision were also raised, with similar concerns echoed by local political stakeholders.

The Applicants recognises the importance of ensuring that the development is appropriately integrated within the existing transport network and that any impacts are carefully assessed and managed. Transport and access have therefore been key considerations in shaping the proposals, with the scheme designed to promote safe and convenient movement for all users.

The Site is located within an established and highly accessible urban area, with good access to public transport and local services. Bus stops are located within a short walking distance on Hyde Road, Kirkmanshulme Lane and Mount Road, whilst Belle Vue Railway Station is also nearby. The Site is well connected to a range of everyday amenities, supporting sustainable travel patterns and reducing reliance on the private car, with car parking provision limited to 50%.

The proposals include safe and well-designed access arrangements, new pedestrian connections to surrounding streets and nearby facilities, and measures to encourage sustainable modes of travel. Transport assessments undertaken indicate that the development can be accommodated within the local highway network, with no unacceptable impact on traffic conditions.

The development is expected to generate approximately 66 two-way vehicle movements during the weekday morning peak and approximately 63 during the afternoon peak hour. These figures represent a robust and conservative assessment, as they are based on general housing trip rates, whereas the proposed 100% affordable housing tenure typically generates lower levels of car ownership and trip generation.

A full Transport Assessment will be submitted as part of the planning application to provide a detailed evaluation of traffic flows and identify any mitigation measures, where required. In addition, a Construction Environmental Management Plan (CEMP) is likely to be required to minimise disruption during the build phase, including the management of construction traffic and working practices.

5.2 Affordable Housing & Housing Need

The provision of affordable housing was one of the most strongly supported aspects of the proposals during the consultation process. A clear majority of respondents expressed support for

the delivery of 100% affordable housing on the Site, with many highlighting the need for homes that are accessible to local people.

The Applicants welcome this strong level of support and recognise the importance of responding to identified housing need. The proposals will deliver 152 new homes, all of which will be provided as affordable housing, including a mix of social rent and rent-to-buy tenures. This approach will provide a range of options for different households, including families, younger people and those currently priced out of the local housing market.

Belle Vue is experiencing significant housing pressures, driven by population growth, affordability constraints and changing household needs. The redevelopment of the Site represents an opportunity to deliver new homes in a sustainable and well-connected location, enabling residents to remain within the area and maintain access to existing services, employment opportunities and support networks.

The proposals have been developed in line with Manchester City Council's housing strategy, and its commitment to deliver at least 10,000 affordable and social rent homes by 2032, to address the City's growing housing need. The scheme will therefore make a meaningful contribution towards meeting both local and city-wide housing needs, whilst supporting wider regeneration objectives through the redevelopment of a vacant, unused brownfield site.

In response to questions raised during the consultation, the homes will be delivered in partnership with Jigsaw Homes Group, one of England's largest housing providers, managing more than 38,000 homes across the North West and East Midlands. This partnership will ensure that the homes are allocated and managed, providing high-quality, secure accommodation for those in housing need.

5.3 Housing Mix

The proposed housing mix was generally viewed positively during the consultation, with the majority of respondents indicating that the development would meet, or partially meet, identified local housing needs. Many respondents recognised the benefit of providing a range of homes within the scheme, reflecting demand for both smaller and family-sized properties.

Where concerns were raised, these most commonly related to the perceived lack of larger family homes, with some respondents suggesting a need for additional three- and four-bedroom properties. There were also specific suggestions for the inclusion of bungalows, indicating a desire for a broader range of housing types.

The Applicants have carefully considered this feedback in the development of the proposals. The scheme will deliver 152 residential units, comprising 126 apartments and 26 houses, all of which will be provided as affordable housing. The apartments are arranged across three blocks, ranging from five to six storeys in height, helping to create a coherent layout across the Site.

The proposed mix of one- and two-bedroom apartments, alongside two- and three-bedroom houses, has been designed to respond to identified local housing needs and support a balanced and sustainable community. This approach provides homes for a range of household types, including smaller households, families and those seeking to downsize.

Given the size and constraints of the Site, it is necessary to balance the delivery of a meaningful number of homes with the provision of a varied housing mix. As such, the proposals are considered to represent an efficient use of the Site, whilst responding to local demand as far as possible.

Overall, the development aims to deliver a balanced housing offer that contributes to meeting local needs, supports community stability and enables residents to remain within the area as their housing requirements change over time.

5.4 Design, Character & Quality

Comments received during the consultation highlighted the importance of delivering a well-designed development. Whilst several respondents were supportive of the proposals, some raised questions relating to aspects of the scheme design, including internal space standards, energy efficiency and how the development would integrate with the character of the local area.

The Applicants recognise the importance of high-quality design in creating successful and sustainable communities. The proposals have therefore been developed with a strong focus on delivering a well-designed residential neighbourhood that reflects the character of Belle Vue and provides an attractive and functional place to live. This approach includes the use of a red brick palette, reflecting the local residential character.

The scheme has been designed to include a mix of building types and heights, helping to create a varied and legible layout across the Site, as well as delivering an active and attractive frontage along Hyde Road. Careful consideration has been given to the arrangement of streets, buildings and open spaces to ensure that the development integrates with the surrounding area and provides a clear sense of place.

Homes within the development will be built to modern standards, with well-considered internal layouts, good levels of natural light and a focus on long-term comfort and usability. Energy efficiency is a key consideration, with the proposals incorporating measures to reduce energy use and support more affordable living for future residents.

The development will also include high-quality landscaping and public realm, helping to improve the appearance of the Site and create attractive spaces for residents and the wider community. This approach reflects the Applicants' commitment to delivering a development that not only meets housing needs, but also contributes positively to the character of Belle Vue.

