

MIPIM REVIEW

Tuesday, March 18, 2008

SELLING A CITY

Manchester exports its opportunities

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Heather Small of Manchester's M People was the star of the show at a Marketing Manchester dinner held in Cannes. See our picture diary round up on Pages 14 and 15.

Team

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Together we are stronger in bid to go international

THIS is the eighth year Manchester has exhibited at Marche International des Professionnels d'Immobilier (MIPIIM), the international property fair in the South of France and the theme this year was partnership.

For the first time, Inward investment agency MIDAS' delegation included leading figures from three local authorities: Salford council chief executive Barbara Spicer; Mark Sanders, her counterpart at Bury council; and Keith Davies, regeneration director at Bolton.

There was a notable shift in language. Barbara Spicer summed-up the concerted strategy: "MIPIIM is an international event and we are competing for investment worldwide, so the message is if we come together under the Manchester brand we are stronger than if we were trying to do it alone.

"All 10 leaders of the local authorities are focused on delivering at sub-regional level rather than competing individually with each other."

Keith Davies added: "Major companies don't see administrative boundaries when they invest. There's lots of areas of overlap and the more we get together and understand how to maximise opportunities the better."

But while the Greater Manchester region may be more powerful as whole, it is nothing to the might of the emerging far eastern economies and the Russians, whose wealth and ability to spend is jaw dropping.

They took over the swankiest hotel in town, The Carlton, paying a rumoured 10,000 Euros a night each for more than 300 rooms and hung huge banners from its ornate walls.

And when they were out-bid

for one of the best berths in the marina they simply bought the boat.

Their presence was big, brash and expansive in contrast to Manchester, which this year went back to the 'Madchester' days of The Hacienda in a tribute to Tony Wilson.

It was celebrating what has been achieved, but as one delegate noted: "We are already all converted. We need to reach out – not in.

"The big money is not in the UK and while Manchester and its regions are not short of innovative councils and bold developers they are becoming short of occupiers and investors and it maybe time to spend even more effort going to new markets and end users as expecting them to come to us."

But a week that started as cold and unwelcoming as a credit crunch ended in sunny reassurance that the north west has played itself into a strong position, but needs to be united in the future – not least on transport.



➤ **SUNNY OUTLOOK** The Manchester exhibition stand at MIPIIM in Cannes drew in big crowds all week

Manchester council chief executive **Sir Howard Bernstein** says MIPIIM can help point the way forward for the city. Here is his personal log of a busy week in Cannes, exclusively for the M.E.N.



Monday – Arrived to heavy rain: as though we had never left. First major crisis was my Blackberry wouldn't work. Finally worked out what was wrong but makes you realise how much we rely on new technology.

Tuesday – We made a presentation on progress on East Manchester with a specific focus on Holt Town, which will become a critical link between the city centre and the wider area. We then made another presentation to an invited audience on the city's general positioning and what we see as our big challenges going forward. Good Q&A session followed chaired by M.E.N. Business Editor Chris Barry.

This reinforced my confidence that there is a lot of support for our transport plans – certainly within the regeneration sector. Communications going forward will be key too. Lots of meetings, many of them on the Manchester stand. Talked in

particular to Bob Kerslake about how the Council should work with his new homes agency which has responsibility for several billion pound housing programmes. Also to a range of institutional funders about their views on the market generally and Manchester in particular. We are still highly rated. The tragic loss of Mike Todd hit everyone hard. He took policing in Manchester to a new level.

Wednesday – Chaired a breakfast meeting on climate change and the implications for regeneration and the property sector. Big message for me is that we need to create a new narrative on this so that the property sector can align their strategies with our own.

Former Conservative minister John Gummer, wanted to know our thoughts about future planning policy. I was guest speaker at the London First Lunch. Identified the areas where London and Manchester should collaborate including

airports policy, how we targeted global financial institutions based in London who also wanted other European bases.

Former deputy prime minister John Prescott came to see us. He is doing a lot of trade work in China and we agreed to talk again about how we could collaborate.

Covered a lot of ground with a number of partners on a number of initiatives – land round the Airport and Great Ancoats Street.

We presented our emerging ideas on the northern part of the city centre and on both sides of the River Irwell, which underlines the very strong working relationship between us and Salford.

Found a quiet corner in the exhibition centre where my colleagues could sit on the floor having a conference call on a mobile – has to be one of the bizarrist moments at MIPIIM but needs must! We finally hosted a dinner for partners and Tom Bloxham made a good speech

about the success of last year's International Festival and why support for the next one is important too.

Thursday – Had a good meeting with a range of partners about a new initiative being planned in Northern Quarter area, as well as another one in East Manchester. These are both incredibly exciting and will continue to drive these areas forward.

The Ambassador for the 2012 Olympics came to see me to discuss my comments at the lunch the previous day about the Games being a national asset rather than something just for London. They are doing a lot of work on this, no doubt, but after Beijing this will need to become more visible.

Our partners launched 'First Street' the new name for Central Spine. Kept in close touch with our team on the TIF bid.

Had several meetings with partners to discuss particular issues on individual schemes.

MIPIIM is a good place to smooth things through and keep schemes on track.

Also met a few more fund managers, including those heavily committed to Manchester. They said they were very comfortable about their positions in the city.

It was further corroboration of the clear signals we have been getting all week that while we, along with everywhere else in the UK and Europe, will be facing challenging times ahead, the platform we have in Manchester for investment and growth is still comparatively strong.

Friday – Thanked as many of our partners as I could find for their contributions this week. Everyone I spoke to said it was a rewarding experience – new contacts, new opportunities, and constantly re-positioning Manchester both as a city and a region.

A lot more to do, but all with the confidence of what we have already achieved.

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Battle on to win hearts and minds over congestion charge

Chris Barry finds out why transport is the biggest challenge facing Greater Manchester if it is to join the Premier League of world cities

FOR the second successive year the big Manchester issue at MIPIM was transport.

Sir Howard Bernstein, chief executive of Manchester council, and the driving force behind the city's transformation over the last decade, conceded at a debate on regeneration that much more needed to be done to 'win the hearts and minds' of both businesses and members of the public on the subject of road pricing.

