



Supporting Planning Statement

Manchester Arena, Victoria Station Approach, Hunts Bank Manchester – Phase 1a Works

February 2021

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For and on behalf of Avison Young (UK) Limited

1. Introduction

- 1.1 This Supporting Planning Statement ('SPS') has been prepared by Avison Young on behalf of ASM Global ('the Applicant') in support of a full planning application at Manchester Arena, Victoria Station Approach, Hunts Bank, Manchester, M3 1AR ('the site') for Phase 1a of an ambitious transformation programme for the Arena.
- 1.2 The description of development for the Phase 1a works is as follows:
- 'Full planning application for improvements to the pedestrian access points at Trinity Way, and associated landscaping.'*
- 1.3 The proposed development is described fully in the Design and Access Statement prepared by HOK Architects and presented on the application drawings. The application proposals have been developed in consultation with Manchester City Council ('MCC') Officers, key stakeholders including Historic England, Network Rail, and neighbouring landowners, and members of the public. Section 4 of this SPS provides further detail of the extensive pre-application consultation and engagement undertaken.
- 1.4 Manchester Arena is currently one of the most successful arenas in Europe, and one of the world's most acclaimed venues with some rankings as high as the second arena globally. Manchester Arena celebrates its 25th anniversary this year and, in a bid to maintain its standing and future-proof for the next 25 years, ASM Global has plans for an ambitious transformation programme.
- 1.5 The wider scheme includes comprehensive external and internal changes to improve accessibility, permeability, safety, and visitor experience at the Arena. The first phase of the external works, for which full planning permission is sought, centre on creating an improved access on to Trinity Way to allow for an improved pedestrian movement strategy.
- 1.6 This SPS demonstrates that the proposed development complies with the policies and guiding principles contained within MCC's Core Strategy (2012), the saved policies of the Unitary Development Plan (1995), and the National Planning Policy Framework ('NPPF') (2019).

Supporting Information

- 1.7 This application is accompanied by a comprehensive suite of drawings and supporting technical reports. The scope of supporting information, which accompanies this application, has been agreed with MCC through pre-application discussions and where relevant technical reports have been prepared in line with an agreed methodology. These supporting documents are listed at **Appendix I** and this SPS should be read alongside the supporting plans and technical documents.

2. The Applicant and Vision

The Applicant

- 2.1 ASM Global ('ASM') operate Manchester Arena and is the world's leading venue management and services company. The company was formed in October 2019 by the merger of AEG Facilities and SMG, global leaders in venue and event strategy, management and other services.
- 2.2 ASM has a global reach that is unmatched in its industry, spanning five continents and employing 61,000 team members, with a portfolio of over 300 of the world's most prestigious arenas, stadiums, convention and exhibition centres, and performing arts venues.
- 2.3 ASM's expertise and experience tailor all the resources it has accumulated to deliver the localised solutions that create the places where communities come together, celebrate and thrive. ASM's success is built on its many local and national relationships and partnerships with publicly- and privately-owned venues, event producers, suppliers, architects, developers, sports teams and industry associations.
- 2.4 ASM's vision is to connect the world through inspiration, innovation and imagination in order to realise the potential of the spaces and places that bring people together, so together it can elevate the human spirit and move the world forward.

Manchester Arena

- 2.5 Manchester Arena is managed and operated by ASM and ASM's European Headquarters is located in Manchester, with over 1,000 persons directly employed in the city. Manchester Arena is currently one of the most successful arenas in Europe, and one of the world's most acclaimed venues with some rankings as high as the second arena globally. Attracting over one million visitors each year, the 21,000 capacity Arena is a former winner of the industry's prestigious International Venue of the Year award.
- 2.6 Since opening in 1995, the Arena has hosted the biggest names in live entertainment including U2, The Rolling Stones, Madonna, Lady Gaga, Pavarotti and the record-breaking 2010/2011 residency by local comedian Peter Kay. Playing a key part in the city's rich musical heritage with iconic shows by local bands such as Take That, Oasis, Elbow, New Order, James, M People and The Courteeners to name just a few.
- 2.7 In addition to live music, the venue has also staged some of the biggest events in the UK sporting calendar including several 2002 Commonwealth Games' events, the 2012 Olympic basketball warm-up match between team USA and GB, the 2008 FINA World Swimming Championships and international boxing bouts by Mike Tyson, David Haye, Joe Calzaghe and local champions Ricky Hatton, Amir Khan and Anthony Crolla as well as most recently, 'the biggest event in internet history', the 2018 fight between YouTube stars KSI and Logan Paul.
- 2.8 Attracting over one million visitors each year, the 21,000 capacity Arena is a former winner of the industry's prestigious International Venue of the Year award. In addition, Pollstar and Venues Now recently announced Manchester Arena as the world's 2nd most successful arena of the decade (15,000 – 30,000 capacity), ahead of Madison Square Garden. Manchester Arena visitors generate £120m of gross annual visitor spend,

and a £55.9m annual contribution to GVA, with over 90% of Manchester Arena visitor spend occurring in the city centre.

The Vision

- 2.9 Now celebrating its 25th anniversary and in a bid to maintain its standing and future-proof itself for the next 25 years, ASM has revealed plans for an ambitious transformation programme with appointed architects HOK. The proposed enhancements to Manchester Arena are integral to ASM's aspirations to redevelop the wider complex as an internationally significant development, enhancing one of the world's most successful arenas to create a new world-class benchmark.
- 2.10 The wider scheme includes comprehensive external and internal changes to improve accessibility, permeability, safety, and visitor experience, including the following key elements:
- New concourses;
 - New arrival experience and external appearance;
 - Increased standing floor capacity;
 - Sustainability and community initiatives; and,
 - Enhancing the customer and VIP experience.
- 2.11 This vision will be delivered in phases to avoid a prolonged closure period. This SPS is written in support of an application for full planning permission for Phase 1a of the proposed works only. As agreed with MCC, the proposed internal works do not need planning permission.
- 2.12 A further planning application and listed building consent application seeking approval for additional external works will be made in due course. These Phase 1b works will predominantly relate to the existing Hunts Bank entrance steps, which have a number of operational and aesthetic challenges; propose the introduction of a ramp up onto the roof of the existing substation building that will allow a better and more visible entrance from Victoria Station; allow greater control of routes into the Arena; be more inclusive; offer an enhanced security checkpoint; and provide shelter for people queuing. The significant intervention on Hunts Bank will create enhanced accessibility to the arena, while also reducing event footfall flowing through Victoria Station and into the arena via City Rooms. The proposals will also allow for the provision of a community/retail space beneath the ramp where discussions are progressing to provide a music therapy centre for the leading music industry charity Nordoff Robbins. The Phase 1b works were originally included in the planning application submitted to MCC in September 2020 but will now come forward as a separate submission due to its delivery programme.

Phase 1a Proposals

- 2.13 The first phase of the external works centres on improving the pedestrian access points at Trinity Way.
- 2.14 These proposals will help facilitate a number of the significant internal changes that will allow the customer experience and standing capacity to be greatly enhanced. The Arena intends to introduce a completely new egress route directly from the event floor, enabling an increase in standing floor capacity. In addition,

the intervention on Trinity Way will provide greater flexibility to the existing entrance point on Trinity Way allowing guests to enter the arena quickly and safely without the need to navigate the seating area.

2.15 Further details of the proposed development are provided at Section 5 of this SPS.

Summary

2.16 ASM is the world's largest and most trusted venue management and services company, spanning five continents, with a portfolio of more than 300 venues and employing 61,000 team members. Manchester hosts ASM's European Headquarters and employs 1,000 persons in the city. This year, Manchester Arena celebrates its 25th anniversary. The proposed development comprises the first phase of ASM's plans for an ambitious transformation programme to ensure that Manchester Arena continues to maintain its standing as one of the world's most successful arenas and to future proof the arena for the next 25 years.

3. Site Location and Description

- 3.1 This section of the SPS provides a detailed description of the site's location, characteristics, accessibility credentials and planning history. It provides a description of the site's current status and physical attributes.

Site Characteristics and Surroundings

- 3.2 Manchester Arena is located within the administrative boundary of MCC (Grid reference – E 383904/ N 399077), at the heart of Manchester City Centre. The red line boundary incorporates land to the south of the existing arena adjoining Hunts Bank and at the current access points at Trinity Way, extending to 0.3 hectares. A wider Site Location Plan is enclosed at **Appendix II** and the existing site at Trinity Way is shown below in **Figure 1**.

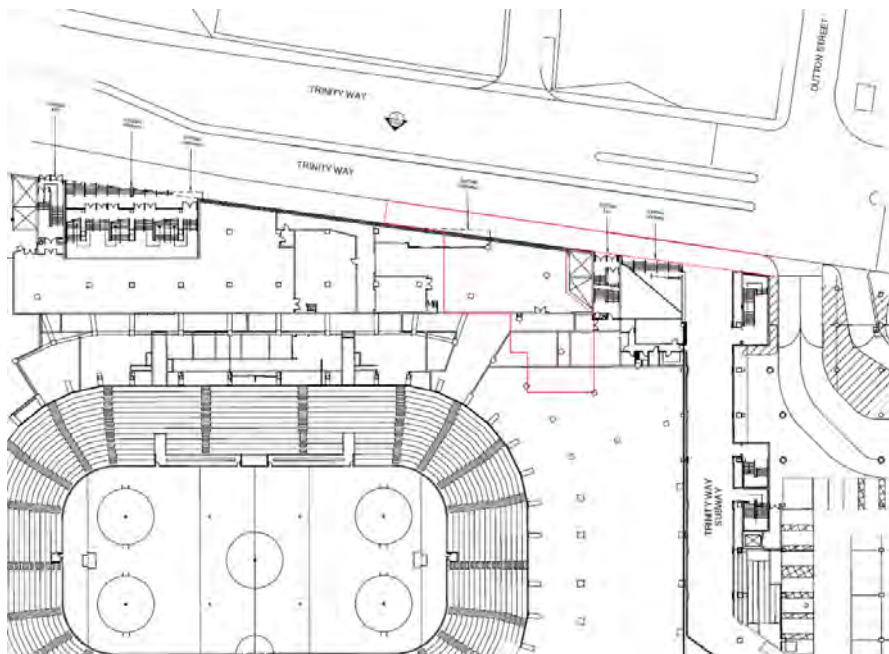


Figure 1: Existing Site Plan

- 3.3 The site is bounded to the south by railway lines, which run through Victoria Station to the south-east. Beyond the railway lines is Hunts Bank, adjacent to which is the Stoller Hall, a live music venue. Adjacent to the east of the site is the A665. The A6042 adjoins the site to the north, beyond which is surface car parking and a Travelodge Manchester Central Arena. To the west of the site is the A56 and the River Irwell.
- 3.4 The surrounding area comprises a mix of uses, including hotels, offices, retail, and some residential development, in addition to Victoria Station, live music venues, Chetham's School of Music, and surface car parking. Permission was granted in December 2019 for a state-of-the-art campus for Creative and Digital Industries for The Manchester College which will be located opposite the Arena and Victoria Station. The Arena is located at the centre of major regeneration areas within Manchester, such as Great Ducie Street, Boddingtons, and Northern Gateway.
- 3.5 The site is partly located within the City of Manchester (Cathedral) Conservation Area which extends to the area in red on **Figure 2**, however it is noted that the proposal does not include any works in this area.

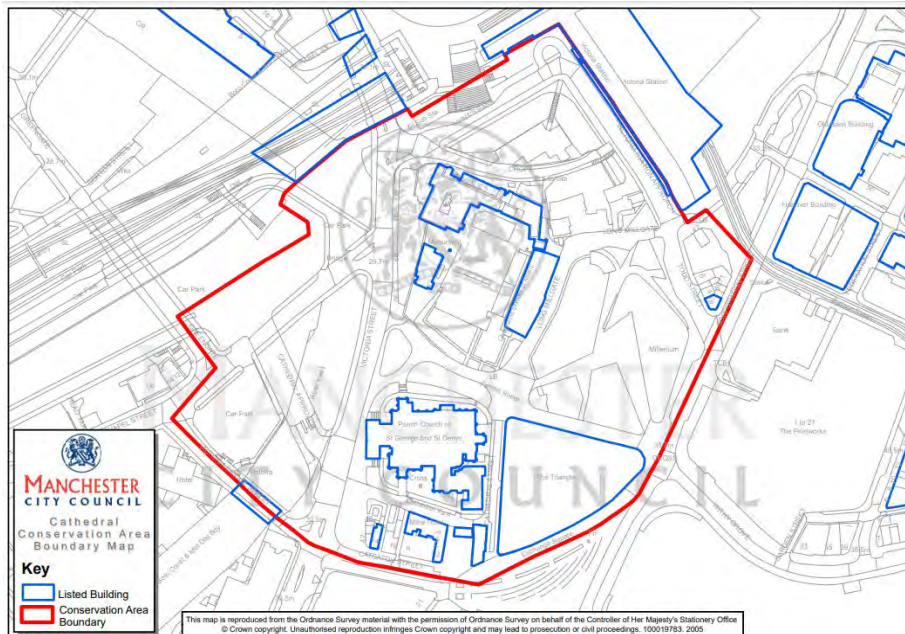


Figure 2: Manchester Cathedral Conservation Area Boundary Map

3.6 Also shown on **Figure 2** is the several designated heritage assets located within close proximity to the site, including the Grade I listed Chetham's Hospital and attached wall (List UID: 1283015) to the south, and the following Grade II listed buildings:

- Victoria Station including concourse to rear with restaurant and booking hall (List UID: 1254725);
- North Bridge (List UID 1392698);
- Middle Bridge (List UID: 1392488);
- Manchester Parcel Post Office (List UID: 1389630);
- Stephenson Bridge (List UID: 1392489);
- Detached block of schoolroom approximately 20 metres south of Chethams Hospital (List UID: 1197920);
- Fragment of Hydes Cross approximately 20 metres south of Chethams Hospital (List UID: 1219660); and,
- South east wing to Chetham's Hospital (former Manchester Grammar School) (List UID: 1197921).

3.7 The Grade I listed Cathedral Church of St Mary is located approximately 350m from the site to the south.

3.8 The red line of the application also contains historic assets, including the Hunts Bank wall and substation building, that have a relationship to listed buildings. However, no works are proposed to them as part of this application.

3.9 The Environment Agency Flood Map indicates that the majority of the site is located in Flood Zone 1, within which land is identified as having a low probability of river or sea flooding. The western extent of the site is located within Flood Zone 2, where a medium probability of flooding is anticipated.

3.10 No public rights of way ('PRoW') cross the site.

An Accessible Location

- 3.11 The site is located within Manchester City Centre, which hosts a wide range of services and amenities. The site is also within walking distance of the City Centre Primary Shopping Area, within which the Arndale Shopping Centre is located.
- 3.12 The site is almost uniquely accessible for a major Events Arena through its location in the heart of the city centre and being served by excellent public transport. It is directly adjacent to Manchester Victoria Station, which provides regular train services to Manchester Airport, Leeds, Newcastle, Liverpool, and other destinations within Greater Manchester and Lancashire. The Manchester Metrolink tram network also serves Victoria station. Trams run south to Manchester Piccadilly station, north to Bury, and south west to Manchester Deansgate station and onto Altrincham and Eccles. The site is also located within close proximity to a number of local bus services and the free Metroshuttle bus service, which links the main rail stations and various attractions in Manchester City Centre.
- 3.13 The site is also adjacent to a multi-storey car park, which is operated and managed by NCP Manchester and has a capacity of 900 car parking spaces. In addition, approximately 3,500 spaces within 10 minutes' walk serve Manchester Arena.

Planning History

- 3.14 A review of MCC's online planning register was undertaken. The wider Manchester Arena site has been subject to the following planning applications, primarily advertisement consents, over the last five years.