The scheme will also be delivered with a North West housebuilder with a strong track record in delivering high-quality, design-led residential schemes. Kellen Homes has recently delivered a number of schemes in Manchester, including 272 homes and a community centre on Bennett Street, and is currently delivering 303 homes at Mount Road in Gorton. This experience demonstrates Kellen Homes' ability to successfully deliver well-designed, sustainable communities in Manchester.

5.5 Green Space & Environment

Green space and environmental considerations were raised during the consultation, with respondents highlighting the importance of providing accessible outdoor space and ensuring that the development contributes positively to the local environment.

The Applicants recognises the value of well-designed green spaces in supporting health, wellbeing and community interaction. The proposals have therefore been shaped by a landscape-led strategy to incorporate areas that provide opportunities for relaxation, play and social interaction, contributing to the creation of a welcoming and attractive residential environment.

The redevelopment of the Site will also deliver wider environmental benefits through the reuse of a vacant brownfield site, helping to reduce pressure on greenfield land to deliver housing targets and supporting sustainable patterns of development.

Environmental sustainability has been a key consideration in the design of the scheme. The proposed homes will be built to modern, energy-efficient standards, helping to reduce energy use and support more affordable living. In addition, the development will incorporate sustainable drainage systems to manage surface water effectively and reduce flood risk, alongside new planting and landscaping to enhance biodiversity and improve the overall appearance of the Site.

The proposals seek to create a greener, more attractive and environmentally responsible development that contributes positively to the character of the area and provides benefit, both for existing and future residents.

5.6 Infrastructure & Local Services

Concerns were raised during the consultation regarding the potential impact of the development on local infrastructure, particularly healthcare and education provision. Respondents highlighted a perception that existing services are already under pressure, emphasising the importance of ensuring that new development is supported by appropriate infrastructure.

The Applicants recognise these concerns and are committed to ensuring that the development is delivered in a way that is sustainable and proportionate to its scale. The Site is located within an established urban area with access to a range of existing services and facilities, including healthcare, education, retail and leisure provision.

The Applicants will continue to work closely with Manchester City Council to understand the capacity of local services and any requirements arising from the development. This will help ensure that the development is supported by appropriate infrastructure and that the needs of both new and existing residents are considered.

5.7 Scheme Benefits for Belle Vue & Manchester

In addition to delivering 152 new affordable homes, the proposed development will provide a range of wider benefits for Belle Vue and Manchester.

The redevelopment of the Site will bring a vacant brownfield site back into active use, improving the appearance of the area and contributing to the ongoing regeneration of Belle Vue. The proposals include high-quality landscaping and public realm, helping to create an attractive and welcoming environment, both for existing and future residents.

The development will generate significant economic benefits. During the construction phase, it is expected to support approximately 469.9 full-time equivalent (FTE) jobs and generate £14.8 million in Gross Value Added (GVA) nationally, with 124 jobs and £8.2 million of GVA supported at the regional level. This equates to around 26 permanent construction jobs within the local area, contributing £1.7 million in GVA per year. Additionally, the scheme will provide six apprentice and graduate roles.

The development will also support increased activity for local businesses and services, contributing to the vitality of the local area and the wider economy. It is estimated that new households will spend approximately £4.9 million per year. Assuming that 60% of this expenditure is retained within the Manchester area, this would generate an additional £2.9 million of spending in the local economy.

Furthermore, the properties are expected to generate in excess of £318,034 per annum in Council Tax revenue for the Local Authority. In addition, the development will support approximately 13 local public sector jobs through the payment of taxes.

Environmental benefits will be delivered through the provision of energy-efficient homes, sustainable drainage systems and new planting, contributing to a greener and more resilient neighbourhood. The proposals have been designed to support sustainable patterns of development, making efficient use of previously developed land and reducing pressure on greenfield sites elsewhere.

Overall, the development represents an opportunity to deliver high-quality homes alongside a range of social, economic and environmental benefits, supporting the long-term growth and regeneration of Belle Vue.

6.0 Conclusion

The public consultation on the proposals for the former Buzz Bingo site in Belle Vue has provided valuable insight into the priorities and perspectives of the local community. The consultation was undertaken in accordance with Manchester City Council's Statement of Community Involvement, the Localism Act 2011, the National Planning Policy Framework and National Planning Practice Guidance.

The consultation was carried out between Thursday, 26th March and Tuesday, 7th April 2026, during which time the Applicants delivered a comprehensive programme of engagement to ensure that local residents, stakeholders and businesses had the opportunity to review the proposals and provide feedback.

A total of 40 responses were received, primarily via the online feedback form, alongside submissions through the dedicated project email address. Consultation materials were distributed to 1,536 homes and businesses, and the project website received 1,806 visits over the course of the consultation. The Applicants are grateful to all those who took the time to engage with the process.

The feedback received covered a range of themes, including traffic and highways, housing need and affordability, the proposed housing mix, design and environmental considerations, and the capacity of local infrastructure. These issues have been carefully considered by the Applicants and have informed the development of the proposals, with responses set out in Section 5.0 of this report.

The proposed development will deliver 152 new affordable homes, making a meaningful contribution towards meeting identified housing needs in Belle Vue and the wider Manchester area. In doing so, the scheme supports national and local planning policy objectives, whilst also delivering wider social, economic and environmental benefits through the regeneration of a vacant brownfield site.

The Applicants remains committed to maintaining open and transparent dialogue with the local community. Communication channels, including the project email address and telephone line, will remain available, with further opportunities for engagement provided as part of the Council's statutory consultation process.

7.0 Appendices

Appendix A – Letters to Political Stakeholders

Councillor Lee-Ann Igbon
Executive Members' Office
Level 4
Town Hall Extension
Manchester
M60 2LA

19 March 2026

Dear Councillor Igbon,

Proposals for new homes on the former Buzz Bingo site, Belle Vue

Kellen Homes and Jigsaw Homes Group are preparing a planning application for new homes on the former Buzz Bingo site on Kirkmanshulme Lane in Belle Vue.