He said the city had undergone a 'remarkable transformation' and his vision was for it to join the 'Premier League of world cities - as economically competitive as the very best and a place where all can share the benefits of wealth creation'.

Transport, he said was the 'biggest and most difficult challenge of all' facing Greater Manchester if it is to meet its aspirations.

He warned that congestion would jeopardise 30,000 jobs over the next 10 to 15 years unless radical action was taken.

"We have to take serious and challenging decisions about the way in which we move forward," he told around 80 people at the debate.

"The facts are stark: either we secure access to billions of pounds of in-

vestment, exercise more control over our total transport system, and influence changes in car travel behaviour during peak periods through prudent pricing policies, or we watch our growth path dissipate, stop and then possibly reverse."

Central to this was the bid for £2.5bn from the government's Transport Innovation Fund, which Sir Howard said was 'on the last lap'.

He mocked the Peel Holdings' led anti-road pricing lobby as an 'extreme minority' view point, stating: "Last year they said we did not have congestion. Now they are accepting that it is there and questioning the scheme we are putting forward."

He said he had been encouraged by the response from those who he had been able to show the plans in depth, but conceded there was a lot of confusion around Greater Manchester about the road pricing issue.

"It is a complex debate and there will be opportunities because of this for confusion, mis-information and myths, which has been unfortunate."

"What I find heartening though, is when you sit down with people and rid them of some of the misconceptions and myths about our strategy, they start to come around."

He said the private sector should 'stand up and be counted' on the issue,



DRIVING FORCE
Sir Howard Bernstein, chief executive of Manchester council, has been behind the city's regeneration over the last decade

and not allow what he termed the 'extreme minority view' to dominate the news agenda.

Sir Howard said he expects the Department for Transport to approve the Manchester bid for TIF funding 'in the next several weeks', and accepts that the battle proper for the 'hearts and minds' will then begin during a public consultation lasting several months.

He said: "At the moment we are having a debate about concepts. Until we know about the government's re-

sponse we can't provide the detail the public and businesses need."

Asked specifically about the clash with John Whittaker's Peel Holdings, Sir Howard said: "The Peel thing has been somewhat perplexing. They are entitled their opinions. Our job is to counterbalance the myths and misconceptions."

"Ultimately, high quality public transport is essential to their own portfolio, and I would like them to be serious participants in the debate."

Region gets booked!

GREATER Manchester aimed to prove it had the Midas touch at MIPIM as it showcased the region's key development opportunities.

Compiled for the first time in a classy, hard-backed folder - Manchester: The Black Book was the brainchild of Colin Sinclair, chief executive of Greater Manchester's inward investment agency.

From Spinningfields to Stockport, Bolton and Trafford Park, the Black Book contains key facts and contact details for the various development schemes as well as over-views of key business parks and zones - and of course Manchester Airport.

Mr Sinclair said: "The Black Book is

a full guide to the talent pool, connectivity and supporting infrastructure which makes Manchester the best city in the UK in which to locate a headquarters."

"I felt that the Black Book was a great way to showcase what our city region has to offer. It's a simple concept, but one that I feel is effective."

Mr Sinclair, whose delegation from MIDAS included the chief executives of Salford and Bury councils and Bolton council's regeneration chief, said he was delighted that individual local authorities throughout Greater Manchester were taking part in MIPIM and seeing the level of international competition there is for inward investment.



BRAINCHILD Black Book author Colin Sinclair

'Patience' on global slowdown

MANCHESTER will not be unaffected by the global slowdown and may have to wait longer to win new inward investments.

That is the opinion of city council supremo Sir Howard Bernstein.

Despite obvious concern about how the credit crunch will affect banks' readiness to fund property developments, Sir Howard believes the foundations of the city's economy are robust.

He said: "There are inevitably going to be consequences when

you look at the losses some of the major banks have had to shoulder, and how deep and how wide this recession proves to be is hard to tell, but nowhere is going to be immune from it."

"However, in previous downturns we have seen investment and development stop, and I don't believe that will be the case in Manchester as we are more resilient than ever with a range and breadth of projects in the city region."

Sir Howard says

Greater Manchester must not be complacent and continue to work on providing 'diverse products and opportunities'.

On the impact on potential inward investment opportunities, particularly from Wall Street banks, which Manchester has been courting since Bank of New York's investment three years ago, Sir Howard said: "We are having to be patient, some decisions have been delayed."

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» **BACK TO THE FUTURE** An impression of what life will be like in the regenerated Holt Town development

Urban living is redefined for the 21st Century

DEVELOPER Cibitas, a business founded by regeneration supremo and former Amec boss Sir Alan Cockshaw, showcased its ambitious plans for East Manchester at MIPIIM.

Holt Town Waterfront is a bold £1.2bn blueprint to regenerate 95 acres to the east of Manchester city centre and to the west of the Ashton Canal and River Medlock.

It will promote a greener way of life, with the development focused on family homes and the environment.

Managing director David Shelton told the launch event that Cibitas wanted to 'transform this run down area into a thriving community'.

He said: "To do this we need effective public sector partners, which we have got here. We will be investing tens of millions of pounds in Holt Town, which covers an area which was at the core of Manchester's cotton industry, but which is now run down and under used."

He said his company had 'no appetite' to add to the over supply in certain parts of the city of one and two bedroom flats, but would instead be focused on building real communities.

"Holt Town will target families wanting easy access to the city centre, with kids, cars, bikes and barbecues.

"It will be a waterfront just 10 minutes' walk from the city centre, and this is quite unusual for the UK. We will need to get the density right, we need a lot of people to support it. Having lots of people about makes places safe.

"Although it seems eminently sensible to have communities within walking distance of city centres, no one has tried to do anything of this kind since Victorian times.

He said Holt Town was a 'challenging and ambitious scheme' and one that 'says a lot about the city council and New East Manchester'.

The entire plan will take 15 years to complete, and aims to redefine urban living in the 21st century, Mr Shelton said.

The first phase of homes are already being built and will come to the market in 2009, around the same time as the expanded Metrolink opens to the east.

The master plan proposes a mixed use, residential-led development. It comprises a series of development parcels ranging in size from 0.2 to 2.2 hectares.

