

MMU and Manchester City Council

MMU BIRLEY FIELDS IN HULME CAMPUS IMPACT ASSESSMENT



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Final Report

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EXECUTIVE SUMMARY

The Proposed New Campus for MMU

MMU is organised into eight faculties, which includes the Faculty of Health, Psychology and Social Care and the Institute of Education, and is currently spread across five sites in Manchester and two in Cheshire. As part of a plan to consolidate existing facilities, it is anticipated that MMU's Faculty of Health, Psychology and Social Care and Institute of Education, together with other ancillary and complementary uses, would relocate from their current locations at the Elizabeth Gaskell campus in Rusholme and the Didsbury campus, to Birley Fields in Hulme

A total of 535 staff and some 6,370 students are currently employed or enrolled within the Faculty of Health, Psychology and Social Care and the Institute of Education at the Elizabeth Gaskell and Didsbury campuses. It is anticipated that these staff and student numbers would remain constant following the relocation of the campuses, and the new Birley Fields campus would therefore cater for approximately 6,900 students and staff.

Investment of £120 million is proposed in delivering a new 'green campus' at the Birley Fields site. The campus is proposed to accommodate around 22,000 sq. m of new development including shared general teaching accommodation, specialist teaching spaces, a shared student support/learning hub and residences for 450-900 students.

The Birley Fields campus proposals also make provision for a number of additional developments/facilities which, whilst not yet confirmed, would add to and complement the core academic and student residential accommodation. It is proposed that a new Civic Centre will be developed to include a health centre, district library, enterprise centre, adult education facility, and citizen's advice bureau amongst others.

Study Aims and Approach

The study aims to assess the likely impacts of the proposed new campus on Hulme and Moss Side across three broad categories:

- **Economic impacts** - We quantify the annual stable impact of the proposed campus in terms of jobs supported and gross value added by taking into account the direct, indirect, induced and multiplier impacts of the scheme.
- **Social, business perception and regeneration impacts** - We identify the qualitative impacts that the development of the new Birley Fields in Hulme campus is likely to have on the local area in terms of the local community, physical regeneration and perceptions of the area as a place to do business, through consultation with a variety of local organisations and stakeholders.
- **Educational impacts** - The move to the new campus can impact on the educational achievement and aspirations of the local residents and we establish the potential for encouraging more young people currently in education to remain in education for longer, and to go into higher education; and for adults who may have underachieved or left education early, to re-engage and gain more qualifications.

Economic Impacts

Direct Impact

The direct impact is the number of jobs provided by MMU at the new campus. MMU proposes that there will be 535 jobs located at the new campus, or 430 full time equivalent jobs. Of these, 382 would be staff in professional occupations including academic and managerial positions, and 153 would be administrative, support and maintenance staff. This is in line with the existing staff numbers at Elizabeth Gaskell and Didsbury campuses.

Despite no overall increase in the number of jobs provided by the university as a result of the campus relocation, the jobs relocated to Birley Fields will be new to Hulme and Moss Side and should improve employment opportunities for the residents of Hulme and Moss Side. We estimate that 31 jobs, or 26 full time equivalent jobs, at the new campus would be occupied by local Hulme and Moss Side residents, with 13, or 11 full time equivalent jobs, of these in professional positions and 18, or 15 full time equivalent jobs, in admin, support and maintenance positions.

The construction of the MMU Birley Fields campus would support 590 labour years of construction employment, or 58 full time equivalent jobs.

Indirect Impact

Indirect impacts on the local economy arise from the Birley Fields campus as a purchaser of goods and services. It is estimated that an additional £3.99 million would be spent by the university in the local area as a result of the campus relocation. This spend would support 29 local jobs, or 22 full time equivalent jobs.

Induced Impact

The induced impact represents the revenue and jobs generated by university staff, student and related visitor spending on rent, leisure, books and other goods and services in the local area. It is estimated that this expenditure would support a total of 129 jobs, or 101 full time equivalent jobs.

Multiplier Impact

The multiplier impact is the additional jobs and income generated through re-spending of an initial monetary injection into the economy. For example spending by Birley Fields staff at a local newsagent enables the shop owner to pay for supplies and labour, which in turn provide the employees of the newsagent with money to purchase their groceries and so on, generating further economic activity. It is estimated that this re-spending would support 125 total jobs, or 97 full time equivalent jobs in Hulme and Moss Side.

Total Economic Impact

The table below shows the total impact of the new campus on the local economy, based on our forecast estimates. Our forecast is for the Birley Fields campus to create an additional revenue of £76.71 million to the Hulme and Moss Side area. This supports 877 local jobs, or 708 full time equivalent jobs, which would account for approximately 4% of existing total employment in the two wards. These jobs are likely to generate a local workplace based gross value added of £29.2 million per year (the net additional value of the Birley Fields scheme to the economies of Hulme and Moss Side generated through profits, salaries and investment in the area).

These indicative values suggest that the MMU Birley Fields in Hulme campus provides an income multiplier impact equivalent to 1.74 (i.e. for every £1 in turnover at MMU Birley Fields campus, a further £0.74 is generated in the local economy). The resulting employment multiplier is 1.47, i.e. for every 100 jobs at MMU Birley Fields a further 47 jobs are supported in the local economy.

	Spend (£m)	Total Jobs	FTE jobs	GVA (£m)
Direct Impact	44.21	594	488	19.79
Indirect Impact	3.99	29	22	0.95
Induced Impact	11.13	129	101	4.30
Multiplier Impact	17.38	125	97	4.16
Total Impact	76.71	877	708	29.20

Qualitative Impacts

The qualitative impacts of the proposed new Birley Fields in Hulme campus are potentially very wide-ranging, but fall broadly within the following three areas:

Social and Community Impacts

The potential social and community impacts of the scheme arise from activities such as staff and student volunteering in the local area, university public engagement exercises and sporting and leisure activities. Volunteering activities, such as literacy mentoring in schools, environmental projects or community arts and sports coaching are co-ordinated by MMU through its CoMMUni team. It is estimated that the economic value of volunteering by staff and students through CoMMUni is currently £13,060 and that this could increase to over £26,000 following the campus relocation as a result of students volunteering in their local area and targeting of projects in Hulme and Moss Side. (The actual value of student volunteering is likely to be much higher than this figure, given that CoMMUni only records a proportion of all volunteering.)

MMU is currently running a series of 'public engagement fellowships' in the Hulme and Moss Side areas aimed at creating genuine two-way exchange of knowledge and expertise with the wider community, that are likely to enhance skills and give residents confidence to engage further with MMU and higher education in general.

The closer proximity of some 6,900 students and staff to existing sports and leisure facilities in Moss Side and Hulme, Moss Side Leisure Centre and Trinity Sports Centre will significantly increase their usage and, therefore, their viability. This in turn is likely to enable increased investment in the quality and quantity of facilities and services they provide.

Business Perception Impacts

Consultations with local business, economic development and inward investment organisations revealed an expectation that the new Birley Fields in Hulme campus will attract new retail and service business to the area to take advantage of the expenditure of staff and students.

More significantly however, it is also envisaged that the campus will change perceptions of the area as a place to do business and help to attract business to the remaining vacant office space at Birley Fields, in part as a result of the improved environmental quality.

In addition, it is considered that the specialisms of the academic departments being relocated may assist in cluster development as a result of the availability of a skilled local pool of labour.

Physical Regeneration Impacts

In physical regeneration terms, the site of the proposed new campus is the final 'missing piece' in the regeneration of Hulme. The site currently lies unused and is the subject of anti-social behaviour. Development of the nature proposed will inject new vitality and activity in the area, supporting local shops and services and improving surveillance and security; will radically improve the physical environment and amenity; and will better connect residential areas with the facilities that serve them.

The ongoing consideration of, and investment in, movement and transportation networks, and particularly in promoting sustainable forms of transport such as walking, cycling and public transport, will significantly reduce reliance on travel by private car and assist in achieving sustainability objectives. Indeed, the relocation of the campuses to Birley Fields and closer to the existing core MMU campus at All Saints will, in itself, reduce the need to travel and provide the opportunity to promote non-car modes by virtue of increased proximity.

Educational Impacts

It is difficult to produce statistical proof to support predictions in terms of aspiration and enthusiasm, and the potential educational impacts of the scheme are gleaned from consultation with a range of educational professionals.

Current participation rates in higher education for Hulme and Moss Side are low and well below average rate for the wider region. The consensus view among those consulted is that the proposed new campus has the potential to increase the take up of higher education places among local young people as well as re-engage adults in Hulme and Moss Side, particularly through the following means:

- Providing positive role models in the area;
- Demonstrating the value of education;
- Giving confidence in ability to progress into higher education; and
- Raising aspiration for higher education among local young people.

Among the staff in the schools, and those working in the adult sector, there was a caveat that, while the new campus would be initially exciting, it would not achieve anything unless it was accompanied by a strategic approach and genuine partnership. There is a clear and consistent view that the university should develop, and make clear to all, a strategy for engaging with the local community, including schools, in order to make all collaborative work as effective as possible.

Recommendations

Capturing Impacts

The following palette of key potential actions will assist in capturing and maximising the beneficial social, educational, regenerative and economic impacts of the new campus and the investment and expenditure it generates in Hulme and Moss Side.

Economic impacts

- Maximise local employment impacts through an initiative targeting Hulme and Moss Side residents for MMU jobs;
- Enable construction apprenticeships for local residents on-site during the construction of the campus. Based at the Birley Fields campus, these should lead to a formal construction qualification for participants upon completion of the apprenticeship; and
- Maximise indirect benefits by selecting local suppliers to retain expenditure in Hulme and Moss Side.

Social and regeneration impacts

- Maximise staff and student volunteering by working with CoMMUni to target local projects and organisations;
- Work with local sports and leisure facilities and organisations to share resources and encourage joint activities; and
- Investment in sustainable transport modes.

Education impacts

- Convene local primary school and Higher Futures 4U representatives to discuss involvement in scheme;
- Focus IoE student placements in Hulme and Moss Side;
- Convene representatives from local secondary and further education institutions, and Aimhigher;

- Focus the work of the CUE on the support and development of teachers;
- Convene representatives from local learning and community centres;
- Inform Birley Fields plan with feedback from these groups; and
- Develop a 'two-way' relationship between the local community, the university and other partners and stakeholders.

Future Monitoring and Evaluation

We advise that the best approach is to Plan, Monitor and Manage. In particular, we suggest that a suitable Evaluation Tasking Framework is set up in line with BERR guidance, which should be in place at the start of the project.

This would include establishing a baseline to assess future changes against. We suggest that the contextual position at the time that the decision to invest is made is the appropriate point for measuring change. The starting position for measuring the impact of the campus on the local Hulme and Moss Side area of Manchester has already been prepared in the form of a Baseline Profile, which is appended to this report.

The following approaches to monitoring and reviewing future impacts against this baseline should be considered:

- Take-up of student places at new campus (including the number filled by Hulme and Moss Side residents);
- Annual monitoring of local education trends and educational progression of Hulme and Moss Side residents;
- Periodic surveys of the local spending patterns of university operations, staff and students;
- Business surveys to help identify ways of capturing beneficial impacts and mitigating negative impacts of campus;
- Periodic review of deprivation, health, economic activity and skills indicators; and
- Periodic review of business numbers, sector representation, business relocations, and expansions.

1 INTRODUCTION

- 1.1 Roger Tym & Partners, along with Phil Mervyn Associates, were appointed by Manchester Metropolitan University (MMU) and Manchester City Council to undertake an impact assessment of a new campus for MMU at Birley Fields in Hulme.
- 1.2 It is anticipated that MMU's Faculties of Health, Psychology and Social Care (FHPSC) and Institute of Education (IoE), together with other ancillary and complementary uses, would relocate from their current locations in Didsbury and Rusholme to Birley Fields. The new Birley Fields campus would cater for approximately 6,900 full time and part time students and staff.

Aims and Objectives

- 1.3 The overarching aim of the study is to assess the likely impacts of the proposed new campus on Hulme and Moss Side in economic, social/regeneration and educational terms. More specifically, objectives include to:
- Establish the key social, economic and educational characteristics of the two wards as part of a Baseline Profile that can be revisited in the future to measure the actual impact of the campus. (This Baseline Profile forms a separate report that is included at Appendix 1 of this report.);
 - Assess the quantifiable impacts of the scheme, particularly in respect of economic impacts such as job creation and gross value added (GVA), on the wards of Moss Side and Hulme;
 - Assess the likely qualitative impacts of the campus, particularly in terms of community cohesiveness, business perceptions of the area, physical regeneration, and sustainable movement patterns;
 - Assess the potential for the campus development to increase levels of participation in further and higher education by raising ambitions and aspirations of local primary and secondary school students; and
 - Set out an Action Plan of key tasks that will assist in capturing and maximising the beneficial social, educational, regenerative and economic impacts of the new campus and the investment and expenditure it generates for Hulme and Moss Side.

Report Structure

- 1.4 The remainder of our report is structured to meet the aims and objectives set out above as follows:
- **Section 2** - introduces MMU and its existing campuses followed by a description of the proposals for the Birley Fields campus;
 - **Section 3** - provides a summary of the socio-economic profile of the local area and a review of the policy and strategic context;
 - **Section 4** - provides a review of comparable studies and summarises the full-time equivalent jobs (FTE) created, the GVA and the additional net expenditure generated in the local economy by the schemes;
 - **Section 5** - provides our quantitative analysis of the economic impacts of the proposed Birley Fields campus. We estimate the revenue the scheme would generate, the number of FTE jobs and GVA and the expenditure impact on the local economy. We draw on the findings from our business, student and staff surveys;

- **Section 6** - provides our analysis of the qualitative impacts of the new campus on the local area, drawing on consultations with a variety of local organisations and stakeholders;
- **Section 7** - examines the educational impacts of scheme and the potential for raising the educational achievement and aspirations of the local residents; and
- **Section 8** - sets out a summary of our findings and identifies an action plan for MMU to maximise the potential benefits of the new campus for the local area.

2 BIRLEY FIELDS, MMU AND THE PROPOSED NEW CAMPUS

Introduction

- 2.1 This section of the report introduces Manchester Metropolitan University (MMU) and its existing campuses in terms of the size, nature and location. This leads on to a discussion of how the university is reshaping itself and how the Birley Fields in Hulme campus is a key aspect of this exercise. A more detailed description of the proposals for the Birley Fields campus is set out along with an assessment of the future of the Birley Fields area should MMU not re-locate there - the counter-factual scenario.

Manchester Metropolitan University

- 2.2 MMU was established as a Polytechnic in 1970 and became a university in 1992; despite this relative youth however, MMU boasts a history to rival many more established institutions. The university was developed initially as a centre of Technology, Art and Design from Manchester Mechanics' Institution (1824) and Manchester School of Design (1838). The painter L. S. Lowry attended the art school in the years after the First World War. Later schools of Commerce (founded 1889), Education (f. 1878) and Domestic Science (f. 1880) were added along with colleges at Didsbury, Crewe, Alsager and the former Domestic and Trades College (f. 1911), latterly Hollings College.
- 2.3 The university now has over 33,500 students (23,500 full time, 6,800 part time and 3,500 sandwich students) based at seven campuses: five in Manchester (All Saints, Aytoun, Elizabeth Gaskell, Hollings and Didsbury); and two in Cheshire (Alsager and Crewe). The central Manchester campuses form part of one of the largest higher education campuses in the UK and Europe. The university offers over 1,000 courses and qualifications, many of which have a strong vocational basis.
- 2.4 Looking to the future, and following the strategic direction set by the Vice-Chancellor, MMU is currently embarking on a major agenda for change and development. To ensure MMU retains its place as a world-class university, a £250 million investment programme is currently underway to strengthen the student experience with emphasis on high quality and cutting edge learning and research environments and course provision.

Existing Campuses

- 2.5 MMU is organised into eight faculties, which includes the Faculty of Health, Psychology and Social Care (FHPSA) and the Institute of Education (IoE), and is currently spread across the university's seven campuses in Manchester and Cheshire.
- 2.6 MMU's IoE is a leading UK centre for educational research and study that provides initial teacher education and training, and continuing professional development to the entire education workforce. It is currently spread over the Didsbury and Crewe campuses and is one of largest faculties of education in the country.
- 2.7 The FHPSA currently operates across two campuses, with health and psychology related programmes based at the Elizabeth Gaskell campus in Rusholme, and social work and social change courses located in Didsbury.
- 2.8 A total of 535 staff are currently employed within the FHPSA, the IoE and other supporting divisions at the Elizabeth Gaskell and Didsbury campuses. Some 3,610

are enrolled in the IoE at the Didsbury campus and a further 2,760 students are within the FHPSC split between the Elizabeth Gaskell and Didsbury campuses.

Proposed New Birley Fields in Hulme Campus

- 2.9 The proposed new Birley Fields campus will accommodate the relocated FHPSC from the Elizabeth Gaskell and Didsbury campuses, and the IoE from the Didsbury campus. Overall the new Birley Fields campus will accommodate some 6,900 staff and students across the 11 acre site. It will be developed to provide a new 'green campus' of 22,000sq. m of new accommodation alongside new residential and community facilities. Up to 40% of the site will be dedicated to parkland and landscape, retaining as many of the existing trees as possible.
- 2.10 The proposed Birley Fields in Hulme campus is a major regenerative outreach project for MMU and the city which demands a masterplan founded on highly ambitious environmental design. The aim is for the new campus to be exemplary in the way it establishes a new kind of learning district, embedded in the local community to actively reinforce and promote physical, social, educational and employment links between the university and the community of Hulme. The masterplan accentuates MMU's commitment to the growth of the city's accessible knowledge-based economy, and pursues an innovative carbon neutral masterplan. This will be achieved through the design and operation of campus facilities, improvements in sustainable public transport systems and a subsequent reduction in car use.
- 2.11 It is expected that the new campus will anchor an important series of east-west links between Hulme, Moss Side, the university, Oxford Road and beyond into Brunswick and Ardwick. A large strikingly landscaped square is planned at the heart of the new campus which, crucially, aims to be completely accessible to all parts of the adjoining local neighbourhoods. Furthermore, this landmark square is to be part of a comprehensive campus landscape scheme which will increase quantity and quality of green spaces along public routes to reduce pollution and noise, and contribute to carbon absorption.
- 2.12 The design of the Birley Fields campus has been conceived, quite specifically with shifts of scale, physicality and atmosphere to create an inspiring and healthy urban landscape, a setting that is comfortably both town and gown, a cross-cultural milieu in which learning and the daily life of the local community has an energised, open minded, creative feel to it.
- 2.13 The core academic accommodation includes:
- Dedicated accommodation for academic staff in the IoE of 1,254sq. m;
 - Dedicated accommodation for academic staff in the FHPSC of 2,178sq. m;
 - Specialist teaching space for the IoE (including for ceramics, art, music, design and technology, science, and dance and drama) amounting to 2,169sq. m;
 - Specialist teaching space for the FHPSC (including for clinical skills and psychology) of 1,949sq. m;
 - Shared general teaching accommodation (lecture theatres, seminar rooms and the like) of 4,088sq. m;
 - A shared student support/learning resource hub (including a student information point, catering and social learning area) of 1,600sq. m;
 - Space for administrative staff of 1,974sq. m;
 - Space for combined Learning and Research Information Services staff of 506sq m; and
 - A 100sq. m central server room.

- 2.14 In addition to the academic and ancillary space identified above, the Birley Fields campus will also provide: student residential accommodation for between 450 and 900 students; and, to facilitate this scale of development alongside that proposed at the nearby All Saints campus, a new 320 space multi-storey car park is also planned. (Source: Birley Fields Masterplan, John McAslan & Partners December 2008).

Further Development Options

- 2.15 The Birley Fields campus proposals make provision for a number of additional developments/facilities which, whilst not yet confirmed, would add to and complement the core academic and student residential accommodation. It is proposed that a new Civic Centre will be developed to include a health centre, district library, enterprise centre, adult education facility, and citizen's advice bureau amongst others. The inclusion of these facilities as part of the final development mix remains to be confirmed subject to funding.
- 2.16 The inclusion of any of these additional facilities is likely to increase the economic impact of the scheme, although this is not quantified as part of this assessment. Given that these facilities would, in all cases, be open to the community as a whole (including students and academic staff), their development would also serve to increase interaction between these two sections of the new Hulme community and further enhance cohesiveness.

Birley Fields without MMU (the counterfactual scenario)

- 2.17 The best guide as to what would happen to the sites at Birley Fields without the MMU proposal is the development that has already occurred and planning policies and strategies that relate to it.
- 2.18 Existing development at Birley Fields comprises a series of five office blocks, within which a reasonable amount of space remains vacant. Original developers HBG and Manchester Technopark (part of Manchester Science Park) are highly unlikely to seek to deliver additional office development in this location until the existing accommodation is fully let.
- 2.19 As part of the Hulme City Challenge bid in the early 1990s, Birley Fields was identified for high quality office-led employment development. This aspiration/objective was subsequently reflected in planning policy for the area through the Manchester Plan (and revisions to it), which allocates the site for employment development. Other than the initial development of the five existing office blocks developed in the early 2000s, it appears that there is little additional or more recent demand for office uses on the site from either the developer or occupier markets.
- 2.20 In 2004, the Birley Fields Strategic Review sought to assess why development had not occurred at the rate envisaged, assess the market for additional development at the site and recommend a land use strategy for the sites, along with an approach to implementing it. This study concluded that southern parts of the area, around the existing office uses, should be retained for office development, whilst land immediately south of Bonsall Street should be developed for ancillary employment generating uses such as hotel, leisure and showroom uses. The land north of Bonsall Street and other sites fronting Stretford Road were proposed to be released for residential development. However, despite the wider range of uses sought/permitted by the 2004 Strategic Review, no further development has taken place at Birley Fields. In this context we consider that should MMU proposal not go ahead, the sites are unlikely to be redeveloped for the uses envisaged in the short term.

- 2.21 Following discussions with agents for the site and others, it is felt that the most likely outcome for the site in the medium-long term would be incremental residential development. Whilst some infill office development might occur to the south of the site around existing buildings, further large scale speculative office development is considered unlikely in view of the number of very large scale office-led development proposals in competing and preferentially located city fringe areas including Greengates, Strangeways, the Co-op Site and Southern Gateway.
- 2.22 Clearly, incremental development for residential uses, along with small scale developments of others uses, would not provide significant economic and regenerative benefit to the local community in terms of jobs and changed perceptions.

3 LOCAL PROFILE AND STRATEGIC CONTEXT

Introduction

- 3.1 In order to establish the context for the impact assessment and of the new Birley Fields in Hulme campus, this section of the report summarises the findings of the Baseline Profile of the Moss Side and Hulme wards, undertaken at a previous stage of this project. It establishes the benchmark position of the two wards against a number of economic, social and educational indicators. It is intended that this profile can then be updated at set periods in the future to measure the actual impact of the campus. This work also helps to establish the existing characteristics of the area on which the new campus will build.
- 3.2 Following on from this is a document review which assesses the policy and strategy context for the campus development at a national, regional and local level.

Socio-Economic Profile

Economy and Property

Economic and Employment Factors

- 3.3 A total of over 20,000 jobs are available in Hulme and Moss Side providing a large amount of employment in the local area. However, the vast majority of these jobs are in Hulme with only 11% of the total jobs in the two wards located in Moss Side. This disparity reflects the wealth of higher education establishments and other employers located on or in the vicinity of the Oxford Road corridor within Hulme's eastern boundary, compared to the predominately residential nature of Moss Side.
- 3.4 The university presence in Hulme is evident in the sectoral profile of all jobs in the two wards. Education forms the dominant sector in both wards, accounting for over 65% of all jobs in Hulme and 27% of jobs in Moss Side, compared to the national average of 9%.
- 3.5 The total number of jobs in Hulme and Moss Side has grown considerably since the late 1990s. From 1998 to 2007, the total number of jobs grew six times the national rate in Hulme and twice the national average rate in Moss Side (59% and 24% respectively, compared to the national average of 10%).

Property and Housing

- 3.6 The huge regeneration programme in Hulme has had a significant effect on the housing profile of the ward and over half of all residential properties in Hulme are flats or apartments. Although the proportion of flats in Moss Side is much less, around 70% of Moss Side properties are terraced and the proportion of detached and semi-detached properties in both wards is low.
- 3.7 Just over half of Hulme households live in social housing. This balance of housing tenure in Hulme has changed considerably in recent years from around 65% of households residing in social rented accommodation at the time of the 2001 census. The situation was similar in Moss Side, with relatively few owner occupied properties and high levels of rented, and particularly social rented accommodation. More recent data on housing tenure in Moss Side was unavailable, although there is little indication that this will have changed considerably since the 2001 census.

People and Society

Population

- 3.8 The 2007 ward population estimates indicate that Moss Side has the largest population of all Manchester wards, with around 17,700 residents. Hulme has an estimated population of 12,600. The populations of both wards has grown quickly in recent years, with some of the highest population increases in the city seen in the two wards, as Manchester has worked to increase its overall population following a long period of decline.
- 3.9 Both Hulme and Moss Side enjoy a strong and diverse minority ethnic mix with the white ethnic group making up a much lower proportion of the local population than elsewhere in the country. A total of 38% of Hulme residents and 57% of Moss Side residents are from black and minority ethnic backgrounds.
- 3.10 The ethnic make-up is also changing as the populations in Hulme and Moss Side grow. Broad Asian, Black, and Chinese or other ethnic groups in both wards have grown since the 2001 census and this trend is expected to continue as both wards maintain their role as a reception centre for migrants.
- 3.11 Both Hulme and Moss Side have high proportions of adults under the age of 45. The high proportion of young working age residents in the wards can provide local firms with an abundant labour supply so new jobs created from the campus relocation are more likely to be filled locally.

Index of Multiple Deprivation

- 3.12 It is well reported that deprivation exists in the neighbourhoods of Hulme and Moss Side and this is illustrated by the IMD 2007 rankings, where many of the neighbourhoods in the two wards perform poorly across a number of domains and in the overall multiple deprivation ranking.
- 3.13 Four out of the seven LSOAs in Moss Side, over half of the ward, fall into the 4% most deprived neighbourhoods nationally, with a fifth LSOA in the top 10%. Hulme performs only slightly better, with two of its seven LSOAs in the 10% most deprived nationally and three LSOAs in the top 20%.
- 3.14 Most notably are the poor scores achieved in the domain of Health Deprivation and Disability, where all but two of the 14 neighbourhoods across Hulme and Moss Side rank in the top 10% in terms of most deprived. The poor health of residents in Hulme and Moss Side is reflected in a range of further indicators including: life and healthy life expectancy; mortality rates; and teenage conception rates, where both wards and particularly Hulme perform poorly in comparison to the country as a whole.
- 3.15 Other areas of particular concern highlighted by the IMD rankings are Crime, Income, and Employment, although the overall incidence of crime in both Hulme and Moss Side is below the city-wide average. However, perceptions of crime in Moss Side are at odds with the statistics, where fear of crime amongst residents is amongst the highest in the city.