LPA reference	Description of development	Decision
125725/AO/2019	Installation of 5no. internally illuminated, individual letter signs at high level.	Approved 04/03/2020
111177/AO/2016/C1	The installation of one internally illuminated sign.	Approved 04/07/2016
110729/FO/2015/C1	Change of use to provide for an indoor go karting facility (Sui Generis use), and ancillary cafe and retails area.	Approved 20/04/2016
107662/AOH/2014/C1	The replacement of the existing advertisement from a static printed image to a back lit LED sequential advertisement display.	Refused 10/02/2015 Appeal dismissed 11/08/2015

Summary

- 3.15 The application site extends to 0.3ha and is situated at the heart of Manchester City Centre. The site is located in an almost uniquely accessible location for a major Arena in extremely close proximity to services and amenities in Manchester City Centre and is well connected to a range of sustainable transport modes.

4. Pre-application Engagement

- 4.1 This section of the SPS provides a summary of the pre-application engagement undertaken with MCC, key stakeholders, neighbouring landowners, Historic England and members of the public. It is noted that all pre-application consultation included the presentation of Phase 1a as well as Phase 1b (Hunts Banks), and the wider vision for the Arena, which do not form part of this application. The below section should be read in that context.
- 4.2 Despite the circumstances surrounding COVID-19 and the inability to hold face-to-face consultation events, the Applicant has been committed to undertaking extensive pre-application engagement as set out below.
- 4.3 MCC adopted a refreshed Statement of Community Involvement ('SCI') on 11th June 2018. The SCI encourages pre-application consultation, stating that pre-application consultation is beneficial to both the community and the developer as it allows the developer to design a proposal which takes on board the opinions of the community.

Manchester City Council

- 4.4 A number of pre-application meetings/discussions have taken place with Officers at MCC since April 2020. During these discussions, the proposals, the form of the Phase 1 planning application, and the approach to wider pre-application consultation have been discussed with officers. A clear channel of communication has been maintained, which has helped set out the principle of development, the scope for the application and design considerations. The validation requirements were agreed with Tony Mitchell, Principal Planning Officer at MCC.

Prestbury Investment Goldings / Secure Income REIT: Manchester Arena's Landlord

- 4.5 The proposals are being developed in collaboration with ASM's new landlord (Secure Income REIT) who is not only willing to facilitate such a transformation, but also sees it as an essential part of its own plans for the wider campus, stating that:

"ASM's proposed enhancements to Manchester Arena are integral to our shared aspiration to redevelop the wider complex as an internationally significant development. Our initial concepts are befitting of our asset's unique position in the city centre directly above a major transport hub and are on a scale not previously imagined. It is the proven expertise and dynamism introduced by the AEG leadership team since their merger with SMG in October 2019 that has made this possible. Together we are thrilled to be working on a project that is not only a great opportunity for both our companies but for Manchester too." (Ben Walford - Prestbury Investment Holdings Limited / Secure Income REIT).

- 4.6 The landlord has maintained an ongoing dialogue with Manchester City Council regarding the future enhancement of the arena and associated assets, since it took ownership in 2018.

Key Local Landowners and Stakeholders

4.7 The Applicant has held a number of video conferences with key stakeholders and neighbouring landowners including the following:

- Chetham's School of Music: supportive of the proposals and have raised no concerns;
- Manchester College: supportive of the vision and links to its new City Campus and opportunities for its students;
- Historic England: no concerns raised;
- Network Rail: ongoing discussions about the wider vision. No immediate concerns raised regarding the Phase 1 proposals;
- TfGM; and
- GMP

General Public and Ward Councillors

Leafleting and Direct Contact

4.8 The Applicant is aware of the importance of engaging with the local community during the preparation of the scheme and application. Due to the restrictions of the Covid-19 pandemic on social gatherings, it was not possible to undertake a public consultation event which the applicant team had previously intended.

4.9 In order to consult with the community and neighbouring properties, Avison Young, on behalf of the applicant, delivered leaflets to all businesses and occupiers within the consultation radius as shown at **Figure 2**.

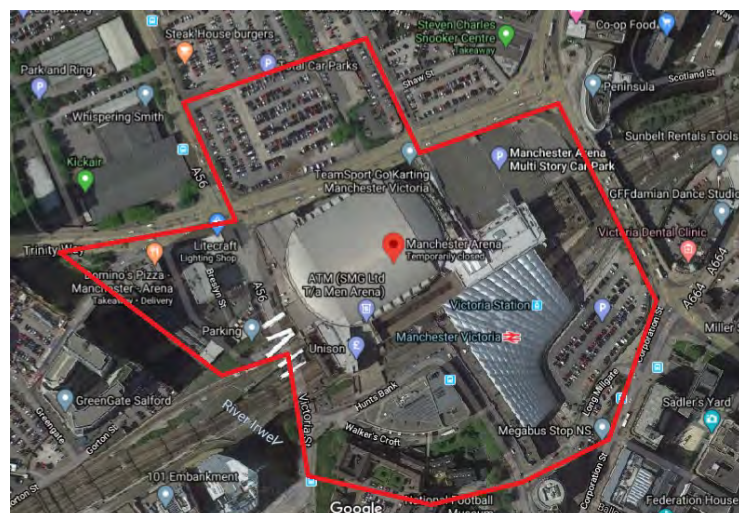


Figure 3: Leaflet Distribution Boundary

4.10 The residents and businesses received a leaflet (attached at **Appendix III**) which contained:

- Details about the proposals, including an overview of the wider vision for the Arena and the Phase 1a proposals that are being sought as part of this current planning application;
- CGI images of the designs;
- Exact outline of the site;
- Details of the consultation website for more information and to provide feedback online; and
- Contact details of Avison Young to request more information and provide any feedback by phone or email.

4.11 A copy of the leaflet was also sent via email to the MCC Ward Councillors for the Deansgate and Cheetham wards.

4.12 The consultation ran from 27th July until 10th August 2020. Avison Young received no enquiries or feedback.

GiveMyView Poll

4.13 In order to ensure the consultation reached the largest possible audience, the Applicant also commissioned GiveMyView to set up an online poll to allow reach outside of the leaflet catchment zone. Give My View is an innovative digital community engagement platform proven to connect with a much larger and more representative audience than typically engage. Since launching in April 2019 the platform has averaged a 1,900% increase in engagement over traditional methods. The GiveMyView tool is multi-award winning and Built-ID's CEO was recently named one of Forbes 30 under 30 leading Social Entrepreneurs.

4.14 A link to the poll was advertised on social media channels Facebook and Instagram via GiveMyView marketing, target at those located in Manchester. The link was also posted on ASM Global/Manchester Arena pages and sent out to previous customers who had consented to their details being used for such purposes. The poll opened on 27th July and closed on 26th August 2020. The poll 'journey' (i.e. the images shown and questions asked) is enclosed at **Appendix IV**.

4.15 A total of 6,833 people voted from predominantly the Greater Manchester area but also widely across the United Kingdom. Of those who submitted answers, 62% lived in Manchester, 27% visited Manchester for leisure, 10% visited Manchester for work and 1% studied in Manchester.

4.16 94% of respondents voted positively on the plans. Relative to Phase 1, Question 4 asked the respondent what they would prioritise for an improved arrival experience at the Arena. Of the four possible answers, they were ranked as follows:

1. Safety and security
2. Queueing efficiency
3. Weather-proofing/shelter
4. Pre-gig atmosphere

4.17 The Phase 1a proposals for Trinity Way, as well as the future Hunts Bank proposals (Phase 1b) will allow a better and more visible entrance to the Arena, greater control of routes into the Arena, be more inclusive, offer an enhanced security checkpoint, and provide shelter for people queuing.

4.18 Full details of the responses received can be seen at **Appendix V**.

Summary

4.19 The Applicant has sought to work proactively with MCC Officers and local stakeholders by undertaking extensive and comprehensive pre-application engagement. The scheme proposals have incorporated the feedback provided by Officers and local stakeholders where possible, as detailed above and within the subsequent sections of this SPS.

5. Proposed Development

5.1 This section describes the application proposals and their relationship and compatibility with the characteristics of the site. A Design and Access Statement (prepared by HOK Architects) has been submitted in support of this planning application.

5.2 The description of development for the Phase 1 works is as follows:

'Full planning application for improvements to the pedestrian access points at Trinity Way and associated landscaping.'

Overall Vision for Manchester Arena

5.3 The proposed Phase 1a works comprise part of the overall illustrative vision for the Arena as ASM intends to redevelop the wider complex as an internationally significant development, enhancing one of the world's most successful arenas to create a new world-class benchmark.

5.4 The wider scheme includes comprehensive external and internal changes to improve accessibility, permeability, safety, and visitor experience, including the following key elements:

- New concourses;
- New arrival experience and external appearance;
- Increased standing floor capacity;
- Sustainability and community initiatives;
- Creation of new active frontages and community space to Hunts Bank; and,
- Enhancing the customer and VIP experience



Figure 4: New Concourses to be provided as part of Wider Vision



Figure 5: Enhanced Interiors to be provided as part of Wider Vision



Figure 6: New arrival experience and external appearance as part of Wider Vision (including Phase 1b works)

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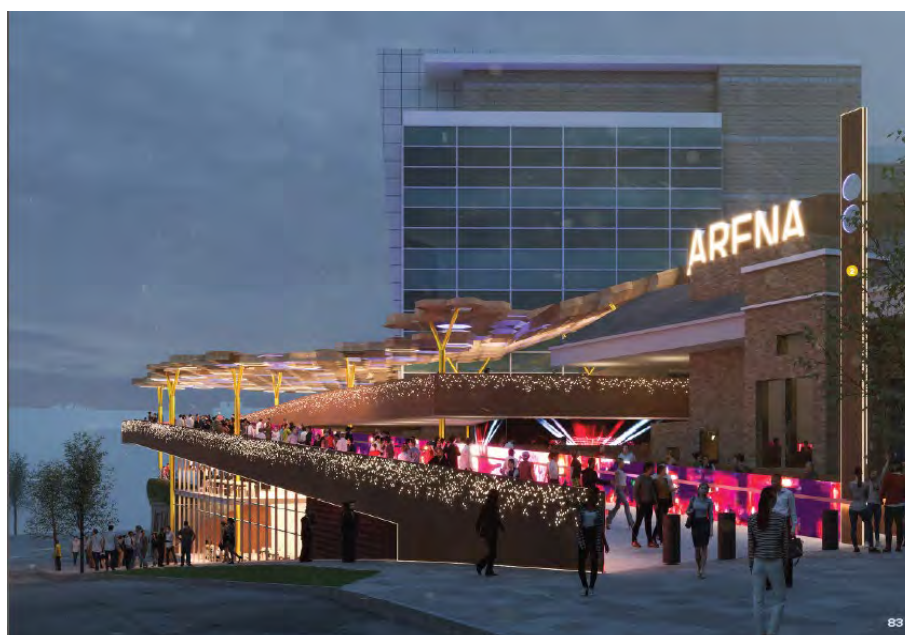


Figure 7: Arrival Experience walking from Hunts Bank (Phase 1b works)

- 5.6 It is envisaged that this vision will be delivered in phases, to avoid a prolonged closure period, with the majority of the internal works greatly enhancing the offer but not requiring planning permission. Phase 1a Proposals
- 5.7 Phase 1a relates only to improvements to the pedestrian access points at Trinity Way.

Trinity Way Access Improvements

- 5.8 The plans provide a new egress route to Trinity Way directly from the event floor, enabling an increase in standing floor capacity. In addition, the intervention on Trinity Way will provide greater flexibility to the existing entrance point, which will enable it to welcome standing guests to enter the arena quickly and safely without the need to navigate the seating area.
- 5.9 This element of the proposal will result in quicker, steadier and more efficient flows of footfall from and to the adjoining transport hubs and surrounding bars and restaurants, thus reducing crowding outside the site's perimeter.

Management and Operations

- 5.10 Increasing the number of ingress and egress points will result in quicker, steadier and more efficient flows of footfall from and to the adjoining transport hubs and surrounding bars and restaurants thus reducing crowding outside the venue's perimeter. The Arena's operation of these new entrances will maintain the same high standards which are equal to or better than current requirements under premise licence and emergency strategy for evacuation. Essentially, the creation of such additional useable space will expedite operations, reduce the impact on our neighbours and provide a more enjoyable experience for the guest.
- 5.11 ASM expects to deliver a similar number of events per year and opening times will remain in line with the Arena's usual timeframes, with the majority of audiences arriving for evening performances between 18:00 and 21:00. Egress usually takes place no later than 23:00, with full crowd dispersal taking less than an hour. There will always be a handful of exceptions to this when certain shows have earlier arrival times especially at weekends and on occasion, there may be more than one performance on the same day.
- 5.12 There will be no changes to existing operation access for artists, equipment / sets, deliveries and servicing and emergency access.
- 5.13 Cleaning processes will be enhanced in order to maintain the new surfaces, additional lighting, wayfinding signage and mechanical equipment such as lifts and escalators. In addition to tending to the public areas in front of the new units that have been highlighted as part of the application to ensure that the area can be enjoyed by all even when an event is not running.
- 5.14 Additional vehicle mitigation furniture along the curb will protect the new entrance on the Trinity Way side of the arena. A newly created large reception and screening area inside the footprint of the arena will allow guests to be brought inside the venue much quicker thus reducing queuing outside the area. Supplementary

cleaning and queue management processes will ensure that this arrival experience is equal to that of the new primary entrance at Hunts Bank.

6. Relevant Planning Policy Framework

- 6.1 This section of the SPS outlines the relevant adopted and emerging planning policy framework and guidance at a local and national level.

The Development Plan

- 6.2 Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that decisions should be made in accordance with the Development Plan, unless material considerations indicate otherwise.
- 6.3 The relevant adopted Development Plan Documents for MCC include:
- The Manchester Core Strategy (2012); and,
 - The saved policies of the MCC Unitary Development Plan ('UDP') (1995).
- 6.4 Other material considerations to be taken into account in the determination of this planning application include the NPPF (2019), Planning Practice Guidance, and Supplementary Planning Documents/Guidance.

Manchester Core Strategy

- 6.5 The Manchester Core Strategy was adopted by the City Council on 11 July 2012. It is the key document in Manchester's Local Development Framework. The Core Strategy sets out the long-term strategic planning policies for Manchester's future development. A number of UDP policies have been saved until replaced by further development plan documents to accompany the Core Strategy.
- 6.6 As defined by the Proposals Map, the site is located within the City Centre and Regional Centre boundaries.
- 6.7 The key policies of the Core Strategy which apply to the site are summarised below.
- 6.8 **Policy SP 1 (Spatial Principles)** states that the Regional Centre will be the focus for economic and commercial development, retail, leisure and cultural activity, alongside high quality city living. It is stated that development in all parts of the City should make a positive contribution to neighbourhoods of choice including:- creating well designed places that enhance or create character; making a positive contribution to the health, safety and wellbeing of residents considering the needs of all members of the community regardless of age, gender, disability, sexuality, religion, culture, ethnicity or income; and, protect and enhance the built and natural environment.
- 6.9 **Policy CC 1 (Primary Economic Development Focus : City Centre and Fringe)** states that the provision of a range of economic development uses, such as retail, leisure, entertainment, cultural and tourism facilities will be encouraged in the City Centre, in line with Policy C1, to support the development of a vibrant employment location attractive to businesses, employees and visitors to the City Centre.
- 6.10 **Policy CC 4 (Visitors - Tourism, Culture and Leisure)** states that the City Centre will be the focus for culture and leisure in the City Region. Proposals to improve the appearance, use and accessibility of all cultural and visitor attractions and associated facilities will be supported. Development in the City Centre which improves

facilities for visitors, including Manchester residents, will be promoted. In order that the existing visitor attractions can reach their potential it is also important that the City Centre has the infrastructure to accommodate the necessary volume of visitors.

