Maybrook House

Statement of Community Involvement

Prepared by Counter Context Ltd

JUNE 2026

2026 ©

Table of Contents

1. Introduction 4

Overview 4
Overview of the Proposed Development 4
Site Location 4
Policy Requirements 5

2. Pre-Application Consultation Activities 7

Introduction 7
Engagement with Elected Members 7
2.1 Deansgate Ward Members 7
Publicising the Consultation 7
2.2 Consultation postcard 7
2.3 Press release and media coverage 8
Consultation Website 8
2.1 Website activity 8
Methods for Receiving Feedback 9
2.2 Email Address 9
2.3 Online Feedback Form 9

3. Pre-Application Consultation Feedback 10

Summary of Feedback Received 10
Analysis of Feedback 10
3.1 Responses to Closed Questions 10
3.2 Postcode analysis 11
3.3 Consideration of Issues 12

4. Conclusion and Influence of Consultation on the Proposals 13

5. Appendices 14

Appendix 1: Consultation Postcard 14
Appendix 2: Consultation Website 15
Appendix 3: Consultation Feedback Questionnaire 18

2026 ©

List of Figures

Figure 1: Site location. 4
Figure 2: Postcard distribution area. 7
Figure 3: Screenshots showing coverage in Place North West (left) and Bdaily (right). 8
Figure 4: Screenshot showing the consultation website. 8
Figure 5: Graph showing website visits during the consultation period. 9
Figure 6: Maps showing the postcodes of respondents. 11
Figure 7: CGI of the updated proposals 13

2026 ©

1. Introduction

Overview

This Statement of Community Involvement has been prepared by Counter Context Ltd on behalf of Deansgate Ventures Limited, hereby referred to as 'the Applicant'. It provides:

- An account of the public consultation about the proposals
- A summary of the feedback received on these proposals from consultees

The pre-application consultation strategy was designed to reflect guidance within Manchester City Council's (MCC) Statement of Community Involvement (2025) and the National Planning Policy Framework (2025).

Overview of the Proposed Development

The proposals include:

Change of use of part basement, part ground and all upper floors from gymnasium, restaurant and office use (Use Class E) to hotel (Use Class C1) together with the erection of a two storey vertical extension, external alterations and other associated works.

Site Location

The proposed development site is located within Manchester City Centre, bounded by Blackfriars Street to the north, Deansgate to the east, and Parsonage to the west.

The building has a ground floor, lower ground floor and basement to address the level change across the site with 5 storeys above with a C-shape plan. It is clad in textured pre cast concrete with the base and the vertical circulation clad in red brick. There is an extensive service area in the centre of the plan.

1.4 It comprises a number of existing uses including office, retail, restaurant, café and drinking establishment. The upper floor office space is currently vacant and has been for period of circa. 5 years. The basement space was last used a gym, however, is now vacant. To the rear of the building is a service yard and a small amount of car parking.

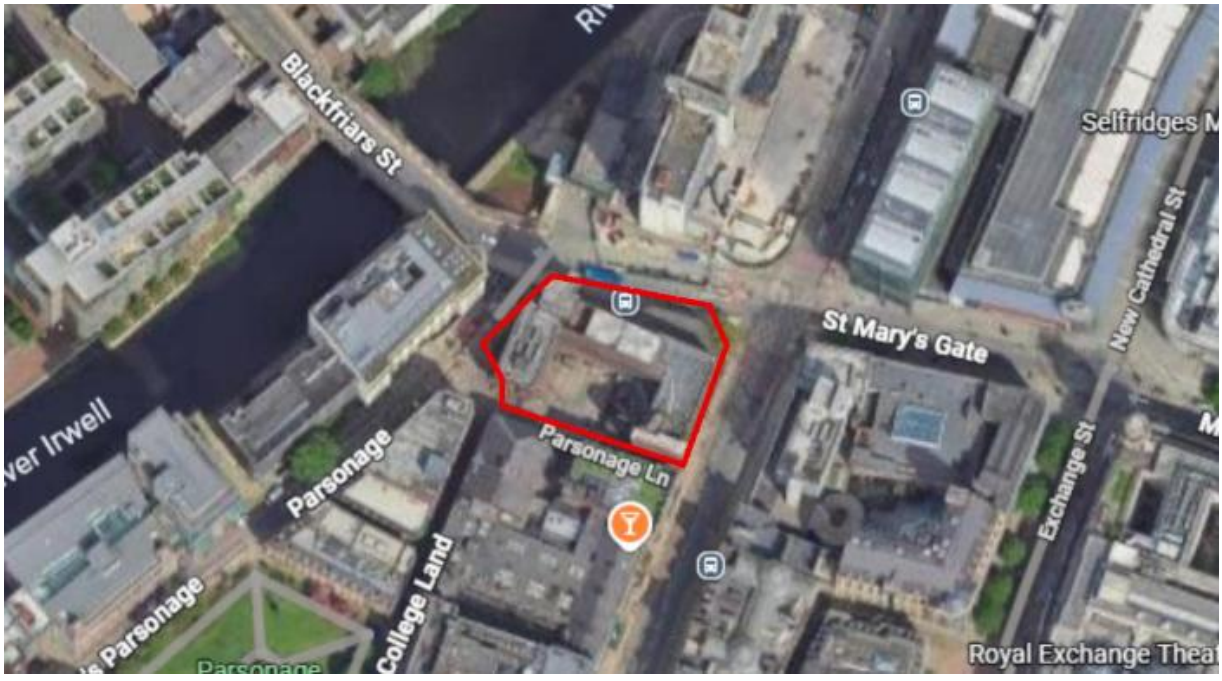


Figure 1: Site location.

2026 ©

Policy Requirements

Conducting an early and transparent pre-application consultation is consistent with the guidance within the National Planning Policy Framework (NPPF) (2024).

Paragraph 40 of the NPPF states that:

> *Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.*[1]

The NPPF goes on to state that:

> *[Local Authorities] should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.*[2]
>
> *Design quality should be considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.*[3]

This Statement of Community Involvement also fulfils a formal recommendation of the Local Planning Authority to provide people with an opportunity to feed into the design process of a scheme at an early stage.

MCC's adopted Statement of Community Involvement (2025) sets out how developers can "*help ensure that there is an effective opportunity for people to comment and steer development."*[4] In providing guidance to developers on how they should carry out pre-application consultation, MCC's Statement of Community Involvement provides recommendations on the types of methods that developers can adopt as part of their pre-application consultation strategy.

From the beginning of the development process the Applicant set out to undertake a transparent and meaningful consultation with the local community. Throughout the process, stakeholders and local people had the chance to provide feedback to the Applicant and engage in an ongoing dialogue through the consultation channels.

