



CORRIDOR
MANCHESTER

ANNUAL REVIEW
2009-2010

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SIR RICHARD LEESE LEADER, MANCHESTER CITY COUNCIL



This review of Corridor Manchester is intended to give readers an insight into the strengths and opportunities of a unique area of our city.

At a time when the state of the national economy requires us to re-examine our assumptions about the foundations for future growth, the importance of the knowledge-based assets in the Corridor cannot be overstated.

Put simply, the Corridor has the most significant concentration of knowledge-based assets and potential for growth in the UK today. The University of Manchester is a leading teaching institution and one of the country's top three research universities; here, world class academics lead cutting edge research programmes in a range of fields. This research has produced many of the high value businesses currently located on the Corridor as well as having a wider impact on the performance of companies across the region and indeed the UK. Manchester Metropolitan University has a complementary offer of a number of highly rated research departments; it produces world class professionals who contribute to the future growth and success of companies and organisations in the City and beyond. The Central Manchester University Hospitals NHS Foundation Trust is a leading research and teaching hospital that is committed to being in the vanguard of innovation in the NHS. Working with the University of Manchester, the Hospital Trust is at the heart of a strong and successful bio medical cluster on the Corridor. The recent award of the Manchester Academic Health Sciences Centre reflects their shared ambition and achievements.

The Corridor is also home to Manchester Science Park, a highly successful organisation that has nurtured and supported the development of numerous successful, high value businesses. Many of these have spun out from the University of Manchester's research departments and are at the cutting edge of bio health and digital technology. The park has the potential to double in size over the next 10 years to meet the needs of science and technology businesses who want to be located close to both the University's and Hospital Trust's facilities.

The Corridor borders some of the most deprived neighbourhoods in England. The Corridor institutions are committed to engaging with local people to help raise aspirations and skills levels and to increase local employment opportunities for these communities.

The founders of the Corridor Manchester partnership have demonstrated that they can deliver projects of regional significance quickly and efficiently. Their track record includes:

Hospital Trust £500m hospital PFI development;

University of Manchester's £650 million redevelopment programme;

MMU's planned £250 million capital investment programme;

Manchester City Council's funded £165m redevelopment of the Town Hall Complex and St Peter Square at the northern gateway to the Corridor; and ambitious plans for the Royal Opera House.

In the last year the Partnership, which also includes strong private sector representation, has developed a clear vision of how the creativity and innovation of the Corridor can be harnessed to achieve growth. And the scale of transformation that the Corridor can achieve is recognised both locally and nationally. By working together we are committed to exploiting the synergies between our individual plans so that the whole of our endeavours is greater than the sum of the individual parts and our collaboration on key issues such as the low carbon agenda produces innovation and efficiencies.

It is an exciting time and I would like to pay tribute on behalf of the City to the leadership of Alan Gilbert, President of the University of Manchester who as Chair for the first two years has skilfully led the first stage of the partnership's development. The challenge now for the partnership is to deliver on its ambitions. There's no doubt that success of the Corridor is fundamental to driving future economic growth and investment in the city region.

JACKIE POTTER CHIEF EXECUTIVE, CORRIDOR MANCHESTER

Corridor Manchester is working to drive economic growth and investment in the Oxford Road area of Manchester known as the Corridor.



The first public / private partnership of its kind in the UK, Corridor Manchester brings together Manchester City Council, The University of Manchester, Manchester Metropolitan University (MMU) and Central Manchester University Hospitals NHS Foundation Trust (the Hospital Trust) creating a partnership with formidable strength and capability.

The scale of what our Partnership can achieve for the benefit of the local, regional and national economy is immense. The themes of the Partnership's Vision for the Corridor provide a clear focus for the delivery of projects that add value to the achievements and ambitions of our partners.

Our Vision is ambitious, especially in these uncertain times. It is grounded, however, in reality because it is built upon the proven strengths of our partners. We are determined that the Corridor should be recognised by Government and private sector

investors as a physical global exemplar of knowledge based growth. There is no doubt that we are facing challenging times ahead as the economy moves towards recovery and whatever the outcome of the general election, we know tough choices will need to be made by Government and public bodies in spending. This may slow down the speed at which we can implement the actions required to deliver our Vision but it will not change our Vision.

Our work on the Corridor is critical to the growth and prosperity of Manchester and the wider City Region. Our Vision supports and enhances a number of strategic policy priorities for Manchester City Council, the wider Manchester City Region and national government, including the **Greater Manchester Strategy** (2009). And it addresses the challenges set out in **The Manchester Independent Economic Review** (2009). Although our Vision is spatially focused it nonetheless complements emerging

policies including Manchester City Council's **Climate Change – Manchester A Certain Future** (2009) and central government strategies such as **Going for Growth** (2010) and **Digital Britain** (2009).

2009 was an important year for Corridor Manchester as we published our Strategic Vision 2020 and the first projects that will deliver that Vision began to take shape and develop.

This review covers the past twelve months. We begin by restating our Vision and the five themes from which all our activity and projects flow. We illustrate our progress through case studies showing the breadth of our work and we look forward to some of the key projects for the next year.

