

Oxford Road Corridor

Place-shaping Consultant's Brief



Introduction

The Oxford Road Corridor partnership are seeking an external consultant to develop a place-shaping plan. The strategy should integrate with the Oxford Road Corridor Strategic Spatial Framework (SSF), and other strategic development documents and transport strategies, with a focus on public realm and wayfinding.

The purpose of the study is not to rewrite the existing Oxford Road Corridor SSF. It is to identify the spatial relationships and connections within and between the key knowledge, business and cultural assets on the Corridor, focusing on opportunities for greening and enhancing public realm, including investigating linkages and spaces that would complement the partners' recent and planned investment in the area.

There should be a focus on key gateways, transport nodes and wayfinding, which would create a sense of place and arrival, improve internal movement and encourage active travel, whilst interpreting the area's unique academic and cultural history. The strategy should consider what role the Oxford Road Corridor brand could play, whilst respecting partners' own branding, wayfinding and estate footprints.

The plan should provide design guidance, illustrative masterplans, outline costs and a business case for investment.

The total budget for the work: c£15,000 + VAT.

Proposals should be sent to: info@oxfordroadcorridor.com

Deadline for proposals: Friday 27th August 2021



Background

Oxford Road Corridor is a one square mile area located south of Manchester city centre and home to a unique concentration of knowledge, business and cultural assets. The area is overseen by a partnership which includes: Manchester City Council; University of Manchester; Manchester Metropolitan University; Manchester University NHS Foundation Trust; Bruntwood; RNCM; HOME and Manchester Science Partnerships.

The partnership was formed in 2007 by senior leaders to develop a vision and to transform the area into a world class innovation district through joining up investment and strategic planning.

INVESTMENT

Over the last 10 years the partnership has invested over £1.1bn – this includes almost £100m in cultural facilities, £500m in health facilities and over £500m in research, education and commercial development.

There has also been investment in new transport infrastructure with the introduction of segregated cycle lanes completed in 2017, which now accommodate over 500,000 cycle journeys each year. As well as significant investment in improved public realm and green space including Brunswick Park, University Green, Symphony Park (Circle Square), and Manchester Science Park.

IMPACT

The impact of this investment has been transformational, the area accounts for 20% of the city's economic output, and over 24,000 new jobs have been created since 2010 taking the total to 79,000. There are 8,800 businesses, a 61% increase since 2012, and 50% of Manchester's Life Science businesses are located on the Corridor. There are 74,000 students, including over 16,000 international students. Every year there are over 1.52 million patient contacts at the hospital sites, including 228,000 A&E attendants and 963,000 outpatient attendances. There are also 15,000 clinical research participants. The GM Science and Innovation Audit highlighted that 50% of the region's innovation assets are located on the Corridor, and over 4 million people each year visit the wide range of cultural venues.



Strategic Context

In 2018 the city council adopted the **Oxford Road Corridor Strategic Spatial Framework** to act as a guide for future development and to inform the assessment of planning applications. The framework ensures that the area's unique innovation eco-system is maintained and grown.

The SSF is supported by a companion document **Strategic Regeneration Framework Guidance (SRFG)** which provides more detail and guidance about four sites within the area: Upper Brook Street; Former Elizabeth Gaskell Campus; Wilmott Street; and Birchall Way. The SSF and SRFG include development principles in relation to wayfinding and connectivity.

In addition there are several **site specific strategic regeneration frameworks** and masterplans that will provide a framework for growth and inform investment over the forthcoming years. These include: Manchester Science Park SRF Update, Manchester Metropolitan University's Estate Strategy 2020-2030 and Public Realm Masterplan; First Street Development Framework Update; and University of Manchester Campus Masterplan 2012-2022.

In 2019 the Oxford Road Corridor commissioned an independent review of the area's SSF, and the numerous development frameworks, to gauge future growth potential. It was estimated that over the next 5 years there will be an additional 2.5m sq. ft of commercial floor space, 37,800 new jobs, 8,000 residential units, an additional £2bn GVA per annum.

A key pillar of the next phase of the area's development is **ID Manchester**, a £1.5bn new commercially-focused innovation neighbourhood on the University of Manchester's former North Campus, which will become the primary north-eastern gateway to the Oxford Road Corridor. Situated adjacent to Piccadilly train station and the University's main campus, the ID Manchester site takes full advantage of Manchester's existing public transport infrastructure and planned government investments in HS2 and Northern Powerhouse Rail.



Strategic Context

At 18.2 acres, all in the single ownership of the University, ID Manchester will create around 2.5m sq. ft of work and collaboration spaces to incubate new firms and attract companies large and small, from the UK and globally, to the region, in addition to 1,000 residential units and two hotels. It has the potential to create up to 10,000 new high quality jobs in a wide range of technology rich sectors linked to the Oxford Road Corridor's R&D strengths.

The University of Manchester recently announced Bruntwood SciTech as their preferred Joint Venture Investor and Developer Partner for the project. The site is expected to be developed over a 15-20 year time horizon (subject to market conditions), with the first new build in operation in 2026.

Manchester City Council recently adopted a new **City Centre Transport Strategy 2040 (CCTS)**. Oxford Rd Corridor area public realm and wayfinding improvements are highlighted as a business case development priority. The strategy identifies improving the ease of access to the significant range of attractions and facilities such as university buildings, hospitals, museums and open space in the Oxford Road Corridor area, and acknowledges that the city requires great public spaces and access to our natural environment, culture and heritage. The plan aims for 90% of morning peak trips into the city centre to be made on foot, by cycle or public transport before 2040. The topography, age profile, population and employment density within the Oxford Road Corridor suggest there is potential to significantly increase the number of walking and cycling trips.



Cultural Assets

Oxford Road Corridor is steeped in political, academic, literary & musical history. It is home to some of the city's most iconic music venues and cultural facilities. The plan should consider how we can interpret this history within a place setting, and improve wayfinding between these facilities.

Cultural assets include: The Whitworth, HOME, RNCM, Manchester Museum, The Martin Harris Centre, The Holden Gallery and Special Collections, Contact, The Dancehouse, The Palace, YES, Deaf Institute, Gorilla, The Ritz, The Academy, Bridgewater Hall, International Anthony Burgess Foundation, Elizabeth Gaskell House, Manchester Poetry Library, Pankhurst Centre, and Castlefield Gallery.



Supporting documents

- Oxford Road Corridor Strategic Vision to 2025.
- Oxford Road Corridor Strategic Spatial Framework. March 2018
- Oxford Road Corridor Strategic Regeneration Framework Guidance for Upper Brook Street, former Elizabeth Gaskell Campus, former Salvation Army site and Birchall Way. October 2018
- Manchester Science Park Strategic Regeneration Framework Update: August 2018
- Manchester Metropolitan University Public Realm Masterplan 2019
- Manchester Metropolitan University Extended Estates Strategy 2020-2030
- North Campus Strategic Regeneration Framework Draft, Bennetts Associates, December 2016
- Manchester Piccadilly Station Strategic Regeneration Framework, Bennetts Associates, March 2018
- University of Manchester Campus Masterplan 2012-2022.
- First Street Development Framework Update 2018 November 2018 - FINAL
- Great Jackson Street Development Framework, Deloitte, May 2018
- Manchester City Centre Transport Strategy 2040. 2021.
- Oxford Road Corridor Cycle and Pedestrian Safety Report, Arup, 2020.
- Oxford Road Corridor – Economic Impact Report, Hatch Regeneris 2019
- Oxford Road Corridor Culture Guide, Oxford Road Corridor – Culture on the Corridor group 2021.



Thank you