The proposals will redevelop the vacant brownfield site to deliver 152 new affordable homes, alongside new green spaces, improved connections and high-quality public realm. The site has been vacant for a number of years and is located within an established residential area, close to local services, schools and public transport.

The plans are being brought forward in response to Manchester's recognised housing need, with a particular focus on providing affordable and family homes. The proposed development will make use of previously developed land and contribute positively to the surrounding area by delivering much-needed housing in a sustainable and accessible location.

As part of our commitment to meaningful engagement, we will shortly be launching a public consultation to allow the local community to view the draft plans. Local residents, businesses and stakeholders are being encouraged to share their feedback before a planning application is submitted to Manchester City Council.

In the meantime, as Executive Member for Vibrant Neighbourhoods, we would welcome the opportunity to speak with you to discuss the proposals and a colleague will contact your office shortly to see if a meeting can be arranged. Alternatively, you can contact us on newhomesforbellevue@havingyoursay.co.uk or 0161 711 0298 (Monday to Friday, 9am – 5.30pm) to speak with a member of the team.

Yours sincerely,

Mark Waite
Head of Planning
Kellen Homes

Garnet Fazackerley
Operations Director of Development
Jigsaw Homes Group

Appendix B – Distribution Area of Leaflets



Appendix C – Consultation Leaflet

Public Consultation
Former Buzz Bingo Site, Belle Vue

KELLEN HOMES Jigsaw



Have Your Say on New Homes in Belle Vue

Kellen Homes and Jigsaw Homes Group are bringing forward proposals for 152 new affordable homes on the former Buzz Bingo site on Kirkmanshulme Lane in Belle Vue. The site is currently vacant brownfield land, and the proposals aim to transform it into a high-quality, well-designed residential neighbourhood that benefits both new and existing residents.

The plans include a mix of entirely affordable homes, alongside green spaces and environmental improvements designed to enhance the local area. Before a planning application is submitted to Manchester City Council, we want to hear from local people. This leaflet provides an overview of the proposals and explains how you can take part in the consultation. **Your views matter.** This is your opportunity to help shape the final plans.

Turn over to find out more, then visit **www.newhomesforbellevue.co.uk** to view the full plans and share your views.

The Proposals

Kellen Homes and Jigsaw Homes are proposing 152 new homes on the former Buzz Bingo site in Belle Vue, transforming a vacant brownfield site into a high-quality residential neighbourhood.

The proposals include:

- A mix of new affordable homes, including apartments and two- to three-bedroom houses for social rent and rent to buy
- Landscaped green spaces to improve the look and feel of the area
- Energy-efficient homes built to modern sustainable standards
- Walking routes connecting to nearby facilities and public transport
- A safe and well-designed access for vehicles, pedestrians and cyclists

The scheme is designed to respond to local housing needs, support a balanced community and make better use of a long-vacant, brownfield site.

Why New Homes Are Needed

Belle Vue, like many parts of Manchester, faces pressure on housing, including affordability challenges and limited access to suitable homes for families and younger people. By delivering a range of new affordable homes in a sustainable, urban location, the proposals aim to help meet local needs, whilst supporting Manchester's approach to brownfield regeneration. This also aligns with Manchester City Council's housing strategy and its commitment to deliver at least 10,000 affordable and social rent homes by 2032, to address the City's growing housing need.



Public Consultation | **Former Buzz Bingo Site, Belle Vue**

Design, Environment and Community

A High-Quality Place to Live

The new homes will be designed to high standards, with a focus on:

- Comfort, safety and energy efficiency
- Well-designed layouts for modern living
- Attractive streets and shared spaces

High-quality affordable housing support health, wellbeing and stability, creating warm and secure homes.

A Greener Neighbourhood

Environmental sustainability is central to the proposals, including:

- Energy-efficient construction
- Sustainable drainage systems (SuDS) to manage surface water
- New planting and biodiversity enhancements

These measures will help create a greener, healthier environment for local residents.

Supporting the Local Area

The development will also bring wider benefits, including:

- Around 500 jobs and 6 apprentice/graduate roles during construction
- Support for local businesses as new residents move in
- Investment in improving a long-vacant brownfield site

These benefits will help boost the local economy and create new opportunities for the community.

KELLEN HOMES Jigsaw

Public Consultation
Former Buzz Bingo Site, Belle Vue

KELLEN HOMES | Jigsaw

Have Your Say
We are committed to meaningful public consultation and want to hear from local residents, businesses and community groups before finalising the proposals.

All feedback received will be carefully reviewed by the project team and used to improve the plans before a planning application is submitted to Manchester City Council.

How to Get Involved
You can take part in the consultation by:

Visiting our website: www.newhomesforbellevue.co.uk or scan the QR code

Emailing your comments: newhomesforbellevue@havingyoursay.co.uk

Writing to us: FREEPOST SHAPE TOMORROW

Calling the project team: 0161 711 0298 (Monday to Friday, 9am–5:30pm)

Please share your views by **Tuesday, 7th April 2026** to ensure your feedback can be considered before the application is submitted.

About Us
Kellen Homes is a North West housebuilder dedicated to creating beautiful, modern and energy-efficient homes for people who value quality and style. With a strong focus on design and workmanship, Kellen build thoughtfully planned developments across Greater Manchester and the wider North West that people are proud to call home.

Jigsaw Homes Group is one of England's largest housing providers, managing more than 38,000 homes across the North West and East Midlands. Guided by its mission, 'Creating homes. Building lives', Jigsaw provides quality, affordable homes for rent and sale while supporting residents to thrive in sustainable communities.