Economic Activity

- 3.16 The 2001 census indicates that proportion of residents in employment or actively seeking work in Hulme and Moss Side are low. In Hulme, this is in part attributable to the large student presence in the ward, although both Hulme and Moss Side experience high levels of unemployment. The proportion of unemployment benefit claimants in Hulme and Moss Side is more than double the national average.

- 3.17 Occupation types can provide some indication of the level of skills that the residents possess. Notably, a much higher share of Moss Side residents work or are looking for work in occupations that require fewer skills than the national average.
- 3.18 High rates of unemployment in Hulme and Moss Side may be in part due to a mismatch between the jobs offered locally and residents' skills. A variety of jobs that matches the skill set of the local residents will help minimise high unemployment in the local area.

Education and Aspiration

Qualifications

- 3.19 Over a quarter of Hulme residents have attained a degree level qualification or above and a much lower proportion of residents with the lowest qualification level (no qualifications or a NVQ level 1), reflecting the large student population resident in the ward.

Primary Performance

- 3.20 At primary level many schools are achieving good academic results with many of their pupils. Although generally below the national average, attainment at Key Stage 2 (the final year of primary school) is broadly in line with the city average with one notable exception. In Moss Side, attainment in English is significantly below the average for the city and only 69% of primary pupils achieve the expected level 4 or above. There are significant barriers to raising attainment at primary school level. English is a second language for many pupils in Moss Side and a high turnover of pupils is reported in some schools, associated with a significant population churn occurring in the ward's school places.

GCSE and A Level Performance

- 3.21 Performance by pupils at local secondary schools and colleges at GCSE and A Level is above the city average, with institutions such as Loreto College in Hulme receiving excellent Ofsted reports. However, it is important to note that statistics available relate to schools in the wards. Because of the movement of pupils in and out of the wards, especially when moving into secondary education, the figures do not accurately describe local residents.

Participation in and Aspiration towards Higher Education

- 3.22 POLAR - Participation Of Local Areas - is a system used by Higher Education Funding Council for England which indicates the participation of young people in higher education by their local ward. POLAR data indicates a participation rate in the second lowest quintile in Hulme, and in the lowest quintile for Moss Side, offering significant potential to increase the number of entrants into higher education. The comparatively low take up of higher education places among residents is likely to be at least partly due to lack of ambition, confidence or aspiration, or a general lack of value assigned to education among some sectors of the community.
- 3.23 None of the primary schools in Hulme or Moss Side have taken part in Higher Futures 4U yet (a project that uses a triangular approach, comprising Higher Education, employers, and 'optimism', the latter referring to the raising of hopes and aspirations in the children, through a series of exercises focused on self esteem and self confidence), although their pupils would be highly suitable candidates. The project was initially restricted to a small number of schools, and its popularity combined with the limited resources to run it makes it hard to extend the work to all schools who would like to participate.

Strategic Context

National Policy and Strategy

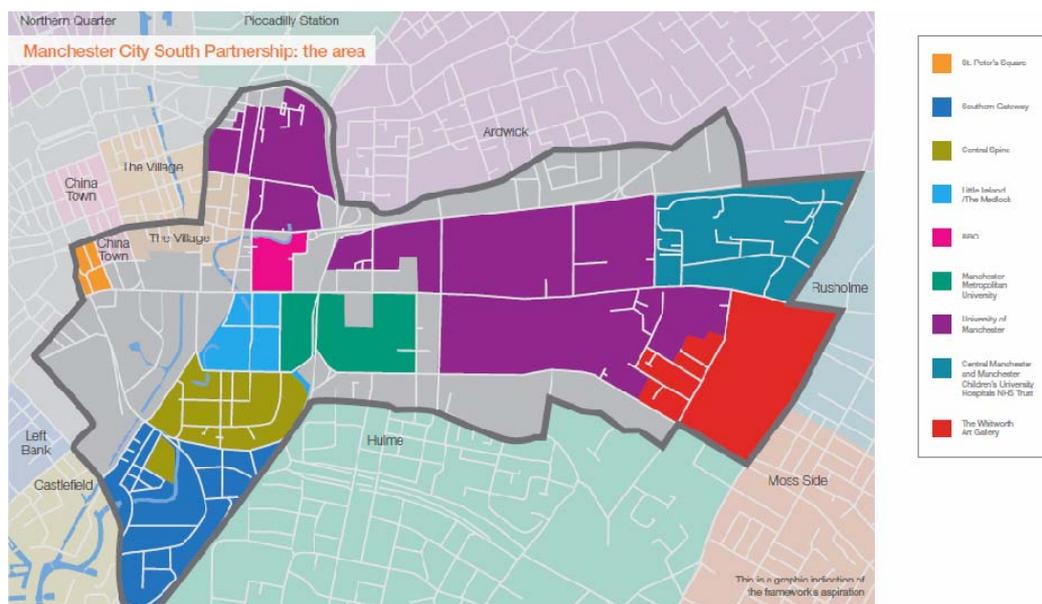
Creating and Sustaining Mixed Income Communities - A Good Practice Guide

- 3.24 This guide explores how best to create and manage mixed and sustainable communities that meet the needs of all sections of the community. Drawing on the latest research and using nine case studies (one of which is Hulme), the report includes detailed guidance on:
- Developing a strategy and negotiating the planning process;
 - Good practice in masterplanning, design layout and long-term financial viability;
 - How stakeholders can collaborate effectively and ensure that local residents are involved at all stages of the process; and
 - How barriers to the development of sustainable communities might be overcome.
- 3.25 The evidence gathered from the case studies suggests that whilst there are many similar policy, financial, design and management considerations that need to be addressed, very different market conditions, housing needs and factors relating to scale and location will affect the approach that needs to be adopted when creating and sustaining mixed income communities for each individual case.

City-Regional Policy and Strategy

Corridor Manchester - Strategic Development Framework

- 3.26 The core objective of Corridor Manchester (formerly Manchester City South Partnership) is to maximise the economic potential of the Corridor Manchester area, which covers areas around the Oxford Road corridor from the City Centre to Rusholme and includes the universities (as shown on the plan below). It proposes to achieve this by harnessing the investment currently being made by key institutions (the two universities, the Health Trust and the private sector); by stimulating future improvement and growth at key locations in the area; and by capturing economic benefit from this investment for disadvantaged local residents in the wards surrounding the area and the city as a whole.



Source: Corridor Manchester Strategic Development Framework

- 3.27 The Strategic Development Framework is intended to establish a basis and a context for the commitment of current and future partners to the improvement of the area and to add value to their individual programmes and schemes. Institutional developments such as the proposed investment and development of the MMU All Saints campus as part of a £250 million masterplan to consolidate academic activity underpins the platform on which the Strategic Development Framework is built.
- 3.28 The Framework recognises the role that MMU as an educational institution plays in enhancing the Corridor Manchester Area. It is expected that this role will be further enhanced over the next five years as the university invests £250 million into the consolidation of seven of its campuses into three. The Development Framework has the potential to ensure that four of the five wards bordering the Corridor Manchester area (Ardwick, Hulme, Moss Side and Rusholme) which currently suffer from high levels of unemployment will benefit from the influx of investment that the aforementioned developments will promote.

Central Manchester Strategic Regeneration Framework

- 3.29 The purpose of the Central Manchester Strategic Regeneration Framework (CMSRF) is to bring about the regeneration of the area by providing a basis for public and private sector investment in the area for the next 10-15 years.
- 3.30 The CMSRF area includes the wards of Hulme, Moss Side, Rusholme, Ardwick, Longsight, Gorton North and Gorton South and identifies 15 key objectives which address the economic, social and physical strands that will contribute towards the delivery of the long term vision for Central Manchester. Taken together, the 15 key objectives aim to create:
- A dynamic economy that supports the long term prosperity of the many communities;
 - Opportunities for all, with all people having the ability to access the skills and qualifications needed for employment;
 - New and improved housing and other buildings and a renewed physical environment; and
 - Flourishing communities which are safe and well managed with key agencies working together to ensure high quality service delivery.
- 3.31 In the section on Radial Activity Corridors, Princess Road is identified as an 'Office Corridor' which will:
- Seek to develop the link between the city centre and the airport as a prime office location;
 - In the north provide stronger links with commercial development at the Southern Gateway and city centre, creating employment opportunities and providing an obvious expansion area for office development on the fringes of the city centre;
 - Create a strong and compelling case for further office development at Birley Fields; and
 - Improve the frontage to Princess Road.
- 3.32 A key policy within the CMSRF which relates to the Birley Fields study area is Policy EBI.2. This policy seeks to support the development of the Parkway Office Corridor to strengthen the city's growth in business and commercial services.
- 3.33 Policy EBI.1(iii) confirms the city's support for the expansion of MMU; the CMSRF acknowledges that this expansion will be an important development in spreading city centre growth out from the heart of the city.

Local Policy and Strategy

Birley Fields Strategic Review (2005)

- 3.34 Jones Lang LaSalle (JLL) was appointed by Manchester City Council in December 2004 to undertake a Scoping Study of the Birley Fields Study Area. The report considers, inter alia, the following:
- The issues that have impaired the progress of the Birley Fields Study Area;
 - The strategic and policy context for the Study Area and the opportunities emerging from the growth of the city's economy;
 - A commercial and market appraisal for the Study Area's potential;
 - The future development prospects for the Birley Fields area;
 - A proposed land use strategy for the comprehensive development of the area; and
 - An approach to implementation.
- 3.35 As part of the Hulme City Challenge in the early 1990s, Birley Fields was identified as having the potential for the creation of a high quality site that would attract high technology industry wishing to invest in the City. However, since the slowdown of this market sector in 2002, there have been a number of new strategic initiatives which are likely to impact on the future development and direction of the core Birley Fields offer.
- 3.36 Over the next ten years, the Knowledge Capital initiative is expected to generate over 100,000 new jobs in high value-added growth sectors. Birley Fields lies within the Arc of Opportunity and is thus well placed to take advantage of any development spin-offs generated by this initiative.
- 3.37 Through the analysis of background information, key issues, strategic and policy context and market information, JLL conclude that the right approach for the Birley Fields Study Area would be for it to remain largely an employment location satisfying the needs and demand for new employment opportunities in Central Manchester. However, the study also notes that it is important that any development should provide employment opportunities for local residents.
- 3.38 Moreover, given the amount of housing development surrounding the Study Area, the continuing demand for housing and the need to provide a more balanced range of housing for sale, the report identifies a number of sites around the edges of the Study Area which should be promoted for housing.

Hulme, Ten Years On - The SURF Centre - (2002)

- 3.39 In June 2002, the Centre for Sustainable Urban and Regional Futures (SURF) at the University of Salford carried out a review of the Regeneration Programme in Hulme ten years on. The aim of the report was to outline the extent to which the original City Challenge goals had been achieved and to identify outstanding challenges for the completion of the integrated and comprehensive regeneration of Hulme.
- 3.40 A number of outstanding challenges are identified which are relevant to Birley Fields. In particular we note the following:
- Hulme has an 'unfinished' feel in terms of market services and facilities that people associate with an up and coming area;
 - Unemployment has fallen in Hulme but remains 'sticky' compared to the city as a whole where unemployment has fallen faster;
 - There are concerns amongst residents that educational facilities in the area need to be improved; and

- It is acknowledged that more needs to be done to overcome what is still felt as a barrier between Hulme and the city centre.

3.41 Thus the report concludes that the future for Hulme lies in the preparation of a flexible framework that can be modified in the light of experience but continues to give a sense of coherence and shared ownership to future activities.

Draft Hulme Ward Plan 2007-2010

3.42 The Draft Hulme Ward Plan undertakes an assessment of the key issues and challenges faced by the ward and sets out priorities for the future. The Plan indicates that a review of Birley Fields office development is currently underway; the results of this review will enable a re-examination of the issues surrounding the site and will propose a way forward to build momentum.

3.43 In terms of achievements so far with regard to Birley Fields, a strategy to deliver economic benefits and develop family housing which will include an element of affordable homes has been adopted by MCC. The plan also acknowledges the possibility of the relocation of a portion of the MMU campus to Birley Fields - the subject of this assessment.

Moss Side Ward Plan 2007-2010

3.44 The Moss Side Ward Plan takes into account the main issues that affect the ward and, in consultation with the local community, addresses the contribution that all relevant public services can make.

3.45 In recent years the area has witnessed considerable change, most recently in the form of a new 'urban village' which is being developed at the former grounds of Manchester City Football Club. The proposals include up to 450 new homes and the merger of St Edward's RC School and Bishop Bilsborrow RC Primary Schools in a state of the art new building on the site. The Plan recognises that there is no District Shopping Centre in Moss Side and as such the modernised Hulme District Centre replaces much of Moss Side's former retail provision.

3.46 The Ward Plan outlines the various strengths and weaknesses in the area; in particular we note that there are the following opportunities for Moss Side:

- Redevelopment of Maine Road;
- Moss Side and Rusholme District Centre Local Plan;
- Housing Market renewal; and
- Moss Side Millennium Powerhouse.

3.47 Nevertheless, the Plan acknowledges that there several challenges still to be faced if Council is to make the most of these opportunities. In particular it is noted that:

- Poor perceptions of the area in terms of crime;
- Education - issues with attendance and attainment;
- Area does not benefit from city centre regeneration; and
- The redevelopment of Maine Road puts pressure on local schools and neglects other areas.

3.48 In embracing these opportunities and tackling the challenges, the Plan hopes to create an attractive, stable, successful and diverse residential area of choice, meeting the needs of existing families and new residents

4 REVIEW OF OTHER UNIVERSITY CAMPUS DEVELOPMENT IMPACTS

Introduction

- 4.1 The following section provides a review of comparable studies. In particular and where the relevant data is available, we have reviewed each scheme in terms of the number of jobs they have directly and indirectly created, the gross value added (GVA) by each scheme and the additional net expenditure generated in the local economy by the schemes. This review of similar schemes provides us with an informed view of the likely impacts of the relocation of a portion of the MMU campus to the Birley Fields site.

Review of Comparable Schemes

Evaluation of the Impact of the Combined Universities of Cornwall (RTP, 2007)

- 4.2 The Combined Universities of Cornwall (CUC) is a partnership, an initiative and a funding stream which seeks to provide a significant increase in the range of higher education provision available in Cornwall, widen participation in higher education, and bring about sustainable step change in the development of Cornwall by enabling CUC partners to play a more prominent part in supporting the growth of the Cornish economy. In 2007, RTP produced a report assessing the socio-economic contribution of CUC to the Cornwall economy.
- 4.3 The main impacts from CUC were assessed in terms of four broad categories:
- As an employer and purchaser of goods and services in the construction and operation phases;
 - On the labour market through skills enhancement and graduate retention;
 - On businesses, through innovation, technology transfer, R&D, business support and use of facilities; and
 - Social and regeneration impacts.
- 4.4 In terms of the counterfactual, CUC as a project is not as straightforward to define when assessing its impact due to the fact that it is not a new university with a new campus and new buildings. Rather CUC builds on existing higher education provision in Cornwall and thus there are difficulties in assessing its impacts. Nevertheless, for the purpose of quantifying the impact, the study utilises the number of net additional students over and above the 1999/2000 baseline. From the findings of the study we note the following:
- The construction phase of CUC has to date supported 635 job-years of construction employment, or 64 full time equivalent jobs with a further 16 indirect and induced jobs supported through the multiplier impacts;
 - In total, by 2006/07, CUC was directly providing 411 jobs which represented around 2 per cent of jobs in the education sector and 0.2 per cent of all jobs in Cornwall. It is also important to note that over half of these direct jobs will be highly skilled, academic jobs; and
 - The total GVA impact generated by CUC expenditure is estimated to have reached about £23.3 million in 2006/07. This represents a contribution of 0.43 per cent to the Cornish GVA. Since 2000/01, yearly GVA impacts have totalled £114 million.

Economic Impact Assessment of College Co-location in Nuneaton Town Centre (RTP, 2006)

- 4.5 Following a development proposal for the relocation of two Further Education (FE) colleges in the town centre, Warwickshire County Council commissioned RTP to conduct an economic options appraisal of Nuneaton Town Centre and assess the relative benefits to Nuneaton of the FE college proposals.
- 4.6 Through the analysis of secondary data provided by the colleges, the study found that the total goods expenditure by both colleges on goods and services amounted to £9.6 million in 2004/05. Taking into account leakage of this expenditure and taxation on goods on services, this implies a direct local income impact of £2.1 million from both colleges which equates to an additional 22 jobs being supported in Nuneaton and Bedworth.
- 4.7 To estimate the indirect and induced impact of this level of expenditure, a multiplier of 1.15 was applied. This resulted in additional £2.4 million of local expenditure and an additional 25 jobs. In total, both colleges employ over 830 employees, which is equivalent to over 670 FTE's. Based on various assumptions, there will be £3.4 million spent in the local economy from staff salaries. This is equivalent to 35 jobs supported.
- 4.8 Overall, the report concluded that the college relocation would bring about positive economic, planning and social impacts to the town centre and would contribute to the vibrancy and vitality of the town centre.

Crichton Economic Impact Assessment Review & Heathhall Addendum (RTP, 2003)

- 4.9 RTP was commissioned to undertake an assessment of the potential impacts and benefits which might accrue from the development at the Crichton site following revised forecasts of students and staff at the Crichton University campus.
- 4.10 In this case it was assumed that as student expenditure will be almost exclusively within the local area, direct employment benefits would also be within the local area. The study thus projected that for 2007/08, an additional 92 FTE jobs would be generated as a result of student expenditure. Moreover, the purchase of goods by the university would sustain a further 24 FTE jobs in 2003, rising to 31 by 2006.
- 4.11 In conclusion, the report found that the redevelopment of Crichton for business, higher education, social, leisure and cultural uses represents a significant opportunity to diversify the economic base of the Dumfries and Galloway region. The attractiveness of the development lies in the interaction between a wide range of uses within an attractive environment.

Northumberland Learning Park at Ashington Economic Appraisal (RTP, 2006)

- 4.12 The purpose of this study prepared by RTP was to undertake an economic appraisal of the relocation of Northumberland College to a preferred site in Ashington and to assess the likely potential direct and indirect impacts of the project. The proposed new college development would have a gross floorspace of some 13,500 sq.m, approximately 400 staff and 1,100 full time and 3,300 part time students.
- 4.13 It is assumed that the relocation of the college to the Ashington site would create 33 net additional jobs at a local level. In total, 33 net additional jobs would generate £1.17 million per annum in net addition GVA. On the basis of assumptions regarding average daily spend, the study also found that total expenditure by students, staff and related households would be in the region of £1.883 million per annum at 2005 prices.

- 4.14 In summary, the study found that the development of Northumberland Learning Park/College offers the prospect of catalytic change in the town, alongside supporting town centre retailing activity through increased local expenditure and boosting local/regional GVA. The College would also contribute to changing the emphasis of the local economy by raising overall skills levels and encouraging educational attainment. This would in turn help support existing business activity and improve the area's attractiveness as a business investment location.

Tremough Masterplan Socio-Economic Assessment (DTZ, 2008)

- 4.15 DTZ was commissioned to advise the Tremough Development Vehicle (TDV) on the masterplan for the ongoing development of the Tremough campus. The report considers the socio-economic impacts arising in both the local area and the county of Cornwall from activities at the Tremough campus.
- 4.16 The analysis contained in the study estimates that 513 direct FTE are currently employed at the Tremough campus. Moreover, the findings from the study indicate that the construction and civil engineering work to develop the campus will create additional economic benefits to the area. It is estimated that the total cost of the construction and engineering works would be in the region of £162.2 million. This equates to 1,292 person years of employment which equates to 129 FTE's.
- 4.17 The study also assess the impact of the student volunteers associated with the campus activities. If 6.9 per cent of the student population continues volunteering, it is estimated that 345 students would be actively engaged in the local community by 2016. Thus the expansion of the campus is also likely to have significant social benefits in addition to the aforementioned economic benefits.

Summary Table

Table 4.1 Summary of Review of Comparable Schemes

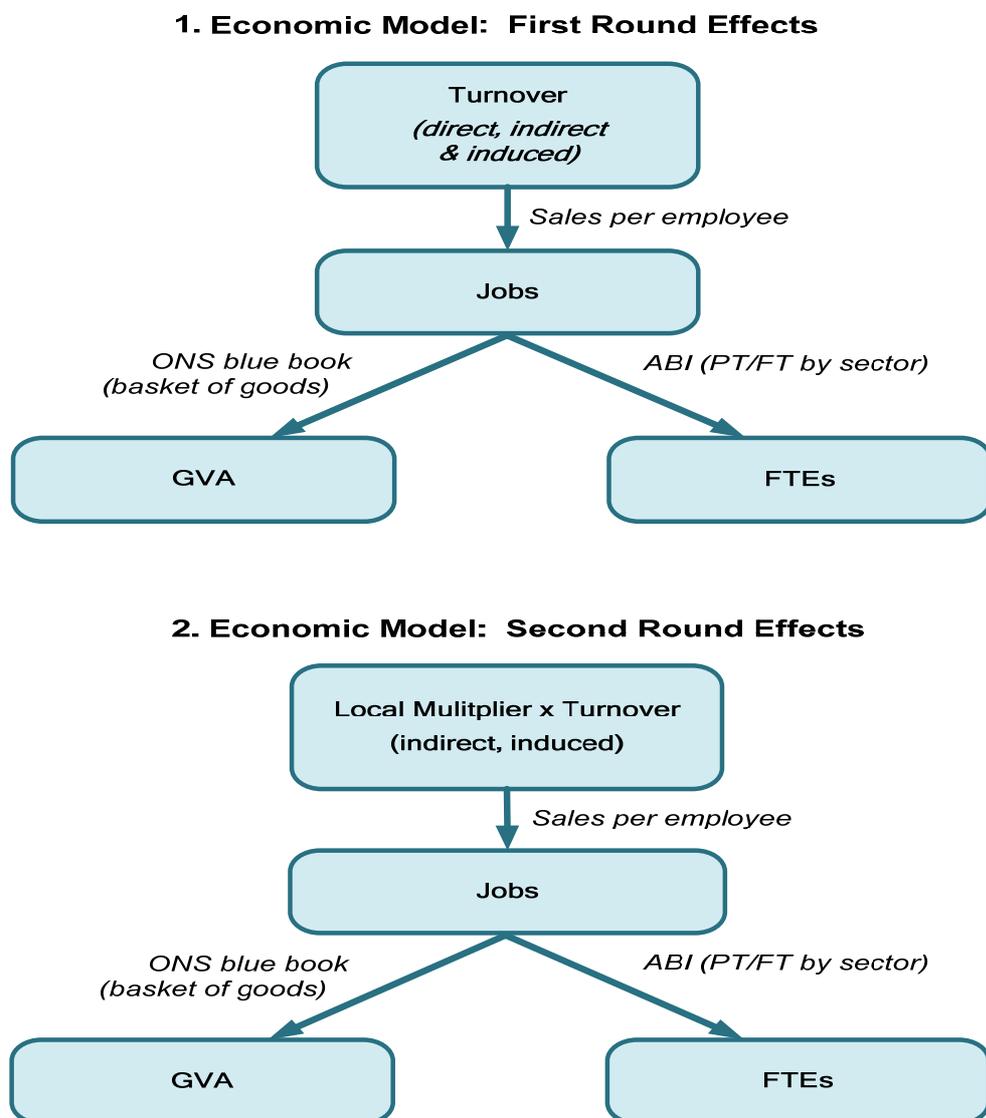
	Direct Jobs	GVA	Expenditure Impact on Local Economy				Construction FTE Jobs	Value of Construction
			Indirect	Induced: Staff (net)	Induced: Student (net)	Indirect & Induced Jobs		
CUC	411	£23.3 m	£8.6 m	£4.7 m	£14.1 m	500-510	80	N/A
Nuneaton	670	N/A	£9.6 m	£3.4 m	£7.2 m	162	N/A	N/A
Crichton	262	N/A	N/A	N/A	N/A	520	15	£8 m
Northumberland	400	£1.17 m	N/A	£20,064	£142,560	45	77	N/A
Tremough	513	N/A	£2.3 m	£2.7 m	£18.4 m	272	129	£162.2m

5 QUANTIFIED IMPACT OF THE PROPOSED MMU CAMPUS

Introduction

5.1 In this chapter we forecast the economic impacts of the new Birley Fields campus on the local area economy of Hulme and Moss Side. We carry out this modelling work by estimating the revenue it would generate and the number of full-time equivalent (FTE)¹ jobs and gross value added (GVA) supported in the local economy. An overview of the model is provided below in Figure 5.1 and the assumptions which underpin it are set out in Appendix 2.

Figure 5.1 RTP Economic Impact Model



¹ Details of how we have calculated FTE jobs are provided in Appendix 2.

- 5.2 We estimate the annual stable impact over one year by taking into account:
- The direct impact - the number of jobs at the new campus. This information has been provided by MMU;
 - The indirect impact - relates to the numbers of jobs supported through the local economy supply chains serving the activities of the campus;
 - The induced impact - the revenue and jobs generated by university staff, students and their visitors spending in the local economy; and
 - Finally the multiplier impact is the additional jobs and income generated in the wider economy through re-spending. To estimate this we have applied a standard multiplier factor as specified by the Homes and Communities Agency (HCA) (formerly English Partnerships (EP)).
- 5.3 We forecast these impacts based on what we know about:
- Existing MMU operations at the Elizabeth Gaskell and Didsbury campus sites using information obtained from the university;
 - Current student and staff spending profiles from survey responses; and
 - The economic profile of local businesses and the depth and breadth of the local economy to capture economic impacts. This is obtained from the Baseline Profile and business survey responses.
- 5.4 Where there are gaps in the information required to estimate the economic impacts of the scheme, we have relied on assumptions informed by case study information, guidance including the department for Business, Enterprise & Regulatory Reform (BERR) and HCA standards, secondary sources such as UK PLC turnover per job data, and a degree of judgment based on our experience.

Surveys

- 5.5 To ascertain the importance of the university and the potential impact of the new campus on the local economy we undertook surveys of MMU staff and students, and local business.
- 5.6 Survey questions were emailed to all 535 staff and 6,370 students at the MMU's Elizabeth Gaskell and Didsbury campuses to establish information on their spending patterns in the local economy (defined as 20 minutes walk time from the campus). Responses were received from 119 staff (a response rate of 22%) and 326 students (a 5% response rate).
- 5.7 For the business survey, some 150 businesses in the Hulme and Moss Side wards were emailed or handed a questionnaire. This achieved a response from 47 businesses (a response rate of 29%). These responses were useful in indicating how money is spent and captured locally.
- 5.8 Key results from the three surveys that feed into the economic impact model are described in more detail below. Responses to the survey questions are tabulated in Appendices 3 (staff), 4 (student) and 5 (business).

Gross Direct Impact

Academic and Support Staff

- 5.9 As noted earlier in this report, the Birley Fields campus will replace the Elizabeth Gaskell and Didsbury campuses. MMU proposes the number of jobs at the new campus will be 535 total jobs (430 FTE jobs); the same as the combined total jobs at the two existing campuses.