Smith sets out vision for revival of east Manchester

Chris Barry finds out what's in store for community following the government's U-turn on the supercasino

EDDIE Smith, the genial Irishman leading the continued economic revival of east Manchester is determined not to let the supercasino U-turn prove to be anything more than a temporary setback.

Mr Smith, 47, who looks likely to be the full-time successor to Tom Russell, who quit his job as chief executive of New East Manchester urban regeneration company in December to head London's Olympic legacy directorate, is keen to emphasise the positive achievements made in east Manchester over the past decade.

He says: "I don't believe in dwelling on what's gone. In the last few years we have made a lot of progress in arresting the decline in east Manchester, we have stabilised the area and put in place a fantastic platform to build on.

"We want to make East Manchester a great place to live and work and make a significant contribution to the wider renaissance of Greater Manchester. We have a clear proposal for the next 10 to 15 years, in which we aim to build 24,000 new homes and put 7 million sq ft of commercial business space in East Manchester.

"It's still a job to do rather than job done," he adds.

Despite his upbeat sentiments, what are the immediate plans after the con-

troversial U-turn by the government on the supercasino?

The supercasino would have provided more than 3,500 new jobs in east Manchester and, more importantly, acted as a catalyst for further investment there.

Mr Smith says: "The decision has been made, and we have to look forward and we have got to continue to focus on places like SportCity.

"It's already a regional and national visitor attraction and the casino would have added to that.

"At the moment we are doing some work to bring forward new visitor destination activities to SportCity."

"The casino was not just about 3,500 jobs it was the opportunity to put East Manchester on the map and change the mindset of developers and investors.

"The challenge now is to find ways that will still enable East Manchester to be differentiated in people's minds," he adds.

Mr Smith, who joined the council eight years ago as head of regeneration, was appointed deputy chief executive of New East Manchester in January 2007.

He moved to Manchester 22 years ago to in his own words 'escape the troubles' in his native Northern Ireland.

He says candidly: "I got very tired of living in an environment which was not



» **STAYING POSITIVE** Eddie Smith, the acting chief executive of New East Manchester

positive."

His love of Manchester United drew him to Manchester, and it is here he has settled.

He says he is 'grateful' for the opportunity to do the job as interim chief executive and is keen to secure the role on a permanent basis.

"I want to continue the good work Tom Russell has done over the last eight years.

"His achievements deserve recognition - he did a fantastic job.

"I want the opportunity to compete for the job, it's a job I want to do, it's

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Ambitious plans for Harley Street of north

IRISH developer Grangefield Estates has unveiled dramatic plans to transform 34 acres of land to the east of Piccadilly station into the Harley Street of the north.

Called Chancellor Place the project, which is likely to go before planners in the summer, will be anchored by private healthcare hospital.

It will also feature a tree-lined 'green' pedestrian bridge over the Mancunian Way that will help the city centre expand outside the ring road and in to Ardwick.

Austin Kenny, director of Dublin-based Grangefield said: "This is a really exciting and ambitious project.

"We are committed to Manchester and to the

delivery of this ambitious plan.

"We have been working on Chancellor Place since 2003 and the submission of outline planning is a substantial step towards delivering this project for Manchester and the north west.

"Manchester's approach to innovation is refreshing and we are keen to help the city in breaking new ground in British healthcare, as well as linking Ardwick to the city centre through this innovative project."

Mr Kenny said Chancellor Place would be a mixed use development, with homes, a hotel, office and retail space.

He said Grangefield had bought a former Ford dealership on the site five



GREEN DREAM An artist's impression of the tree-lined bridge over the Mancunian Way

years ago and had originally been planned to develop just six acres, but had been encouraged by New East

Manchester to come up with a masterplan for the whole 35 acres.

"We want to market the development as the Harley Street of the north, because we expect the private healthcare market to continue growing really fast. We are already looking for an anchor tenant for the hospital."

He said the timescale for the development was 'five to seven years', and that the first phase would be the hospital, followed by residential and business space, which will be targeted at small companies.

There will also be a 21st century mill, designed to support the local textile and fashion industries.

Mr Kenny said the end value of the scheme would run into 'hundreds of millions of pounds'.

"We have never done anything of this scale before.

"We are in discussions with local and international joint venture partners and have already invested around £8m in the project so far."

Grangefield's plans were welcomed by Eddie Smith, acting chief executive of New East Manchester, who said: "The scheme will complement other proposed activities in the area.

"Should it receive planning permission it will generate substantial economic growth in the region's health sector and will also provide much-needed jobs for east Manchester."



DRAMATIC TRANSFORMATION The Chancellor Place project, on land to the east of Piccadilly station, will be anchored by a private healthcare hospital

challenging and satisfying." He is clear on the challenges that lie ahead: "We have got to look forward and be very positive.

"The trajectory of this city's economy is very much upwards and East Manchester has to play a full part in

that process. In 10 to 15 years' time, the edge of the city centre will be Alan Turing Way.

"This may be quite difficult to imagine at this time, but if the economy keeps growing as we expect it to, that's what people should see."



MAIN FOCUS The City of Manchester Stadium is the centrepiece of SportCity, in east Manchester, but there's room for further regeneration

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The future's green for BDP staff

Chris Barry finds out why the city's largest design practice has put sustainability first in its big move

BDP, the largest design practice in Manchester, is getting ready to move from its office in Sunlight House, into a bespoke new office, featuring the city's first 'living roof'.

The move to a new site at Piccadilly Basin, taking place this summer, was revealed by BDP directors Francis Glare and Gavin Elliott at MIPIIM.

The building, designed by the firm's architects and engineers, is the first naturally-ventilated office building in Manchester to achieve an excellent BREEAM rating for being eco-friendly.

Accommodating BDP's 250 staff, the 33,000 sq ft, six-storey building will provide large open plan studio spaces as well as a café, meeting areas and reception space.

The low energy design approach of the building is a showcase for BDP's

sustainability credentials. The office has Manchester's first 'living roof' – a sort of roof garden – designed following discussions with the Greater Manchester Biodiversity Project, which BDP hope will attract the black redstart, a rare species of bird.

The building features a punctuated stainless steel façade to Ducie Street, which curves to form the roof of the building and contain the studio areas.

By contrast the canal-side elevation is transparent, to take advantage of natural light and will provide a suitable backdrop to the wider basin area. Elsewhere, rainwater harvesting will supply water for WC flushing.