> *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…*
>
> *…The format of the consultation that the developer uses is likely to be discussed with us as part of pre-application discussions, to help ensure that there is an effective opportunity for people to comment and steer development. The following methods are likely to be suitable and should be used as appropriate:*
>
> - *Letters sent to residents and businesses in nearby streets telling them what is proposed, how they can get more information and how they can give the developer their views*
> - *Public exhibition in an accessible location close to the development (e.g. library or supermarket) which tells the public about what is happening and gives them an opportunity to make comments*
> - *A website set up by the developer*

---

[1] Secretary of State for Ministry of Housing, Communities and Local Government, National Planning Policy Framework, 2024, paragraph 40.
[2] Secretary of State for Ministry of Housing, Communities and Local Government, National Planning Policy Framework, 2024, paragraph 41.
[3] Secretary of State for Ministry of Housing, Communities and Local Government, National Planning Policy Framework, 2024, paragraph 137.
[4] Manchester City Council's Planning and Development Statement of Community Involvement, August 2025, page 29

2026 ©

- *Leaflets distributed to nearby streets and placed in facilities near the proposed developments which have a tear off slip for comments*
- *Social media used by the developer to advertise the development and associated consultation events…*

…We can't require developers to carry out pre-application consultation using the methods set out above, but it is encouraged. Where developers have not engaged with local residents and businesses, it is possible that an application could generate more objections once submitted. This could result in the developer having to amend their application to address the objections which could delay the decision-making process.[5]

From the beginning of the development process the Applicant set out to undertake a transparent and meaningful consultation with the local community. Throughout the process, stakeholders and local people had the chance to provide feedback to the Applicant and engage in an ongoing dialogue through the consultation channels.

[5] Manchester City Council's Planning and Development Statement of Community Involvement, August 2025, pages 29-30.

2026 ©

2. Pre-Application Consultation Activities

Introduction

This section sets out the range of activities undertaken as part of the consultation, which ran from **Friday 27 March to Thursday 16 April 2026**.

The key aspects of the consultation are outlined below.

Engagement with Elected Members

2.1 Deansgate Ward Members

Prior to the launch of the consultation in mid-March 2026, an email was issued to the three councillors representing the Deansgate ward at the time: Councillor Joan Davies, Councillor Marcus Johns and Councillor Anthony McCaul. The email introduced the proposals and the consultation and offered a briefing session with the Applicant's team. Councillor Johns responded to thank the team for the email and confirmed that he had no comments.

Following the consultation and prior to the submission of the planning application, in late May 2026, there was further engagement with the Deansgate ward councillors. As there had been a change in councillors following the local election, an introductory email was issued to the new Deansgate ward councillor, Councillor Sarah Wakefield, and an update email issued to Councillors Marcus Johns and Anthony McCaul.

Following from this update email, a briefing meeting took place between Councillor Sarah Wakefield and members of the Applicant's team, via Teams, on 27 May 2026. This meeting included an overview of the design proposals and the recent consultation process, and then a discussion about key topics, including the proposed use of masonry paint and the responsibility for its upkeep; the durability of the planting shown on the scheme visuals; the plans for climate resilience; shading and dealing with heat; solar panels; and the potential for wider public realm improvements in the surrounding area.

Publicising the Consultation

2.2 Consultation postcard

A consultation postcard was delivered to all residential and business addresses located within a distribution area of **1114 addresses** (see Figure 2 below) at the start of the consultation period.

The postcard provided a short overview of the proposals and directed recipients towards the consultation website to find out more and provide their feedback via the dedicated online feedback form or by email.

The consultation postcard is provided as **Appendix 1**.

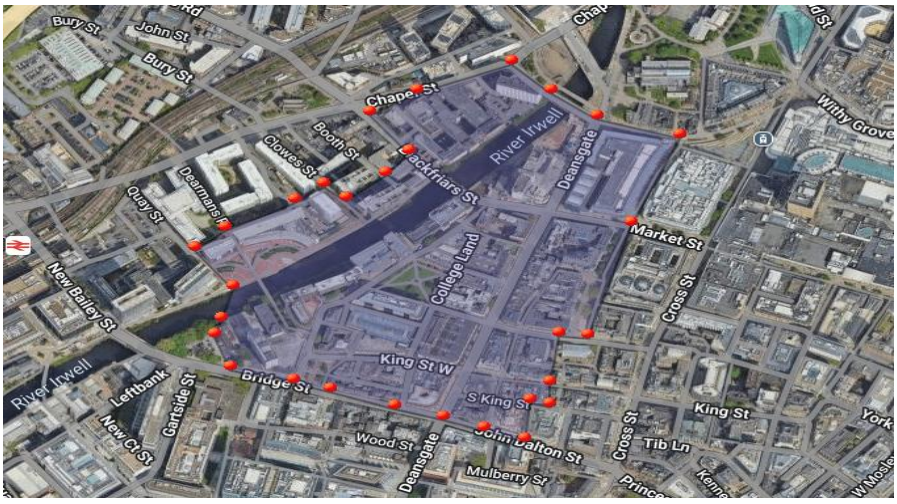


Figure 2: Postcard distribution area.

2026 ©

2.3 Press release and media coverage

A press release was shared with a range of local and regional news outlets on 27 March 2026, in line with the consultation launch. It provided introductory information about the proposals, details of the public consultation, and encouraged people to get involved and have their say.

Place North West, Manchester Evening News, Bdaily and The Business Desk subsequently published articles on the proposals.

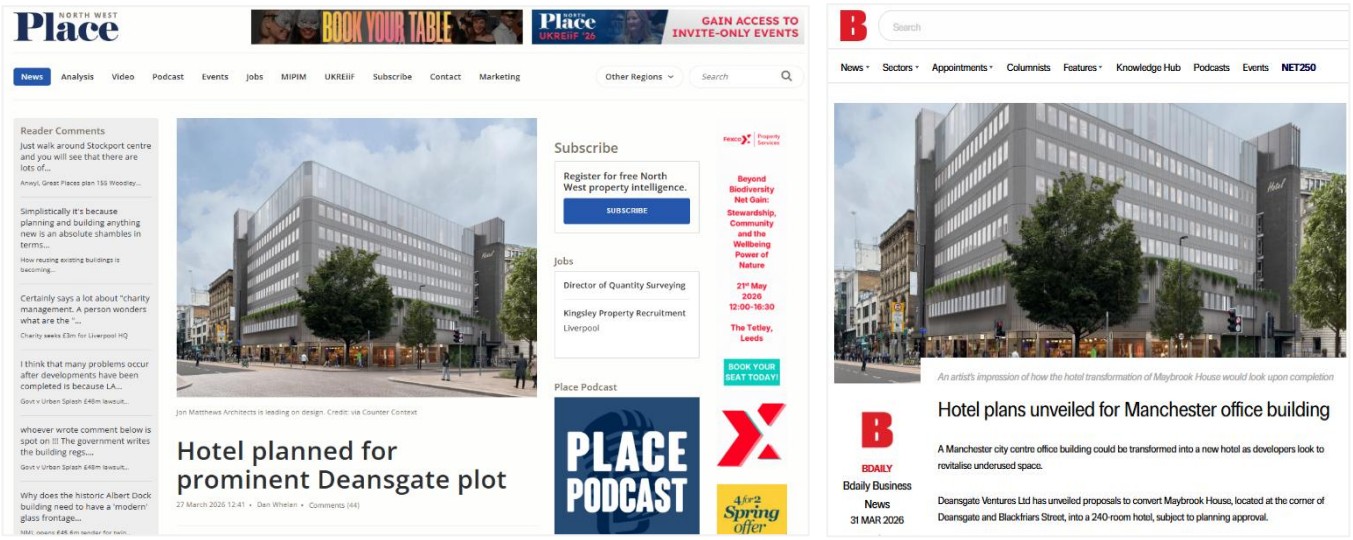


Figure 3: Screenshots showing coverage in Place North West (left) and Bdaily (right).

