

FUSION GROUP

WHITWORTH STREET WEST

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 Atri7 6 Limited ('the Applicant'), in support of a full planning application for new purpose-built student accommodation (PBSA) at 10 – 12 Whitworth Street West ('the Site').

The proposals comprise a 39-storey purpose built student accommodation building providing 818 beds. The scheme also includes a range of shared social, wellbeing and study spaces designed to support academic success, community and student welfare.

By delivering dedicated student accommodation in a central location, the development will help to meet identified demand, reduce reliance on Houses in Multiple Occupation (HMOs) in suburban areas and contribute to more balanced neighbourhoods across Manchester.

1.2 Pre-Application Consultation

The Applicant is committed to early and meaningful engagement with local communities and stakeholders in developing its proposals. Lexington, a specialist communications consultancy, was instructed to deliver a comprehensive programme of pre-application consultation.

A 40-day consultation was undertaken between Monday, 18th August 2025 and Friday, 26th September 2025, in line with national guidance and Manchester City Council's Statement of Community Involvement. The process combined digital and in-person methods to ensure accessibility and to maximise opportunities for participation. Full details of the consultation approach is set out in Section 3.0.

1.3 Conclusions

This report provides a full account of the methods used to engage stakeholders and the local community during the pre-application consultation. The approach included:

- A project website with virtual exhibition materials and an online feedback form.
- A leaflet drop to 1,903 local addresses.
- Letters and emails to local councillors, businesses and community stakeholders.
- A press release to raise awareness of the consultation.
- In-person and virtual meetings with interested parties.

A detailed account of the feedback is provided in Section 4.0, with responses to the matters raised set out in Section 5.0. The Applicant is confident that the consultation process has been transparent and inclusive, and that the feedback received has been fully considered in the preparation of the planning application to Manchester City Council.

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 Applicant has 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

In December 2025, the Government published a consultation on proposed updates to the National Planning Policy Framework (NPPF), which ran until March 2026. The Government is currently reviewing consultation responses, with a revised NPPF expected shortly. 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 Applicant has 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 Applicant was 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 40-day consultation period was undertaken, from Monday, 18th August 2025 until Friday, 26th September 2025. During this time, 22 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 (see Appendix A). This email was issued on Wednesday, 7th May 2025 and the recipients included:

- Councillor Joan Davies, Deansgate ward
- Councillor Marcus Johns, Deansgate ward
- Councillor Anthony McCaul, Deansgate ward
- Councillor Adele Douglas, Piccadilly ward
- Councillor Sam Wheeler, Piccadilly ward
- Councillor Jon-Connor Lyons, Piccadilly ward, Chair of Planning & Highways Committee
- Councillor Gavin White, Old Moat ward, Executive Member for Housing and Development

Councillor Gavin White requested an online meeting, which was held on Monday, 23rd June 2025 with representatives from the project team. The meeting enabled Councillor White to receive further information about the project and ask additional questions.

During the meeting, Councillor White noted Manchester's current focus on affordable housing within the Local Plan and raised considerations regarding the suitability of the site for PBSA. He also referenced the challenges associated with high concentrations of HMOs within his ward and a discussion was had regarding how the proposals may respond to these existing pressures.

Councillor Marcus Johns raised questions regarding the suitability of the site for PBSA and advised that he would review the full planning application once submitted.

Councillor Jon-Connor Lyons replied confirming that, as Chair of Manchester City Council's Planning & Highways Committee, he could not meet with the developer in order to maintain impartiality but expressed appreciation for the offer.

The same email (Appendix B) was issued to further stakeholders on Thursday, 29th May 2025 and the recipients included:

- Councillor Lee-Ann Igbon, Hulme ward, Executive Member for Vibrant Neighbourhoods
- Andy Burnham, Mayor of Greater Manchester

- Lucy Powell MP, Member of Parliament for Manchester Central

Further letters were issued by email on Tuesday, 12th August 2025 to inform stakeholders of the consultation dates and to invite further discussion. A follow-up email was sent on Monday, 18th August 2025 to confirm the launch of the consultation, which included a link to the virtual exhibition website and a copy of the leaflet distributed to local residents. Recipients included:

- Councillor Joan Davies, Deansgate ward
- Councillor Marcus Johns, Deansgate ward
- Councillor Anthony McCaul, Deansgate ward
- Councillor Adele Douglas, Piccadilly ward
- Councillor Sam Wheeler, Piccadilly Ward
- Councillor Jon-Connor Lyons, Piccadilly ward, Chair of Planning & Highways Committee
- Councillor Gavin White, Old Moat ward, Executive Member for Housing and Development
- Andy Burnham, Mayor of Greater Manchester
- Lucy Powell MP, Member of Parliament for Manchester Central
- Councillor Lee-Ann Igbon, Hulme ward, Executive Member for Vibrant Neighbourhoods

No meetings were requested following these letters. Copies of correspondence are provided in Appendix C and D.

Further letters were issued by email on Friday, 9th January 2026 to inform stakeholders how the proposals had progressed following the consultation, and to invite further discussion prior to submission. Copies of correspondence are provided in Appendix E and F. Recipients were:

- Councillor Joan Davies, Deansgate ward
- Councillor Marcus Johns, Deansgate ward
- Councillor Anthony McCaul, Deansgate ward
- Councillor Sam Wheeler, Piccadilly ward
- Councillor Gavin White, Old Moat ward, Executive Member for Housing and Development

Following this correspondence, Councillor Anthony McCaul and Councillor Marcus Johns requested a meeting, which was held online on Wednesday, 14th January 2026. This provided an opportunity to discuss the proposals in more detail and address questions ahead of submission.

During the meeting, members discussed the proposals, including a range of operational and design considerations, such as student arrivals and departures, taxi management, active travel integration, and potential public realm enhancements.

3.2 Engagement with Local Business Stakeholders

On Wednesday, 25th June 2025, the Applicant contacted Rebellion to share early information about the development plans and invite initial feedback (Appendix G). Rebellion subsequently requested a meeting, which was held on Wednesday, 23rd July 2025 with representatives from the project team, Rebellion and the Music Venue Trust. The meeting provided an opportunity to address initial questions, after which further noise testing was undertaken in collaboration with Rebellion, who were closely involved in the process.

Prior to the consultation launch, letters were also sent by email on Tuesday, 12th August 2025 to local businesses to notify them of the proposals and the exhibition event, and to invite further discussion. Recipients included:

- Ark Bar Manchester
- Pop World Manchester
- Atlas Bar
- Lock 91

As it was not possible to reach one of the recipients by email or phone, a copy of the letter was hand-delivered to the City Road Inn on Friday, 5th September (see Appendix H).

Following receipt of this correspondence, Ark Bar requested a meeting, which took place in person on Thursday, 28th August 2025 with representatives from the Applicant, Cushman & Wakefield, Lexington and Ark Bar. The discussion focused on the proposed scheme and potential benefits. Ark Bar expressed support for the plans, noting that the additional students from the development could positively impact the business.

3.3 Community Leaflet

To announce the public consultation, leaflets were hand delivered to 1,903 residential and business addresses closest to the site in the local area of 10 – 12 Whitworth Street West. The distribution area is shown in Appendix I. The leaflet outlined the proposals for the site, the consultation period and the available methods for providing feedback:

- Visiting the consultation website: www.whitworthstreetwestconsultation.co.uk
- Calling the community information line: 0333 358 0502 (available Monday to Friday, 9:00am to 5:30pm)
- Emailing: consultation@whitworthstreetwest.co.uk
- Writing to: FREEPOST SHAPE TOMORROW

A copy of the leaflet can be found in Appendix J.

3.4 Community Information Line

A community information line (0333 358 0502) 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 09:00am 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.

3.5 Consultation Email

To submit feedback and questions regarding the plans, a dedicated email address was established. 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, no emails or letters were received.

3.6 Website

A dedicated website, www.whitworthstreetwestconsultation.co.uk, was launched on Monday, 18th August 2025 to coincide with the start of the consultation. The website included the following information:

- A welcome page detailing the plans and providing further information about the consultation
- A virtual exhibition providing information in an accessible and interactive format
- A section explaining the key benefits of the scheme and considerations
- Frequently Asked Questions page to address expected queries
- 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 Applicant and its experience of providing student accommodation

Between Monday, 18th August 2025 and Friday, 26th September 2025, the consultation website was visited 6,487 times. Images of the website can be viewed in Appendix K.

3.7 Social Media

Social media was utilised to engage with residents across the wider community, with four adverts posted on Facebook and Instagram, as well as a Spotify advert which was regularly released during the consultation. During the consultation, the Facebook and Instagram adverts reached 55,921 users, with 3,738 individuals clicking through to the consultation website.

Similarly, targeted Spotify adverts reached 98,098 people, with 839 individuals clicking through to the consultation website. These adverts were targeted to the population within a 3km radius of the site. Copies of the social media adverts can be found in Appendix L.

3.8 Press & Media

A press release was issued locally to share details of the proposals and the consultation process. The release highlighted the main elements of the scheme, including the delivery of a purpose-built student accommodation building providing high-quality shared spaces and a strong focus on sustainability.

It also outlined the anticipated benefits for the local area, such as easing pressure on traditional housing stock, supporting local businesses, and bringing new life to a vacant city-centre site. Clear information was provided on how residents, students and stakeholders could take part in the consultation.

The press release generated media interest and resulted in coverage across a range of publications, helping to extend the reach of the consultation and encourage wider community engagement. This garnered the following coverage:

- https://www.placenorthwest.co.uk/fresh-plans-in-for-long-stalled-vision-manchester-site/
- https://pbsanews.co.uk/article/fusion-group-reveals-plans-for-whitworth-street-west-pbsa-scheme
- https://www.manchestereveningnews.co.uk/news/greater-manchester-news/revealed-plans-another-high-rise-32313454
- https://www.msn.com/en-gb/news/newsmanchester/revealed-plans-for-another-high-rise-tower-by-deansgate-locks/ar-AA1KV6w0
- https://uk.news.yahoo.com/revealed-plans-another-high-rise-050236650.html

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 distribution to the local community.

