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8 July 2020

Dear Jennifer,

**Re Planning Application 126431/FO/2020**

**Erection of a multi-use arena (Use Class D2) (61082 sqm) with a partially illuminated external facade together with ancillary retail/commercial uses (Classes A1, A3 and A4), with highways, access, servicing, landscaping, public realm and other associated works.**

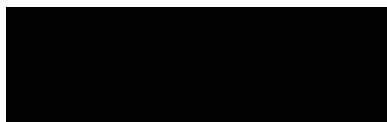
I write in support of the above planning application and provide some background information on the growth of netball and how important the proposed venue is to the growth and evolution of our sport.

Within England, the profile and visibility of netball has never be higher, largely as a result of the England Roses Commonwealth Games success in 2018 and the hosting of the Vitality Netball World Cup 2019. These 2 events have provided a great platform for the growth of netball in general, and this has translated into recent record sales across both international events and central Superleague events, with both the 2020 Vitality Netball Nations Cup and Vitality Netball Superleague Season Opener experiencing record sell-out crowds in multiple arena venues across 3 cities (Birmingham, Nottingham and London). Manchester in the past has been identified as an ideal City to host such events but due to issues with availability of the existing Arena and the sad events of the Manchester bombing in 2017, this has not been possible. Further information on ticket sale trends for major netball events is attached.

Alongside the future development and growth of the Superleague, England Netball are planning to develop and deliver a more year round proposition of both domestic and international events that will provide a platform to further inspire and raise the profile of the sport, whilst maximising commercial revenues that can be then reinvested back into the game. Providing a high quality experience at netball events, outside of the on court action is crucial to our growing fan base and an essential component of this expanded programme of major events.

The use of the proposed new Arena in Manchester is very much a part of our forthcoming 10 year strategy as an example venue that can support our ambition plans and we look forward to working with the Council and the operator to bring netball major events to the City in due course.

Yours sincerely,



Charlotte Malyon  
Facilities Development Manager  
**England Netball**

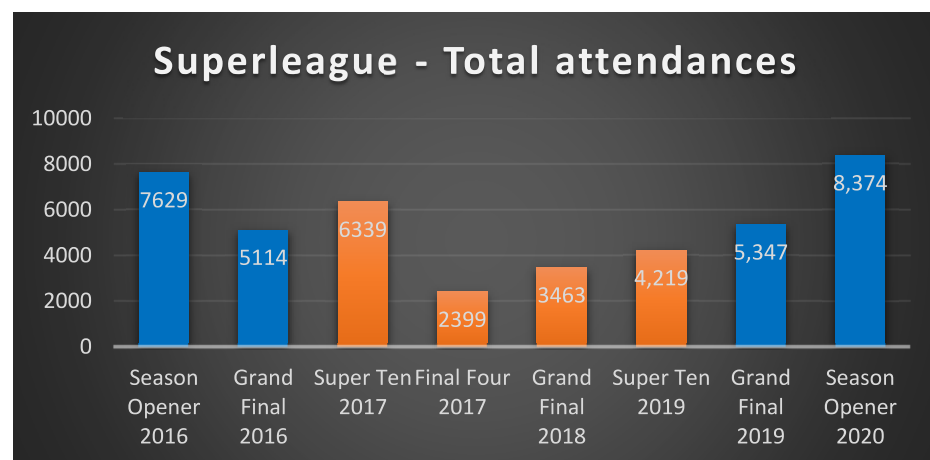
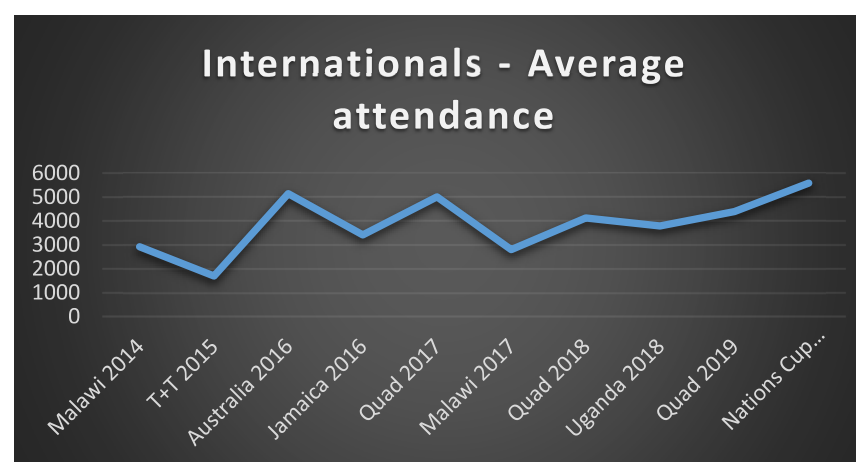
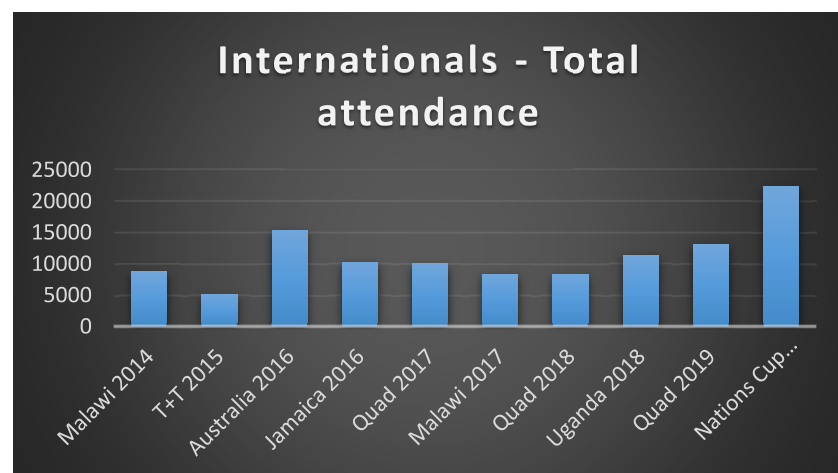
# Netball Major Events

## Key Statistics

The data in this section is technically historic, but is used to show the current trajectory of England Netball's major events.

### Spectator attendances

The graphs below show the number of spectators (note these are ticket sales attendances and do not represent complimentary tickets) at home international matches from 2014. The total attendance chart reflects the audience across a whole series and within this each series may vary between just 2 event days (Quad 2017/18) up to 4 event days (Nations Cup 2020). The average graph shows the average attendance for each event within a series.



The chart to the left shows the attendance at Superleague central events, all of these are single day events, so the figures presented cannot be directly compared to the Internationals above, as they include multiple event days. The events listed below in blue represent sold out events, whereby no further tickets were available for purchase. To note that the Final Four 2017 was a Grand Final concept and the event itself moved venue just 2 weeks prior to deliver due to a terrorist attack at Manchester Arena, also there was no Season Opener in 2018 due to the timing of the CWG2019.