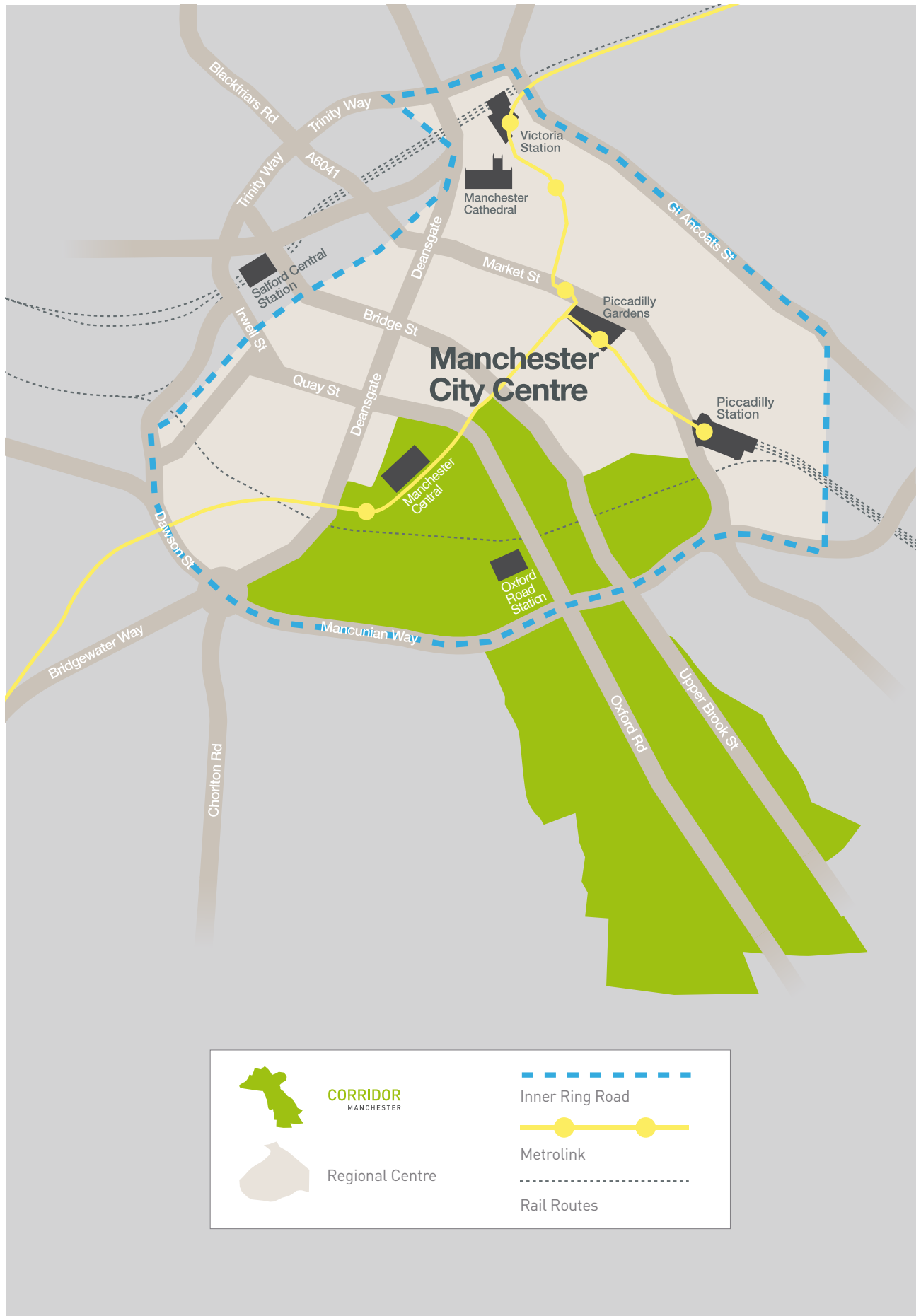
THE CORRIDOR

The main spine of the Corridor is Oxford Road. The Corridor Manchester area covers 243 hectares of Manchester city centre, stretching south from St Peter's Square to Whitworth Park and Art Gallery. The area stretches from Upper Brook street in the east to Cambridge Street in the West.

The Corridor has the most significant concentration of knowledge-based assets and potential for growth in the UK today. With a current GVA of £2.8bn and a workforce of 55,000, the successful development of the Corridor is fundamental to driving future economic growth and investment in the Manchester city region.

The Corridor borders some of the most deprived neighbourhoods in England. Neighbouring communities such as Ardwick, Hulme, Moss Side and Longsight will benefit from the commitment being made by the Corridor Manchester partners to raising aspirations and increasing local employment opportunities.





OUR PARTNERSHIP

The first public/private partnership of its kind in the UK, Corridor Manchester brings together Manchester City Council, The University of Manchester, Manchester Metropolitan University (MMU) and Central Manchester University Hospitals NHS Foundation Trust (the Hospital Trust), creating a partnership with formidable strength and capability.

It is the commitment of these organisations to a long-term vision for the Corridor that goes beyond their own individual ambitions that gives the partnership such strength.

Corridor Manchester's success is also the result of having a Board comprising committed and highly experienced members. The Board is supported by an Executive team drawn from senior positions within Corridor Manchester's partners.



The Board



Professor Alan Gilbert (Chair)
President and Vice Chancellor
The University of Manchester



Sir Richard Leese
Leader
Manchester City Council



Sir Howard Bernstein
Chief Executive
Manchester City Council



Professor John Brooks
Vice Chancellor
Manchester Metropolitan University



Mike Deegan
Chief Executive
Central Manchester University
Hospitals NHS Foundation Trust



David Moutrey
Chief Executive
Cornerhouse



Chris Oglesby
Chief Executive
Bruntwood



Jane Davies
Chief Executive
Manchester Science Park Ltd



Roger Milburn
Director
Ove Arup + Partners



Steve Mycio
Deputy Chief Executive
Manchester City Council



David Cain
Director of Regeneration and Appeals
Central Manchester University Hospitals
NHS Foundation Trust



Professor Rod Coombs
Vice-President for Research,
Innovation and Economic Development
The University of Manchester



George Baxter
Director of Science and Innovation
acts as an observer for Northwest
Regional Development Agency (NWDA)

PROFESSOR ROD COOMBS ACHIEVEMENTS AT THE UNIVERSITY OF MANCHESTER IN 2009



The University of Manchester's performance in the latest independent Research Assessment Exercise (RAE) was outstanding with two-thirds of our research judged to be "world-leading" or "internationally excellent". This outcome truly establishes the University alongside Oxford, Cambridge and London as one of the UK's premier research universities.