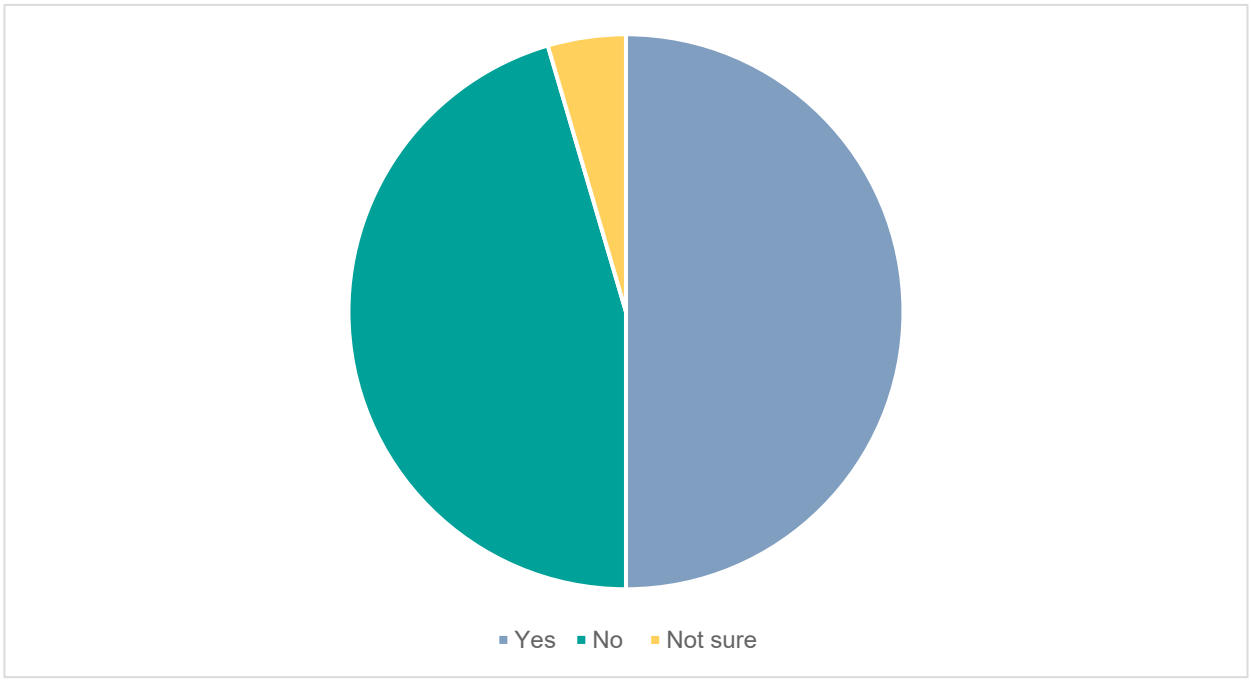
In total, 22 responses were received and carefully reviewed by the project team. The Applicant acknowledges and appreciates the contributions made during this programme of engagement.

4.1 Feedback Forms

A feedback form was made available on the project website, with a copy included in Appendix M. The form invited respondents to provide their views on the proposals through a series of structured questions, which are considered in turn below.

The online form was the sole method used for submitting feedback. A total of 22 submissions were received during the consultation. Not all respondents completed every question, which accounts for variation in the number of responses presented in the following data charts.

Question One: Would you welcome new, high-quality student accommodation in central Manchester?

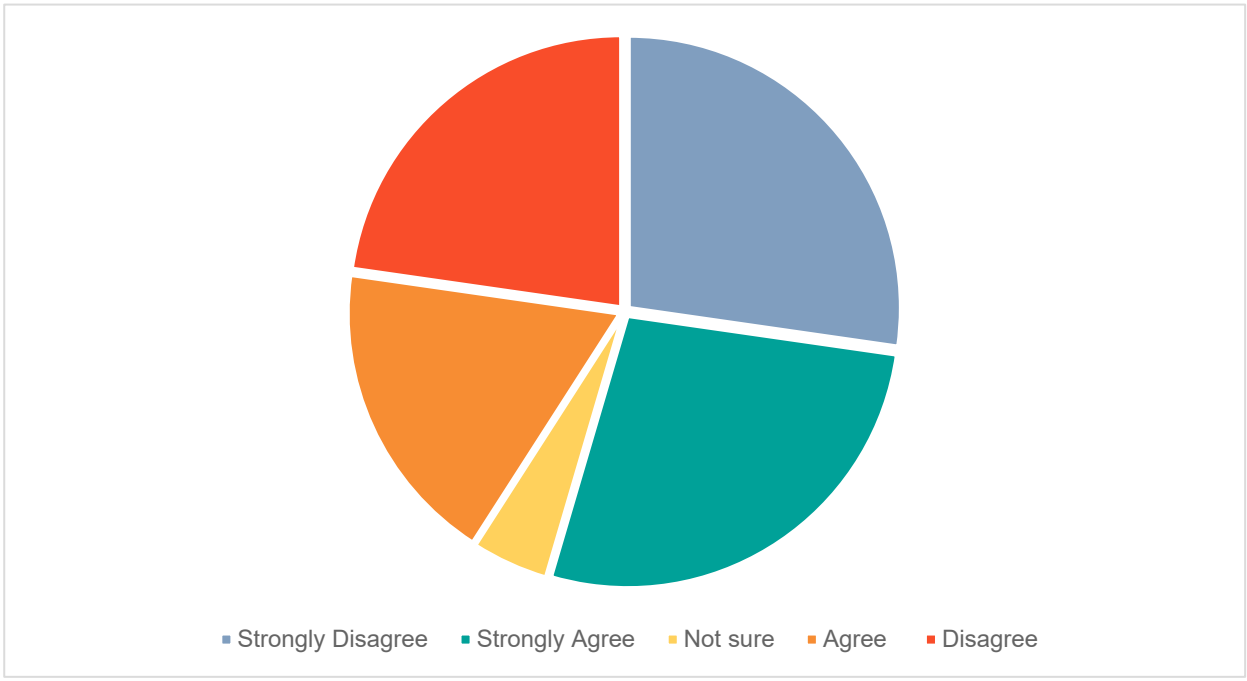


Question One asked respondents whether they would welcome new, high-quality student accommodation in central Manchester, with the options ‘Yes’, ‘No’ or ‘Not sure’. 11 respondents answered ‘Yes’, 10 answered ‘No’, and one answered ‘Not sure.

Question Two: To what extent do you agree with our plans for a new student accommodation in Manchester?

Question Two asked respondents to what extent they agreed with the plans for new student accommodation in Manchester, using a scale from 'strongly agree' to 'strongly disagree'.

Almost all respondents answered this question. 11 respondents disagreed with the proposals (five 'disagree' and six 'strongly disagree'), 10 respondents agreed (six 'strongly agree' and four 'agree'), and one was unsure.



Question Three: What is most important to you in a student flat?

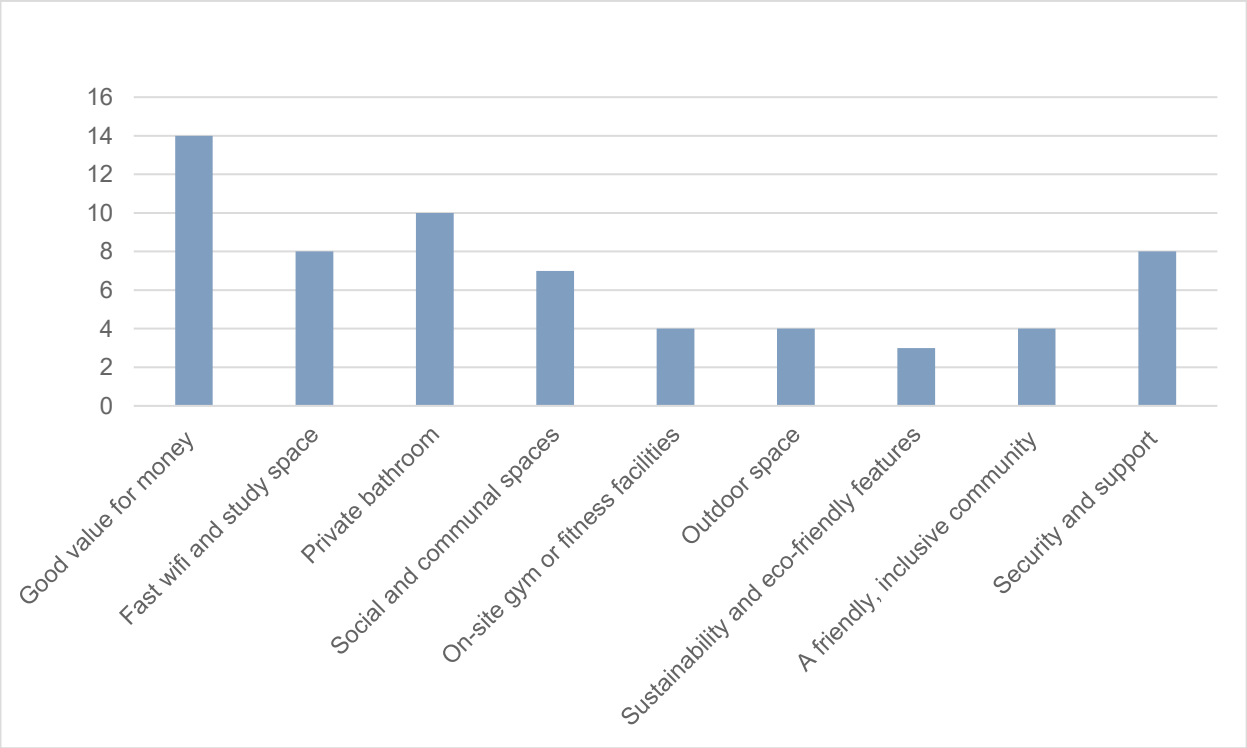
Question Three asked respondents what is most important to them in a student flat, with the option to select up to three from a list of nine features. These are listed below:

- Good value for money
- Fast Wi-Fi and study space
- Private bathroom
- Social and communal spaces
- On-site gym or fitness facilities
- Outdoor space
- Sustainability and eco-friendly features
- A friendly, inclusive community
- Security and support

Of the 22 respondents overall, 18 answered this question. Two respondents selected all nine options, one respondent selected six and one selected five, while the remainder selected up to three as intended.

