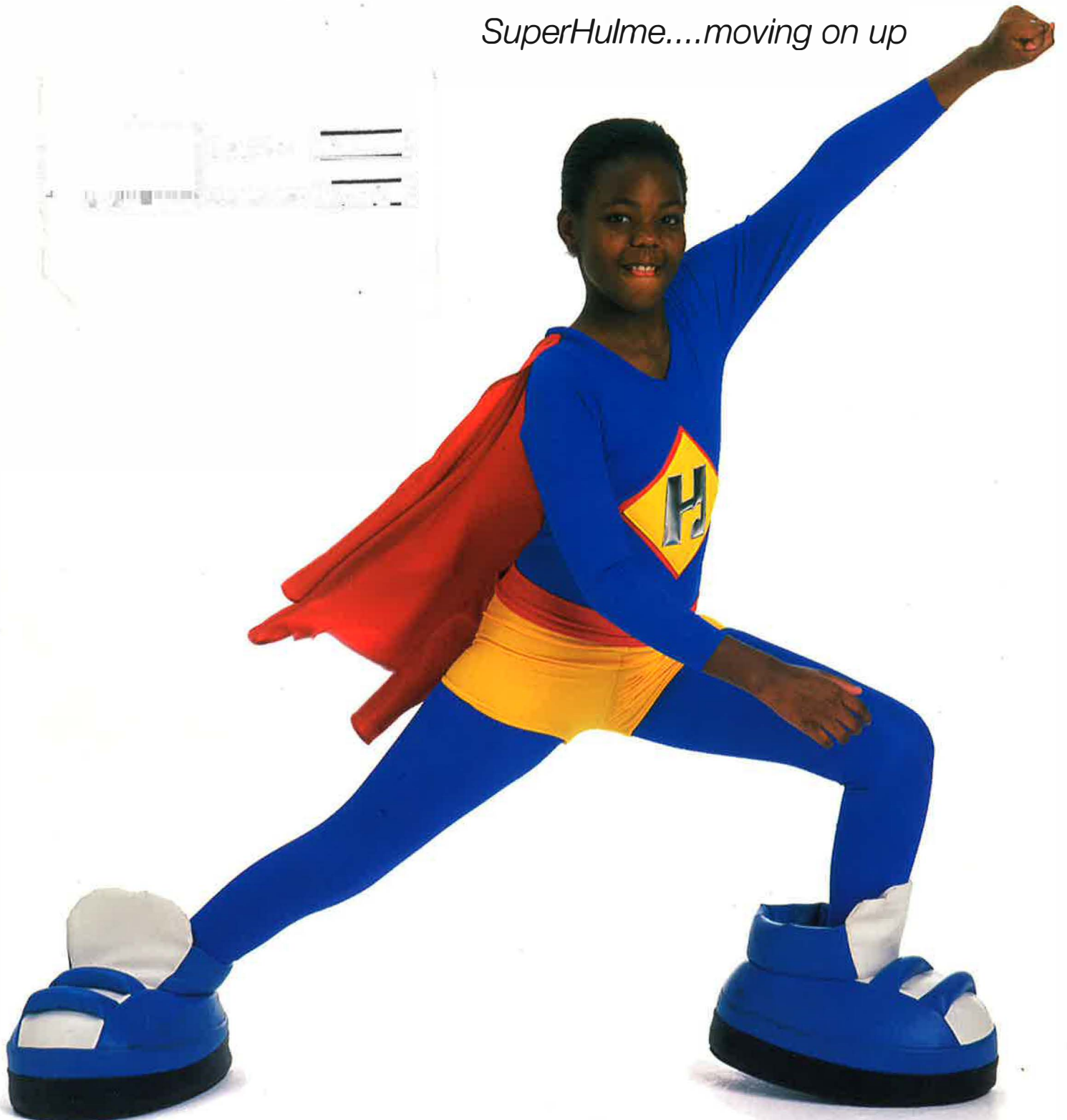


HULME

asons to be cheerful!

SuperHulme....moving on up



reasons to be cheerful!

This brochure is about today's Hulme

A Hulme that is entirely focused on the opportunities for the future.

A Hulme with opportunities for businesses of all sizes and types to move into and prosper.

And perhaps most important of all, the opportunity for a Hulme and its residents to enjoy a quality of life in keeping with one of Europe's most successful cities.

In today's Hulme there are many, many reasons to be cheerful.

The pages that follow will introduce you briefly to what has already been achieved in the new Hulme. And to what, with your involvement, can be achieved before the next millenium.



A place in one of Europe's most successful cities

Symbols of Manchester's success are everywhere.

