



Brunswick Place, Manchester
Statement of Consultation

May 2021

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1. Introduction

1.1. This Statement of Consultation has been prepared by Deloitte Real Estate to accompany an application for Full Planning Permission and Listed Building Consent (LBC) for works to the existing Brunswick Mill (Grade II Listed) and creation of new homes, on a site located part adjacent to Bradford Road and part adjacent to Bradford Road and Beswick Street (the 'Site') as part of a residential led mixed use development.

1.2. The proposed description of development is as follows:

A full application for the refurbishment, repair and reconfiguration of Brunswick Mill (including the removal of low and negligibly significant elements) to create work spaces, retail, community uses (Use Class E and Use Class F2) at the ground and first floors and new homes (Class C3) together with redevelopment of land to the (north) of Brunswick Mill to create two new buildings and new homes (Class C3) and commercial/ work spaces (Use Class E and Use Class F2) at the ground floor, together with roof top amenity space, car parking, access and servicing arrangements, landscaping, a new pedestrian access route to the Ashton Canal and other associated works.

"Listed Building Consent for alterations to Brunswick Mill as part of comprehensive proposals to refurbish, repair and repurpose the building for mix of commercial and residential uses.

Deconstruction of the small vestiges of perimeter walls of the former cotton mill immediately west of Brunswick Mill, known locally as Pooley's Mill"

1.3. This Statement details the pre-application consultation that has been undertaken with local residents, businesses, Mill occupiers and local Councillors in addition to the Local Planning Authority, Statutory Consultees and other key stakeholders as well as how the feedback received has been considered and addressed.

The Application Site

1.1. The Grade II Listed mill dates back to 1839, since which there have been several alterations and extensions to the mill, with the latest additions in the 1950's. Adjacent to Brunswick Mill to the South was Pooley's Mill/India Mill, demolished in c. 2007-2008 which retains only small vestiges of perimeter walls. The former mill remains Grade II listed on the National Heritage List despite its demolition, therefore the surviving structures are still listed accordingly.

1.2. The appearance of the mill and adjoining site negatively impact on the quality of the local environment. The planning application and LBC is focused on the re-purposing and restoration of the Grade II Listed Brunswick Mill, securing its long-term sustainable use.

1.3. The Mill contains a number of existing occupiers who have been notified and consulted on the proposals and will be supported in terms of relocation; however, these existing functions do not generate sufficient income to support the long-term sustainable use of the Mill and therefore it is necessary to bring forward mixed use proposals that will support the viability of a sensitive, conservation led refurbishment and repair of the Mill that will safeguard it for many years and decades to come.

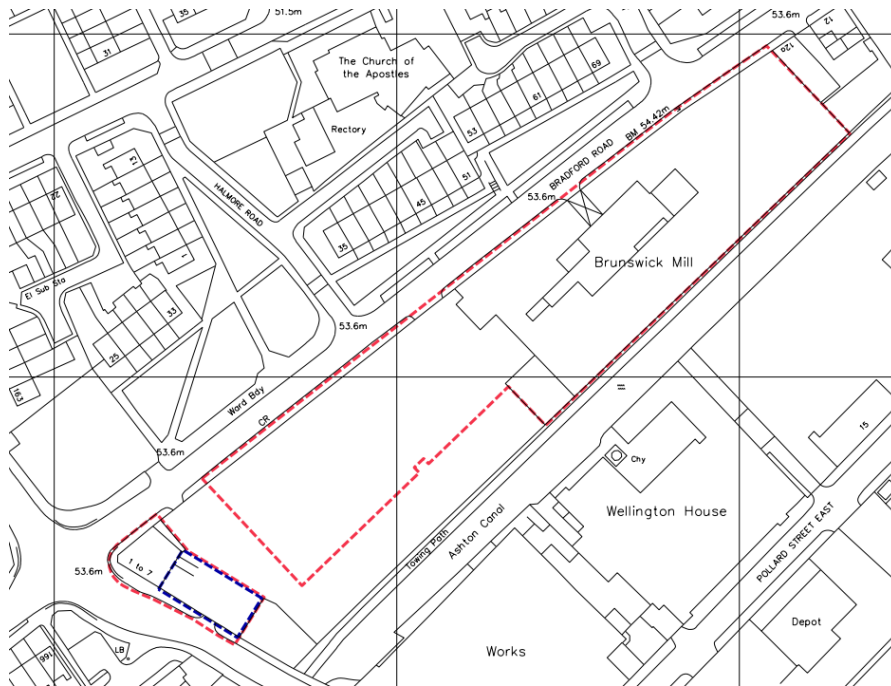
1.4. The proposals to redevelop the adjoining land have been carefully considered to ensure that the Mill remains the dominant building and are appropriate in scale to the locality, with the amenity of adjoining residential uses fully taken into account.

1.5. The importance of regenerating the historic mills to preserve local character and achieve a sense of place, is identified within successive versions of the Eastlands Regeneration Framework. The most recently endorsed 2017 version states: *'Regeneration of the area will be underpinned by the reuse and*

preservation of historic mill buildings fronting onto the canal. Infill developments on adjoining undeveloped sites should be of a scale and character to complement these buildings, reinforcing the respective identities of the old and the new’.

- 1.6. As illustrated within the Site Plan, the adjoining land falls into 2 ownerships and therefore dialogue has taken place with the adjoining landowners to provide for the comprehensive development of the site as a whole.

Figure 1.1: Site Location Plan (application site plan edged in red) (Source: Hodder and Partners)



- 1.7. The Site has a strategic location between two major focal points of major investment and regeneration, namely Manchester’s expanding city centre including neighbourhoods such as Ancoats and New Islington and the Etihad Campus which is home to international sports brands and stadia in addition to a new £350 million arena which is currently under construction. Furthermore, the proposals are immediately adjacent to one of the key walking and cycling routes between the Etihad Campus and the city centre in the form of the Ashton Canal towpath - one of the key principles of the proposals includes a connection to the towpath through the development.
- 1.8. The Site is highly accessible by a range of modes of sustainable transport. It is within easy walking and cycling distance of the city centre and is in close proximity to the Metrolink, which connects into the city centre and the national rail network as well as local bus services.
- 1.9. The proposals focus on securing the long term use of the Mill, through refurbishment and repair works to create residential dwellings; below which are units for the use of the community including for creative purposes, education and social meetings, commercial and retail space such as for yoga classes, and art gallery space. In addition, the proposals include the development of 2 additional buildings to the south one which is for residential use only and a further building for residential use with commercial space at the ground floor.
- 1.10. The Site is identified with the Eastlands Regeneration Framework (ERF) which was last endorsed in 2017 and falls within the ‘Holt Town Central’ area. The ERF positions Holt Town Central as a mixed-use neighbourhood anticipating higher density residential uses and employment space for a wide variety of

businesses from “makers” to tech entrepreneurs, with local retail and services to support the wider area, making maximum use of the proximity to the Holt Town Metrolink stop.