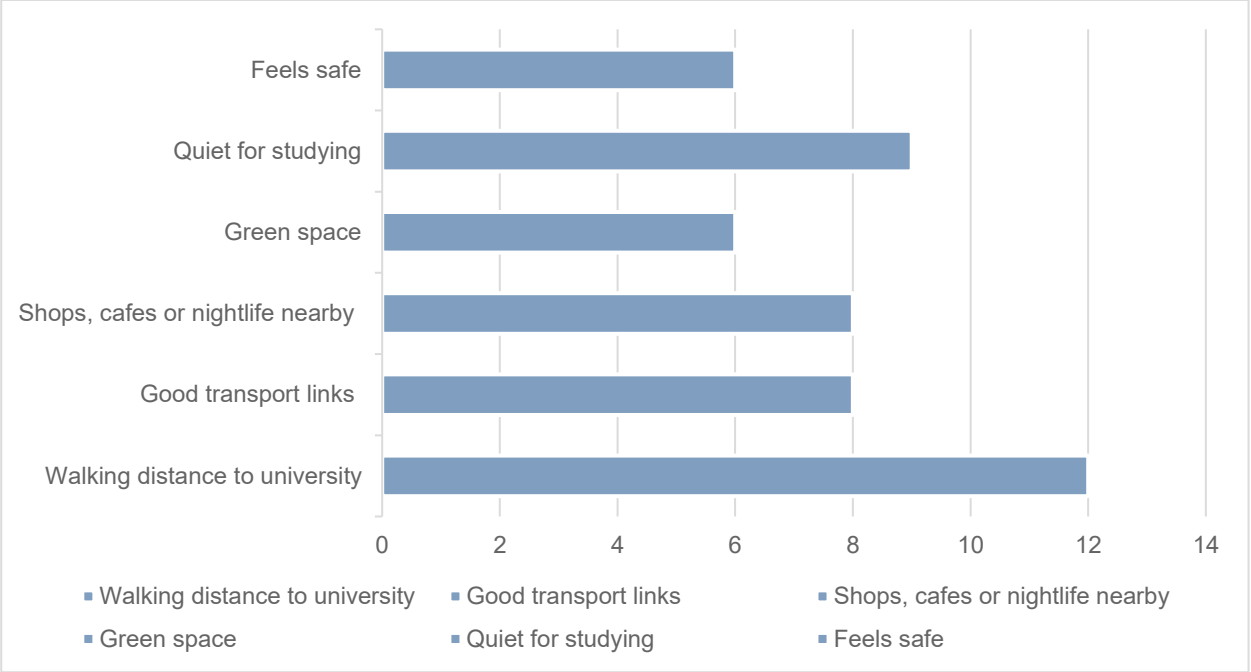
'Good value for money' was the most frequently chosen option, cited by 64% of those who responded. 'Private bathroom' was selected by 45% of respondents, followed by 'fast Wi-Fi and study space' and 'security and support' by 36%. 'Social and communal spaces' was selected by 32%. Other features, such as, onsite gym or fitness and sustainability and eco-friendly features, were mentioned less frequently.

Overall, responses suggest that affordability, privacy communal spaces and connectivity were viewed as the most important considerations among those who answered this question.



Question Four: When deciding where to live while you study, what would you look for in a location?

Question Four asked respondents what they would look for in a location when deciding where to live while studying. Six options were provided: walking distance to university, good transport links, shops/cafés or nightlife nearby, green space, quiet for studying and feeling safe.



The majority of respondents selected 'walking distance to university' as the most important factor. 'Quiet for studying' followed by 'shops, cafés or nightlife nearby' and 'good transport links' were the next most frequently chosen options. Other factors, including green space and feels safe, were mentioned less often.

Question Five: Do you have any suggestions or ideas for the scheme?

Question Five invited respondents to provide any additional suggestions or ideas for the scheme in a free text box. 14 out of 22 respondents provided comments, which have been analysed by theme.

The most frequently raised issue related to supporting infrastructure in the area, particularly the availability of shops to meet the needs of a larger student population. Some respondents suggested that the site would be better suited to social or affordable housing. Other comments referred to the proposed height of the building and potential design considerations, as well as the need for student accommodation or indicating they were content with the plans.

Comment	Mentions
Local Infrastructure	3
Suggestion for social housing	2
Need for student accommodation	3
Content with plans	3
Building height	2

Below are some examples of some of the comments received:

Comment
“Small workshops or art display areas should be included.”
“This development should consider such retail shop space on the ground floor.”
“I am concerned that the development is out of synch with the area.”
“Half the height. More public realm. Separate emergency exit tower.”
“Student accommodation to my opinion does not fit really well within this area.”
“I have concern on the light impact given the height and proximity to my home (Viadux).”
“Knowing the area very well, there is a distinct lack of supermarket shops”
“Communal and workspaces on floors high up - providing a view even for residents who live on lower floors”

5.0 Response to Feedback

The Applicant is grateful to all those who have taken the time to engage with the proposals for the development of new student accommodation at 10 – 12 Whitworth Street West. During the consultation, several topics were raised by respondents. The development team has sought to respond to these comments within this section.

5.1 Infrastructure and Local Services

Several respondents questioned whether the local area has sufficient shops and supporting infrastructure to accommodate additional students. The site benefits from its central Manchester location, with immediate access to shops, with a range of food stores also located within walking distance, including Sainsbury's Local (500 ft and 0.3 miles), Go Local (0.3 miles), Lakeland Grocers (0.4 miles) and Deansgate Square General Store (0.5 miles).

In addition, the site is located close to a wide range of cafés, cultural venues and leisure destinations. Students residing within the proposed development would be well-placed to make use of these facilities, contributing additional spending in local shops, independent businesses and music venues. This increased footfall is expected to provide ongoing support for the local economy and help sustain the vibrancy of the city centre.

The site also benefits from excellent transport connections, being within walking distance of both Oxford Road and Deansgate railway stations, which provide frequent regional and national services. It is also well-served by local bus routes and the Deansgate-Castlefield tram stop, offering access to the wider Metrolink network across Greater Manchester. These connections support sustainable, car-free living for students, enabling easy travel to university campuses, libraries, shops, cultural venues and other parts of the City.

At ground level, the scheme will introduce active frontages and planting, helping to create a safer and more attractive streetscape. The building will also provide internal study areas, social lounges and a gym, reducing the need for students to travel for everyday needs and lessening pressure on wider community facilities.

5.2 Building Height & Design

Feedback was received on the proposed height of the building. The scale has been developed in the context of the surrounding city centre, where tall buildings already form part of the skyline. Importantly, the site benefits from an existing planning consent for a scheme of a similar height (35 storeys), establishing a precedent for tall buildings in this location. The scheme has been designed to complement its surroundings through contemporary architecture and high-quality materials, as well as transform a long-vacant site into a new landmark along Whitworth Street West.

Sustainability has been a central consideration in the design of the proposed development. The building is targeting BREEAM Excellent, a nationally recognised benchmark for sustainable design, construction and performance, as well as an EPC A rating to ensure the highest standards of energy efficiency. The use of sustainable materials, both during construction and for interiors, together with low-carbon energy systems, will help minimise emissions and reduce the building's operational impact.

5.3 The Need for Student Accommodation

A number of respondents suggested that the site could be used for alternative housing. However, Manchester is home to over 80,000 students and demand for dedicated, well-managed student accommodation has consistently outpaced supply. As a result, many students live in family homes and HMOs in areas such as Fallowfield and Withington.

By providing 818 student homes in a central location, the scheme will help to ease this pressure, freeing up family housing for local residents and key workers. Its proximity to both Manchester Metropolitan University (0.5 miles) and the University of Manchester (0.8 miles) makes it well placed to meet student needs while reducing commuting pressures and supporting the growth of both institutions.

5.4 Facilities, Management and Support

Respondents highlighted the importance of security, study areas and day-to-day management within student accommodation. The development has been designed to provide:

- Private ensuite bedrooms in all studios and cluster flats.
- Dedicated quiet study lounges and co-working areas to support academic success.
- Communal facilities, including a gym, wellness suite, games room and social lounge, to encourage wellbeing and community.
- Security and support, including 24/7 on-site staff, CCTV and secure entry systems.
- Professional building management, ensuring maintenance, noise management and other operational issues are addressed promptly.

This approach provides a safe, well-managed environment for students, whilst maintaining a positive relationship with the wider community. In addition, the provision of purpose-built student accommodation in a central location helps address affordability by easing pressure on private rented housing and HMOs, ensuring that family homes remain available for local residents and key workers.

Fusion Group also has extensive experience in delivering and managing purpose-built student accommodation across the UK, with more than 7,000 student beds completed and a further 10,000 in the pipeline. Developments have been successfully brought forward in cities including London, Bristol, Sheffield, Newcastle, York, Nottingham, Liverpool, Cardiff and Swansea, each designed to reflect local context and to integrate with surrounding communities. Furthermore, Fusion Group is also onsite at its Deansgate scheme which is due to be completed in the summer of 2026.

Every Fusion building is professionally managed with a 24/7 on-site presence, ensuring student wellbeing and community relations remain a priority. This proven track record demonstrates that the proposed development at Whitworth Street West will be delivered to a high standard and managed effectively for the long term.

5.5 Scheme Benefits for Manchester

In addition to meeting identified demand for student accommodation, the proposed development will deliver wider benefits to Manchester’s economy and community.

The scheme represents a significant private investment in Manchester and will deliver significant socio-economic benefits during both the construction and operational phases. Construction activity is expected to support approximately 178 gross FTE jobs per annum over the three-year build programme, alongside apprenticeship and supply chain opportunities, whilst contributing an estimated £4.5 million GVA annually to the local economy.

Following completion, the scheme is expected to create 14–16 direct gross FTE operational jobs in building management, security and maintenance roles, whilst also supporting temporary employment during student arrivals and departures. The introduction of a new resident student population will also increase expenditure within local shops, cafés, and music venues, contributing an estimated £5.33 million of additional spending to the Manchester economy each year.

The proposals will also bring a long-vacant site back into productive use, contributing to city-centre regeneration. Enhanced landscaping, active ground-floor frontages and improved public realm will help create a safer, more welcoming streetscape at Whitworth Street West.

Against this background, the development will support Manchester's ambitions for sustainable growth by combining economic investment, employment opportunities and a stronger local service economy with the delivery of high-quality, well-managed student housing in a central, accessible location.