The new home of the Hallé – The Bridgewater Hall, the 20,000 seat Nynex Arena, the National Cycling Centre, the innovative Metrolink, the second terminal and rail link at Manchester Airport and, of course, the staging of the 2002 Commonwealth Games.

Hulme intends to be part of this success story.

Just a 10 minute walk from the heart of this 24 hour city, Hulme's development potential is, without exaggeration, phenomenal.

Why is there such abounding confidence that Hulme will emerge once more as a lively and thriving place

in which to live and work, shop and play?

The simple answer is that there is, and always has been, a powerful spirit of community and partnership in Hulme. There are people from all walks of life and from different ethnic backgrounds who are all committed to Hulme's success. It is this partnership which, with the funding received from local and central government, the European Union and the private sector, is driving ahead the changes and which welcomes everyone who wants to be part of Hulme's success.

*The once-great
Stretford Road is
being rebuilt along
with the stunning
Hulme Arch
over Princess Road.
A new city landmark
that befits the
re-birth of the
Hulme District.*



a place to.



work

The locational benefits of Hulme are obvious to anyone who has driven into Manchester along Princess Road. On the principal southerly arterial route out of the city, the 'Airport Corridor' as it has come to be known, Hulme offers unrivalled access to Manchester Airport, the South Manchester commuter belt and the North West motorway network, yet is within a few minutes drive of the city centre.



It is good news for employers and employees alike. In the last four years 1,300 jobs have been created or saved for people in Hulme. Both existing and new businesses have benefitted from improvements to the

infrastructure and the range of support packages available. Accommodation costs are low and free parking is plentiful. Scottish Courage Brewing Ltd, Manchester Science Park, Greenheys and St. Wilfreds Business Centres are all living proof that Hulme is indeed a good place to do business.

Opportunities abound for business, big or small, to relocate in Hulme. There is a wide choice of quality light industrial and business units available at very competitive rents. Opportunities also exist for developers on a variety of prime serviced sites from 1 acre upwards. And for organisations seeking a high profile HQ location, the 20 acre Birley Field site fronting Princess Road has been highlighted in Manchester's City Pride prospectus as having strategic importance for the entire city, a reflection of the quality location of this key site.



reasons to be **cheerful!**

a place to . . . shop

The new Hulme is set to have its first major superstore. Asda's planned 77,000 sq ft store will open in 1998 and spearhead AMEC Developments prestigious £40 million mixed use High Street



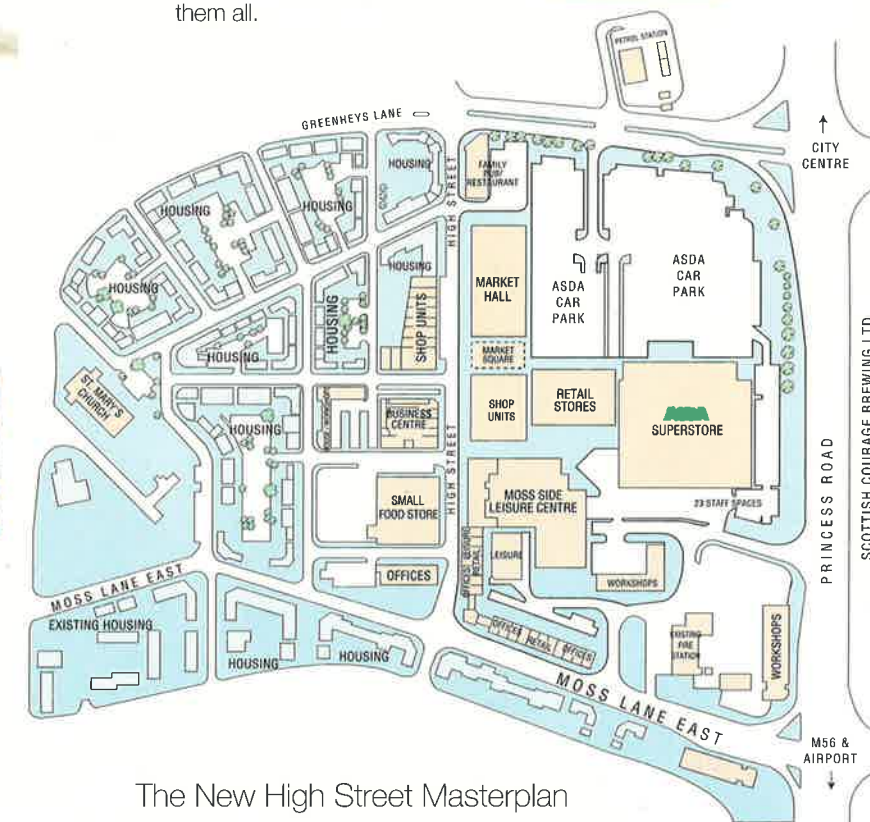
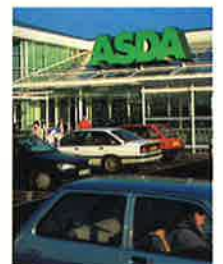
development. This massive statement of confidence to improve the retail heart of Hulme is strong testimony to the area's future potential.