Mr Elliott said: "Sustainability is at the top of our agenda, and it's vitally important to us that the new office reaches the highest standard."

The office move follows a momentous year for the company. The practice won nearly 20 prestigious honours in 2007 for north west projects.



» ON THE MOVE BDP directors Gavin Elliott, right, and Francis Glare. The company is getting ready to move to a new home in Piccadilly Basin in the Summer

Architect practices join forces

THE merger of two of Manchester's longest-standing firms or architects was announced at MIPIIM.

The marriage of Fairhursts Design Group, founded in 1896 and Cruickshank and Seward, which was set up in 1923 was revealed by Eamonn Boylan, deputy chief executive of Manchester council.

The new practice will have about 125 staff, a turnover of around £9m and, from May 1, will be based at Fairhursts'

offices at Bank Chambers, Faulkner Street, with the new name Fairhursts Design Group.

Denver Humphrey, a director of FDG said: "The merger brings together some 200 years of expertise in architecture in Manchester."

Mr Humphrey said the link-up would allow Fairhursts to undertake larger-scale contracts.

Cruickshanks and Seward is particularly strong in the educational sector,

which has been an important area for Fairhursts also.

Gordon Broady, a director at Cruickshanks, said: "The merger will allow us to give a better service to our clients. It is a truly reciprocal arrangement."

Cruickshanks recently completed the Novars building, a specialist electro-acoustic training and research centre for Manchester University.

An unforgettable time for HKR

MIPIIM 2008 will not be forgotten in a hurry by Jon Matthews of HKR Architects.

After joining the 1,500km charity cycle ride to Cannes, Jon was proud to be on hand to collect a major honour at the event.

HKR, which was founded in Manchester in the autumn of 2005 by Mr Matthews and

Phillip Doyle, was commended for the design of The Hive building in Stevenson Square, in Manchester's Northern Quarter at the MIPIIM Future Projects Awards.

The Hive, being built by Argent, will be ultra-sustainable.

Mr Matthews, 36, said: "This award re-enforces the

credentials of HKR as sustainable designers."

HKR has rapidly become the architectural practice of choice for commercial developers in the region. In 2007 appointments include: Allied London, Artisan, Bruntwood and Ask Developments for the first phase of its Boddingtons Brewery scheme.

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A city going up in the world

At 60 stories high Piccadilly Tower will soon be Manchester's tallest building. **Jill Burdett** finds out more about the project

THIS is the man who has the job of delivering the 60-storey Piccadilly Tower – Manchester's tallest building and the highest living space in Britain.

Chicago-born architect Stephan Reinke has lost none of his native twang despite working in England for the past 20 years and is a loud and vociferous fan of Manchester.

He proudly sported one of the city's branded chains for his MIPIM pass and says he sings the praises of what is likely to become his second home over the next few years, at every opportunity.

And well he might. He is European MD of Woods Bagot, the architectural firm not only responsible for the tower and its surrounding landscaping, but also for the ambitious Chancellor Place development just across the Mancunian Way in Ardwick (see page 5).

They may not be a household name here yet, but they soon will be. And they are also building tall in Liverpool.

Even at the end of a hard week in Cannes, Reinke was on good form. He was enthusiastically confident about delivering the latest landmark building for the city, despite its scale and the challenges of being close to both an 18th century canal basin and a 21st century railway station.

He is unperturbed that it took almost three years to get the financing deal together to build it and seems pleased that Ballymore are now leading the way and that work has finally started.

He said: "I am pleased at the profes-

sionalism that Ballymore will bring. They understand the grand plan on schemes like this and the importance of spending on the public realm. They get that it can make a massive difference to the long term success of a development on this scale."

While work on the site, the former NCP car park on Ducie Street, may have begun, it will be at least 12 months before this towering building starts to emerge from the ground.

Reinke explained: "We are currently removing nine metres of rubbish and we are going to be a year in the ground. The site slopes down to Store Street so that makes things slightly more difficult, but this time next year we would hope to be building."

What they are building is a 220-room hotel topped by 430 residential apartments.

There will be another lower building next door, further down Store Street, that will be offices and a third even lower that will also be residential, but offering bigger, more family sized spaces at the quieter end of the street and there will be a green-roofed area for children to play.

Dramatic as the tower will be, just as crucial to the scheme is the groundworks which will see Dale Street extended through to Store Street and a pedestrian link via a set of steps that will be wider than the Spanish Steps in Rome.

Mr Reinke said: "There will also be this direct link to the station and the whole aim is to make it a place people can walk through to get to work and to get home. They will also be able to sit on the steps and soak up the sun or eat or shop in the restaurants and shops."



The fact it is being built in three stages helps the building process, with the second phase site being used to locate the lifting gear to hoist materials directly onto the building, saving crucial time, and costs.

Ballymore is thought to be in final talks with one of the world's leading hotel brands for them to operate the hotel, but the thought of launching another 450 apartments into the city

➤ HIGH HOPES

Stephan Reinke, the man responsible for delivering Piccadilly Tower, with a model of the impressive development

market, even in several years time, sounds daunting.

Mr Reinke believes that major players in major cities have to be bold.

He said: "They built the Empire State Building in 1931 at the height of the depression but it embodies New York's spirit to put itself on the map."

"Manchester needs developments of this scale and this level to keep itself on an increasingly global map."

Market Comment

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It's hard to believe that Mipim has been and gone for another year. Taylor Young attended the property convention in the south of France for the fifth year in a row and it is now an essential feature in our business calendar. Meeting with existing contacts, having the opportunity to see what is happening in the wider world and speculating on what might happen next in our industry makes it all really worthwhile. The different pre-event atmosphere however was palpable this year. The buzz, excitement and chatter about champagne receptions and parties were much more subdued. At least one city leader decided not to attend and many of the property agents chose not to make the trip.

On arrival at Cannes there was a different feel again. The sun shone, the conversations began and optimism was now in the air. This of course is an International forum and the scale of the projects, and the enthusiasm of personalities from across Europe and beyond, gives a real boost even if our own development energies are less buoyant than in previous times.

