



OVG Manchester Limited
Planning Statement

March 2020

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1 Introduction

- 1.1 This Planning Statement (“the Statement”) accompanies an application for Full Planning Permission and Consent to Display Advertisements, submitted to Manchester City Council (MCC) in respect of a Site at the Etihad Campus (“the Site”), for the construction of a new indoor arena (the “Proposed Development”).
- 1.2 This Statement assesses the Proposed Development against the requirements of the Development Plan and other material considerations that must inform the decision-making process. The Statement should be read alongside the wider planning submission detailed at Tables 1.1 and 1.2.

OVG Manchester Limited

- 1.3 The Applicant is OVG Manchester Limited (the “Applicant”), part of Oak View Group (OVG). OVG was founded in 2015 by Tim Leiweke and Irving Azoff, two of the live entertainment industry’s most influential executives.
- 1.4 OVG is committed to building the next generation of arenas, which will bring artists and their fans closer together than ever before. OVG is currently leading arena development projects in New York, Milan, Seattle, Austin and Palm Springs, California. Their strategy in each of these iconic cities is to apply global expertise hand in hand with local talent and insight, always with community at the heart of the design.
- 1.5 OVG’s proposals for Manchester are intended to deliver the best arena in Europe, bringing the world’s top events to the City and setting new standards in terms of design and environmental sustainability. The proposals are all privately financed and there is no requirement for any public sector investment or contribution. OVG’s belief in Manchester and the underlying opportunity is therefore reflected in their commitment to investing circa £350 million in the new arena proposals.

The Proposed Development

- 1.6 The formal description of development contained within the planning application form is as follows:
- “Development of a multi-use arena (Class D2) with a partially illuminated external facade together with supporting retail uses (Classes A1, A3 and A4), associated highways, access, servicing, landscaping, public realm and other associated works.”*
- 1.7 Accompanying the application for Planning Permission is an application for Consent to Display Advertisements. This covers signage proposals for three large LED screens, which will be fully integrated into the architectural design of the building and designed to sit flush into the venue façade. When activated these will display variable messaging and content, and when not activated the black LED displays blend back into the façade. In addition, the signage proposals will provide six internally and externally illuminated Totem Signs (5 digital and 1 static) to provide wayfinding.
- 1.8 Sections 5 to 8 of this Planning Statement provide a detailed description of the proposals. In short, they comprise:
- Construction of a world-class arena with a capacity of 20,000 (extendable to 23,500 for certain events/formats), and the inherent flexibility in event modes to capitalise on market opportunities and attract a wide range of major new events and formats to Manchester;
 - A supporting retail and leisure offer, including bars, retail concessions, pop-up retail spaces, hospitality spaces and lounges, together with a wide range of back of house and support facilities which will provide a truly exceptional event day experience for all customers;

- High quality artist and backstage spaces and facilities including dressing rooms, a green room, games room and other management support spaces;
- A comprehensive transport and movement strategy and associated operational management regime for facilitating the safe and efficient movement of people to and from the arena in all event scenarios, particularly linking to Manchester City Centre;
- An exemplar sustainability strategy, which goes well beyond existing planning policy and aspires to deliver the most sustainable arena venue in the UK; and,
- High quality public realm proposals and pedestrian connections.

Pre-application process

- 1.9 The application proposals are submitted following the completion of a comprehensive process of due diligence underpinned by technical and commercial assessments, and, consultation with local communities.
- 1.10 The outcome of that process is summarised and assessed within the remainder of this Statement against the requirements of planning policy and under the following headings:

Section 2: The Market Case for a Second Arena in Manchester

- 1.11 A key piece of work, considered in this section, is a market assessment of the case for a second arena in Manchester. This includes a report (Market Assessment Volume 1) prepared by PwC, which looks at UK Arenas and the Manchester market, drawing on the latest available data and intelligence. Fundamentally, the PwC report identifies consistent growth in the UK live entertainment market and recognises the role of new investment in driving market growth in the UK large arena market.
- 1.12 Volume 2 of the Market Assessment has been prepared by ekosgen and considers three future growth scenarios, based on conservative, realistic and ambitious assessments, and, then the distribution of that growth.
- 1.13 The Market Assessment analysis shows that not only should the proposal be supported as a sustainable proposition in market terms but that it will generate very significant in combination, additional economic benefits for the economy and that city centre businesses would continue to account for the vast majority of visitor expenditure.
- 1.14 In addition, without a second arena, Manchester's market share will continue to fall. That will result in the growing market demand going unmet or being met elsewhere in the UK, potentially in the South East.
- 1.15 The national priority to re-balance the national economy demands that a new large arena should be delivered in Manchester and as soon as possible.

Section 3- The Etihad Campus: A Sustainable Beacon of Regeneration

- 1.16 In planning policy terms, the Site is already identified in Manchester's Unitary Development Plan (1995) – Sub Area 7 – Sportcity Saved Policy EM11 as: *"a major focus for regeneration activity on previously developed land. It is located in a strategic position at the heart of East Manchester with excellent infrastructure and proposed infrastructure links to the City Centre, adjacent areas and the national motorway network."* It goes on to state that: *"the area fronting the Alan Turing Way is suitable for a mix of uses including a hotel, **leisure** and other commercial uses."* (Emphasis added)
- 1.17 Manchester's Core Strategy (2012) builds on this by identifying the Etihad Campus as a location *"suitable for a **major sports and leisure visitor destination** with complementary commercial, retail and hotels."* Policy EC7 identifies two sites as a focus for development, one of which is the land around the stadium including the "Collar Site" which *"provides an **opportunity for a leisure, recreation and entertainment visitor attraction of national significance**".* (Emphasis added)
- 1.18 Notwithstanding that the Site falls within the Manchester Core Strategy defined Regional Centre, the proposed use is nonetheless classified as a town centre use and therefore Section 10 of this

Statement explains the process by which the Applicant has identified the Etihad Campus as the most appropriate location for the proposed arena, through detailed Sequential Testing.

Section 4: Site Analysis

- 1.19 Section 4 provides an analysis of the site which in turn informs the later sections of the document assessing how the proposals have responded to their local context and site specific planning issues.
- 1.20 The Site is approximately 4.46 ha and is bound by Sportcity Way to the north, Alan Turing Way to the east, the Ashton Canal to the south and Joe Mercer Way to the west, in the Ward of Ancoats and Beswick.
- 1.21 The Site is currently used as an over-spill surface level car park for those attending events associated with the Etihad Stadium and has a capacity of circa 500 car parking spaces. The perimeter of the Site is currently populated with informal, dense shrubbery and trees and secured with a tall mesh fence. There are no existing buildings on the Site. It is an underused brownfield site.
- 1.22 It is located immediately to the north of the Etihad Stadium, which has been the beacon of regeneration for East Manchester. Following the 2002 Commonwealth Games, the area has been transformed with new employment, new homes and new residents being attracted back to this part of the city. Through the implementation and evolution of successive version of the Eastlands Regeneration Framework, a platform has been created for further investment that can drive a further phase of transformation in East Manchester to deliver physical, social and economic benefits for existing and future residents as a whole, which builds on the significant investment into the public transport network, which is not yet fully utilised.