The University's position as a world-leading research centre in Nuclear Science was confirmed this year when a consortium of Serco, Battelle and the University took over the running the UK National Nuclear Laboratory (NNL). The Lab will play a central role in cleaning up the UK's nuclear waste legacy.



PROFESSOR JOHN BROOKS ACHIEVEMENTS AT MMU IN 2009

The Manchester Metropolitan University (MMU) under its 2020 Vision is undergoing a programme of transformation, consolidation and the reconfiguration of its existing estate, currently spread across seven different sites in Manchester and Cheshire.



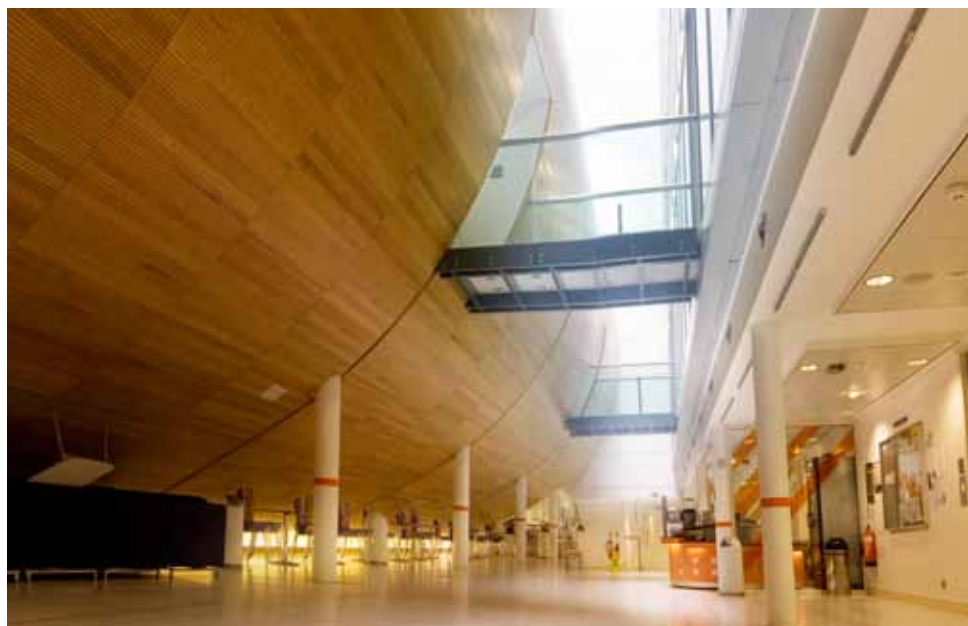
A major part of this planned consolidation into the city centre is the £120 million investment in the Community Campus in Birley Field, Hulme. Both Hulme and Moss Side will benefit economically from the development as it is estimated the campus and its 6,000 staff and students will add £29.2 million net annual value to the local economy. The plans represent an exciting opportunity to complete the landmark regeneration of Hulme with facilities that will provide far-reaching community benefits over and above the ambitious targets set in the City Challenge programme of the early 1990s.

This ground breaking development has brought together a strong partnership of Manchester City, MMU, Corridor Manchester, HEFCE and the NWDA, with all partners

committed to achieving real impact for the people of Hulme. MMU and its partners are aspiring to build the greenest campus in Britain and will strive to deliver against targets that promote a Three Zeros approach to the development Zero Carbon / Zero Water / Zero Waste, making a significant contribution to the City's Carbon Reduction Strategy.

The results of the 2008 Research Assessment Exercise demonstrated that MMU has 'world leading' research in the sciences, arts, education and social

sciences. Particularly strong is MMU's research capacity in education, english language and literature, art and design and environmental science. This is a good result for MMU, having entered 440 researchers into the exercise we have still raised our standards, and contributed to our reputation as one of the leading modern universities.



DAVID CAIN

ACHIEVEMENTS AT THE CENTRAL MANCHESTER UNIVERSITY HOSPITALS NHS FOUNDATION TRUST IN 2009



NEW HOSPITALS DEVELOPMENT

In June 2009 we opened three new hospitals on our Oxford Road site as part of our £500 million new hospitals development.

Our developments include a new Children's Hospital, Saint Mary's Hospital, Manchester Royal Eye Hospital and a new wing for Manchester Royal Infirmary.

The new Royal Manchester Children's Hospital is the largest children's hospital in the UK.

MANCHESTER HEALTH ACADEMY

The Manchester Health Academy opened a year early in September 2009; the first NHS sponsored Health Academy in the UK. Work on brand new £19 million purpose-built sixth form will be completed in September 2010 and will include a £1 million community library.

MANCHESTER ACADEMIC HEALTH SCIENCES CENTRE

The Manchester Academic Health Sciences Centre (MAHSC) achieved national status in March 2009. MAHSC is a partnership between The University of Manchester, Central Manchester University Hospitals NHS Foundation Trust, Manchester Mental Health and Social Care Trust,

NHS Salford (Salford Primary Care Trust), Salford Royal NHS Foundation Trust, The Christie NHS Foundation Trust and University Hospital of South Manchester NHS Foundation Trust.