Consultation Website

Information on the proposals for Maybrook House was made available via the online consultation website (https://www.maybrookhouse-mcr.co.uk/). The site also included a 'Have your say' section with a link to an online questionnaire and the project email address so that people could provide feedback and ask questions.

The consultation website is included as **Appendix 2**.

2.1 Website activity

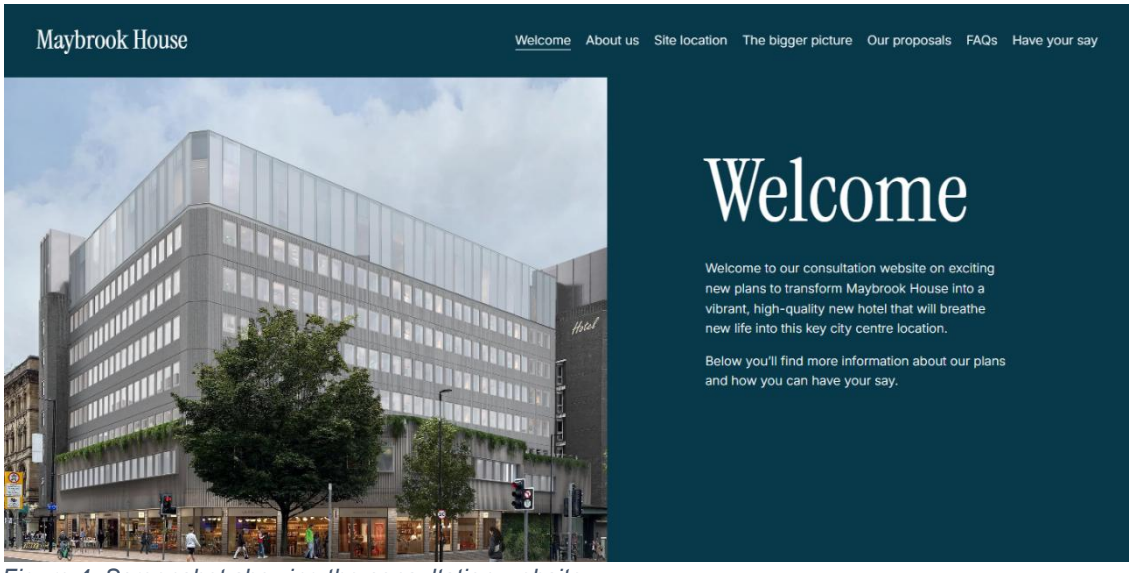


Figure 4: Screenshot showing the consultation website.

2026 ©

The website has received a total of **570 visits** from **556 unique visitors** over the consultation period. As the graph below (Figure 5) shows, the site received the most views on the day of the consultation launch, and then gradually declined until the closure of the consultation.

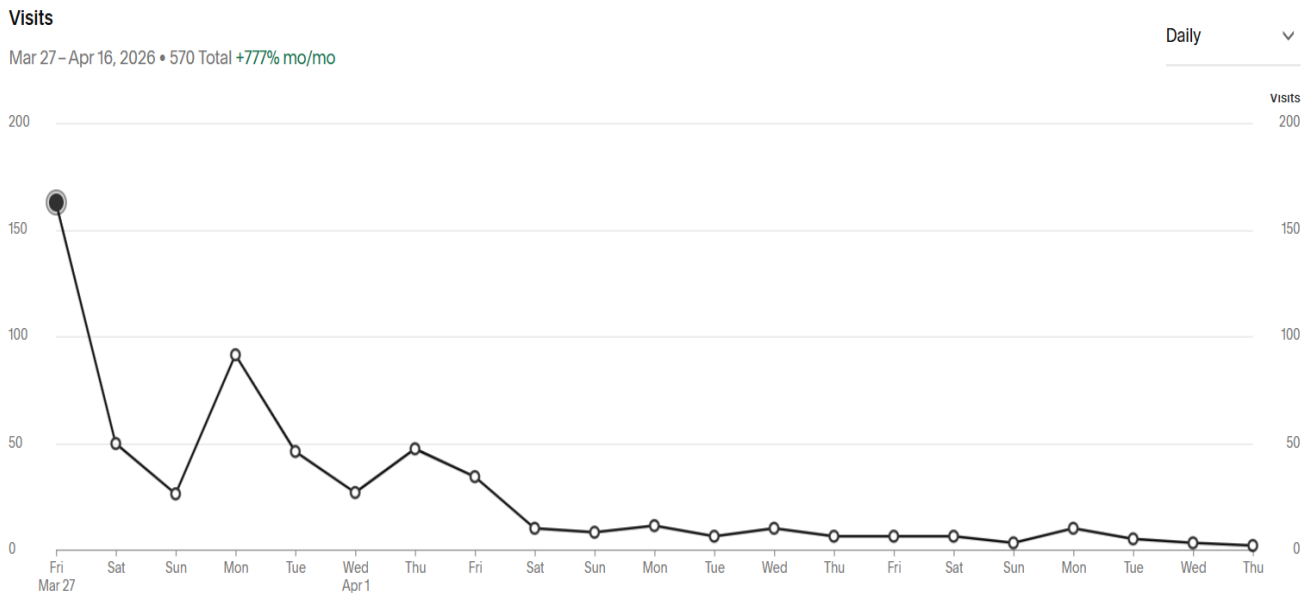


Figure 5: Graph showing website visits during the consultation period.

Methods for Receiving Feedback

2.2 Email Address

A dedicated consultation email address (**info@maybrookhouse-mcr.co.uk**) was open for people to submit feedback or questions during the consultation period. One email was received in the project inbox during the consultation period, which provided feedback on the proposals.

2.3 Online Feedback Form

An online feedback form was linked and clearly signposted the consultation website, encouraging visitors to the site to provide feedback during the consultation.

The feedback form is included as **Appendix 3**.

2026 ©

3. Pre-Application Consultation Feedback

Summary of Feedback Received

In total, 23 responses were received during the pre-application consultation via the following channels:

Response Type	Number
Online feedback form	23
Email	1
Total	**24**

All of the responses received during the pre-application consultation period have been logged and considered by the Applicant's team.