When I last wrote a market comment in December 2007 I explained why we must resist talking ourselves into the gloom of recession, especially in a region where regeneration is of paramount importance. At Taylor Young we are continuing to develop and strengthen our teams in Manchester and Liverpool, and are looking to expand our national network of offices over the next three years with the launch of our 2008-2011 Business Framework. It is important in any enterprise to know where you want to be and set about planning to achieve it.



As a nation we need to work hard on that same agenda. In all the visioning we must ensure that the physical quality of buildings and spaces being delivered through regeneration provides a legacy of which we can be proud. Whilst the short-term markets may be uncertain and are inevitably influenced by a global downturn, the medium-term prospects must continue to be strong. Society will demand that new homes are built and that investment is made in education, health and other essential infrastructure. Alongside this, the commercial prosperity of our city centres will be the drivers for the regions.

So for Taylor Young the outlook for 2008 is positively upbeat. At Mipim we heard the National Regeneration Agency, English Partnerships, set challenging targets; design quality, sustainability and economic value being essential. At the end of an industrious week we return with plenty to do. At the heart of the development agenda is a need for excellence in building and place-making. Society, decision makers and investors are all demanding the highest quality in architecture and urban design. We are committed to achieving this and working with our partners to provide a legacy of which we can all be proud.

Stephen Gleave is Managing Director of Taylor Young Ltd. Contact him for more information on 01625 542 200 or visit www.tayloryoung.co.uk

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Aiming to stay right at the centre of things...

It's all change again at Manchester Central, the city's largest conference venue formerly known as G-Mex, as **Jill Burdett** reports

MANCHESTER Central aims to attract international conferences and double its economic impact in seven years with a £25m facelift.

The three-phase project will see increased seminar space, two new restaurants and, most dramatically, a new exhibition foyer in front of the original old station building – which will also be transformed with its distinctive black glass replaced with clear panels.



NEW BOSS Lesley Tomlinson is Central's Chief Executive

Central is viewed as an important economic driver for the city and while it has already succeeded in attracting major events like the political conferences, bosses believe the expansion and improvements will bring in lucrative new business.

New chief executive Lesley Tomlinson said: "The venue has to reflect the changing face of Manchester and we want to attract not just national but international events. This is an area with a very demanding clientele and you have to invest or die."

Work has already started on the first phase, creating a new entrance between the original central station building and the new convention centre and it should be completed late autumn this year.

That will allow for the closure of the main entrance and demolition of the 1980's foyer to be replaced by a flat roofed glass structure which will come further out towards the steps, provide space for a new, independently operated restaurant and potential for stand alone exhibitions or events.

The black glass in the arch will be replaced by clear curtain walling which will expose more of the much-loved



building's original architecture. The third phase will incorporate an open section at the back between the two buildings to create more seminar rooms and another restaurant.

Ms Tomlinson has been working with the council and architects Stephenson Bell on how best to maximise the space available on site and she said: "We are increasing the accommodation by 3,700sq m and also improving the technical provision, which means we can pitch for the larger scale events."

"But we also wanted it to be as flexible as possible and having three entrances to the three separate bits means we could have three separate clients using it on the same day."

"The new flat roofed foyer at the front will act as plinth for the original

FUTURE VIEW An artist's impression of how the re-vamped Manchester Central will look after its £25m makeover

structure and getting rid of the black glass will give people amazing views of the building, whether inside or out.

"There will still be space between it and the steps for users of the restaurant to sit out at tables and look out at the incredible buildings around here – from the Midland to the Bridgewater Hall and the new Radisson Hotel."

"This is the unique attraction of Manchester Central – it is not some faceless shed in the middle of nowhere, it is smack bang in the heart of the city and one of the most accessible conference centres in the whole of Europe."

"We believe these changes will make it a venue for the future that underlines the city as an international destination. It will also make it more integral to city life with the two new restaurants oper-

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Boom in rooms will see 23 new hotels

THE hotel boom across Greater Manchester is set to continue.

While developers may be putting residential schemes on the back burner there is a huge appetite to bring more bed space, not just to Manchester city centre but right across the region with a staggering 23 new hotels in the pipeline.

The city itself will see an increase of 2,000 new hotel rooms across the next five years and Felicity Goodey, Chair of the Northwest Tourism Forum, says the rest of the region is benefiting from Manchester's high profile.

She said: "This hotel boom is being driven by Manchester's success as a business, conference and tourism centre.

"Tourism in the north west is growing faster than in any other region and it is being driven principally by Manchester, but also Liverpool and the Lake District, and it is worth £11bn to our local economy."

Occupancy levels are consistently high but she said there was ample room for the sector to grow, particularly to serve the top end of the market.

"The international conference customer is very demanding and we need to step up our hospitality offer, not just with five star hotels but right across the board," she said.

"We need at least one Michelin starred restaurant and we need really, really good, extensive spa facilities to cater for what top international clients want."

The next hotel to open its doors in Manchester will be the Crowne Plaza at Smithfield, which will have 228 rooms and the city's largest presidential suite when it opens for business in September. Plans have just gone in for a Holiday Inn close by on the same Smithfield site.

In contrast to the



ON DRAWING BOARD The new Crowne Plaza at Smithfield will have 228 rooms

corporate names will be the Yang Sing Oriental on Princess Street, where a Grade II listed cotton mill is being converted into a boutique-style space by the owners of the nearby Yang Sing restaurant. It is due to open late this year.

Allied London has plans to turn Manchester House at the corner of Bridge Street and Dolefield at the entrance to Spinningfield into a five star hotel with apartments above.

And the word is that some of the top floor apartments will be ultra luxurious, serviced spaces to appeal to the very wealthiest and stylish of travellers. The Manchester would fit in with fledgling plans to turn this area of the city, from Spinningfields down to the Lowry Hotel and Chapel Street, into a hotel area.

Felicity Goodey revealed: "There is a lot of land north of the river that could be developed into hotel space and there is the appetite and the market for that.

"This area is going to

change radically in the next five years."

There is also a move to providing serviced apartments in the city with several developers slightly altering planned schemes to provide a different level of accommodation.

It is understood that

Albany Assets, who have planning for a 44-storey tower on the old Aytoun Street employment exchange want to create 237 top end serviced units above a hotel rather than straight for sale

apartments. And other schemes are moving away from residential to serviced units following a model that West Properties is already demonstrating works well in the city.