The vision of MAHSC is that by 2013 we will have established a number of internationally competitive health research programmes together with a world class research infrastructure – and by 2020 Greater Manchester will have become one of the world's leading health research centres.



CORRIDOR MANCHESTER STRATEGIC VISION TO 2020

Our long term Vision is that the Corridor will be recognised globally and locally as a place that is **original, creative** and **smart**. It is where knowledge is put to work.

- **Original** because the Corridor not only reflects the radical thinking so evident in the history of the area but is also a pioneer of future city design and growth.
- **Creative** because we encourage and support people to take risks and experiment.
- **Smart** because it is a place of academic excellence and a physical expression of the knowledge economy - where intellect and experience feed a multiplicity of successful ventures.

Our five themes are:

- **Transport** – Oxford Road's role as a key radial route into the city will be reconciled with its economic strength and potential. Our major investment in public transport will provide us with an efficient system that makes the Corridor much more accessible.
- **Environment and Infrastructure** – We will transform the physical environment and infrastructure of the Corridor.
- **Research and Innovation** – The area will be nationally and internationally renowned for the strength of key knowledge sectors – bio and life sciences, healthcare, creative and digital industries, and medical devices.
- **Employment, Business and Skills** – The Corridor will be a place of quality employment, skills training and education at all levels.
- **Sense of Place** – The Corridor will be bold, inspiring, original and inventive. It will be known as place for the development of knowledge and people.

To read the full version of Corridor Manchester Strategic Vision to 2020 visit www.corridormanchester.com

THE SCALE OF CORRIDOR MANCHESTER

- The Corridor currently generates £2.8 billion, 22.5% of the city's GVA.
- 55,000 people work on the Corridor, 18% of Manchester's workforce.
- 43% of the activity on the Corridor is in knowledge intensive sectors, much higher than the national (22%) and regional (21%) averages.
- The predicted value of capital investments on the Corridor by 2020 will be over £2.5 billion (mostly through private sector finance).
- Over 3 million square feet of commercial, leisure, retail and residential space of the highest quality will be created.
- By 2020 the Corridor will generate £4.8 billion GVA.
- By 2020 the Corridor will have a workforce of 77,000.
- The University of Manchester has 30,000 students and 9,000 staff.
- The University of Manchester is investing £650 million in its estate.
- MMU has 37,000 students and 4,200 staff.
- MMU is investing £300 million which will produce the largest physical change to its estate since its foundation 150 years ago.
- In June 2009 the Hospital Trust completed its £500 million redevelopment project which includes the new Royal Manchester Children's Hospital, Manchester Royal Eye Hospital, St Mary's Hospital and new extension to Manchester Royal Infirmary.
- The Hospital Trust employs around 8,500 staff.

TRANSPORT

“Oxford Road’s role as a key radial route into the city will be reconciled with its economic strength and potential. Our major investment in public transport will provide us with an efficient system that makes the Corridor much more accessible.”

Corridor Manchester Strategic Vision to 2020



CROSS CITY BUS PACKAGE

During 2009 we worked closely with Greater Manchester Passenger Transport Executive (GMPTE) as plans to create a new bus corridor on Oxford Road were developed and sent out to consultation.

Oxford Road is one of the main gateways into the city. Managing the competing demands of cars, many buses, cyclists and pedestrians is challenging. Cycle provision is inadequate and the pedestrian environment is of poor quality. Pavements are narrow in places and the surface material and drainage is not to a high standard.

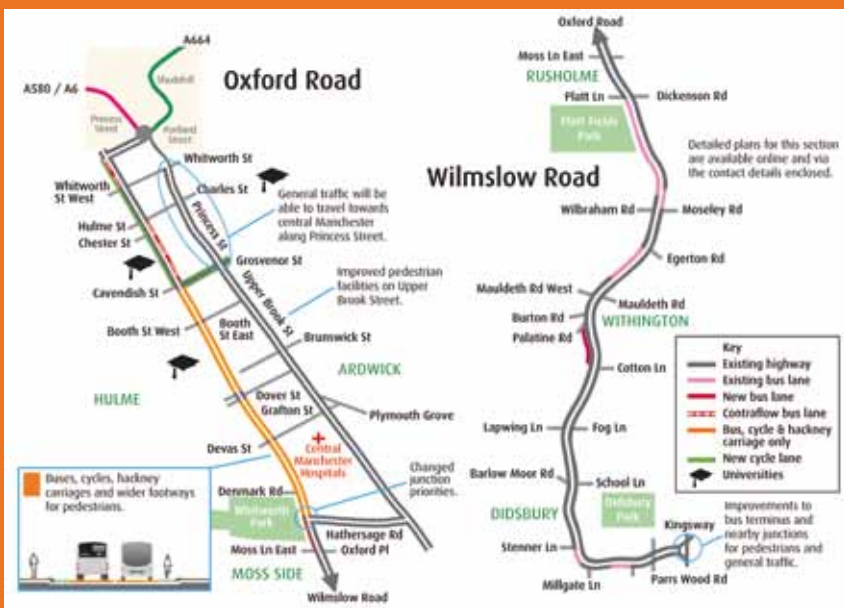
If GMPTE’s plans are approved, then work will begin in 2011 to remodel

the highway. The carriageway will be reduced to two bus lanes flanked by cycle ways. New bus lay-bys will be created. It is expected the new arrangement will be completed in 2012.

In autumn 2009 we held a workshop attended by all our partners, including GMPTE and representatives from the private sector. The plans for the bus corridor on Oxford Road were discussed in detail and it was recognised that the project presents a once in a lifetime opportunity to transform Oxford Road. All our partners are committed to maximising the impact on the public realm and the environment through the proposals.