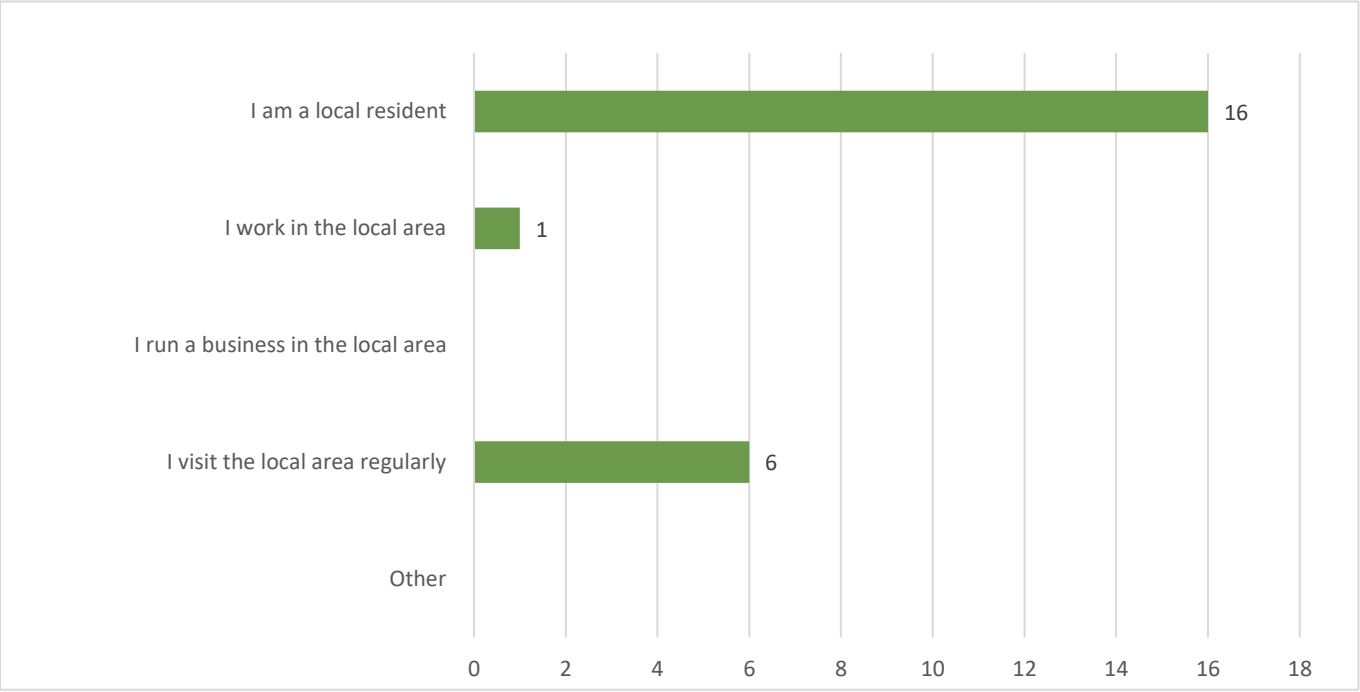
Analysis of Feedback

The feedback form included a series of multiple-choice questions and open questions about the proposals. Here follows a summary of the answers received through the multiple-choice questions asked as part of the online feedback form.

Comments received through the open-text questions included in the feedback form and by email and phone are summarised and responded to in **Section 3.3.**

3.1 Responses to Closed Questions

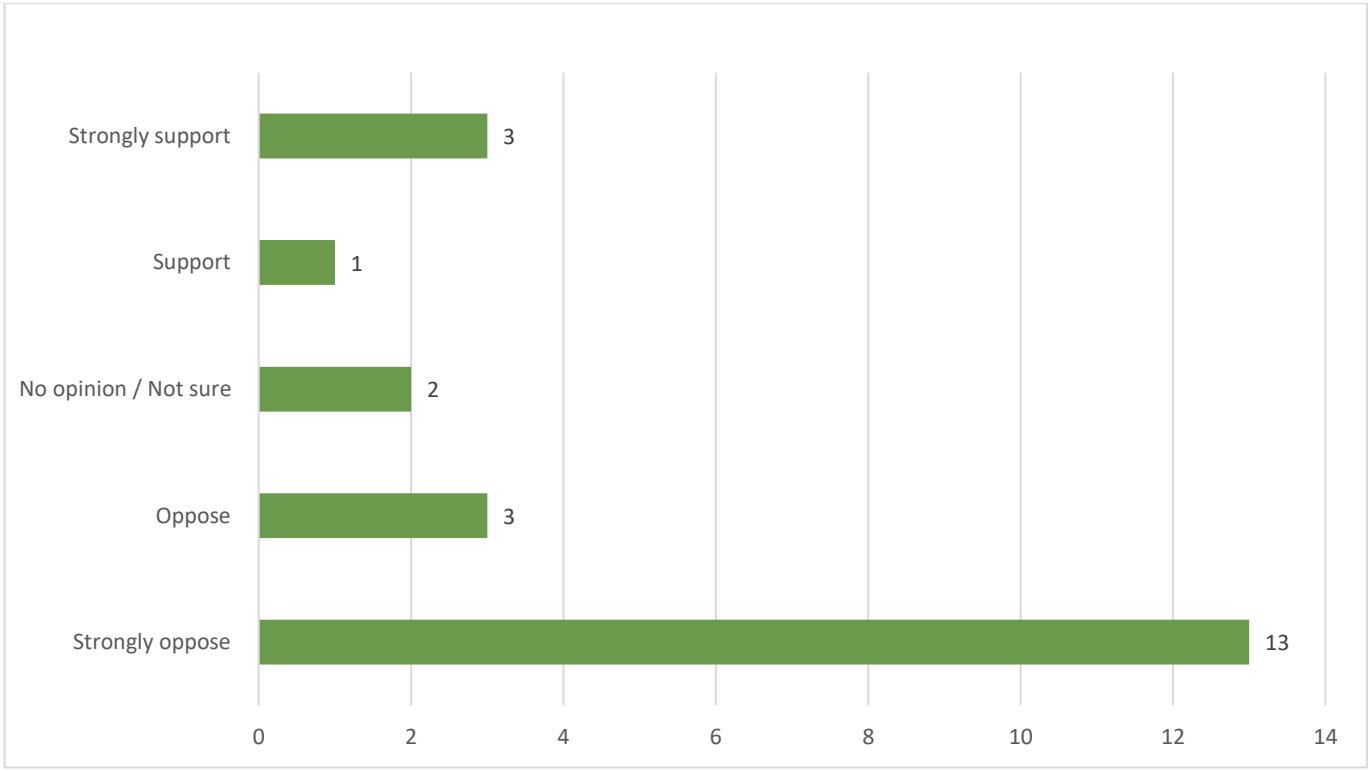
How would you best describe your interest in our plans?



The majority (70%) of respondents were local residents. Around one-quarter (26%) were regular visitors to the area, and one respondent (4%) works in the area.