- 1.11. The ERF also highlights the potential of ‘the extraordinary listed former mill buildings’ offering significant potential for commercial, residential and cultural uses, creating a neighbourhood of character, similar to Ancoats. In addition, it is noted regeneration of the area will be underpinned by the reuse and preservation of historic mill buildings fronting onto the canal and that infill developments on adjoining sites should be of a scale and character to complement these buildings, reinforcing the respective identities of the old and the new.
- 1.12. To the west of the site on the opposite side of Bradford Road and to the south on the opposite side of Beswick Street are established residential areas falling within Miles Platting and New Islington. To the north of the site and to the east, on the opposite side of the Canal, are a series of commercial buildings and services yards including the Pretty Little Thing HQ building (located in the former Wellington Mill). The Ashton Canal runs along the southern boundary of the Site and provides an excellent pedestrian and cycling connection ‘off road’ from the city centre core to the east.
- 1.13. In terms of immediate development context, to the west adjacent to the Site on the opposite side of Bradford Road, a scheme for the development of 13 homes was approved in 2019 (app. Ref. 123725/FO/2019). Further residential development has also been approved along the Ashton Canal moving towards to the City Centre for an Urban Splash scheme, Stubbs Mews, for 18 3 storey homes (app. Ref. 122597/FO/2019). Across from the canal on Pollard Street, in October 2020 an extension to the Pretty Little Thing (PLT) HQ was approved (app. Ref. 127505/FO/2020) to create additional office accommodation. This is further to a recent approval for new premises for PLT located further along Pollard Street, approved in 2019 (app. Ref. 122809/FO/2019).

Proposed Development

- 1.4. The Proposed Development is to secure the long term use of the Grade II Listed Mill building; through the development of a mixed use scheme comprising the refurbishment and repair of Brunswick Mill plus redevelopment of two parcels of land to the south for further residential and commercial development; alongside landscaping, cycle and car parking.
- 1.5. The refurbishment of Brunswick Mill and redevelopment of the adjacent land has evolved over several years. Consideration has been given to how the new build elements sit within both the heritage and surrounding context as well as the future development context of the neighbouring site that fronts Ashton Canal. Several key principles have governed the development proposals, as the scheme has evolved.

These principles are listed with the Design and Access statement and include:

- A comprehensive design response to the site.
- Respecting existing and future residential amenity regarding sunlight, daylight, overshadowing and privacy.
- Conservation-led refurbishment and viable re-use of Brunswick Mill with ground floor commercial and retail uses and residential from 1st floor above.
- A balance of the scale and quantum of new development, including that which is appropriate to the Listed Building
- Establish a new pedestrian connection to the canal towpath from the main road

- 1.6. The development proposals consist of:

1. The refurbishment and conversion of the existing seven storey Brunswick mill with commercial space at ground and part level 1, and residential accommodation from level 1 above.

2. A part 8 and part 6 storey intermediate block with townhouses at ground and first floor level and residential apartments above.
3. A five storey building on the corner plot with a commercial unit at ground level and residential accommodation above.

1.14. The scheme proposes the following use:

- Residential (Use Class C3)
- Commercial / Social Infrastructure (Use Class E and F2) – To complement the residential use the units within the mill building are expected to include community spaces consisting of creative, workshop, retail and commercial type use. The units within the corner building are expected to consist of retail/coffee shop type uses benefitting from the location of the units fronting onto Beswick Street.

Amount

1.15. The combined site area of the proposed application is 0.87 ha. The site of the existing mill is 0.47 ha, the land to the west of the existing mill that forms the site for the intermediate block is 0.34 ha and the corner plot is 0.06 ha.

1.16. The development includes a total of 2,034 sq m of work spaces and 277 new homes. This is divided as follows:

	Mill Building	Mid Building	Corner Building
New Homes (Class C3)	1 bed apartment: 57 2 bed apartment: 89 3 bed apartment: 3 Total: 153	13 townhouses: • 2 bed: 10 • 3 bed: 2 • 4 bed: 1 1 bed apartments: 32 2 bed apartments: 55 Total: 100	1 bed apartment: 8 2 bed apartment: 16 Total: 24
Work Spaces and amenities (Class E and Class F2)	1,891 sq m over the ground and first floor	0	143 sq m at the ground floor
Car Parking Spaces	32	49	0
Cycle Parking Spaces	153 (resi) 40 (commercial)	100	24

Report Structure

1.7. The remainder of this Statement is structured as follows:

- Chapter 2 – sets out the relevant planning policy and requirements.
- Chapter 3 – provides details of the consultation undertaken and summarises the feedback received.
- Chapter 4 – summarises the key conclusions.

1.8. This Statement should be read in conjunction with the Design and Access Statement, Planning Statement, supporting technical reports and drawings submitted in support of the application. These documents explain and assess the Proposed Development in detail.

2. Policy Context

2.1. Guidance with regard to consultation is set out at both the national and local level. These requirements are summarised below.

National

Localism Act

2.2. The Localism Bill was introduced to Parliament on 13 December 2010, and was given Royal Assent on 15 November 2011, becoming an Act (“the Act”).

2.3. The main aim of the Act is to shift power from Central Government back into the hands of individuals, communities and Councils. It includes five key measures as follows:

- Community rights.
- Neighbourhood planning.
- Housing.
- General power of competence.
- Empowering cities and other local areas.

2.4. Part 6 of the Act specifically deals with planning and Chapter 4 sets out requirements in relation to consultation before applying for Planning Permission.

2.5. Section 122 of the Act amends the Town and Country Planning Act 1990 to include a new section 61W that sets out a requirement to carry out pre-application consultation as follows:

(1) Where—

(a) a person proposes to make an application for planning permission for the development of any land in England, and

(b) the Proposed Development is of a description specified in a development order, the person must carry out consultation on the proposed application in accordance with subsections (2) and (3).

2.6. Subsections (2) and (3) state:

(2) The person must publicise the proposed application in such manner as the person reasonably considers is likely 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.

(3) The person must consult each specified person about the proposed application.

2.7. Subsection (4) outlines the requirements concerning publicity of applications:

(4) Publicity under subsection (2) must—

(a) set out how the person (“P”) may be contacted by persons wishing to comment on, or collaborate with P on the design of, the Proposed Development, and

(b) give such information about the proposed timetable for the consultation as is sufficient to ensure that persons wishing to comment on the Proposed Development may do so in good time.

- 2.8. The Act also sets out a duty to take account of responses to consultation. Section 61X requires a developer to have regard to any comments or responses generated by the consultation undertaken in accordance with section 61W, when deciding whether to make any changes to proposals before submitting a planning application.
- 2.9. Section 61Y enables the Secretary of State to set out further provisions as to how the consultation required under new section 61W should be undertaken in practice.

National Planning Policy Framework (NPPF)

- 2.10. The NPPF (2019) sets out the Government's planning policies for England, including guidance in relation to the undertaking of public engagement and consultation on developments.
- 2.11. Paragraph 129 sets out that early engagement for assessing and improving the design of a development, are of most benefit if used as early as possible in the evolution of schemes. Particularly within large scale housing and mixed-use developments, local planning authorities should have regard to the outcome from these processes, including any recommendations made by design review panels.
- 2.12. Paragraphs 39-46 relate to pre-application engagement. Paragraph 39 in particular states that local planning authorities should encourage applicants to engage with the local community before submitting their applications where they think this would be beneficial.
- 2.13. The NPPF also promotes the use of the Local Planning Authority Pre-Application Service in order to encourage a partnership approach to applications. It is considered that early engagement with the local planning authority is often conducive to the best result for the application, as it highlights where further work is required.