- 6.11 **Policy CC 7 (Mixed Use Development)** emphasises that the City Centre presents the most viable opportunities for mixed-use development, and in general these will be promoted as a means of using land as efficiently as possible. Active ground floor uses (shops, food and drink and leisure) will be appropriate in locations which have an established public function, or as part of a development which will create such an environment.
- 6.12 **Policy CC 8 (Change and Renewal)** states that new development should fully exploit opportunities to contribute to the improvement of the City Centre in terms of character and function, taking account of other policies in the Core Strategy.
- 6.13 **Policy CC 9 (Design and Heritage)** states that the design of new buildings will need to be of the highest standard in terms of appearance and function. Development in Manchester City Centre should preserve or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments.
- 6.14 **Policy CC 10 (A Place for Everyone)** states that the City Centre will develop as a location which appeals to a wide range of residents and visitors. Development which promotes this objective will be supported, particularly through: Uses which increase the diversity of activity in the City Centre, with an emphasis on family-oriented activity; and, High standards of accessibility to buildings and across spaces in the City Centre.
- 6.15 **Policy C 1 (Centre Hierarchy)** states that the City Centre is the regional focus for commerce, culture, leisure and tourism.
- 6.16 **Policy EN 1 (Design Principles and Strategic Character Areas)** emphasises that all development in Manchester will be expected to follow the seven principles of urban design, as identified in national planning guidance and listed in the Core Strategy and have regard to the strategic character area in which the development is located. Opportunities for good design to enhance the overall image of the City should be fully realised, particularly on major radial and orbital road and rail routes. In terms of the City Centre Character Area, it is stated that: developers will be expected to consider the City's heritage and continue the rich pattern of activity in the core area; while there will be opportunities to create landmark buildings, developments should also contribute positively to the experience of all at street level; and, wherever possible the opportunity should be realised to enhance existing and provide new areas of meaningful open space, and the maintenance and improvement of the City's permeability should be considered in all proposals.
- 6.17 **Policy EN 3 (Heritage)** states that, throughout the City, the Council will encourage development that complements and takes advantage of the distinct historic and heritage features of its districts and neighbourhoods, including those of the City Centre. New developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment, the character, setting and accessibility of areas and buildings of acknowledged importance, including scheduled ancient monuments, listed buildings, registered parks and gardens, conservation areas and archaeological remains.

- 6.18 **Policy EN 4 (Reducing CO2 Emissions by Enabling Low and Zero Carbon Development)** states that all development must follow the principle of the Energy Hierarchy, being designed: to reduce the need for energy through design features that provide passive heating, natural lighting and cooling; to reduce the need for energy through energy efficient features such as improved insulation and glazing; and, to meet residual energy requirements through the use of low or zero carbon energy generating technologies.
- 6.19 **Policy EN 8 (Adaptation to Climate Change)** states that all new development will be expected to be adaptable to climate change in terms of the design, layout, siting and function of both buildings and associated external spaces.
- 6.20 **Policy DM 1 (Development Management)** emphasises that all development should have regard to the specific issues set out in the policy for which more detailed guidance may be given within a supplementary planning document, including: appropriate siting, layout, scale, form, massing, materials and detail; impact on the surrounding areas in terms of the design, scale and appearance of the proposed development. Development should have regard to the character of the surrounding area; effects on amenity, including privacy, light, noise, vibration, air quality, odours, litter, vermin, birds, road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise; and, accessibility: buildings and neighbourhoods fully accessible to disabled people, access to new development by sustainable transport modes.

Unitary Development Plan ('UDP')

- 6.21 The Manchester UDP was adopted by the Council in July 1995. The Manchester Core Strategy replaces significant elements of the UDP. The following saved UDP policies are of relevance to this planning application:
- 6.22 **Saved UDP Policy DC18.1 (Conservation Areas)** states that development proposals adjacent to Conservation Areas will be granted only where it can be shown that they will not harm the appearance or character of the area. This will include the protection of views into and out of Conservation Areas.
- 6.23 **Saved UDP Policy DC19.1 (Listed Buildings)** states that in giving effect to this policy, the Council will seek to preserve and enhance the settings of listed buildings by appropriate control over the design of new development in their vicinity, control over the use of adjacent land, and where appropriate, by the preservation of trees and landscape features.
- 6.24 **Saved UDP Policy RC20 Area 1 (Victoria Station/Cathedral Area)** states that this is an important area of considerable character. It occupies a prominent position which is both an accessible gateway location and close to the Arndale Centre and the shopping and office activities in the Market Place area. The area thus combines a number of locational and physical attributes which provide opportunities, warrant high priority environmental improvement and where development is appropriate, high standards of design.

Other Material Considerations

- 6.25 There are a series of other planning policy guidance documents at the national level that are relevant to the determination of this application comprising:

- National Planning Policy Framework ('NPPF') (February 2019);
- Green and Blue Infrastructure Strategy (July 2015);
- Planning Practice Guidance (March 2014); and,
- Guide to Development in Manchester Supplementary Planning Document and Planning Guidance (April 2007).

6.26 A summary of the documents is provided below.

National Planning Policy Framework (NPPF) (2019)

6.27 The revised NPPF was published in July 2018, with a subsequent iteration published in February 2019. The NPPF sets out the Government's planning policies and guidance and how this is to be applied. The NPPF is a material consideration in the determination of planning applications.

6.28 **Paragraph 8** highlights that achieving sustainable development means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways, so that opportunities can be taken to secure net gains across each of the different objectives:

- **an economic objective** – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;
- **a social objective** – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and,
- **an environmental objective** – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

6.29 **Paragraph 11** states that plans and decisions should apply a presumption in favour of sustainable development. For decision-taking this means:

- Approving development proposals that accord with an up-to-date development plan without delay; or
- Where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:
 - The application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed, or
 - Any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.

6.30 **Paragraph 38** states that LPAs should approach decisions on proposed development in a positive and creative way. They should use the full range of planning tools available and work proactively with applicants

to secure developments that will improve the economic, social and environmental conditions of the area. Decision-makers at every level should seek to approve applications for sustainable development where possible.

- 6.31 **Paragraph 47** emphasises that planning law requires that applications for planning permission be determined in accordance with the development plan, unless material considerations indicate otherwise. Decisions on applications should be made as quickly as possible and within statutory timescales unless a longer period has been agreed by the applicant in writing.
- 6.32 **Paragraph 80** states that planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future.
- 6.33 **Paragraph 124** stresses the importance of creating high quality buildings and places. Good design is highlighted to be a key aspect of sustainable development, creates better places to live and work, and helps make development acceptable to communities.
- 6.34 **Paragraph 127** states that planning policies and decisions should ensure that developments:
- Will function well and add to the overall quality of the area for the lifetime of the development;
 - Are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;
 - Are sympathetic to the local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);
 - Establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;
 - Optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and
 - Create places that are safe, inclusive and accessible, and which promote health and well-being, with a high standard of amenity for existing and future users and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.
- 6.35 **Paragraph 189** states that in determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.

Green and Blue Infrastructure

- 6.36 The Manchester Green and Blue Infrastructure Strategy and Action Plan aims to build on investment to date and create a high quality, well maintained green and blue spaces which are integral part of

neighbourhoods. The objectives of the Strategy include using appropriate infrastructure to create successful neighbourhoods and support the city's growth.

Planning Practice Guidance ('PPG') (2014)

- 6.37 Planning Practice Guidance ('PPG') was introduced in March 2014. The PPG replaced a considerable amount of former guidance comprising Planning Policy Guidance Notes and Planning Policy Statements.
- 6.38 The PPG (Paragraph: 001 Reference ID: 26-001-20191001) emphasises that well-designed places can be achieved by taking a proactive and collaborative approach at all stages of the planning process. It is stated that where the design of a development accords with clear expectations in plan policies, design should not be used by the decision-maker as a valid reason to object to development.

Guide to Development in Manchester (2007)

- 6.39 The Guide to Development in Manchester Supplementary Planning Document and Planning Guidance was adopted in April 2007. This Guide provides further detail on the existing UDP Policies. It is effectively a hybrid document acting as both a Supplementary Planning Document and planning guidance. Part One, Section 2 of the Guide sets out in greater detail what MCC means when it refers to a high standard of design.

Summary

- 6.40 This section has identified a series of Development Plan Documents and other material considerations to be taken into account in the determination of the application.

7. Key Planning Considerations

- 7.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires all applications to be determined in accordance with the Development Plan unless material considerations indicate otherwise.
- 7.2 This section assesses the proposals against the relevant policies of the adopted Development Plan for MCC and the NPPF (2019). Consideration is given to the principle of development and the scheme's contribution to regeneration and design matters.

Principle of Development and its Contribution to Regeneration

- 7.3 Regeneration is an important planning consideration. Over the past fifteen years the Council has successfully regenerated areas such as Piccadilly, Spinningfields, the commercial core around Manchester Central, the Northern Quarter, the Civic Quarter and Castlefield. This is an ongoing process and much remains to be done if the City Centre is to remain competitive. Manchester City Centre is the primary economic driver in the City Region and is crucial to its longer-term economic success. It is essential therefore that the City Centre continues to grow and existing assets are upgraded in order to deliver regeneration.
- 7.4 Manchester Arena is located on an important strategic gateway within the centre of the City Centre siting in the middle of the three important strategic regeneration areas of Great Ducie Street, the former Boddingtons Brewery, and the Northern Gateway, and immediately adjacent to one of the primary transport interchanges. The city centre has and continues to be a focus for major public and private investment in developing public transport.
- 7.5 The City Centre Strategic Plan 2015 – 2018 recognises that the city centre's night-time economy is extremely important to Manchester. Having a vibrant leisure and cultural offer is a key factor in peoples' choice about where they live, work and visit. It also contributes highly to Manchester's economic growth.
- 7.6 The Greater Manchester Destination Management Plan: The Visitor Economy Action Plan 2014 – 2017 identifies, as a key action, the need to support opportunities to ensure that Manchester's visitor experience exceeds expectations and delivers quality at all levels, and champion Manchester's cultural strength, such as venues like Manchester Arena, in order to meet the Plans strategic aim of further developing Manchester as a leading events destination; and improving the quality and appeal of the product offer.
- 7.7 Tourism is a critical part of the economy for the Greater Manchester city region. Recent estimates indicate that tourism in Greater Manchester generates in the order of £6.6 billion a year for the local economy and supports nearly 84,000 full time jobs. The growth of tourism has been underpinned by new developments in the conurbation including sporting facilities (e.g. Sportcity and the redeveloped Emirates Old Trafford), cultural attractions (e.g. Manchester Arena, HOME, the National Football Museum, the People's History Museum and the Imperial War Museum), a thriving media sector (e.g. MEDIACITYUK) and improvements in the City Centre's retail offer (Manchester Arndale is now the UK's largest inner city shopping mall), which have all strengthened Manchester's reputation. The growth of tourism in the city is reflected in that Manchester Airport is now considered the 20th busiest airport in Europe.

- 7.8 Clearly, the continued high-quality operation of Manchester Arena will be critical to ensuring the continued growth of the cultural and tourism sector throughout the city over. There is a clear need to improve the existing experience and facilities to help it compete for events on a global stage in the future.
- 7.9 The site comprises parts of an established and internationally recognised indoor arena, which is responsible for attracting over one million visitors each year. The site is located in a prominent position in the Regional Centre and City Centre, within which local planning policy places emphasis on commercial and economic development and, in particular, retail, entertainment, cultural and tourism activity (CS Policies SP 1; CC 1; CC2; CC 4; and, C 1).
- 7.10 Improvements to the appearance, use and accessibility of all cultural and visitor attractions and associated facilities in the City Centre is supported by local planning policy (CS Policy CC4), with new development expected to fully exploit opportunities to contribute to the City Centre in terms of character and function (CS Policy CC 8), and to appeal to a wide range of residents and visitors, including having high standards of accessibility (CS Policy CC 10).
- 7.11 Overall, the proposed Phase 1a development (and the future phases of works) will considerably improve the appearance, use and accessibility of a critical City Centre asset, indeed the second best arena in the world, by improving the current ingress and egress routes that will significantly increase the customer experience, safety, and help to facilitate elements of the wider internal transformation of the Arena including an increased standing floor capacity and new concourses.
- 7.12 Therefore, the proposed development will accord with CS Policies SP 1, CC1, CC 4, CC 7, CC 8, CC 10, C 1; CC 7 and Saved UDP Policy RC 20 Area 1, in addition to paragraphs 122, 124 and 127 of the NPPF.

Design

- 7.13 The NPPF emphasises that good design is a key aspect of sustainable development, creates better places in which to live and work, and helps make development acceptable to communities (Paragraph 124). With regard to design, local planning policy emphasises that the design of new buildings within Manchester City Centre should be of the highest standard in terms of appearance and function, and opportunities for good design to enhance the overall image of the City should be fully realised (CS Policies CC 9 and EN 1).
- 7.14 The site occupies a prominent position within the City Centre and is identified as being within an accessible gateway location, which warrants high standards of design (Saved UDP Policy RC20 Area 1). However, at present, the site appears dated and falls short of realising its potential to be an impressive gateway to the City Centre. The proposed development will enhance the Trinity Way access by employing a high standard of design, which will not only improve the overall appearance of the site but will also ensure that the site is able to function well and add to the quality of the overall area over the lifetime of the development, in accordance with NPPF paragraph 127.
- 7.15 In summary, the proposed development will enhance the visual attractiveness of the existing site whilst also considerably bettering the visitor experience by improving accessibility, permeability and safety, in accordance with CS Policies CS Policies SP 1, CC 4, CC 8, CC 9, CC 10, EN 1 DM 1, Saved UDP Policy RC20 Area 1, and paragraphs 124 and 127 of the NPPF.

Sustainability

- 7.16 As set out in the Design and Access Statement, the design team is committed to the sustainable reimagining of Manchester Arena that aligns with Manchester City Council's sustainable development policies, to become an international exemplar of sustainable arena design. Sustainability is becoming increasingly important to event producers, artists and performers and is now a consideration when playing a venue such as Manchester Arena.
- 7.17 The RIBA Sustainable Outcomes will be used to explain the sustainable vision of the emerging concept design and how it addresses the UN Sustainable Development Goals. The Manchester Arena has two unique advantages to supporting a sustainable future for Manchester:
- It is an existing building, and the first principle of sustainable development is the re-use and refurbishment of existing buildings and infrastructure; and
 - The Arena's central proximity to a main city transport interchange.
- 7.18 Both of these advantages make the refurbishment of Manchester Arena a logical choice in terms of sustainability.

Green and Blue Infrastructure

- 7.19 The Manchester Green and Blue Infrastructure Strategy and Action Plan aims to build on investment to date and create a high quality, well maintained green and blue spaces which are integral part of neighbourhoods. The objectives of the Strategy include using appropriate infrastructure to create successful neighbourhoods and support the city's growth.
- 7.20 The strategy sets out that urban green spaces, including private gardens, pocket parks, street trees, verges, green roofs and green walls are all considered to be green infrastructure. These types of infrastructure plan an important role as part of Manchester's overall resource.
- 7.21 The Strategy identifies a number of actions, including embedding green infrastructure as part of city centre developments. The Strategy recommends that Developers should consider how green and open space can work best to achieve this and form an integrated part of the overall scheme.
- 7.22 The Design and Access Statement sets out how the proposed development as part of a wider vision for the Arena has been designed to maximise the usability of external space for visitors, however it is noted that landscaping proposals will form part of a future phase of the wider transformation works. In that context, due to the nature of the proposed Phase 1a development it is considered that the design does not have an opportunity to create outdoor space, although this will form part of future applications for the Arena.

8. Sustainable Development and Scheme Benefits

- 8.1 The overarching policy objective of the NPPF is a presumption in favour of sustainable development. Paragraph 8 of the NPPF indicates that there are three dimensions to sustainable development: economic, social and environmental. An assessment of the proposals against the three dimensions of sustainable development, as defined in the NPPF, are provided below.

Economic

- 8.2 The proposed development will contribute towards building a strong, responsive and competitive economy. In particular, the proposed development will:

- Form an integral part of the wider internal and external transformation of Manchester Arena – a critical component of the success of Manchester's tourism economy and the Regional and City Centres, which currently generates £120m of gross annual visitor spend, and a £55.9m annual contribution to GVA, with the potential for this to grow following the implementation of the wider vision. Over 90% of Manchester Arena visitor spend occurs in the city centre.
- Generate jobs during the construction and operational phases of development;
- Result in significant investment in the area, whilst also creating the conditions for further investment;
- Allow the site to adapt to safeguard its position as an internationally recognised indoor arena in the long-term;
- Ensure that the site continues to attract considerable numbers of visitors; and
- Enable the site to operate successfully over the next 25 years and beyond.