Appendix D – Consultation Website



Welcome The Site Housing Need Our Vision Virtual Exhibition Key Considerations Have Your Say Get in Touch About Us

Welcome to our consultation for the former Buzz Bingo site, Belle Vue

Learn more

Welcome to our public consultation for the former Buzz Bingo site on Kirkmanshulme Lane in Belle Vue.

Kellen Homes and Jigsaw Housing Group are sharing emerging proposals for a new residential neighbourhood. The proposals seek to redevelop the vacant brownfield site with 152 new affordable homes, alongside new green spaces, improved connections and high-quality public realm.

The consultation period will run from Thursday, 26th March to Tuesday, 7th April 2026. During this time, we are inviting feedback from local residents, businesses, community groups and stakeholders to help inform and shape the proposals.

Please take time to explore the information available on this website, which sets out our vision for the site, the emerging plans and the potential benefits for Belle Vue. Once you have reviewed the material, we encourage you to complete the online feedback form and share your thoughts.

Keep Informed

We are committed to engaging with the community about our vision for the former Buzz Bingo site. You can speak to the project team and share your feedback on our proposals by clicking below.

You can also speak to the project team and share your feedback by:

- Emailing the project team at newhomesforbelleve@havingyoursay.co.uk
- Calling our dedicated community information line on 0161 711 0298 (Monday to Friday, 9am to 5:30pm)
- Writing to us at FREEPOST SHAPE TOMORROW

The Site

The former Buzz Bingo site is a previously developed brownfield site located within an established residential area of Belle Vue. The site has been vacant for a number of years and, in its current condition, makes no contribution to the surrounding neighbourhood.

The site benefits from a highly accessible location, close to:

- Local shops and everyday services
- Schools and community facilities
- Public transport routes
- Existing residential streets

Redevelopment of the site presents an opportunity to bring a long-vacant area back into active use, improve its appearance and deliver new homes in a sustainable urban location. This approach supports regeneration within existing neighbourhoods, whilst making better use of previously developed land.

Housing Need

Manchester continues to experience strong demand for new homes, particularly affordable and family housing. In Belle Vue, pressures such as affordability, overcrowding and limited housing choice are evident.

Many people want to remain in the area close to family networks, schools and services, but struggle to find homes that meet their needs at different stages of life.

The proposals aim to help address this by delivering a range of new affordable homes on a brownfield site, supporting Manchester's approach to focusing growth within existing neighbourhoods, whilst protecting green spaces elsewhere.

By delivering a range of new affordable homes in a sustainable, urban location, the proposals aim to help meet local needs, whilst supporting Manchester's approach to brownfield regeneration.

This also aligns with Manchester City Council's housing strategy and its commitment to deliver at least 10,000 affordable and social rent homes by 2032, to address the City's growing housing need.

Our Vision

Our vision is to create a welcoming, high-quality and sustainable residential neighbourhood that reflects the character of Belle Vue and meets local housing needs.

The proposals seek to transform the former Buzz Bingo site into a place where people can feel at home, connect with their neighbours and enjoy everyday life. This will be achieved by delivering 152 new affordable homes, alongside attractive streets, green spaces and improved connections to the surrounding area.

The development will include:

- A mix of one- and two-bedroom apartments and two- to three-bedroom houses, supporting a balanced and inclusive community
- Affordable homes, in line with planning policy, to help local people access quality housing and remain in the area
- Well-designed streets and shared spaces that are safe, attractive and easy to use
- Landscaped green spaces that provide places to relax, meet neighbours and spend time outdoors
- Energy-efficient homes built to high standards, supporting comfortable living and lower energy use
- Safe and convenient walking routes, linking the site with nearby facilities and public transport

The proposals are designed to integrate sensitively with the surrounding neighbourhood and make positive use of a long-vacant brownfield site. This is about creating a development that works well from day one and continues to support the community, both new and existing residents, into the future.

Virtual Exhibition

A virtual exhibition is available as part of this consultation, providing more detailed information about the proposals, including plans and supporting material.

The exhibition boards are intended to help explain the proposals in more detail and we encourage you to review this information alongside the content on this website.

1 2 3

Lexington | Shape Tomorrow

Key Considerations

High-Quality Homes
Well-designed, modern homes that reflect the character of the surrounding area and are built to high standards of quality and longevity.

Housing Mix
A mix of one- and two-bedroom apartments and two- to three-bedroom houses, supporting a balanced community.

Sustainable Design
Energy-efficient homes, new planting and sustainable drainage will help create a greener, healthier neighbourhood.

Green Spaces
Landscaped spaces designed for relaxation, play and everyday use, improving the look and feel of the site.

Better Connections
Safe and convenient walking routes linking the site to nearby streets, services and public transport.

Safe Access
Access arrangements designed to work safely within the existing road network, with traffic impacts carefully assessed.

Have Your Say

Your feedback is an important part of shaping the proposals.

This consultation provides an opportunity to share your views before a planning application is submitted to Manchester City Council. All comments received will be carefully reviewed and used to help refine the proposals. A summary of the feedback will be included in a Consultation Statement submitted with the application.

Name * Email *

Postcode * Age Group * 18-24

Q1. To what extent do you support the redevelopment of the former Buzz Bingo site?
○ Strongly support ○ Support ○ Not sure ○ Oppose ○ Strongly oppose

Please explain your answer.

Q2. To what extent do you support the proposed development of 100% affordable housing on the site?
○ Strongly support ○ Support ○ Not sure ○ Oppose ○ Strongly oppose

Please explain your answer.

Q3. To what extent do you think the proposed mix of one- and two-bedroom apartments and two- to three-bedroom houses meets identified local housing needs?
○ Fully meets local needs ○ Mostly meets local needs ○ Partially meets local needs ○ Does not meet local needs ○ Not sure

Please explain your answer or suggest any changes to the housing mix.