- 5.10 Table 5.1 provides a breakdown of staff numbers into two occupational categories:
- Professional, which includes managers and lecturers; and
 - Admin, support and maintenance staff, which includes clerical and cleaning staff.

Table 5.1 Staff Numbers at Birley Fields

	Total Jobs
Professional Staff	382
Admin, Support and Maintenance Staff	153
Total	535

Source: Manchester Metropolitan University

- 5.11 Despite no overall increase in the number of jobs provided by the university as a result of the campus relocation, the jobs relocated to Birley Fields will be new to Hulme and Moss Side. Logically, this should improve employment opportunities for the residents of Hulme and Moss Side. Furthermore, if the subsequent redevelopment/re-use of the existing Didsbury and Elizabeth Gaskell campuses are taken into account, then the impact may still be at least partly net additional for Manchester and the region although the potential for the released sites is unclear at this stage.
- 5.12 The results from our staff survey were used to estimate the number of jobs occupied by local residents. Of the 119 staff survey respondents, 18 live within a 20 minute walk of the two campuses, with 4 of these classified as professional staff and the remaining 14 in administration, support and maintenance positions. We apply these ratios to the proposed staff numbers at the new Birley Fields campus. This equates to 31 jobs (26 FTEs) at the new campus being occupied by local residents; 13 (11 FTEs) professional jobs and 18 (15 FTEs) admin, support and maintenance jobs.

Construction

- 5.13 Direct outputs of the Birley Fields scheme also include building the new campus. Total capital costs (including fees) are estimated at £120 million. Based on turnover per employee data² for construction, there is likely to be 590 labour years of construction. HM Treasury guidance suggests that 1 permanent construction job equates to 10 construction years, so we deduce an impact from MMU's relocation to Birley Fields of 59 additional construction jobs (equivalent to 58 FTEs in this sector).

Total Direct Jobs

- 5.14 Table 5.2 estimates the Birley Fields scheme would directly support 594 jobs (488 FTEs). While we would expect that a number of these jobs will be filled by local residents, this may require existing staff to leave their job for a better offer or retirement. That said, based on current proportions, we would anticipate that some 40 jobs³ (34 FTEs) would be filled by local residents.

² This uses RPI grossed up 2008 figures based on 2006 Sales per Employee by Sector information from UK PLC, A Financial Analysis of Corporate Britain, 2005, Hampton, The Prospect Shop.

³ To be consistent with the multiplier factors below we have assumed 15% of the construction jobs will be filled by local residents

Table 5.2 Summary of Gross Direct Impact

	All Jobs
Birley Fields Campus Staff	
<i>Professional Staff</i>	382
<i>Admin, Support and Maintenance Staff</i>	153
Construction	59
Total	594

Source: RTP and Manchester Metropolitan University

Gross Value Added

- 5.15 Unlike revenue, which reflects just the flow of money in and out of an economy, GVA reflects the true value through profits, salaries and investment in an area. It is the net value of revenue after allowing for supply inputs. Based on the 2006 UK Blue Book account⁴ grossed up to 2008 figures, each service sector job generates some £33,300 in gross value added (GVA).
- 5.16 The workplace GVA is defined as the net additional value to the economies of Hulme and Moss Side from the Birley Fields scheme. We estimate this is approximately £19.8 million. However, some of the jobs generated from the new campus will be occupied by people living outside of Hulme and Moss Side, so a proportion of direct revenue will leak out of the local economy. The net additional revenue which accrues to people who live in Hulme and Moss Side is £1.3 million in resident based GVA.

Gross Indirect Impact

- 5.17 Indirect impacts arise from university spending on goods and services in the local economy by MMU's Birley Fields establishment. To gauge this potential impact and the importance of the university for local businesses, we undertook a survey of businesses in the Hulme and Moss Side area. More details of the business survey responses are provided in Appendix 5, but the general results of the 47 business respondents showed:
- Half of all respondents considered the university to be important or very important for their business, suggesting strong linkages between the university, its students and local businesses;
 - Local businesses spend approximately 19% of their revenue purchasing supplies from other businesses in the Hulme and Moss Side area; and
 - 75% of staff that work in these local businesses also live in Hulme and Moss Side.
- 5.18 We were unable to obtain information about the annual amount spent by MMU on local supplies so we have estimated the indirect impact based on total spend and information deduced from our business survey. As noted above the business survey indicated that there are strong links between the university and local businesses. We therefore assume 15%⁵ of the estimated total campus turnover excluding labour costs will be spent in the local area. This equates to approximately £3.99 million⁶ in additional local spend per year, based on an un-weighted average of UK PLC sales

⁴ UK Blue Book: GVA in all service sectors/ jobs in all service sectors (grossed up from 2006 to 2008). ONS

⁵ This is based on English Partnerships neighbourhood multiplier factor of 1.15 and assumes strong local supply linkages and income or induced effects.

⁶ This is based on the two campuses total turnover excluding labour costs of £26,602,904

per employee across a number of sectors. This spend supports 29 local jobs (22 FTEs).

Gross Value Added

- 5.19 We estimate the local economy GVA generated from these indirect jobs is £0.95 million based on the average GVA per job of £33,300.

Gross Induced Impact

- 5.20 A further impact is the amount spent in the local economy by staff, students and their visitors, which is referred to as the induced impact. To gauge this impact we asked staff and students based at the Elizabeth Gaskell and Didsbury campuses about their weekly spend. To ensure we captured local spend and not leakage to areas further afield, we obtained spending patterns outside of the university but within a 20 minute walk of the respective campus.

Staff Surveys

- 5.21 Based on the 119 respondents, staff on average spend £38.85 per week in the local area. Staff working in professional occupations spend on average £28.91 per week, significantly less than staff in admin, support and maintenance occupations who spend an average of £52.23 per week in the local area. More specifically those in admin, support and maintenance occupations spend a larger amount on rent, public transport and one of large purchases than staff in professional occupations. One explanation for this difference is that admin, support and maintenance jobs are typically lower paid, attracting staff that are local to the campus and have lower transportation costs.

Table 5.3 Average Staff Spending per Week

	Expenditure per Professional Staff (£)	Expenditure per Admin, Support and Maintenance Staff (£)	Expenditure per Staff (£)
Cafes / restaurants	3.61	1.33	2.63
Bars, pubs & clubs	1.67	1.02	1.39
Major supermarket / multiple food & drink store	8.30	6.18	7.40
Local traders e.g. local grocers, market stall	1.52	1.70	1.60
Clothing and shoe stores	1.52	0.00	0.87
Public transport (including taxis)	1.07	2.18	1.54
Private transport costs (e.g. own car, fuel, parking)	5.53	2.55	4.26
Recreation venues (e.g. sports centre)	0.55	1.55	0.97
Rent (not mortgage payments)	0.76	17.65	7.96
One off large purchases (e.g. furniture, computer)	4.32	16.02	9.30
Other	0.08	2.05	0.92
Total Spend	28.91	52.23	38.85

Source: RTP

- 5.22 To estimate the value of MMU Birley Fields staff spending in the Hulme and Moss Side economy, we multiply weekly expenditure figures by the number of jobs at the campus - 535 total jobs - and, by the number of weeks staff members on average work per

year⁷. This produces an annual staff spend in the local economy of £730,800. Table 5.4 provides a breakdown of expenditure by occupational category and shows that the total annual spending is almost identical across the two groups.

- 5.23 To translate this spend into local jobs, we use data from UK PLC⁸ which provides turnover per employee in sectors specific to the spending categories in Table 5.4. In total, an annual spend of £730,800 supports 8 total jobs (equivalent to 7 FTEs).

⁷ Based on information provided by the university, staff categorised as professional work 40 weeks per year; while admin, support and maintenance staff work 46 weeks per year.

⁸ This uses RPI grossed up 2008 figures based on 2006 Sales per Employee by Sector information from UK PLC, A Financial Analysis of Corporate Britain, 2005, Hampton, The Prospect Shop

Table 5.4 Birley Fields Campus Staff Spending in the Local Economy

	Expenditure per Professional Staff		Expenditure per Admin, Support & Maintenance Staff		All Staff	Industry Turnover per Employee (UK PLC)	Jobs Supported
	Average Weekly Spend	Annual Spend	Average Weekly Spend	Annual Spend	Annual Spend		
Cafes / restaurants	3.61	45,004	1.33	9,397	54,401	42,344	1
Bars, pubs & clubs	1.67	20,800	1.02	7,229	28,029	50,370	1
Major supermarket / multiple food & drink store	8.30	103,622	6.18	43,805	147,427	106,825	1
Local traders e.g. local grocers, market stall	1.52	18,909	1.70	12,072	30,981	98,013	0
Clothing and shoe stores	1.52	18,909	0.00	0.00	18,909	80,621	0
Public transport (including taxis)	1.07	13,312	2.18	15,411	28,723	77,393	0
Private transport costs (e.g. own car, fuel, parking)	5.53	69,018	2.55	18,071	87,090	77,393	1
Recreation venues (e.g. sports centre)	0.55	6,807	1.55	10,987	17,795	84,040	0
Rent (not mortgage payments)	0.76	9,455	17.65	125,054	134,509	126,126	1
One off large purchases (e.g. furniture, computer)	4.32	53,891	16.02	113,489	167,379	98,013	2
Other	0.08	1,040	2.05	14,506	15,546	98,013	0
Total	28.91	360,767	52.23	370,022	730,788	N/A	8

Source: RTP, UK PLC

Student Survey

- 5.24 Responses from the 317⁹ surveyed students derived an average weekly local expenditure of £56.27. As shown in Table 5.5, rent is the largest expenditure followed by major supermarket/multiple food and drink store, one off large purchases and bars, pubs and clubs.
- 5.25 Student expenditure in these categories is beneficial to the local economy as these types of services support many local jobs. Expenditure on rent excludes mortgage repayments and is money spent in the local economy and paid directly to local landlords. Student spending at supermarkets and bars, pubs and clubs which are likely to employ a high proportion of Hulme and Moss Side residents, also support a significant number of jobs in these sectors.

Table 5.5 Average Student Spending per Week

	Expenditure Per Student (£)
Cafes / restaurants	4.02
Bars, pubs & clubs	5.03
Major supermarket / multiple food & drink store	8.27
Local traders e.g. local grocers, market stall	2.16
Clothing and shoe stores	4.26
Public transport (including taxis)	4.30
Private transport costs (e.g. own car, fuel, parking)	4.57
Recreation venues (e.g. sports centre)	1.17
Rent (not mortgage payments)	12.75
One off large purchases (e.g. furniture, computer)	7.97
Other	1.78
Total Spend	56.27

Source: RTP

- 5.26 To calculate the annual value of student spending in the local economy, we multiply average weekly spend by the number of academic weeks students are at the campus and by the total number of students at the new campus.
- 5.27 We assume the number of students at the new campus will equal 6,370¹⁰ students, which is the current combined number of students within the FHPSC and the IoE based at the Elizabeth Gaskell and Didsbury campuses (some 2,760 students within the FHPSC and 3,610 students within the IoE).
- 5.28 Many students enrolled at the IoE spend approximately a third of the academic year on placements. We assume these placements are not in Hulme and Moss Side and so for part of the academic year students will spend both time and income outside the local area. Therefore, we assume a low end figure of time spent on campus for IoE students of 20 weeks, whereas students in the FHPSC are on campus for 35 weeks.

⁹ Total number of students interviewed was 326 but 9 students lived in Hulme and Moss Side before attending MMU. As the aim of the survey is to measure potential new spend to the area we have excluded these 9 students from our survey.

¹⁰ Based on student data for the 2008/09 academic year

- 5.29 Grossing the weekly student expenditure produces a total annual spend in the local economy of £9.5 million. Table 5.6 provides a breakdown of expenditure and shows that students at the FHPSC will generate more local spending than those at the IoE (£5.4 million as opposed to £4.1 million). To translate this local spend into jobs we use turnover per employee by sector from UK PLC¹¹. Therefore £9.5 million supports 114 total jobs (89 FTEs).

¹¹ This uses RPI grossed up 2008 figures based on 2006 Sales per Employee by Sector information from UK PLC, A Financial Analysis of Corporate Britain, 2005, Hampton, The Prospect Shop

Table 5.6 Birley Fields Campus Student Spending in the Local Economy

	Average Weekly Expenditure per Student	Annual Spend			Industry Turnover per Employee (UK PLC)	Jobs Supported
		FHPSC Students	IoE Students	All Students		
Cafes / restaurants	4.02	290,280	388,381	678,661	42,344	16
Bars, pubs & clubs	5.03	362,925	485,575	848,500	50,370	17
Major supermarket / multiple food & drink store	8.27	597,415	799,312	1,396,727	106,825	13
Local traders e.g. local grocers, market stall	2.16	156,175	208,955	365,130	98,013	4
Clothing and shoe stores	4.26	307,704	411,693	719,397	80,621	9
Public transport (including taxis)	4.30	310,346	415,228	725,574	77,393	9
Private transport costs (e.g. own car, fuel, parking)	4.57	329,683	441,099	770,782	77,393	10
Recreation venues (e.g. sports centre)	1.17	84,135	112,568	196,703	84,040	2
Rent (not mortgage payments)	12.75	920,434	1,231,494	2,151,928	126,126	17
One off large purchases (e.g. furniture, computer)	7.97	575,095	769,448	1,344,543	98,013	14
Other	1.78	128,593	172,052	300,645	98,013	3
Total	56.27	4,062,785	5,435,803	9,498,588	N/A	114

Source: RTP, UK PLC

Student Visitors

- 5.30 Visits to MMU students by non MMU students provide an additional source of income for the local economy. The results from our student survey show on average:
- Each student receives 2 visits per term;
 - Each student receives 1 visitor per visit; and
 - The length of each visit is approximately 1.3 days.

Therefore, on average each student receives 6 visitor days per year.

- 5.31 To estimate the daily expenditure by each student visitor we use average visitor spending data for Greater Manchester from the North West Visitor Survey¹². This gives an average spend of £18.19 per day for visitors staying with friends and family.
- 5.32 Our estimate is that annual student visitor spend would be approximately £897,100 in the local economy. This supports 6 jobs (5 FTEs) based on un-weighted average UK PLC sales per employee estimates.

Table 5.7 Birley Fields Campus Annual Spend by Student Visitors

Total number of students	6,370
Total number student visitors per year (6 visitors per year @ 1.3 days per year)	49,319
Average Visitor spend per day	£18.19
Total annual student visitor spend in the local economy	£897,052
Average UK PLC industry turnover per employee	£139,180
Jobs generated	6

Source: RTP, North West Visitor Survey, MMU

Gross Value Added

- 5.33 We estimate the local economy GVA generated by these induced jobs to be £4.3 million. This is based on the average GVA per job of £33,300 (Table 5.8).

Table 5.8 Induced GVA generated by Birley Fields campus

	Jobs Supported
Staff	8
Students	114
Visitors	6
Total	129
Induced GVA	£4,295,822

Source: RTP, MMU and UK PLC

Gross Multiplier Impact

- 5.34 The final stage of the model is to account for multiplier impacts. These are the additional incomes and jobs created due to an initial injection into the economy. For example spending by Birley Fields staff at a local newsagent enables the shop owner

¹² 2003-04 North West Visitors spend survey. <http://www.nwriu.co.uk/tourism/335.aspx>

to pay for supplies and labour, which in turn provide the employees of the newsagent with money to purchase their groceries and so on, generating further economic activity. This is called the multiplier effect.

- 5.35 As an aid to economic impact studies, EP provides a best practice guide with standard multipliers to estimate unknown multiplier impacts. We apply the multiplier impacts to the indirect and induced impact. The EP multipliers at the neighbourhood level range from 1.05 to 1.15¹³.
- 5.36 We apply the high neighbourhood level factor of 1.15¹⁴ because the local business survey results showing Hulme and Moss side businesses sourcing 19% of their supplies from other local businesses, and both staff and students spend a proportion of their income in the local economy.
- 5.37 On this basis we estimate further (second round) spending in the local economy will generate £17.3 million in revenue. This supports 125 total jobs (97 FTEs) in Hulme and Moss Side jobs based on an un-weighted average turnover per employee ratio across all sectors in the economy.

Gross Value Added

- 5.38 We estimate the GVA generated by the second round multiplier jobs is £4.2 million. This is based on a GVA figure of £33,300 per job.

Summary

- 5.39 Table 5.9 shows the total impact of the new campus on the local economy based on our forecast estimates. Our forecast is for the Birley Fields campus to create additional revenue of £76.7 million to the Hulme and Moss Side area. This would support 877 local jobs (708 FTE jobs), which would account for approximately 4% of existing total employment in the two wards¹⁵. These jobs are likely to generate a local workplace based GVA of £29.2 million per year.
- 5.40 These indicative values suggest that the MMU Birley Fields in Hulme campus provides an income multiplier impact equivalent to 1.74, i.e. for every £1 in turnover at MMU Birley Fields campus, a further £0.74 is generated in the local economy. The resulting employment multiplier is 1.47, i.e. for every 100 jobs at MMU Birley Fields a further 47 jobs are supported in the local economy.
- 5.41 While these results are very positive, it is likely that some students may occupy some of the new and existing jobs outside of the university at the expense of incumbent residents. Nonetheless, there remains a net addition of 708 FTE jobs in the Hulme and Moss Side economy, many of which will be filled by local residents. A broad estimate suggests that this may amount to 200 FTEs of the 708 FTEs jobs supported being filled by Hulme and Moss Side residents. Over time this may increase as new or existing staff may relocate to be closer to the campus.

¹³ English Partnerships, Additionality Guidance Method Statement, 2nd Addition, September 2004.

¹⁴ Using the high composite (neighbourhood level) p.24 English Partnerships, Ibid.

¹⁵ Annual Business Inquiry data 2007 shows total employment in the two wards is 20,000. This excludes self employment.

Table 5.9 Estimated Total Economic Impact of Birley Fields Campus

	Spend (£m)	Total Jobs	FTE jobs	GVA (£m)
Direct Impact	44.21	594	488	19.79
Indirect Impact	3.99	29	22	0.95
Induced Impact	11.13	129	101	4.30
Multiplier Impact	17.38	125	97	4.16
Total Impact	76.71	877	708	29.20

Source: RTP and Manchester Metropolitan University.

6 QUALITATIVE IMPACTS OF THE PROPOSED MMU CAMPUS

Introduction

- 6.1 This section of the report identified the qualitative impacts that the development of the new Birley Fields in Hulme campus is likely to have on the local area. The impacts have been established through consultation with a variety of local organisations and stakeholders. The impacts relate to social issues, physical regeneration and perceptions of the area as a place to do business.

Social and Community Impacts

- 6.2 In assessing the likely social and community cohesiveness impacts of the new campus, we have investigated the current activities of MMU in this regard, how they currently relate to the Moss Side and Hulme wards and how this relationship could be further enhanced in the future. As a result of planning for the new Birley Fields in Hulme campus, it is clear that there is already some significant focus on the Moss Side and Hulme wards. Discussed below are initiatives that relate to volunteering, community engagement and development, and sports and leisure.
- 6.3 It is relevant to note at this point that MMU, together with Manchester City Council, are already undertaking an extensive community consultation and engagement exercise in relation to the proposed Birley Fields in Hulme campus. This exercise seeks to disseminate information and gather opinions on the new campus proposals to enable community aspirations to be reflected in future revisions to the proposals.

Volunteering and Community Engagement & Development

CoMMUni

- 6.4 CoMMUni is a service based within MMU that is designed to develop volunteering opportunities for all students and staff. CoMMUni contacts local agencies and organisations in the not for profit sector to find out what volunteers they need and then seeks to match these opportunities with people interested in volunteering.
- 6.5 CoMMUni currently has over 800 organisations registered with it, of which around 15 have a geographic remit that is specific to Moss Side and/or Hulme and many more covering a wider geographic area including Moss Side and Hulme.
- 6.6 This year c400 MMU students have undertaken volunteering activity that was registered by CoMMUni, although the actual number is likely to be much higher as many students make contact with organisations through CoMMUni and often do not register activities undertaken. Each participating student is encouraged to give a minimum of 2 hours per week during term time (35 weeks in total), equating to 70 hours over the year; or at least 2 action days of 5 hours per term, equating to 30 hours over the year.
- 6.7 Assuming 10% of student volunteering activity is located in either Moss Side or Hulme (based on the proportion of organisations either solely focused on or active within these areas), which equates to 40 students; an average of 50 hours per year per volunteer; and applying a standard hourly rate of £6.53 to enable a value of this contribution to be calculated, the total impact of CoMMUni activity in Moss Side and Hulme is £13,060.

- 6.8 It can be expected that levels of volunteering in Moss Side and Hulme will increase significantly once the Birley Fields campus is open with students living and learning there, given that students decide where and with which organisations to volunteer and that targeting of projects in Moss Side and Hulme could be increased. It does not appear unreasonable that the level of volunteering in Moss Side and Hulme through CoMMUni could double to 20% of all volunteering activity. As such, the impact of these activities in the two wards could conservatively rise to £26,120. It should be borne in mind that far from all volunteering is recorded by CoMMUni and as such, the actual impact is likely to be considerably larger.
- 6.9 A very wide variety of volunteering activities are undertaken through CoMMUni. These include literacy mentoring in schools; environmental projects such as street cleaning action days or woodland management; community art projects; and sports development and coaching projects. Clearly, the economic impact identified above is additional to the social and environmental benefits which would result from focusing some of this activity within the Hulme area.

Public Engagement Fellows

- 6.10 In September 2008, MMU launched its Public Engagement Fellowship Scheme, offering £10,000 each to 6 fellows. The scheme is intended to support key aspects of MMU's Public Engagement Strategy, Strategic Plan and complement the aims of the Manchester Beacon for Public Engagement through genuine two-way exchange of knowledge and expertise with the wider community. All of the six fellowships will benefit residents of Hulme and Moss Side and significantly enhance cohesiveness between MMU and the communities within which the new Birley Fields campus will be located. A short description of each of the fellowships is set out below:
- **The Manchester Conference for Black Parents, Children and Young People** - This project will build an alliance of parents, teachers and communities to take positive steps in addressing the lower qualifications and disproportionate exclusions experienced by children from some black and minority ethnic communities in Manchester. As part of Black History Month, MMU will host a major event aimed at bringing together a wide range teachers, academics and policy makers in engaging with parents, young people and community groups from black and minority ethnic communities.
 - **MMU Web Angels** - This project will provide a user-maintainable web presence to community groups in Crewe, Hulme and East Manchester that will enable them to market their activities and communicate with funders, volunteers, client and stakeholder groups. The programme will be delivered through co-ordinated volunteering opportunities for students from the Department of Information and Communication's BSc. Web Development Programme.
 - **Moving Memories** - Moving Memories is an inter-generational exploration of life in Hulme and Moss Side in the 1960 - 80s through contemporary BBC North West television features. The North West Film Archive's collections richly represent how communities lived, worked and enjoyed precious leisure time. However, this visual record does not fully represent the region's evolving diversities, particularly after immigration from the Caribbean and Asia from the 1940s. 'Moving Memories' will help to close that gap. The project will take unique BBC North West regional archive programmes into communities in Hulme and Moss Side to inspire story-sharing - reconnecting this footage with the communities it portrays and seeking new perspectives.
 - **Manchester MethODS: Hulme Open Design Studio** - The ubiquity of mobile phones and services such as Facebook means that people are increasingly fascinated by computing technologies. Learning to write simple software will allow

people to take their computing skills to the 'next level'. Manchester MethODS will demystify computers, and show, using workshops, how easy it is to create (rather than simply use) interesting and useful software working alongside ArcSpace Manchester, a community cluster based in Hulme. Apart from the obvious skills benefits, participants will be encouraged to view software development as an inherently creative process. The word 'Open' is key; in the spirit of other community projects, open-source software will be used, but, in a more general sense, the project will be open to all.

- **Moss Side Stories** - Moss Side Stories is a multimedia project that enables the pupils of The Manchester Academy to explore their own, often extraordinary, life stories in the form of autobiographical writing, video art and dramatic performance. Opening up the facilities and expertise of the university through a series of professionally facilitated workshops, video shoots and rehearsals, Moss Side Stories will culminate in a multimedia exhibition to be hosted by MMU in the summer of 2009. The project will allow MMU students to gain CV-building experience in the fields of creative writing, drama and video production whilst giving Academy students a personal knowledge of their local university and the self-esteem necessary to apply for a place in higher education.
- **Hulme Sweet Hulme** - This collaboration is a celebration of Hulme past, present and future. It will explore the stories and histories of its people using the notion of home. Creativity, making, skill sharing, and joint endeavour are all key. Old and new maps of Hulme will be stitched and drawn as well as an exploration of what 'the threshold' means for different cultures by making and documenting features such as doormats, graffiti, hanging baskets and house numbers and names. Partners include Harp (Health, Advocacy and Resource Project), Hulme Community Garden Centre, Hulme schools and Library, the Claremont Resource Centre, Venture Arts (adults with learning disabilities), Zion Centre and local cafes and shops. Working alongside MMU students is implicit within the project and its culmination will be an event showcasing the outcomes - an affirmation and a celebration of the strength and diversity of Hulme throughout many changes.

- 6.11 It is clear from the above, that these fellowships will contribute significantly to engendering close and mutually beneficial links between local communities in Moss Side and Hulme and MMU that will serve to pave the way for more ready acceptance of the Birley Fields in Hulme campus and its adoption as an integral part of the area by local residents. These projects will also provide residents with new and improved skills, knowledge and experience, as well as confidence to engage further with MMU and other higher education opportunities.

Community Consultation

- 6.12 Through the development of the Birley Fields in Hulme campus, the opportunity exists to promote a 'two-way' relationship between the local community in Hulme and Moss Side and the stakeholders and partners associated with the university. This relationship would be mutually beneficial, allowing the university to engage with the local community, creating a partnership in which both parties can understand, reflect and take on board each other's needs and aspirations for the area.
- 6.13 This process would constitute more than just a 'marketing push' from the university towards the local community, but would provide an opportunity for the university to utilise its academic research facilities and expertise to undertake more participative research which would enable the monitoring and study of the impact of the campus and how the partnership can be of benefit and continue to be developed.
- 6.14 This process would incorporate the strengths of MMU departments such as, inter alia, the Research Institutes of Health and Social Change and Education and Social

Research. In this sense, the university is acting as more than just a corporate business enterprise whereby it is marketing its activities, but it is also acting as an academic research collaborator, carrying out participative research to the benefit of all those involved; that is the local communities of Hulme and Moss Side and MMU itself.