6.0 Conclusion

In bringing forward proposals for purpose-built student accommodation at 10 – 12 Whitworth Street West, the Applicant has undertaken a comprehensive programme of pre-application consultation in line with the Localism Act 2011, the National Planning Policy Framework (NPPF), the National Planning Practice Guidance (NPPG) and Manchester City Council's Statement of Community Involvement (SCI).

The consultation process was designed to be transparent and accessible, providing residents, elected representatives, businesses and other stakeholders with clear information about the proposals and a range of ways to share their views. In total, 22 responses were received during the consultation period. This report provides a summary of the feedback collected and sets out how the Applicant has responded to the issues raised.

The Applicant recognises the importance of early and meaningful engagement in shaping development proposals and is committed to continuing dialogue with the local community and stakeholders as the project moves forward. Opportunities for further involvement will be provided to ensure that local views are considered throughout the planning and development process.

Overall, the proposals are considered to deliver clear benefits to Manchester by helping to meet identified demand for student accommodation, bringing a long-vacant city-centre site back into productive use, supporting local services and businesses and contributing to the City's wider economic growth and regeneration.

7.0 Appendices

Appendix A – Letters to Political Stakeholders

FUSION GROUP

FAO Councillor Joan Davies
Written in your capacity as Deansgate Ward Councillor
Town Hall,
Albert Square,
Manchester
M2 5DB

Wednesday 7th May 2025

Dear Councillor Davies,

RE: Proposal for a new Purpose Built Student Accommodation at 10-12 Whitworth Street West

Fusion Students is bringing forward plans for a new Purpose Built Student Accommodation (PBSA) scheme to your ward, Deansgate. We know that we have previously been in touch, and are reaching out again, to have a conversation.

We appreciate that Deansgate is a vibrant and diverse part of Manchester with a strong sense of community and heritage. With that in mind, we are approaching this scheme with great care, ambition, and a commitment to ensuring that it benefits not just students, but the wider local area.

We have built on the feedback from our current site at Deansgate South and hope to share our plans for this new site with you ahead of our public consultation, launching this summer, to gain your input and insight. At Fusion, we are committed to investing and delivering in Manchester. Demonstrated by our Deansgate South site, which is already under construction, and our strong track record in delivering PBSA schemes across the UK.

The proposed development will provide **modern, well-managed, and secure accommodation for students**, helping to relieve pressure on traditional housing stock and HMOs in areas such as Fallowfield and Withington. By concentrating students in purpose-built spaces, we aim to support better community balance across the city.

Key highlights include:

- **Architecturally excellent and sensitive design**, in keeping with the urban character of Deansgate
- High sustainability standards, targeting **BREEAM Outstanding**
- Generous communal spaces that foster wellbeing and connection
- Full-time on-site management and 24/7 security to ensure safety and minimise disruption

FUSION GROUP

Supporting the Wider Community

We know that change in a neighbourhood can raise questions. However, our experience across the UK shows that high-quality student accommodation, when thoughtfully delivered, has significant positive impacts:

- **Freeing up local housing**: Purpose-built accommodation eases demand on family homes and improves affordability for residents.
- **Boosting the local economy**: Students are active contributors to nearby businesses including shops, cafés, services, and transport links. We hope to bring life back into parts of the city such as Deansgate Locks and boost local small businesses and music venues that Manchester is proud of.
- **Responsible management**: Our student communities are professionally managed with clear expectations, robust community liaison, and swift response to any concerns.

Working with You

We are currently preparing for a public consultation in June and would welcome the opportunity to meet with you ahead of this to discuss the project in more detail, understand your priorities for Deansgate, and explore how this scheme can align with those goals.

Fusion is committed to strengthening its approach to engagement and is keen to work closely with key stakeholders and communities to deliver a lasting, place-sensitive student development. With your input, we believe this project can allow for meaningful collaboration and positive local impact.

Please let me know a convenient time to arrange a briefing, either virtually or in person. We look forward to engaging with you constructively and ensuring this project is a positive addition to your ward.

Yours Sincerely,

Lee Goldberg
Development Manager
Fusion Group
E: lee.goldberg@fusion-group.co.uk

Appendix B - Letters to Political Stakeholders

FAO Lucy Powell MP
Member of Parliament for Manchester Central
House of Commons
London
SW1A 0AA

Thursday 29th May 2025

Dear Lucy Powell MP,

RE: Proposal for a new Purpose Built Student Accommodation at 10-12 Whitworth Street West

Fusion Students is bringing forward plans for a new Purpose Built Student Accommodation (PBSA) scheme to Manchester City Centre. We would welcome the opportunity to meet with you regarding these plans.

We appreciate that Deansgate is a vibrant and diverse part of Manchester with a strong sense of community and heritage. With that in mind, we are approaching this scheme with great care, ambition, and a commitment to ensuring that it benefits not just students, but the wider local area.

We have built on the feedback from our current site at Deansgate South and hope to share our plans for this new site with you ahead of our public consultation, launching this summer, to gain your input and insight. At Fusion, we are committed to investing and delivering in Manchester. Demonstrated by our Deansgate South site, which is already under construction, and our strong track record in delivering PBSA schemes across the UK.

The proposed development will provide **modern, well-managed, and secure accommodation for students**, helping to relieve pressure on traditional housing stock and HMOs in areas such as Fallowfield and Withington. By concentrating students in purpose-built spaces, we aim to support better community balance across the city.

Key highlights include:

- **Architecturally excellent and sensitive design**, in keeping with the urban character of Deansgate
- High sustainability standards, targeting **BREEAM Outstanding**
- Generous communal spaces that foster wellbeing and connection
- Full-time on-site management and 24/7 security to ensure safety and minimise disruption

FUSION GROUP

Supporting the Wider Community

We know that change in a neighbourhood can raise questions. However, our experience across the UK shows that high-quality student accommodation, when thoughtfully delivered, has significant positive impacts:

- **Freeing up local housing**: Purpose-built accommodation eases demand on family homes and improves affordability for residents.
- **Boosting the local economy**: Students are active contributors to nearby businesses including shops, cafés, services, and transport links. We hope to bring life back into parts of the city such as Deansgate Locks and boost local small businesses and music venues that Manchester is proud of.
- **Responsible management**: Our student communities are professionally managed with clear expectations, robust community liaison, and swift response to any concerns.

Next Steps

We are currently preparing for a public consultation in June and in your capacity as the MP for Manchester Central we would welcome the opportunity to meet with you ahead of the proposal's public launch. This meeting will provide a chance to share more details about the project and answer any questions you may have.

Fusion is committed to strengthening its approach to engagement and is keen to work closely with key stakeholders and communities to deliver a lasting, place-sensitive student development. With your input, we believe this project can allow for meaningful collaboration and positive local impact.

Please let me know a convenient time to arrange a briefing, either virtually or in person. We look forward to engaging with you constructively and ensuring this project is a positive addition to Manchester.

Yours Sincerely,

Lee Goldberg
Development Manager
Fusion Group
E: lee.goldberg@fusion-group.co.uk

Appendix C - Letters to Political Stakeholders

FAO Adele Douglas
Piccadilly Ward Councillor
Town Hall,
Albert Square,
Manchester
M2 5DB

Tuesday 12 August 2025

Dear Councillor Douglas,

RE: Public consultation opens soon - Proposal for a new Purpose-Built Student Accommodation at 10-12 Whitworth Street West

I hope this finds you well.

Further to our previous correspondence, I'm writing to let you know that on Monday 18 August, the public consultation for Fusion Students' proposals for a new purpose-built student accommodation (PBSA) scheme at 10–12 Whitworth Street West will be launching. I am writing to you as the adjacent ward councillor.

The consultation will run from **Monday 18 August** until **Friday 26 September 2025**, and we're inviting feedback from local residents, students, businesses and community stakeholders to help shape the plans before a planning application is submitted.

We will be notifying residents about the consultation via a leaflet. We will circulate this to you once the consultation has launched.

Fusion is committed to delivering high-quality, professionally managed student accommodation that supports local priorities. The site at Whitworth Street West offers an opportunity to bring forward a well-designed, sustainable scheme in a highly accessible location, close to both universities and the wider city centre.

Our proposals aim to:

- Deliver a 38-storey building with 826 modern homes for students, easing pressure on HMOs and traditional housing stock
- Exhibit strong environmental credentials, targeting BREEAM Excellent
- Enhance student wellbeing through generous shared spaces and tailored support
- Deliver high-quality student living in response to growing demand for modern, well-managed accommodation in a central Manchester location

FUSION GROUP

The consultation website will be live from Monday 18 August, where further information can be found and feedback submitted. The website will be launching shortly, and can be found here: https://whitworthstreetwestconsultation.co.uk/

We are also engaging directly with local stakeholders and would welcome the chance to speak with you further. We have already held initial discussions with neighbouring businesses and venues, including some of the bars in the area, to understand their views and ensure our proposals are informed by the local context.

Should you wish to arrange a briefing to discuss the proposals or raise any questions, please do not hesitate to get in touch via our dedicated consultation email address: consultation@whitworthstreetwest.co.uk.

Thank you for your time.

Yours Sincerely,

Lee Goldberg
Development Manager
Fusion Group
[redacted]

Appendix D – Email to Political Stakeholders

FW: Public Consultation Open Soon - 10-12 Whitworth Street West

AN Anna Nelson
To [redacted]

Fusion - Cllr Sam Wheeler.pdf 137 KB
Fusion Whitworth Street West - Leaflet.pdf 1 MB

Dear Councillor Sam Wheeler,

As mentioned below, the Fusion Group consultation for 10-12 Whitworth Street West launched today. Please see the website link here and feel free to look through the virtual exhibition.

Furthermore, please see attached the leaflet that was sent to local residents to inform them of the consultation launch.

Best Wishes,
Anna

Appendix G - Letter to Rebellion

FUSION GROUP

FAO Music Venue Trust and Rebellion
2B Whitworth St West
Manchester
M1 5WZ

Wednesday 25th June 2025

Dear Rebellion,

RE: Proposal for a new Purpose Built Student Accommodation at 10-12 Whitworth Street West

I am writing to introduce Fusion Group's proposed development at 10-12 Whitworth Street West in Manchester, a purpose-built student accommodation (PBSA) scheme that we believe offers a thoughtful and responsible approach to city centre living. Our proposals have been designed with full awareness of the significance of Manchester's live music and cultural venues.

