

Real lives. Wythenshawe. Mythbusting

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Wythenshawe is a good place to live. It's the kind of place where you can put down roots. Family homes with gardens and easy access to both city centre and countryside, plus a huge investment in new schools and community facilities, make Wythenshawe a good place to live.

Real lives. Wythenshawe. Mythbusting

These are the key messages — they form the backbone of the campaign and 'set the scene' for real lives in Wythenshawe. If you are using a Mythbusting key message it should always be substantiated by a relevant key fact. This document will be updated on an ongoing basis to ensure it captures the real change and investment in the Wythenshawe area. To ensure you have the most up to date document please contact m.farrelly@manchester.gov.uk

Real lives. Wythenshawe

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Real connections. Wythenshawe

Wythenshawe is Manchester's original garden city - built on the principles of being 'close to town and country' and this remains true today. Only seven miles from Manchester's City Centre but surrounded by South Manchester's most affluent suburbs and directly linked to the Cheshire countryside.

Real homes. Wythenshawe

Homes in Wythenshawe come in all shapes and sizes from large family homes to brand new apartments and townhouses.

Real skills. Wythenshawe

Every high school in Wythenshawe is being rebuilt or refurbished to create 21st Century learning facilities. Major employers are working with local people of all ages to provide the skills they need to get into work.

Real jobs. Wythenshawe

Over 52,000 people work in Wythenshawe* - it's home to Manchester Airport and UHSM Wythenshawe Hospital plus large-scale business parks and household names like Virgin Media, PZ Cussons, Shell and Microsoft.

*figure taken from the Annual Business Inquiry 2007

Real space. Wythenshawe

Wythenshawe is one of Manchester's greenest places - with mature tree lined roads, parks, allotments and gardens, it's a place where you can breathe.

Real change. Wythenshawe

A commitment to improving safety for everyone has resulted in a lowering crime rate. Wythenshawe is now one of the safest suburbs to live in Manchester.

Real community. Wythenshawe

Wythenshawe is proud of its community values, whether it's saying hello over the garden fence or over 100 community groups and clubs, it's home for over 70,000 people.

Real investment. Wythenshawe

Wythenshawe has seen a programme of long-term investment which isn't just about big business, it's about bringing communities together and providing facilities that local people really need like new health centres and leisure facilities, improving housing, and investing in education.

Real Investment

Wythenshawe has received more than £600 million investment since 1998. Wythenshawe is attracting continued investment and there is more on its way.

- Single Regeneration Budget £7 million
- Public Sector Investment £60 million
- Private Sector business parks/industrial estates private £110 million
- Community centres £32 million
- Willow Park £194 million
- Parkway Green spending £90 million
- Newall Green High School £18 million
- St Paul's High School £26 million
- Hospital pfi investment in acute unit £113 million
- Hospitals Genesis Centre £14 million
- Manchester Health Academy and Manchester Business Academy £40 million
- Bus Station £5 million
- Markets £1 million
- Town Centre £26 million
- Willow Park headquarters £4 million
- Manchester College £27 million
- Cystic Fibrosis Centre £8 million
- Maternity Centre £20 million
- Goodmans/ PZ Cussons £10 million
- TOTAL £805m**

This considerable investment has been made across schools, health, open spaces, skills development, housing, business and more. You will find details in this document about the investment being made in Wythenshawe by theme e.g. skills, homes, space, connections, etc.