Other hotels on the drawing board are: West's hotels at its Origin and Viva schemes; Bolton town centre 300 room hotel by

2011; Townside Fields in Bury, a 110 hotel in a mixed use scheme; Fairfield Street, Manchester, Sleeperz Inn a 75 bed budget hotel opposite Piccadilly Station, already under construction; Piccadilly Tower, Manchester; Cheetham Hill, Manchester, a 110 bed hotel to serve a new Irish Heritage centre museum; Victoria Station, Manchester, a new hotel as part of major mixed use scheme; Hollinwood, Oldham, a new hotel close to the M60 junction; Kingswood business park, Rochdale two new hotels; Trafford Road, Ordsall, a budget Etap Hotel and a nine storey Encore Hotel already under construction proving 345 beds in total; Salford Reds new stadium at Barton will include a 210 bed hotel; Salford Forest Park, Worsley, a small 80 bed hotel; Media city, Salford, at least one hotel; Droylsden canalside, Tameside, a 60 bed hotel as part of the new marina development; Ashton Moss, two hotels, one 60 bed three star and a 160 bed four star; Altrincham, an 85 bed boutique hotel as part of a mixed leisure

development based around a new ice rink; Victoria Warehouse, a 211 bed hotel with improved access to the Bridgewater Canal; Old Trafford, A 231 bed Park Inn on Warwick Road which is awaiting planning

permission; Leigh Sports Village, a 70 bed four star hotel as part of a new sporting complex; Bickershaw Park, Leigh, redevelopment of the disused colliery site is likely to include a hotel; Hill Quay, Manchester, 69 serviced apartments; Buile Hill Park, Salford a 93 bed hotel to replace old stable blocks.

"We need to step up our hospitality offer, not just with five star hotels but right across the board"

ated independently and open to all."

Despite the scale of the work, Central has to continue operating through all three phases and architect Roger Stephenson says the operation will be: "Unbelievably complicated."

But he said he was excited about bringing the landmark building into the 21st century, in particular getting rid of the black glass.

He said: "It was brilliant at the time but it is kind of outdated now and makes the building look very shut off. You cannot see what is going on inside and people often think it is closed! By replacing it with clear glass you will not only be able to see more of the listed structure but also be able to see what is going on inside. It will become much more alive."



COMPLICATED TASK Architect Roger Stephenson

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City still reaching for the stars

With Salford having plenty to shout about on the development front in 2007, **Chris Barry** finds out what it will be doing to maximise the opportunities coming its way this year

SALFORD had more to shout about than most cities this year, thanks to a clutch of exciting development projects under way.

The green light for ambitious Exchange Greengate development near Victoria Station came days before Felicity Goodey and her team from Central Salford URC left for Cannes.

Add the Greengate project, which is a joint venture between Network Rail and Manchester developer Ask, to the work under way at MediaCity:UK, then there is a programme of developments worth some £4bn on the cards there.

Chris Farrow, the former London Docklands boss who now leads the URC, says he has been taken aback by the pace of change around Salford.

He said: "Canary Wharf happened nothing like as quickly as this. It's a case really of keeping our feet on the ground

and reaching for the stars at the same time.

"The progress at MediaCity is fantastic - I can see 12 cranes out of my window, which weren't there three months ago. It is starting to generate a buzz nationally too, which is great."

Salford council chief executive Barbara Spicer said the growth of Greater Manchester's media sector, which from 2011 will be centred around MediaCity, was 'key to the success of the region's knowledge economy.'

In the run up to the BBC relocation she said it was vital that the 'right people and right places' were on hand for the corporation and the other broadcasters, media, IT, creative, production and digital companies expected to arrive in the region.

She said: "As well as the five departments relocating in 2011, 30 per cent of the BBC's commissioning budget will be coming to MediaCity, so it's crucial we maximise this opportunity too."

She said Greater Manchester's 'fantastic talent pool' in terms of its five universities had proved a huge draw for the BBC.

She said: "Manchester is really well placed to have an effective infrastructure for cost-effective broadcasting now and into the future.

"As well as the further education establishments, we have a strong freelance sector here and we are also going to soon have superb transport links here too."

With Salford and Greater Manchester hoping to attract major inward investment from international businesses she said good connectivity did not just mean having the ability to get around this region.

"Our airport is another plus factor - we have 39 flights to New York every week, and from a digital perspective we are the only city outside London which has an international Internet Exchange."

VISION OF THE FUTURE

An artist's impression of the MediaCity development on Salford Quays

She said there was a 'singularity of purpose' throughout Greater Manchester to ensure that MediaCity will live up to its aspirations to be a world class business destination.

Chris Farrow told delegates at MI-PIM about his experiences at Canary Wharf in London and set a blueprint for what was being achieved at Salford.

He said: "Twenty years ago people were saying London was finished as a financial centre, but Canary Wharf came at the right time with the right infrastructure and right buildings.

"We are aiming to create a global MediaCity here, which will be a creative environment for the new media community, a knowledge incubator and a centre for innovation and entrepreneurship."

He said Salford had the potential to become a world-leading media city, and the first challenge was to ensure the BBC spends its budget locally when it moves north.

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Who's to blame when the price isn't right?

Jill Burdett finds out if valuers really are the ones to blame for bringing the property market to a halt

THE lack of cash in the market is making life difficult for developers with many pointing the finger at valuers for bringing the market to a halt.

They claim properties are being arbitrarily devalued by 25 to 30 per cent without any specific reason and that in turn means the money men will not lend to the buyers who had been prepared to pay the asking price.

A showdown meeting organised by one of the leading city centre agents last month seems to have failed to get valuers to be more bullish about prices, but developers say the situation has to change soon.

The slow down is totally different to the last housing market slump of the 90s where unemployment and high interest rates drove property prices

down. Right now interest rates continue to be low and are expected to fall further, unemployment is low and demand for new housing at an all time high. But the lack of confidence in the money markets worldwide has filtered right down to the occupiers.

David Lloyd, boss of City South developments, also blames the media for talking the market down. He said: "There seems to have been a feeding frenzy on knocking the market.