Social

- 8.3 The proposed development will support the creation of a strong, vibrant and healthy community. In particular, the proposed development will:

- Enhance visitor experience by improving the pedestrian access point at Trinity Way; and
- Achieve a high standard of accessibility.

Environmental

- 8.4 The proposed development will contribute to protecting and enhancing the existing built and historic environment; including making effective use of land and mitigating and adapting to climate change. In particular, the proposed development will:

- Not result in any adverse impacts on amenity, including privacy, light, noise, vibration, air quality, odours, litter, vermin, birds, road safety and traffic generation;
- Secure high-quality design that will have a positive impact on the surrounding area; and
- Positively contribute to the character of the urban area and not cause harm to any heritage assets.

Summary

- 8.5 It is concluded that the benefits of the scheme proposals outweigh any limited harm arising, and therefore the development as a whole accords with the NPPF, the Development Plan and associated supported planning guidance and therefore should be approved without delay.

9. Summary and Conclusions

9.1 This SPS has been prepared by Avison Young on behalf of ASM Global in support of a full planning application at Manchester Arena, Hunts Bank, Manchester, M3 1AR ('the site').

9.2 The description of development is as follows:

'Full planning application for improvements to the pedestrian access points at Trinity Way and associated landscaping'

9.3 Manchester Arena is currently one of the most successful arenas in Europe, and one of the world's most acclaimed venues with some rankings as high as the second arena globally. Manchester Arena celebrates its 25th anniversary this year and, in a bid to maintain its standing and future-proof for the next 25 years, ASM Global has plans for an ambitious transformation programme.

9.4 The wider scheme includes comprehensive external and internal changes to improve accessibility, permeability, safety, and visitor experience at the Arena. The first phase of the external works, for which full planning permission is sought, centres on improving the current access point at Trinity Way.

9.5 ASM Global have committed to a high-quality design and ensured a comprehensive consultation exercise has been carried out with the public, Manchester City Council and all key stakeholders. As demonstrated in this Statement, the proposals will result in significant environmental, economic and social benefits directly to the Arena and its visitors, to the City Centre and Manchester as a whole.

9.6 Overall, this Planning Statement, the supporting reports and drawings demonstrate that the proposal accords with the principles of sustainable development, make efficient use of previously developed land and will deliver significant benefits to the local area. On this basis, in accordance with the adopted development plans and presumption in favour of sustainable development, as identified within the NPPF, it is respectfully requested that planning permission should be granted for the proposed development

Appendix I

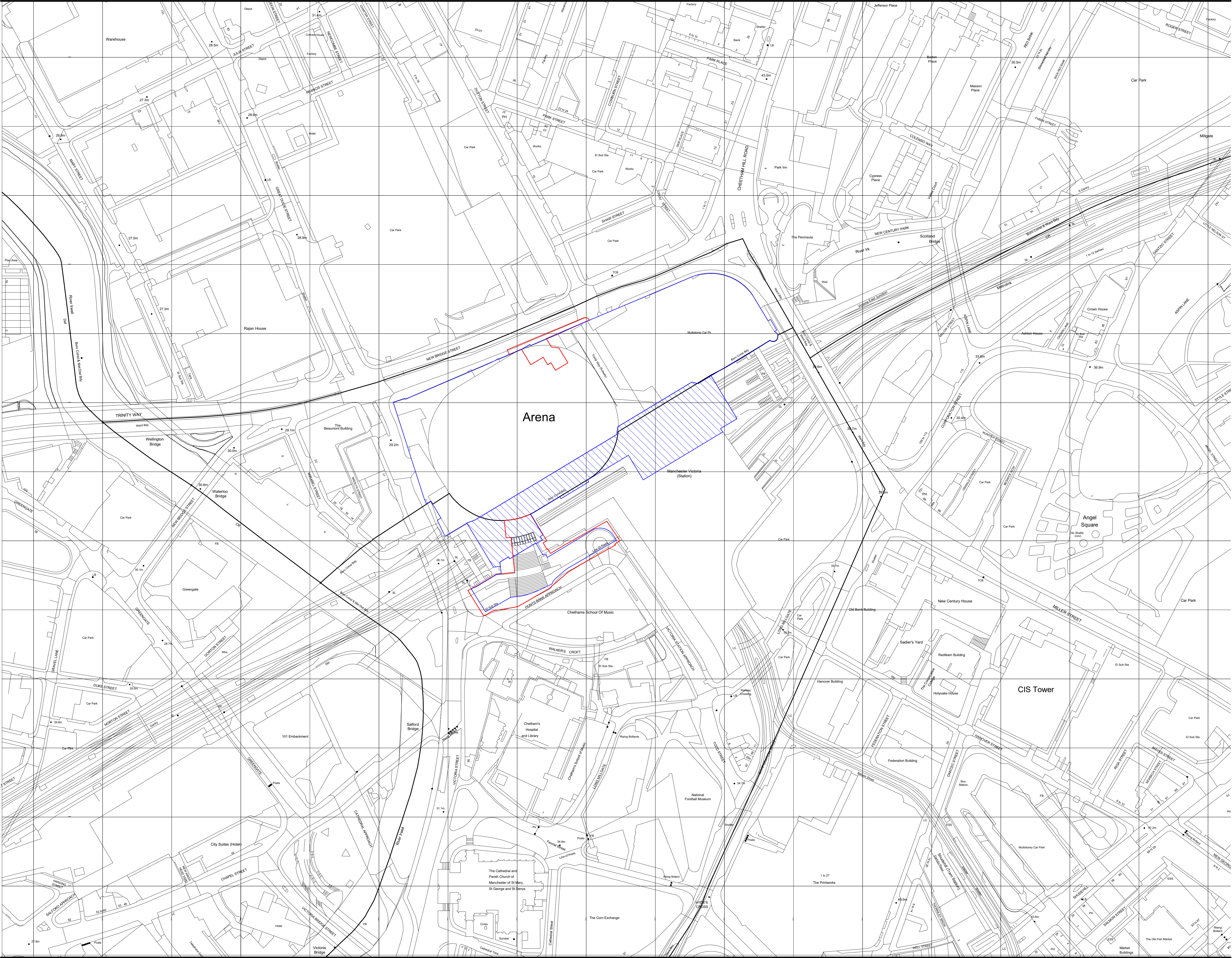
Submission Schedule

Submission Schedule

Plan	Reference/ Date	Author
Site Location Plan	HBE-HOK-ZZ-ZZ-M3-A-0001 Rev P02	HOK Architects
Existing Site Plan – Trinity Way	HBE-HOK-ZZ-ZZ-M3-A-0101 Rev P02	HOK Architects
Proposed Plan – Trinity Way	HBE-HOK-ZZ-ZZ-M3-A-0201 Rev P02	HOK Architects
Existing Elevations 01	HBE-HOK-ZZ-ZZ-M3-A-3101 Rev P02	HOK Architects
Proposed Elevations 01	HBE-HOK-ZZ-ZZ-M3-A-3201 Rev P02	HOK Architects
Proposed Sections 02	HBE-HOK-ZZ-ZZ-M3-A-3702 Rev P02	HOK Architects
Documents		
Supporting Planning Statement	February 2021	Avison Young
Design and Access Statement	24 February 2021	HOK Architects
Design Note – DDA Access	Rev A	HOK Architects
Design Note – Bin Stores	Rev B	HOK Architects
Management and Operations Statement	February 2021 V3	ASM Global
Draft Construction Management Plan	September 2020	ASM Global
Local Labour Agreement	September 2020	ASM Global
Crime Impact Statement	February 2021	Design for Security
Event Day Temporary Road Closure Method Statement	V5	ASM Global
Traffic Management Plan	2021	ASM Global

Appendix II

Site Location Plan



Project
Hunts Bank & Trinity Way
Victoria Station Approach, Hunts Bank,
Manchester M3 1AR
Prepared For
ASM Global



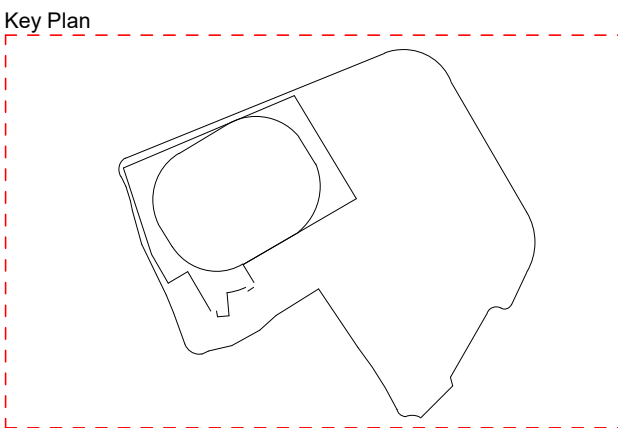
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ARUP
Structural & MEP Engineers
8-13 Fitzroy St, Bloomsbury, London W1T 4BQ

DRAWING KEY

- SITE BOUNDARY
- LAND IN THE SAME OWNERSHIP/CONTROL
- NATIONAL RAIL UNDERNEATH



Site verify all dimensions prior to construction
Report all discrepancies to HOK immediately
This drawing is to be read in conjunction with all relevant
documents and drawings

Rev.	Description	Date
P01	Initial Issue	2020.08.28
P02	Issued For Planning	2020.09.28
P03	Issued for Planning	2021.02.25

Drawn by: æ Reviewed by: JC
Approved by: JR Scale @ A1: As indicated

Project No: 00.00000.00

Sheet Title

LOCATION PLAN

Original drawing is A1. Do not scale contents of this drawing.
Sheet Number Revision:

A-0001 P03

Appendix III

Consultation Leaflet



YOU ARE INVITED

ASM Global would like to invite you to an online public consultation event where you can have your say on the draft proposals for Phase 1 of a wider scheme to enhance Manchester Arena's aesthetic and capabilities.

We very much regret that due to the circumstances surrounding COVID-19, we cannot hold a face-to-face consultation event. However, we are committed to providing this consultation opportunity, even if we can't meet in person. We have therefore set up the website below, which is dedicated to presenting the proposals for the site and collecting your views:

planningconsultation.avisonyoung.co.uk

**THE CONSULTATION
WILL RUN FROM
27 JULY - 10 AUGUST 2020**

Be a part of this exciting proposal and visit our website to share your views either online by completing the feedback form or sending feedback to:

planningconsultations.uk@avisonyoung.com

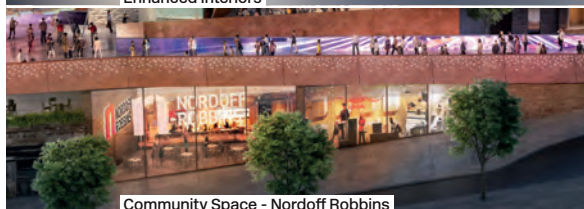
Your comments will help us to develop our final scheme before the planning application is submitted. The intention is that a planning application for the first phase will be submitted in summer 2020 following engagement with key stakeholders, including yourself as a neighbour of the site.

If you have any questions, please contact Georgina Blackburn (Planning Consultant) on 07741 306 992 or via the above email address.

**MANCHESTER'S
ARENA
SINCE 1995**



Enhanced Interiors



Community Space - Nordoff Robbins



New Concourses

THE VISION

Manchester Arena is currently one of the most successful arenas in Europe, and one of the world's most acclaimed venues with some rankings as high as the #2 arena globally. The Arena celebrates its 25th anniversary this year and in a bid to maintain its standing and future-proof for the next 25 years, ASM has plans for an ambitious transformation programme and have been working with appointed architects HOK.

The wider scheme includes comprehensive external and internal changes to improve accessibility, permeability, safety, and visitor experience, including the following key elements:

- New concourses
- New arrival experience and external appearance
- Increased standing floor capacity
- Sustainability and community initiatives
- Enhancing the customer and VIP experience

PHASE 1

It is envisaged that this vision will be delivered in phases, to avoid a prolonged closure period. The first phase of the external works centred on creating a new arrival experience to the Arena from Hunts Bank and improving the current ingress & egress route at Trinity Way.

The phase 1 proposals predominantly relate to the existing Hunts Bank entrance steps, which have a number of operational and aesthetic challenges, and the plans propose the introduction of a ramp up that will allow a better and more visible entrance from Victoria Station, greater control of routes into the

Arena, be more inclusive, offer an enhanced security checkpoint, and provide shelter for people queuing.

The proposals will also allow for the provision of a community / retail space beneath the ramp where discussions are progressing to provide a music therapy centre for the leading music industry charity Nordoff Robbins.

These proposals, alongside changes to the Trinity Way entrance / exit, will help facilitate a number of the significant internal changes that will allow the customer experience and standing capacity to be greatly enhanced.