Real Space

- Tree coverage in Wythenshawe is 15.3% - that's almost double the average for towns in England (8.2%); By ward Brooklands 19.9%, Baguley 15.7%, Northenden 20.9% Woodhouse Park 11.1% and Sharston 14.2%.
- Wythenshawe Park covers over 270 acres of green space and is home to Manchester's only community farm. At the centre of the park is the historic Wythenshawe Hall with its Civil War and Tatton heritage. The park also has riding stables, a horticulture centre, tea rooms, children's play area, athletics track, football pitches, tennis courts, bowls and golfing facilities.
- Five of Wythenshawe's parks were awarded Green Flag status in 2009 - Wythenshawe Park, Baguley Park, Painswick Park, Culmere Park and the new Northenden Riverside Park - the first new park to be established in the city this century. The Green Flag Award is the national standard for parks and green spaces in England and Wales. The award scheme began in 1996 as a means of recognising and rewarding the best green spaces in the country. The area also has eight other parks including Hollyhedge Park, Peel Hall Park, Milky Button Park, and Kirkup Gardens. The parks are managed by Manchester City Council.
- There are 18 woodland areas in Wythenshawe (e.g. Hatchetts Wood, Newall Green Nature Area) one of which, Princes Spinney, has SSSI status (Site of Special Scientific Interest).
- The Mersey valley offers riverside walks and links to the Wythenshawe Heritage Trail. A conservation area protects the heart of old Northenden Village.
- Wythenshawe has over 300 allotment plots.
- Wythenshawe Park has planned, imminent investment going through a gateway process. Plans include a £40k skate board park, a £20k infrastructure work and £30k on the Hall Garden. Other improvements will be achieved through working with partners for example the Princes Trust, Horticultural Centre improvements, gifts in kind and the Friends of Wythenshawe Park.
- UHSM, Wythenshawe Hospital aspires to be an excellent 'corporate citizen' and has worked with the Carbon Trust to formulate a Carbon Management Implementation Plan (CMIP) to reduce carbon emissions and minimise effects on the local and global environment. The CMIP provides a clear strategy on how the Trust will significantly reduce energy consumption and carbon footprint by 2012/13 and beyond. They have successfully bid for £1.28 million funding from the DoH Energy and Sustainability Fund to undertake the installation of a 4MW Biomass Boiler. The introduction of a Biomass boiler, due for completion 2009/10, will reduce Co2 emissions by 3,459 Tonnes Co2 per annum equivalent to the emissions associated with 494 domestic properties. In addition UHSM has introduced other energy saving initiatives including a Ground Source Heat Pump in their new Cystic Fibrosis Centre.

Real Homes

- Private housing accounts for 45.8% of Wythenshawe's total housing stock.
- 3000 new homes have been built in the last 10 years, adding to the availability and variety of private sector housing in the area for existing residents and newcomers.
- Wythenshawe's population density is 24.9 people per hectare, compared to the city's 39.1 people per hectare (that's 57% more space per person).
- A massive investment is dramatically improving social housing. £250 million has been spent so far by Parkway Green Housing Trust and Willow Park Housing Trust on improving 13,500 homes - making the area a very desirable place to live.
- Almost every house in Wythenshawe has a garden, many of the flats do too.
- Not only do the housing trusts invest in property they also invest in the community, for example Willow Park have a team of Neighbourhood Wardens and Parkway Green co-ordinate and invest in a number of community activities for young and older people.
- Willow Park Housing Trust manage the Woodhouse Park Lifestyle Centre on behalf of Manchester City Council and co-invested in it, as well as Benchill Community Centre which they also manage and own.
- Parkway Green Housing Trust are working with Manchester City Council on the West Wythenshawe Local Plan and looking at community facility opportunities.
- Parkway Green Housing Trust is undertaking a huge programme of investment in the housing stock located in the wards of Baguley, Northenden and Brooklands. The £90 million programme will see all 5,800 Parkway Green homes benefit from major improvements, including kitchen and bathroom refurbishments, refurbishment of communal areas and insulation measures to improve the energy efficiency of homes as well as reducing heating bills and carbon emissions.
- Willow Park Housing Trust is also committed to the ongoing regeneration of its housing stock in east Wythenshawe and has invested £194 million to date. The improvement for all 7,700 tenants is ongoing with the completion of two community centres in Benchill and Woodhouse Park. Willow Park will also be investing in a new headquarters in the town centre with a £4 million build due to be completed in autumn 2010.

Real Connections

- Motorway (M56/M60) and main network road links to Manchester City Centre (7 miles), Warrington, Liverpool, Stockport, Trafford.
- A high quality new bus station is planned for Wythenshawe Town Centre, with work due to start Spring 2010.
- A Metrolink line is planned to connect Wythenshawe to the city centre and the airport.
- Wythenshawe is connected to the national rail and coach network at Manchester airport, the UK's 4th biggest airport.
- The Trans Pennine Trail follows the River Mersey as it meanders through Wythenshawe, providing walking and cycling links to the Trans Pennine Trail network. There are also walking links through to the Bollin Valley Way & Styal in Cheshire. Manchester Airport based in Wythenshawe is a major global gateway to Northern England. Over 100 airlines offer direct flights to 225 destinations worldwide, connecting over 22 million passengers to more places than any other airport in the UK.
- A new high quality bus station is due for completion in 2012, which will be funded to the value of £5,250,000 by GMPTE and Manchester City Council. This will provide increased bus services and a safer, cleaner, more accessible environment as well as new jobs. Alongside this is the planned phase 3b of the Metrolink line also funded by GMPTE, which will run out to Manchester Airport linking Wythenshawe with the airport and the city-centre.