"It is a sweeping generalisation to say the market is 25 to 30 per cent over-valued. You tell me apartments in Hulme and Ancoats and Ordsall are overvalued at £120,000. It is madness.

"All the developers want is for the valuers to do the job they are trained to do and look at the space and the specification and affordability without any prejudice. Some of them don't even bother to get out of the car, they just sit there with their clip-board.

"Yes it is a difficult market at the moment and they blame the banks for wanting lower values but all we ask is that people do their job professionally."

He cited a case of a two bedroom, 1045sqft duplex bought off plan for £185,000 but only valued up at £155,000 when it came to completion.

Lloyd said: "The sums meant it was valued at £151 a sq ft - that's 2004 prices and not realistic.

"We got other valuers down who were happy with the sale value and it went ahead and the lady is very happy with her purchase, but they are making life unnecessarily hard."

Despite the wrangle with banks and



TOUGH TIMES One of City South's developments in Hulme High Street. Left: City South boss David Lloyd

valuers developers are still keen to build in the city and its surroundings and expect several new names to crop up on the scene if they can satisfy the planning demands.

By the end of the week the mood was more optimistic with some reporting a loosening of the purse strings and an indication that for the right scheme in the right location there would be finance available.

Then everyone flew home to the news of the Bear Stearns collapse and the jitters started again.



LIGHT AND AIRY Inside a Chimney Pot Park home

Delegates go potty for Urban Splash homes project

URBAN Splash are celebrating after their radical upside down houses at Chimney Pot Park in Salford took the vote for the top residential scheme in the annual MIPIIM contest.

All the delegates are invited to vote for their favourite contender and Splash's re-working of the old terraces took top spot against some tough

competition from across the globe.

Nathan Cornish, from Urban Splash, said: "For a terraced housing scheme in Salford to have received such a high level of international recognition is wonderful. We are incredibly proud of this scheme and awards like this reinforce what a fantastic development Chimney Pot Park is."



Sky's the limit for design team

MANCHESTER-BASED architects Leach Rhodes Walker continue to be busy designing schemes across the region including three that have just got the planning nod.

Pomona Island, in Salford, is five striking buildings for Peel Developments providing 500 apartments along the

waters edge at Salford Quays. The highest of the towers is 19 storeys. They face onto the River Irwell.

Chapeltown Street, in Manchester, is bounded by Great Ancoats Street and Chapeltown Street. The scheme will provide about 200 apartments across four separate blocks, three of them low level after concerns

voiced by neighbours in Piccadilly Village.

Elsewhere, Bellway Homes were so delighted with the success of their Lamba Court development on Ordsall Lane, Salford, they have bought the site next door in Woden Street, which used to house an old bank vault. As well as 285 apartments there will be four private access townhouses.



FUTURISTIC Artists' impressions of Leach Rhodes Walker's Woden Street development, left, Pomona Island project



STYLISH An artist's impression of the Chapeltown Street project

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Wharf scheme ready to set sail

The completion of an agreement to develop a new £210m north east quarter of Bolton was unveiled at MIPIIM. The project will be a major shot in the arm for the former textile town, as **Chris Barry** reports

THERE is no greater champion of the benefits of showcasing developments at MIPIIM than Bolton council's director of development and regeneration, Keith Davies.

A year after unveiling opportunities for the Church Wharf site in the town, Keith was revealing to the Manchester stand at MIPIIM which developers had won the mandate for the £210m project.

The council has signed a development agreement with a joint venture between Manchester property developer Ask Developments and Bluemantle to create a 14-acre mixed use

scheme in the heart of the town centre.

Subject to planning permission, Ask/Bluemantle will be developing the high-quality, mixed-use scheme - combining stylish architecture and open spaces. It is expected to create 1,500 jobs over the next decade.

Church Wharf will also bring a new quarter in the north east of the town centre, bringing back into use a considerable amount of brownfield land while creating a feature of the River Croal, which runs through the site.

The scheme will include a new city-scale office sector providing over 300,000 sq ft of high quality business accommodation across eight buildings plus 720 residential units combining family duplex apartments, a range of

one and two bed apartments and 120 low entry studio/abito apartments aimed at the starter home market.

There will also be a leisure quarter with a multi-screen cinema and up to 10 café, bar and restaurant units; a new 120-bed hotel; more than 15,000 sq ft of retail space and a series of new pedestrian routes and public areas.

The development will also provide a new public walkway adjacent to the River Croal, bringing a much ignored area on the edge of the town centre back into public use. Planning permission will be submitted this month and work is due to start on site in late 2009.

Mr Davies said: "We are delighted to come back to MIPIIM and announce this really great quality joint venture.

>> IT'S A DEAL

Signing the agreement for Church Wharf are, from left, Ken Knott, Chief Executive of Ask Developments, Councillor Ebrahim Adia, Executive Member for Development at Bolton Council and Simon Isherwood of Bluemantle

Last year we also launched the Innovation Zone has raised awareness and we should be in a position to announce something in May."

Ask chief executive Ken Knott said: "Ask and Bluemantle are delighted to be signing the development agreement with Bolton council and share its aspirations to create a place where people will want to spend their time, money and indeed lives. We are looking forward to working with them on this scheme which will be a driver of Bolton's regeneration ambitions to transform itself into a 21st century city."

As well as the Bolton deal, Ask took the wraps off First Street at MIPIIM, the new brand for the Central Spine project in Manchester city centre.

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Making a stand for Manchester in style

A dazzling black and yellow 'industrial sized' space, the city's stand at MIPIIM drew praise and criticism as **Jill Burdett** discovered

MANCHESTER entertained the world at MIPIIM on a stand designed in true Hacienda style as a tribute to the late music mogul Tony Wilson.

A dazzling black and yellow entrance led to an industrial style space that was a million miles away from the corporate glass models that defined the three halls of this massive exhibition.

Last year, Urban Splash deputy chief executive Nick Johnson had promised something much more 'Manchester' when he took over as chairman of Marketing Manchester and the 08 look was a lot less corporate than in previous years.

The glass model from previous years showing new buildings across the city has gone to make space so more people could get into the stand to hear presentations. It was replaced by an interactive electronic board where visitors can focus on specific areas of the city and certain schemes.