Q4. What are your top priorities for this development? (tick up to 3)
☐ Affordable homes ☐ High-quality design ☐ Green spaces ☐ Mix of housing ☐ Transport and connectivity ☐ Sustainable design ☐ Parking provision ☐ Road safety and pedestrian access ☐ Job creation during construction

Please use the space below for any additional comments, including what you like or dislike about the proposals, and any concerns you may have.

By ticking this box, you are consenting to your information being shared with Manchester City Council *
☐ I consent to this information being shared with Manchester City Council

Send

Get in Touch

The consultation is now closed. You can get in touch by:

- Emailing the project team at newhomesforbelleve@havingyoursay.co.uk
- Calling the project team on 0161 711 0298 (Monday to Friday, 9am–5:30pm)
- Writing to us at FREEPOST SHAPE TOMORROW

About Us

Kellen Homes

Kellen Homes is a North West housebuilder creating beautiful, modern and energy-efficient homes for people who value quality and style. We design and build spacious new homes and communities that people are proud to call home, with a strong focus on high standards of design and workmanship. Our homes are thoughtfully designed to suit a range of lifestyles and budgets, without compromising on quality. To find out more, visit our website: www.kellenhomes.com

Jigsaw Homes Group

Jigsaw Homes Group is one of England's largest housing providers, managing more than 38,000 homes across the North West and East Midlands. Guided by its mission, 'Creating homes. Building lives.', Jigsaw Homes delivers affordable housing for rent and sale, supports independent living, and invests in thriving, sustainable communities while driving innovation, efficiency, and high-quality services. To find out more, visit our website: www.jigsawhomes.org.uk

Appendix E – Virtual Exhibition Boards

Public Consultation | Former Buzz Bingo Site, Belle Vue

KELLEN HOMES Jigsaw

New Homes in Belle Vue

Welcome to this public consultation on the emerging proposals for new homes on the former Buzz Bingo site on Kirkmanshulme Lane in Belle Vue.

Kellen Homes is an established North West housebuilder with a proven track record of delivering high-quality homes and well-designed neighbourhoods across Greater Manchester. The company is committed to responsible development, high standards of design and working closely with local communities.

Jigsaw Homes Group is one of England's largest housing providers, managing more than 38,000 homes across the North West and East Midlands. Guided by its mission, 'Creating homes. Building lives', Jigsaw Homes provides affordable homes for rent and sale, supports independent living, and helps create thriving, sustainable communities. Together, Kellen Homes and Jigsaw Homes are preparing proposals for 152 new affordable homes, transforming a vacant brownfield site into a high-quality, well-designed residential scheme that responds to local housing needs and contributes positively to the area.

This consultation provides an opportunity to view the draft proposals and share your views before a planning application is submitted to Manchester City Council. We are keen to understand what matters most to local people and how the plans can be developed to best support Belle Vue.

Please take your time to look through the virtual exhibition. We look forward to hearing your views.



Public Consultation | Former Buzz Bingo Site, Belle Vue

KELLEN HOMES Jigsaw

About the Site

Redeveloping a Brownfield Site

The former Buzz Bingo site is a previously developed brownfield site within Belle Vue that is currently vacant and underused. The site has been derelict for a number of years and, in its present state, makes no positive contribution to the surrounding area.

Redevelopment of the site provides an opportunity to:

- Bring a long-empty site back into use, creating a place people can live in and enjoy.
- Improve the frontage onto Hyde Road and Kirkmanshulme Lane.
- Provide new homes close to shops, schools and public transport.
- Make better use of previously developed land, helping to protect green spaces elsewhere.

The site is ideally located within an established neighbourhood, with good access to local facilities, schools and public transport. The proposals aim to integrate sensitively with the surrounding area, creating a development that feels like a natural and positive extension of Belle Vue.



Public Consultation | Former Buzz Bingo Site, Belle Vue

KELLEN HOMES Jigsaw

Why Belle Vue?

Providing Much-Needed Affordable Housing

Manchester continues to experience strong demand for new homes, driven by population growth, changing household needs and affordability pressures. In Belle Vue, these pressures are particularly evident, with many residents facing challenges accessing suitable homes that meet their needs at different stages of life.

Belle Vue is a well-established and well-connected neighbourhood, close to schools, shops, public transport and employment opportunities. However, there is a limited supply of modern, energy-efficient homes that allow people to remain in the area as their circumstances change. The former Buzz Bingo site presents an opportunity to deliver new homes in the right place, whether for families, younger households or downsizers.

The scheme makes use of vacant, brownfield land whilst supporting existing services and facilities. The development aims to help meet local housing needs while contributing to the ongoing investment in Belle Vue.

By delivering a range of new affordable homes in a sustainable, urban location, the proposals aim to help meet local needs, whilst supporting Manchester's approach to brownfield regeneration.

This also aligns with Manchester City Council's housing strategy and its commitment to deliver at least 10,000 affordable and social rent homes by 2032, to address the City's growing housing need.



Public Consultation | Former Buzz Bingo Site, Belle Vue

KELLEN HOMES Jigsaw

Masterplan:

Breakdown of housing type:

Housing Type	No.
One-bedroom apartments	58
Two-bedroom apartments	68
Two-bedroom houses	2
Three-bedroom houses	24
Total	152



Public Consultation | Former Buzz Bingo Site, Belle Vue

KELLEN HOMES Jigsaw

Our Vision

A Neighbourhood Designed for Belle Vue

Our vision is to create a well-designed, sustainable neighbourhood that reflects the character of Longsight and provides homes for a wide range of people.

This is about more than building new homes. It is about creating a place where people can feel at home, connect with their neighbours and enjoy everyday life. The proposals aim to deliver:

- A welcoming neighbourhood with a clear sense of identity
- Streets and shared spaces that are safe, attractive and easy to use
- Green spaces where residents can relax, meet and spend time outdoors
- A vibrant new development designed for everyday living.