Planning Policy Guidance (PPG)

- 2.14. The PPG is an online resource designed to bring together planning practice guidance for England in an accessible and useable way. The PPG provides further detail to assist in the understanding of planning policies set out within the NPPF, including requirements for pre-application engagement.
- 2.15. In particular, Paragraphs 013 of the 'Consultation and pre-decision matters' section identify that:
In line with the policies of the NPPF, statutory consultees have an important role to play in the pre-application stage and should be engaged early;
- 2.16. Paragraph 09 of the 'Design: process and tools' section sets out that pre-application discussions are an opportunity to discuss the design policies and requirements that will be applied to a site.
- 2.17. In terms of Design, the PPG sets out in Paragraphs 001 - 008 and 016 - 018 of the methods for assessing and improving the design quality to promote good design and to achieve well-designed places at all stages of the planning process, including design review.
- 2.18. Paragraphs 019 - 023 of the 'Design: process and tools' section outlines tools for effectively engaging with local communities, including community panel or forums, exhibitions and digital methods.
- 2.19. The local authority can explain the design issues they feel are most important and the developer can explain their own objectives and aspirations.
- 2.20. Being able to inform and influence the design of a Proposed Development early in the design process is more efficient than trying to implement suggested revisions at a later stage – particularly if this relates to a major proposal.

Local

- 2.21. On the 11 June 2018, MCC adopted a refreshed Statement of Community Involvement (SCI), which sets out how residents and other stakeholders can get involved in the preparation of planning policies, frameworks and neighbourhood planning processes in Manchester to inform decisions on planning applications.
- 2.22. Chapter 9 of the SCI provides guidance on involving the community in planning applications. It identifies that pre-application consultation is beneficial to both the community and the developer, as it allows the developer to design a proposal that takes on board the opinions of the community.
- 2.23. Developers are encouraged to liaise with the Council to determine the nature and scale of consultation that will be appropriate for the proposals and to help ensure that there is an effective opportunity for people to comment and steer development.
- 2.24. The following methods are identified as 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.
 - Consultation briefing letters sent to ward councillors, a local civic group and local conservation area group.
 - Public exhibition in an accessible location close to the development, which tells the public about what is happening and gives them an opportunity to make comments.
 - Leaflets distributed to nearby streets and placed in facilities near the Proposed Development, which have a tear off slip for comments.
 - Social media used by the developer to advertise the development and associated consultation events.
- 2.25. Developers are also encouraged to submit a record of the consultation that took place with their planning submission.

Summary

- 2.26. The remaining Chapters in this Statement set out the consultation process which has been undertaken and complies with the guidance and requirements set out above.

3. Consultation Strategy and Responses

3.1. This Chapter describes the pre-application consultation that has been undertaken by the Applicant. It includes an outline of the consultation strategy and the outcome of the consultation process.

Strategy

3.2. The pre-application consultation strategy was devised in order to understand local priorities and how those priorities could positively influence the development as well as in order to address the policy requirements set out in earlier chapters.

3.3. In addition, it was noted that the Eastlands Regeneration Framework area, most recently endorsed in 2017, has been extensively consulted upon in the local community and emphasises the importance of retaining and reusing the existing Mills as key assets and character features in the local area. From the outset, the sustainable long-term restoration and reuse of the Mill has therefore been responded to as a key priority for this scheme.

3.4. Throughout the pre-application process, there has been regular engagement with the Local Planning Authority and detailed engagement MCC Conservation, MCC Highways and Statutory Consultees such as Greater Manchester Archaeological Advisory Service. Comments received during these sessions have been carefully considered and accounted for in the developed design that is reflected in the planning submission.

3.5. In terms of community engagement, concept design proposals were worked up as a basis for that taking place and a stakeholder mapping exercise was undertaken to inform how that consultation could be best targeted.

3.6. The site falls within the Ancoats and Beswick Electoral Ward and immediately adjacent to the Miles Platting and Newton Heath Ward of Manchester and to further assist the stakeholder mapping exercise, local Councillors were engaged via email to comment on the extent of consultation proposed.

3.7. Due to the restrictions on gatherings caused by Covid-19, it was not possible to hold a consultation event and the consultation took the form of a dedicated website (<https://www.brunswickmill.co.uk/>) with opportunities to provide feedback. The website provided background information about the site and its history; a description and a selection of plans and visualisations to explain the proposals; and a dedicated feedback form so that people could provide their views.

3.8. In order to facilitate an open and honest engagement process with clearly communicated information, specialist communications consultancy Counter Context were appointed to prepare and deliver the website as well as to collate and present feedback.

Advertisement

3.9. Reflecting the stakeholder mapping exercise, the consultation website was publicised via two main activities:

- The distribution of a consultation postcard (Appendix A), introducing the proposals and the consultation, to 238 properties (residential and commercial) located close to the site, as shown in the map below:

Figure 3.1: Consultation Boundary shown in blue.



- The distribution of a press release (Appendix B), on Monday 30 November, to a range of local media outlets. As a result of issuing the press release, articles appeared in the Manchester Evening News (1 December 2020) and Place North West (30 November 2020).

- 3.10. The website information was also collated and sent to Local Ward Councillors within both of the aforementioned Wards and a briefing meeting was offered to all Councillors and took place with Councillors Emma Taylor and Majid Dar on 6th November 2020.
- 3.11. It is considered that this represents a wide reaching effort to effectively advertise the consultation and indeed this is reinforced by the number of website unique views and the range of feedback received.

Website

- 3.12. The website was launched for comments on Monday 30 November and ran until Monday 14 December 2020 (Appendix C).
- 3.13. Prepared and managed by Counter Context the website contained a welcome page, details of the Site location, the site background, and details of the proposals.
- 3.14. A feedback form was available for people to provide comments on the proposal.

Comments Received

- 3.15. As a result of the consultation publicity, the consultation website received 767 unique visits during the consultation period, 30 November to 14 December 2020.

- 3.16. There were 80 responses to the online feedback form. A summary of the consultation responses can be seen below, as provide by Counter Context.

Councillor Feedback

- 3.17. The development sits within within Ancoats and Beswick Ward and is also immediately adjacent to Miles Platting and Newton Heath Ward. Councillors from both Wards were invited to a briefing session in advance of the launch of the website in early November 2020 and subsequently notified of the website details and launch date. Councillor Taylor and Councillor Dar representing the Ancoats and Beswick Ward attended the briefing session.
- 3.18. Following development of the proposals a further briefing session took place on 26th March 2021, and was attended by members of the project team, including the Applicant and representatives from Deloitte and Hodder and Partners. The briefing session was attended by Councillor Dar from the Ancoats and Beswick Ward and provided an opportunity to report back on the proposed development.
- 3.19. The feedback from the Councillors was supportive of the proposals to regenerate and restore the listed mill building and the wider site and they were pleased to see that something was finally happening with the site. The proposed linkage to the canal towpath was referenced as being positive, linking back to proposals to enhance the Ashton Canal as movement corridor between the Etihad Campus and the city centre. The Councillors were supportive of the emerging designs and the proposed provision of space for local communities. Councillors also stressed the importance of consultation with local communities.

