



Manchester

Enterprise Zone

# Manchester Enterprise Zone

**“Anchored by the UK’s biggest and busiest regional airport, the Manchester Enterprise Zone coordinates a cohesive cluster of distinctive and highly-connected development sites in close proximity to Manchester Airport – including the core initiatives of Airport City and MediPark. It represents an opportunity of transformational significance for the entire Greater Manchester city region and the proposition aims to attract global businesses, creating new employment opportunities and stimulating economic growth – locally, regionally and nationally.”**

## Introduction

In March 2011, the UK Government confirmed Manchester Airport as one of its vanguard Enterprise Zone locations. Enterprise Zones create an environment for businesses to thrive and stimulate growth in the places that have the most potential, acting as a springboard for private sector growth and wider regeneration.

The 116-hectare Manchester Enterprise Zone sits around the new strategic-scale development of ‘Airport City’, involving a significant new business destination in the area immediately adjacent to the airport’s terminals and ground transport interchange. Complementing this will be health and biotech-related research and development, and training facilities associated with ‘MediPark’, which also benefits from the proximity of Manchester Airport.

## Vision for the Enterprise Zone

The essential vision for the Manchester Enterprise Zone is of an area driven by the economic activity generated by the airport, and the proposed Airport City and MediPark initiatives, complemented by a series of opportunity sites in South Manchester. Together, these primary drivers and linked clusters of readily developable and deliverable sites, each with distinct market, functional and development character, can be linked into an integrated economic whole. The geographic proximity of the sites is connected by the network of accessibility provided by the Metrolink, rail and motorway networks serving Manchester Airport, and by the current economic activity established by the airport and its future Airport City, and the hospital and its related MediPark, each with very different poles of activity.

Their economic activity, the consequent multiplier opportunities to surrounding sites and the physical links between them and the surrounding city, region, nation and world, constitute the underlying structure of the Enterprise Zone. The Zone is scaled to include those sites that can maximise additionally to Airport City and MediPark, generating a development capacity within the context of realistic estimates of those projects and Greater Manchester demand, so as to minimise relocation from existing regional employment areas and to focus support employment generated by the core sites in the immediate vicinity. Additional economic activity can be captured in addition to activities directly linked to the airport, which the sites beyond Airport City and MediPark can accommodate.

The vision for the Manchester Enterprise Zone focuses on development opportunities to accommodate businesses that will benefit from the high level of connectivity provided by proximity to an international airport, but which are from a wider range of sectors and of a more varied size than is traditionally found at sites close to a major airport, including: business space, European Regional HQ, offices, logistics, advanced manufacturing and supporting retail and leisure, including hotels and conferencing facilities. Complementing these will be health and biotech related research and development, as well as training facilities associated with the MediPark. An emphasis has been placed on the distinctiveness of the employment and development offer in each of the core areas and peripheral cluster opportunities, and on their linkage into a combined economic presence of national and international importance.

## Benefits of the Enterprise Zone

Enterprise Zones are intended to stimulate business growth through the provision of subsidies in the form of business rate discounts, worth up to £275,000, super-fast broadband, simplified planning procedures and the retention of pooled business rates by the Local Authority for a period of at least 25 years. The Manchester Enterprise Zone will also benefit from UK Trade & Investment (UKTI) support for international business enquiries, and actively encourage the best overseas companies to consider the UK as their global partner of choice.

## Connectivity

Metrolink, rail, bus, motorway/road, bicycle and pedestrian movement systems collectively provide a hierarchy of linked accessibility within the Enterprise Zone, which permits and enhances the connectivity essential for an integrated economic area. The core of the system is the airport transport hub, where all modes come together. All sites within the Zone are connected to this hub, either directly on foot or by close Metrolink service. Local bus and the bicycle and pedestrian networks provide a finer grain of mobility throughout the Zone. Underpinning the Airport City proposal is the ability of the wider South Manchester area to take advantage of the accessibility provided by the existing transport service to the airport and the wider urban region. This transport system ties together the clusters of sites into a cohesive Enterprise Zone and permits the business, goods and people flows between them necessary to integrate its economic reality.

## Components of the Enterprise Zone

### Manchester Airport

At the centre of the Enterprise Zone is Manchester Airport, the busiest in the UK outside of London and the only true international gateway to the whole of the North of England. Passenger traffic at Manchester is projected to

double by 2030, from 20 million today to 40 million. Such increased activity generates significant ancillary employment growth, not only in passenger related services but in the wide range of logistics associated with air freight.