The bus corridor scheme will provide wider pavements and cycle ways that will encourage more walking and cycling. We intend to declutter the streets and plant more trees so that it is a green and clean place for people to enjoy. With better signage it will be easier for local residents to find pleasant routes through the Corridor for both leisure and employment.

We are working on plans to identify spaces which can be developed into places that are attractive to look at and spend time in. We are considering introducing new lighting along Oxford Road and promoting new public art installations – making use of the railway and Mancunian Way bridges in an imaginative way.



Map of proposed route

“These are radical proposals that will provide a significant change in the way bus services operate through the Regional Centre.”

Councillor Keith Whitmore, Chair of Greater Manchester Integrated Transport Authority 2 October 2009

The Hospital Trust and the universities are also working closely with the City Council and local communities to implement controlled parking schemes in Ardwick and Hulme to ensure that local residents are not inconvenienced by students, workers and patients parking in residential areas.

One of our key tasks for 2010 is to develop a Corridor Green Travel Plan that sets out our objectives for a modal shift in transport to support the effective implementation of the bus corridor and encourage behavioural change among students and employees on the Corridor.

ENVIRONMENT AND INFRASTRUCTURE

“We will transform the physical environment and infrastructure of the Corridor”

Corridor Manchester Strategic Vision to 2020

In addition to the opportunities through the new bus corridor, new public realm work will be carried out at First Street, All Saints and outside the Whitworth Buildings at The University of Manchester this year. This is a £5m project and a funding package has been put together by the partners working with the NWDA. This funding package includes £2.5 million from the European Regional Development Fund (ERDF). The project will result in significant improvements to these public spaces and add to the overall aim of improving the Corridor as a destination and experience.

Oxford Road lacks major signifiers to mark the northern and southern gateways to the Corridor. We will be working with our partners to improve these entrances. At the northern end Manchester City Council’s remodelling of St Peter’s Square will create a new world class public space, which will be complemented at the southern end of the Corridor by the redevelopment of the former Manchester Royal Eye Hospital and the extension and new entrance to the Whitworth Art Gallery.



Artist's impression of public realm on Oxford Road

The low carbon economy and green infrastructure

A key objective in the Greater Manchester Strategy (2009) is to:

“Establish Manchester City Region as an internationally recognised research and consultancy centre in low carbon technologies and services and position firms as pioneers of low carbon business diversification.”

The Manchester City Region is one of four designated Low Carbon Economic Areas (LCEA) in the UK. LCEA status will support us in the development, testing, monitoring and measurement of the effects of new technologies and economic investment in the battle against climate change, achieving significant carbon reduction while helping to create jobs and economic growth.

We are committed to deploying innovative environmental technology, linked with the world class strengths of the universities, to deliver cutting edge research that will measure and monitor the real life impact of climate change, and potential ways in which it can be tackled, on the urban environment.

Our aim is to achieve a 41% reduction in the area’s carbon footprint by 2020 and develop a strategy towards 2050 targets while at the same time ensuring that the surrounding utility infrastructure can deliver our ambitious growth aspirations.



Artist's impression of Grovesnor Square Park

There are already a number of live projects on the Corridor that focus on reducing pollution, improving air quality and creating greener and cleaner space.

- Work is underway to reduce the carbon footprint of existing buildings through innovative technologies such as installing smart meters into commercial properties on the Corridor.
- MMU's proposals for its new Birley Fields campus at Hulme aims to achieve "3 Zeros" – zero carbon, zero waste and zero water – by pushing available technology to its limits and creating a living research test bed for future evaluation.
- The proposals by GMPTE for the cross city bus corridor along Oxford Road.
- The installation of super fast broadband (100 mbs) directly to businesses and homes on the Corridor.
- Improvements to the public spaces on Oxford Road itself.
- MMU's new Business School designed by Feildon Clegg Bradley Studios which aims to be the greenest educational building the country.

We are working very closely with Manchester City Council, The University of Manchester and MMU on a number of action research projects to monitor and evaluate the impact of green infrastructure interventions on climate change mitigation and adaptation. The intention is to use the research

findings to influence future interventions.

In 2009 we launched i-trees, which is the first of a series of green infrastructure projects we are planning to deliver. We are also looking to retro-fit five of the buildings along the Corridor with different types of green roofs.

Like i-trees, their effectiveness and impact will be measured and monitored scientifically to provide essential data to inform how we can affect the city and its buildings to combat the effects of climate change.

ACTION RESEARCH TO INFORM POLICY

The i-trees project is a working partnership between Corridor Manchester, The University of Manchester, Red Rose Forest, Manchester City Council and Manchester Metropolitan University. i-trees is also supported by Manchester Science Park and Manchester Academy. Funding for this project has also been provided from the European INTERREG IVB fund as part of the VALUE programme.

i-trees is an action research study, which will measure accurately the important impact of trees in the fight against climate change. It is being delivered by scientists from the University of Manchester working closely with Manchester City Council.

There are nine i-trees plots all located on the Corridor. Each plot

consists of three 3m x 3m grids of tarmac, grass and a tree which are linked to monitoring equipment that gathers information on surface and air temperature, air quality and surface water run off.

The results will provide the data needed to demonstrate the multiple benefits of greenery to city and town environments. It is also hoped the study will be a useful tool to provide planners and developers with data to inform future developments in Manchester so that enough green space is provided to help keep people living, working and visiting the city cool and comfortable as the climate changes.

One of the i-trees plots is located at Manchester Academy High School where pupils are working directly with scientists helping them gather and analyze data:



"i-trees presents our students with a valuable opportunity to contribute to real scientific research. Furthermore, it is crucial that we involve young people in processes to combat climate change, as it is they who will pick up the baton and continue to find solutions."

