


Chair
Marketing Manchester
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Jennifer Atkinson
Planning - Case Officer
Strategic Development Directorate
Manchester City Council
P O Box 532
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4th September 2020

Dear Jennifer

Re: Application No. 126431/FO/2020 - Proposed arena

I am writing as Chair of Marketing Manchester to further support the above proposal for a second arena in Manchester.

Marketing Manchester promotes Greater Manchester on a national and international stage to visitors. We are determined to ensure Manchester becomes a top 20 global city. This means creating world-class leisure experiences that are a joy to those who live here but that also resonate further afield, attracting people to ensure our city centre thrives. This is precisely what the best arenas do, and what supplementary evidence submitted as part of the application highlights, including visitors from within a 90 minute catchment:

- Two arenas would enable the city to potentially capture an additional 2.05 million annual arena visits to both venues by 2035.
- 30% of those surveyed would probably stay overnight after an event at the new arena.
- 70% of those surveyed said they would spend on food and drinks in the city before an event at the new arena, with 49% saying after.

A second arena will grow the overall economy and it will bring more visitors and more much-needed expenditure for city centre shops, hotels, restaurants, clubs and bars alike. And it will serve as a reminder to those aware of our cultural heritage, that Manchester remains a globally significant entertainment destination.

It is brilliant to see that Oak View Group share our confidence for the future of Manchester and are willing to make an investment that backs it up.

Yours sincerely


Chair
Marketing Manchester