Appendix IV

GiveMyView Poll Journey



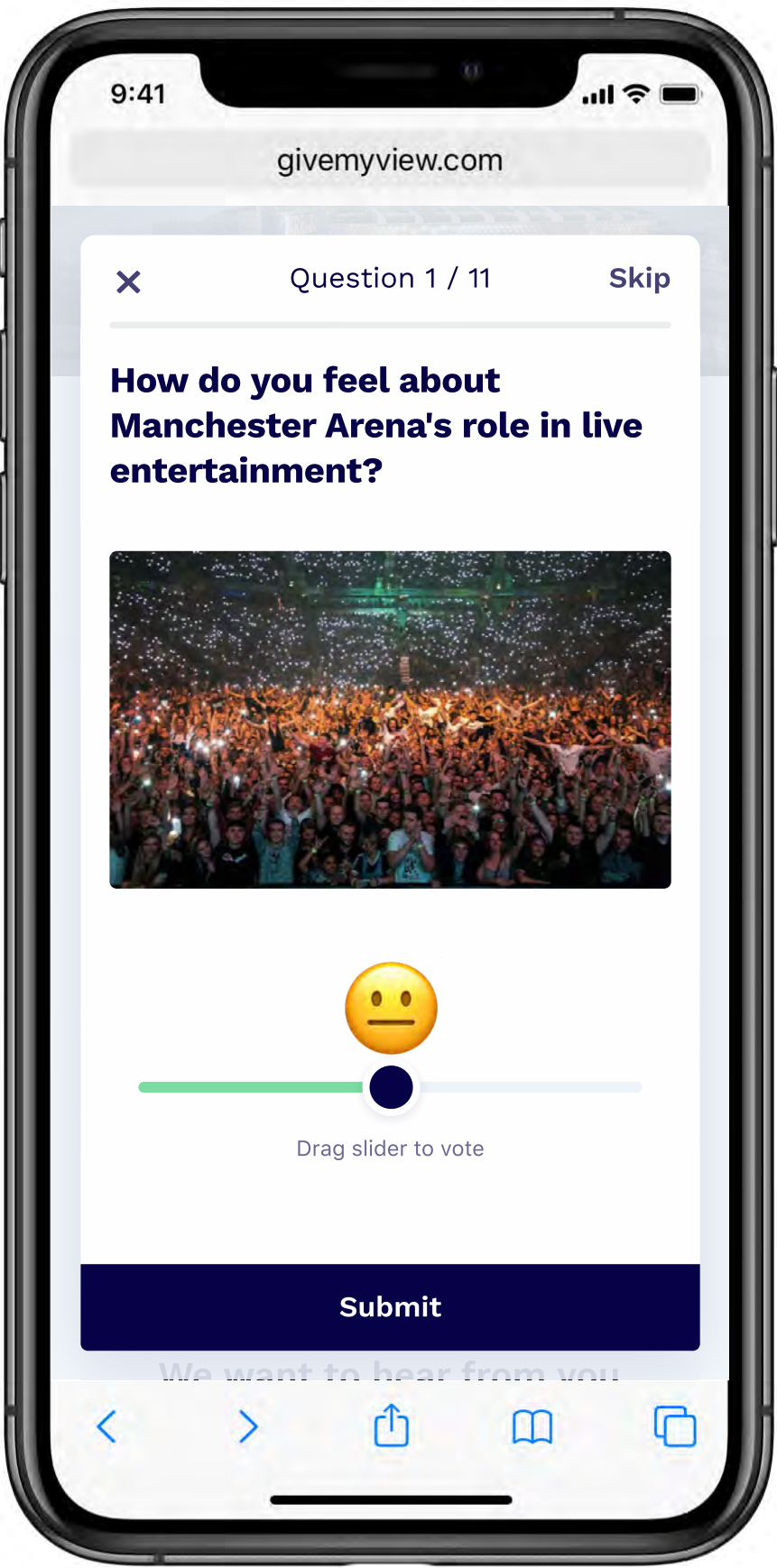
MANCHESTER ARENA
27-07-2020

POLL JOURNEY

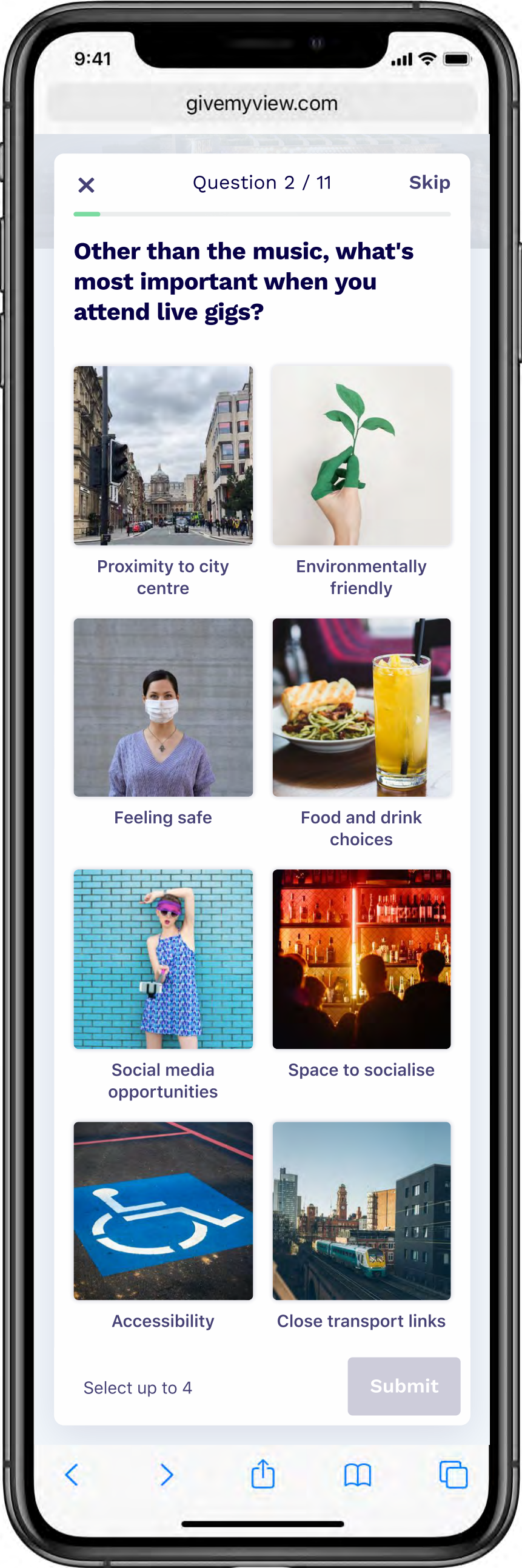


Give My View

REDEVELOPMENT
Screen 1



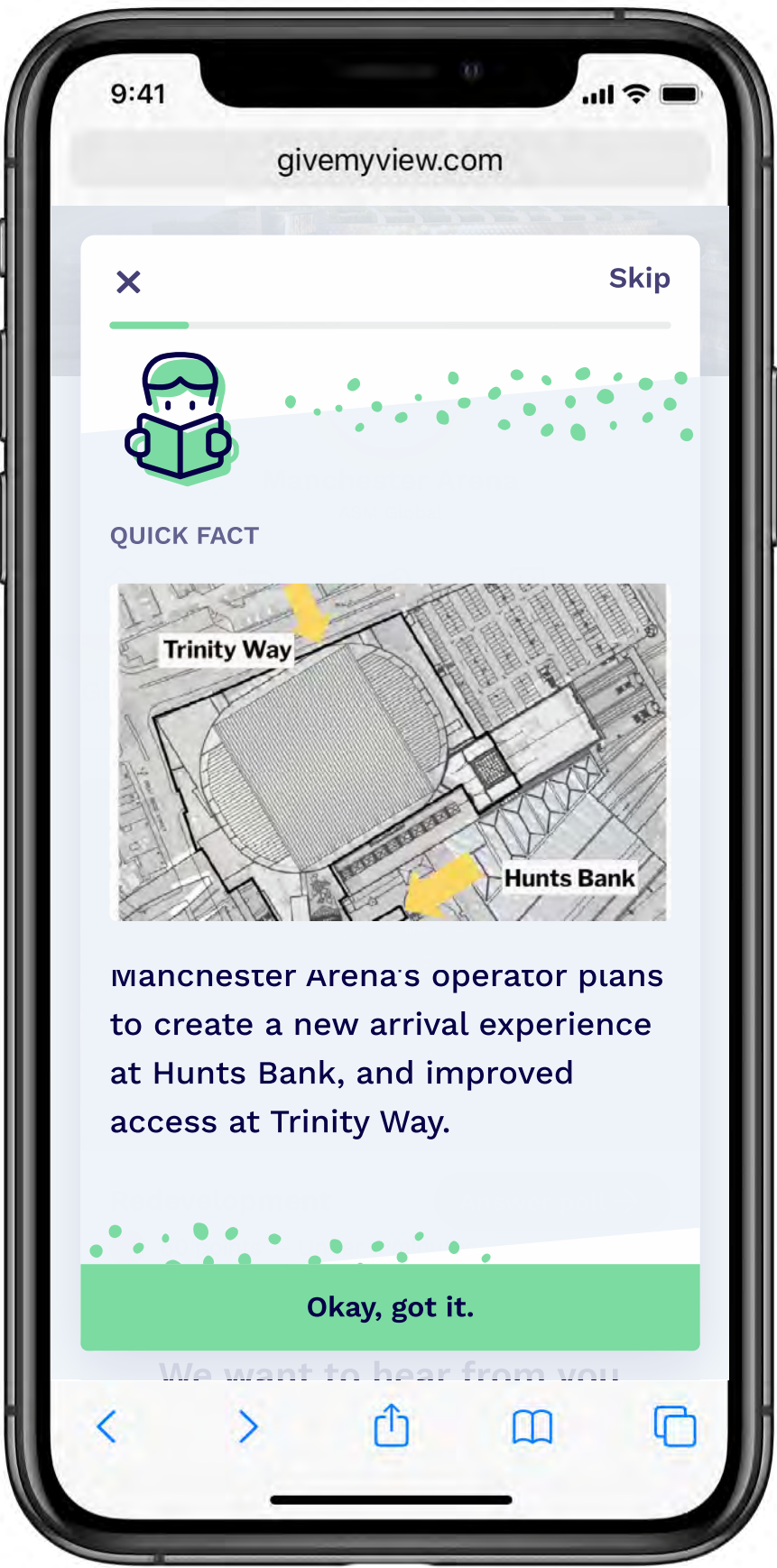
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Screen 2



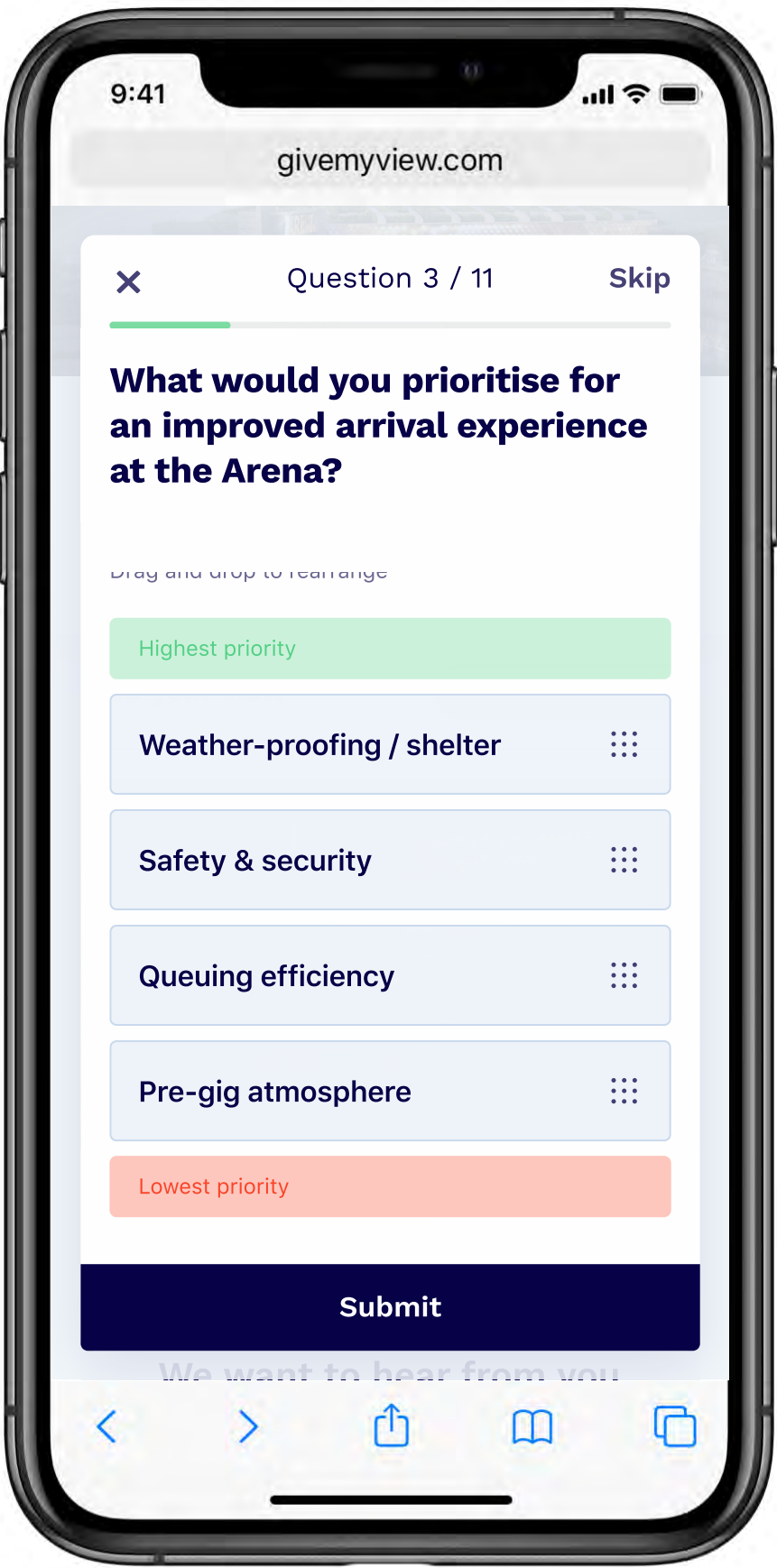
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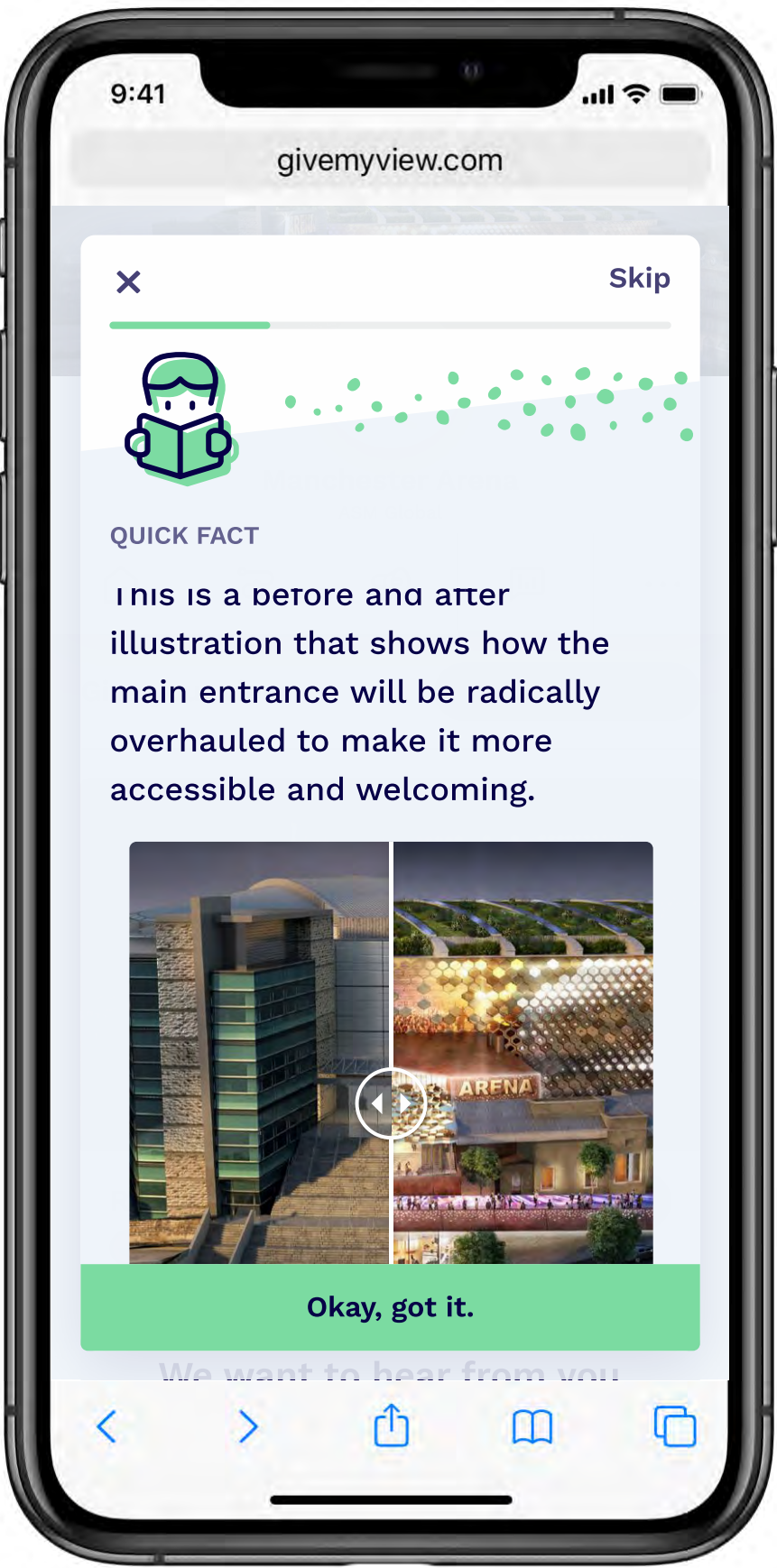
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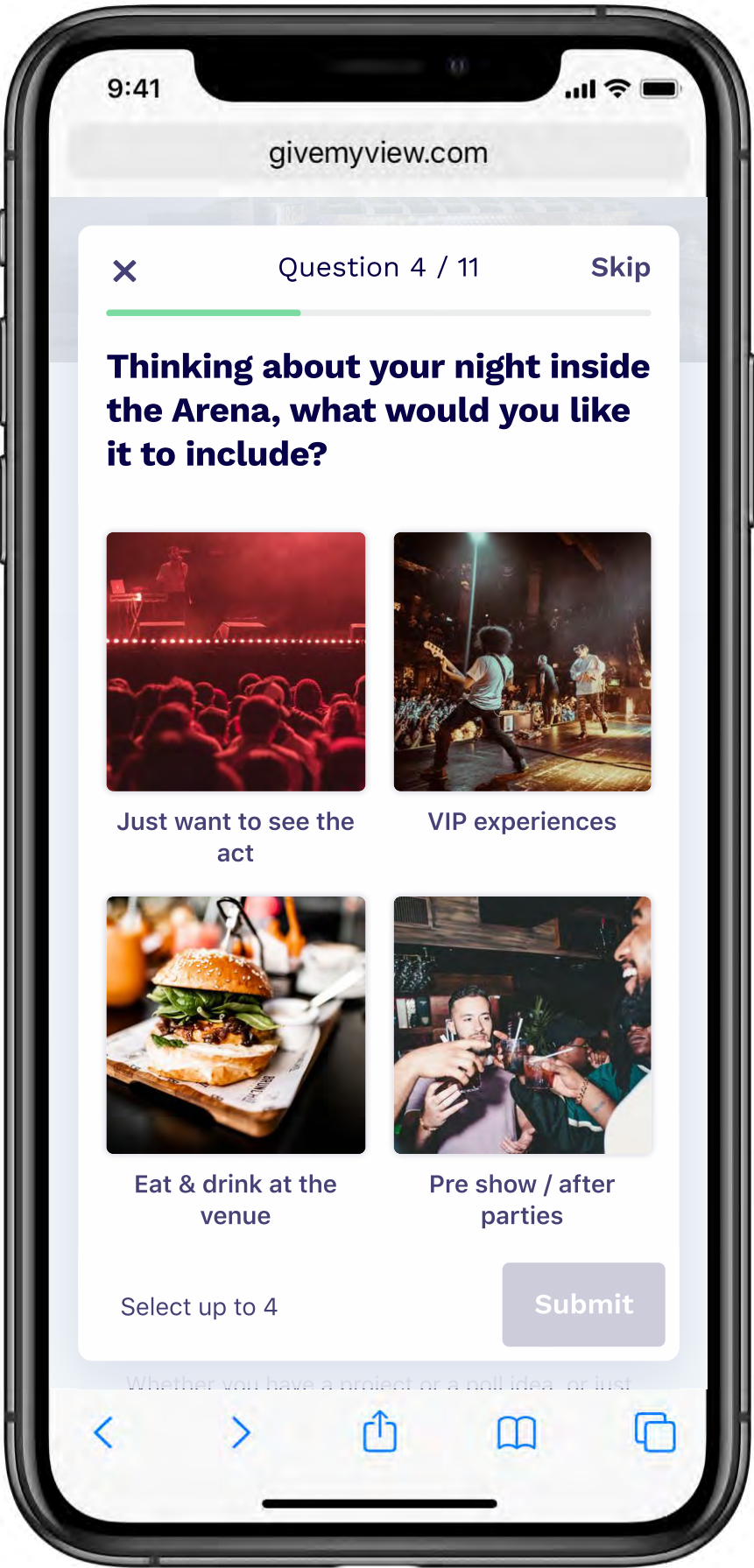
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Screen 4