We are aware of the concerns you have raised regarding other residential developments in Manchester City Centre, and their impact on music and cultural venues. These venues play an important role in the city's identity and economy, and we share the view that they should be protected and supported.

We would very much welcome the opportunity to speak with you about our proposals and understand any concerns you may have. As part of our approach, we are keen to engage early with organisations to ensure our plans are sensitive to the surrounding context and contribute positively to the area. Our scheme has been carefully designed with this in mind, underpinned by the following principles:

- Accommodation designed specifically for students, not general market housing, which tends to create fewer long-term conflicts with surrounding night-time uses.
- Full-time on-site management and 24/7 security, providing responsive and effective management of the building and supporting good neighbour relations.
- A high standard of sustainability and acoustic performance, with a design that respects the character of the area and recognises the importance of its night-time economy.
- A commitment to early and open engagement with local businesses and stakeholders, including music venues, to understand any concerns and work collaboratively.

FUSION GROUP

We fully support the agent of change principle and recognise that developers must take responsibility for ensuring their proposals do not undermine existing cultural and community assets. Music venues are not a constraint for us but an essential part of what makes Manchester a great city to invest in and be part of.

We also believe that high-quality, well-managed student accommodation can actively contribute to the sustainability of venues by bringing in new patrons and help build a vibrant city centre population.

We would welcome the opportunity to meet with both the Music Venue Trust and Rebellion to share our proposals in more detail and to listen to your views. We are currently preparing for a public consultation in June, and we are keen to ensure that key voices such as yours are part of the conversation from the outset.

Please do let us know a suitable time to arrange a conversation. We are committed to being a responsible neighbour and would value your input in shaping a development that supports Manchester's music culture.

Yours Sincerely,

Lee Goldberg
Development Manager
Fusion Group
[redacted]

Appendix H - Letters to Local Businesses

FUSION group

FAO Ark Manchester
3A, 5 Whitworth St West
Manchester
M1 5LH

Tuesday 12 August 2025

Dear Ark Manchester team,

RE: Proposal for a new Purpose Built Student Accommodation at 10-12 Whitworth Street West

I am writing to introduce our proposed development at 10-12 Whitworth Street West in Manchester, a purpose-built student accommodation (PBSA) scheme that we believe offers a thoughtful and responsible approach to city centre living. Our proposals have been designed with full awareness of the importance of Deansgate's bars, nightlife and wider hospitality scene.

We recognise the role that local venues like the City Road Inn play in defining Manchester's character and appeal. These businesses contribute to Manchester's cultural identity and economy, and we want to ensure that our development supports and complements them.

We would very much welcome the opportunity to speak with you about our proposals and understand any concerns you may have. As part of our approach, we are keen to engage early with organisations to ensure our plans are sensitive to the surrounding context and contribute positively to the area. Our scheme has been carefully designed with this in mind, underpinned by the following principles:

- Accommodation designed specifically for students, not general market housing, as this tends to create fewer long-term conflicts with surrounding night-time uses.
- Full-time on-site management and 24/7 security, providing responsive and effective management of the building and supporting good neighbour relations.
- A high standard of sustainability and acoustic performance, with a design that respects the character of the area and recognises the importance of its night-time economy.
- A commitment to early and open engagement with local businesses and stakeholders, including music venues, to understand any concerns and work collaboratively.

We fully support the Agent of Change principle and recognise that developers must take responsibility for ensuring their proposals do not undermine existing cultural and community

FUSION GROUP

assets. Local bars and venues are not a constraint for us, but an essential part of what makes Manchester a great city to invest in and be part of.

We also believe that high-quality, well-managed student accommodation can actively support Manchester's local economy by bringing in new patrons and helping to build a vibrant city centre population.

We would welcome the opportunity to meet with you to share our proposals in more detail and to listen to your views. We are currently preparing for a public consultation in the coming weeks, and we are keen to ensure that key voices such as yours are part of the discussion on the proposals from the outset.

Please do let us know a suitable time to arrange a conversation. We are committed to being a responsible neighbour and would value your input in shaping a development that supports Manchester's night-time economy.

Yours sincerely,

Lee Goldberg
Development Manager
Fusion Group
[redacted]

Appendix I – Community Leaflet Distribution Area



Appendix J - Community Leaflet

WHITWORTH STREET WEST

FUSION GROUP

Public consultation: New student accommodation at 10–12 Whitworth Street West

Share your views from Monday 18 August until Friday 26 September

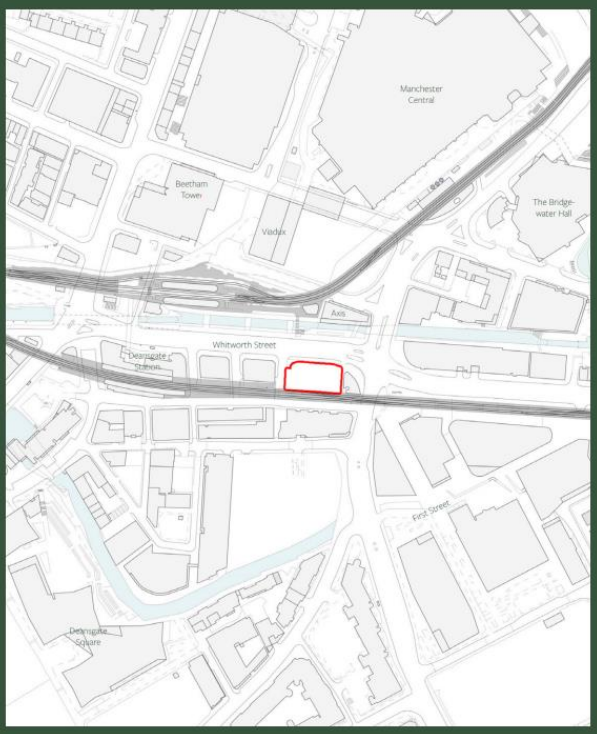
Our Proposals – 10-12 Whitworth Street West

Fusion Group is bringing forward plans for a high-quality, purpose-built student accommodation development in the heart of the city.

The 38-storey building will deliver 826 modern homes for students, while supporting the wider community through sustainable design, better use of vacant land, and positive connections to the local area.

This central location on Whitworth Street West makes it ideal for students - with lectures, libraries, shops, nightlife and culture all within easy reach.

We want your feedback on these emerging proposals to help shape final plans that meet the needs of the city and everyone who lives, works or studies here.



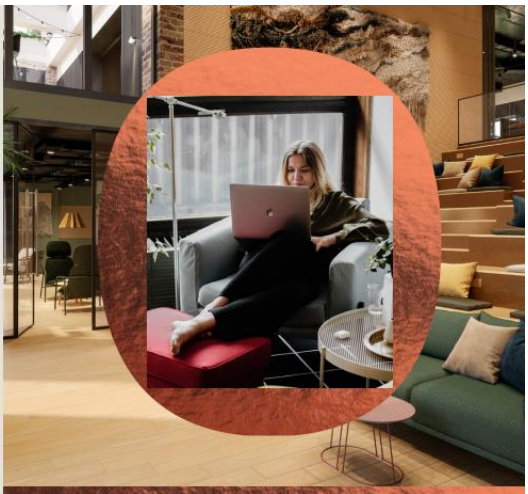
OUR VISION

- **Modern Student Living**
  A mixture of studio apartments, twodios and club studios, offering a variety of accommodation types and price points. All homes will offer bright, comfortable rooms with study spaces, smart storage, and private bathrooms.
- **Wellbeing & Community**
  Social lounges, quiet study zones, a private on-site gym and support services to keep students safe, supported and connected.
- **Sustainable by Design**
  Energy-efficient features, eco-friendly materials and parking limited to one accessible space to promote walking, cycling and public transport
- **Boosting the Local Area**
  A vibrant student community supporting nearby cafés, shops, music venues and businesses.

HAVE YOUR SAY

Consultation opens: **Monday 18 August 2025**
Consultation closes: **Friday 26 September 2025**

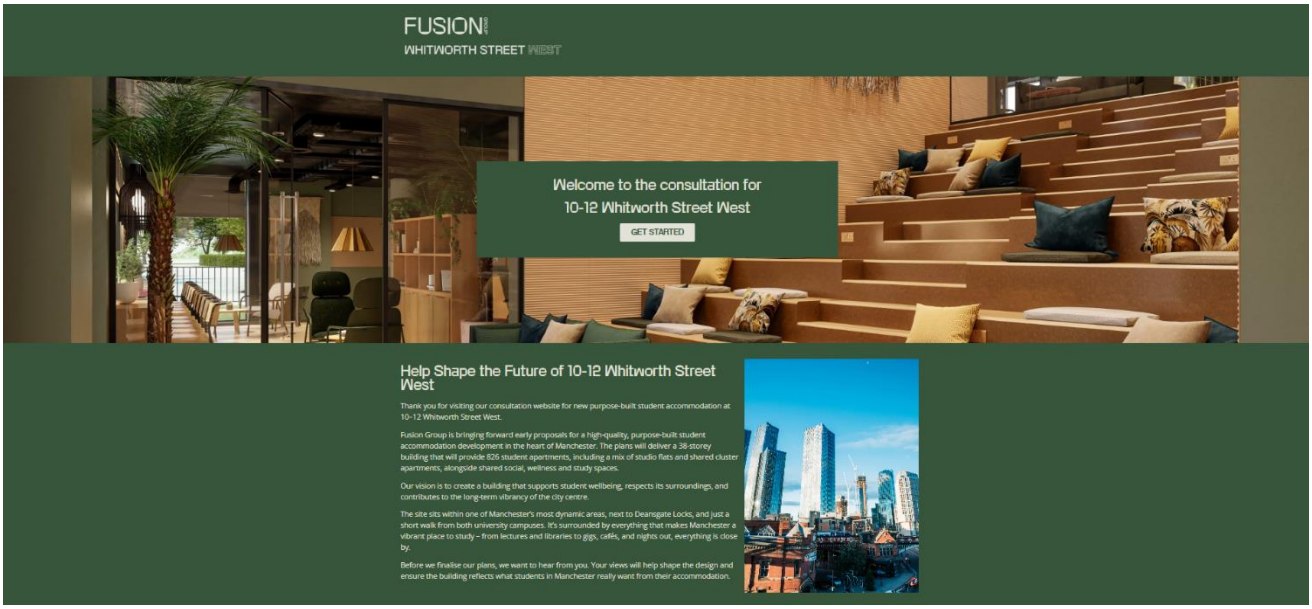
- Visit our website and complete the online feedback form: **whitworthstreetwestconsultation.co.uk**
- Email us with your comments, questions and/or feedback: **consultation@whitworthstreetwest.co.uk**
- Call our community line: **0161 711 0293** (Monday to Friday, 9:00am – 5:30pm)
- Write to us: **FREEPOST SHAPE TOMORROW**