Website Consultation Feedback

- 3.20. A report which provides full details and analysis of all feedback has been provided by Counter Context is provided at Appendix D to this document. A wide variety of responses and matters for consideration were generated by the consultation and each point has been carefully considered by the applicant and their team, as summarised below.
- 3.21. A significant percentage of those respondents who expressed opposition to the proposed development referred to the impact it would have on the Manchester music scene. In this regard, a concern that was expressed is that Manchester is supporting fewer places for musicians to rehearse, collaborate and support the specialist creative industries developing around them, from T shirt designers to electricians, record labels and tutors. This is due to the high levels of development activity that are being witnessed in the City. It is clear from the comments that the building is seen as an important music hub for those use it and has a long history of supporting Manchester's music scene. In addition, concerns have been raised with regard to up-and-coming musicians losing opportunities to rehearse and several comments mention the impact on jobs.
- 3.22. The Mill's owner has accommodated music related tenants for may years and fully acknowledges the comments that have been made; however, there is a fundamental issue with regard to sustaining that use into the future. This is due to the fact that the existing occupation of the building, whilst of undoubted value, does not generate sufficient income to support the ongoing maintenance and upkeep of the existing building, a Grade II Listed and nationally significant heritage asset. Whilst the building is not currently at risk, it is subject to an ongoing programme of maintenance in order to safeguard its immediate future. The status quo therefore may preserve its existing uses for a relatively short period of time but would lead to the managed decline and the ultimately the redundancy of this building.
- 3.23. Against this context, the only option therefore is to consider alternative uses for the building that will support its restoration and regeneration to secure its long-term sustainable use from a viability perspective. In this regard, a viability appraisal has been prepared and submitted with this planning application. It shows that even after the introduction of higher value uses, as proposed, the scheme is only marginally viable. Fundamentally, the proposed uses represent the only deliverable proposition.

- 3.24. Following consultation, the applicant did test options for re-providing rehearsal space within the Mill building alongside the proposed uses. Whilst this may be technically possible advice was sought which confirmed that there would always remain a conflict between noise and vibration from the proposed residential use and broader employment uses. On the basis of both the substantial cost of trying to minimise these problems and delivering quiet enjoyment to the new homes it has been necessary to discount this option.
- 3.25. The focus, in part, has therefore been on providing areas at the ground floor of the Mill that are suitable for more compatible community and creative uses such as gallery space, as well as education and social meetings, commercial and retail space. In addition, dialogue has taken place with occupiers, and there is a commitment from the applicant to provide quarterly updates (or as otherwise agreed) on the planning process and to confirm to the occupiers that they will not need to rely exclusively on the legal notice periods to inform occupiers of obligation to leave. In this regard, all tenants will be given at least 6 months notification prior to their formal notice periods under their existing leasing arrangements.
- 3.26. This approach will allow occupiers to remain in the building as long as is possible, should they wish to do so. In addition, the applicant will provide the tenants with a contact at a firm of surveyors who will assist at a no cost with the search for alternative accommodation and arrange if requested viewings of suitable accommodation. In the event that occupiers find alternative accommodation during their formal notice periods, then they have been directed that should contact the applicant who will take a supportive approach to their request.
- 3.27. Further information with regard to occupiers is set out within the attached note at Appendix E which is entitled 'Strategy with Existing Occupiers.' It should be noted that we envisage that these commitments to supporting the tenants to find alternative accommodation would be a condition imposed on any planning permission for this scheme.
- 3.28. With regard to questions regarding building design and architecture, a series of comments have been received stating that the conversion was unnecessary or should not go ahead (13 responses). The next highest comment was for the retention of the existing architecture and mill (12 responses). In most cases, these responses were accompanied by requests for Brunswick Mill to be kept as a music venue. Our response in this regard is covered in the paragraphs above in this report.
- 3.29. With regard to the new building design and architecture, 2 responses make reference to the potential of the scheme to block light and overlook other buildings and a further comment describes the initial designs presented as bland and that there should be no grey cladding. Comments also include reference to the scale of the proposals relative to the neighbouring residential buildings and the need to ensure that the new build proposals do not detract from the main building.
- 3.30. A sunlight / daylight report has been prepared in line with best practise guidance is submitted with the application which demonstrates and concludes that the impacts to the surrounding residential properties are extremely good.
- 3.31. The scale of the new build develop has been reduced over a process of pre-application engagement with the Local Planning Authority and maintains the Mill's position as the dominant element within the streetscape.
- 3.32. The simplicity of materials and fenestration in the new build block has been deliberately designed to be un-fussy, reflective of the language of the existing mill and helps to ensure that the new build elements act as a foil to the existing mill, particularly the views up and down Bradford Road where the new-build elements add to the setting of the existing mill. In this regard, the new build facades are formed from a regular masonry framework within which are set recessed hit and miss brickwork panels and glazing. The zinc clad element at levels 6 and 7 is stepped back from the masonry as a recessive element. The lighter coloured zinc is a complementary material to the masonry that helps define the zinc block as a recessive element that helps fragment the facade of the new build intermediate block in a manner that

is sympathetic to the form and appearance of the existing mill but allows the robust appearance of the mill to remain the dominant element within the streetscape. The accompanying Design and Access Statement and technical documents contain further details with regard to the design and external appearance of the proposals.

3.33. 61% of respondents commented with regard to public access to the canal. The majority of respondents felt this was a good idea, with a few qualifying the need for it to be well lit and fully accessible. A number of respondents state that the existing access to the bridge is sufficient and that any changes are unnecessary. Concerns are also raised about the potential for the route to generate noise and the need to manage crime and anti-social behaviour.

3.34. The canal is a key link joining the city centre with East Manchester. The Ashton Canal that forms the south east boundary of the site is defined by the local planning authority as a Major Recreational Route, forming a pedestrian and cycle link between the city centre and the Manchester City's Etihad Campus and beyond. The canal is also defined as a Site of Biological Interest by Manchester City Council and is a key part of the city's green and blue infrastructure. The introduction of further access to the canal will be appropriately lit and has been designed to promote natural surveillance via the introduction of residential and commercial uses. The application proposals have been through a process of pre-application consultation with GM Police Design for Security.

3.35. 61% of respondents made comments with regard to the active ground floor uses. This included concerns raised about traffic but also support for the idea of community space for small independent businesses and an active canal side with cafés.

3.36. The ground and first floor units will animate the area at the ground floor and create a welcoming and inviting community space. The units within the existing Brunswick Mill courtyard are proposed for community and wellbeing uses including for creative purposes, education and social meetings, commercial and retail space such as for yoga classes, and art gallery space. In addition, the commercial space with the new build element is proposed for uses such as retail/café befitting from the location accessed from Beswick Street.

3.37. Local residents also provided comments relating to:

- Support for building homes close to public transport and on a brownfield site.
- Two respondents who have lived opposite the mill for over 40 years referenced the decline of the mill building over this time, and that the refurbishment of the mill building was welcomed.
- Concerns that the proposals do not appear to include affordable housing.
- The need for usable outdoor spaces for residents.
- Traffic concerns.
- Parking provision.
- Requests to restrict buy-to-let and AirBnB use.

3.38. With regard to Affordable Housing, the application is supported by a Viability Appraisal prepared by Cushman and Wakefield. In short, it explains that the proposed development is focused on the conservation led restoration and reuse of a Grade II Listed heritage asset and redevelopment of brownfield land and does not, from a viability perspective, support the additional provision of affordable housing. The proposals will however provide a range of size and types of homes from one-bedroom apartments to a 4-bed townhouse, thus attracting a variety of residents.

- 3.39. The proposals include a range of amenity spaces including the restored central courtyard to the mill and 2 areas of roof gardens within the mid building. There will also be a new connection to the towpath which will enhance the connectivity to the canal and encourage further use of this key link by pedestrians and cyclists.
- 3.40. The future occupiers of the commercial units will be targeted around community and independent businesses. There are 81 car parking spaces including provision for people with disabilities and electric vehicle charging points plus secure cycle parking provision for 100% of the new apartments and additional provision for commercial occupiers.
- 3.41. The accompanying Transport Assessment considers that the proposed number of car parking spaces provided is appropriate to the scale of the development and the site's high levels of accessibility to public transport. In this regard, the application is also supported by an Interim Travel Plan, which details initiatives aimed to reduce car reliability. The Transport Plan is to be monitored and reviewed by a dedicated Travel Plan Co-Ordinator (TPC) and it is in any case considered that staff and visitors of the site would largely make trips to and from the site by foot, cycle or public transport.
- 3.42. There is no intention for future homes to be used for Air BnB and it is noted that the Local Planning Authority, as standard practice, places planning conditions on planning permissions for residential development which restricts this from taking place.