Sports and Leisure

- 6.15 There are currently two principal community use sports and leisure facilities in the Moss Side and Hulme area, namely Moss Side Leisure Centre and Trinity Sports Centre. Moss Side Leisure Centre has a swimming pool, large sports hall, fitness suite and cricket nets. Trinity Sports Centre (attached to Trinity School) has one large and one smaller sports halls, a 125sq. m dance studio, a fitness suite, an outdoor Astroturf pitch for 11-a-side football or hockey (or 2 x 5-7 a side) and three outdoor multi-use courts.
- 6.16 In addition, just outside of the Moss Side and Hulme ward boundaries is the Sugden Centre, which is operated jointly by MMU and the University of Manchester. It has a new 100 station fitness and weights area; 6 refurbished squash courts; two large sports halls; two multi-activity rooms; and one outdoor 5-a-side football court.
- 6.17 Currently, there is no formal use of Moss Side leisure Centre by MMU sports teams, and only occasional use of Trinity Sports Centre by MMU sports teams. In addition, informal use of these facilities by students is limited.
- 6.18 Similarly, use of the Sugden Centre by non students and staff equates to just 5% or 3,000 users per month. That said, this facility is very well used and operates at or near capacity much of the time.
- 6.19 The development of the Birley Fields campus is likely to lead to increased informal usage of both Moss Side Leisure Centre and Trinity Sports Centre by students and staff. MMU is already working with the operators of these two facilities so that future use by students is recorded and can be measured. It is also working with the operators of Moss Side Leisure Centre, as part of a review of the facility, to influence the facility mix and pricing strategies to encourage additional student use.
- 6.20 Increased usage of these facilities by students and staff would not only improve their viability and, as a result, the range and quality of facilities and services they provide, but would also lead to increased mixing between university and local communities and help with their integration.
- 6.21 Furthermore in this regard, MMU already has a partnership with Manchester City Council in relation to sports coaching and volunteering. Although this is currently a city-wide initiative, potential exists to focus on projects that specifically relate to the Moss Side and Hulme wards, particularly in the light of an impending Memorandum of Understanding for Sport between MMU and the Council. This is likely to deliver significant additional benefits in terms of community cohesion and provide direct benefits to local communities.
- 6.22 It is also likely that the increased proximity of students and staff to high quality sporting facilities will increase overall participation in sports and leisure activities, given the more limited provision close to the existing campuses in Didsbury and Rusholme. This increased participation in sports and leisure activities will lead to direct health benefits and decreased burden on health facilities.

Health

- 6.23 Whilst it is not confirmed at this stage, the inclusion of a new high quality health centre remains a key aspiration of MMU, Manchester City Council and their partners in the Birley Fields in Hulme campus development. Such a facility would be for use by the wider Hulme and Moss Side communities as well the MMU community of some 33,000

staff and students. The presence of a health centre adjacent to MMU's Research Institute for Health & Social Change offers significant potential for transformational collaboration between practitioners, researchers and the community in the area of preventive health care and social change.

- 6.24 It is also considered that the premises at which GP surgeries are currently located are of variable quality, with some operating in more modern premises and others in less suitable accommodation with restricted accessibility. There is potential, therefore, to achieve significant qualitative improvements in local primary healthcare facilities through this proposal.

Business Perception Impacts

- 6.25 To help establish current opinion on the area from an economic and business perspective, consultations were undertaken with a number of key organisations involved in economic development, investment and business support across Manchester. This exercise sought to gather opinions both on current perceptions of the area from a business perspective, and how these may be affected by MMU's relocation scheme. The following organisations were included in the consultation:
- Greater Manchester Chamber of Commerce - who provide business support to companies across the city region;
 - Manchester Enterprises - the economic development agency for Greater Manchester;
 - Manchester Science Parks - agents for Manchester Science Park, a Hulme based science and technology community providing business support to tenants;
 - MIDAS - Manchester's inward investment agency, working to attract investment into the city region; and
 - Innospace - MMU's graduate business incubator offering subsidised office space and business support.
- 6.26 All representatives speaking for the above organisations were positive about the scheme and offered views largely in agreement on the current issues affecting the area and the effects of the new campus.

Current Perceptions of the Area

- 6.27 The local area is not perceived favourably by businesses and the cluster of office buildings in Birley Fields is not full. Manchester Science Parks own one of these buildings, but find it difficult to attract companies to this location and the building is only 60% full. There are many reasons offered for this lack of interest in the area.
- 6.28 Birley Fields is encroaching into a residential area and is not seen as a business area. It is out of the city centre yet not far enough out to offer all the benefits of a business park. As such, it is not a prime employment area and although it may be able to offer lower rates and rental costs, it has no unique selling point and suffers from competition from comparable sites around the city.
- 6.29 Although there is some retail in the local area, there are many vacant units. Potential tenants are disappointed at what they perceive to be a lack of shops, which makes it more difficult to attract staff.
- 6.30 It is not believed that the area has moved on from what it used to be with historic perceptions of high levels of crime and unemployment prevailing. The site itself is viewed as a wasteland that contributes to a particularly dark environment at night. The issue of safety too affects the ability of the area to attract staff and thus businesses into Birley Fields.

- 6.31 The local area is perceived to suffer from poor public transport links. Birley Fields is seen as not quite close enough to the bustling Oxford Road corridor with Princess Road additionally acting as barrier to movement between the two areas. Indeed, Manchester Science Parks considers this, the fact that the area is cut off, to be the main issue in attracting tenants to the existing office accommodation near the site.

Perceptions of the Current Role of the University in the Local Area

- 6.32 The current university presence in the area is critical to retail businesses and food and drink establishments located nearer Oxford Road. However, nearer the site businesses are thought to be much less dependent on university related trade.
- 6.33 Although the existing university presence is considered to be important to some of the science and technology businesses in the wider area, with their role in promoting knowledge exchange cited as one of the reasons for this, this is not the case for all businesses. Instead, their proximity to each other is thought more important.

Impacts of the New Campus

- 6.34 It is envisaged that the scheme will attract new retail businesses into the area along with other businesses to support students such as cafes, sandwich shops and the like.
- 6.35 An example of such spin-off benefits in terms of increasing the vibrancy of the surrounding area is the positive impact that the recently redeveloped MMU John Dalton building has had on retail and leisure outlets located along Chester Road. The redevelopment of this building has led to the expansion of retail units in the immediate area; previously vacant units have now been let, transforming the area considerably.
- 6.36 In terms of attracting professional businesses, the relocated campuses will have an impact. Perceptions of the area are expected to improve and the campus will provide an anchor for the site that along with university spin-off businesses can attract other businesses to the area. Manchester Science Parks anticipate that this scheme will help to fill their building in Birley Fields.
- 6.37 MIDAS considers that the specialist nature of the facilities would be particularly beneficial for the area in terms of attracting investment. Together with healthcare establishments already in the area, the new campus would create a cluster of health-related businesses and help stamp a character on the area. In addition, the new campus would ensure a local labour pool of specialist health graduates. This would help increase investment in the local area and attract further health sector businesses. Healthcare is one of the three priority sectors MIDAS is currently marketing and the new campus would be included in their marketing material used to attract businesses to the Manchester area.
- 6.38 Manchester Enterprises does not envisage that the specialist element of the Birley Fields campus will be of a sufficient scale to create such a hub, and that Birley Fields would still require a unique selling point.
- 6.39 The scheme will increase pedestrian and traffic flows, resulting in a much more vibrant environment; an impact which will reap benefits for the area. Moreover, this creation of a '24-hour' atmosphere will be largely beneficial; making the area seem safer at night and helping to attract staff given that not all of people work regular hours. Anticipated negative effects of the increase in people were an increase in litter and possible tensions between students and local residents.
- 6.40 Other potential benefits relate to community and regeneration aspects. The development will improve the appearance of the site and create many jobs. A scheme that considers and is integrated with the surrounding community, to provide jobs for local people and benefit all businesses, is essential to help maximise employment and

job opportunities in the area, and will be particularly important to the vibrancy of the campus itself during non-term time periods.

Innospace

- 6.41 Innospace is MMU's graduate business incubator offering subsidised office space and business support. Innospace provides all the facilities of a new office as well as access to business advisers, professional mentors and a range of workshops. The facility currently attracts 'spin-in' start up businesses from the local area and specialises in nurturing these local start-ups. Innospace is currently located within MMU's Aytoun campus in the city centre, and is potentially relocating to Birley Fields as part of the masterplan for the site.
- 6.42 Innospace's current location in the heart of the city centre is considered a major factor in attracting and retaining tenants. The M1 post code is highly regarded by businesses, and enables tenants to easily meet up with clients who are also based in the city centre. Its proximity to a range of public transport links and frequent city centre services mean the office is widely accessible. However, the most important element of Innospace is regarded as the sense of community tenants experience as part of the centre. On a less positive note, the Innospace building is not purpose-built and is unable to offer a number of desirable facilities including 24-hour access and parking.
- 6.43 A new purpose built facility as part of the Birley Fields campus could bring many other benefits, such as 24-hour access, access to parking, private sound-proofed meeting rooms and grow-on space for businesses to move into. Although the site is not far from Innospace's existing location, the Birley Fields location would not suit all current and potential tenants, to whom a city centre location is key and some, perhaps 25% of existing tenants, would be lost. However, it is considered that the new facilities offered by a relocated Innospace would equal if not outweigh the negatives, attracting new tenants to at least replace those lost.

Physical Regeneration Impacts

- 6.44 The site of the proposed Birley Fields campus is located at the heart of the Hulme area, which has undergone significant regeneration and development over the last 10-15 years. Indeed, it is the last major piece of land in the Hulme area that remains to be developed. It is bounded to the north and west by new residential development and to the south by new office development, beyond which is Hulme High Street providing a range of retail and leisure facilities.
- 6.45 The majority of the land proposed to accommodate the new campus has lain vacant since the demolition of the deck access flats over a decade ago. This is very much in contrast to the remainder of the Hulme area which has been the subject of reasonably high density mixed-used re-development to create active and vibrant streets and communities.
- 6.46 In many ways, therefore, the development of this land is the final 'missing piece' in the regeneration and development jigsaw of Hulme, occupying a crucial, central position in the area (as well as at a high profile gateway location to the City Centre). The vitality and activity generated by development of these sites is required to enliven this part of Hulme. Indeed, the scale and nature of the campus proposal as currently planned is likely to deliver more in this regard than previous proposals for the area (for additional office, related employment generating uses and housing), given the number of people likely to be living, working and learning in the area.
- 6.47 Whilst the sites do contain a number of semi-mature trees, the land is overgrown, unattractive and often the subject of littering and fly-tipping as well as other forms of anti-social behaviour. This poor environmental quality and amenity means that the

sites currently act as a barrier between the residential areas north of Stretford Road and the shops and services provided at Hulme High Street. The detrimental impact these sites have on local environmental quality and amenity has also discouraged investment in high quality shopping, restaurants, cafés and bars along the adjoining stretches of Stretford Road and Royce Road.

- 6.48 The masterplan as currently proposed by MMU would provide direct, safe and attractive routes between the residential areas and the shops and services that support them. The development would also have a massive impact on local amenity, with high quality architecture, new development and public spaces replacing forbidding overgrown scrubland. It can be expected that this will have knock-on benefits in terms of the scale and nature of demand for development and accommodation in the immediate surrounding area. In particular, it is likely that higher quality retail, café restaurant and bar uses will be attracted to the area.
- 6.49 However, not all of the impacts of the MMU development will be positive. And whilst we note that large numbers of students already reside in the Hulme area, it is acknowledged that student areas can suffer problems with drunkenness and anti-social behaviour, noise disturbance and the like, although it is considered that such problems can be ameliorated to a large extent by effective management and campus security. We also consider that the nature of the mature student base will reduce this negative impact considerably.
- 6.50 Moreover, a recent joint study by MMU and the University of Manchester with the city council on student accommodation has recommended the appointment of an Off-Campus Manager whose role it will be to develop and improve neighborhood management initiatives in partnership with a Dedicated Council Officer in areas of concentrated student residency.

Travel Patterns

- 6.51 The relocation of campuses, including both residential and teaching accommodation, from Didsbury and Rusholme to Birley Fields will significantly reduce the need to travel for many students given its closer proximity to the existing main campus at All Saints. It will enable many students to use more sustainable modes of travel, particularly walking and cycling. Moreover, the imminent recruitment of a new role of MMU Travel Manager will enable the further development of strategic and operational aspects of the university's Travel Plan.
- 6.52 The existing MMU Travel Plan, developed and updated in 2007, has already led to the implementation of a number of measures including:
- Establishment of a Green Travel Plan Steering Group;
 - Establishment of a Bicycle Users Group;
 - Promotion of Greater Manchester's Car Sharing Database for staff;
 - Improvements to travel options information at all campuses, on the staff and student intranet and on the website (still progressing);
 - Salary sacrifice scheme for public transport season tickets and bicycle purchases;
 - New car parking management strategy to reflect sustainable travel policies; and
 - New investment to improve cycle parking, upgrade showers and changing facilities as part of supporting sustainable travel.
- 6.53 The objectives of the Travel Plan form a fundamental part of how the new Birley Fields in Hulme campus will operate in the future. These objectives can be summarised as:
- Providing staff, students and visitors to the campus greater travel choice and enable them to use modes other than single occupancy vehicles;

- Promoting and raising awareness of the benefits of healthier and more environmentally-friendly travel;
- Minimising incentives for staff and visitors to use single occupancy private cars and maximising incentives to use sustainable alternatives;
- Reducing MMU's carbon footprint; and
- Reducing costs incurred to MMU for unnecessary business travel.

Parking

- 6.54 Currently, there is significant car usage amongst existing staff and students, with around 500 onsite spaces being occupied during the day. The consolidation of the campuses onto the All Saints/Birley Fields site will substantially increase this demand, whilst at the same time reducing the number of existing spaces through increased use of non-car modes.
- 6.55 A permit system has been introduced to manage this demand and, in the 1st year of occupation of the consolidated site, it is estimated that the staff parking demand will be for 879 spaces. There will remain 456 spaces on the All Saints site, implying that an additional 423 spaces will be needed somewhere on the campus. The Travel Plan has set strong targets to reduce staff parking demand from 44% to 30% over 5 years for the amalgamated campuses. This would reduce the on-site spaces required to 747. Again, using the 456 spaces that are currently available, 291 additional spaces would need to be allocated. These figures are subject to change as the proposals continue to be worked up in detail.
- 6.56 The number of spaces needed is expected to reduce from about 420 to 300 once the full benefits of the Travel Plan have been delivered. Therefore, it is suggested that 300 permanent spaces should be allocated in a multi-storey car park and 120 spaces can be provided in a temporary ground level car park. This ground level car park could then be replaced by a building in a later phase of construction.

Walking and Cycling

- 6.57 Enhanced pedestrian walkways will be provided between the two parts of the new campus. This will include designated walking routes along Bonsall Road with controlled vehicular access.
- 6.58 Improvements in wayfinding and signage on key walking routes will be ongoing and will draw on innovative schemes (such as the Legible London project which promotes active travel between the shortest tube stops in the city centre). The careful design of the proposed shared walking and cycling space along Bonsall Street will be especially important.
- 6.59 Provision for cyclists at MMU is currently adequate, with a limited network of cycle lanes surrounding the site and some parking facilities available to staff and students. Following the consolidation of the university sites, facilities for cyclists will be enhanced, both in regards to the creation of new cycle routes and by providing more facilities for cyclists. On site cycling between the two parts of the new campus will also be encouraged by improving the local cycling environment.
- 6.60 Enhanced cycle links will be provided between the two parts of the new campus, with cycle lanes introduced on Bonsall Street (with controlled vehicular access). Proposals also include a Velib scheme (similar to that recently introduced in Paris), allowing students to hire a bicycle from a pool, with storage facilities provided throughout the campus.
- 6.61 The university is committed to continue to work towards improving cycle facilities, which will include an examination into providing long and short stay cycle parking

facilities and the advantages of providing different types of cycle facilities (i.e. Sheffield stands and locked cages). Cycle storage will be developed to match any predicted increases in demand in line with the measures presented in this Travel Plan.

- 6.62 The availability of additional cycling facilities (such as showers and storage facilities) will continue to be monitored and improvements made wherever possible. Facilities should be provided in most academic buildings with the potential for developing a shower/changing hub adjacent to the multi-storey car park. This supports the objectives of MMU's Travel Plan to increase the modal share of cycling in journeys to and from the campus.

Public Transport

- 6.63 The Birley Fields/All Saints site is extremely well served by the local public transport structure. This is typified by the large number of bus routes having stops within walking distance of the sites, with use of these services further encouraged by the good condition of the supporting facilities (i.e. bus stops).
- 6.64 National and local rail services are provided at two train stations within walking distance of the site, further negating the need for travel by car. The tram network further strengthens the public infrastructure provision by providing excellent within city travel links.
- 6.65 Several possibilities have also been discussed in regards to the changes to bus provision following occupation of the Birley Fields/All Saints site. This include changes to existing routes, the introduction of new routes, the creation of 'hub' bus stops, improving bus priority measures and encouraging further discounts for staff and students.
- 6.66 Overall, the high public transport accessibility levels present a great opportunity for mode shift away from dependence on the car, supplemented by highly connective walking and cycling networks.

Summary

- 6.67 The qualitative impacts of the proposed new Birley Fields in Hulme campus are potentially wide-ranging, but fall broadly within the following three areas:
- Social and community impacts;
 - Business perception impacts; and
 - Physical regeneration impacts.

Social and Community Impacts

- 6.68 The potential social and community impacts of the scheme arise from activities such as staff and student volunteering in the local area, university public engagement exercises and sporting and leisure activities. Volunteering activities, such as literacy mentoring in schools, environmental projects or community arts and sports coaching are co-ordinated by MMU through its CoMMUni team. It is estimated that the economic value of volunteering by staff and students through CoMMUni is currently £13,060 and that this could increase to over £26,000 following the campus relocation as a result of students volunteering in their local area and targeting of projects in Hulme and Moss Side. (The actual value of student volunteering is likely to be much higher than this figure, given than CoMMUni only records a proportion of all volunteering.)
- 6.69 MMU is currently running a series of 'public engagement fellowships' in the Hulme and Moss Side areas aimed at creating genuine two-way exchange of knowledge and

expertise with the wider community, that are likely to enhance skills and give residents confidence to engage further with MMU and higher education in general.

- 6.70 The closer proximity of some 6,900 students and staff to existing sports and leisure facilities in Moss Side and Hulme, Moss Side Leisure Centre and Trinity Sports Centre will significantly increase their usage and, therefore, their viability. This in turn is likely to enable increased investment in the quality and quantity of facilities and services they provide.

Business Perception Impacts

- 6.71 Consultations with local business, economic development and inward investment organisations revealed an expectation that the new Birley Fields in Hulme campus will attract new retail and service business to the area to take advantage of the expenditure of staff and students.
- 6.72 More significantly however, it is also envisaged that the campus will change perceptions of the area as a place to do business and help to attract business to the remaining vacant office space at Birley Fields, in part as a result of the improved environmental quality.
- 6.73 In addition, it is considered that the specialisms of the academic departments being relocated may assist in cluster development as a result of the availability of a skilled local pool of labour.

Physical Regeneration Impacts

- 6.74 In physical regeneration terms, the site of the proposed new campus is the final 'missing piece' in the regeneration of Hulme. The site currently lies unused and is the subject of anti-social behaviour. Development of the nature proposed will inject new vitality and activity in the area, supporting local shops and services and improving surveillance and security; will radically improve the physical environment and amenity; and will better connect residential areas with the facilities that serve them.
- 6.75 The ongoing consideration of, and investment in, movement and transportation networks, and particularly in promoting sustainable forms of transport such as walking, cycling and public transport, will significantly reduce reliance on travel by private car and assist in achieving sustainability objectives. Indeed, the relocation of the campuses to Birley Fields and closer to the existing core MMU campus at All Saints will, in itself, reduce the need to travel and provide the opportunity to promote non-car modes by virtue of increased proximity.

7 EDUCATIONAL IMPACTS

Introduction

- 7.1 This section looks at the potential for the move to the new campus to impact on the educational achievement and aspirations of the local residents in two broad ways:
- By encouraging more young people currently in education to remain in education for longer, and to go into higher education; and
 - By encouraging adults who may have underachieved or left education early to re-engage and gain more qualifications.
- 7.2 It is difficult to produce statistical proof to support predictions in terms of aspiration and enthusiasm, and this section is based on consultation rather than calculation. Nevertheless, the consensus view among those consulted is that the proposed new campus has the potential to support raising aspirations among young people in Hulme and Moss Side, and increasing the take up of higher education places. Partners also offered their suggestions as to how the university might support schools in their attempts to improve attainment. There is a clear and consistent view that the university should develop, and make clear to all, a strategy for engaging with the local community, including schools, in order to make all collaborative work as effective as possible.

Encouraging Young People

Why is it Important?

- 7.3 In its publicity materials for parents explaining the new diploma qualifications, the Department for Children, Schools and Families presents figures relating to the lifetime earnings of individuals, depending on the level of qualification they obtain. It assesses these earnings at over £1.8 million for a graduate, and around £1.2 million for someone with A levels, while someone with no qualifications can expect to earn around £875,000. The benefits to the individual of taking their education to the highest possible level are therefore clear.

The Current Position

- 7.4 Both wards have a low starting base. POLAR (Participation of Local Areas) data puts the participation rates in higher education for the wards at less than 19% for Moss Side residents and between 19% and 27% for Hulme, compared to an average figure of around 27% for Greater Manchester¹⁶.
- 7.5 In 2007, 98 applicants from Hulme and 108 from Moss Side were accepted into higher education. In each of the four years from 2003/4 to 2006/7 approximately 160 Hulme residents and 190 from Moss Side have been attending a UK university. To give some context to these figures, the number of residents in Hulme aged between 20 and 24 in 2006 was 2,714, and in Moss Side 2,615.
- 7.6 In terms of qualifications and achievement within the school system, the primary and secondary schools in the wards do have some issues to address. However, there are good schools and high performing young people in the area, and it is likely that lack of aspiration and low self confidence are major factors in the rate of progression beyond 16 and into HE. Those school and other education staff who work with young people

¹⁶ Source: <http://www.hefce.ac.uk/widen/polar/polar2>

locally feel they may have a lack of confidence about their ability to go on to higher education; they may not necessarily value education highly; and they almost certainly do not have role models or precedents in their immediate family to encourage them to consider it.

How to Increase Participation

- 7.7 The Public Accounts Committee Report: *Widening participation in higher education* (Feb 2009) states:

'Although performance at school is a strong predictor of entry to higher education and is influenced by a number of factors, early contact with universities can help overcome some young people's reservations about higher education. While more young people living in deprived areas are now going to university, they are, as a group, still less likely to obtain good GCSEs and progress to higher education than those not living in deprived areas. University mentoring of secondary school pupils living in deprived areas, primary school networks and pre-entry programmes can help raise the ambitions of young people. These initiatives and others need to be much more widespread than at present if more people from deprived areas are to benefit.'

- 7.8 Locally, the Aimhigher initiative and other work with schools has been well received. However, teachers are aware of the need to concentrate on the individual pupil. One teacher said:

'Any work will have to be personalised and bespoke, individualised to the needs of the students. We're talking about close links to the curriculum, to the different departments and subject areas, not just open days where anyone can turn up if they like - that's not real engagement.'

- 7.9 It is felt that the two faculties involved in the proposed move to Birley Fields are very appropriate and helpful in engaging young people. There are strong existing links with most schools through the education courses, including the provision of placements for trainee teachers. The MMU IoE is one of the largest and most respected faculties of education in the world with high quality initial teacher training, world leading research and a range of programmes and activities related to children's development, young people and professional development of the wider education work force. The IoE is centrally involved in the training and development of teachers, education support workers, early years professionals, school business managers, youth workers and careers guidance counsellors.

- 7.10 The faculty's research addresses many current aspects of social and educational concern such as the design of the primary curriculum, mathematics learning and the effectiveness of the early years 'Sure Start' programmes. Notably, in March 2009 the IoE received additional government income in recognition of its outstanding results in the UK wide Research Assessment Exercise which ranked the IoE's research 8th out of 80 Universities. This places the IoE amongst the best education research units in the world and its subsequent enhanced funding will enable projects and innovations which can be directed into the Hulme and Moss Side community. For example; ongoing work into developments in effective learning technologies (in collaboration with Promethean Technology) should benefit the schools and learners where new resources can be established.

- 7.11 Locating this diverse and significant educational faculty in the Hulme and Moss Side area should bring further substantial mutual benefits to the IoE and the community, building on the fact that the above areas of professional activity and their established partnerships already engage with the schools, colleges, nursery centres and youth centres in the area. The future location will enable closer, more direct links between the IoE and the community's schools and related workplaces. For example; the proximity of several primary schools to the faculty will maximise potential for teacher

placements and collaborative activities whereby the schools and the IoE can engage in 'special' learning projects which will add resource and learning opportunities for children, faculty tutors, teachers, trainees and support staff. A further specific possibility is that the secondary schools in Hulme and Moss Side could be targeted by providing them with larger numbers of trainees to create models of 'training schools', which lead to increased resource to the schools and enable the teaching of smaller groups in classrooms. In core subjects such as mathematics and science, this would be particularly productive for both the learners and the trainees' development as teachers. These models have already been experimented with in IoE partnership high schools. Such approaches should enable the development of a constructive 'community of learners', which combines the staff and students of the IoE with the staff and students of the community's workplaces. Such developments are likely to improve attainment and improve aspiration amongst children and adults in the community, as well as providing clear and sustainable access to the university's activities, students and staff. It is intended that this level of ongoing access and engagement will increase interest in the opportunities within the university and increase participation in higher education via a range of courses and various modes of study.

- 7.12 Some school staff mentioned the new diploma in Society Health and Development as a specific curriculum area where the university might offer support. This is apparently a curriculum area where some successful projects have already run with higher education support. The diplomas generally are a significant opportunity for higher education involvement.
- 7.13 However, school staff and others also mentioned several practical aspects of community engagement including the provision of student ambassadors and / or mentors, the availability of a drop-in centre or an internet café, and a generally welcoming approach to young people from the community.
- 7.14 The following were seen as essential parts of a strategy to engage with local schools and the local young people:
- Involvement with pupils at an early age, i.e. at primary and secondary level, and perhaps also at pre-school age in Children's Centres and through Surestart programmes;
 - Continuous reinforcement of the initial enthusiasm, especially when pupils move into secondary school (Aimhigher has a national remit to concentrate on years 10-13 and this can leave a gap between years 7 and 9 where enthusiasm can wane);
 - Active involvement of parents / carers, which has been noted in primary projects such as Higher Futures 4U;
 - Actual visits to higher education institutions;
 - The use of mentoring, especially by students;
 - Provision of role models and local examples of success; and
 - Links to the curriculum and guidance to ensure that pupils can see the potential way forward.

Working With Pupils at an Early Age

- 7.15 It has been increasingly acknowledged that intervention with primary school children can be an effective way of raising aspirations, particularly in areas where the children do not have older family members with any experience of progression into higher education. One of the most successful projects in this field has been the Higher Futures 4U project, which has operated in Manchester for several years.
- 7.16 The project uses what is described as a triangular approach, comprising higher education, employers, and 'optimism', the latter referring to the raising of hopes and

aspirations in the children, through a series of exercises focused on self esteem and self confidence.