It was a combination of Mancunian character and clever graphics, but for some it was too introspective and 'local' for such an international setting – where the Hacienda means nothing to potential investors from the Far East or Sub Continent who like to see where the millions may go.

However, for Mr Johnson it encapsulated Manchester and he said: "Nowhere is the brand of a city more apparent than in the competitive environment of MIPIIM and brand Manchester is a powerful force.

"The 'Original Modern' is a proposition as much as a declaration."

But he said that, despite the great



strides the city had made in placing itself on the map, it needed to do more to redress certain views.

He said: "As a city we score highly for people and potential, but low for place and pulse – which is all about does it have enough to keep you here for the weekend?"

The basic awareness of Manchester is good but we need to raise it up the ladder of city brands across the world."

Designer Peter Saville, who produced the Original Modern brand and distinctive M style, which is instantly recognizable as Manchester, is already working on a much wider application

➤ **'ORIGINAL MODERN'** The controversial new stand built for Marketing Manchester at MIPIIM 08 in Cannes

and focus that will take Brand Manchester onto the next stage.

Andrew Stokes, chairman of Marketing Manchester, said: "What was particularly significant this year is that the partners recognized that the messages they want to send out are much stronger under brand Manchester.

"And what is going to be significant when we start pulling together MIPIIM 09 and other events is the inclusion of the work that Peter Saville is now doing.

"You have to keep driving forward and maturing the brand to continue to make an impact."

Marketing chief riding high after 1,500km bike trip to event

MARKETING Manchester chairman Nick Johnson made the 1,500 km trip to Cannes by bike and he is now busy recruiting other riders to do the same next year.

Nick, was among the 140 property professionals, including Simon Bates from Ask, who rode in relays through France, not only to help off-set everyone else's carbon footprint, but also to raise a very impressive £500,000 for charity.

He said: "We each spent between six and eight hours a day in the saddle and it was an incredible experience.

"There were some serious lows like the day we had to ride into a really strong head-wind and you felt you were going nowhere. But setting out at in a beautiful sunrise from Aix en Provence on the last leg was a great high.

"I'm normally a mountain biker but I got a road bike for Christmas and put in some serious practice.

"I'm hoping that more of the Manchester contingent will join me next year."

Read the online blog or add your own sponsorship at www.bdonline.co.uk



ON HIS BIKE Marketing Manchester chairman Nick Johnson

Daniel finds new deal to stay ahead of the pack

MANCHESTER'S professionals were out in force in Cannes.

Daniel Charles Mouawad, chief executive of pro.manchester – which aims to promote and represent Manchester's lawyers, bankers, financiers, surveyors and architects – drove the message home by handing out packs of cards proclaiming 'Manchester Loves Deals'.

Mr Mouawad said: "The playing

cards concept is about trying to find a creative way of communicating what Manchester has to offer."

Each suit in the Manchester pack carries a different slogan: Hearts is Manchester loves deals; Diamonds – Manchester, the Diamond of the north; Spades – Manchester, Building the future and Clubs – Manchester, Best for Business.

MIPIIM 2008 was pro.manchester's



third visit to Cannes. Despite the difficulties in the financial markets, Mr Mouawad says there is still a lot of money available to be invested.

"We have to find a way to differentiate Manchester from other cities – and to drive the message to as wide an audience as we can that Manchester is a great place to invest."

Pro.manchester's next stop will be London, where it is hosting an event on

March 31 at the heart of the City of London, the Mansion House.

After lunch the 50-strong delegation will attend a reception at the House of Commons.

Mr Mouawad said: "We are flying the flag for Manchester and getting closer to London.

"We are driving the message home that Manchester is critical to London in the global economy."

WHAT A CARD Mr Mouawad with his original way of promoting Manchester

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Work hard, play hard is name of the game

MEETINGS at MIPIM were done not around the boardroom table but in the bars along La Croisette, at breakfasts, lunches and dinners on board the Manchester Yacht, at one of the beach restaurants or on the terrace at the Manchester stand.

It was all about spending time with people you don't normally see.

Best adrenalin rush of the week was Allied London's sailing event in the choppy waters off the coast. Best lunch was up in the hills with City South developments, while best supper was down the coast at Juan le Pins.

Best end-of-the-week bash was the Manchester dinner for partners, where M People's Heather Small entertained in her imitable style.

The best party had to be the Hang the DJ bash at Bar Sept, where leading lights spun their top three sounds, although Tom Bloxham's Friday night barbecue at his 'bubble house' north of Nice may have run it a close second.

And special mention of the Inacity team who even brought their own Manchester black cab to ferry folks around Cannes.

» More pictures online at www.manchestereveningnews.co.uk



» **VIP VISITOR** Former deputy Prime Minister John Prescott, left, visits the Manchester exhibit and meets Andrew Stokes (Marketing Manchester), Sir Howard Bernstein and Nick Johnson (Marketing Manchester)



» **TEAMWORK** Sir Howard with Carol Ainscow of Artisan



» **STANDING TALL** M People's Heather Small wowed the audience at the Manchester dinner



» **ON TRACKS** Colin Sinclair of Midas at the DJ bash



» **SHIPSHAPE** Ian Simpson of Ian Simpson Architects, centre, chats with guests on board the Manchester yacht in Cannes harbour



» **HOLDING FORTH** Barbara Spicer, chief executive of Salford council, enjoys one of the Manchester events

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» **CALL ME A CAB** The Inacity team had a uniquely Manchester way of getting their guests around



» **POWER POINT** An audience at one of the many presentations held at the Manchester stand



» **MEET AND GREET** New East Manchester boss Eddie Smith, left, with visitors to the Manchester stand



» **ON SONG** Heather Small belts out another number at the Manchester dinner



» **GIRLS ON FILM** Marketing Manchester exhibition team members relax at the after dinner party



» **BREAKFAST MEETING** Two delegates pick the perfect spot for doing an early morning deal

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The Manchester at MIPIIM partnership and project is co-ordinated and managed by Marketing Manchester, the agency charged with promoting Manchester on a national and international scale.

For further information about Manchester's presence at MIPIIM, or to find out how you can be part of the Manchester at MIPIIM partnership 2009, please contact the Events Team at Marketing Manchester. Tel: +44 (0) 161 237 1010

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