

Newlands Moston Vale media pack

1.7 million pound
investment to tackle
North Manchester's
derelict land

newlands

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1.7 million pound investment to tackle North Manchester's derelict land

Notes to editors

Newlands stands for New Economic Environments through Woodlands.

The Newlands long-term investment for Moston Vale is £1.69 million.

Newlands sites will be transformed into community woodlands through a unique partnership of the NWDA and the Forestry Commission as well as a range of delivery partners, which include the Red Rose, Mersey and Pennine Edge Forests and Groundwork.

A brownfield site is any land or premises, which has previously been used and is not currently fully in use, although it may be partially occupied or utilised. It may also be vacant, derelict or contaminated. A brownfield site is not necessarily available for immediate use without intervention.

Community Woodlands are multi-purpose open spaces that can be easily accessed by the local community, and can include a series of small woodlands, footpaths, cycle and bridleways, football pitches, wetland habitats and a wildflower meadow. Each site is designed in partnership with the local community to help improve and enhance the economic, environmental and social value of the local neighbourhood to work towards a sustainable environment for everyone.

Using aerial photography, the National Land Use Database and/or Unitary Development Plans, the DUN Survey, which formed the basis for the selection of Newlands sites found an astonishing 3,800 DUN sites of more than one hectare across the Northwest and of this amount, 1,600 were highlighted as a brownfield sites.

The Public Benefit Recording System (PBRS) uses a range of social, economic and environmental factors from proximity to a transport corridor or Sites of Special Scientific Interest (SSSIs) to a sites location to schools. It has won widespread approval across wider government and has already been used to tackle a number of other regeneration or development challenges.

For more information please contact: Steve Connor or Claire Rajah at Creative Concern on: 0161 236 0600

The Northwest Regional Development Agency (NWDA) and its partners today (Thursday March 10) announced that North Manchester's Harpurhey district is to receive more than one million pounds of regeneration funding to create and manage a new community woodland.

The 21-hectare site, known as Moston Vale, has been selected and approved for regeneration under the 'Newlands' scheme, a programme billed as 'land regeneration for the 21st Century'. The scheme is set rejuvenate 435 hectares of the region's damaged land, boosting economic and social conditions across Greater Manchester and Merseyside. Moston Vale is the first Newlands site to be given the green light for work to start.

Moston Vale is located in the centre of North Manchester's Housing Market Renewal Area and is adjacent to the UK's largest mixed-use business park, Central Park, which is seen as vital to the economic wellbeing of Manchester and is of regional significance. It is intended that Newlands will deliver high-levels of return towards Harpurhey, and contribute to the critical mass of North Manchester's social, economic and environmental investments into the area.

Newlands at Moston Vale will also support and enhance the wider Irk Valley Project – a public and private partnership to establish a green corridor through the heart of North Manchester, which follows the river Irk and its tributaries, for the benefit and use of the local community.

The million pound funding will be a much-needed boost to the undervalued land, which is currently a bleak neglected space that separates the local communities and gives little or no value to the surrounding businesses and residents.

The community woodland to be created at Moston Vale will be managed by the Forestry Commission with improvements undertaken by its partners; Groundwork, Red Rose Forest and Manchester City Council.

In preparation for today's announcement, communities surrounding and users of Moston Vale as well as potential visitors to the site, like employees at Central Park, have been consulted about the changes they would like to see to the area.

Including work to repair the damaged biodiversity of the site, the land's regeneration will include the development of family-friendly spaces, a new sports pitch, wildflower area, solar-powered lighting and a recycled gravel footpath. Newlands at Moston Vale will lead to the creation of thriving, durable woodland for the local community as well as increasing woodland cover in the region, which is significantly lower than national and European figures.

A large portion of Newland's cash injection will secure a 20-year programme of site management at Moston Vale, ensuring that the scheme's initial benefits will be sustained.

Moston Vale as well as the other six Newlands Phase One sites currently under consideration were carefully chosen following an intensive and ground-breaking survey, which used region-wide aerial photography to highlight the Northwest's areas of derelict, underused or neglected (DUN) land.

Using a Public Benefit Recording System (PBRS), designed to measure the public benefit that can be achieved through regeneration, all the DUN sites identified were assessed according to social, economic and environmental factors. The sites chosen offered the greatest potential for impact with regards to the priorities of the Regional Economic Strategy.