- 7.17 The tour of a university campus and a chance to meet real students have been noted as a major factor in influencing pupils. There has also been good engagement with parents who have accompanied children on their visits to campus. While none of the primary schools in Hulme or Moss side have participated yet, they would be ideally suited. It is understood that it would cost in the region of £1,000 per school per year for participation in the project.
- 7.18 It must be accepted that the effectiveness of primary school Aimhigher work can only be fully evaluated when those children taking part have been tracked over a long period, perhaps ten or twelve years. Nevertheless it is an essential part of the overall strategy.
- 7.19 A further programme is offered by the Centre for Urban Education (CUE). CUE was established as a partnership between MMU and Manchester City Council, working with children, young people and their families and the professionals concerned with their education and care in urban environments in Greater Manchester and the North West of England. CUE seeks to:
- Raise the aspiration and achievement of learners;
 - Provide expertise and promote innovation in urban education; and
 - Develop urban professionals to support urban learners.
- 7.20 This is done through the promotion of a positive approach to the challenges of living and learning in urban contexts. CUE offers opportunities in partnership with a number of other organisations including businesses and government funded bodies.
- 7.21 The local primary schools who could be involved in the aforementioned initiatives are:
- Moss Side*
- Claremont Primary School
 - St Mary's CofE Junior and Infant School
 - Bishop Bilsborrow Memorial RC Primary School
 - St Edward's RC Primary School
- Hulme*
- Rolls Crescent Primary School
 - Webster Primary School
 - St Philip's CofE Primary School
 - Holy Name RC Primary School
 - St Wilfrid's RC Primary School
- Working with Secondary Schools and Colleges*
- 7.22 As stated, Aimhigher activities are most often targeted at years 10 to 13, these being closer to the point when actual decisions are being made about progression into higher education, although many pupils have in fact already decided before then. Indeed, one secondary school teacher who was consulted said:
- "You need to get them young. When they come to us they've already made their minds up and it's hard to change them."*
- 7.23 Given that not all the young people living in these wards necessarily attend schools in the ward, and taking into account the movement at 11 and 16, as shown by the figures

for local schools by postcode, it is recommended that the following secondary schools and post-16 colleges are approached for increased involvement in Aimhigher and Widening Participation activity:

- Trinity CE High School
- Manchester Academy
- Loreto High School
- Whalley Range High School
- Loreto College
- Xaverian College

7.24 Even then it would be necessary to target, with the aid of the school, pupils with the appropriate Hulme and Moss Side postcodes, and carefully monitor their progress in order to evaluate the effectiveness of the work.

7.25 It is stressed by professionals working in the Aimhigher team that the new campus must also be very welcoming to visiting groups in a practical way for the activities to have an effect, and this includes having spaces available for groups to be met and welcomed, having some rooms set aside for sessions with pupils, having large areas for refreshments and informal seating where groups can wait as they assemble and so on. Two further comments from school staff indicate that any engagement activities offered will need to be carefully and jointly planned, and must be seen as worthwhile:

“Because we have so many students who fall into the Widening Participation category, we get inundated with activities and we can’t always let them out of class. It would have to be something really good, worth missing lessons for.”

And

“If MMU offered out of school, extra curricular activities, maybe in the evenings, it would show some of the young people who live in Hulme and Moss Side that university really was for them, and that it could be fun too.”

Encouraging Local Adults

7.26 After the move onto the new campus the university will be well placed to work with and support local centres where adults can re-engage with education.

Local Centres

7.27 There are two Adult Learning Centres in the locality which are part of the Manchester Adult Education Service (MAES):

- Hulme Adult Learning Centre (in Stretford Road); and
- Greenheys Adult Learning Centre (Upper Lloyd Street, Moss Side).

7.28 There is also the Windrush Millennium Centre (Alexandra Road) and The Zion Youth Arts Centre was also mentioned by several of those consulted as a centre where local young people are encouraged to engage in educational and creative activities, especially dance, drama and the visual arts.

Manchester Adult Education Service (MAES)

7.29 The two Adult Learning Centres offer a range of courses including basic English, maths and IT, and several courses at level 2. They also run a large number of ESOL (English as a second language) courses. These are reported to be extremely popular to the extent that there are long waiting lists.

- 7.30 While it was felt that the centres are well situated, the buildings from which they deliver courses are not particularly modern or in good condition. It was thought that new premises in which to deliver some of their provision would be an excellent help, and that the new campus would be seen as a very accessible and popular location for prospective clients. At present both the centres do make use of other locations including community centres in order to offer courses on an outreach basis. It was also noted that links with the university would be helpful in encouraging progression for those adult students wanting to continue beyond level 2.

The Windrush Centre

- 7.31 This centre is funded by the Moss Side and Hulme Community development trust, and runs courses in ESOL, ICT, literacy and Preparation for work. These courses are generally at entry level and level 1 with some level 2 work. The centre is not restricted to use by local people only, but does draw in quite a number of residents from the two wards.
- 7.32 It was said that local people do not always have their own access to the internet, and a drop-in, internet café type of facility would therefore be useful, particularly as much of the work in the ESOL courses especially is IT based. While the Windrush Centre itself is a modern building with good resources, there was nevertheless enthusiasm for the possibility of outreach work at the new campus. It was strongly felt that to have local people coming into contact with a university building would help to raise the aspirations of learners and provide a clear example of the possible progression routes.
- 7.33 As mentioned, ESOL courses are extremely popular at the Windrush Centre, and as there is only one full time tutor, it is necessary to use volunteers sometimes. If the university could assist in recruiting and supporting these volunteers it would be helpful.

The Zion Youth Arts Centre

- 7.34 This centre runs a range of courses for local young people around the creative arts, and has also provided training for teachers on issues including Every Child Matters, Social & Emotional Aspects of Learning, Extended Schools, Pupils Attitude to Self & School, Sustainable Schools and Behaviour and Inclusion. It is understood that a new Chief Executive is just about to take up her post and this might therefore be an appropriate time for the university to investigate ways of working together.

The Importance of Guidance and Progression

- 7.35 By engaging with schools at primary and secondary level, adult learning centres, and community centres, MMU would be making the progression possibilities more obvious and therefore more coherent to the local residents and increasing the likelihood that they would consider continuing their education and realising their full potential. To strengthen this further, the provision of some form of guidance centre, where people could be advised and put in touch with the appropriate contact would also be useful. This might be an Education Shop, or an area within a drop-in facility where some information and personal advice was available. For all the good work being done by the different providers at the moment, most expressed a wish to work more closely and collaboratively, with the university, and with each other, and the move to the new campus could be the catalyst for this.

Conclusions

- 7.36 The key point to report in relation to raising aspirations of school age pupils and working with those in adult education is that all those professionals contacted were extremely positive about the prospect of a new campus on the Birley Fields site.

- 7.37 They saw it as potentially very helpful to them in their aim to encourage higher take-up of educational opportunities among local residents. Among the staff in the schools, and those working in the adult sector, there was a caveat that, while the new campus would be initially exciting, it would not achieve anything unless it was accompanied by a strategic approach and genuine partnership, but the enthusiasm for that partnership was strong.

8 CONCLUSIONS AND RECOMMENDATIONS

Headline Impacts

- 8.1 Our forecast estimate is for the Birley Fields campus to create an additional local spend of approximately £76.7 million, supporting 877 local jobs (708 full time equivalent (FTE) jobs) and generating a local workplace based gross value added (GVA) of £29.2 million per year. These figures include the direct, indirect, induced and multiplier impacts likely to result from the proposal. These figures do not include any potential economic impacts arising from additional development proposals that may form part of the development mix at Birley Fields. Such development could include a health centre, district library, enterprise centre, adult education centre and Citizens Advice Bureau, amongst others. If any of these additional elements are delivered, further direct, indirect, induced and multiplier impacts will be realised (although it is not possible to quantify these at this stage).
- 8.2 This compares favourably to other further and higher education campus development and relocation projects for which we have been able to find quantified impact information. The Combined Universities of Cornwall (CUC) project was assessed to generate £18.8 million of local spend, 911 jobs and £23.3 million of GVA. Nuneaton College relocation was assessed to generate 832 jobs; the relocation of Dumfries and Galloway College to Crichton was assessed to generate 782 jobs; and Northumberland Learning Park, 445 jobs.
- 8.3 In addition to the above, the development will generate in the region of 59 construction jobs (58 FTE jobs), compared to 80 at CUC, 77 at Northumberland Learning Park and 15 at Crichton as a result of construction of the campus.
- 8.4 The current economic value of volunteering by students at MMU in the Moss Side and Hulme wards is assessed at £13,060, based on just 10% of known student volunteering activity. (It should be noted that much volunteering activity goes unrecorded, so the actual level and value of volunteering assessed will be lower than reality). It is considered that there is significant potential for this to increase as a result of students living and learning at Birley Fields choosing to volunteer in their local area and increasing targeting of projects in Moss Side and Hulme. A conservative increase to 20% of all activity would increase the value to Moss Side and Hulme to £26,120.
- 8.5 In addition to the above, MMU is currently running a number of 'public engagement fellowships' aimed at creating genuine two-way exchange of knowledge and expertise with the wider community. A total of six projects will not only enhance skills and knowledge amongst residents of Moss Side and Hulme, they will also serve to establish MMU and the Birley Fields campus as a part of the communities within which it sits.
- 8.6 The closer proximity of some 6,900 students and staff to existing sports and Leisure facilities in Moss Side and Hulme, Moss Side Leisure Centre and Trinity Sports Centre, will significantly increase their usage and, therefore, their viability. This, in turn, is likely to enable increase investment in the quality and quantity of facilities and services they provide.
- 8.7 Consultations with local business, economic development and inward investment organisations revealed an expectation that the new Birley Fields in Hulme campus will attract new retail and service businesses to the area to take advantage of expenditure of staff and students. More significantly however, it is also envisaged that the campus will change perceptions of the area as a place to do business and help to attract business to the remaining vacant office space at Birley Fields. In particular it is

considered that the specialisms of the academic departments being relocated may assist in cluster development.

- 8.8 In physical regeneration terms, the site of the proposed new campus is the final 'missing piece' in the regeneration of Hulme. The site currently lies unused and is the subject of anti-social behaviour. Development of the nature proposed will inject new vitality and activity in the area, supporting local shops and services and improving surveillance and security; will radically improve the physical environment and amenity; and will better connect residential areas with the facilities that serve them.
- 8.9 The ongoing consideration of, and investment in, movement and transportation networks, and particularly in promoting sustainable forms of transport such as walking, cycling and public transport, will significantly reduce reliance on travel by private car and assist in achieving sustainability objectives. Indeed, the relocation of campuses to Birley Fields closer to the existing core MMU campus at All Saints will, in itself, reduce the need to travel and provide the opportunity to promote non-car modes by virtue of increased proximity.
- 8.10 It is difficult to produce statistical proof to support predictions in terms of aspiration and enthusiasm to continue into further and higher education, and as such, conclusions are based on consultation rather than calculation. Nevertheless, the consensus view among those consulted is that the proposed new campus has significant potential to support raising aspirations among young people in Hulme and Moss Side, and increasing the take up of higher education places.
- 8.11 In terms of qualifications and achievement within the school system, the primary and secondary schools in the wards do have some issues to address. However, there are good schools and high performing young people in the area, and it is likely that lack of aspiration and low self confidence are major factors in the rate of progression beyond 16 and into higher education. Those school and other education staff who work with young people locally feel they may have a lack of confidence about their ability to go on to higher education; they may not necessarily value education highly; they almost certainly do not have role models or precedents in their immediate family to encourage them to consider it. The development of the Birley Fields in Hulme campus is likely to address these issues.
- 8.12 In particular we note the programmes offered by the Centre for Urban Education (CUE); working with young children and their carers, CUE seeks to raise aspirations amongst young people, provide expertise and guidance for the promotion of urban education and supporting the development of urban professionals to support urban learners.

Impact of the Recession

- 8.13 In the short term there may be a greater level of uncertainty over the plans for Birley Fields given the recession that has stricken the UK and most of the world economy. However, the plans proposed for Birley Fields are largely through university and public sector investment, which generally tend to be atypical of most market investment activity. Therefore, we would consider that the relocation of MMU should enable the Birley Fields development to bypass the recession conditions.
- 8.14 There are a number of advantages in having this investment at this time for Moss Side and Hulme. Firstly, in response to this current difficult economic situation that is affecting the UK, the requirement for improving skills and demands on education are at

an all time high, and hence the university sector is only likely to see new demand for places¹⁷.

- 8.15 Secondly, as already noted, the UK university sector is not subject to the same market conditions as the private sector, which follow principles of maximising profits when making investment decisions by responding to short term indicators. The university sector is more likely to be focused on the longer term, and therefore make their investment decisions accordingly. Thirdly, unlike the general business market where recruitment and redundancies tend to follow temporary business flows and cycles, employment within the university sector tends to be more stable, therefore providing and maintaining jobs over a number of years.
- 8.16 Therefore, the impact of the current recession is unlikely to thwart plans for the university's investment and the benefits to Moss Side and Hulme that we have identified in this report. However, should Birley Fields remain as marketed for other uses, then it is unlikely to be brought forward in the short or possibly longer term. The current recession is greatly impacting on the property market and demand for commercial space. Although it is uncertain how long this recession will affect the economy, the consensus is that it is deep and that recovery will take until around 2012 to 2015 before levels experienced at the peak are realised again.

Capturing Impacts - An Action Plan

- 8.17 Set out below is a palette of potential actions that will assist in capturing and maximising the beneficial social, educational; regenerative and economic impacts of the new campus and the investment and expenditure it generates in Hulme and Moss Side.
- 8.18 The following are a series of key tasks which together could form an 'action plan' to achieve these goals:
- Maximise local employment impacts by instituting a local employment initiative that targets residents of Moss Side and Hulme for positions at MMU and particularly at the Birley Fields in Hulme campus;
 - Enable construction apprenticeships for local residents on-site during the construction of the campus. Based at the Birley Fields campus, these should lead to a formal construction qualification for participants upon completion of the apprenticeship;
 - Maximise the indirect benefits of the new campus by reviewing supply chains to it and, wherever possible, selecting suppliers from the immediate area so that expenditure will be retained within the Moss Side and Hulme wards;
 - Work with CoMMUni to identify and target potential projects and organisations within Moss Side and Hulme which could benefit from student and staff volunteering activities;
 - Work with the operators of local sports and leisure facilities; university sports and leisure facilities; local clubs, teams and organisations; and university clubs teams and organisations to promote co-operation and competition (where appropriate), sharing of coaching resources, equipment, joint training activities and the like;
 - Continued consideration of and investment in sustainable modes of transport;

¹⁷ This is not to say that the Government will be funding more education places in response to demand, as recently reported.

- Convene a group of representatives from primary schools and the Higher Futures 4U project to consider the schools' potential for involvement and other ways to work together;
- Increase, wherever possible, the number of IoE students on placement in schools in Moss Side and Hulme and, in particular the number of male teachers in local primary schools;
- Convene a group of representatives from secondary schools and colleges, Aimhigher, and Widening Participation, to consider targeting of Hulme and Moss Side pupils for activities, and to discuss the best forms of involvement;
- Focus the work of the CUE on the support and development of teachers at both secondary and primary level;
- Convene a group of representatives from local learning and community centres to consider how MMU can promote their courses and support them;
- Feed information from these groups into the building plans for the new campus to ensure that new facilities are welcoming and community friendly; and
- Develop a 'two-way' relationship between the local community, the university and other partners and stakeholders, utilising expertise within its academic community (particularly through the Research Institutes of Health and Social Change and Education and Social Research amongst others), to undertake participative research that will bench mark progress and capture how stakeholder partnership can work for the benefit of all parties.

Future Monitoring and Evaluation

- 8.19 In going forward with an investment for a new campus at Birley Fields, then the MMU and Manchester City Council should make sure that the investment is in accordance with current strategic/policy direction for the Hulme and Moss Side area and wider South Manchester.
- 8.20 Rather than waiting until the project is complete on site, we suggest that the contextual position at the time that the decision to invest is made is the appropriate point for measuring change, since it is important to understand what has driven this investment and associated support and because its impact will start to occur from the moment that residents and business know that there are plans to invest.
- 8.21 Once a decision is made to invest, we would then advise that a suitable Evaluation Tasking Framework is set up in line with BERR guidance¹⁸. This should be in place at the start of the project so that it can be monitored and properly evaluated. This includes establishing a baseline to assess future changes against.
- 8.22 The starting position for measuring the impact of the campus on the local Hulme and Moss Side area of Manchester has already been prepared in the form of a Baseline Profile, which is appended to this report. The Baseline Profile looks at deprivation, health, education and economic performance of residents and businesses located in Hulme and Moss Side ward to: provide a starting position for monitoring the MMU Birley Fields in Hulme campus project; and to identify need and how the relocation plans will affect this.
- 8.23 In particular, the future monitoring and evaluation should show performance related to economic and educational change for residents and local businesses. The best approach of course is to Plan, Monitor and Manage.

¹⁸ DTI (2006), Op Cit.

8.24 In this spirit, the MMU and Manchester City Council, as facilitators of the project, should consider the following approaches to monitoring and reviewing future impacts against this baseline:

- Continuous monitoring of the take up of student places at the new MMU campus, including the proportion of places filled by residents from the Hulme and Moss Side area;
- Annual monitoring of education trends in Hulme and Moss Side using Department for Children, Schools and Families (or any future department that monitors school performance) educational performance indicators;
- Further data on education progression of Hulme and Moss Side resident school leavers should be monitored at least annually;
- Periodic surveys (every three years) of local spending patterns associated with:
 - University operations;
 - University staff based at the Birley Fields in Hulme campus; and
 - University students attending Birley Fields in Hulme campus.
- Periodic surveys of local businesses to identify ideas for improving the capture of positive economic impacts and potential for mitigating any negative impacts that businesses may be experiencing as a result of the new Birley Fields in Hulme campus;
- A periodic review of indicators of local indicators of deprivation, health, economic activity (including unemployment) and skills among Hulme and Moss Side residents;
- A periodic review of business numbers and representation among knowledge based sectors; and
- Insofar as possible, assess business relocations and expansions in and out of the Hulme and Moss Side area, and the impact that the university has had on this.

APPENDIX 1:

Baseline Profile

Manchester Metropolitan University and Manchester City Council

MMU BIRLEY FIELDS IN HULME CAMPUS IMPACT ASSESSMENT



Baseline Profile

April 2009

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1 INTRODUCTION

- 1.1 Roger Tym & Partners, along with Phil Mervyn Associates, were appointed by Manchester Metropolitan University (MMU) and Manchester City Council to undertake an impact assessment of a new campus for MMU at Birley Fields in Hulme.
- 1.2 It is anticipated that MMU's Faculties of Health, Psychology and Social Care and Institute of Education, together with other ancillary and complementary uses, would relocate from their current locations in Didsbury and Rusholme to Birley Fields. The new Birley Fields campus would cater for approximately 6,900 full time and part time students and staff.

The Study

- 1.3 The study aims to investigate the potential impacts associated with relocating the campuses, along with other ancillary and complimentary services, on the Hulme and Moss Side wards.
- 1.4 In particular, the study will focus on the additional benefits the new campus will bring to the local communities in terms of built spaces, enterprise, employment, up-skilling of the local labour force and improved community services, all of which will raise the quality of life in some of the most deprived communities in the city.

Report Scope and Purpose

- 1.5 This report provides a baseline profile of the Hulme and Moss Side wards that will enable the impacts of the proposals to be measured over 5, 10 and 15 year periods.
- 1.6 This profile therefore seeks to incorporate indicators that cover the full range of factors that may be affected by relocating the campuses. This includes economic factors such as the number of jobs and businesses in the areas; property factors such as rental values for shops and offices, and the mix of housing types and tenures; social factors including health and crime indicators; and educational factors such as GCSE level performance and aspirations to continue into further and higher education.
- 1.7 Also identified are the current capacity of the two wards in terms of jobs and population, the types of businesses located in the area, and current community facilities. This will enable us to monitor and identify where the impacts may be felt and the extent to which these local economies are able to capture the benefits of the new campus.

Report Structure

- 1.8 In order to meet this scope and purpose the remainder of the report is structured as follows:
 - **Section 2** - Economy and Property
 - **Section 3** - People and Society
 - **Section 4** - Education and Aspiration
 - **Section 5** - Manchester Metropolitan University
 - **Section 6** - Conclusions and Next Steps

2 ECONOMY AND PROPERTY

- 2.1 This section addresses economic and property related factors. Economic factors include the employment and business structure of the two wards, recent changes in the number of jobs each ward provides and the size profile of local businesses. Property factors include office and retail rental values, average house prices and the housing type and tenure mix of the area.

Economic Factors

Employment Structure

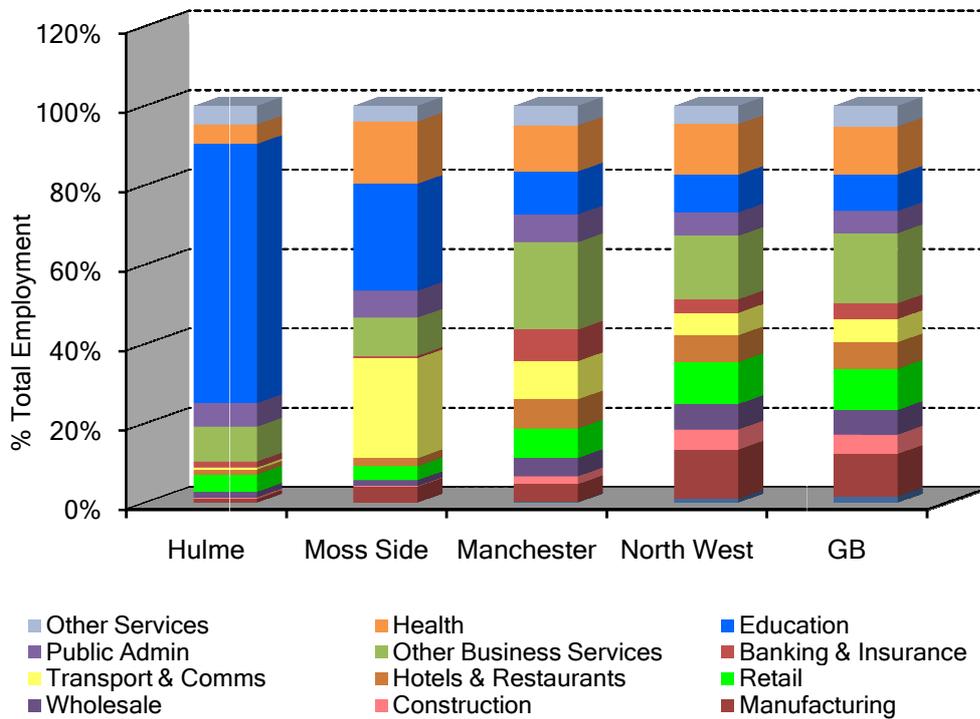
- 2.2 The latest Annual Business Inquiry statistics show that the total number of jobs in the two wards is just over 20,000 with almost 18,200 of these, or 90%, located in Hulme. This is unsurprising given the close proximity of Hulme to the city centre, which is a major pull factor in attracting key employers such as the universities. Table 2.1 below shows employment across the range of key industries with employment activity structure highlighted in Figure 2.1.
- 2.3 Figure 2.1 shows that the employment structure of the North West is similar to that of the national economy. Manchester differs slightly from the larger economies in that it has a higher proportion of other business services, approximately 22% compared to 16% and 18% regionally and nationally.
- 2.4 Both Hulme and Moss Side differ from the city, regional and national average in that:
- In both wards education accounts for a large proportion of total jobs - around 25% in Moss Side and approximately two out of every three jobs in Hulme; and
 - In Moss Side around a quarter of all jobs are in Transport and Communication, a much larger proportion than the city, regional and national average of around 10%.

Table 2.1 Employment by Industry (2007)

	Hulme	Moss Side	Manchester	North West	Great Britain
Primary & Utility	0	0	440	28,620	421,410
Manufacturing	170	90	13,940	376,960	2,843,070
Construction	80	0	6,080	153,930	1,291,330
Wholesale	250	30	14,330	194,710	1,660,290
Retail	790	80	22,920	320,680	2,755,570
Hotels & Restaurants	230	50	22,850	206,050	1,783,900
Transport & Comms	100	550	29,770	171,360	1,557,690
Banking & Insurance	280	10	24,540	103,650	1,054,090
Other Business Services	1,600	210	68,180	485,740	4,704,410
Public Admin	1,080	150	21,610	178,970	1,485,160
Education	11,870	590	33,510	288,580	2,447,820
Health	900	340	35,940	389,020	3,230,170
Other Services	860	90	15,330	139,820	1,386,520
Total Employment	18,190	2,190	309,450	3,038,070	26,621,400

Source: Annual Business Inquiry 2007

Figure 2.1 Broad Employment Structure, 2007



Source: Annual Business Inquiry 2007

Sectoral Strengths

- 2.5 Table 2.2 below examines the industrial structure in more detail with the aim of identifying particular strengths in the two wards.
- 2.6 The table lists activities that provide over 500 jobs with a location quotient above 1.3, indicating that the share of total employment is at least 30% greater in the wards than the average for Great Britain. These industries are therefore over represented. The number of 'extra jobs' provides a measure of the extent of this over representation. It shows the difference between the actual jobs in each over represented industry and the hypothetical number of jobs if the industry's share of total employment equalled the national average.

Table 2.2 Over Represented Industries in Hulme and Moss Side (2007)

Sector	Number of Jobs	Location Quotient	% of Total Jobs (GB average % of Total Jobs)	'Extra Jobs' compared to GB average
Hulme				
80: Education	11,875	7.1	65% (9%)	10,200
Total Surplus				10,200
Moss Side				
60: Land transport and transport via pipelines	550	12.5	25% (2%)	505
80: Education	590	2.9	27% (9%)	390
Total Surplus				895

Source: Annual Business Inquiry

2.7 In Hulme, the most over-represented industry sector is education with 10,200 'extra jobs'. Much of this can be explained by the wealth of higher education institutions located in the ward. The most over-represented sector in Moss Side is land transport, which together with education provides 900 'extra jobs' above the national average. The Stagecoach bus depot on Princess Road in Moss Side offers some explanation for the over-representation seen in this industry. Education, as in Hulme, is also over-represented in Moss Side and can similarly be accounted for by the higher education institutions just north of the ward.