2026 ©

To what extent do you support our plans to transform the site to provide a new vibrant, high-quality hotel?



Overall, around three-quarters of respondents (73%) indicated some level of opposition to the plans, including 59% who strongly opposed them and a further 14% who oppose them. By comparison, 19% expressed support, with 14% strongly supportive and 4% supportive of the proposals. Around 9% were unsure or did not express a clear view. Some of those that expressed opposition elaborated on their views in the open text questions, which are detailed and addressed in full within the Applicant Response Table.

3.2 Postcode analysis

An analysis of the postcodes provided by respondents to the survey shows that six postcodes were located within the same postcode area as the proposed development (M3). **Figure 6**, below, illustrates the locations of these postcodes on the map.

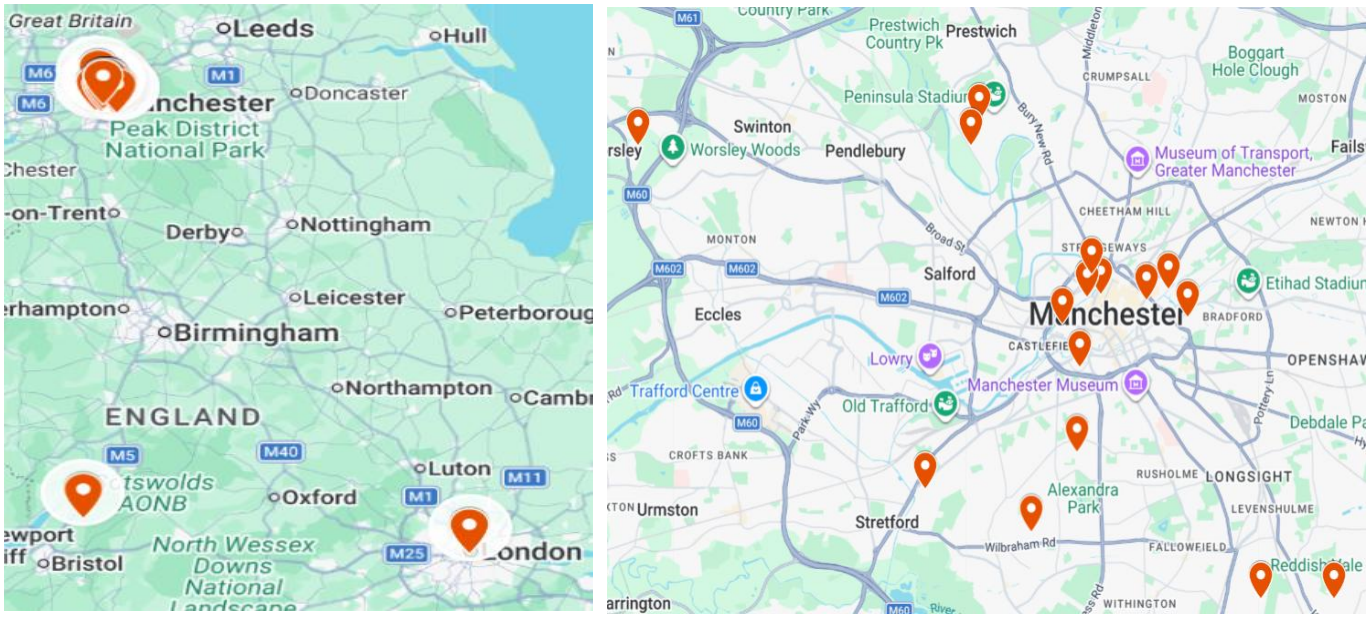


Figure 6: Maps showing the postcodes of respondents.

2026 ©

3.3 Consideration of Issues

A summary of the issues raised by respondents through the open response field questions within the feedback form is provided in the following table.

Topic	Applicant Response
General support for the proposals	
A number of comments expressed support for the proposed change of use to a hotel.	The Applicant welcomes these comments of support.
Some comments praised the scheme for proposing to regenerate and uplift a part of Deansgate that is perceived to need investment.	
Design	
A number of respondents made specific design-related comments: • Concern was expressed that the proposed grey colour palette could create a dull or austere appearance. • Some respondents suggested the existing building to be more visually appealing in its current form. • The proposals were described by some as unsympathetic to the character of the surrounding area. • Suggestions were made to incorporate alternative materials, such as brick cladding, sandstone, or steel. • Some respondents suggested the proposed design is be dated, with references made to architectural styles associated with the 1960s, 1970s, and early 2000s. • Given the site's prominent location, comments were received suggesting that the design should be more inspiring or imaginative.	The overarching design approach places a strong emphasis on sustainability, as the retention and repurposing of the existing building has a much lower environmental footprint (particularly in terms of embodied carbon) than would have been the case if the existing building had been demolished and rebuilt. The design has also been carefully developed to respect the character of the surrounding area while enhancing the appearance of the building and the experience of its users. In terms of scale, the building aligns with the prevailing height and massing of development within the immediate street context. It remains significantly lower than nearby taller buildings, including No. 1 Deansgate located opposite the site and the adjacent Treehouse Hotel, which rises to over 20 storeys. As such, the proposals are considered to sit comfortably within the wider townscape. Following the consultation process, the design has been further evolved and refined. This includes the introduction of a lighter colour palette and an enhanced level of articulation and detailing, which is fully addressed within the accompanying Design and Access Statement.
Traffic	
A small number of comments raised concerns about excess traffic in the area following changes to road layouts, including Deansgate and Blackfriars becoming one-way.	Given the Site's sustainable location in the City Centre close to public transport provision the proposed development has been designed to be 'car free'. The existing service arrangements off Parsonage Lane will be maintained and no highways works are proposed. A Transport Statement prepared by SLR accompanies the planning application.

2026 ©

4. Conclusion and Influence of Consultation on the Proposals

The consultation which has been undertaken is in accordance with both the National Planning Policy Framework (NPPF) (2024) and with Manchester City Council's adopted Statement of Community Involvement (2025). This document fulfils the requirement for a consultation supporting statement that summarises the methods used, the representations received, and the changes made to the proposals as a result of feedback submitted.

The Applicant has carefully considered all comments received throughout the pre-application consultation process. Feedback was reviewed on an ongoing basis by the project team to ensure that local views and concerns could be taken into account during the development and refinement of the proposals where appropriate.

The principal issue that was raised by respondents to the consultation related to the proposed colour palette and materiality of the building. In response to this feedback, the design team undertook a further review of the architectural approach and refined the proposals accordingly. This resulted in the introduction of a lighter and more varied material palette, helping to create a brighter and more visually distinctive appearance. Additional articulation, detailing and variation have also been incorporated to improve visual interest and enhance the overall quality of the design.

The Applicant would like to thank all those who took the time to participate in the consultation and provide feedback. The comments received have made a valuable contribution to the evolution of the proposals, and the Applicant looks forward to further constructive dialogue throughout the development process.



