

**Manchester City Council
Report for Resolution**

Report to: Executive – 29 July 2015
Subject: City Centre Strategic Plan 2015 – 2018
Report of: The Chief Executive

Summary

This report informs the Executive of the content, and the intention to consult on the draft Strategic Plan for the city centre covering the period 2015 – 2018. This updates the previous plan covering 2009 – 2012.

The purpose of the new plan is to set out progress; to identify the key drivers that will influence growth and development over the next few years; and to explain the proposed direction of travel.

Recommendations

The Executive is recommended to:

- i. Review and note the content of the attached draft City Centre Strategic Plan 2015 - 2018
- ii. Endorse the draft Strategic Plan for public consultation and request that a further report and final draft is brought back to a future Executive meeting.

Wards Affected: City Centre

Community Strategy Spine	Summary of the contribution to the strategy
Performance of the economy of the region and sub region	The City Centre Strategic Plan describes the approach being taken to further grow and develop the city centre, as a key economic hub of the city region and the North West. It outlines the strategy for both supporting established areas of the city centre and developing new mixed use neighbourhoods which will stimulate employment growth and enable the city centre to respond to, and benefit from, the increasing demand for commercial, retail, residential and leisure space.

<p>Reaching full potential in education and employment</p>	<p>The redevelopment outlined within the Strategic Plan will facilitate the creation of a number of new jobs in a range of employment sectors, and at a range of different levels. The framework provided by the Manchester Work and Skills Strategy 2015-20 and the Greater Manchester Devolution Agreement will provide the means for meeting the growth needs of city centre businesses, and help to enable residents to obtain the skills and attributes needed to access the jobs created.</p>
<p>Neighbourhoods of Choice</p>	<p>The Strategic Plan demonstrates the approach being taken to both manage and support established city centre neighbourhoods in addition to the development of new desirable neighbourhoods in which to live, work and visit.</p>
<p>Environmental and Climate Change Impacts</p>	<p>The Strategic Plan outlines the position and importance of the environmental component of the city centre, aligned to Manchester's Green and Blue strategy, which will adapt the city to climate change, and enhance biodiversity. New city centre developments all place significant importance on the inclusion of new public realm space, supporting and creating desirable places for people to live and visit. In addition to supporting the development of the new public realm the Strategic Plan also outlines the way in which we are improving pedestrian links to maximise existing public realm spaces across the city centre.</p>

Full details are in the body of the report, along with any implications for:

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

Financial Consequences – Revenue

None

Financial Consequences – Capital

None

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Background documents (available for public inspection):

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting.

1. City Centre Strategic Plan 2009 - 2012

Available in Room 303, Town Hall

1.0 Introduction

- 1.1 The attached document at appendix 1 is the refreshed Strategic Plan for the city centre covering the period 2015 – 2018. This updates the previous plan covering 2009 – 2012.
- 1.2 The purpose of the new plan is to provide an update on progress since 2012; to identify the key drivers that will influence growth and development over the next few years; and to set out our planned direction of travel.

2.0 Background

- 2.1 Manchester has a clear vision for the future of the city. The vision is of Manchester as a world class city as competitive as the best international cities. A city:
 - That stands out as enterprising, creative and industrious;
 - With highly skilled and motivated people;
 - With residents living in successful neighbourhoods whose prosperity is environmentally sustainable; and
 - Where all our residents can meet their full potential, are valued and secure.
- 2.2 The Strategic Plan provides a view of both the current position and future development opportunities that will ensure the realisation of the vision for the city. The document provides an introductory perspective around the developing trends and demographics of the city centre, and expands to incorporate both the wider regional and national context of Manchester city centre in its position as the economic hub of Greater Manchester and the wider region.

3.0 Outline of the City Centre Strategic Plan 2015-18

Context and Vision

- 3.1 The recent growth of the city centre – in economic, population and geographic terms – provides the overall context for the updated Strategic Plan for 2015-18. The Plan also sets out the current strategic context, in terms of the Northern Powerhouse, the Greater Manchester Strategy, and the Manchester Community Strategy, which will soon be replaced by the Manchester Strategy. All of these plans aim to strengthen the contribution of the city and the region to the economy of the UK, by increasing economic growth aligned with public service reform. The updated Strategic Plan for 2015-18 looks to take this ambition to the next level.
- 3.2 The vision set out within the previous Strategic Plan remains the same, that is, for the city centre to be a place:
 - to invest

- to work
- to live
- to shop
- people can get to and get around within
- that brings people together
- to enjoy.

Progress and Current Position

3.3 The Strategic Plan highlights some of the key achievements made since 2009, including the completion of the Cooperative's landmark head office and new public square at NOMA; refurbishment of the Civic Quarter including a greatly enhanced St Peter's Square and Central Library; and delivery of the first phase of First Street. It sets out the current position of the city centre, including the following:

- The population of the city centre has trebled in the last decade, now standing at almost 25,000, with this figure increasing to almost 50,000 when the edge of city centre areas are taken into account.
- More than 140,000 people work in Manchester city centre, with increases in employment in key sectors including business, financial and professional services, cultural and creative industries and retail, and how this is driving growth in both basic and higher skilled jobs.
- Manchester is one of the most popular places in the country for international visitors, behind only London and Edinburgh. Hotel occupancy in the city centre continues to grow (with an annual occupancy rate of 77% during 2013), with a significant growth in hotel beds planned to accommodate this.
- Retail and leisure development as a key component of our visitor destination, and a strong employment sector.