Employment Change

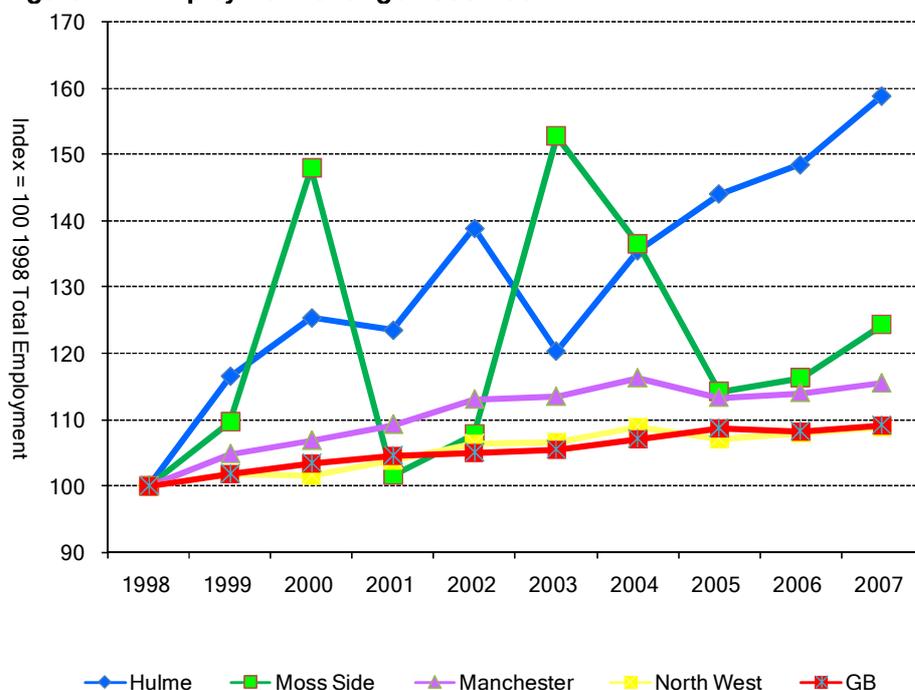
2.8 Figure 2.2 shows the increase in employment for all economies over the the nine year period from 1998 to 2007. Employment in Manchester, the North West and Great Britain has grown at a similar rate, whereas employment in Hulme has increased faster than all other benchmark economies.

2.9 Note that the total employment data can be unreliable at the lower geographic ward level. The large fluctuations in employment seen in Hulme and Moss Side over this period may be due to changes in as little as one or two large employers in the wards, or could otherwise represent inconsistencies in the data.

2.10 Over the nine year period from 1998 to 2007, Hulme and Moss Side experienced quite different rates of employment growth. Moss Side shows an employment trend much the same as the larger benchmark economies, with the total number of jobs over this period increasing by 24% or 500 jobs.

2.11 Over the same period however, the total number of jobs provided in Hulme grew by 59%, or 6,700 jobs. This large rise in employment is attributable to employment growth in one particular sector - education. More specifically, this growth reflects the growth of the universities; other higher education institutions; and other research and development spin off companies associated with the universities, such as the Manchester Science Park.

Figure 2.2 Employment Change 1998-2007



Source: Annual Business Inquiry 1998-2007

Size of Business

- 2.12 Table 2.3 and Table 2.4 show the number and proportions of employer establishments by the number of employees respectively. Across all economies the size of business structure is similar with around 80% of businesses employing less than 10 workers and, with the exception of Hulme, 6% or less employing more than 50 employees. In Hulme, 8% of business employ 50 or more staff, which is most likely due to key large employers such as the universities and other institutions associated with it.

Table 2.3 Size of Businesses (Number of Businesses)

No. of Employees	Hulme	Moss Side	Manchester	North West	Great Britain
1-10	360	130	13,650	209,650	2,021,130
11-49	70	20	2,660	32,950	287,210
50-199	20	10	800	7,980	68,640
200+	10	0	240	1,870	15,920
Total	470	160	17,340	252,440	2,392,910

Source: Nomis

Table 2.4 Size of Businesses (% Businesses)

No. of Employees	Hulme	Moss Side	Manchester	North West	Great Britain
1-10	77%	81%	79%	83%	84%
11-49	15%	13%	15%	13%	12%
50-199	5%	4%	5%	3%	3%
200+	3%	1%	1%	1%	1%
Total	100%	100%	100%	100%	100%

Source: Nomis

Property Factors

- 2.13 Given that this profile will be used to help understand the impact of relocating the MMU campuses to Birley Fields, it should be noted that, taken in isolation, property statistics are not always a reliable indicator. This is due in part to the wide variety of factors that influence property development, take-up and values including market cycles; the local availability of land and premises; and, in the current climate, the availability of credit to consumers, businesses and developers. Furthermore, unless the same property comes to the market, it is not possible to make direct comparisons between different pieces of transactional evidence over time. Clearly, the robustness of property indicators is reliant on the amount of transactional evidence available.
- 2.14 Property factors should, therefore, be used to help build a rounded overall picture of the trajectory of the area rather than being relied upon as definitive indicators of performance.

Retail Rental Values

- 2.15 Transactional evidence of retail lettings of units along Stretford Road in Hulme, dating from October and November 2008 at £10.56per sq. ft £11.03per sq. ft and £11.27per sq. ft indicate that rental values for smaller local conveniences stores in this area are around £11.00per sq. ft although it is considered that these values reflect more recent negative changes in the wider economy and its impact on retailers. Another slightly older transaction on Stretford Road, dating back to February 2006, reveals a rent of over £30per sq. ft.

- 2.16 Elsewhere in the area, lettings have taken place at two units on Princess Road. One achieved rents of £8.94per sq. ft, although this was a relatively large unit (3,123sq. ft) where lower per sq. ft rents would be expected. The achieved rent for the other smaller unit (312sq. ft) is not known, the quoting rent was £24per sq. ft so it can be assumed that the achieve rent was between £20-24per sq. ft.
- 2.17 Information on property values is also available on the rateable value of each type of property. This information is available at MSOA (middle super output area) geographic level. Manchester MSOA 019 broadly relates to the Hulme area and the rateable value for retail premises in this area is £129per sq. m (£11.98per sq. ft). The Moss Side area is covered by two MSOAs - 024 and 025. The rateable value of retail premises in these two areas differ significantly, with MSOA 024 valued at £59per sq. m (£5.49per sq. ft) and MSOA 25 valued at £107per sq. m (9.94per sq. ft). This is based on the 2005 revaluation.

Office Rental Values

- 2.18 Clearly, the vast majority of the office accommodation in the Moss Side and Hulme area is at Birley Fields, and this is reflected in the transactional evidence available. The most recent letting for which published data is available is from November 2008 where 936sq. ft of Turing House was let. The achieved rent is not published, but the quoting rent in this case was £17.50per sq. ft. In January 2008, 7879sq. ft of Reynolds House was let to Attenda Ltd on confidential terms. Prior to that, several large lettings at Turing House occurred in May 2007. Again, achieved rents are not published, but the quoted rents were all at £16.50per sq. ft. The highest rental value achieved at Birley Fields was for a small space of 818sq. ft in November 2005 at £18per sq ft.
- 2.19 Outside of Birley Fields, no other recent transactional evidence for office accommodation is published. However, just south of the Moss Side ward is Parkway Business Park where recent transactions have taken place at between £13.00per sq. ft and £15.50per sq. ft.

Housing Mix

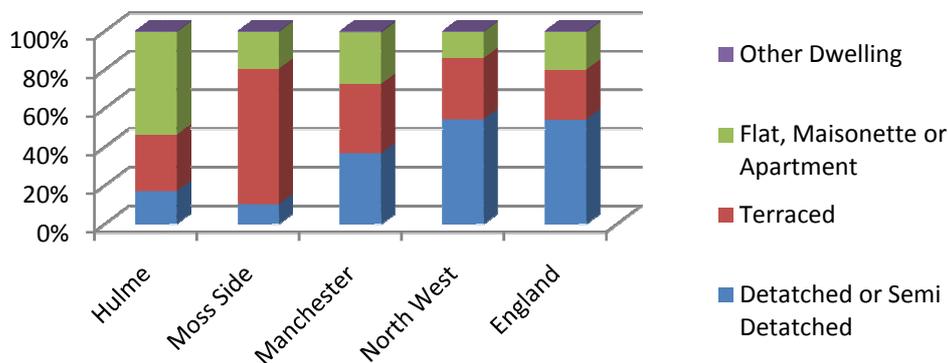
- 2.20 Table 2.5 and Figure 2.3 below show the mix of house types prevalent across the two wards compared with local, regional and national averages. The chart reflects the impact of the huge programme of regeneration in Hulme on the housing profile of the ward. Over half of all residential properties in Hulme are flats or apartments compared to 27% in Manchester, 14% in the North West and 19% in England. It also shows that detached or semi-detached houses are significantly under-represented in the ward.
- 2.21 In Moss Side there is a comparable split between houses and apartments to that of Manchester, regional and national averages. However, 70% of properties are terraced, significantly more than the Manchester average of 36% and the proportion of detached and semi-detached properties is even lower than in Hulme at just 10%.

Table 2.5 Housing Type (Household Spaces, 2001)

Housing Type	Hulme	Moss Side	Manchester	North West	England
Detached or Semi Detached	810	650	67,980	1,598,430	11,499,640
Terraced	1,390	4,460	67,080	936,270	5,494,030
Flat, Maisonette or Apartment	2,530	1,210	49,480	400,120	4,102,700
Other Dwelling	30	30	1,750	15,430	166,450
Total	4,750	6,340	186,290	2,950,240	21,262,830

Source: 2001 Census

Figure 2.3 Housing Type (% Household Spaces, 2001)



Source: 2001 Census

Housing Tenure

2.22 Table 2.6 and Figure 2.4 below show the prevailing balance of housing tenure in Moss Side and Hulme at the time of the 2001 census, relative to local, regional and national averages. It indicates that 43% of the Hulme population reside in social rented council accommodation, with a further 22% living in other social rented housing. This is over three times the regional and national averages where around 20% of residents live in council or other social rented housing. Correspondingly, only 19% of properties in the ward are owner occupied compared to the Manchester average of 42% and just under 70% in both the North West and England. The situation is similar in Moss Side, with relatively few owner occupied properties and high levels of rented, and particularly social rented accommodation. Private renting in Moss Side is also above local, regional and national averages.

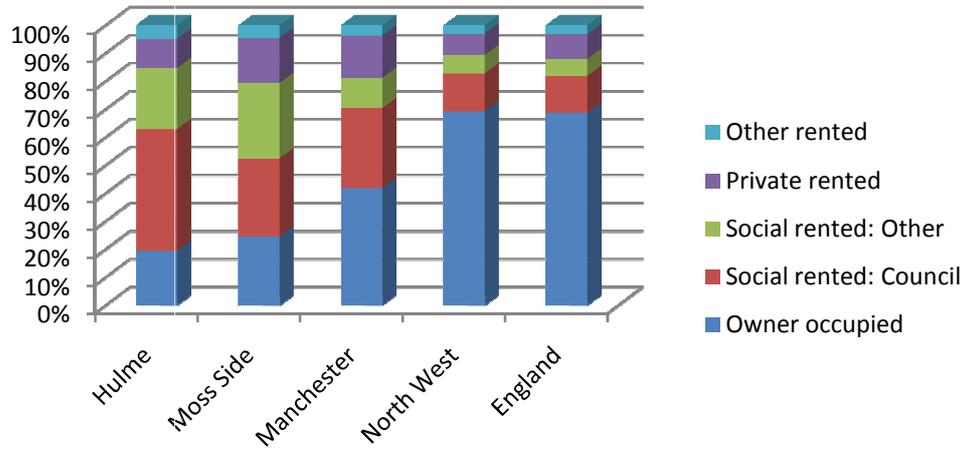
2.23 Some more up to date information on housing tenure is available for Hulme through the 2007-2010 Ward Plan, although comparable data are not available for Moss Side. This information shows that all social housing in Hulme is now provided by Registered Social Landlords (RSLs), rather than the council and now represents 54% of households, compared to the combined council/RSL figure of 65% at 2001. Correspondingly, privately owned housing (either rented or owner occupied) in Hulme now comprises 46% of households compared to 29% in 2001.

Table 2.6 Housing Tenure (Households, 2001)

Housing Type	Hulme	Moss Side	Manchester	North West	England
Owner occupied	810	1,220	70,010	1,948,010	14,054,120
Social rented: Council	1,800	1,390	47,890	381,670	2,702,480
Social rented: Other	900	1,340	18,130	182,910	1,238,250
Private rented	430	800	25,140	215,460	1,798,860
Other rented	200	230	6,280	84,740	657,710
Total	4,130	4,980	167,450	2,812,790	20,451,430

Source: 2001 Census

Figure 2.4 Housing Tenure (% Households, 2001)



Source: 2001 Census

3 PEOPLE AND SOCIETY

Introduction

- 3.1 This section profiles the demographic and social characteristics of Hulme and Moss Side covering issues such as age and ethnicity along with indicators of resident well-being, which include the Index of Multiple Deprivation, health, crime and employment need factors.

Population Structure

Population

- 3.2 The 2007 ward population estimates indicate that Moss Side is the largest of all Manchester wards, with a population of around 17,700, reflecting the densely populated residential nature of the area. Hulme is somewhat smaller, with an estimated population of 12,600, which is comparable to the average ward population in the city.

Ethnicity

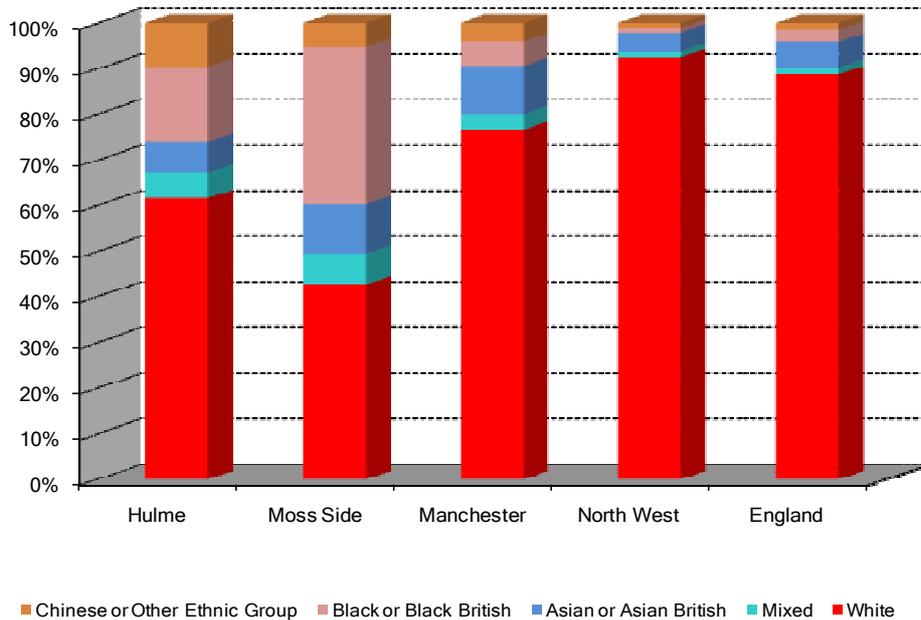
- 3.3 The ethnic group population estimates for Hulme and Moss Side compared to the city, regional and national averages are shown in Table 3.1 and Figure 3.1.
- 3.4 Both Hulme and Moss Side enjoy a strong and diverse minority ethnic mix with the white ethnic group making up a much lower proportion of the local population than the Manchester, North West and England averages. A total of 38% of Hulme residents and 57% of Moss Side residents are from black and minority ethnic (BME) backgrounds, compared to the national and regional average of less than 10%.
- 3.5 The second largest ethnic group in both wards is Black or British Black, which accounts for 17% and 34% of the total population in Hulme and Moss Side respectively.

Table 3.1 Ethnic Group Population Estimates (Persons, 2007)

Ethnic Group	Hulme	Moss Side	Manchester	North West	England
White	7,780	7,540	351,380	6,351,170	45,309,960
Mixed	700	1,200	15,000	81,630	834,880
Asian or Asian British	850	1,890	48,750	290,870	2,804,670
Black or Black British	2,100	6,090	24,430	70,410	1,412,100
Chinese or Other Ethnic Group	1,210	940	18,550	69,910	730,400
Total	12,630	17,660	458,100	6,864,000	51,092,000

Source: ONS

Figure 3.1 Ethnic Group Population Estimates (% Persons, 2007)



Source: ONS

Age

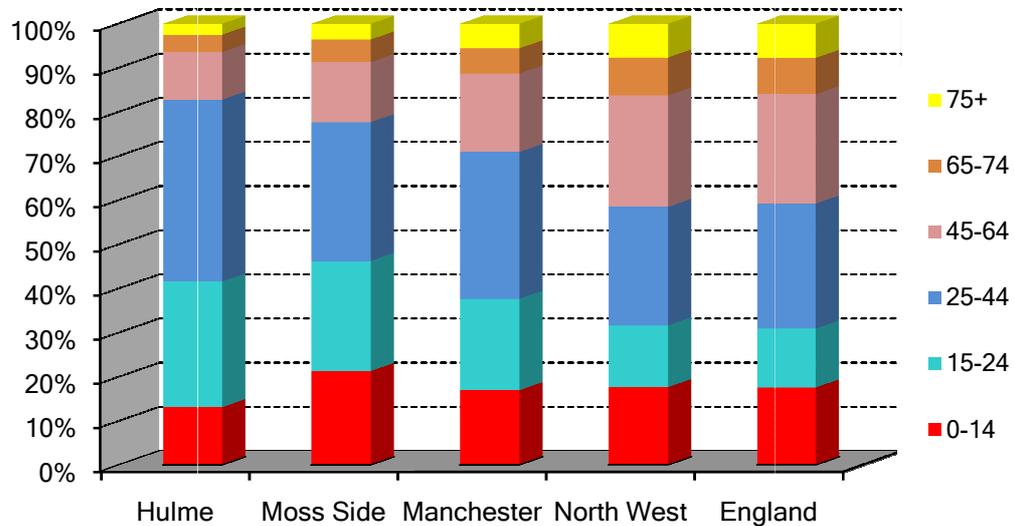
- 3.6 The age profiles of Hulme and Moss Side are shown in Table 3.2 and Figure 3.2 below.
- 3.7 Both Hulme and Moss Side have high proportions of residents under the age of 45. Some 70% and 56% of all residents in Hulme and Moss Side respectively are aged between 15 and 45, much higher than the national average of 42%. Only 13% of Hulme's population is aged under 15, compared to the national average of 18%. Conversely, a high proportion of Moss Side residents are children, where 21% of the population is aged under 15.
- 3.8 The high proportion of young working age residents in Hulme and Moss Side can provide local firms with an abundant labour supply. This offers a potential benefit for MMU and the local economy. New jobs created from the campus relocation can be filled locally rather than through labour imported from other areas of the city and the region, which, amongst other impacts, can adversely effect the local infrastructure.

Table 3.2 Age Group Population Estimates (Persons, 2007)

Age (years)	Hulme	Moss Side	Manchester	North West	England
0-14	1,660	3,770	77,900	1,214,700	8,999,200
15-24	3,590	4,400	94,900	959,200	6,812,000
25-44	5,200	5,550	152,300	1,842,800	14,460,200
45-64	1,360	2,400	81,600	1,842,800	12,661,300
65-74	500	900	26,000	1,842,800	4,192,500
75+	310	630	25,600	1,842,800	3,966,900

Source: ONS

Figure 3.2 Age Group Population Estimates (% Persons, 2007)



Source: ONS

Population Trends

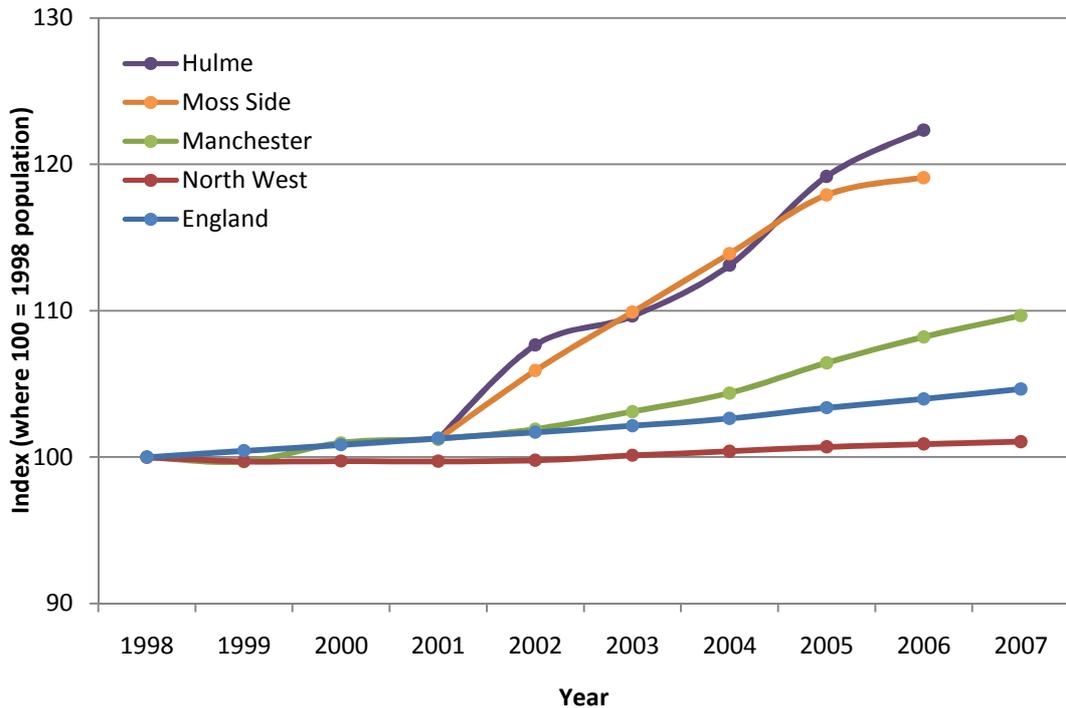
- 3.9 Manchester is committed to increasing its population following a period of decline throughout much of the twentieth century. Table 3.3 and Figure 3.3 below show the estimated population growth from 1998 to 2007.
- 3.10 Between 1999 and 2007 the population of Manchester is estimated to have grown by an average of 1.2% per year, over twice the national average rate of growth. Some of the highest population increases over this period are estimated to have occurred in Hulme and Moss Side, which are estimated to have experienced an annual population growth of 3.9% and 3.3% respectively between 2001 and 2006.

Table 3.3 Population Estimates (Persons, 1999-2007)

	Hulme	Moss Side	Manchester	North West	England
1998	-	-	417,700	6,792,200	48,820,600
1999	-	-	416,400	6,773,100	49,032,900
2000	-	-	421,800	6,774,200	49,233,300
2001	11,840	13,050	422,900	6,773,000	49,449,700
2002	12,600	13,660	425,700	6,778,100	49,652,300
2003	12,830	14,170	430,700	6,800,500	49,866,200
2004	13,230	14,690	436,000	6,819,600	50,110,700
2005	13,940	15,200	444,600	6,839,800	50,465,600
2006	14,310	15,360	452,000	6,853,200	50,762,900
2007	-	-	458,100	6,864,300	51,092,000

Source: ONS CAS ward mid-year population estimates (2001-2006) and mid-year population estimates (1998-2007)

Figure 3.3 Population Estimates (Persons Indexed, 1998-2007)



Source: ONS CAS ward mid-year population estimates (2001-2006) and mid-year population estimates (1998-2007)

- 3.11 As the populations in Hulme and Moss Side grow, the ethnic make-up is also changing. Broad asian, black, and chinese or other ethnic groups in both wards have grown since the 2001 census as shown in Table 3.4. This trend is expected to continue as both wards maintain their role as a reception centre for migrants.
- 3.12 Notably, the black caribbean group formed the largest ethnic minority group in both wards in 2001. This group has since seen little change in its numbers up to 2007 and the black african group, which has grown by 3% and 7% in Hulme and Moss Side respectively, is now expected to form the largest minority ethnic group in the wards.
- 3.13 Recent changes have also seen Eastern European communities arrive in Hulme and Moss Side, although large reductions in the white british group still mean that overall, the white ethnic group share has shrunk by some 6% between 2001 and 2007.

Table 3.4 Ethnic Group Share Change (% , 2001-2007)

Ethnic Group	Hulme	Moss Side	Manchester	North West	England
White	-6%	-6%	-4%	-2%	-2%
Mixed	0%	-1%	0%	0%	0%
Asian or Asian British	1%	1%	2%	1%	1%
Black or Black British	1%	3%	1%	0%	0%
Chinese or Other Ethnic Group	4%	2%	2%	0%	1%

Source: ONS

Index of Multiple Deprivation

- 3.14 The Index of Multiple Deprivation (IMD) 2007 combines a number of indicators, chosen to cover a range of economic, social and housing issues, into a single deprivation score for each small area in England. This allows each area to be ranked relative to one another according to their level of deprivation.
- 3.15 The IMD 2007 is based on seven domains of deprivation relating to income: employment, health and disability, education, skills and training, barriers to housing and services, crime and living environment. Each of the seven domains in the IMD is weighted in terms of its overall contribution to the total IMD score. Income deprivation, employment deprivation, health and education account for 72% of the overall IMD score reflecting their importance in overall deprivation. Improvements in these domains would bring the largest benefits to the residents and communities of Hulme and Moss Side.
- 3.16 The neighbourhood (Lower Super Output Areas (LSOA), which cover around 1,000 to 1,500 residents) rankings of Hulme and Moss Side in the overall IMD are summarised in Table 3.5 below. This shows each LSOA ranking as a percentage of all LSOA in England across each of the individual indicators as well as the overall IMD score, where 0% is the most deprived and 100% is the least deprived.

Table 3.5 Index of Multiple Deprivation Rankings (% , IMD 2007)

Super Output Area (SOA)	IMD 2007 Domain Rank (%)							IMD 2007 Rank (%)
	Income	Employment	Health Depr. and Disability	Education Skills and Training	Barriers to Housing & Services	Crime	Living Environment	
<i>Hulme</i>								
Shawgreen/St Wilfrids/ Bentley House	2	0	1	13	35	1	31	1
St Georges/Cornbrook	12	14	4	21	8	2	19	7
Greenheys/Monton St/ ORC	15	31	4	21	26	3	18	12
St Mary's/Birley	14	18	6	44	35	1	27	13
Aquarius/ORC	23	40	3	31	24	15	12	18
Martenscroft/Bentley House/St Phillips	29	32	2	72	34	12	21	21
BBC/Loreto	41	60	17	37	42	4	47	32
<i>Moss Side</i>								
Alexandra Park	1	3	2	12	31	15	41	2
Alexandra Park/Great Western St	0	5	4	11	25	11	37	2
Bowes St	3	5	6	13	35	1	11	3
Broadfield Road	2	4	7	10	29	12	23	3
Claremont Rd	7	14	6	20	33	12	15	9
Great Western St/Rusholme	9	21	8	26	23	11	9	11
Maine Rd	25	29	19	27	44	20	6	22

Source: CLG

- 3.17 It is well reported that deprivation exists in the neighbourhoods of Hulme and Moss Side and this is exemplified by the IMD 2007 rankings, where many of the neighbourhoods in the two wards perform poorly across a number of domains and in the overall multiple deprivation ranking.