REDEVELOPMENT
Screen 5



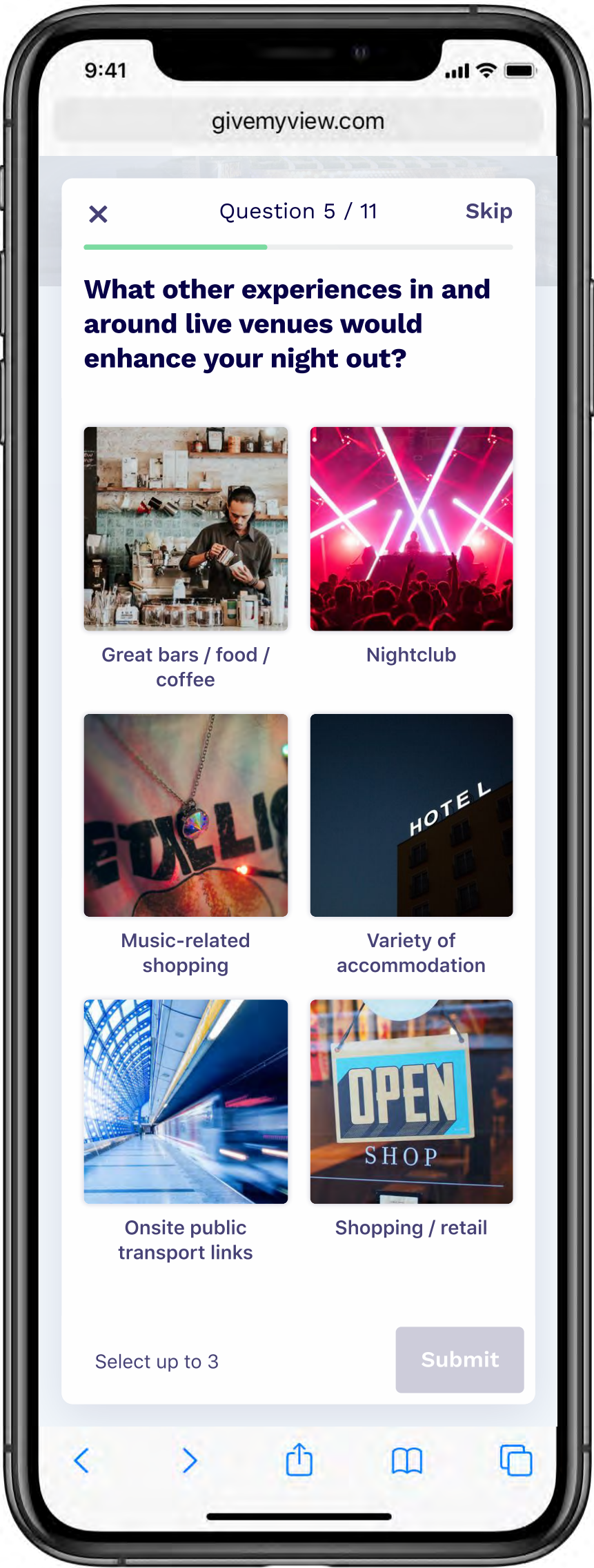
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Screen 6



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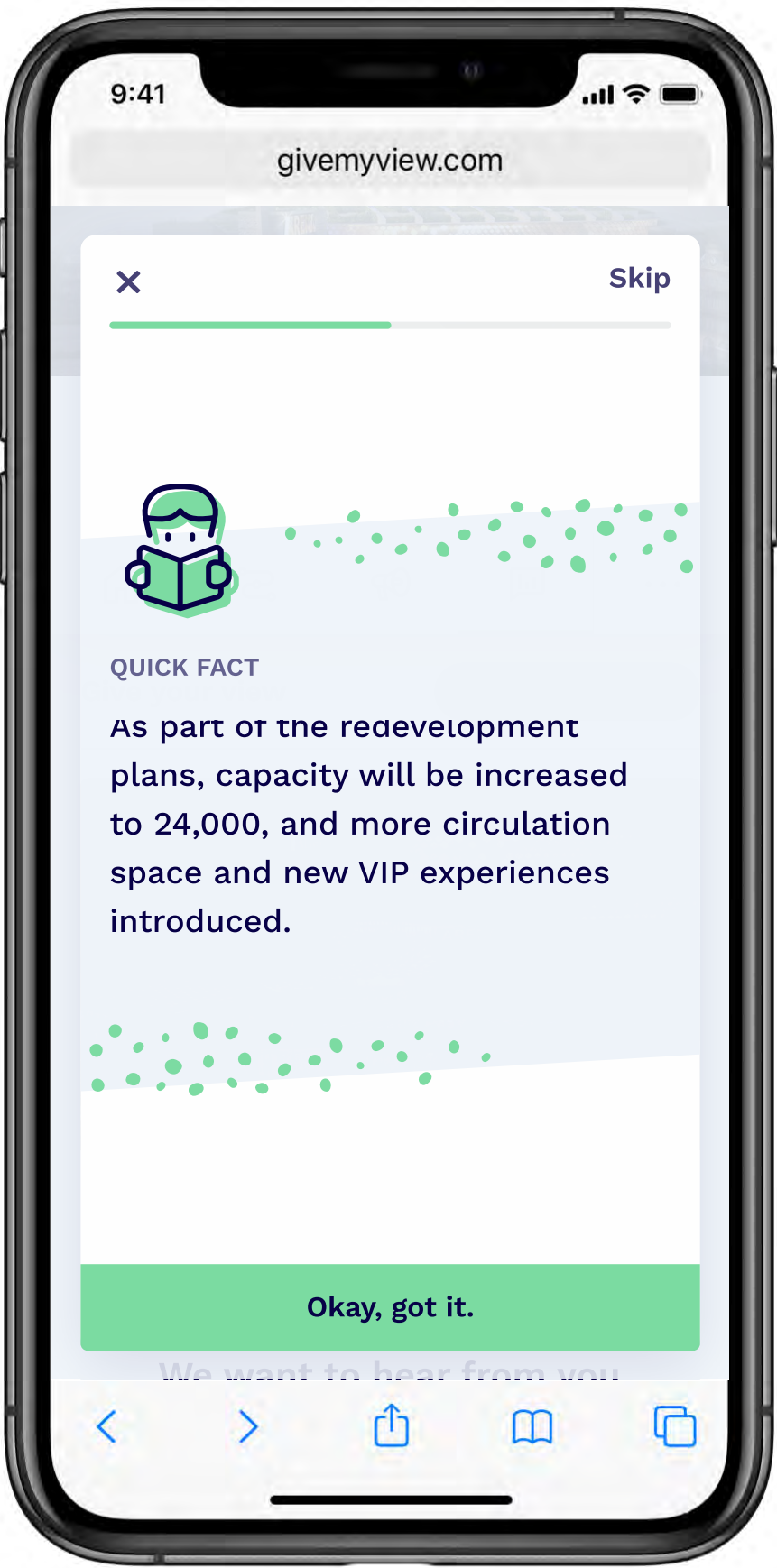
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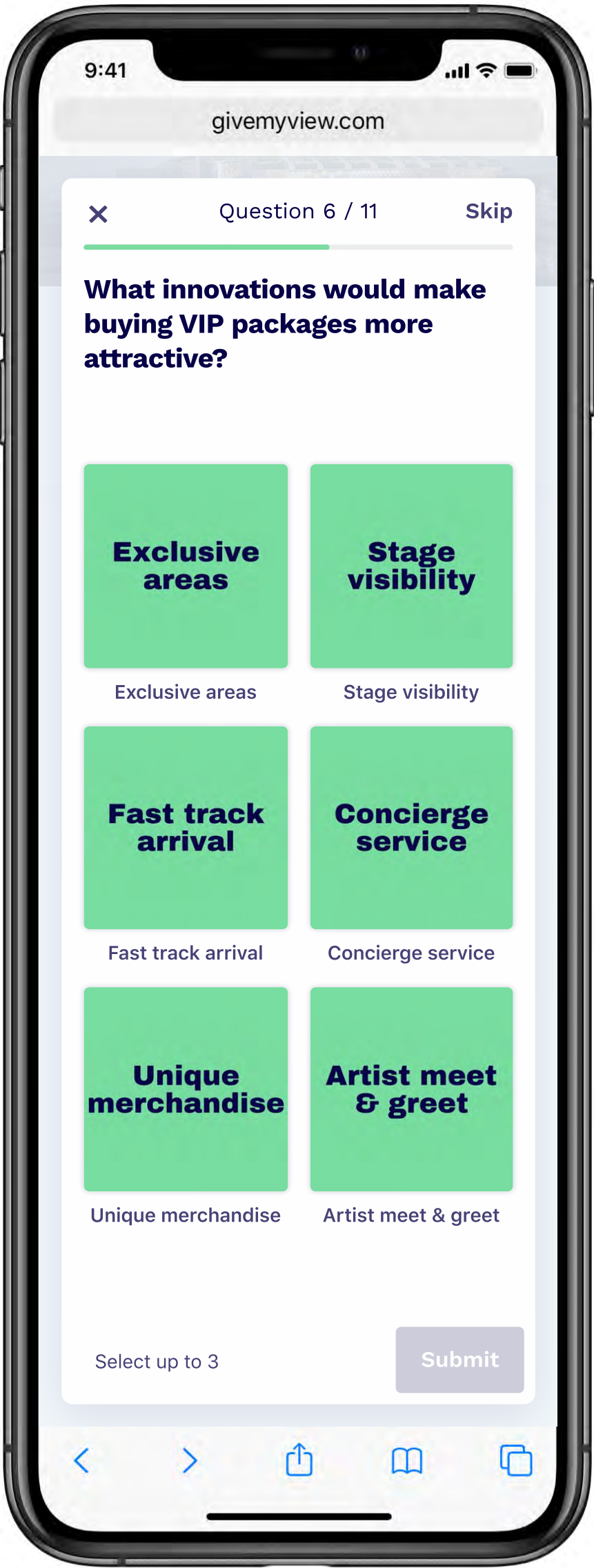
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REDEVELOPMENT
Screen 8



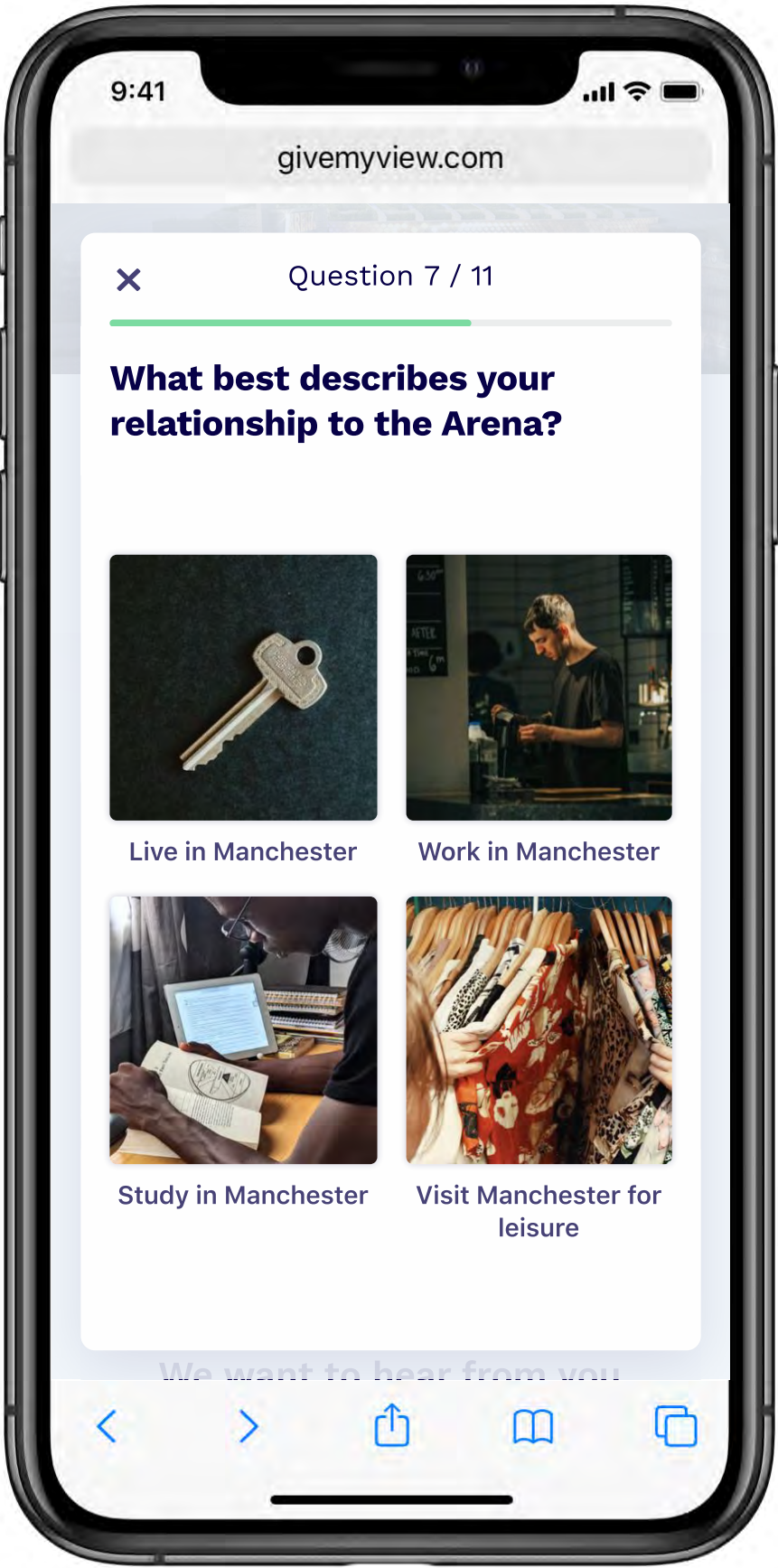
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Screen 9



