

# News

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## **Architects announced for next phases of New Bailey**

English Cities Fund (ECf) officially launched its New Bailey scheme at MIPIM, Cannes and at the same time, announced that Make Architects and AHMM Architects have been appointed on the next two phases of the scheme.

ECf joined forces with Marketing Manchester at this year's MIPIM property conference to launch New Bailey to an international audience. The team introduced the new architects and also showcased a new film to publicise the development.

Make has a reputation for producing innovative striking designs that are practical. From the pitches they were clearly the best practice for the City Wharf site at New Bailey and will create a striking new office building on this key plot that will attract corporate occupiers.

In addition to appointing Make, ECf has appointed AHMM to design an innovative new building on a plot adjacent to One New Bailey and the newly built multi storey car park. AHMM has built its reputation working on challenging briefs and sites for both refurbished and new build workplaces.

AHMM believes that buildings should be beautiful to look at and a delight to use. A rigorous design approach that understands context, establishes key principles and devises smart tactics has produced high profile buildings across a range of sectors.

Phil Mayall, development director at ECf, said: "We are very pleased to be officially launching New Bailey at MIPIM and it provided the perfect opportunity to announce that we will be working with AHMM and Make. "Appointing both architects at the same time sends a clear message to occupiers that we are creating a product that has their requirements at its core. It also allows us to target a wider range of potential occupiers ranging from design orientated TMT through to major corporates."

Bill Hughes, Head of real assets at Legal and General Investment Management, commented: "Public private partnerships are the key to unlocking UK economic growth. We choose to work with enlightened local authorities to deliver major regeneration. Looking beyond London and the South

East, this is about identifying regional strongholds where we can deliver value over the long term, working closely with partners that are aligned to our vision and wider social purpose. Growing in positive momentum, Salford is a great example of this approach, creating jobs, homes, business space, public realm and much more."

In developing New Bailey, ECf is linking up with wider regeneration activities and successfully establishing a completely new business destination for the city, which is already generating active enquiries from high profile international organisations.

New Bailey will ultimately offer a number of leisure opportunities for a vibrant mix of cafes, bars and restaurants, as well as an enhanced public realm in the form of a new public square and extensive landscaping. The scheme is ideally located on the banks of the River Irwell immediately adjacent to Spinningfields.

ECf is a joint venture between Muse Developments, Legal and General and the Homes and Communities Agency (HCA).