4. Summary and Conclusions

- 4.1. Consultation has been undertaken in accordance with the requirements of national policy (the Localism Act and the NPPF) and Manchester City Council's Statement of Community Involvement.
- 4.2. The Site is approximately 0.87ha and is bound by Bradford Road, Beswick Street, and the Ashton Canal; situated within the Ancoats and Beswick Ward.
- 4.3. The Proposed Development relates to the refurbishment and repair of the Grade II Listed Brunswick Mill and redevelopment of land to the south.
- 4.4. The Proposed Development is to secure the long term use of the Grade II Listed Mill building; through the development of a mixed use scheme comprising the refurbishment and repair of Brunswick Mill plus redevelopment of land to the south for further residential and commercial development; alongside landscaping, cycle and car parking.
- 4.5. A consultation strategy has been employed which has been designed in order to understand local priorities and how those priorities could positively influence the development.
- 4.6. In terms of community engagement, concept design proposals were worked up as a basis for that taking place and a stakeholder mapping exercise was undertaken to inform how that consultation could be best targeted. This included a widely advertised website launched several months in advance of the submission of the planning application.
- 4.7. As a result of the consultation publicity, the consultation website received 767 unique visits during the consultation period.
- 4.8. Feedback received has focused on a number of issues including: concerns about the loss of rehearsal studios and the impact that will have; positive support for regenerating the Mill and the wider site as well as the introduction of a new pedestrian connection to the canal towpath and retention of community uses and creative workspaces; requests for further detail and clarity over the quality and approach to the design of the new buildings; the impact on local amenity and the setting of the Mill; and, the approach to car parking and transport more generally.
- 4.9. All feedback has been carefully considered and addressed. This document explains how options for retaining music studios have been tested and how support is being provided to occupiers in relation to finding alternative space. The supporting information provides analysis in great detail to support the quality of the proposals to restore the existing mill building and the commitment of the design team towards a conservation led approach. The planning submission contains detailed technical analysis which demonstrates the quality and clarity of the design approach to the new buildings and how they will complement the existing Mill building. Further work has been done in relation to creating new areas of public realm and amenity space within the scheme and the approach to car parking and promotion of public transport has been tested and adjusted to ensure it is an appropriate approach to this site.
- 4.10. In addition to community consultation, positive dialogue has taken place with Local Ward Councillors who have also been kept fully informed throughout the pre-application process. There has also been regular engagement with the Local Planning Authority and further engagement has taken place with MCC Conservation, MCC Highways and Statutory Consultees such as Greater Manchester Archaeological Advisory Service. Comments received during these sessions have also been carefully considered and accounted for in the developed design that is reflected in the planning submission.

Appendix A – Postcard Invite

Proposals to breathe new life into Brunswick Mill

Consultation on plans for a new residential development on Bradford Road, including the refurbishment of Brunswick Mill.

Proposals are being developed for a sustainable new residential and workspace regeneration scheme which will bring the listed Brunswick Mill, a key part of Manchester's industrial heritage, fully back into active use and secure its long term future. A key priority of the project is to bring life and activity back to this part of Bradford Road.

The proposals include the refurbishment of the mill building to provide around 150 residential units, as well as the construction of two new buildings fronting Bradford Road, which would provide around 125 new homes in a mix of apartments and townhouses.

The ground floor of Brunswick Mill would be dedicated to commercial and community use, and the plans also include an attractive public route through to the Ashton Canal.



Brunswick Mill
MANCHESTER

Have your say

Before we submit a planning application, we would like to share our plans with local people.

Due to Covid-19, a traditional consultation event can't be held at the minute, so information will be available on a dedicated consultation website, where you will have the opportunity to ask questions and provide your feedback.

www.brunswickmill.co.uk



Comments should be submitted online by Monday 14 December 2020.

If you do not have access to the internet, please call 0161 669 5035 and we can send information to you in the post.

Appendix B – Media Release

Embargoed until 30 November 2020

BRUNSWICK MILL TO BE GIVEN NEW LEASE OF LIFE

Plans to safeguard and breathe new life into the listed Brunswick Mill building on Bradford Road, East Manchester, were unveiled today, with a residential and workplace regeneration scheme proposed for the site.

A public consultation was launched today to showcase the proposals designed by architect Hodder + Partners.

The plans include the refurbishment and conversion of the mill building to provide around 150 new homes set around an attractive central courtyard, and the construction of two adjacent new buildings fronting Bradford Road, which will add a further 110 homes.

Crucially, the new buildings will be no taller than the existing mill and are designed to complement and enhance the setting of the mill and the neighbouring properties.

To help bring life and activity to Bradford Road, approximately 20,000 sq ft of commercial and communal space will also be included at the ground floor of the refurbished Mill.

These new proposals, alongside attractively landscaped outdoor areas, and a convenient publicly accessible route through the site to the Ashton Canal tow path, will help to provide a revived sense of place for residents and the local community.

A spokesperson for the project team, said:

“The main ambition of this scheme is to celebrate the listed Brunswick Mill and secure its long-term future.

“In addition to refurbishing the mill, we want to create a sustainable and characterful neighbourhood that enhances the environment and brings vibrancy back to Bradford Road.

“The site is in an excellent location and can help provide a key link between New Islington and the Etihad Campus.”

Plans for the scheme can be viewed at www.brunswickmill.co.uk and feedback can be provided up until 14 December 2020.

ENDS

Appendix C – Website



Welcome and thank you for taking the time to engage in our digital consultation.

Proposals are being developed for a sustainable new residential and workplace regeneration scheme on Bradford Road. The scheme will bring the listed Brunswick Mill, a key part of Manchester's industrial heritage, fully back into active use and secure its long-term future.

This website introduces these proposals and gives local people the opportunity to ask questions and provide feedback ahead of the submission of a planning application.

Please do take a look at our plans and share your thoughts with us.

Location

The development site includes the listed Brunswick Mill and adjoining land which sits in between Bradford Road, one of the key thoroughfares heading into Manchester city centre, and the Ashton Canal, strategically positioned on the border of Miles Platting and Ancoats.

The site is ideally located for a sustainable residential development. It is within easy walking distance of Manchester's expanding city centre. Holt Town Metrolink Station is a 6-minute walk away, providing easy access to the wider public transport network including Manchester Piccadilly main line train station/future HS2 terminus and Manchester International Airport.

Looking east, the Etihad Campus – home to the Etihad Stadium, velodrome, an ASDA superstore and planned new live entertainment arena, is also close by.



