

Russell Road:

Manchester's LGBTQ+ Majority

Extra Care Scheme

Adam Preston

he/him

Helen Spencer

she/her

What is Russell Road?



- Partnership between LGBT Foundation, Great Places Housing Group and Manchester City Council
- Extra Care: social rent, 80 one- and two-bed apartments - LGBTQ+ majority (at least 51%)
- Shared ownership: 40 one-and two-bed apts.
- Grant funded by Homes England and GMCA Brownfield. Private finance by Great Places.
- Co-produced alongside a Community Steering Group



The ambition



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- Reduce social isolation
- Improve the health and wellbeing of residents
- Provide affirming and inclusive care in a safe environment
- Become a Centre of Excellence / wider influence
- **Enable LGBTQ+ older people to age happily, securely and with Pride!**



Why do we need LGBTQ+ affirming care?



Historical
context

Conversion /
aversion
“therapy”

Lived experience
of prejudice and
discrimination

Social isolation
and loneliness

Chosen / Logical
families

Lack of training
and awareness
of LGBTQ+
identities

Going back in
the closet

Mistreatment
and physical
abuse



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Co-production



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- Community Steering Group
- The value of lived experience
- Over 30 CSG events since March 2023
- Visits to other schemes; walkabouts; design meetings; local Prides; public consultations



Steering Group influence



- Internal apartment layouts
- Interior design spec
- Co-production of care tender questions
- Services and facilities
- Community engagement

Russell Road Community Steering Group Co-production Workstream Plan

Workstream	Sub groups	Workstream Sponsor	Tasks	CSG Membership	Frequency	Location	Time	Timeline
CSG coordination Workstream	CSG Meetings	Adam Preston	Workstream Updates and discussions	All CSG	Quarterly	Online/in person	Evening	Ongoing/to handover
	Co-Production Meetings	Adam Preston/Amy Davies	Specific Co-production tasks for wider CSG participation/partner updates/workstream updates	All CSG	Monthly	Online/in person	Evening	Current/ongoing handover
Communications Workstream	Comms Group	Amy Davies	Comms Group Meetings Providing quotes Proof reading of comms	Co-Chairs and/or nominated CSG member	Monthly (additional)	Online	Working day	Current/ongoing handover
	Branding and marketing	Comms Business Partner	Scheme Marketing	TBC 3 members	Monthly (additional)	Online/in person	TBC	September 202 to handover
Design Standards Workstream	Pre-planning design	Chris Baldwin	Scheme marketing (naming/branding/Shared Ownership block marketing as appropriate)	All CSG	Monthly CSG meeting	Online/in person	Evening	July 2023 to September 202
	Post-planning design	Chris Baldwin/TBC	Design Co Production meetings	TBC - 3 members	Monthly (additional)	Online/in person	Evening	September 202 to September 2025 (TBC)
			Interior Design project (Agree brief/Mini tender/Appoint Interior Designer/Meet with Interior Designer) Updates to CSG Dementia Design Psychological Safety TEC Procurement					

Co production of Community Engagement (Fundraising/Pride on The Range/Carlton Club	TBC - 3 members	Monthly (additional)	Online/in person	Evening	September 202 to handover
Intergenerational activities with schools/Community art project					
Co production design of scheme services offer (e.g. food provision/therapeutic services)	TBC - 3 members	Monthly (additional)	Online/in person	Evening	January 2026 to handover
Co-production activities in care provision design (Tender question/meet with appointed provider/co production of training/Pride in practice)	TBC - 3 members	Monthly (additional)	Online/in person	TBC	April 2025 to handover
Co production of housing operations design (housing support offer/recruitment/standards/Pride in Practice)	TBC - 3 members	Monthly (additional)	Online/in person	Evening	September 202 to handover
Scheme objectives/outcomes/measures/Allocations Policy/Resident Involvement/accreditation	TBC - Chairs plus other members	Monthly (additional)	Online/in person	Evening	January 2025 to handover



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The Development Process



- Manchester City Council site disposal process.
- Land purchase negotiated and completed.
- Pre- and planning processes navigated.
- Conservation Area.
- Technically challenging site – legacy foundations.
- Party wall and right of light challenges.
- Building and fire regulations.
- Construction cost negotiation.
- Viability challenges.
- Managing all the stakeholders through the journey.



The Latest



- Site acquired by Great Places.
- Planning approved.
- Construction contract let; works commencing.
- Grant funding drawn down.
- CSG influencing interior design and management.
- Community consultation throughout.
- Shared ownership marketing strategy in preparation.



Next Steps



- Co-production continues
- Approximate 2-year construction period
- Opening Summer 2027
- Training and Education
- Continued shared learning from Russell Road and Churchill Fellowship