- 3.18 Four out of the seven LSOAs - over half of Moss Side - fall into the top 4% of most deprived neighbourhoods nationally, with a fifth LSOA in the top 10%. Indeed, the least deprived neighbourhood in Moss Side achieves ranking of only 22%. Hulme performs slightly better, with two of its seven LSOAs in the top 10% most deprived nationally and three LSOAs in the top 20%.
- 3.19 Most notably is the poor score achieved in the domain of Health Deprivation and Disability, where all but two of the 14 neighbourhoods rank in the top 10% in terms of most deprived areas. Other areas of particular concern are Crime, Income and Employment. Performance in the indicator of crime and disorder is poor across both wards, with all neighbourhoods ranking in the top 20% with almost half in the top 10% nationally. Income deprivation, although high in both wards, is particularly marked in Moss Side where six of the seven neighbourhoods fall in the top 10%. In the domain of employment, Moss Side also performs poorly with four of its neighbourhoods in the top 10% in terms of deprivation.
- 3.20 Given such a context, any benefits generated for these neighbourhoods that will improve economic conditions, educational standards and skills and reduce worklessness will be all the more important.

Health

- 3.21 The overall health of a resident population is of prime importance to local authorities. Poor health is usually associated with a low standard of living, as those in poor health are often unable to work and dependent on the state. In terms of local infrastructure, poor health puts pressure on local health and GP facilities and leads to increased expenditure for local authorities. As highlighted by the IMD, the health of residents in both Hulme and Moss Side is of major concern.

Life and Healthy Life Expectancy

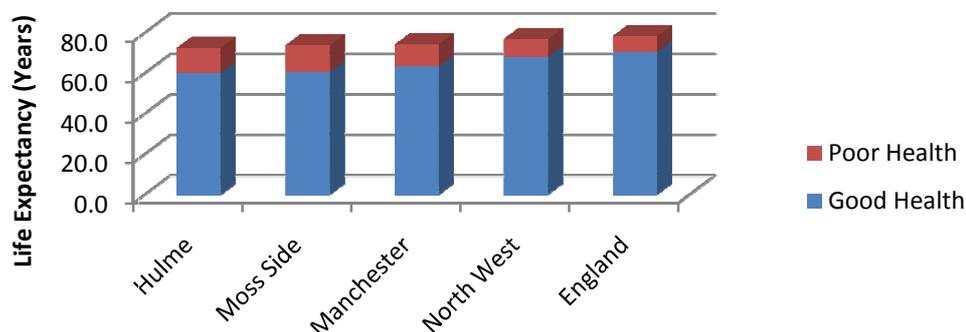
- 3.22 Table 3.6 and Figure 3.4 below show life and healthy life expectancy in the two wards as compared to the city, regional and national averages. At 72.6 and 73.9 years respectively, life expectancy in Hulme and Moss Side is some five years less than the national average of 78.3 years. Furthermore, residents in both wards can expect good health for just over 60 years, 10 years less than the national average of 70.6 years.

Table 3.6 Life and Healthy Life Expectancy at Birth (Years, 1999 - 2003)

	Hulme	Moss Side	Manchester	North West	England
Life Expectancy	72.6	73.9	74.2	76.9	78.3
Healthy Life Expectancy	60.1	60.6	63.3	68.1	70.6

Source: ONS

Figure 3.4 Life and Healthy Life Expectancy at Birth (Years, 1999-2003)



Source: ONS

Mortality

- 3.23 Mortality rates and causes in Hulme and Moss Side are summarised in Table 3.7 below. The mortality rate in Hulme of 883 per 100,000 population is above both the Manchester and national averages of 817 and 611 respectively. In Moss Side, although the mortality rate of 711 is still high compared to the national average, it is considerably below the average for the city.
- 3.24 Incidence of death from cancer and circulatory diseases is similarly above both the city and the national rates in Hulme, and below the city average, but above the national rate in Moss Side.

Table 3.7 Mortality (2004-2006)

	Hulme	Moss Side	Manchester	England
Number of Deaths	180	270	12,080	1,430,720
<i>Directly standardised rate per 100,000 population</i>				
All Deaths	883	711	817	611
All Cancers	201	139	166	117
All Circulatory Diseases	160	130	142	84

Source: ONS and Manchester Joint Health Unit, Manchester

Under-18 Conceptions

- 3.25 The teenage pregnancy rate is also sometimes used as a health-related indicator of social and economic deprivation. Both Hulme and Moss Side have high levels of teenage conceptions - 121 and 98 per 1,000 females aged 15-17 respectively - compared to the city average of 69 and even lower regional and national rates. Indeed, Manchester's 2nd State of the Wards report 2007/2008 indicates that Hulme experiences the highest level of teenage conception in the city.
- 3.26 As a consequence, many young women in these wards may not finish their education or possess only basic entry level skills, which has implications for the future labour force.

Table 3.8 Under-18 Conceptions (2003-2005)

	Hulme	Moss Side	Manchester	North West	England
Number of Conceptions	50	80	1,710	18,840	118,830
Rate per 1,000 females aged 15-17	121.0	98.3	68.6	45.8	41.6

Source: ONS and Teenage Pregnancy Unit, Manchester

Incapacity Benefit Claimants

- 3.27 The number and rate of incapacity benefit claimants is shown in Table 3.9, providing a further measure of the health of Hulme and Moss Side residents.
- 3.28 Although the proportions of claimants in both wards are considerably above the national average, average levels throughout the North West and Manchester in particular are also high. The claimant rate in Moss Side, of 9.5% of the working age population, is average for the wider region and below that for Manchester. At 11.4% the rate of claimants in Hulme is higher than for all the larger benchmarks.

Table 3.9 Incapacity/Severe Disablement Benefit Claimants (2008)

	Hulme	Moss Side	Manchester	North West	England
Number of Claimants ¹	1,025	1,105	34,100	397,190	2,132,610
Claimant Rate ²	11.4%	9.5%	11.1%	9.4%	6.7%

¹ Claimants August 2008

² Claimants August 2007 as a proportion of the Mid-2007 Resident Working Age Population Estimates (aged 15 to pension age)

Source: ONS

Crime and Fear of Crime

- 3.29 Manchester's 2nd State of the Wards Report 2007/8 sets out a number of crime and safety statistics by ward. It shows that overall incidence of crime in both Hulme and Moss Side, according to the British Crime Survey, is below the city-wide average. In respect of both the number of anti-social behaviour incidents and criminal damage incidents, both wards shows levels below the city's average. However, domestic burglary in Moss Side is well above the city average and 8th highest of the 32 wards. This figure for Hulme is significantly below average and 8th lowest in the city.
- 3.30 Fear of crime in the Moss Side ward is amongst the highest in the city, with over 75% of residents stating they are either fairly worried or very worried about crime. This figure is somewhat lower in Hulme, where between 60-70% of residents are either fairly or very worried about crime.

Employment

- 3.31 As noted in section 3.7 above, Both Hulme and Moss Side have a high number of working age residents.
- 3.32 Set out below is an assessment of the local labour supply, which focuses on participation rates, the skill levels offered to potential employers by the communities of Hulme and Moss Side, and unemployment rates to examine the ability of the residents in the two wards to access jobs.

Economic Activity Rates

- 3.33 The economic activity rates presented in Table 3.10 below show the proportion of residents in employment or actively seeking work.
- 3.34 The 2001 census indicates that, at under 50%, economic activity rates in Hulme and Moss Side are significantly lower than the city average of 56%, and regional and national averages of around 65%. In Hulme, this low rate can be explained in part by a large student presence in the ward.

Table 3.10 Economic Activity Rate (% People aged 16-74, 2001)

	Hulme	Moss Side	Manchester	North West	England
Economic Activity Rate (%)	47%	48%	56%	64%	67%

Source: Census

Occupations

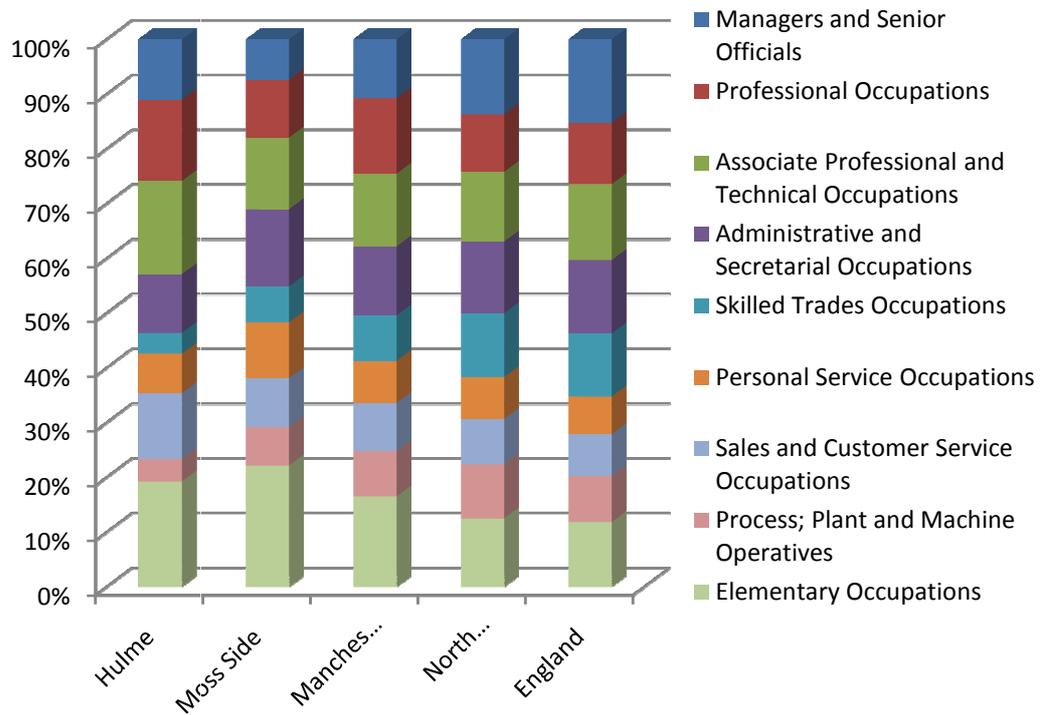
- 3.35 Occupation categories generally reflect workers' skill levels. Those employed within the occupational categories of managers and senior officials; professional occupations; and associate professional and technical occupations are typically highly skilled, whereas those employed within the occupational categories of elementary occupations; and process, plant and machine operatives typically possess a lower skill level.
- 3.36 As such, the categorised occupations of the Hulme and Moss Side residents as at the 2001 census, as shown in Table 3.11 and Figure 3.5, provide an indication of residents' skill levels in the two wards.
- 3.37 In comparison to all benchmarks, Hulme has a slightly higher proportion of residents employed in the high-skill occupation categories cited above - 43% compared to the city, regional and national average of 40% - and a similar proportion of residents in the two low-skill occupations categories as the larger benchmarks.
- 3.38 In contrast, Moss Side has a high proportion of residents in the low-skill occupation categories - 29% compared to the city, regional and national average of 20% - and at 31%, a low proportion of residents employed in the high-skill occupation categories.

Table 3.11 Occupational Categories (Persons, 2001)

	Hulme	Moss Side	Manchester	North West	England
Managers and Senior Officials	375	220	15,340	397,260	3,424,900
Professional Occupations	505	315	19,600	304,030	2,515,680
Associate Professional and Technical Occupations	580	390	18,950	369,980	3,104,990
Administrative and Secretarial Occupations	365	420	17,910	379,140	3,004,720
Skilled Trades Occupations	130	195	11,880	338,980	2,591,880
Personal Service Occupations	245	305	10,930	221,140	1,545,370
Sales and Customer Service occupations	410	265	12,560	241,370	1,717,800
Process, Plant and Machine Operatives	140	210	11,770	285,060	1,889,130
Elementary Occupations	655	660	23,510	363,060	2,647,040

Source: Census

Figure 3.5 Occupational Categories (% Persons, 2001)



Source: Census

Unemployment

- 3.39 Unemployment is a count of jobless people who want to work, are available to work, and are actively seeking employment, as defined by the International Labour Organization (ILO). Official estimates of unemployment are based upon the ILO definition and are calculated using data from a Labour Force Sample Survey as shown in Table 3.12. This measure allows consistent comparisons over time.
- 3.40 According to the International Labour Organisation (ILO) definition, Hulme and Moss Side have higher levels of unemployment than the other economies - 12% and 16% respectively - compared to the larger benchmarks of less than 9%. As a measure of labour market balance, the unemployment rate indicates that many residents of Hulme and Moss Side are unable to find work.
- 3.41 The claimant count measures how many unemployed people are claiming unemployment-related benefits (Jobseeker's Allowance and National Insurance credits). It is always lower than the ILO measure as some unemployed people are not entitled to claim benefits, or choose not to do so. Claimant counts for the study area together with a claimant count rate, which provide us with a more up to date measure of unemployment, are shown in Table 3.13. Levels of unemployment in the wards remain high with the proportion of unemployment benefit claimants in Hulme and Moss Side over double the national average.

Table 3.12 ILO Unemployment Rate (2001)

	Hulme	Moss Side	Manchester	North West	England
ILO Unemployment Rate	12%	16%	9%	6%	5%

Source: Census

Table 3.13 Claimant Count (2007)

	Hulme	Moss Side	Manchester	North West	England
Claimant Count	465	655	11,140	108,980	713,365
Claimant Count Rate	4.6%	5.4%	3.5%	2.5%	2.2%

Source: ONS, July 2007 Claimant Count and ONS, Mid-2007 Resident Working Age Population Estimates (aged 15 to pension age)

- 3.42 The occupations sought by claimants are shown in Table 3.13. Around 17% of claimants residing in Hulme are looking for work in the high-skill occupation categories, a higher proportion of claimants than all benchmarks including the national average of 14%. Correspondingly, at 38%, the proportion of residents in search of work in the low-skill occupation categories is lower than the city and regional averages of 47%, and the national average at 43%.
- 3.43 In contrast, the 12% of claimants in Moss Side seeking employment in professional occupations is low with those seeking work in more low-skill categories, such as elementary occupations, higher than the city, regional and national averages.
- 3.44 Such high rates of unemployment as seen in Hulme and Moss Side may be in part due to a mismatch between the jobs offered locally and residents' skills. A variety of jobs that matches the skill set of the local residents is essential to minimising unemployment in the local area.

Table 3.14 Sought Occupations (% Claimant Count, 2008)

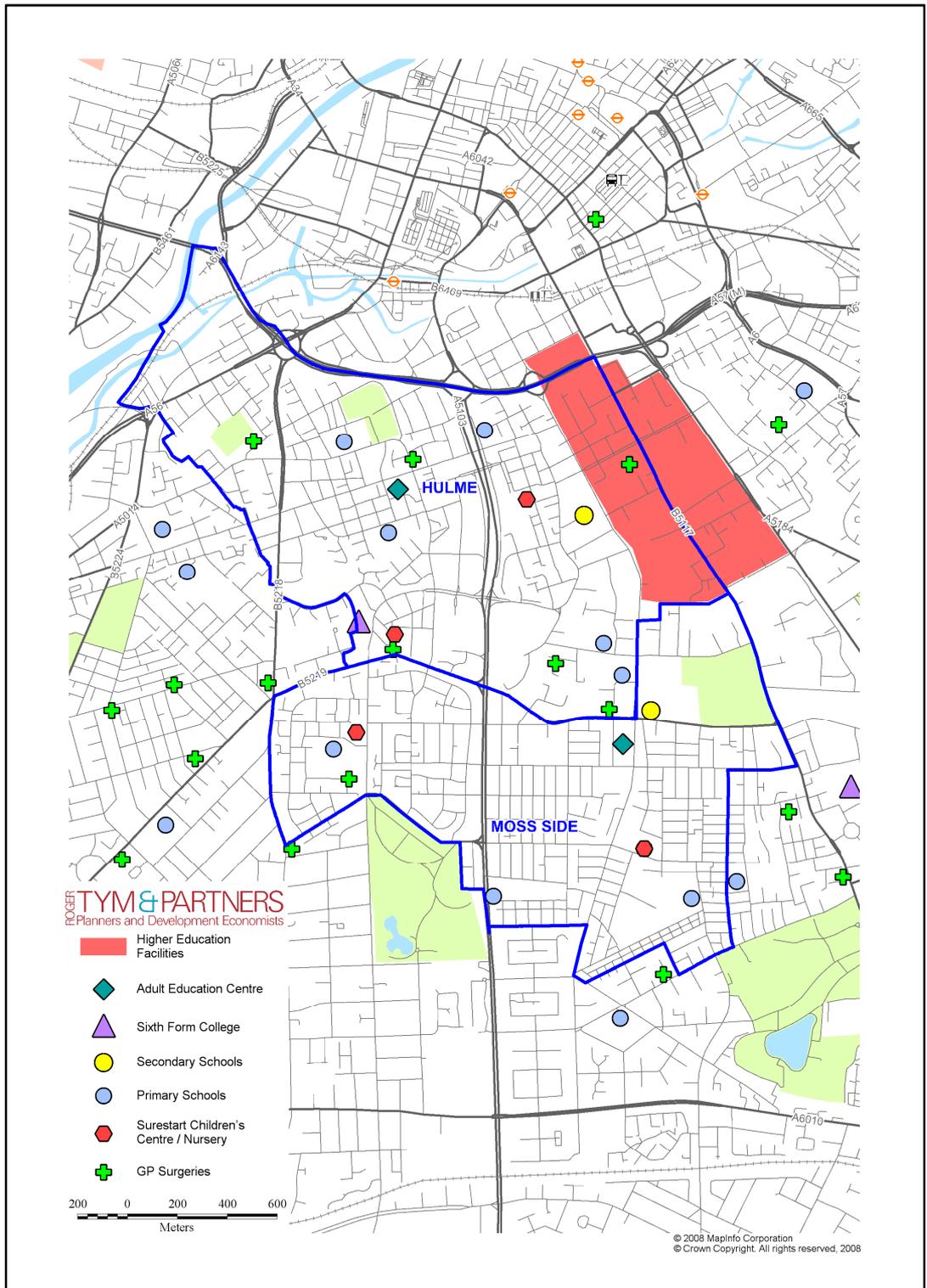
	Hulme	Moss Side	Manchester	North West	England
Managers and Senior Officials	2%	2%	3%	4%	5%
Professional Occupations	4%	3%	3%	3%	3%
Associate Professional and Technical Occupations	12%	6%	6%	5%	6%
Administrative and Secretarial Occupations	12%	9%	9%	9%	10%
Skilled Trades Occupations	9%	6%	10%	13%	13%
Personal Service Occupations	6%	4%	5%	5%	5%
Sales and Customer Service occupations	17%	20%	18%	15%	15%
Process, Plant and Machine Operatives	8%	9%	10%	12%	12%
Elementary Occupations	31%	40%	37%	35%	31%

Source: ONS, Claimant Count January -December 2008

Local Facilities

- 3.45 Figure 3.6 shows the location and distribution of some of the key local health and educational facilities serving the Moss Side and Hulme Wards. In relation to educational establishments, Hulme enjoys a range of facilities with five local primary schools, Trinity Church of England High School, Loreto Sixth Form College and an adult education centre at Hulme Library all located within the ward. The main Manchester Metropolitan University and University of Manchester campuses straddle Oxford Road, Hulme's eastern boundary. Hulme is also home to: a Sure Start Children's Centre on Epping Street, plus one other nursery on St Mary's Street; Castlefield School, a secondary school for children with special educational needs, which is located on Jackson Crescent in the north of the ward; Manchester Business School, and the Royal College of Music, both located of Oxford Road.
- 3.46 Four primary schools are currently located in Moss Side. Two of the schools, St Edward's RC and Bishop Bilsborrow RC, will merge as part of a planned relocation to a new building currently under construction on the site of the former Manchester City football stadium at Maine Road. Greenheys Adult learning Centre is located on Upper Lloyd Street. Manchester Academy secondary school is located in the north of the ward on Moss Lane East. No further or higher educational establishments fall within Moss Side. The ward is served by two Sure Start Children's Centres, one on Claremont Road and one on Selworthy Street.
- 3.47 Hulme residents have access to six GP surgeries distributed evenly throughout the ward as shown in Figure 3.6. Many of these surgeries also serve residents in Manchester city centre, where GP surgeries are scarce, and university students also living outside the ward. Only one GP surgery is located within the Moss Side ward. Whilst there are a number of nearby surgeries in the surrounding wards, it appears that access to surgeries to the east of the Moss Side is poor. That said, a new health centre is proposed on the former Manchester City football stadium site at Maine Road, which will help plug this gap in provision.

Figure 3.6 Local Facilities



4 EDUCATION AND ASPIRATION

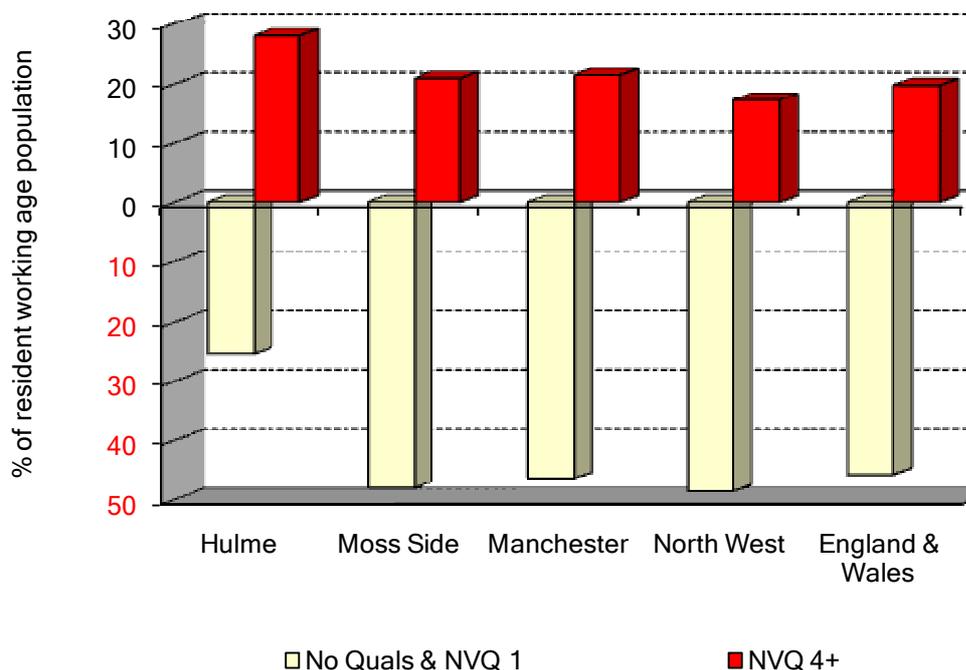
Introduction

- 4.1 This section of the report provides a baseline of the educational characteristics of the two wards, relative to local, regional and national averages. In particular, this section assesses the current proportions of residents with high and low levels of qualifications, GCSE and A-Level performance, continuation into further and higher education, and finally attitudes and aspirations to continuing into further and higher education.
- 4.2 It is important to note that statistics available relating to attainment are based on the schools in the wards. This means that because of the movement of pupils in and out of the wards, especially at 11 when they move into secondary education, the figures do not accurately describe local residents.
- 4.3 At primary school level it is likely that most pupils attending schools in Hulme and Moss Side do actually live in those wards. There are however only two secondary schools in the wards: Trinity High in Hulme and the Manchester Academy in Moss Side. While there are pupils from the two wards that attend these schools, school children from Hulme and Moss Side also attend schools elsewhere, and many of the schools' pupils can be from outside the wards.
- 4.4 Attainment figures for secondary age pupils should therefore be taken only as a guideline and not a precise reflection of the levels in the two wards. It is important that any future intervention work by MMU should be targeted and monitored, e.g. by checking postcodes to ensure that Hulme and Moss Side residents are involved. It is worth noting that the Aimhigher initiative already works on the basis of a targeted cohort in each participating school, who go on visits, have mentors and so on. It should be possible to check the cohorts against local postcodes, but at the time of producing this report we are unable to access this information.
- 4.5 A further 'health warning' should be added in that there is a high level of movement in and out of the wards, with pupils leaving for a new school, at all ages, and this has obvious implications when making a direct comparison of one year's figures against another.

Qualifications

- 4.6 Figure 4.1 below shows the proportions of the working age population with the lowest qualification level (no qualifications or NVQ level 1) and the highest qualification level (NVQ level 4 or 5, equivalent to degree level and above).
- 4.7 With the exception of Hulme, all economies show similar proportions of working age residents with both high and low level qualifications, with around 45% of residents possessing either no qualifications or a NVQ level 1 and around 20% attaining a NVQ level 4 or above. Residents in Hulme are more educated than all other benchmarks, where over a quarter of residents have attained a degree level qualification or above with a similar proportion obtaining no qualifications or a NVQ level 1. This is most likely attributable to the large student population residing in the ward.

Figure 4.1 Qualifications (2001)



Source: Census

Primary, GCSE and A level Performance

4.8 This section presents an analysis of pupil performance at primary, secondary and higher education schools and colleges in Hulme and Moss Side. This provides us with an indication of the future skill levels of the resident labour force.

Primary Performance

4.9 Table 4.1 compares the proportion of primary school pupils achieving National Curriculum attainment level 4, the expected level of achievement at the end of Key Stage 2 (ages 4-11) in the three core subjects of English, Maths and Science.

Table 4.1 Key Stage 2 Attainment (% of pupils achieving Level 4 or above, 2007)

	English	Maths	Science
Hulme	76%	73%	88%
Moss Side	69%	74%	84%
Manchester	74%	74%	84%
North West	81%	79%	88%
England	80%	77%	88%

Source: Department for Children, Schools and Families

4.10 The proportion of Hulme pupils achieving level 4 at the end of Key Stage 2 is in line with the average for the city, but below the regional and national averages in English and Maths. In Moss Side, performance in maths and science is at the average level for the city, but still slightly below the regional and national averages. Attainment in English is however, significantly below benchmark levels, with only 69% of primary pupils achieving level 4 or above compared to the city, regional and national averages of 74%, 81% and 80% respectively. English is a second language for many pupils in

Moss Side, which offers some explanation towards this low level of attainment in english at Key Stage 2.

- 4.11 Table 4.2 shows the level of Key Stage 2 attainment at each primary school in the study area. There is a considerable variation between the level of attainment achieved in the same subjects in different schools and, in some instances, for different subjects within the same school. Use of this data offers the possibility for any potential intervention and support work by MMU to be better targeted and more precisely measured.

Table 4.2 Key Stage 2 Attainment by School (% of pupils achieving Level 4 or above, 2007)

	English	Maths	Science
<i>Hulme</i>			
Rolls Crescent Primary School	76%	83%	86%
Webster Primary School	58%	65%	81%
St Philip's CE Primary School	93%	76%	93%
Holy Name RC Primary School	82%	68%	82%
St Wilfrid's RC Primary School	73%	70%	97%
<i>Moss Side</i>			
Claremont Primary School	70%	72%	80%
St Mary's CE Primary School	65%	81%	74%
Bishop Bilsborrow RC Primary School	84%	84%	100%
St Edward's RC Primary School	55%	66%	69%

Source: Department for Children, Schools and Families

GCSE Performance

- 4.12 Table 4.3 compares the performance of students at GCSE level. in Hulme, the proportion of pupils achieving five or more GCSEs at grades A*-C is much higher than than the city, regional and national averages. GCSE achievement in Moss Side is also above the city average, but below the larger regional and national benchmark economies.