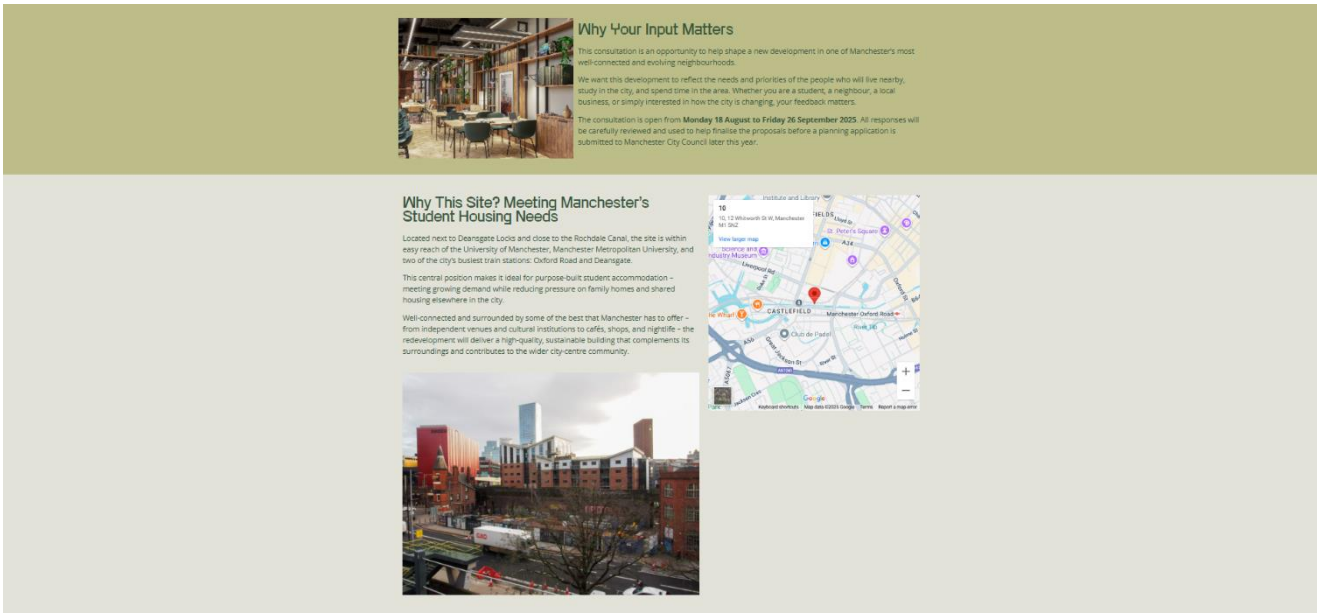


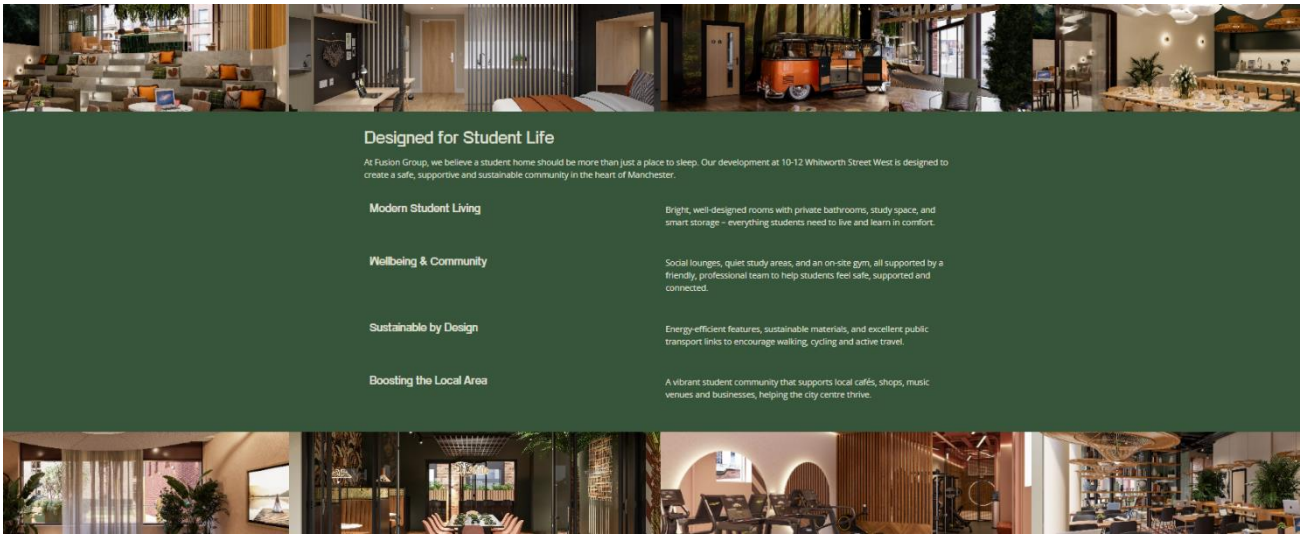
Scan the QR code to visit our website and have your say



Appendix K – Website











Why This Site Works

Located next to Deansgate Locks and close to both major universities, 10–12 Whitworth Street West is perfectly placed for student life. With lectures, libraries, shops, nightlife, and culture all within walking distance, it's an ideal base for studying, socialising, and exploring Manchester.

Virtual Exhibition



Why It Matters for Manchester



Purpose-Built Student Homes

High-quality accommodation designed specifically for students, providing a safe and comfortable place to live while studying in Manchester's city centre.

Sustainable by Design

Energy-efficient features, sustainable materials, and low-carbon technologies to help meet Manchester's climate goals and reduce the development's carbon footprint.

Excellent Connections

Within walking distance of both major universities, Oxford Road and Deansgate stations, and surrounded by shops, cultural venues, and nightlife. Well-connected for walking, cycling, and public transport.

Boosting the Local Area

A vibrant, full-time student community that supports local cafés, shops, music venues, and independent businesses, helping the city centre thrive.

Frequently Asked Questions (FAQs)

+ What type of accommodation will be provided?
+ How many new homes will be provided?
+ Where is the development located?
+ What amenities can I expect in this development as a student?
+ How will this development affect the local housing market?
+ Will there be any impact on local music venues and nightlife?
+ How will you engage with the local community?
− How can I share my views?

The consultation is open from **Monday 18 August to Friday 26 September 2025**. You can submit feedback via this website or email the team at consultation@whitworthstreetwest.co.uk. All feedback will help shape the final proposals before they are submitted to Manchester City Council.

Have Your Say: Tell Us What You Think

We're at an early stage in the planning process and want to hear your views. Your feedback will help shape the final plans before they are submitted to Manchester City Council.

Please share your feedback by Friday 26 September.

*Fields with a * are mandatory*

Name *

Name

Email *

Email

Postcode *

Postcode

Do you wish to be kept updated? *

Yes

Q1. Would you welcome new, high-quality student accommodation in central Manchester?* *

- Yes
- No
- Not sure

Q2. To what extent do you agree with our plans for a new student accommodation in Manchester? *

- Strongly agree
- Agree
- Not sure
- Disagree
- Strongly disagree

Q3. What is most important to you in a student flat? (Please tick up to three)

- Good value for money
- Fast Wi-Fi and study space
- Private bathroom
- Social and communal spaces
- On-site gym or fitness facilities
- Outdoor space
- Sustainability and eco-friendly features
- A friendly, inclusive community
- Security and support

Q4. When deciding where to live while you study, what would you look for in a location?

- Walking distance to university
- Good transport links
- Shops, cafes or nightlife nearby
- Green space
- Quiet for studying
- Feels safe

Q5. Do you have any suggestions or ideas for the scheme?

Send



Get In Touch

Email us with your comments, questions and/or feedback: consultation@whitworthstreetwest.co.uk

Call our community line: 0161 711 0293 (Monday to Friday, 9:00am – 5:30pm)

Write to us: FREEPOST SHAPE TOMORROW

All feedback received will be summarised in a Statement of Community Involvement which will be submitted to Manchester City Council alongside the planning application later this year.

FUSION GROUP

Who We Are & What We Do

Creating homes where students can succeed

Fusion Group is a leading provider of purpose-built student accommodation (PBSA) across the UK, with over 10,000 homes delivered since 2006. We focus on creating high-quality, modern living spaces that promote wellbeing, community and sustainability.

Our developments in key university cities including York, Liverpool, Nottingham and Brent Cross are designed not just to meet student needs but to positively contribute to the wider city.

Our experience at a glance:



York

A 275-bed development blending modern student living with the historic character of one of the UK's most iconic university cities.



Liverpool

A striking city-centre building with social and recreational amenities such as a basketball court, gaming zone and karaoke room.



Brent Cross

A development setting new standards in student wellbeing and design, featuring a cinema, community spaces and excellent transport links across London.