The increasing connectivity of the airport to UK, European and international destinations significantly adds to the attractiveness of adjacent locations for businesses whose personnel and customers depend on convenient air travel. The transport infrastructure support required for these increased travel volumes will also serve to generate employment opportunities in surrounding locations within that catchment area. Increased airside activity supports and serves increased landside development and, in a virtuous circle, such new landside development generates increased activity for airside carriers.

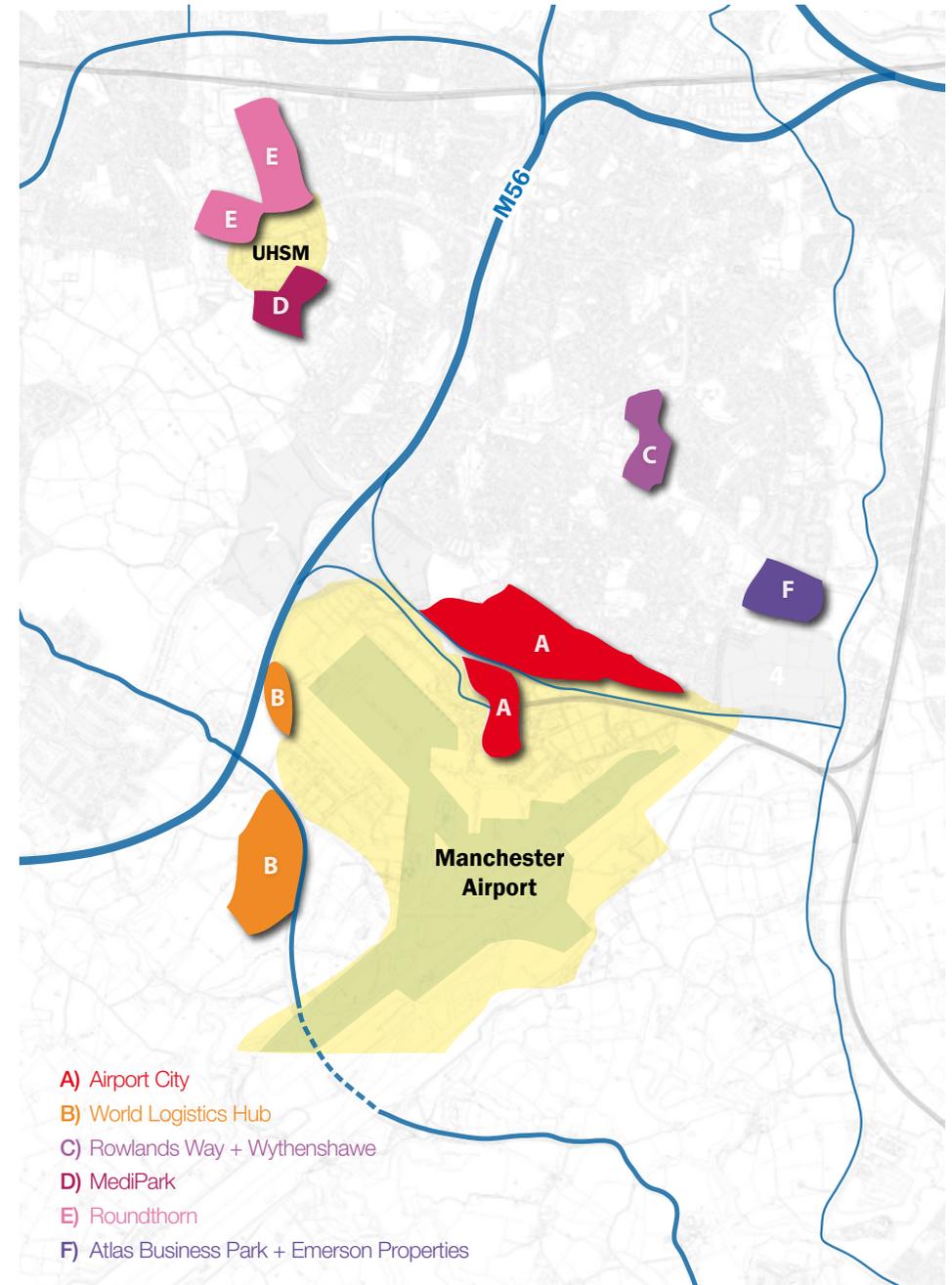
### Airport City

Airport City draws on the successful experience of a number of existing or emerging global and European airport cities. The relevant examples include Barcelona, Düsseldorf, Amsterdam Schiphol, and the proposals for the new Berlin airport; all of which offer rich precedents from which to draw and for Manchester to interpret in its unique fashion. Airport City consists of a number of parcels to the north of the airport terminals. Not all the potentially available sites in this general area are included within the Enterprise Zone – priority has been given to the sites where development can be anticipated in a reasonably short period of time and where planning and infrastructure risks are minimal.