The new 250,000 sq ft High Street will give the shopper real choice, in a traditional, bustling, lively and safe environment, including a typical 'northern' Market Hall, which will recreate the atmosphere of our most successful, traditional High Streets.



Situated on Princess Road, the facilities will not only benefit from the ever increasing resident population, which includes the largest student campus in Europe, but also from commuter and business traffic (an estimated 40,000 cars use this stretch of road daily). Added to this is the emerging office population in the new 'South Central' business district of the city around Great Bridgewater – just 2 minutes away by car.

Opportunities for retailers to join Asda are plenty – whether major High Street names or smaller local traders. There's room for them all.



The New High Street Masterplan

reasons to be **cheerful!**



a place to.



live

Over 3,000 unfit flats and maisonettes have already been demolished. Over 2,200 new homes have been built or existing ones improved. Over 600 family homes for sale are either built or under construction. A further 246 flats and apartments are to be built as part of the High Street development between the new High Street and St Mary's Church, starting in Spring 1997.

For those who prefer to rent there are quality homes available now from housing associations and the

City Council. For those who prefer to own their own home, a superb choice of new houses and apartments are available at keen prices from well known builders Bellway Homes, Miller Homes and Fairclough Homes.

Residents have been involved in and have taken enormous pride in how the future Hulme will look. The emphasis is on a traditional mix of homes, local shops and places of leisure and work creating a busy and secure street life.

Neighbourhoods have been designed with crime prevention in mind so that streets and open spaces are always overlooked. This provides the kind of natural surveillance that makes everyone feel more secure.



Hulme has long been a source of quality education and has firmly remained so. For younger children there are no fewer than 6 primary schools. The area's two secondary schools, Trinity and Ducie High, are highly rated not only in Manchester but also by national standards, as is the prestigious Loreto Sixth Form College.

For students and for young professionals, to growing families and older folk, the new Hulme is a balanced community and a good place for everyone to make a life.

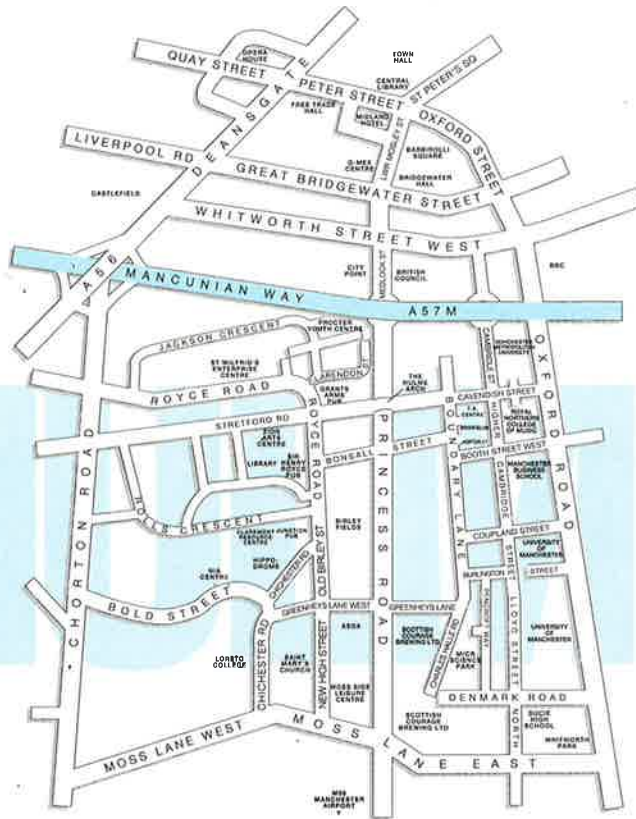
The new Hulme isn't a far off vision. It's happening now. Should you be looking to move your family or your business to Manchester then come and take a look at the enormous advantages of relocating to the new *SuperHulme*.

Now there's no doubting it. There are many reasons to be cheerful in Today's Hulme.



reasons to be **cheerful!**

Manchester City Centre



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Manchester
making it happen



AMEC

in partnership with the people of Hulme

To find out more about Today's Hulme simply call

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