Site location map

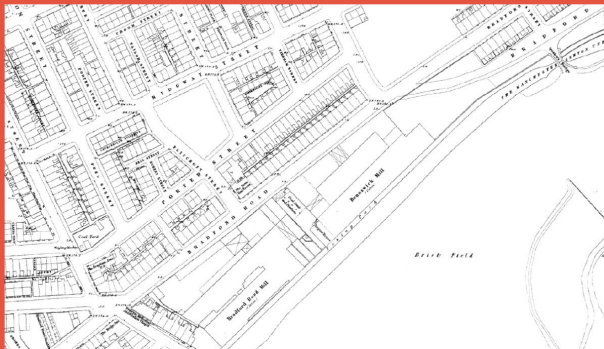


Site Background

Brunswick Mill is a former cotton spinning mill built around 1840, part of a group of mills constructed along the Ashton Canal, when East Manchester was the powerhouse of the industrial revolution. It is a prominent building in the area, built around a quadrangle with a seven storey block facing the canal.

Production on the site stopped in 1967. This was symptomatic of the wider industrial decline in East Manchester in the 1960s and 70s, which saw many sites and buildings become vacant or under-utilised. Recognising its historic significance, the mill was classified as a Grade II listed building in 1994.

Currently, part of the mill is occupied by a number of companies on short term tenancies. The income generated is not sufficient to secure the long term, sustainable future for the entire site.



Brunswick Mill OS Town Plan Manchester 1851



Brunswick Mill today

Eastlands Regeneration Framework

Following the years of decline, East Manchester has seen a renaissance in recent years, powered by the Etihad Campus and its complex of sporting assets at one end, and the regeneration of Ancoats and New Islington as a popular residential and commercial neighbourhood at the other.

Since the Eastlands Regeneration Framework was approved in 2017, there has been an increasing demand for new workspace and housing. The framework sets out a series of key principles, encouraging developments which respond to the character of the area, add high-quality contemporary buildings, with sustainability as a key priority.

Importantly, the framework states that density of development should allow the existing mill buildings to remain dominant in the urban landscape, recognising their significance and the distinctive character they provide. It points to the success of Ancoats in converting historic mills for commercial, residential and cultural uses and helping to create a characterful neighbourhood.



East Manchester's regeneration

Our Proposals

The proposals include the refurbishment of the mill building, as well as the construction of two new buildings fronting Bradford Road, which would provide new homes in a mix of apartments and town houses.

Brunswick Mill would be converted to provide around 150 housing units, with approximately 20,000 sq ft of commercial space on the ground floor, which would help to bring life and activity to Bradford Road. It is planned to dedicate some of the ground floor to community use.

The new four and seven storey buildings will provide around 110 new homes, including town houses, with a small amount of commercial space to animate the prominent corner on Beswick Street.

Car parking would be provided in the central square between the mill and the middle building, along with secure cycling storage.

The outdoor areas will be individually landscaped to provide a sense of place, with attractive areas for meeting and relaxing.

There will also be a new public access route through the site from Bradford Road to the Ashton Canal tow path.

The new four and seven storey buildings will provide around 110 new homes, including town houses, with a small amount of commercial space to animate the prominent corner on Beswick Street.

Car parking would be provided in the central square between the mill and the middle building, along with secure cycling storage.

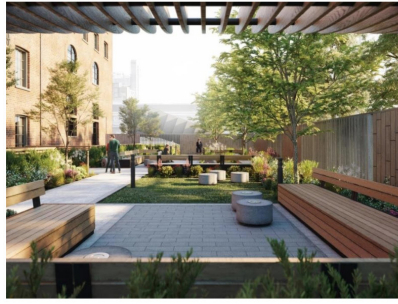
The outdoor areas will be individually landscaped to provide a sense of place, with attractive areas for meeting and relaxing.

There will also be a new public access route through the site from Bradford Road to the Ashton Canal tow path.





Ground floor plan (click to enlarge)



Avro Mill, Manchester. Inspiration for the Brunswick Mill courtyard (click to enlarge)



Proposals for the Brunswick Mill courtyard (click to enlarge)

Key principles behind the design



To become a key development in the vision to create a sustainable and characterful neighbourhood and enhancing the environment along Bradford Road – a key link between the Etihad Campus and the Ancoats and New Islington districts.



To provide new commercial and community space on the ground floor, which will improve the frontages on Bradford Road.



To safeguard the future of this landmark mill and ensure it maintains its prominence in the area. The height of the new buildings will be no taller than the mill and are designed to complement the setting of the mill and the neighbouring property.



To create new outdoor space and an attractive link through to the canal towpath which can be enjoyed by the local community.

Have your Say

The consultation period has now ended.

We would like to thank all those who provided their views.

Appendix D - Counter Context Report

Brunswick Mill Pre-Application Community Consultation Summary

Consultation activity overview

A pre-application community consultation on the proposals for Brunswick Mill was carried out between Monday 30 November and Monday 14 December 2020.

Due to the restrictions on gatherings caused by Covid-19, it was not possible to hold a consultation event and the consultation took the form of a dedicated website (<https://www.brunswickmill.co.uk/>) with opportunities to provide feedback. The website provided background information about the site and its history; a description and a selection of plans and visualisations to explain the proposals; and a dedicated feedback form so that people could provide their views.

The consultation website was publicised via two main activities:

- The distribution of a consultation postcard, introducing the proposals and the consultation, to 238 properties (residential and commercial) located close to the site, as shown in the map below:



- The distribution of a press release, on Monday 30 November, to a range of local media outlets. As a result of issuing the press release, articles appeared in the Manchester Evening News (1 December 2020) and Place North West (30 November 2020).

As a result of the consultation publicity, the consultation website received 767 unique visits during the consultation period, 30 November to 14 December 2020.

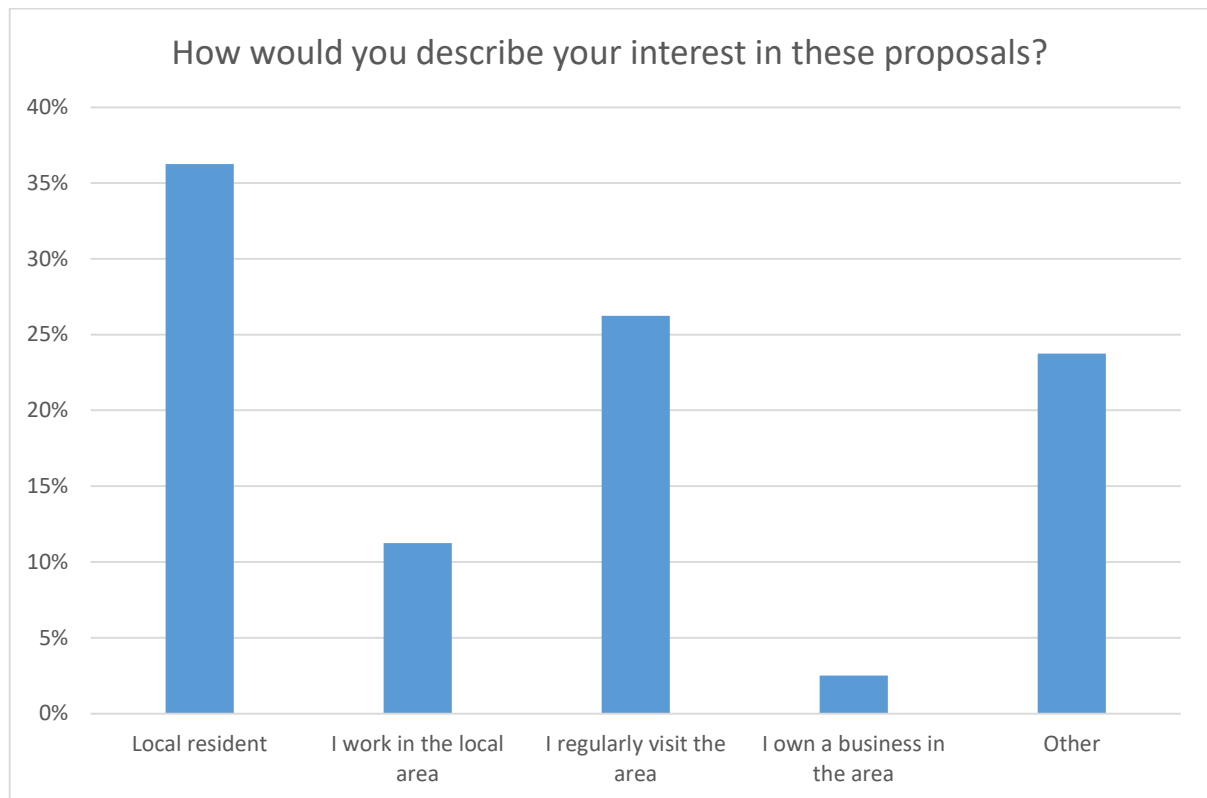
There were 80 responses to the online feedback form. A summary of the consultation responses can be seen in the next section of this summary report.