Figure 7: CGI of the updated proposals

2026 ©

5. Appendices

Appendix 1: Consultation Postcard

We want to hear your views

On our plans for Maybrook House, Manchester



Deansgate Ventures Ltd is bringing forward exciting plans to transform Maybrook House – the prominent office building at the corner of Deansgate and Blackfriars Street – into a vibrant, high-quality new hotel that will breathe life into this key city centre location.

Our proposals would deliver around 240 bedrooms, alongside welcoming bar and lounge spaces designed for both guests and the wider public to enjoy.

Manchester's thriving business, leisure and tourism sectors continue to attract visitors to the city throughout the year. As the city grows, additional hotel accommodation will help support this increasing demand, while also creating new jobs and supporting local restaurants, bars, cultural venues and other businesses.

Before submitting a planning application, we are keen to hear your feedback and would welcome your views on the proposals.

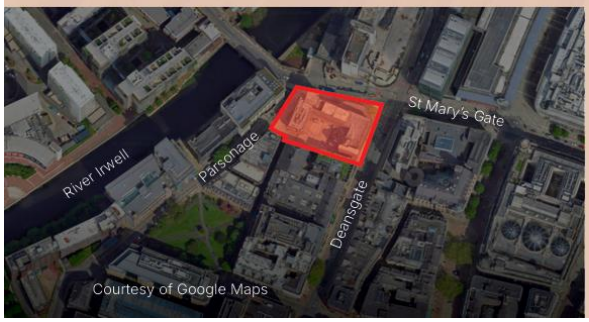
Get involved

This consultation will be open until 16 April 2026.

A more detailed introduction to our proposals is available on the dedicated project website. Here, you can also have your say by filling out our short online survey.

To access the website and survey, scan the QR code or visit: maybrookhouse-mcr.co.uk

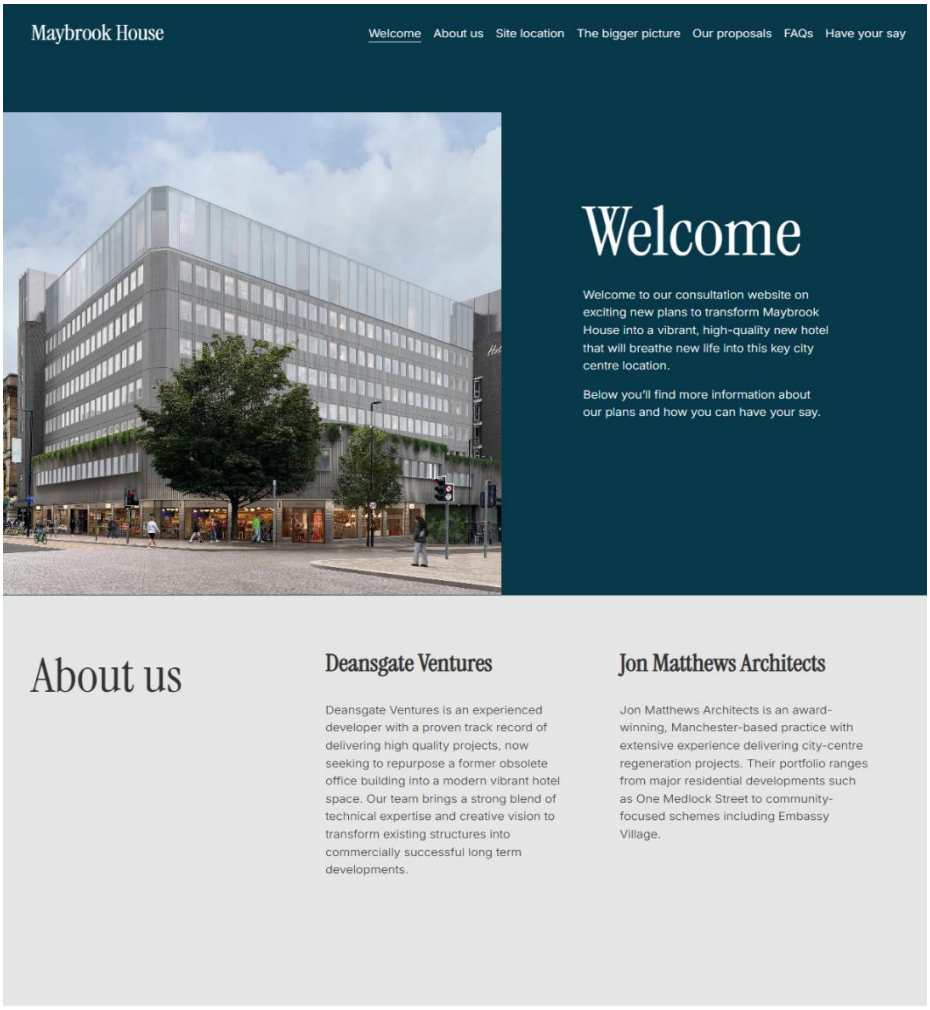
Alternatively, you can also contact us directly to provide your feedback or ask any questions by emailing: info@maybrookhouse-mcr.co.uk

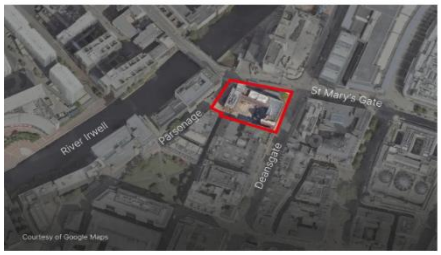


Site location

2026 ©

Appendix 2: Consultation Website





Site location

Maybrook House is located in a prominent position on the corner of Deansgate and Blackfriars Street.

The site falls within the St Mary's Parsonage Strategic Regeneration Framework (SRF), which identifies the area as a prime location for high-quality hotel operators looking to establish a presence in the city, due to its central location and proximity to surrounding neighbourhoods.

This is a highly central location, close to Exchange Square and Manchester Victoria Station, with excellent public transport connections and several car parks within walking distance.



The site today

2026 ©

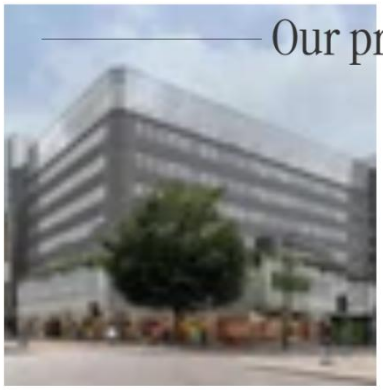
The bigger picture

Maybrook House was originally designed as an office building, but its layout, floor heights and building services no longer meet modern occupier expectations. The upper office floors have been vacant for several years and independent analysis has shown that refurbishing the building for office use would require significant investment, while still failing to deliver space that competes with modern offices. As a result, the building risks becoming increasingly obsolete.

At the same time, Manchester continues to grow as an international destination for business, culture and tourism. Major investment in cultural venues, sporting facilities and commercial development is attracting increasing numbers of visitors to the city.