Steven Broomhead, Chief Executive of the Northwest Regional Development Agency (NWDA), said: "The redevelopment of damaged land throughout England's Northwest is vital to the region's regeneration, delivering high-quality areas in which people want to live, work and invest, and significantly improving quality of life.

Restoring and securing the environmental quality of the Moston Vale site is the key priority for the NWDA that will support major strategic initiatives in the area such as Housing Market Renewal Area, Central Park and the aims of the Urban Regeneration Company, and will make a valuable contribution to revitalising areas of Greater Manchester." Chairman of the Forestry Commission, Lord Clark, added: "By joining forces with the local community, Newlands will become a prime example of the very best of grass roots regeneration and we are looking forward to this exciting challenge."

"The NWDA has shown real leadership by forging a unique partnership with other government agencies, including funding for the long-term (20-years) management of the sites and using truly cutting edge surveying and analysis techniques to ensure maximum benefit for public money."

ENDS —

02_ Site Location

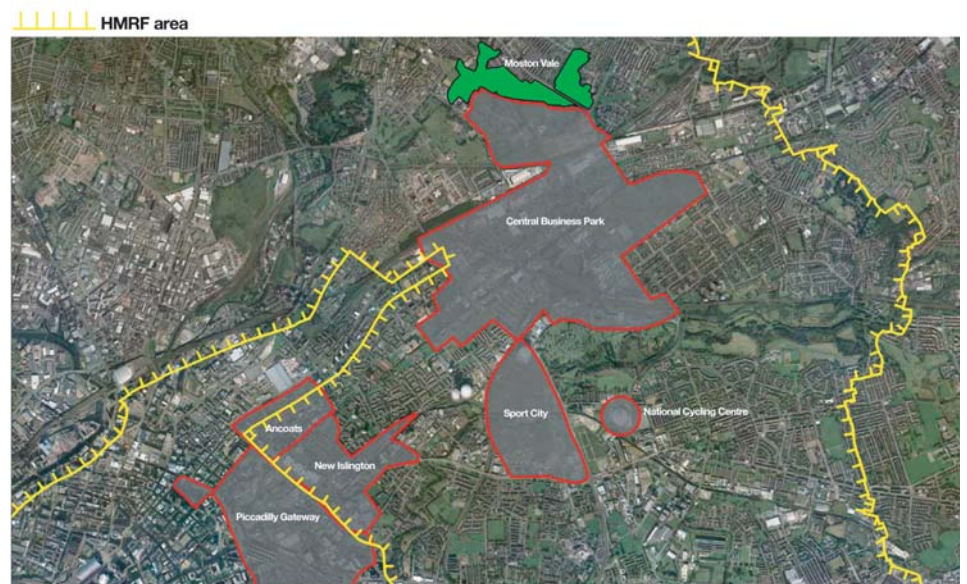
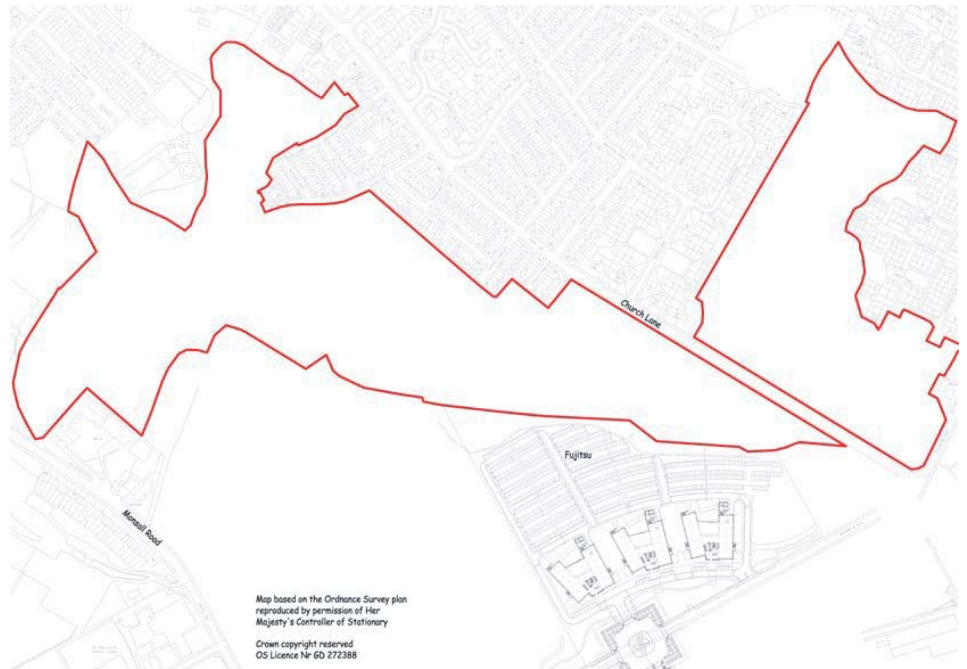
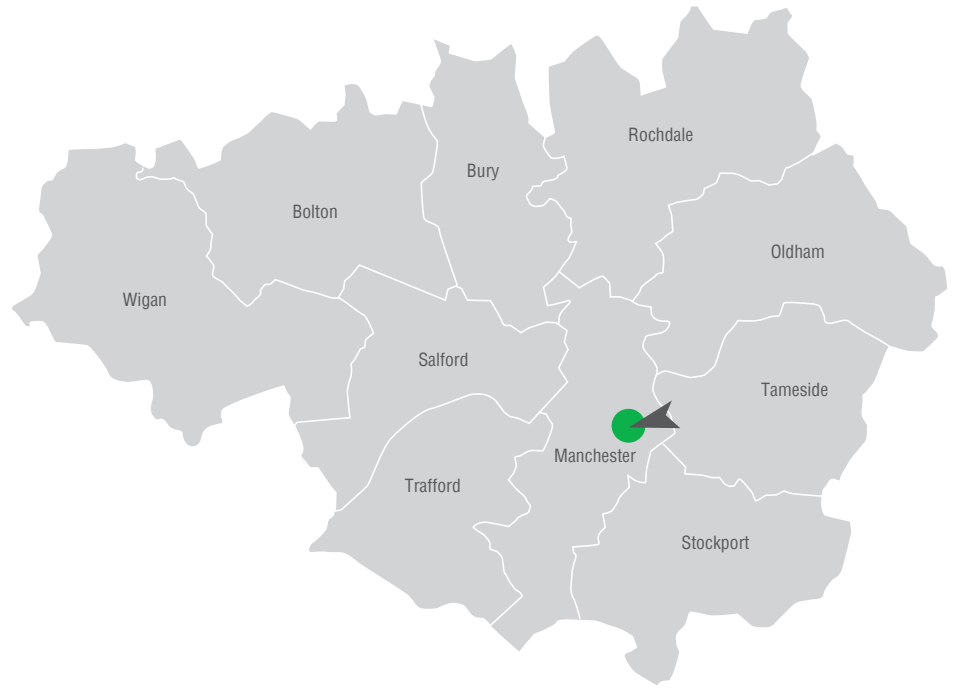
Greater Manchester