Dr Joanne Smith, science teacher at Manchester Academy, 10 December 09

RESEARCH AND INNOVATION

“The Corridor will be recognised internationally as a world class centre of knowledge and innovation.”

Corridor Manchester Strategic Vision to 2020

NEXT GENERATION FIBRE BROADBAND

“A successful Britain must be a Digital Britain”

Digital Britain (2009)

Our significant achievement in 2009 was to secure the funding for the pilot of next generation fibre broadband and awarding a contract to Geo Networks to install the fibre optic infrastructure – which will be carried out during 2010.

The project will be delivered during 2010 to 1500 homes and businesses on the Corridor. Working with

Manchester Digital Development Agency (MDDA) and funded by the NWDA, we are delivering the first phase of next generation fibre broadband, creating a true open access network which will revolutionise ways of working and using digital communications.

The most immediate impact for people living and working on the Corridor will be much faster broadband capacity of a minimum of 100 Megabits per second (Mbps) critically, for both download and upload uses. Users will be able to buy services from different service

providers on the network providing internet access, TV, telephone and other data services too, as the new network will be genuinely “open access” allowing all service providers to lease the optical fibre from Geo to provide services to their customers.

It is already planned to expand the fibre optic network to east Manchester and elsewhere in the city by using both the existing and planned Metrolink lines.

“A project to build a fibre network in Manchester could offer insights into how the UK can make next-generation broadband pay for itself. The network will serve homes and businesses in the area known as the Manchester corridor.

It will exist as a testbed for new services and is likely to be watched closely by national government bodies.”

Jane Wakefield, Technology Report, BBC News 14 January 2010



Animating the Corridor

In association with Manchester: Knowledge Capital we have secured funding from the Manchester Innovation Investment Fund and the NWDA for a new pilot project called 'Animating the Corridor'.

The project aims to connect businesses and organisations based on the Corridor to help foster an environment that can lead to innovation. The approach taken will be experimental, using an action learning partnership model to develop and test different ways of facilitating cross-sector collaboration, adapting existing models already in use and inventing new formats specific to such a dense, talent-rich location. Whilst the techniques we employ will be experimental, the events undertaken will be focussed on real problems and opportunities arising from the expertise located on the Corridor

There will be four key project components:

- Face-to-face activities - involving relatively small numbers and an expert facilitator to bring diverse people together to solve a problem or generate ideas.
- Web-portal - as an entrance to the Corridor innovation system, with applications that facilitate and support multi-directional and cross-sectoral collaboration so that conversations and partnerships that start with a face-to-face meeting can continue on-line.
- Animation - provided by several key people who will be connectors, influencers, networkers, coordinators, detectives, brokers and match-makers.
- Continuous learning - how we improve the results of collaborations and our ability to measure them.

In 2009, Manchester Science Park (msp) were presented with the UKSPA Award for Outstanding Science Park Initiative as a result of their work in partnership with MIDAS and the City Council on the Manchester International Innovation Centre (MIIC) at the UK Science Park Association (UKSPA) annual conference, hosted at University Place on the Corridor.

Jane Davis, CEO of msp, was appointed the first President of the International Association of Science Parks (IASP) Advisory Council, a consultative body to the IASP Board of Directors, cementing msp's reputation as one of the world's leading Science Parks.

Finally, msp continued to attract new tenants and help existing ones grow their businesses, despite the recession. This commercial success has lent itself to msp's growing networks and continued expansion into sites across Manchester and Salford.



EMPLOYMENT, BUSINESS AND SKILLS

“The Corridor will be a place of quality employment, skills training and education at all levels.”

Corridor Manchester Strategic Vision to 2020

The headline objective of the **Greater Manchester Strategy** is to:

“**Improve life chances in the most deprived areas by investing in lifelong skills development and providing other forms of support, including accessible employment opportunities, so that people can compete and engage in the modern labour market.**”

Our Partnership is actively engaged in collaborative ventures with local communities to address issues of worklessness and resultant disadvantage. We are already running two very successful schemes.

HELPING LOCAL PEOPLE INTO WORK ON THE CORRIDOR

We have established a pioneering new scheme to help people into work and we are seeing excellent results. 286 people have already been placed into employment offered by the University of Manchester and MMU.

We started the scheme in November 2008 and engaged social and ethical

recruitment agency Aspire (part of Work Solutions, a not for profit organisation) to operate it. The programme aims to help people living in the Ardwick, Longsight, Rusholme, Hulme and Moss Side wards to access jobs at the major institutions on their doorstep.

The universities provide Aspire with advance notice of job vacancies,

which enables people registered with Aspire to be matched with jobs that are right for them. The jobs include roles in administration, hospitality and catering, IT, grounds and buildings maintenance. During 2010 we aim to double the number of people who have found work through this project.



ADVICE ON JOB OPPORTUNITIES AND SKILLS TRAINING

Pathfinder was set up in June 2009 to help people living in the Corridor area access jobs, and is open to all local residents (regardless of benefits and/or Jobseeker status). Funded by the Higher Education Funding Council for England (HEFCE) and led by the

University of Manchester, and match-funded by private sector partner A4e, Pathfinder works with people on a one-to-one basis to direct them to job opportunities or into relevant training and education. Pathfinder set a target of engaging 250 people in its first year. Within its first 8 months Pathfinder has engaged 300 people with 47 moving into employment as a direct result of Pathfinder intervention.

“As a graduate of The University of Manchester, I’m delighted to see these links being made to the people who live in that part of the city. The university has a worldwide reputation but it’s tremendous to see it take the lead in an initiative happening on its own doorstep.”