Real Jobs

- Manchester Airport based in Wythenshawe is a major global gateway to Northern England. Over 100 airlines offer direct flights to 225 destinations worldwide, connecting over 22 million passengers to more places than any other airport in the UK. With around 20,000 people employed directly on-site.
- Over 5000 people work at UHSM Wythenshawe Hospital.
- Wythenshawe Hospital is recognised as a centre of clinical excellence. Part of the University Hospital of South Manchester NHS Foundation Trust, it is a regional tertiary referral centre for a number of specialities including heart, lung, burns and breast care.
- UHSM Wythenshawe Hospital maternity service has the highest possible safety rating and is one of only 17 in the country to be awarded this. Nearly 3,000 babies are born here each year.
- The hospital Burns Centre is one of only 15 services in UK and undertakes major research into wound care.
- The North West Lung Centre carries out national and international research on asthma and allergy.
- Wythenshawe is accessible to key regional employment areas including the City Centre, Warrington, Liverpool, Trafford and Stockport.
- Wythenshawe has a number of industrial estates and business parks which include Manchester Business Park, Atlas Business Park, Sharston and Roundthorn Industrial Estates and the Town Centre with many blue chip companies such as Virgin Media and Shell located here.
- Wythenshawe is home to 1,560 businesses and over 52,000 jobs (20,000 at the airport, 5,000 at the hospital and 28,500 between the business parks, industrial estates, shops and offices.)
- Investment in business areas is continuing and Manchester City Council is leading the production of physical plans for Roundthorn Industrial Estate, Northenden Village, and Wythenshawe Town Centre to provide new opportunities for investment.
- New market kiosks will replace the stalls demolished when Etrop Court residential blocks came down, the investment of £1 million will bring high quality market stalls to Wythenshawe Town Centre at the end of 2009
- PZ Cussons are relocating to Wythenshawe - the international consumer products group will move to a brand new purpose built 40,000 sq ft headquarters building at Aviator Way - next to Manchester Business Park at the Airport.

Real Change

Summer Garden operation, which takes place during the summer holidays (17th July - 30th August 2009) resulted in some impressive reductions:

- Robbery - reduced by 12.5 per cent
- Burglary - reduced by 51.5 per cent
- Theft from motor vehicle - reduced by 23.5 per cent
- Criminal damage - reduced by 19.5 per cent
- Youth related anti-social behaviour - reduced by 42 per cent

Operation Motorcross was launched to tackle the use of off-road bikes across Wythenshawe. The Neighbourhood Policing Team's worked in conjunction with GMP's off-road bike unit to crackdown on these vehicles, which are of great concern for residents. The operation led to a 25 per cent reduction in the number of incidents being reported. This is a fantastic result and goes a long way towards improving the quality of life for residents.

A report in 2008 showed crime is at the lowest it has been in Wythenshawe in ten years. All crimes have seen a decrease across the ten-year period including burglary (198 fewer victims), assault (59 fewer victims), criminal damage (253 fewer victims), theft of motor vehicle (138 fewer victims), theft from motor vehicle (85 fewer victims), theft of pedal cycle (4 fewer victims), arson (22 fewer victims), robbery (6 fewer victims) and car jacking (4 fewer victims). There are almost half as many crimes as there were in 1999.

Neighbourhood Policing Teams continue to work towards local priorities and engage with members of the community. Community meetings are also held on a regular basis enabling residents the chance to air any concerns with local officers. Neighbourhood Policing Teams are constantly finding innovative ways to communicate with local people, be it via bluetooth, face-to-face or by delivering crime prevention booklets via meals on wheels companies.