Summary of consultation feedback

The online feedback form included two closed questions and three open response questions. The responses to the closed questions were as follows:

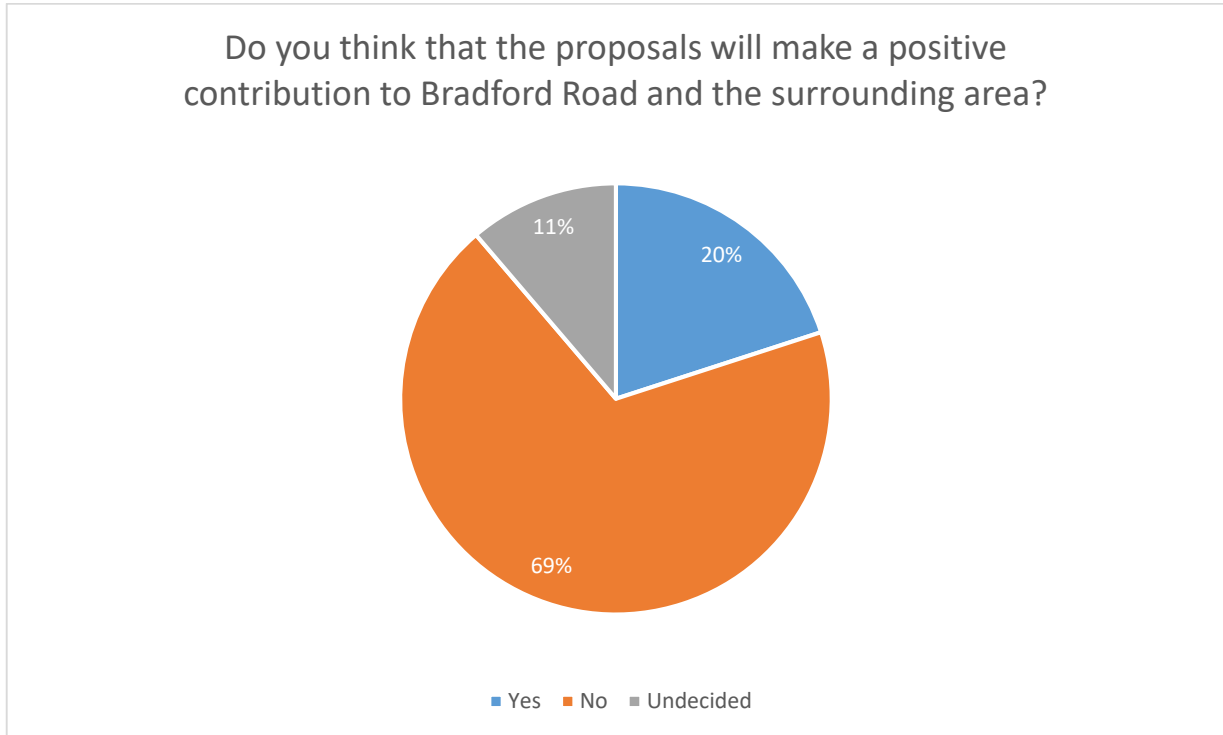
1) How would you describe your interest in these proposals?

All 80 respondents answered this question. The largest group (29) indicated they are local residents, with 21 saying they regularly visit the area. There were 19 that specified other – all stating that they use or visit the building.



2) Do you think that the proposals will make a positive contribution to Bradford Road and the surrounding area?

All 80 respondents answered this question, with 55 people saying they thought the proposals would not make a positive contribution. 16 people thought they would make a positive contribution, and nine stated they were undecided.



The open questions asked respondents to provide specific comments on the building design and architecture, the plans for public access to the canal, and the active ground floor. There was then space for respondents to provide further comments.

1) Comments on building design and architecture

The most popular response to this question was a series of comments stating that the conversion was unnecessary or should not go ahead (13 responses). The next highest comment was for the retention of the existing architecture and mill (12 responses). Often, these responses asked for Brunswick Mill to be kept as a music venue.

Other comments on the building design and architecture included that it would block light and overlook other buildings, that the designs were bland and there should be no grey cladding. Suggestions included adding a bar and using the building as an entertainment venue, making more of the canal-side and history and not to include any additional buildings.

2) Comments on public access to the canal

There were 49 comments about public access to the canal. Opinions on the inclusion of a new access route to the canal varied. However, a higher number of respondents said that assuming the route was well lit and fully accessible, it would make a positive contribution to the area. A smaller number of comments suggested that the existing access to the canal in the area was sufficient.

3) Comments on active ground floor

These were mixed (both between existing users and local people). There were comments from 49 people. A few mentioned the narrow road and concerns about traffic but a similar number liked the idea of community space for small independent businesses and an active canal side with cafés. One respondent commented that the plans are in keeping with the rest of Bradford Road and were pleased there would be a community space, where another felt the active ground floor completely disregarded how the building is already being used. There were quite a few responses requesting that the building be kept as it is (13), the plans are unnecessary (14) and a further 11 thought the proposals looked good.

Open comments on the proposals were varied and can be best summarised by grouping comments received by current users of the building and supporters of Manchester's music community on the one hand, and local residents with comments about the physical design proposals on the other (noting a little overlap between the two groups).

Musicians and building users responses

These responses stated their opposition to the proposals and highlighted the negative impact it would have on the Manchester music scene. Comments raised concerns that with all the development activity happening in Manchester there are few places for musicians to rehearse together and have space to collaborate and support the specialist creative industries developing around them, from T shirt designers to electricians, record labels and tutors.

A further comment remarked that the mill is "home to 100s of artists and the new proposals will rip this out of the community" and there is no other comparable music centre in Manchester. There was a suggestion that this hub for up-and-coming musicians should be replaced and a new space provided before starting work on any new development.

A few of the respondents put across strong arguments about the being another vital loss to the Manchester music scene as a place to rehearse, record and even mention Liam Gallagher using it to shoot videos. There is a concern for the up-and-coming musicians losing opportunities and quite a few mention the impact on jobs.

Local resident responses

There were a range of responses from local residents. A common theme was respondents repeating that that would like the building to be left alone. However, others referenced their support for building much-needed new homes close to public transport and also prioritising building new homes on a brownfield site. Two respondents who has lived opposite the mill for over 40 years referenced the decline of the mill building over this time, and that the refurbishment of the mill building was welcomed.