The development of Newlands at Moston Vale is part of the regeneration of North and East Manchester

Newlands at Moston Vale is located in the Manchester City Council areas of Harpurhey and Moston, situated near the Oldham Road corridor of the A62 - a key strategic route running from the M60 to the city centre.

The site is also close to the A664 and is approximately two miles from the city centre of Manchester.

* High resolution maps available on request



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03_ Newlands benefits to Moston Vale

Newlands at Moston Vale will deliver high levels of return towards Harpurhey and contribute to the critical mass of North Manchester's social, economic and environmental investments in the area

Delivery

Newlands aims to deliver a step change in the restoration of derelict, underused and neglected (DUN) land in England's Northwest, using community woodlands to regenerate damaged landscapes and produce places of quality as a driver for economic regeneration.

Newlands has the potential to improve the image and investment value of an area as well as attract and retain a skilled workforce. It can also promote exercise and benefits to health, improve the biodiversity of the area and help to tackle social issues.

Moston Vale was carefully chosen because of the economic and social needs of the surrounding areas, following an intensive and groundbreaking land survey – Public Benefit Recoding System (PBRS).

The state-of-the-art analysis tool helps to prioritise where the environmental regeneration of damaged land has best potential to make significant and long-lasting contributions to the area, based on objectives, priorities and themes agreed with the Northwest Regional Development Agency and various Sub-Regional Partnerships (SRPs).

The PRBS results in conjunction with a Newlands Additional Value Assessment demonstrated that the environmental rejuvenation of Moston Vale has the ability to deliver significant levels of return towards social, economic and environmental investments to the area.

Newlands at Moston Vale can:

Add value to the residential properties surrounding Moston Vale

CABE 2005 study 'Does money grow on trees' found that properties adjacent to desirable green spaces add a five to seven per cent premium to house prices. Additionally, properties within two blocks away from the green space were priced higher than equivalent properties in the same market area but further away.

Add value to the surrounding commercial properties such as Central Park, and help to attract new investment

The Economic Research Associates 2000 'Real Estate Impacts of Urban Parks' study found that

- a. the development of an urban park induces new development and/or improvement of existing properties
- b. lease/rental rates for units with a view of an urban park commands high rates
- c. the introduction of a park into an urban setting can stimulate overall leasing activity, helping to create a favourable image on an area, which in the past has suffered from negative perceptions

Attract new investment:

The Trust for Public Land in the US case book of evidence found that Corporate Chief Executive place the quality of life for employees as the third most important factor in locating a business. Employees to Central Business Park will be able take advantage of a quality green open space for recreation and relaxation.

Promote healthy living and prevent illness by providing high-quality places for physical activities

Indirectly Moston Vale will provide potential health benefits to the area as access to nature promotes lower blood pressure, reduce stress and improve mental wellbeing. This is recognised and encouraged in HM Treasury's independent report 'Securing good health for the whole population'.

High-quality green spaces and parks support environmental sustainability by countering pollution and helping to promote ecologically sensitive towns and cities Newlands investment will add value to Manchester City Council's bid to become Britain's greenest city and enhance the surrounding environmental infrastructure to accommodate excess water, reduce the subsequent flood risk and the attendant cost of compensation.

Through community consultation and engagement, Newlands at Moston Vale will boost local residents pride in their neighbourhood and create a sense of ownership

There are potential cost savings to be realised from reduced maintenance and management costs when the local community discourages vandalism, anti-social behaviour and neglect.

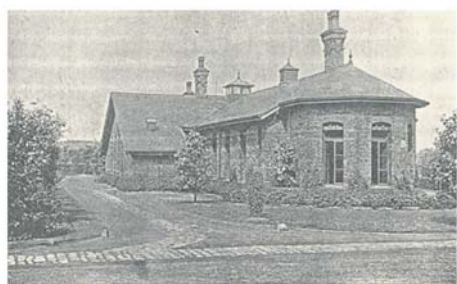
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04_History

During the 1950's and 1960's the famous painter L.S.Lowry was a regyular visitor to Moston Vale.



Monsall Hospital Scarlet Fever Block



Monsall Hospital Diptheria Block



Goats at Moston Vale Animal Sanctuary

19th Century

Ben Briery, the famous dialect poet from North Manchester, was a regular visitor to Moston Bottom cottages on Moston Vale. There is a pub in Moston named after him.

The three cottages on Moston Vale were once owned by Moston Hall and were called Moston Bottoms.

The now demolished Manchester Fever Hospital, located nearby to Moston Vale opened it's doors.

Manchester United Football Club or Newton Heath Football Club as they were originally known, started life in North Manchester and their pitch was just a stone's throw from the Moston Vale site.

20th Century

Many homes overlooking Moston Vale were bombed during the Second World War, and elderly residents remember some homes being blown apart during the Blitz.

A section of the site north to Church Lane, was used a clay pit and brickworks

From the 1950s to the late 1960s, there were two allotments plots at Moston Vale, situated at both the Potters Lane and Church Lane ends of the site.

During the 1950s and 1960s, the famous Salford painter, L.S Lowry was a regular visitor to one of Moston Bottom cottages' residents.

From the late 1960s, the site became a landfill and Moston Brook a tributary of the River Irk, which runs through the site, was culverted - it now lies 30ft underground. The domestic landfill site on Moston Vale closed in 1980.