Homes will be designed to high standards, with thoughtful layouts, high-quality materials and a focus on long-term comfort and energy efficiency. The aim is to create a development that works well from day one and continues to support the community, both new and existing residents, for years to come.

Masterplan



Public Consultation | Former Buzz Bingo Site, Belle Vue

KELLEN HOMES Jigsaw

The Proposals

What Is Being Proposed

The draft plans set out how the former Buzz Bingo site will be transformed into a new residential neighbourhood that meets local needs and integrates within the surrounding area.

The proposals include:

- 152 new homes, for social rent and rent to buy, providing a range of options for different households
- A mix of one- and two-bedroom apartments and two- to three-bedroom houses, supporting a balanced community
- Landscaped green spaces to provide areas for relaxation, play and community use
- Energy-efficient homes, designed to modern standards for comfort and lower energy use
- Sustainable drainage systems (SuDS) to manage surface water and reduce flood risk
- Walking routes connecting to nearby facilities and public transport
- A safe and well-designed access for vehicles, pedestrians and cyclists

Feedback from this consultation will help shape and refine the proposals before a planning application is submitted to Manchester City Council.

Public Consultation | Former Buzz Bingo Site, Belle Vue

KELLEN HOMES Jigsaw

The Proposals

Designing with the Environment in Mind

Environmental sustainability is a key part of the proposals for the former Buzz Bingo site. The aim is to create a neighbourhood that is not only a great place to live today, but one that is designed to be resilient, efficient and environmentally responsible over the long term.

By combining thoughtful design with high-quality landscaping, the development will make better use of a previously developed site, whilst improving its environmental contribution to Belle Vue.



Our approach includes:

- Energy-efficient homes, built to modern standards to reduce energy use and support more comfortable, affordable living
- Sustainable drainage systems (SuDS) to manage surface water responsibly and help reduce flood risk
- New planting and landscaping, including trees and green areas, to improve the appearance of the site and support biodiversity
- Green spaces that provide places to relax, spend time outdoors and support wildlife
- Safe and accessible walking routes to encourage active travel and better connections
- Electric vehicle charging provision, supporting the transition to more sustainable transport.

Together, we are confident that these measures will help create a greener, healthier neighbourhood that integrates with its surroundings and contributes positively to Belle Vue.

Public Consultation | Former Buzz Bingo Site, Belle Vue

KELLEN HOMES Jigsaw

Benefits for Belle Vue

What This Means for Local People

The proposed development is intended to deliver a range of benefits that go beyond the delivery of just new homes. By bringing investment to a long-vacant site, the scheme aims to support the local community, strengthen the local economy and improve the surrounding area.



This is about regeneration that works for Belle Vue, shaped around local needs and everyday life. The proposals aim to create a welcoming scheme with new affordable homes, greener spaces and better connections, delivering benefits for both existing and future residents for years to come.

Economic benefits

- Creation of around 500 jobs and 6 apprentice/graduate roles during construction
- Increased activity supporting local shops and services
- Investment that helps improve local infrastructure

Community benefits

- More choice in the types of homes available locally
- New outdoor spaces to spend time, relax and meet neighbours
- Easier and safer routes for walking to nearby places

Environmental benefits

- Homes designed to be energy efficient and comfortable
- Greener surroundings with new planting and wildlife features
- Practical drainage measures to help manage heavy rainfall

Public Consultation | Former Buzz Bingo Site, Belle Vue

KELLEN HOMES Jigsaw

Traffic, Access and Connectivity

What this means for local roads

How people move to and from the site has been an important consideration in shaping the proposals. The aim is to deliver a neighbourhood where everyday journeys can be made easily and safely, whether travelling by foot, bicycle, public transport or car.

The site is located within an established urban area with good access to existing roads and public transport. Access arrangements will prioritise safety, visibility and ease of movement for all users. New walking routes will connect homes to nearby facilities and transport links, encouraging active travel and reducing reliance on the car.

Transport assessments undertaken to date show that the development can be accommodated within the local highway network, with traffic movements managed safely and without unacceptable impact.

A full Transport Assessment will be submitted with the planning application, outlining these findings and identifying any measures needed to ensure traffic continues to operate safely and effectively.

Managing Construction Impacts

If the plans are approved, construction will be carefully planned to minimise disruption to nearby residents and businesses. Measures will be put in place to manage construction traffic, working hours and site activity, with a focus on safety and consideration for the local community throughout the build process.



Public Consultation | Former Buzz Bingo Site, Belle Vue

KELLEN HOMES Jigsaw

Have Your Say

Your Views Matter

We want to hear from local residents, businesses and community groups before finalising the proposals for the former Buzz Bingo site in Belle Vue. Your feedback is an important part of the process and will help us understand what matters most to the local community.

This consultation forms part of our engagement ahead of submitting a planning application to Manchester City Council. All comments received will be carefully reviewed and used to help refine and improve the proposals. A summary of feedback will be included in a Consultation Statement submitted with the application.



How to Share Your Views

Visiting our consultation website
www.newhomesforbellevue.co.uk

Emailing your comments
newhomesforbellevue@havingyoursay.co.uk

Writing to us at
FREEPOST SHAPE TOMORROW

Calling 0161 711 0298
(Monday to Friday, 9am – 5.30pm)

The consultation will remain open until Tuesday, 7th April 2026.

Thank you for reviewing the information on display in the virtual exhibition. Please let us know your views. Your feedback will help shape the final plans and we look forward to hearing from you.

Public Consultation | Former Buzz Bingo Site, Belle Vue

Kellen Homes and Jigsaw Homes

Homes for Everyone

Kellen Homes is a North West housebuilder dedicated to creating beautiful, modern and energy-efficient homes for people who value quality and style. With a strong focus on design and workmanship, Kellen build thoughtfully planned developments across Greater Manchester and the wider North West that people are proud to call home.