- 23 Police Community Support Officers provide a more visible policing and community presence for Wythenshawe.
- Respect Action Weeks delivered and continuing with Police and other agencies speaking to residents and reducing crime.
- Operation Garden City began in 2002 to tackle antisocial behaviour through a combination of high visibility policing and the provision of a range of attractive diversionary arts and sports activity. Each year it has reduced youth nuisance by 30-40%, and featured in the Antisocial Behaviour White Paper as a model of good practice.

Real Skills

- All four Wythenshawe high schools are being extensively rebuilt to provide 21st Century learning environments in projects costing tens of millions - led by Manchester City Council.
- Newall Green High School, has been rebuilt at a cost of £18.3 million with completion due this year. The school, a specialist Arts, Science with Mathematics and Vocational College, is one of only a handful of schools nationally which have three subject specialisms.
- New homes for St Paul's High School and Piper Hill SEN High School are being created on the St Paul's site in Baguley in a £26 million project completing this year. The new home for St Paul's High School was completed this year and the new Piper Hill SEN High School is being built.
- Two high schools converted into academies in 2009. Parklands, sponsored by Manchester Airport, became Manchester Enterprise Academy with a focus on business and enterprise, while Central Manchester & Manchester Children's NHS Trust's sponsorship of Brookway brings a focus on health and bioscience to the new Manchester Health Academy.
- Six of Wythenshawe's primary schools are performing well above than the national average, and some are among Manchester's highest achieving schools.
- Wythenshawe offers a variety of further education including Sixth Form College Campus and Construction Training Centre.
- The £27 million build of the new Manchester College started this autumn on the site of Willow Park Housing Trust's head quarters on Hollyhedge Road. The further education college will include a construction-training centre, a construction visitor centre and a sixth form learning resource block, which will focus on vocational courses such as plumbing, painting and decorating and vehicle maintenance. It is being funded by the Learning and Skills Council and is due to be completed in the summer of 2011.
- There are 43,600 items in stock at Forum library, issues vary by month but on average are about 15,000 issues per month
- Forum Library is the second most visited library in Manchester, second only to Central Library.
- The Forum library computers have approximately 70,000 users each year (the 2nd busiest after Central Library).
- Active members snapshot in Aug 09 measured how many people were 'active' i.e. had something out on loan, the results were; Central library - 31,575, Forum library - 11,072, Chorlton library - 8,921
- Forum Library also has the highest DVD issues of the city including Central Library.
- Wythenshawe Forum Learning is a partnership between Manchester Adult Education Service (MAES), The Manchester College, Manchester Libraries and Jobcentre Plus. It is a 'one-stop shop' for education, training and employment opportunities for adults. Forum Learning provides a range of opportunities ranging from basic skills to GCSEs and level 3 vocational qualifications.

Real Community

- Wythenshawe is growing. The population of Wythenshawe has increased from a low point of 66,000 in 2001 to more than 70,000 in 2007.
- 10% of Wythenshawe's population are from black or ethnic minority communities. Less than 30,000 of Wythenshawe's 70,000 residents are under 30; less than 15,000 are under 16.
- More than £32 million has been invested recently by Manchester City Council and partners in new community buildings, providing learning, health, leisure, childcare, sport and other activities for adults and children.
- £24 million transformation of the Forum in Wythenshawe Town Centre led by Manchester City Council, which includes a library, health centre (NHS walk in centre, GP'S & dentists), leisure centre (gym, swimming pool & sports hall), learning centre, nursery, café, newsagent and event spaces for all the community - it is the only modern centre of this size in the whole city.
- The £4 million Woodhouse Park Lifestyle Centre and £2.5 million Benchill Community Centre provide a range of sporting, education and community facilities for the whole family. Led and funded by Manchester City Council and Willow Park Housing Trust.
- The Addy Adventure Playground just outside Wythenshawe Town Centre was redeveloped in 2005 with an investment of £1.25 million and was designed with input from local young people. The playground has numerous facilities for very young children through to 19 year olds and includes a climbing wall and aerial walkways as well as Sure Start services. The Addy was funded in by a partnership which included Manchester City Council, SureStart Benchill, Sport England, the Willow Park Housing Trust and GMPTE.
- A new £500,000 youth centre is under construction in Northern Moor - a new home for the old Norbrook Youth Club which is being demolished to make way for the Metrolink line.
- Wythenshawe has a wide variety of community groups actively engaging with and run by local people. These range from Wythenshawe Irish Association, Manchester Tamil Association and Maharlika - the Filipino community association - through to Northenden Civic Society, and Knit-One-Talk-Two - the library knitting group - as well as numerous resident and tenants' associations and young people's forums.
- Northenden has a well-established Farmer's Market, bringing independent traders like Wythenshawe Farm from Manchester and the Northwest to encourage local shopping for local produce. Attracting up to 7,000 shoppers according to the recent Manchester Markets survey.
- Manchester City Council and its partners - St Modwen, GMPTE, Manchester Airport, and Willow Park Housing Trust, have developed a master plan for Wythenshawe Town Centre to guide major change. Improvements are already underway; Asda have opened their new 60,000 sq ft store, and a new row of retail shops and offices has been completed by St Modwen's. Wythenshawe Market's food hall offers a range of produce from family businesses and local producers.
- Benchill Community Centre will be getting a new Youth Hub, currently in the design stages but due to open next year. The Big Lottery has funded the £450,000 centre, which will be built next to Benchill Community Centre.
- A number of cash grants totalling £200,000 are also in place for various community groups including the Friends of Riverside Park group who will receive funding for a heritage open day. Summersonic, a programme which engages young people in Wythenshawe during the summer holidays through its four-week long schedule of activities, has also received more funding.