Local folklore dictates that a lady who lived in an old cottage on the site created her own informal animal sanctuary, much loved by the community. The range of animals she took into the sanctuary included goats and donkeys. In 1996, the animal sanctuary moved to Wales.

21st Century

For as long as residents can remember, children living in the area have always divided themselves into two territorial groups depending on where they lived in relation to Moston Vale. Children living near the Dogs Home end of Moston Vale call themselves the 'Doggies Gang' and those living in near the, once active, clay quarry side, are known as the 'Diggies Gang'.

Including the animal sanctuary, Moston Vale is well established in the animal kingdom for bringing fond memories to the local community. No one can recall when the Dogs Home and Riding Stables on Moston Vale was built on the site, yet the two establishments are still providing fun and enjoyment for the local community.

Moston Valley football club is formed by then local resident, Paul McArevey, in 2002. The club was established as a community resource for the local children in the area.

Billed as 'land regeneration for the 21st Century', Newlands was launched in July 2003 by Deputy Prime Minister, John Prescott MP. The scheme is set to rejuvenate 435 hectares of damaged land across Greater Manchester and Merseyside.

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05_ Local Partnerships

Manchester City Council

Moston Vale is going to be a valuable asset for this area for generations to come.

Councillor Paul Murphy
Manchester City Council

Moston Vale complement the extensive regeneration work taking place across the area. The North Manchester Regeneration Framework sets out a vision for creating a series of high quality, attractive neighbourhoods which meet the needs and aspirations of their residents. This is bearing fruit with developments such as the transformation of the former Harpurhey District Centre, now renamed North City Centre to reflect its importance to the whole area.

As well as a wide range of shops, the complex includes the state-of-the art Family and Fitness (Sure Start/Leisure) Centre, a new police station and the new Manchester Sixth Form College and Library.

The Manchester and Salford Housing Market Renewal Pathfinder scheme is bringing improvements to housing quality and variety, tackling issues of abandonment and lack of choice, and the Moston Vale development will help the drive to make the area a better place to live.

The scheme also ties in with the Irk Valley Strategy, which aims to ensure a series of high quality, appealing green spaces across North Manchester.

Councillor Paul Murphy, Chairman of the Irk Valley Steering Group, said: "This scheme will dovetail perfectly with other regeneration initiatives in the surrounding area. It will provide both local residents and workers at the prestigious new Central Business Park with somewhere to relax or exercise. Moston Vale is going to be a valuable asset for this area for generations to come."

www.manchester.gov.uk

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06_ Local Partnerships

Moston Valley football club

“This is great news for the club and the community, finally we are coming home to play on our own turf.”

Billy Edmunds, chair of Moston Valley Football Club and Harpurhey resident.

For Moston Valley football club, which for more than two years has not had its own home ground, the Newlands £1.7million funding announcement means more than winning the Champions League.

The children and young adults club for girls and boys has more than 200 members and operates a strict family orientated policy. Parents are passionately encouraged to become involved with the club by coming out to support their children as well as helping out at training sessions and the club’s social events.

When the club was established in 2002, by local resident, Paul McArevey, as a way to steer the younger generation away from criminal activity, local girls and boys originally played at the Moston Vale site.

But due to the poor quality of land at Moston Vale, which is a former landfill site, the club reluctantly abandoned its home turf for the safety, level ness and dryness of North Manchester Boys School’s football pitch.

Without a home pitch, the club has had to find the finances to rent alternative pitches as well as hiring minibuses to transport the children to various training grounds.

A neighbourhood survey by the Moston Valley Residents Association also recorded an alarming effect of the club moving training ground – crime rates in the area had reduced by 75 per cent while the club played at Moston Vale, but when they moved away the figure returned to its previous high.

“It’s down to the passion of the community that the club has gone from strength to strength and finally we got the result that we deserve – a high-quality home ground,” said a delighted Edmunds.

“Newlands at Moston Vale is the beginning of a new chapter for Moston Valley Football Club and the community, we’re now turning back to face a new and green future in our own back yard.”

“After all our hard work, the children in Harpurhey will now have something of their own to be proud off and will bring a smile to all in the community from young and old to male and female, this is great news.”