Regional Minister Phil Woolas
10 July 2009

During 2010 we will be launching more programmes to help people into work and training including:

- In Touch – working with the cultural institutions on the Corridor to deliver employability programmes in partnership with welfare to work providers and Job Centre Plus.
- Apprenticeships - Corridor Manchester partners will be offering local people aged 17-22 years, 30 apprenticeships in 2010 and a further 50 in 2011 through working with local schools and colleges, Job Centre Plus and Connexions.
- Construction Employment Integrator (CEI) employment and training for local people through the capital building programmes planned by the University of Manchester, MMU and the Hospital Trust in partnership with Job Centre Plus, GM Procure and the Commission for the New Economy (CNE).
- A programme of engagement with school age young people to raise aspirations and identify future employment opportunities.
- Co-ordinating welfare to work providers so their interventions are in line with employer demand.
- There will be a number of enterprise initiatives to help social enterprises to support local workless residents. This will be delivered in partnership with the CNE and Business in the Community.

Developments on the Corridor

By 2020 the Corridor will generate £4.7 billion GVA and have a workforce of 77,000, an increase of £1.9 billion and 22,000 respectively. Such ambitious targets rely upon the partnership enabling development opportunities within the Corridor.

Knowledge-based businesses will demand exceptional facilities and will want to locate themselves within an area that can demonstrate investment and commitment to excellence.

We have a number of development sites on the Corridor that will help attract investment, businesses and employment.

THE FORMER MANCHESTER ROYAL EYE HOSPITAL (REH)

The former REH on Oxford Road is located in the heart of Europe's most comprehensive clinical academic campus comprising the University of Manchester's medical and life sciences capabilities, the Trust, incubators and other research facilities – which over the last ten years have been the building blocks of Manchester's medical and health research and innovation capability.

We will work with a developer partner, to turn the former REH into 10,000 square metres (108,000 square feet) of modern business space for science, research and innovation, bio and medical technology companies.

The project will cost approximately £20 million, funded through the private and public sectors. It is expected the scheme will be completed by spring 2012. We are already in detailed discussions with a global clinical trial company to be the

anchor tenant and are in negotiations to create a new on site training facility for the Trust.



MMU BIRLEY FIELDS CAMPUS

The 45,000 square metre site will be home to MMU's Institute of Education and the Faculty of Health, Psychology and Social Care. The £120 million project will deliver outstanding teaching and research spaces, a student information point, student accommodation, car parking, shared

community facilities and a major public square fronting on to Stretford Road. The new campus will be at the cutting edge of sustainable building design and will be supported by a robust travel plan. 6,000 staff and students will be based at the site.

Sir Richard Leese, Leader of Manchester City Council, said:

“This campus will be a world class development bringing new jobs as well as improved educational and community facilities. I'm delighted that these proposals have met with such an enthusiastic response from Moss Side and Hulme residents who recognise the enormous benefits they will bring.”



Our partners are delivering a number of capital investment projects along the Corridor, all of which will benefit the transformation of the Corridor in the coming years.

The University of Manchester is building its facility for the School of Chemical Engineering and Analytical Science, and is creating a new learning commons providing 24 hour access for students.

MMU is on site with its £75 million new business school due to open in 2012, and in addition to the new Birley Fields Campus, it is investing £30 million in The Faculty of Art & Design in a make over, designed by Fieldon Clegg Architects, to get the faculty ready for a digital future. It is due for completion in 2012.

Later this year at the Hospital Trust site, building work begins on the new Ronald McDonald House which will enable 60 families to stay close to their children while they are in hospital. It will open in 2012.

Between The University of Manchester, MMU and the Hospital Trust the committed and planned investment to 2020 is £1.5 billion.

Manchester City Council has so far invested £120 million into regeneration projects in our neighbouring communities and a further £330 million is planned, which includes the £118 million Brunswick Private Finance Initiative housing scheme.

St Peter's Square, currently the subject of an international design competition, will be transformed into a world class public space. This is being delivered as part of a £165 million project to improve the services and spaces around the Town Hall complex and it also includes the refurbishment of the Town Hall extension and Central Library.

Developer Argent has planning consent for a comprehensive scheme for Elizabeth House. The 1960's office block is located on St Peter's Square and the design by Glen Howells Architects will transform the building and complement the new St Peter's Square.

A second entrance and extension to the Whitworth Art Gallery is being designed by MUMA architects and will be presented as part of the final stage of the Whitworth's Heritage Lottery Fund bid in September 2010.

Manchester Science Park is investigating the potential of doubling the size of the Corridor location creating an additional 250,000 square feet of space for growing knowledge businesses.

The BBC site on Oxford Road is due to become vacant in 2011. This will be a very significant opportunity which has the potential to provide over 2 million square feet of mixed use development.

These sites coupled with the major capital investments being undertaken by our partners will add to the physical environment of the Corridor and also bring significant investment and jobs.



Ronald McDonald House



MMU Art & Design Faculty

SENSE OF PLACE

“The Corridor will have a strong sense of place with a clear identity. Oxford Road will be a more fitting environment for our major institutions. It will be an appealing, functional area that is a magnet for employees, visitors and investors.”

Corridor Manchester Strategic Vision to 2020

There are a great number of elements that help create a sense of place. Some are physical, buildings and what goes on in them and public parks and art. Others are intangible; they are the culture, communities and people.

Historically as the institutions on Oxford Road have physically grown, they have developed their own identities, focusing on looking inwards rather than outwards into their neighbouring communities.

This is changing. The institutions are looking outwards, not just physically, but building on ties with local communities through initiatives such as Beacons run by MMU and the University of Manchester, and local employment and skills projects headed by Corridor Manchester.