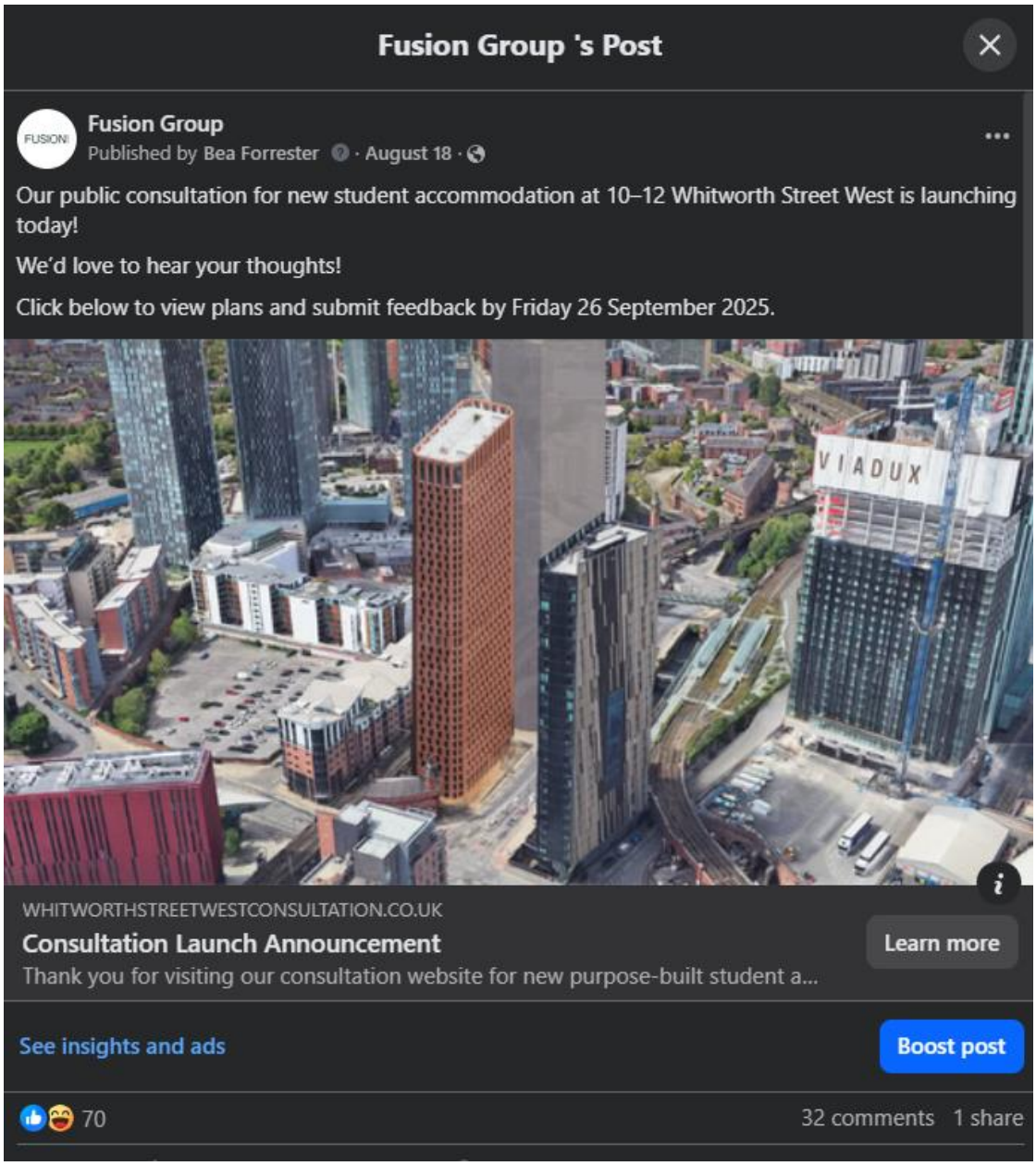
What makes Fusion different?

- Inclusive, supportive environments that foster diverse, welcoming communities
- A strong focus on wellbeing and mental health – offering integrated support, quiet zones and fitness facilities
- Innovative, functional spaces tailored to modern student life
- Social programmes that celebrate local culture and build vibrant communities
- Professional management providing round-the-clock support for residents and neighbours

From Cardiff to Sheffield, Leeds to Hatfield, Fusion creates more than accommodation; we create homes and neighbourhood hubs where students thrive.



Appendix L – Social Media Adverts



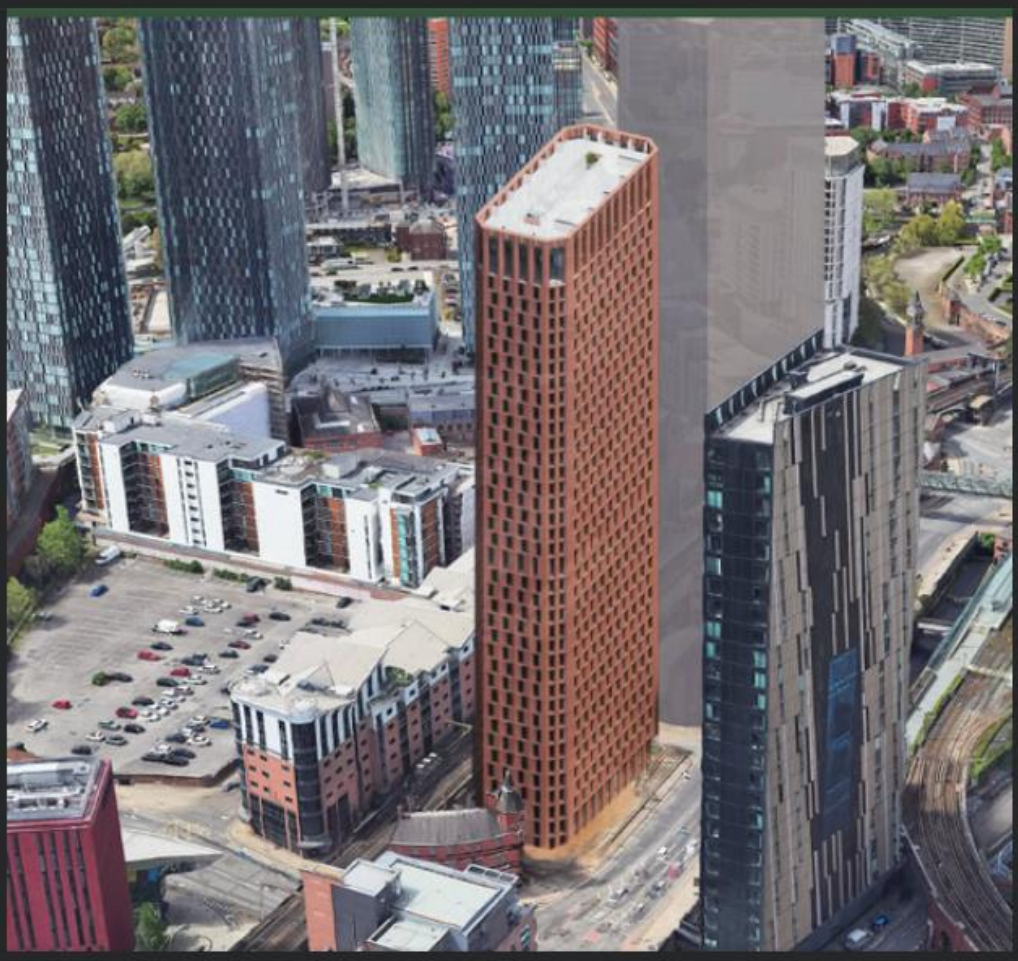
Fusion Group
Published by Ben Miller · September 5 at 10:29 AM ·

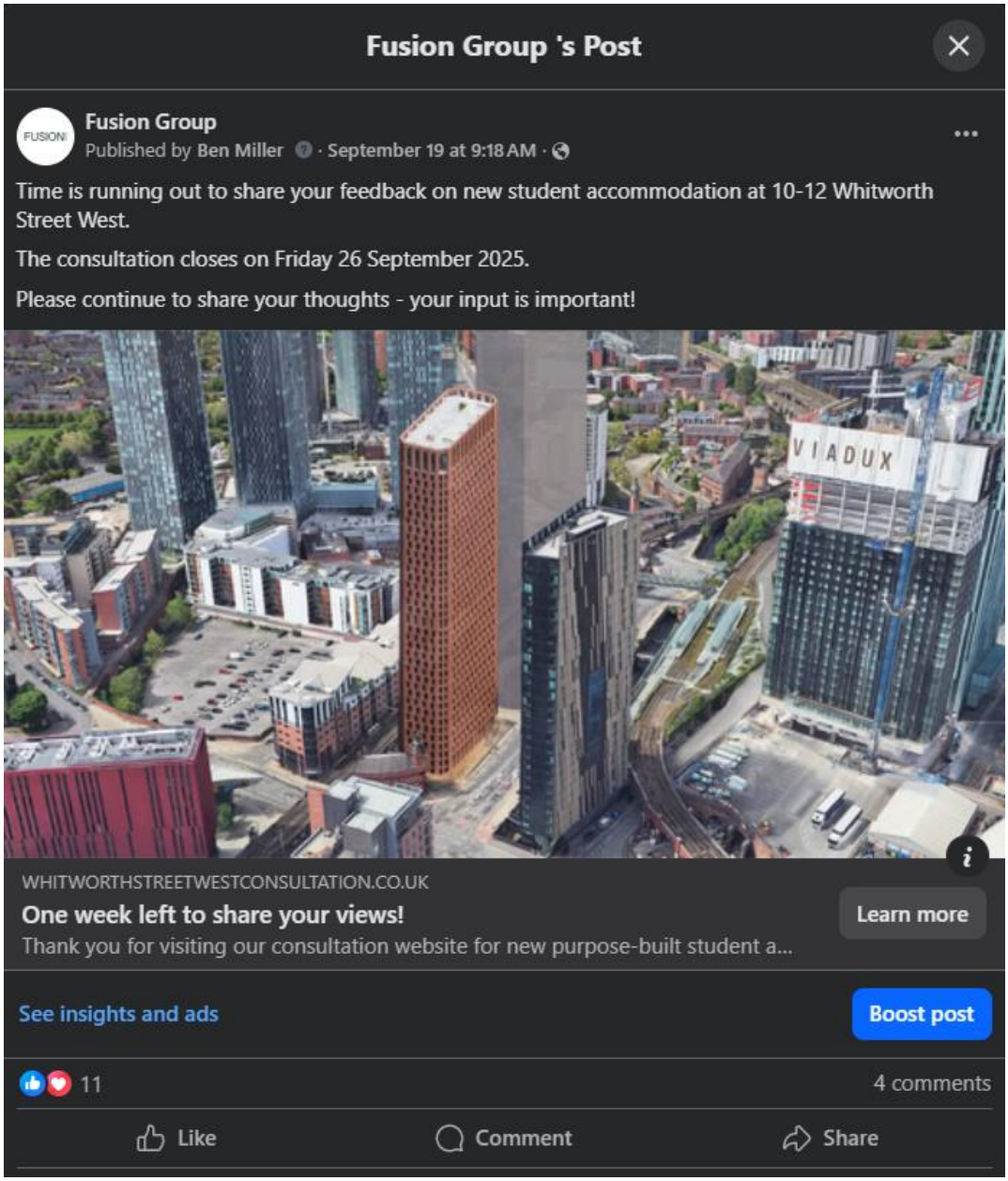
Thank you to everyone who shared feedback so far.