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07_ Local Partnerships

Irk Valley

“Newlands at Moston Vale is a significant opportunity for North Manchester to expand its green corridor through the innovative Irk Valley project.”

Catherine Hartley, The Irk Valley project officer.

From the North Manchester suburb of Blackley to the city centre, The Irk Valley project aims to create a linked landscape of accessible ‘urban countryside’, open spaces alongside the last, lost river of Manchester, the River Irk, and its tributaries: Moston Brook, Boggart Hole Brook and Dam Head Brook.

In partnership with The Irk Valley project, Newlands at Moston Vale will provide a gateway between the woodland fringes of Sandhills and Lightbrowne Country Park. The environmental regeneration work at Moston Vale will benefit people and wildlife in areas where the Industrial Revolution spoils the character and environmental quality of Greater Manchester.

“Due to human intervention, Moston Vale has suffered greatly its dirty history as a mine and more recently as a domestic landfill site, which not only destroyed its biodiversity it has also given the site limited ecological value”, added Catherine.

“The announcement of the £1.7 million funding will breathe new life into the inner city suburb of Moston Vale, The Irk Valley project and in a wider context, North Manchester”.

Currently the site comprises open grassland and isolated shrubs that were put in place after the domestic waste tip was closed in the 1970s.

Unfortunately earlier resurfacing work did not correct the site’s problem due to drainage and subsidence, and as a result there are now manhole covers standing some feet in the air with areas of limited soil cover due to landfill settlement.

By supporting the wider Irk Valley partnership, Newlands at Moston Vale will turn the land into a natural habitat, through a large-scale reclamation process that will reclaim the land into a high-value natural habitat.

Environmental works to the site will include the excavation of all contaminated and general waste from the site to a licensed tip, construction of earth banks and mounds, and the drainage of wet areas.

Following extensive preparative works to Moston Vale, the site will support a range of native species and wildlife, enhancing the ecological and visual appeal of the area and bringing wildlife closer to local people.

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For more information about The Irk Valley
project, see www.irkvalley.info

Graeme Prest, Forest District Manager for the Forestry Commission in England's Northwest

"Newlands is far more than trees and people; it's the 21st Century face of sustainable regeneration, bringing new life and opportunities to environments blighted by the mistakes of our industrial forefathers.

"Carefully planned, intelligence-led and delivering widespread public benefits through multi-agency public, private and voluntary sector partnerships, the substantial investment being made to regenerate Newlands sites will also be massively increased by a further 20-year active management fund.

"Newlands at Moston Vale will give local communities and workers adjacent to the site a high-quality green haven for recreational pleasure as well as a boost for healthy living.

'Additionally, as the first Newland Phase One site to go live, it will act as a pioneer for other schemes to follow and reflects the growing trend for exemplar community woodlands in England's Northwest.

Tony Hothersall, Director, Red Rose Forest

"Tree planting and creating desirable community green spaces gives us far more than just aesthetically pleasing landscapes.

High-quality green space has been proven to reduce traffic speeds, promote healthy living, enhance air quality and impact upon climate change through their ability to both reduce the 'city heat island' effect, and reduce the risk of flooding.

Work at Moston Vale through the ground-breaking Newlands scheme will give a welcome boost to the area; it will contribute to the creation of Red Rose Forest across Manchester and on a regional scale it will help to improve woodland cover for every man, woman and child in the Northwest's urban 'Mersey Belt', an area with the lowest level of woodland cover - just 4% - in the whole of England."

Graham Parry, Director, Groundwork Manchester, Salford & Trafford

"For far too long, Harpurhey residents have had restricted access to quality open spaces. Moston Vale will give them the chance to reconnect with their natural environment and take pride in the open spaces on their doorstep."

David Burkinshaw, Ask:Akeler Developments - the joint venture company developing Central Park

"Moston Vale lies to the immediate north of the 450 acre Central Park – the UK's largest mixed-use business park which is set to create a major new commercial district in east Manchester and be the driving force behind the regeneration of the area.

This area of parkland is scheduled for further enhancement and such a programme can only be beneficial to the amenity provision of the area and will impact favourably on the working environment in and around Central Park."

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Overview



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09_Artist illustrations



View from Waverly Road West looking south



View from Church Lane looking west

10_ The site before Newlands work began in November 2005