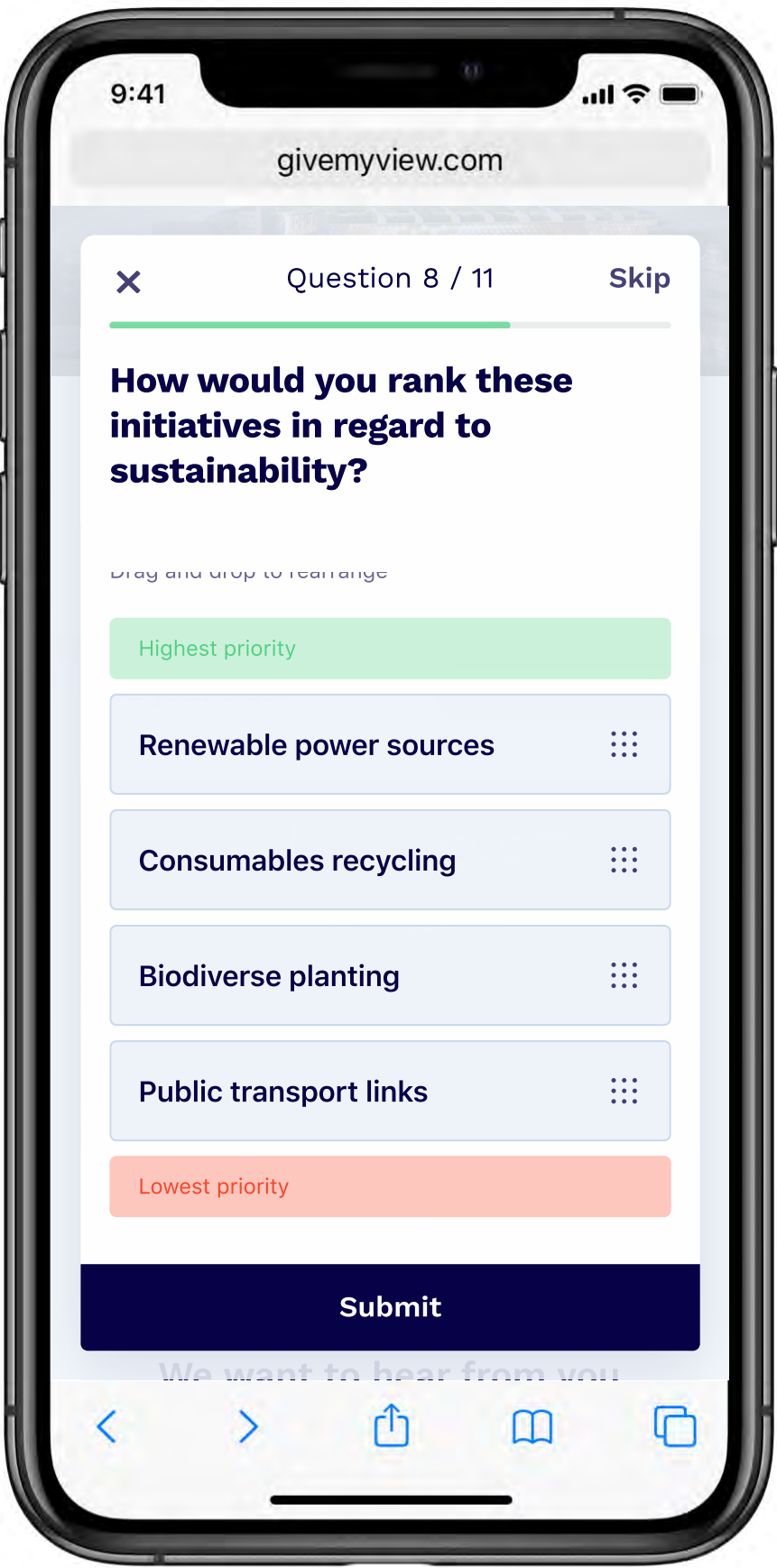
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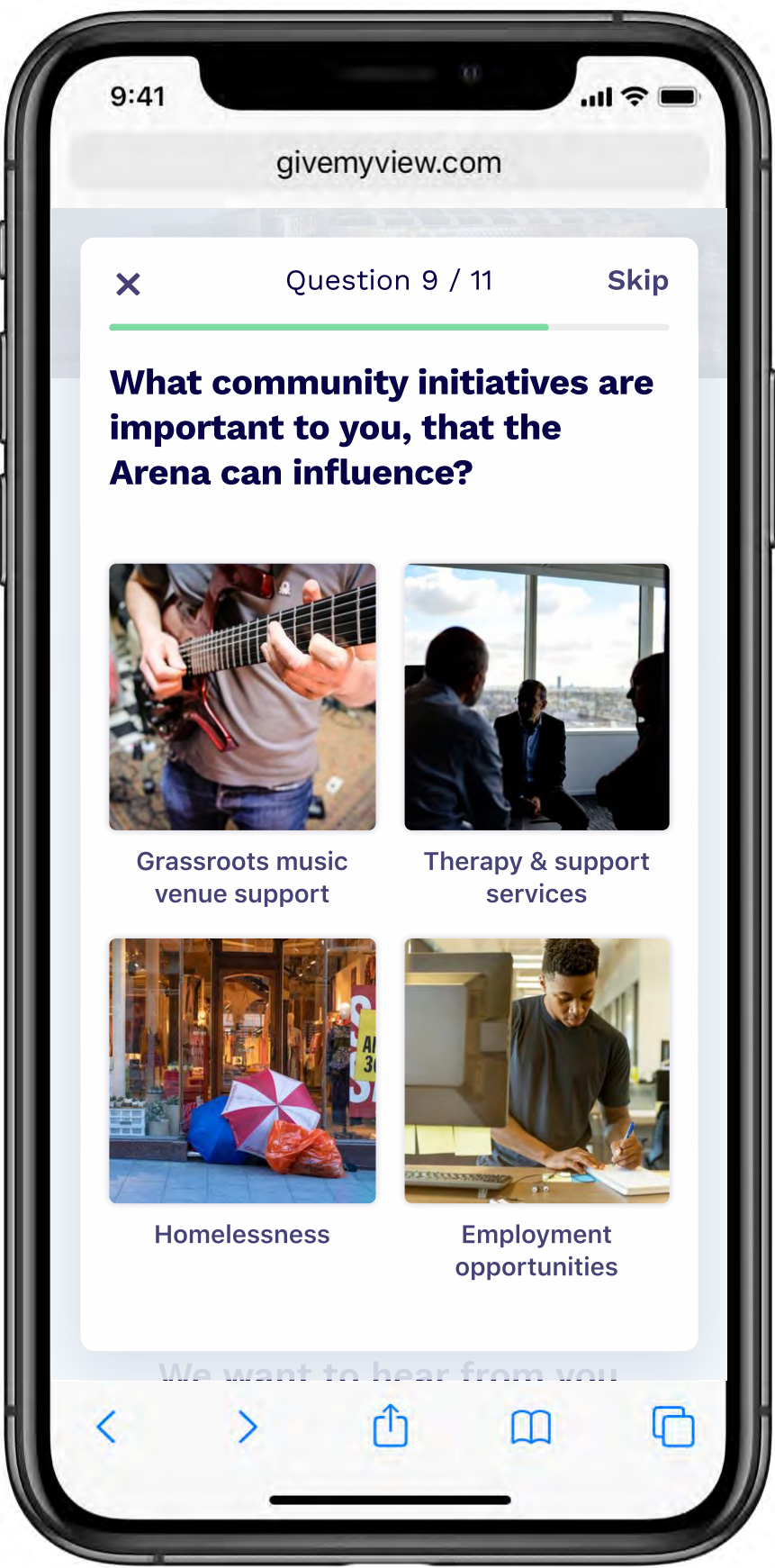
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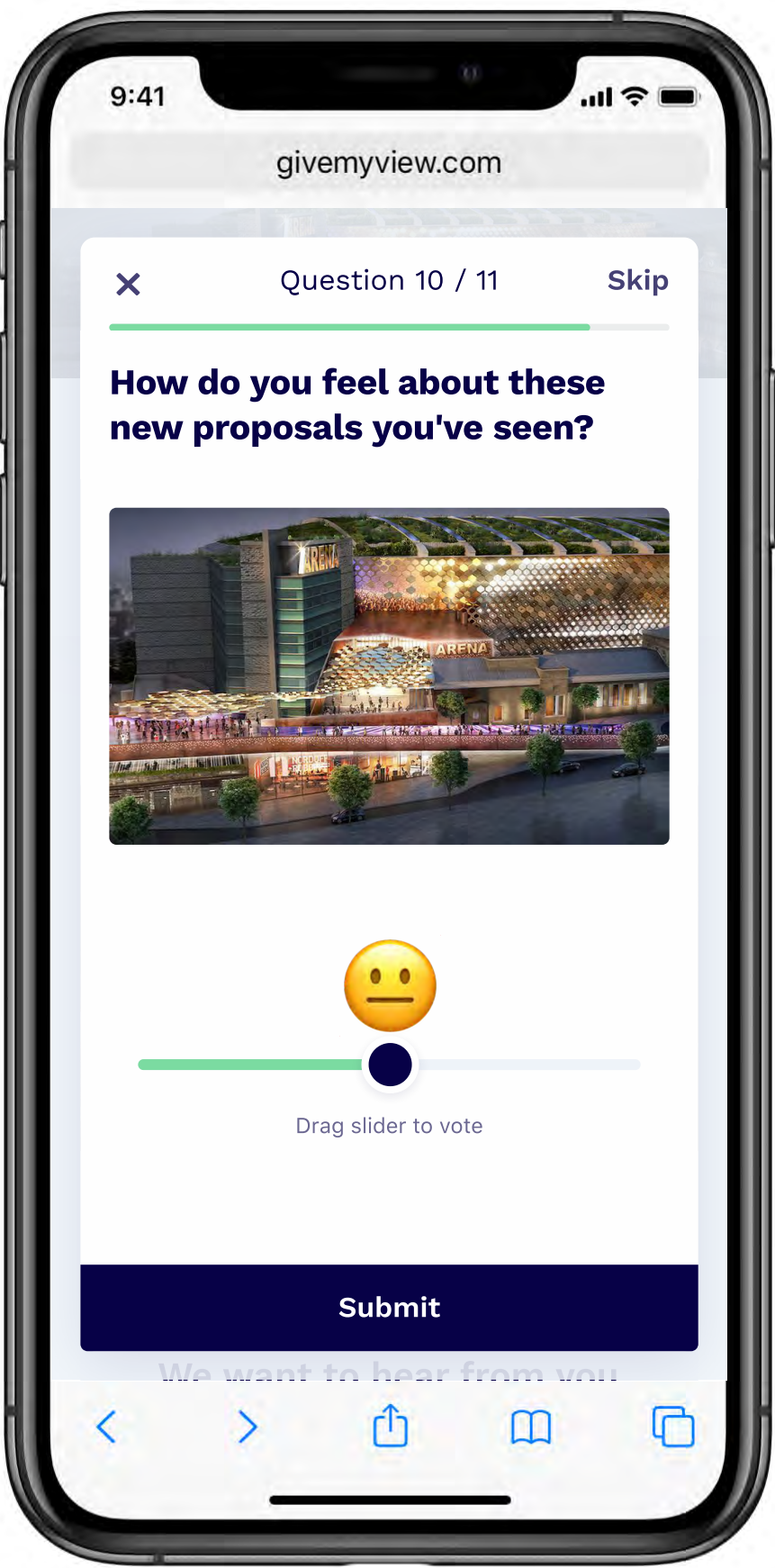
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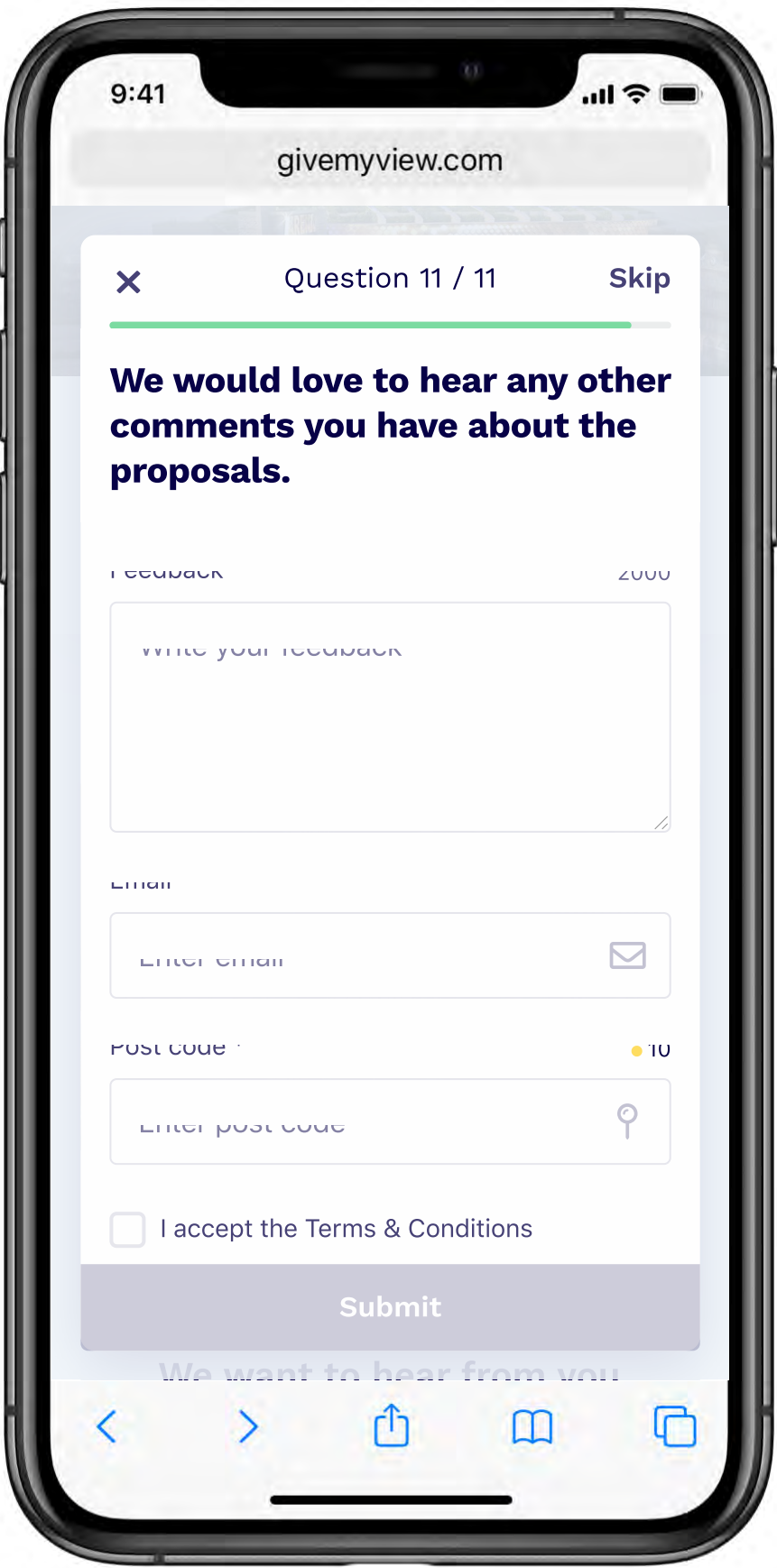
REDEVELOPMENT
Screen 12



REDEVELOPMENT
Screen 13



REDEVELOPMENT
Screen 14



Appendix V

GiveMyView Results



Manchester Arena Redevelopment

Phase 1 Community Insight Analysis

Executive Summary

6,833

changemakers voted

47,230

answers submitted

Changemaker Segmentation:

Relationship to Manchester



94%

voted positively on plans

370

comments offered
support & praise

Give My View **Quantitative** **Data Analysis**



Q.1 How do you feel about Manchester Arena's role in live entertainment?