The essential concept for Airport City is of a high-quality business destination, an advanced manufacturing district and a location for hotels and other support services for Manchester Airport. At the centre of the district is a major transport hub served by Metrolink and rail and by numerous local and regional bus services. All the employment areas are within easy and weather-moderated walking distance of the hub and of the airport terminals, while a new “green bridge” will facilitate movement across the M56 spur. Airport City is a high-value, high-intensity district with a strong identity and presence, easily accessible and highly visible it will form the core of the Enterprise Zone. It is designed to attract national and international enterprises that can take advantage of the location in the heart of the North West and of the UK and the international connectivity provided by the airport.

### World Logistics Hub

World Logistics Hub consists primarily of a large land parcel to the south of the airport terminals. Sites in this area provide uniquely convenient logistics facilities with varying degrees of direct access to the airport apron and cargo handling areas. It is conceived as a logistics district offering a full range of air-to-road transfer, assembly and processing activities. A highly functional zone offering efficient goods handling, storage and mode change, World Logistics Hub will have carefully specified design and layout requirements, most important among them being access to the M56 and the Airport’s cargo handling facilities.



## MediPark + Roundthorn

The University Hospital of South Manchester (UHSM) is at the centre of a number of initiatives that can take advantage of sites for the creation of a medical and related services complex as well as general business activity. UHSM is a world-class research hospital and centre of clinical excellence. It is supported academically by the University of Manchester and is fundamentally driven by three core elements: clinical, research and education. MediPark will be an internationally significant health and biotech commercial enterprise directly linked to UHSM and the leading edge research and innovation of the Manchester Academic Health Sciences Centre.

The opportunity has been recognised jointly by UHSM, Manchester City Council and Manchester Airports Group to build upon the well-established concentration of health research, learning and clinical expertise. Manchester MediPark will create a catalyst for growth within the Manchester City Region, which has the ability to make a significant contribution to the UK's science and innovation agenda. Land to the immediate south of the hospital site is available for the development of the first phase of MediPark and to the immediate north is the Roundthorn Industrial Estate, which offers a number of parcels included within the Enterprise Zone and there is a near-term opportunity to create new business floor space on the site, principally in the hospital and medical ancillary support services sector.

## Rowlands Way + Wythenshawe

Rowlands Way is the retail, office and community heart of the Wythenshawe district that is situated to the north of the core of Airport City. The successful development of the Airport City and MediPark concepts will greatly expand the current local role of this district centre as it supports and takes advantage of the economic energy generated by these two core initiatives. Rowlands Way is conveniently located and has the ability and capacity to provide a range of employment space for many of the secondary office and support services generated by the wider Airport City concept, from offices and commercial activity to assembly, food processing and other airport support services.

The generally increasing level of activity anticipated in the Enterprise Zone will also act as a stimulus to the retail and restaurant activity in the town centre. Both existing underutilised buildings and several sites for new development are available to absorb this new demand. The Metrolink extension will reinforce the area's importance as a district centre and provide important connections both south to the airport and north to the City Centre.

## Atlas Business Park + Emerson Properties

Atlas Business Park is located to the north east of the airport on the site of the former Ferranti factory and is part-developed as a business park. With further land available and planning permission already in place on the site there is therefore a near-term opportunity to realise Enterprise Zone benefits from bringing forward and delivering consented works on the site. Offices are geared to occupation by businesses requiring ready access to local and regional markets and the airport.

Further development of this site with uses complementary to the presence of the airport, Airport City and MediPark will strengthen the corridor of successful business parks, which include Concorde, and Ringway parks. One further small site, owned by Emerson Properties, makes up the Enterprise Zone area. The site and buildings sit on Thorley Lane, adjacent to the Etrop Court Hotel and in close proximity to land designated to support Airport City.

## Contact

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