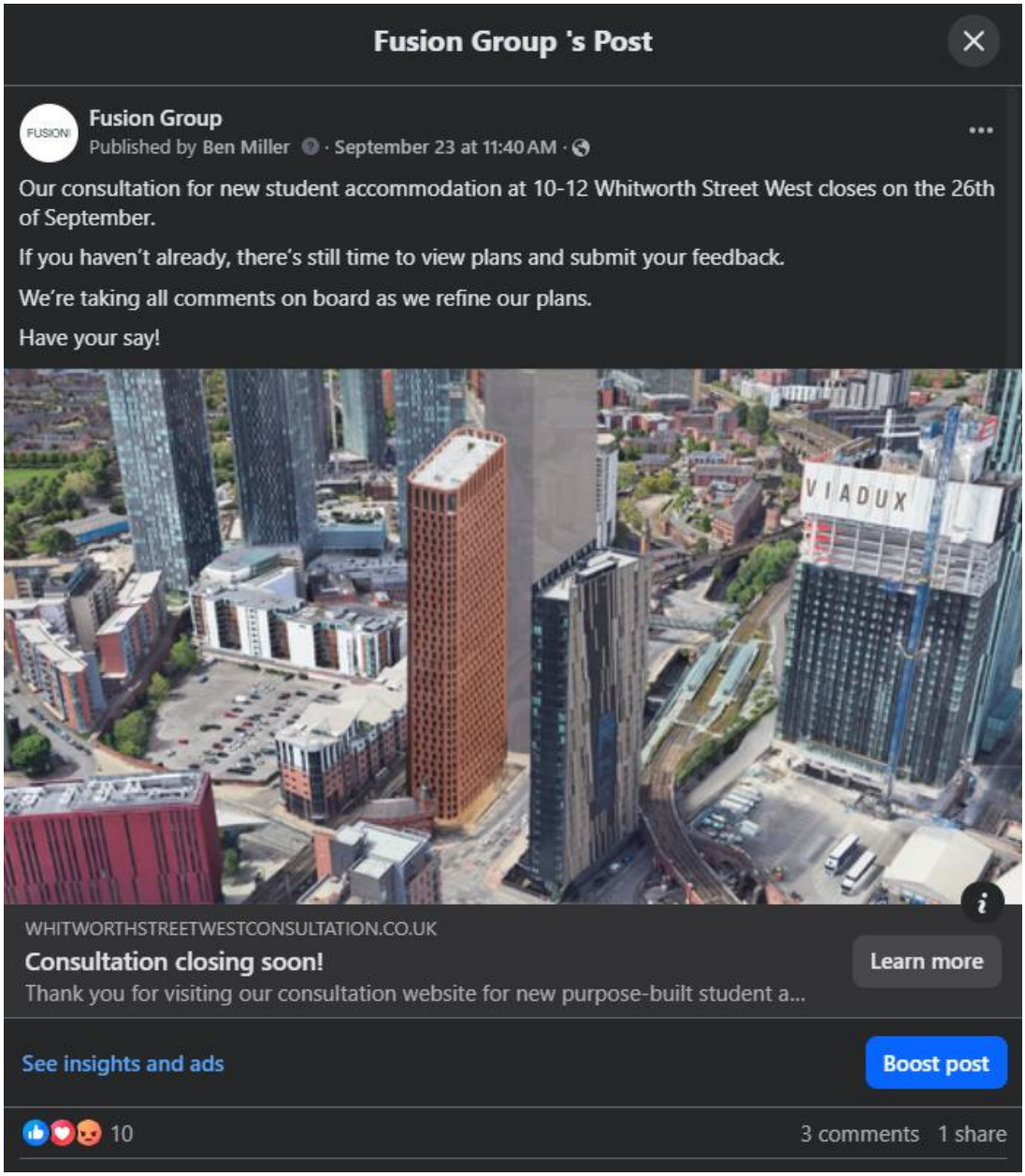
All comments will be taken on board and be used to refine our plans.

Please continue to share your thoughts – your input is important!

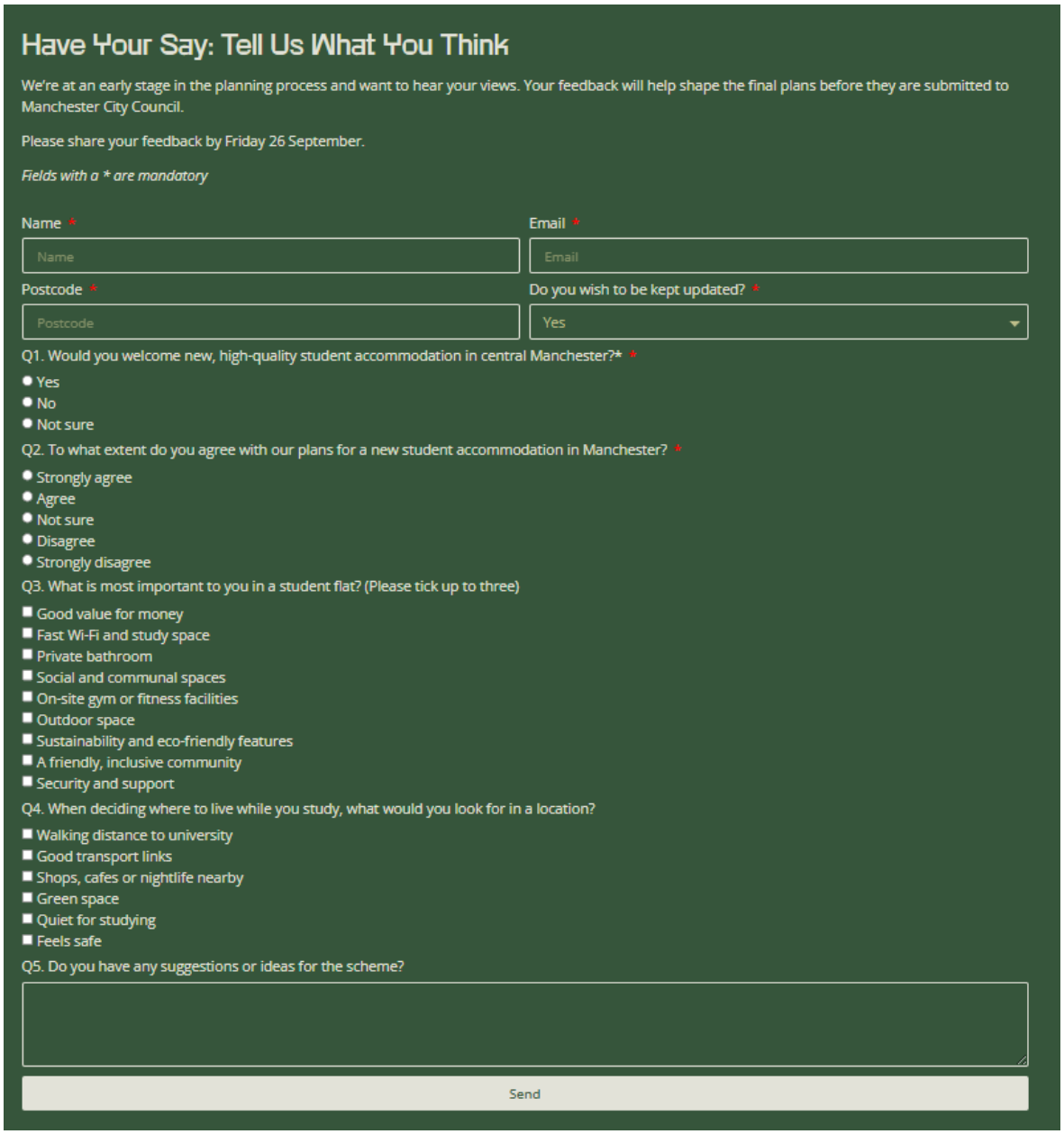
Click here to view the plans and have your say:




Fusion Group 's Post
Fusion Group
Published by Ben Miller · September 19 at 9:18 AM ·
Time is running out to share your feedback on new student accommodation at 10-12 Whitworth Street West.
The consultation closes on Friday 26 September 2025.
Please continue to share your thoughts - your input is important!
VIADUX
WHITWORTHSTREETWESTCONSULTATION.CO.UK
One week left to share your views!
Thank you for visiting our consultation website for new purpose-built student a...
Learn more
See insights and ads
Boost post
11
4 comments
Like
Comment
Share


Fusion Group 's Post
Fusion Group
Published by Ben Miller · September 23 at 11:40 AM ·
Our consultation for new student accommodation at 10-12 Whitworth Street West closes on the 26th of September.
If you haven't already, there's still time to view plans and submit your feedback.
We're taking all comments on board as we refine our plans.
Have your say!
VIADUX
WHITWORTHSTREETWESTCONSULTATION.CO.UK
Consultation closing soon!
Thank you for visiting our consultation website for new purpose-built student a...
Learn more
See insights and ads
Boost post
10
3 comments 1 share

Appendix M – Feedback Form



Have Your Say: Tell Us What You Think

We're at an early stage in the planning process and want to hear your views. Your feedback will help shape the final plans before they are submitted to Manchester City Council.

Please share your feedback by Friday 26 September.

*Fields with a * are mandatory*

Name *

Name

Email *

Email

Postcode *

Postcode

Do you wish to be kept updated? *

Yes

Q1. Would you welcome new, high-quality student accommodation in central Manchester?* *

- Yes
- No
- Not sure

Q2. To what extent do you agree with our plans for a new student accommodation in Manchester? *

- Strongly agree
- Agree
- Not sure
- Disagree
- Strongly disagree

Q3. What is most important to you in a student flat? (Please tick up to three)

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- Walking distance to university
- Good transport links
- Shops, cafes or nightlife nearby
- Green space
- Quiet for studying
- Feels safe

Q5. Do you have any suggestions or ideas for the scheme?

Send