Over the past decade, hotel supply in Manchester city centre has grown by around 61% to meet rising demand. Looking ahead, research indicates that around 7,600 additional hotel rooms will be needed by 2040 to support the city's continued growth.

Transforming Maybrook House into a high-quality hotel would bring vacant office space back into productive use while helping to meet future demand for visitor accommodation. Hotels also support the wider city centre economy, helping visitors stay longer and contributing to local restaurants, bars, cultural venues and other businesses.



Our proposals

The proposed hotel would provide around 240 rooms, alongside a new bar and lounge spaces for both guests and members of the public to enjoy.

The design has been carefully developed to respect the character of the surrounding area while improving the appearance and experience of the building.

The proposals include a two-storey extension at the top of the building, increasing its overall height from the existing six/seven storeys to eight. This scale is consistent with the prevailing height of buildings within the immediate street context and remains well below the cluster of taller buildings nearby, including No.1 Deansgate, located opposite the site, and the adjacent Treehouse Hotel which rises to over 20 storeys.

In terms of design, the upper level would feature a modern glazed façade to create a lighter, more contemporary appearance. The level below would use solid panels designed to reflect the texture and detailing of the existing building, ensuring the extension feels cohesive and visually sympathetic.

Alongside this, a number of other improvements are proposed, and include:

- A new metal-clad extension to the brick tower elements
- Repainting of the existing brickwork
- Refurbishment of the concrete panels
- Installation of new, more efficient windows
- A new façade screen at first-floor level to enhance the building's appearance at street level



Proposed Floor Plans

Click on the buttons below to view our proposed floor plans in more detail.

01 Lower Ground & Basement

02 Ground Floor

03 First Floor

04 Typical Floor

2026 ©

Frequently Asked Questions

What do the proposals mean for the existing retail tenants in the building? −

An important part of our proposals is to maintain the retail frontage in this significant location.

All current ground-floor occupiers would be able to remain in place and continue operating as usual throughout the construction period, maintaining the active frontage and vibrancy of the street.

The proposals would require the current occupier of the first-floor restaurant space, Cosmo, to vacate the premises. We recognise that Cosmo is a valued and well-established venue in the city, and are engaging with them directly.

When is construction likely to get underway and how long would it take? +

What is the wider transport strategy? +

Who would the hotel operator be? +

Have your say

As part of the consultation, we're keen to hear your views on our plans. If you would like to provide feedback, you can do so by completing our online questionnaire.

QUESTIONNAIRE

Alternatively, you can also tell us your views or ask any questions via email: info@maybrookhouse-mcr.co.uk

To ensure your feedback is captured, please submit it before the consultation closes on **Thursday 16 April 2026.**

Next steps

Following the conclusion of the consultation, we'll take time to consider the feedback received before submitting a planning application to Manchester City Council.

Maybrook House

Welcome
Site location
The bigger picture
Our proposals
Frequently Asked Questions
Have your say

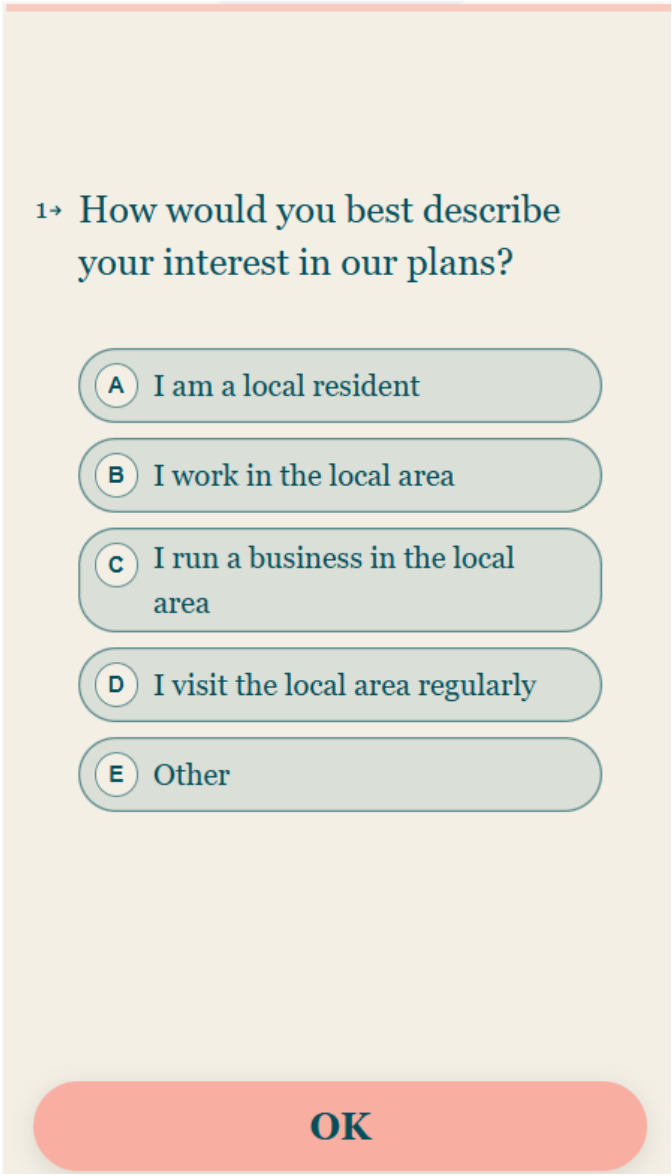
Design by Counter Context Ltd |
Privacy Policy & GDPR

counter context

2026 ©

Appendix 3: Consultation Feedback Questionnaire





2026 ©

2→ To what extent do you support our plans to transform the site to provide a new vibrant, high-quality hotel?

- A Strongly support
- B Support
- C No opinion / Not sure
- D Oppose
- E Strongly Oppose

OK

3→ Please feel free to provide any further information on why you selected your answer to the previous question:

Type your answer here...

OK

2026 ©

4→ Is there anything else you would like us to consider before we finalise our plans and submit a planning application?

Type your answer here...