The Manchester Beacon for Public Engagement is part of a national initiative funded by the Higher Education Funding Council for England (HEFCE). There are six Beacons in total across the UK and a national coordination centre based in Bristol.

The aim of the national Beacons initiative is to create a culture within universities where public engagement is embedded as part of the function of higher education. In Manchester, the first year of the Beacon project was spent in listening to the local communities and finding

out what they wanted from their local institutions.

The Manchester Beacon is now working towards implementing the changes that have been identified as needed to help the dialogue continue.

A sense of place is not created over night, but the work of Corridor Manchester will help provide the foundation stones on which it can be built. The history of Oxford Road, its reputation for innovation, invention and creativity gives us a legitimate starting point to create a physical

environment that befits the area and its future.

Another element which helps create a sense of place is the wealth of cultural institutions and organisations located on the Corridor. We want to raise the profile of the cultural offer

so that the Corridor becomes a “must visit” part of the city. This will be achieved partly through long term initiatives to enhance and develop the existing cultural organisations and by growing the market, by improved place and venue marketing.



DAVE MOUTREY ACHIEVEMENTS THE CORNERHOUSE IN 2009

In January 2010 Cornerhouse opened a new events space to add to the existing cinemas and galleries. The new space will provide much greater flexibility for the Cornerhouse and enable the development of a programme strand of creative industries projects.

Cornerhouse has had a record breaking year with a footfall of over 500,000 visits to the contemporary art and cinema programme and its newly refurbished café and bar.



We have outlined in this review all the ingredients that will help create the transformation of the Corridor and ultimately create a new and exciting sense of place. The Corridor will become a place that attracts people, to work, to live and to visit.



VIEWS ON THE CORRIDOR MANCHESTER



CHRIS OGLESBY BRUNTWOOD

As a significant stakeholder in Manchester, Bruntwood recognise the need for a strong and diverse city region economy that will confirm Manchester as a major European and World City in the future.

With its unique cluster of knowledge institutions, location and communication links, we see the Corridor as the key driver of the future expansion of the City Centre. The growth of high value businesses in the bio, health and digital sectors, driven by the partnership working of the Institutions, public and private sector will add to the dynamism and global success of the City in the next decade and beyond.



ROGER MILBURN OVE ARUP + PARTNERS

The Corridor has long provided Manchester with a rich and diverse offer. Arup has also had a long relationship with the Corridor and we are extremely excited about being part of the Corridor Board and hence helping to shape the Corridor's future.

Arup is an international consultancy with offices throughout the world, we have a proud tradition of contributing to Manchester's built environment over the last fifty years. We have provided engineering and planning consultancy on buildings and infrastructure projects across the Corridor including the Bridgewater Hall, Aquatic Centre, Whitworth Art Gallery, and more recently MMU Art and Design.

It is clear that the challenges of climate change and the economy need to be addressed right across Greater Manchester. The Corridor has a great opportunity and perhaps even an obligation to lead by example by working in partnership to help plan, design and deliver exemplar solution. We are confident that Arup can play its part.



JANE DAVIES MANCHESTER SCIENCE PARK

The Corridor Manchester partnership has already demonstrated its commitment to delivering the ambitions set out in the Strategic Vision 2020.

The work that has been undertaken by the partnership over the last twelve month has led to the initiation of some transformative projects such as the installation of next generation broadband access to create a 'Living Lab' and redevelopment of the former Royal Eye Hospital. In terms of business and innovation, "Animating the Corridor Innovation System" will be a particularly interesting project for business in the coming twelve months, providing opportunities for cross-sector collaboration between firms and academia within the Corridor and beyond.

GEORGE BAXTER NORTHWEST DEVELOPMENT AGENCY AND THE CORRIDOR IN 2009.



The NWDA is working closely with partners to determine the optimal route to redevelop the 10,000 square metres former Royal Eye Hospital into a multi-function bio-medical 'hub'. In parallel the Agency has funded the establishment of an interim medical technologies facility to house early stage businesses that are expected to graduate to the REH once it is established.

Manchester Metropolitan University is progressing the £149m development of a new community campus at Birley Fields. The NWDA have worked with MMU on a potential £8.5m contribution towards the costs of this major project, subject to NWDA Board approval.

The refurbishment of the Manchester Central conference centre has been aided by £6.2m of ERDF and Agency grant funding, enabling completion of the £9m programme to extend and improve facilities.

A number of projects to improve the working of the innovation eco-system and the opportunities offered by the major institutions to neighbouring communities - as well as those marketing the Corridor as a highly innovative place - are ongoing with support of the Agency.

USEFUL LINKS

Corridor Manchester	www.corridormanchester.com
Manchester City Council	www.manchester.gov.uk
The University of Manchester	www.manchester.ac.uk
Manchester Metropolitan University	www.mmu.ac.uk
Central Manchester University Hospitals NHS Foundation Trust	www.cmft.nhs.uk
Greater Manchester Strategy	www.agma.gov.uk
Manchester Independent Economic Review	www.manchester-review.org.uk
Going for Growth	www.bis.gov.uk
Digital Britain	www.culture.gov.uk
Greater Manchester Passenger Transport Executive	www.gmpte.com
Manchester Science Park	www.mspl.co.uk
Northwest Regional Development Agency	www.nwda.co.uk
MIDAS	www.investinmanchester.com
Manchester: Knowledge Capital	www.manchesterknowledge.com
Cornerhouse	www.cornerhouse.org
Whitworth Art Gallery	www.whitworth.manchester.ac.uk
Beacons	www.publicengagement.ac.uk/ beacons/manchester

CORRIDOR MANCHESTER

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