Some local residents expressed concerns that the proposals don't appear to include affordable housing, raising concerns about further gentrification of the area. There were concerns that the apartments would be bought by international investors who make no contribution to the city's culture and communities. There were also requests to restrict buy-to-let and AirBnB use.

There were a number of comments about the need for usable outdoor spaces for residents, with suggestions to include balconies and to provide a residents' roof garden on the top of the mill. There was some support for the active ground floor proposals with particular requests for independent businesses.

A number of Halmore Road residents raised concerns about new residents using Halmore Road as a shortcut to beat the traffic lights at the junction of Butler Street and Bradford Road, with one request to make Halmore Road a 'dead end / access only' road. Another Halmore Road resident raised concern about the height of the new building, especially about the loss of light and potential for overlooking into their garden.

Comments on parking provision were mixed. A couple of respondents said this should be kept to the absolute minimum (i.e. disabled parking only) and more emphasis should be placed on safe, indoor cycle parking. However, other residents were concerned about the potential for residents to park on surrounding residential streets so were keen to see dedicated residents' parking provided.

Appendix E – Strategy with Existing Occupiers

Brunswick Place, Manchester Strategy with Existing Occupiers



May 2021

Prepared By: Peter Skelton
For and on behalf of Avison Young (UK) Limited

BRUNSWICK MILL, MANCHESTER

DIALOGUE WITH EXISTING TENANTS

INTRODUCTION

As part of the consultation process Avison Young were asked by the owners of Brunswick Mill to meet with the tenants to seek their thoughts regarding the submission of the proposed planning application and establish their future thoughts on seeking alternative accommodation.

These meetings and conversations took place in March and April 2021. It was explained that any relocation would be handled on an open basis and regular updates on the potential timing for any development. Although it was not possible to provide any definitive dates the message relayed was that a start on site is unlikely for to occur for at least 15/24 months with planning and procurement likely to take up the majority of this time.

All the tenants welcomed the opportunity to explain their individual needs and concerns.

Some had already started making enquiries on alternative accommodation/relocation options but all wished to take up the offer of assistance in identifying alternative properties especially when there is more certainty over the commencement of development.

The range of occupiers are varied but all benefit from relatively cheap accommodation. There was a recognition that the occupational costs are unlikely to be replicated in alternative accommodation.

The tenants occupy on a range of different leases but all have formal notice periods to vacate of between 2 and 6 months. The period for notification to vacate was discussed and all indicated that 6 months should be a minimum period to start the planning a move.

There are 11 tenants at Brunswick Mill. Contact has been made with 10 (8 met on site, 2 spoken on phone due to COVID reasons) and the 11th unable to meet and in Pakistan.

UNIT 1: Hassan Babaker. Cleaning filters. 79m². 2 employees

- Business is trading badly due to closure of restaurants.
- The business has no fixed plant but needs grease traps and GF accommodation
- Requires alternative space close to City.
- 6 months would be preferred
- Already looking for space.
- Would accept assistance in search

UNIT: 2, 9 and 10. Michael Rickard. Music studios. C1800m². Set up in 2006

- Operation runs like a co-operative with 4 partners all sharing in the 65 rooms.
- There are 15 mini businesses offering a variety of musical services incl. lessons and repairs.
- The property supports a wide of individual musicians and groups.
- Recognition that they will have to move and don't want to stand in the way of the progressive development in Manchester. They want to replicate the operation in one or two new venues and will need a similar total

amount of accommodation. They realise that their use and quantum of space cannot be facilitated at a redeveloped Brunswick Mill.

There is clearly a concern over finding new accommodation and welcomed support from Maryland to assist finding alternative accommodation. They feel that between 6 and 12 months would be needed to find alternative accommodation and fit out.

They wish to remain close to the City but recognise that they will be led by availability of suitable property. They would like a 10year lease to provide security. They can operate on upper floors which may make search easier.

Concerned over double overheads if suitable alternative property is found.

They clearly need guidance and welcomed assistance. From Maryland. Agreed to send MR list of commercial agents.

UNIT 3: 5 and adjacent suite. Khalid Saleem. c 320m2. 2 employees

- Buying and selling sewing machines
- Would like to remain in a similar location (if possible).
- Needs GF accommodation.
- Would welcome support in identifying alternative property.

Unit 4: ONEX SPORT LTD. Khawaja Taskeen.818m2. 8 employees

- Import and distribution of sports equipment
- Already needs to move as not sufficient space on GF.
- Seeking c 30,000sq ft and will look within Gt. Manchester. Prefer good headroom
- Would appreciate help in search.

Unit 11 and 12: Dominic O'Grady (Leonard Skully Ltd). 140m2

- Runs 17 small music studios. Partially affected by damp conditions
- Would like to find alternative accommodation with 2/3 mile radius for minimum of 10 rooms.
- Recognises non compatibility with residential development and has started looking elsewhere. Could pay c £4/5psf if rent free to fit out.
- Would like minimum of 6 months notice

UNIT 7: Danny Durica. 100m2.

- Storage of catering equipment. Owner of business doesn't want to retire and would like small unit to continue business.
- Ideally similar type of building on GF and proximity to city.

- Wants 6 months notice and welcomed assistance at appropriate time.

Unit 8: Zuliqar Ali. 372 sq m. 1 employee

- Supplies and repairs domestic appliances. 14 year old operation.
- Needs similar GF accommodation in similar location such as Longsight and Levenshulme
- Would like at least 12 months notice and any assistance would be welcome.

Unit 13: Tony Forde. 399m2 Marial Arts.

- Would like to remain in Brunswick Mill (if possible).
- Ideally similar size unit.

UNIT 14: Cobra Textiles. 2,500m2.

- Manufacture and distribution of finished garments. Storage
- A number of fixed looms and equipment.

NO CONTACT DUE TO FAMILY IN PAKISTAN

Unit 18: Dreamtex Ltd. 1446 sq m. Employ 12 people (on furlough)

- Accepts that a development is inevitable.
- Manufactures bed linen and tableware- 'cut, make and trim' operation.
- One large spreader machine.
- Due to his age the owner Paul would like to sell his business and leave discussions to others.
- Probably needs 8/10,000sq ft on GF and might afford £3.00 with requested assistance to move (rent free /no double overheads)

CONCLUSION

Recognition by all that their businesses would have to move to facilitate the development.

There was a clear message that the formal notice periods in the current leases were not sufficient to give a realistic chance to secure new accommodation. All would like a minimum of 6 months notification. When the proposal progresses further the tenants wished to be informed of progress regarding the development.

All welcomed this initial approach and were grateful for initial guidance and early contact on how to establish and seek new accommodation.

Concern was raised by some of the occupiers on the risk of double overheads if new alternative space was found.

As part of the continuing process the site owner is willing

To provide a notice period to all tenants of to at least 6 months, even if some have a shorter legal notice period.

- To provide regular updates on the potential timing for any development.
- To work with the occupiers that they will not have to pay rent and overheads at more than one property should they find suitable alternative accommodation during the initial or formal notice period.
- To provide guidance to tenants in relation to finding new accommodation, upon the grant of planning permission and listed building consent.
- To provide the tenants with a contact at a firm of surveyors who will assist at no cost with the search for alternative accommodation and arrange (if requested) viewings of suitable accommodation.

Contact Details

Enquiries

Peter Skelton

07702 883824

Peter.skelton@avisonyoung.com

Visit us online

avisonyoung.co.uk

Deloitte.

Real Estate

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