Local to this site, Kellen has recently completed 272 homes and a community centre on our Bennett Street development and we are in the process of building 303 properties on our Mount Road Development.

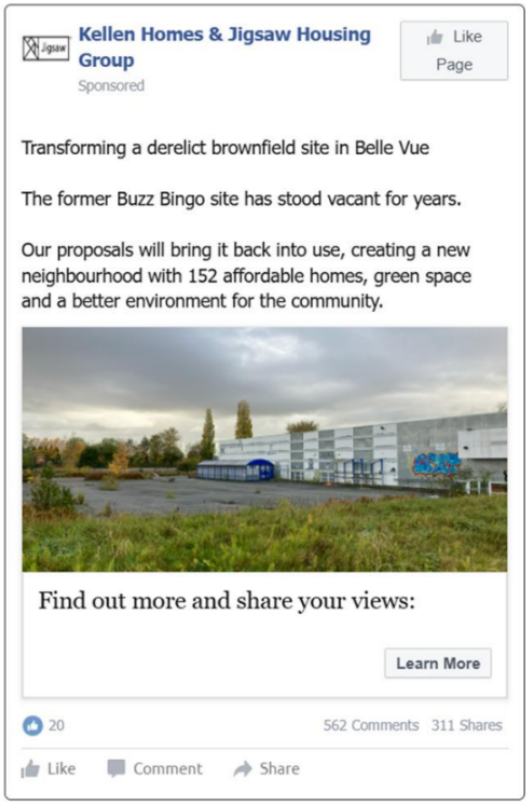
Jigsaw Homes Group is one of England's largest housing providers, managing more than 38,000 homes across the North West and East Midlands.

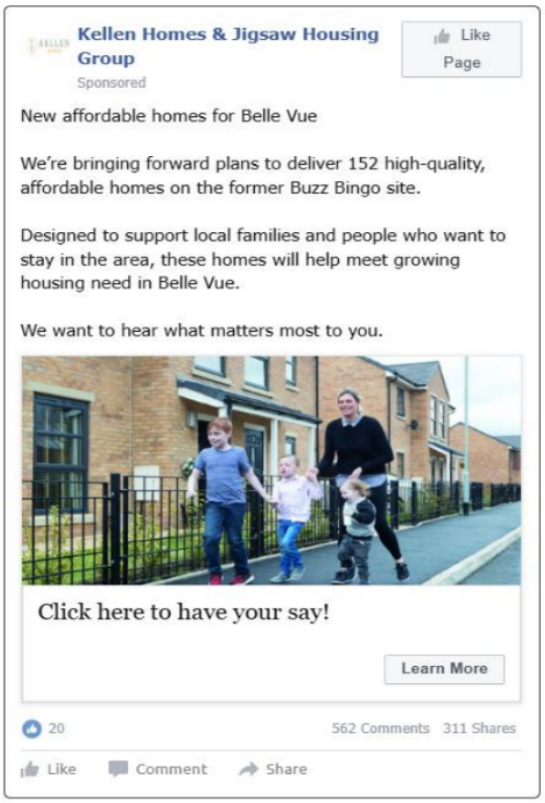
Guided by its mission, 'Creating homes. Building lives', Jigsaw provides quality, affordable homes for rent and sale while supporting residents to thrive in sustainable communities. It also delivers charitable and supported housing services that help people live independently, maintain their tenancies, and improve their wellbeing.