Priority Areas

3.4 The Strategic Plan goes on to outline the position and priorities for each of the city centre neighbourhoods, and the key infrastructure investments which are critical to the success of the city centre; taking place as a key priority which underpins the geographically based developments.

The neighbourhoods are:

- NOMA
- St Johns (former ITV site)
- Spinningfields
- First Street
- The Corridor Manchester
- Aytoun Campus
- Central Business District
- Piccadilly
- Mayfield
- Medieval Quarter

- Great Jackson Street
- Salford Central and Greengate
- Water Street
- Irwell River Park
- Retail Core
- Castlefield
- Northern Quarter
- Chinatown
- The Village

Key Infrastructure Investments:

- Transport
- Digital development
- Waterways

3.5 The strategy, approach and priorities for each of the areas will be very different, with some subject to significant planned transformation, such as NOMA, St Johns, First Street and Piccadilly, while others being a case of oversight and management, small scale improvement, and stimulation of investment, such as the retail core, Castlefield and the Northern Quarter.

3.6 The Plan also looks at predicted future trends and needs in areas such as retail, commercial space, leisure and the night time economy, and car parking. It considers how local residents can be equipped with the qualifications and skills needed to access the employment opportunities being created through the developments and investment outlined, through the mechanisms provided by the Manchester Work and Skills Strategy 2015-20 and the Greater Manchester Devolution Agreement.

4. Conclusions

4.1 The Strategic Plan documents the achievements made within the city centre since 2012, across a range of areas including infrastructure development, residential growth, culture, leisure and commercial investment. The document outlines the achievements and objectives for the city centre within the context of the Greater Manchester Strategy, Manchester Community Strategy and Northern Powerhouse. Over recent years, the city centre boundary has expanded to meet the rising demand for commercial, leisure and retail space, in addition to an increase in the numbers of people seeking to live in or adjacent to, the city centre.

4.2 The Strategic Plan includes key facts and intelligence data for the city centre in a number of areas including demographics, the visitor economy, retail performance and employment statistics.

4.3 It is proposed that the draft Strategic Plan attached at appendix 1 is issued for public consultation. Following this, a final version of the Plan, which responds to the outcome of the consultation exercise, will be presented to the Executive for further consideration.

5 Contributing to the Community Strategy

(a) Performance of the economy of the region and sub region

- 5.1 The city centre is a main driver of economic growth for the sub region and the region. The city centre has continued to grow in recent years, both economically and demographically, with significant future growth predicted. The boundaries of the city centre have continued to expand with new development, providing stronger connections to new vibrant neighbourhoods, including NOMA to the north, First Street to the south and Ancoats and New Islington to the east. The boundary of the city centre has been reviewed and revised to take account of these changes, and embrace those localities that have evolved and display all the functional characteristics of the city centre, in terms of growth and regeneration.
- 5.2 The City Centre Strategic Plan describes the approach being delivered to further grow and develop the city centre, in order to drive the growth of the city region and the North West. It outlines the strategy for both supporting established areas of the city centre and developing new mixed use neighbourhoods which will stimulate employment growth and enable the city centre to respond to, and benefit from, the increasing demand for commercial, retail, residential and leisure space.

(b) Reaching full potential in education and employment

- 5.3 Over 140,000 people are currently employed within the city centre, a number which is projected to rise consistently within the next 5 years. Increasing numbers of national and international organisations are continuing to locate within the city centre, alongside increasing levels of new business start ups. The redevelopment outlined within the Strategic Plan will facilitate the creation of a number of new jobs in a range of employment sectors and at a range of different levels. The framework provided by the Manchester Work and Skills Strategy 2015-20 and the Greater Manchester Devolution Agreement will provide the means for meeting the growth needs of city centre businesses, and help to enable residents to obtain the skills they need to access the jobs created.
- 5.4 The city centre is also home to world class higher educational institutions. The Strategic Plan guides the approach being taken to ensure education and employment thrives within the city. Continuing to attract organisations alongside new business start-ups to the city centre will require additional commercial and flexible work space that reflects the needs of potential occupants. This business growth will ensure the retention of talent developed at the city's educational facilities through the provision of increased employment opportunities and greater residential choices. The transport investment taking place in the city centre will provide better connections for local residents to access the employment and educational opportunities on offer.

(c) Neighbourhoods of Choice

5.5 The city centre is a vibrant mix of established and emerging neighbourhoods. The Strategic Plan demonstrates the approach being taken to both manage and support established city centre neighbourhoods, while working collaboratively on the development of new desirable neighbourhoods to live, work and visit, with a balance of residential, employment, leisure and retail amenities. The Plan also outlines the transport and environmental infrastructure investment taking place

6.0 Key Policies and Considerations

(a) Equal Opportunities

6.1 A key aim of the Strategic Plan is to ensure that local people can access and benefit from the employment opportunities and facilities being created. In addition, there is a commitment to ensure that design standards throughout the new developments will comply with the City's space standards requirements.

7.0 Recommendations

7.1 Recommendations appear at the front of the report.