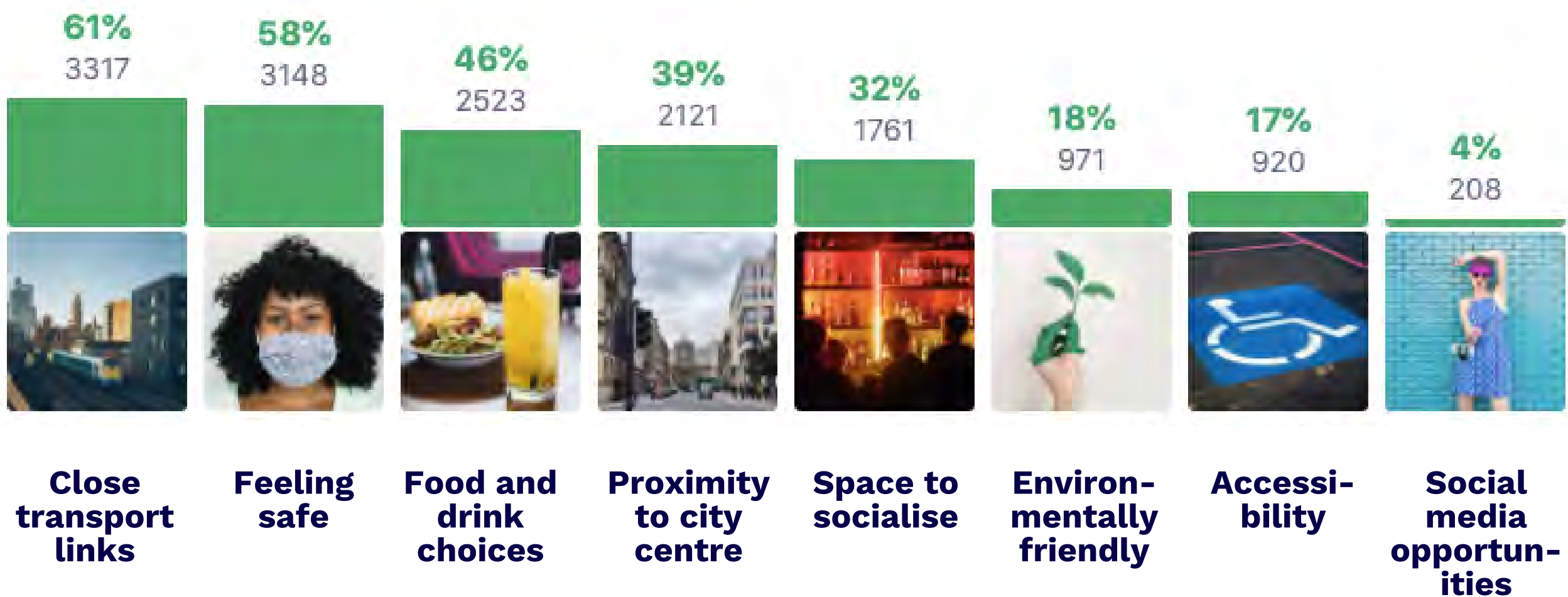
Slider



Average rating **81.34%** | **93%** voted positively on this

Q.2 Other than the music, what's most important when you attend live gigs?

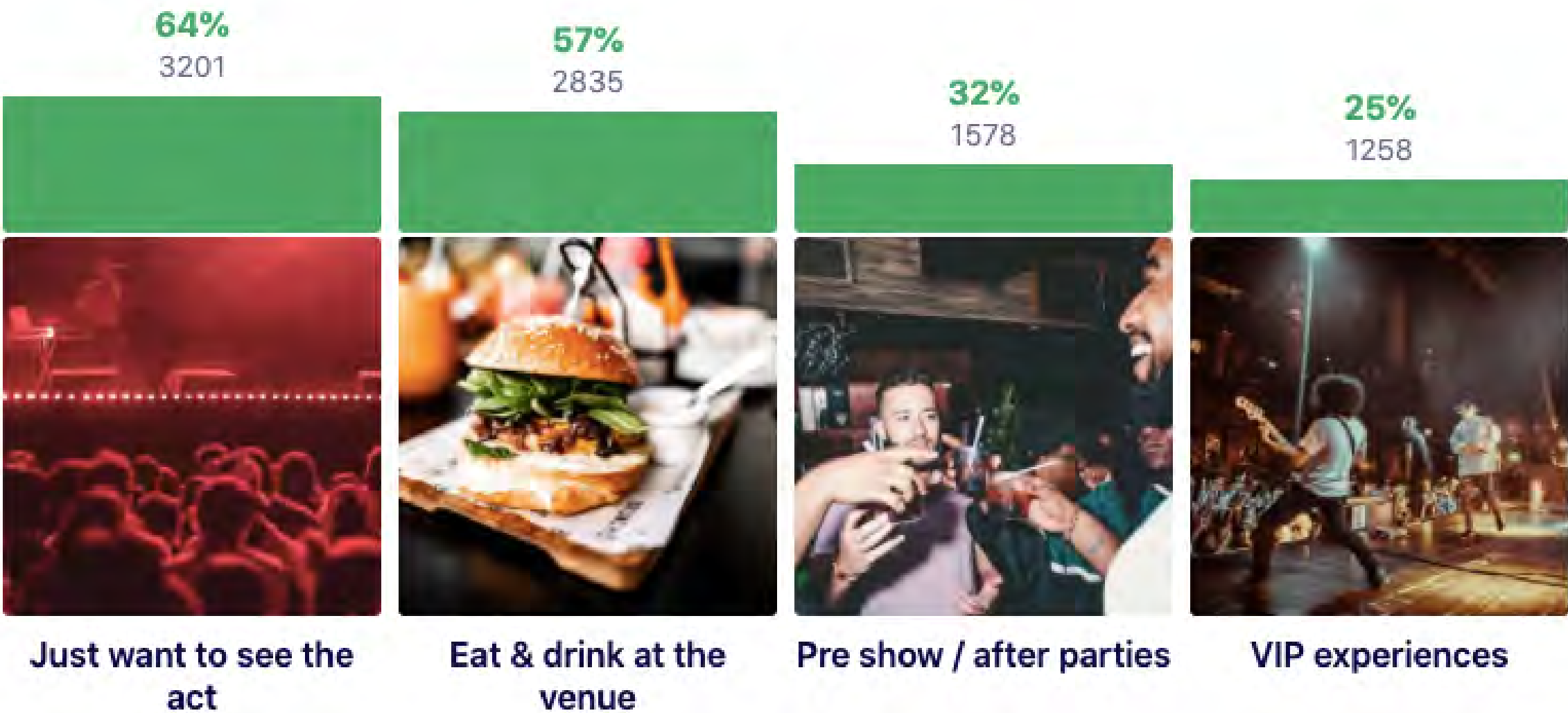
Multiple-choice, select up to 4 options



5470 people answered this question — Could have chosen up to 4 choices

Q.3 Thinking about your night inside the Arena, what would you like it to include?

Multiple-choice, select up to 4 options



5000 people answered this question — Could have chosen up to 4 choices

Q.4 What would you prioritise for an improved arrival experience at the Arena?

Reorder

What would you prioritise for an improved arrival experience at the Arena?



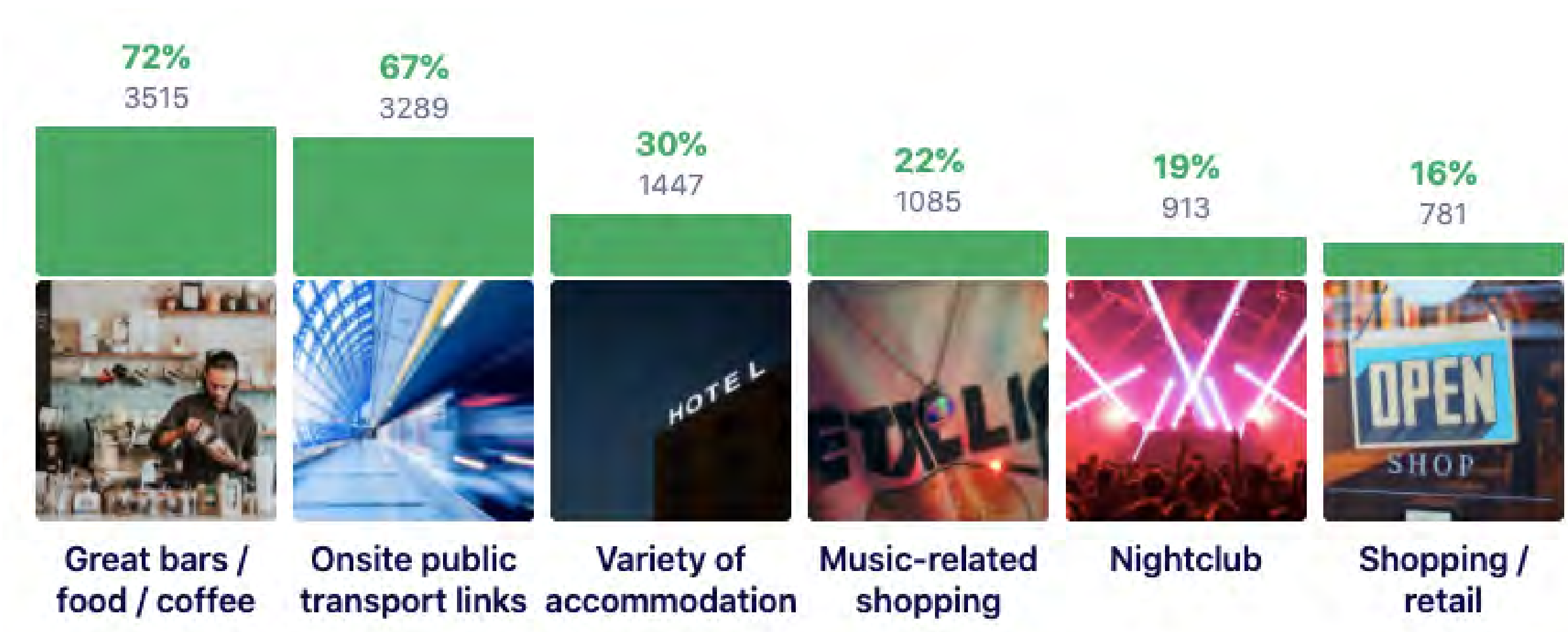
Numbers represent average position with 1 being the highest and 4 being the lowest.

5180 people answered this question



Q.5 What other experiences in and around live venues would enhance your night out?

Multiple-choice, select up to 3 options

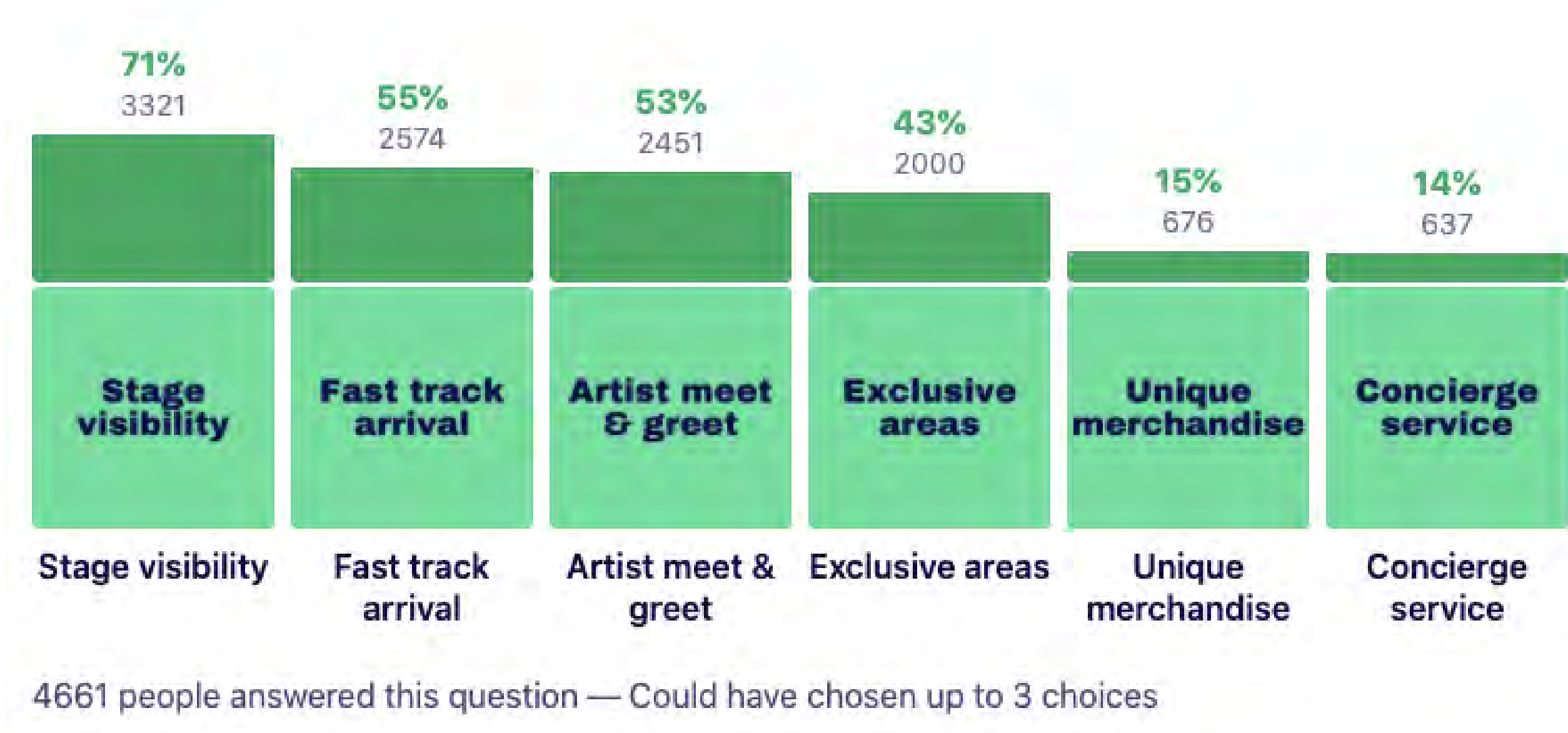


4891 people answered this question — Could have chosen up to 3 choices



Q.6 What innovations would make buying VIP packages more attractive?

Multiple-choice, select up to 3 options



Q.7 How would you rank these initiatives in regard to sustainability?

Reorder

How would you rank these initiatives in regard to sustainability?



Numbers represent average position with 1 being the highest and 4 being the lowest.

4658 people answered this question

Q.8 What community initiatives that the Arena can influence, are important to you?

Multiple-choice, select up to 4 options



4642 people answered this question — Could have chosen up to 4 choices

Q.9 How do you feel about these new proposals you've seen?

Slider



Average rating **81.1%** | **94%** voted positively on this

4685 people answered this question

Open-Feedback Qualitative Data Analysis



Q.10 We would love to hear any other comments you have about the proposals.

Open feedback question

1,481

Total number of comments

370

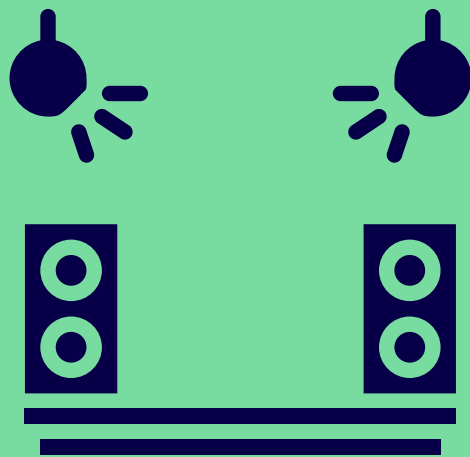
Very supportive comments

238

N/A Comments

3 KEY THEMES

**Accessibility
and Design**
473 comments



**Consumer
Pricing**
152 comments



**Safety &
Security**
127 comments



Manchester Arena Redevelopment



Give My View

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