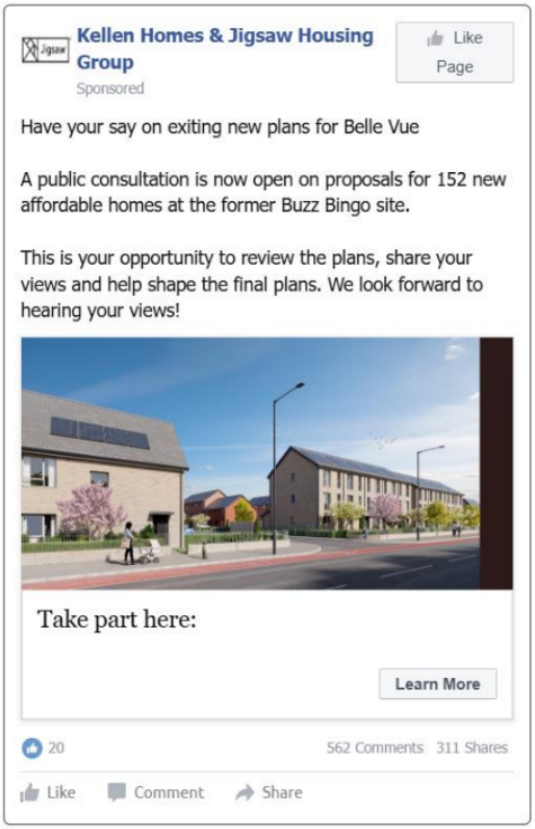


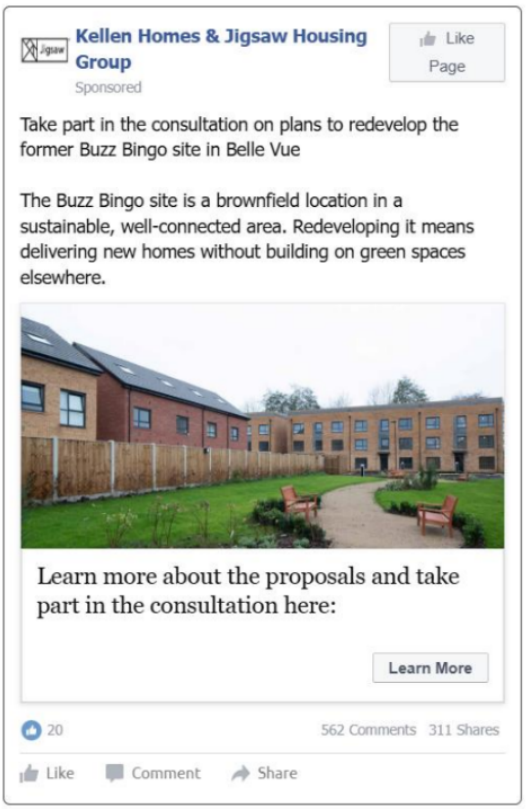
Appendix F – Social Media Adverts

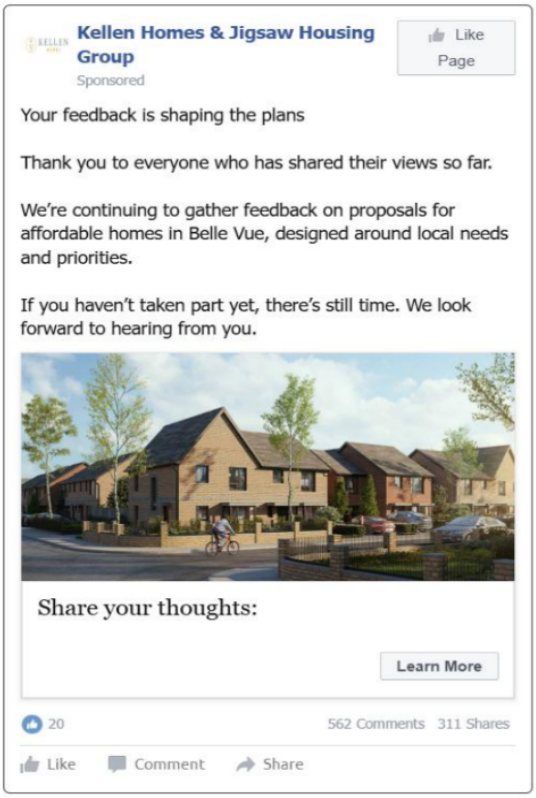









Kellen Homes & Jigsaw Housing Group
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Like Page
Take part in the consultation on plans to redevelop the former Buzz Bingo site in Belle Vue
The Buzz Bingo site is a brownfield location in a sustainable, well-connected area. Redeveloping it means delivering new homes without building on green spaces elsewhere.
Learn more about the proposals and take part in the consultation here:
Learn More
20
562 Comments 311 Shares
Like Comment Share


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Your feedback is shaping the plans
Thank you to everyone who has shared their views so far.
We're continuing to gather feedback on proposals for affordable homes in Belle Vue, designed around local needs and priorities.
If you haven't taken part yet, there's still time. We look forward to hearing from you.
Share your thoughts:
Learn More
20
562 Comments 311 Shares
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Appendix G – Press Release

PRESS RELEASE
DATE: 26 March 2026

HAVE YOUR SAY ON PLANS FOR NEW HOMES AT FORMER BUZZ BINGO SITE IN BELLE VUE

Local residents and stakeholders are being invited to have their say on proposals for a new residential scheme on the former Buzz Bingo site in Belle Vue, as Kellen Homes and Jigsaw Homes Group launch a public consultation on draft plans.

The proposals would see the redevelopment of the vacant brownfield site on Kirkmanshulme Lane to deliver 152 new affordable homes, alongside new green spaces, improved connections and high-quality public realm. The plans are being brought forward in response to identified housing need in Manchester, particularly for affordable and family homes.

The former Buzz Bingo site has been vacant for a number of years and is located within an established residential area, close to local services, schools and public transport. Redeveloping the site presents an opportunity to bring a long-vacant piece of land back into use, support regeneration within an existing neighbourhood and make better use of previously developed land.

Kellen Homes and Jigsaw Homes are seeking feedback from local residents, businesses, community groups and other stakeholders before submitting a planning application to Manchester City Council. The consultation will run from Thursday, 26th March to Tuesday, 7th April 2026.

A prior approval application for the demolition of the existing building will be submitted later this week, in advance of a full planning application for the wider redevelopment of the site.

As part of the consultation, a dedicated website has been launched, featuring detailed information about the proposals and a virtual exhibition explaining the plans in more detail. Feedback received during the consultation will be reviewed and used to help develop the proposals, with a Consultation Statement submitted as part of the planning application.

Garnet Fazackerley, Operations Director of Development at Jigsaw Homes Group, said:

"This is an important opportunity to engage with the local community about how we can bring much-needed affordable homes to the area. The site has been unused for some time, and working in partnership with Kellen Homes, we have a chance to transform it into a well-designed neighbourhood that genuinely meets local needs.

"We're keen to hear residents' and stakeholders' views, understand their priorities, and ensure their feedback helps shape our proposals before a planning application is submitted."

Local residents are encouraged to take part in the consultation by visiting www.newhomesforbellevue.co.uk, where they can view the proposals and complete the online feedback form. Leaflets will also be distributed locally providing information about the consultation and how to get involved.

Should residents wish to speak with a member of the development team, a community information line is available on 0161 711 0298 (Monday to Friday, 9.00am to 5.30pm) or questions can be submitted by email to newhomesforbellevue@havingyoursay.co.uk

1 of 2

- Ends-

Notes to Editors:

Kellen Homes

Kellen Homes is a North West housebuilder dedicated to creating beautiful, modern and energy-efficient homes for people who value quality and style. With a strong focus on design and workmanship, Kellen build thoughtfully planned developments across Greater Manchester and the wider North West that people are proud to call home.

Jigsaw Homes Group

Jigsaw Homes Group is one of England's largest housing providers, managing more than 38,000 homes across the North West and East Midlands. Guided by its mission, 'Creating homes. Building lives', Jigsaw provides quality, affordable homes for rent and sale while supporting residents to thrive in sustainable communities.

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