Real Care

- An £8m expansion of the Adult Cystic Fibrosis Centre at Wythenshawe Hospital will create the UK's largest purpose built centre dedicated to the care of patients with cystic fibrosis. Significantly improving the facilities for long-term cystic fibrosis care. The centre is due to be complete in December 2009
- There is a £20.3m refurbishment and expansion of the Maternity Centre at Wythenshawe Hospital. The site has been designated one of eight supercentres for the care of women and children in Greater Manchester. The multi-million pound refurbishment will include the creation of a Midwife-Led Unit promoting natural births and a new women's ward, as well as refurbishment of the existing delivery suite and postnatal wards and increased staffing levels. The centre will improve the care of women, babies and children in South Manchester and is due for completion in 2012
- UHSM, Wythenshawe Hospital is proud to be a founding partner of MAHSC, along with five other NHS trust and the University of Manchester. MAHSC was formally established in July 2008 to underpin the development of Greater Manchester as a world leader in health research. The federation, which interconnects Manchester's existing research activity and research partnerships, offers huge potential and opportunities and will generate health benefits, economic development, enterprise, innovation and wealth creation in Greater Manchester and the wider North West.
- The £22m North West Heart Centre is a new addition to the Heart & Lung Division, which also includes one of only five heart and lung transplant centres in UK - Wythenshawe developed the bi-caval transplant technique.
- Wythenshawe Hospital's £14m Nightingale Centre and Genesis Prevention Centre has been hailed as the first purpose built breast cancer prevention centre in Europe. The research team - headed by three world-renowned professors focuses on prevention, screening and early diagnosis.
- The new Forum health centre houses a doctors surgery, NHS walk-in health centre, and dental surgery serving 16,000 people - residents have easy access to Forum Leisure for a state of the art fitness suite, swimming pool and health spa.
- The brand new purpose built Brownley Green Health Centre offers 17 community services from audiology to paediatrics, from physiotherapy to minor operations.
- Wythenshawe is served by 37 GPs at 13 practices.
- Wythenshawe's abundance of parks and green spaces and walks - offering healthy outdoor recreation and sports opportunities to residents of all ages.

Why we are still working for Wythenshawe...

Our ambitions don't stop here - over 10-15 years the co-ordinated investment programme will further improve transport links, create a retail centre we can be proud of, develop opportunities for new jobs and continue to improve the health and attainment of all the people who live in Wythenshawe. This investment is beginning to make a real impact on the residents of Wythenshawe, however in some parts of the area there is still work to do - Manchester City Council and its partners are committed to continue that work building on the major opportunities that Wythenshawe has.