OK

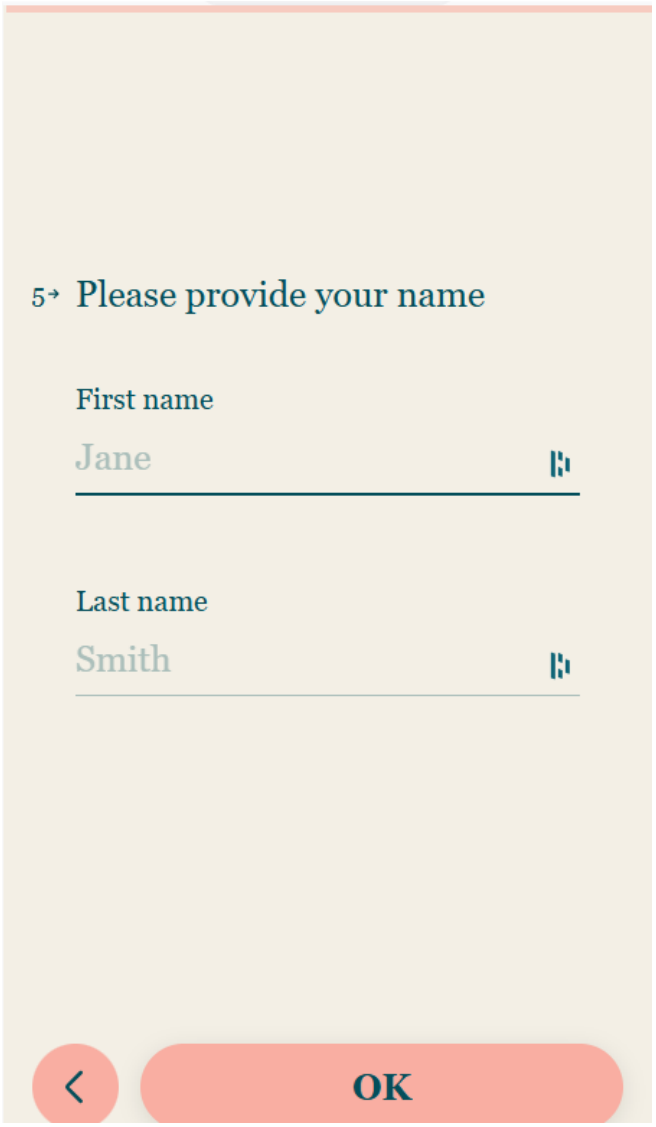
About You

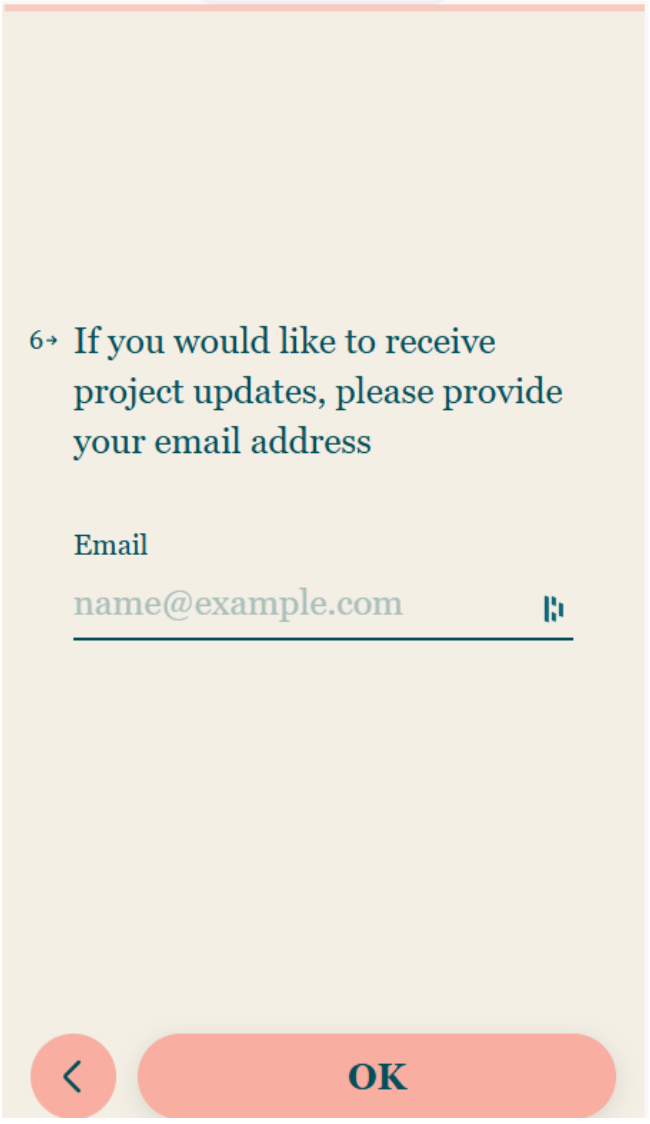
Your name and contact details are optional, but it helps us understand who we're hearing from. We will only use your personal data to understand local views and, if you've chosen to, to send you updates about this project. Your personal details will be stored securely in compliance with the GDPR by Counter Context acting on behalf of Deansgate Ventures Ltd.

Continue

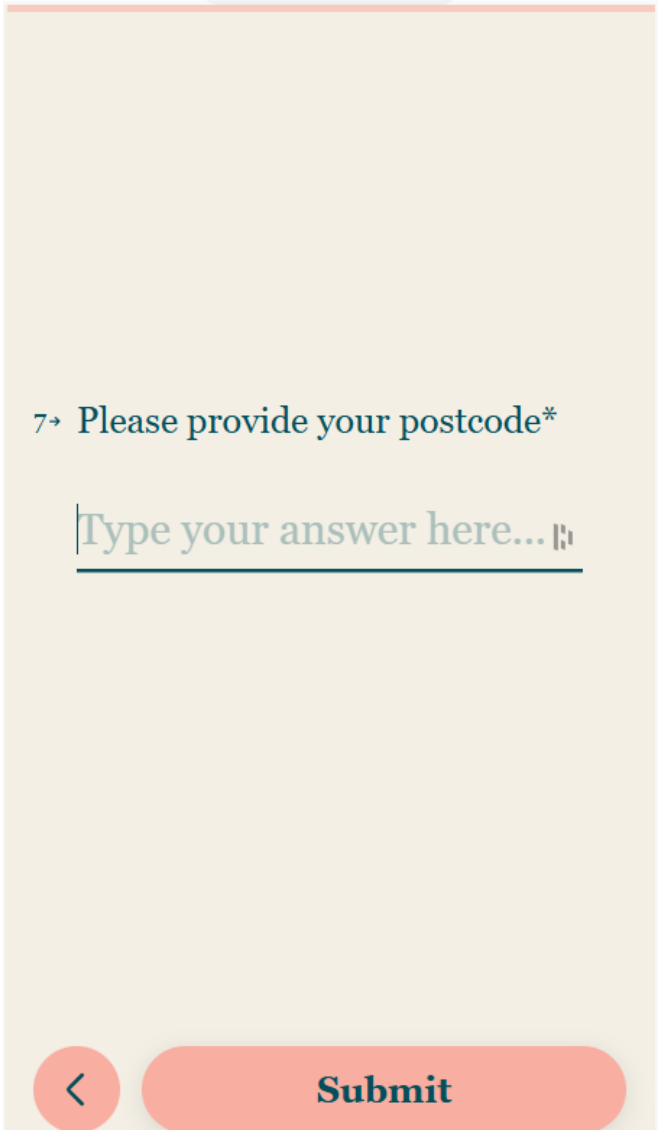
2026 ©

2026 ©


5→ Please provide your name
First name
Jane
Last name
Smith
OK


6→ If you would like to receive project updates, please provide your email address
Email
name@example.com
OK

2026 ©


7→ Please provide your postcode*
Type your answer here...
Submit

2026 ©

2026 ©