Table 4.3 GCSE Attainment (% of pupils achieving five or more GCSEs, 2008)

	Grades A*-C	Grades A*-G
Hulme	73%	96%
Moss Side	61%	91%
Manchester	57%	75%
North West	65%	92%
England	65%	92%

Source: Department for Children, Schools and Families

- 4.13 The comments made in paragraphs 4.2 to 4.4 should be borne in mind. As there is only one secondary education establishment in each of the two wards, the levels of attainment for Hulme and Moss Side shown in Table 4.3 relate directly to the two secondary schools in the study area - Trinity CE High School in Hulme and Manchester Academy in Moss Side.

- 4.14 As stated earlier, it is recommended that ward figures are used as baseline indicators, but that any targeted interventions by the university with specific schools should attempt to identify individual students by postcode, and track them in order to measure the effectiveness of the intervention.
- 4.15 Schools which would need to be included, in addition to Trinity CE High School and the Manchester Academy, are:
- Whalley Range High School
 - William Hulme’s Grammar School Academy
 - Loreto High School

as these have the highest number of Hulme and Moss Side residents.

A level Performance

- 4.16 Table 4.4 below compares the A level performance of students throughout Manchester with the larger benchmark economies. A level statistics are not available at the lower geographical ward level and hence the city’s performance is used as proxy for the wards.
- 4.17 The average score per examination entry is comparable across all economies. However, the average score per candidate achieved by Manchester pupils is markedly below the regional and national average. This suggests that although pupils across the city achieve individual A level grades in line with the national average, they take fewer A levels on average.

Table 4.4 A level Performance (Average Point Score, 2008)

	Per Student	Per Examination Entry
Manchester	689.9	212.7
North West	733.4	206.9
England	739.8	209.4

Source: Department for Children, Schools and Families

- 4.18 There are just two educational establishments in Hulme and Moss Side providing A level education - Loreto Sixth Form College in Hulme and Manchester Academy in Moss Side. At Loreto College, the average point score per student is 746.3, and 214.3 per examination entry, as at 2008. Although the Manchester Academy opened a sixth form in 2005, average point scores for A level student are currently unavailable.
- 4.19 There is even greater movement of students post-16 and again any intervention or support by the university should be carefully monitored to ensure it focuses on Moss Side and Hulme residents.
- 4.20 In addition to Trinity CE High School and the Manchester Academy, Loreto College, Xaverian College, and the schools listed in 4.15 also have a significant number of Moss Side and Hulme residents.

Skills Deprivation

- 4.21 Manchester has a number of wards with very high levels of NEET (Not in Education, Employment or Training) young people. Table 4.5 below shows the proportion of NEETs in Hulme, Moss Side and the wider Manchester area in October 2006 and October 2007.

Table 4.5 Levels of NEET (2006 and 2007)

	Oct 2006	Oct 2007
Hulme	11.30%	9.60%
Moss Side	11.30%	5.60%
Manchester	-	8.40%

Source: Manchester State of the Wards Report 2007/2008

- 4.22 The figures indicate that since October 2006, both Hulme and Moss Side have experienced an improvement in the proportion of NEETs. Nevertheless, in October 2007, whilst the average NEET score in Moss Side was lower than the Manchester average, the score for Hulme was slightly higher than the average and both Hulme and Moss Side have been identified by the Manchester NEETs co-ordinator as having schools in which specific strategies are in place to target the high scores. The wards where these priority schools are located are referred to as the NEET priority wards.

Participation in Higher Education

- 4.23 The following table shows the number of applicants to higher education from the Hulme and Moss Side wards, going through the UCAS process.

Table 4.6 Higher Education Applicants (through UCAS)

	2006			2007		
	Total Applicants	Accepted Applicants	% Accepted	Total Applicants	Accepted Applicants	% Accepted
Hulme	103	68	66%	121	98	81%
Moss Side	155	117	75%	151	108	72%
Manchester	3,445	2,652	77%	3,835	2,954	77%
Greater Manchester	17,810	14,431	81%	18,860	15,273	81%

NOTE: Accepted applicants are those who have received an offer of a place and have confirmed their acceptance

Source: Aimhigher Greater Manchester UCAS Datasets

4.24 Table 4.7 below gives some of the characteristics of the Hulme and Moss Side applicants in 2007, and indicates whether or not they were successful in their application.

Table 4.7 Hulme and Moss Side Higher Education Applicant (through UCAS) Characteristics (2007)

	Young (20 and under)			Mature (21+)		
	Total Applicants	Accepted Applicants	% Accepted	Total Applicants	Accepted Applicants	% Accepted
Female	71	55	77%	77	54	70%
Male	52	42	81%	72	55	76%
White	16	14	88%	32	22	69%
Asian	11	11	100%	7	5	71%
Black	63	43	68%	60	44	73%
Mixed	12	11	92%	9	5	56%
Other	10	7	70%	6	2	33%
Higher managerial & professional, Lower managerial and professional & Intermediate Occupations (NS-SEC 1-3)	33	26	79%	28	18	64%
Small employers & own account, Lower supervisory & technical, Semi-routine and routine occupations (NS-SEC 4-7)	27	21	78%	27	18	67%

Source: Aimhigher Greater Manchester UCAS Datasets

- 4.25 Hulme and Moss Side first year and first degree, and other undergraduate students (all ages) are shown in Table 4.8.

Table 4.8 Number of First Year and First Degree Undergraduate Students

	2006/07	2005/06	2004/05	2003/04
Hulme	167	174	161	161
Moss Side	198	217	183	203
Manchester	4,547	4,901	4,475	4,615

Source: Aimhigher Greater Manchester UCAS Datasets

- 4.26 Hulme and Moss Side entrants in 2006-2007 are shown in Table 4.9.

Table 4.9 Number of Undergraduate Entrants from Hulme and Moss Side (2006-2007)

	First degree	Other UG level qualification
Young (20 and under)	86	17
Mature (21+)	124	136
Total	211	154

Source: Aimhigher Greater Manchester UCAS Datasets

- 4.27 Of 227 Hulme and Moss Side students entering higher education institutions in 2006-2007 on a full time basis, as many as 144 entered local higher education institutions. Of a further 204 entering on a part-time basis, 134 stayed local. The breakdown is as shown in Table 4.10.

Table 4.10 Destination of Hulme and Moss Side Residents Entering Higher Education (2006-2007)

	FT including sandwich	Part-time and other
The Open University	-	50
The University of Bolton	12	7
Manchester Metropolitan University	64	37
The University of Salford	54	17
The University of Manchester	14	23
Total	144	134

Source: Aimhigher Greater Manchester UCAS Datasets

- 4.28 These figures indicate not only a potential for increasing numbers generally but the strong pull of local higher education institutions for local young people.
- 4.29 POLAR - Participation Of Local Areas - is a system used by Higher Education Funding Council for England, which indicates the participation of young people in higher education by their local ward. POLAR data indicates a participation rate in Hulme of between 19% and 27% (the second lowest quintile), and for Moss Side of less than 19% (the lowest quintile).

Aspiration towards Higher Education

- 4.30 It is impossible to represent the aspirations of young people in Hulme and Moss Side through data alone. It is clear that at primary and secondary level some schools are achieving good academic results with many of their pupils. Institutions such as Loreto College have received excellent Ofsted reports. The comparatively low take up of higher education places among residents of the two wards is therefore likely to be at least partly due to lack of ambition, confidence or aspiration, or a general lack of value assigned to education among some sectors of the community.
- 4.31 MMU, through its Widening Participation Strategy, and the national initiative Aimhigher, through its local team, have worked with local schools to raise aspirations and increase the numbers entering higher education.
- 4.32 One project, Higher Futures 4U, has worked with Manchester primary schools in deprived areas, and has been praised for its quality and its effectiveness. It is worth listing comments made by some teachers after their pupils had attended the programme and visited local higher education institutions. They noted changes in attitudes and awareness.
- *Kurtis has stopped saying he wants to be a footballer and now keeps saying that he wants to be a biologist*
 - *The children have learnt how many possibilities there are out there - jobs, courses etc. and that there are many different routes into higher education, and they can choose the one that fits them best*
 - *Several children now show a clear focus for their ambitions*
 - *The class as a whole has really improved their speaking and listening skills*
 - *They have learnt there is a point to learning maths, literacy, PE etc. and working with each other*

- *This project has had an impact on some children who have previously been on the 'edge' of the class. It has encouraged them to come out of themselves - it has given them more confidence*

4.33 It is also noteworthy that none of the primary schools in Hulme or Moss Side have taken part in Higher Futures 4U yet, although their pupils would be prime candidates. The project was initially restricted to a small number of schools, and its popularity combined with the limited resources to run it makes it hard to extend the work to all schools who would like to participate.

5 MANCHESTER METROPOLITAN UNIVERSITY

Introduction

- 5.1 Manchester Metropolitan University is organised into eight faculties, which includes the Faculty of Health, Psychology and Social Care (FHPSC) and the Institute of Education (IoE), and is currently spread across five sites in Manchester (All Saints, Aytoun, Elizabeth Gaskell, Hollings and Didsbury) and two in Cheshire (Crewe and Alsager).
- 5.2 The University's main campus at All Saints is situated close to Manchester's city centre with a city centre campus on Aytoun Street, 200m west of Piccadilly Station. Elizabeth Gaskell campus is located on in Rusholme on Hathersage Road, just south of Manchester Royal Infirmary, and Hollings campus lies to the east of Platt Fields Park in Fallowfield on Old Hall Lane.
- 5.3 MMU's IoE is a leading UK centre for educational research and study that provides initial teacher education and training, and continuing professional development to the entire education workforce. It is currently spread over the Didsbury and Crewe campuses and is one of largest faculties of education in the country.
- 5.4 The FHPSC currently operates across two campuses, with health and psychology related programmes based at the Elizabeth Gaskell Campus, and social work and social change courses located in Didsbury.
- 5.5 Across all faculties MMU currently has around 34,000 students and approximately 4,400 staff members, comprising roughly 2,200 teaching staff and 2,200 support staff.

Staff Population

- 5.6 A breakdown of the number and occupation type of staff currently employed within the FHPSC, the IoE and other supporting divisions at the Didsbury and Elizabeth Gaskell campuses is shown in Table 5.1.

Table 5.1 Staff Numbers and Occupation Type (Academic Period 2008/09)

Occupation Type	Didsbury			Elizabeth Gaskell		Total
	FHPSC	IoE	Other	FHPSC	Other	
Managers and Senior Officials	1	0	9	2	7	17
Professional Occupations	16	110	14	187	199	339
Associate Professional and Technical Occupations	0	0	18	3	8	26
Administrative and Secretarial Occupations	0	0	51	1	16	67
Skilled Trades Occupations	0	0	4	0	2	6
Personal Service Occupations	0	0	10	0	2	12
Sales and Customer Service Occupations	0	0	1	0	0	1
Process, Plant and Machine Operatives	0	0	0	0	0	0
Elementary Occupations	1	0	47	0	19	67
Total	18	110	154	193	60	535

Source: MMU

Student Population

- 5.7 The total numbers of students within the FHPSC and the IoE is around 2,760 and 3,610 (Didsbury campus only) respectively (in the academic year 2008/09). Table 5.2 below compares the number of applications and the enrolment targets with the final number of enrolments. Offers made to students by MMU and the acceptance of places is shown in Table 5.3.
- 5.8 Table 5.4 shows the progression of first year students into the subsequent academic period, providing a key measure of student retention in the two faculties.

Table 5.2 Year 1 Student Application and Enrolment Numbers (Academic Period 2008/09)

	FHPSC	IoE
Number of Applications	6,276	5,785
Enrolments	1,273	2,214
Enrolments / Applications	20%	38%

Source: MMU

Table 5.3 Offers Made and Student Response (2008/09)

	FHPSC	IoE
Firm Acceptance	795	1,301
Insurance Acceptance	303	152
Declined	873	334
No Reply	223	168
Total Offers Made	2,194	1,955

Source: MMU

Table 5.4 Retention of Students (2007/08)

Total Students	Progressed to Subsequent Academic Period		Left MMU		Completed Programme of Study	
	Total Students	% of All Students	Total Students	% of All Students	All Students	All Students
<i>Faculty of Health, Psychology and Social Care</i>						
440	81%	69	13%	7	544	
<i>Institute of Education</i>						
315	89%	34	10%	5	354	

Note: Full-time first degree students only.

Source: MMU

Educational Performance

5.9 Table 5.5 below presents a breakdown of the number of type of awards given by the FHPSC and the IoE for graduation year students.

Table 5.5 Final Year Student Awards (2007/08)

Qualification	FHPSC	IoE
First Degree (1 st)	36	34
First Degree (2.i ⁱ)	229	127
First Degree (2.ii)	120	106
First Degree (3rd)	20	16
First Degree (Pass)	9	0
UG Professional	5	0
PG Professional	0	0
Research	4	0
Sub-degree	82	3
Taught Masters	23	8
Other PG	32	595
No Award	757	270
Total	1,317	1,159

Source: MMU

6 CONCLUSIONS AND NEXT STEPS

- 6.1 This report provides a detailed current profile of the Moss Side and Hulme wards in respect of a wide variety of indicators that could be impacted upon by the relocation of MMU campuses to Birley Fields in Hulme. These indicators can be revisited at various time intervals in the future to assist in understanding the actual impact of the campus relocations.
- 6.2 Overall, this profile shows that whilst significant progress has been made against many indicators of economic and social well-being, particularly in Hulme, further improvements could and should be made. Of note, performance against measures of educational attainment and crime have made good progress, although indicators of health, levels of unemployment and the aspiration and ambition of residents to continue into further and higher education remain low.
- 6.3 This baseline profile also provides a basis for the next stage of work in assessing the likely impacts of relocating MMU campuses to Birley Fields. This will look at how the relocations could affect the local economy, property markets and people of Moss Side and Hulme. In particular, it will assess impacts on the areas of:
- The construction phase;
 - Additional (direct) employment at the university;
 - Indirect and induced expenditure generated by the university and its students, which is very localised and can have a strong regeneration benefit;
 - Technology transfer and the potential for science park and spin-out businesses;
 - The potential for training provision for businesses and local community members;
 - Provision of wider community facilities and its associated cultural regeneration impact;
 - The potential to increase further education and higher education participation as a result of outreach/widening participation initiatives and changing ambitions and aspirations; and
 - The physical regeneration benefits of a university as a consumer of land and property.

APPENDIX 2:

Economic Model Assumptions

ECONOMIC MODEL ASSUMPTIONS

Variable	Value	Source
MMU (Construction)		
Outline cost of campus	£120,000,000	Advised by MMU
Construction revenue per employee	£202,965	UK PLC (2006): Construction sales per employee (grossed up from 2006 to 2008)
Construction job years	590	Construction job years = cost/revenue per employee
Indirect & Induced Impact		
GVA per employee	£33,307	UK Blue Book (2006): GVA in all service sectors/ jobs in all sectors (grossed up from 2006 to 2008)
Indirect and visitors revenue per employee	£139,180	UK PLC (2006): Sales per employee un-weighted average across Food, Printing, Property, Retail, Business Services and Hospitality sectors (grossed up from 2006 to 2008)
No. of working weeks per year for professional staff	40	Advised by MMU
No. of working weeks per year for admin, support and maintenance	46	Advised by MMU
No of students 2008/09 at the Faculty of Health, Psychology and Social Care	2,760	Advised by MMU
No of students 2008/09 at the Institute of Education	3,610	Advised by MMU
Average spend per day in Greater Manchester for those staying with friends and family	£18.19	North West Visitors Survey 2003/04
Multiplier effects strong local supply linkages and income or induced effect	1.15	English Partnership, Additionality Guidance (2004)

Calculating Full Time Equivalent

In chapter 5, as well as estimating the additional spend total number of jobs and GVA the new Birley Fields campus will generate for the local economy we also calculate the number of full time equivalent (FTEs). To estimate this we undertake a number of steps

- Firstly, using government employment data we calculate the ratio of full time and part time jobs across the broad sectors for the Manchester district. As Annual Business Inquiry data for a single year can be prone to errors, we estimate this based on an average ratio of full and part time jobs over the period 2003-2007 in Table 1 below.

Table 1 Ratio of Full and Part time jobs, Manchester, Average 2003-07

	Average	
	Full Time	Part Time
Agriculture and fishing (SIC A,B)	95%	3%
Energy and water (SIC C,E)	92%	7%
Manufacturing (SIC D)	90%	8%
Construction (SIC F)	94%	5%
Distribution, retailing, hotels and restaurants (SIC G,H)	56%	44%
Transport and communications (SIC I)	87%	11%
Banking, finance and insurance, etc (SIC J,K)	79%	18%
Public administration, education & health (SIC L,M,N)	65%	29%
Other services (SIC O,P,Q)	61%	32%
Total	71%	24%

Source Annual Business Inquiry

- Secondly, using the relevant sector ratios as above we convert the number of total jobs the new scheme will generate into full and part time jobs. For example in chapter 5, to translate the induced impact into jobs, we use the 'distribution, retailing and hotels and restaurants' ratio as most of the new jobs are likely to be generated in these sectors.
- Finally using the full time and part time ratios we estimate full time equivalent. For simplicity we have assumed 2 part time workers are equivalent to 1 full time worker. Hence the 56 part time workers as noted above equate to 28 full time workers. Combining this to the existing full time workers produces 97 FTEs generated from the multiplier effect.

APPENDIX 3:

Staff Survey Results

Staff Survey Results

1. At which campus are you based

	Responses	Share
	No	%
Elizabeth Gaskell	58	49%
Didsbury	59	50%
Other	2	2%
Total	119	100%

2. If the university should move to Birley Fields, would this prompt you to move closer to the university

	Responses	Share
	No	%
Yes	2	2%
No	114	96%
Don't know	3	3%
Total	119	100%

3. If so where do you think you will move to?

	Responses	Share
	No	%
Hulme/ Moss Side	1	20%
City Centre	3	60%
Fallowfield		0%
Rusholme		0%
Whalley Range		0%
Ardwick		0%
Other	1	20%
Total	5	

4. How many earners are there in your household

	Responses	Share
	No	%
1	41	34%
2	68	57%
3	3	3%
4	3	3%
Don't know	4	3%
Total	119	100%

APPENDIX 4:

Student Survey Results

Student Survey Results

1 Are you studying full time

	Responses	Share
	No.	%
Yes	286	88%
No	36	11%
Don't know	4	1%
Total	326	100%

2. What qualification are you studying for?

	Responses	Share
	No.	%
Undergraduate degree	185	57%
Postgraduate degree	97	30%
Foundation degree	10	3%
HND & HNCs	1	0%
Other	30	9%
Don't know	3	1%
Total	326	100%

3. Your course comes under which department

	Responses	Share
	No.	%
Career Guidance	1	0%
Childhood studies	31	10%
Healthcare & Healthcare studies	12	4%
Medicine	0	0%
Nursing	24	7%
Physiotherapy	35	11%
Psychology	31	10%
School/ Education Business Management/ Administration	15	5%
Social Change	23	7%
Social Work	29	9%
Speech Pathology/ Therapy/ Speechwriting	11	3%
Teacher Training & Professional Education	95	29%
Youth & Community Work/ Studies	13	4%
Other	4	1%
Don't know	2	1%
Total	326	100%

4. Where do you live during term time

	Responses	Share
	No.	%
At home	192	59%
In halls of residence	34	10%
In rented accomodation	91	28%
Other	5	2%
Don't know	4	1%
Total	326	100%

5. Where did you live before coming to MMU

	Responses	Share
	No.	%
Hulme/ Moss Side	9	3%
Elsewhere in Greater Manchester	152	47%
Elsewhere in the North West	63	19%
Elsewhere in the UK	65	20%
Overseas	17	5%
Don't know	20	6%
Total	326	100%

6. Do you regularly recive visits from friends and relatives who live outside of Manchester

	Responses	Share
	No	%
Yes	166	51%
No	151	46%
Don't Know	9	3%
Total	326	100%

7. If so, typically how many visits per term

	Responses	Share
	No.	%
1-2 visits	60	36%
3-5 visits	69	42%
6-10 visits	35	21%
Other	2	1%
Total	166	100%

8. On average, how many visitors per visit

	Responses	
	No.	Share %
1 visitor	53	32%
2 visitor	86	52%
3 visitor	23	14%
Other	4	2%
Total	166	100%

9. On average how long does each visit last

	Responses	
	No.	Share %
1 day or less	70	42%
2 to 5 days	88	53%
6 to 10 days	6	4%
Other	2	1%
Total	166	100%

10. Where do they usually stay

	Responses	
	No.	Share %
With me	162	98%
Rent a room	2	1%
Other	2	1%
Total	166	100%

11. Are you in paid employment

	Responses	
	No.	Share %
Yes	148	45%
No	174	53%
Don't know	4	1%
Total	326	100%

12. On average how many hours do you work per week?

	Responses	
	No.	Share %
Less than 10 hours	41	28%
11-20' hours	45	30%
21-30' hours	19	13%
31+ hours	35	24%
Other	8	5%
Total	148	100%

13. On average how much do you earn per week?

	Responses	Share
	No.	%
Less than £50	29	20%
£51-£100	32	22%
£100-£200	39	26%
£200+	34	23%
Not disclosed	14	9%
Total	148	100%

14. Could it become a permanent job which you would be interested in continuing after your studies

	Responses	Share
	No.	%
Yes	55	37%
No	80	54%
Don't know	13	9%
Total	148	100%

15. What do you do in your free time

	Responses	Share
	No.	%
Member of a university club/ association	17	5%
Other local organisation	37	11%
Socialising with other students	179	55%
Playing sports	70	21%
Volunteering	47	14%
Other	69	21%
Don't know	21	6%
Total Respondents	326	

16. If you are volunteering, is this local

	Responses	Share
	No.	%
Yes	40	85%
No	6	13%
Don't know	1	2%
Total	47	100%

APPENDIX 5:

Business Survey Results

Business Survey Results

1. Which of the following best describes your business activity

	Responses	
	No.	Share %
Food & drink shop/ grocers/ supermarket etc	14	30%
Café/ restaurant	4	9%
Education	0	0%
Pub/Bar	1	2%
Post Office	1	2%
Health/GP practice	2	4%
Pharmacy	0	0%
Takeaway food outlet	2	4%
Other retail	13	28%
Business/ financial services	4	9%
Manufacturing	1	2%
Distribution	0	0%
Hotel or B &B	0	0%
Other	6	13%
Total respondents	47	

2. Which of these best describes your business ownership

	Responses	
	No.	Share %
Self employed	31	66%
Locally Limited company	8	17%
National or international chain	4	9%
Charity or social enterprise	0	0%
Other	1	2%
Don't know	3	6%
Total	47	100%

3. How important are the following customers to your local business

	Responses					Total
	No.					
	Very Important	Important	Neither important nor unimportant	Unimportant	Don't know	
Universities	19	9	7	7	5	47
Local businesses	20	11	5	5	6	47
Students	19	12	4	6	6	47
Local residents	33	5	1	6	2	47
Visitors	22	9	4	6	6	47
Total	113	46	21	30	25	235

	Responses				
	%				
	Very Important	Important	Neither important nor unimportant	Unimportant	Don't know
Universities	40%	19%	15%	15%	11%
Local businesses	43%	23%	11%	11%	13%
Students	40%	26%	9%	13%	13%
Local residents	70%	11%	2%	13%	4%
Visitors	47%	19%	9%	13%	13%

4. Roughly what percentage of your business spending (excluding wages costs) is spend in

	%
Hulme / Moss Side	19
Elsewhere in Manchester	50
Elsewhere in the NW of England	12
Elsewhere in the Uk	12
Other	6
Total	100

5. Do you consider that the relocation of MMU campuses from Didsbury and Rusholme to Birley Fields would generate

	Responses	
	No.	Share
A significant increae in your business ?	16	34%
A modest increase in your business?	8	17%
A minor increase in your business?	7	15%
A modest loss in your business?	1	2%
A significant loss in your business?	0	0%
No change in your business?	10	21%
Don't know	5	11%
Total	47	100%

6. Approximately what percentage of your business revenue is from university and/or student spending

	Responses	
	No.	Share %
0%	9	19%
Less than 10%	12	26%
11%-20%	8	17%
Above 20%	2	4%
Don't know	16	34%
Total	47	100%

7. How many employees does your business have at this location

	Responses	
	No.	Share %
0-10	39	83%
11-20'	3	6%
20+	2	4%
Don't know	3	6%
Total	47	100%

8. Approximately, what percentage of these employees are in the following occupations

	%
Managerial/professional	43
Technical	12
Clerical/adminstrative	10
Operatives	14
Other	21
Total	100

9. Roughly what number or percentage of your workforce live in Hulme/Moss Side

Number who live in Hulme / Moss Side	148
Total number of employees	197
% who live in Hulme/ Moss Side	75%

10. Do you currently employ any students at this location

	Responses	
	No.	Share %
Yes	9	19%
No	28	60%
Don't know	10	21%
Total	47	100%

11. If no would you consider employing student here?

	Responses	
	No.	Share %
Yes	15	39%
No	15	39%
Don't know	8	21%
Total	38	100%

12. Generally do you have problems recruiting staff

	Responses	Share
	No.	%
Yes	7	15%
No	35	74%
Don't know	5	11%
Total	47	100%

If yes in which of the following categories do you have problems recruiting staff

	Responses	Share
	No.	%
Managerial/ professional	5	71%
Technical	1	14%
Clerical/ administrative	1	14%
Customer services		0%
Operatives		0%
Other		0%
Total	7	100%

APPENDIX 6:

Consultees

List of Stakeholder Consultees

Patrick Prinsloo (Chamber of Commerce)
John Holden (Manchester Enterprises)
Rachel Green (MIDAS)
Lynne Barlow (Manchester Science Parks)
Dominic Martinez (Innospace)
Liz Marr (Widening Participation, MMU)
Andy Jones (Dean of Institute of Education, MMU)
Professor Vince Ramprogus (Dean of the Faculty of Health and Psychology, MMU)
Professor Kevin Bonnet (Deputy VC, MMU)
Nicola Lee (President Students Union, MMU)
David Sexton (Vice President, Students Union, MMU)
Jo Wiggans (Aimhigher)
Joanne Moore (Aimhigher)
Anna Hurst (Higher Futures 4U)
Christine Oldham (Aimhigher)
Jane Delfino (Innovations Director, Manchester Academy)
Cllr Alistair Cox
Jane Williams (Loreto College)
Julia Jama (Loreto High School)
Anne Brown (Xaverian College)
Rebecca Asgill (Windrush Centre)
Christy Birbeck (Hulme and Greenheys Adult Learning Centres)
Richard Cartwright (MMU Capital Programmes)
Dean Luby (MMU Capital Programmes)
Josie Cartwright (CoMMUni)
James Crawley (Head of Sport Facilities, MMU)