Future Plans

- Wythenshawe SRF (2004-2020): this will continue to provide the overarching spatial & thematic framework for the regeneration of the Wythenshawe area, working with the public, private and voluntary sectors as well as residents. Also local plans are being developed to maximise economic opportunities:
- Wythenshawe Town Centre Master Plan: agreed in October 2009 this provides a 10 year plan to guide up to £130 million investment and 1,500 new jobs. Delivery is already underway with the arrival of Asda and a new retail/office development (Haletop). Future plans include additional high quality retail/office developments, a new market, more evening activity a new bus station, hotel, housing and improved public spaces and landscaping.
- West Wythenshawe Local Plan: finalised in 2009 and covering Baguley and parts of Brooklands. The area contains key economic assets like Wythenshawe Hospital, Roundthorn Industrial Estate, and Brookway Retail Park, as well as three new high schools and a large residential community. The local plan aims to maximise economic development opportunities, improve housing choice, public services and transport.
- The confirmed bus station development, the new HQ for Willow Park Housing Trust, and the proposed Manchester City Council District Office scheme, will all provide a significant confidence boost to the wider investment market given current market conditions. They will also create much needed employment in the construction industry, as well as creating a significant increase in footfall and disposable income, which should then help to attract a broader & higher quality range of retail, leisure and commercial investors to the centre. The result of these new developments is that they will provide a strong platform to progress the proposals outlined for the five spatial areas, as well as the wider work packages.

- In addition, the arrival of Metrolink and the linkage to Manchester Airport through the 'Airport City' concept is a significant opportunity that will attract and aid ongoing investment. Overall, market conditions will determine the phasing of developments, but through a proactive approach, the long-term vision for the centre can be realised.
- Northenden Village Local Plan: this looks at assets like the new Riverside Park, Farmer's Market, Transpennine Trail, River Mersey frontage, conservation area, heritage, shopping and leisure. The local plan aims to build on the area's strengths and ensure that the village becomes a destination of choice for leisure, retail and business development opportunities. (The NVLP will be completed early 2010).
- Manchester Airport Master Plan: this has been completed to guide the sustainable development & growth of Manchester Airport until 2030. The master plan also includes a land use plan, community plan, ground transport plan and an environmental plan. The Airport is forecasting major passenger and jobs growth over the next 10-15 years, creating huge opportunities for Wythenshawe residents and the local economy.
- University Hospital of South Manchester Foundation Trust (UHSM): To build on Wythenshawe Hospital's world-class health and education & research facilities, the Trust is in the process of completing an estate master plan to guide its ongoing development. As a major employer, it is essential that economic opportunities are maximised for Wythenshawe.

The Wythenshawe Economic Development Corridor

The major economic assets in the area that provide growth and investment opportunities, and in particular help to create new jobs, must be used to benefit the area. The development opportunities relate to the following:

University Hospital of South Manchester NHS Foundation Trust

Which is already recognised as a major centre of excellence providing a number of specialist services and a major treatment and research centre. The aim is to become a world-class health research, treatment, manufacturing and education campus specially created to develop and make use of the benefits of groundbreaking medicine.

Roundthorn Industrial Estate

A large business base that supports the hospital and airport operations, plus many other sectors, for example manufacturing and logistics. There is a need to make the most of the land potential in and around Roundthorn, and improve the industrial estate to make the most of the business created by the airport and hospital. The aim is to create a world-class business location to fully support both airport and hospital growth, as well as focusing on other major growth areas, such as creative and media, high-tech manufacturing and biosciences.

Manchester Airport

One of the biggest creators of recent and future economic growth across the North of England. There were 22 million passengers in 2007 and over 30 million are expected each year over the next decade. The airport is an important transport hub for the north west and will keep its status as a top-10 European airport destination. In the future, there will be opportunities to support long-term airport growth in terms of supply chain, logistics, transport and accessibility, as well as direct or indirect employment opportunities.

Retail and business opportunities

Altrincham Road Retail area is already home to many major retail businesses. The aim is to provide more major shopping, leisure and community services that complement Wythenshawe town centre and link Manchester Health Academy and the Oaks Business Park to the area. To help this happen, the local plan provides a clear idea of how to provide a world-class business location. It also sets out a number of issues and challenges about providing the transport infrastructure to meet the needs of the business area. At the moment, some of these (for example, links to the M56 motorway) are only aspirational. Much more work will need to be done with major stakeholders to see if these aspirations can be achieved in the long term