

Manchester Fort Shopping Park



Promoting the long-term vision for the largest shopping park of its kind in Manchester

CLIENT

Nuveen

LPA

Manchester City Council

STATUS

Ongoing

SERVICES

Strategic Communications,
Planning, Economics

Our role

- A multi-service Turley team established and consulted on this Development Framework document which sets out a long-term vision and guiding principles for expanding the largest retail park of its kind in North Manchester. The plans include introducing an evening economy and a hotel, cinema and expanded food and drink offer.
- The project included extensive collaboration with both the council officers and elected members over an eighteen month period using public forums, face-to-face briefings (including meeting with the Leader of Manchester City Council, Cllr Sir Richard Leese), virtual meetings via Zoom, and ongoing email and telephone correspondence.
- As a key North Manchester development site, extensive community engagement was included in the approach over two different phases of engagement. They include leaflet and letter drops, locally distributed posters (including versions translated into foreign languages), a project website and online feedback facility, social media and media management (including providing social media content for Manchester City Council) and two exhibition events.

Results

- The Development Framework was approved for formal consultation by Manchester City Council Executive.
- Demonstrated local and strategic level support for the proposals.
- Collaborated with key city stakeholders to deliver an inclusive and accessible consultation strategy including specific focusses on online accessibility, including virtual meetings and public digital drop-in sessions, and foreign language translation on consultation materials.
- Effectively utilised Manchester City Council's social media platform to increase engagement and advertise consultation.