Section 5: Design Evolution and Description of the Proposals

- 1.23 The transformation of Eastland over 30 years of public / private partnership and investment has taken place with local communities at the heart of the process. This has ensured that measures have been put in place to seek to address local concerns/issues and that the significant benefits of regeneration are maximised for local people. As a further major development proposal, the approach from the outset has been to undertake a comprehensive and far reaching pre-application community consultation process which builds upon Manchester City Football Club's close connections with the local community, as well as drawing on lessons learnt in the past and best practice.
- 1.24 Steps have been taken to ensure that local people have been involved in shaping the new arena proposals from the very beginning. The consultation strategy was developed to provide meaningful opportunities for local people to engage with the Applicant and shape the development proposals, as well as what they will mean to the local area.
- 1.25 Two stages of public consultation have taken place to ensure that local people have had the opportunity to comment on the development proposals at the formative stages of design through to more detailed design stages, enabling community views to make a meaningful contribution. Through this process, key issues have been identified and addressed through the design evolution process. At the time of writing, a third round of public engagement is scheduled to take place 2nd – 4th March 2020.
- 1.26 The Proposed Development has also evolved through consultation with various key stakeholders, including: MCC; elected political representatives; existing campus occupiers; National Governing Bodies of sport; key organisations from the local area and the wider community, including the universities; local businesses and residents; city centre businesses; Manchester music venues and the wider network of people involved in the music industry; Manchester civic groups and stakeholders; MCC Environmental Health; MCC Flood Risk Management (Lead Local Flood Authority); MCC Highways Services; MCC Tree Officer; MCC Work and Skills Team; MCC Licencing; Coal Authority; Greater Manchester Ecology Unit; Environment Agency; Cadent Gas; Greater Manchester Archaeological Advisory Service (GMAAS); Design for Security at Greater Manchester Police (GMP); Historic England; Natural England; Transport for Greater Manchester (TfGM); United Utilities (UU); Canal and River Trust; Health and Safety Executive (HSE); and,

Aerodrome Safeguarding at Manchester Airport.

- 1.27 The application team has worked closely with these groups to deliver a development that meets the ambitions of the Applicant and the local and regional authorities and makes a significant contribution to the local community.
- 1.28 A Statement of Community Involvement has been prepared in support of the application. This document details the comprehensive programme of public and stakeholder consultation that has been undertaken in order to ensure that issues could be considered and addressed as the proposals were designed.
- 1.29 The Applicant recognises that the venue requires a proposal that will become a landmark for the district and an iconic Manchester building. It should have an identity that acknowledges Manchester's rich heritage of live music and nightclub spaces, whilst bringing new opportunity and energy into the life of the city and entertainment scene.
- 1.30 The proposals brought forward are therefore of the highest architectural quality. An extensive team of the world's leading music venue and event designers have been brought together to deliver a world-class arena proposal for Manchester. The facilities aim to be the best in class across all areas of the design to deliver unique experiences for everyone who visits the arena.
- 1.31 The design of the arena is intentionally striking, with a strong form that will become easily identifiable in future as an iconic Manchester building and a design that is genuinely consistent through 360 degrees with each elevation delivering the same bold and seamlessly integrated, high quality design.

Section 6: Sustainable Design and Construction

- 1.32 The new arena will also promote sustainability and be at the forefront of energy efficiency and best practice low carbon design, and will target delivering the most sustainable UK arena and one of the most sustainable arenas in the world.
- 1.33 OVG's proposals align with and are fully supportive of the impressive sustainability initiatives already in place on the Etihad Campus. This was most recently reflected in November 2019, when BBC Sport (working with United Nations-backed Sport Positive Summit) published research on the sustainability of all 20 Premier League clubs. Manchester City Football Club were awarded joint 1st place in this study, scoring full marks across all criteria (one of only four clubs to do so).
- 1.34 As the Etihad Campus embarks on the next key phase of its transformation to a world-class destination amidst increasing public awareness of the climate and biodiversity crisis, it recognises the opportunity for it to play its full part in exemplifying sustainable development and aspires to be a pioneer for the whole of Manchester in pursuing its twin objective of realising locally-inclusive, globally-competitive economic growth, whilst simultaneously transforming to a net zero-carbon campus.
- 1.35 In developing a framework for assessment of the arena proposals, Manchester City Council's planning policies (dating back to 2012) have been acknowledged but far more ambitious targets have been set. For example, by using low carbon technologies and on site renewable energy together with energy efficient design, the Proposed Development is expected to surpass Part L (2013) by 33.8%, therefore providing a pass beyond Part L (2010) equivalent to 42.8%, 27.8% beyond the MCC target. Typical ranges for Manchester development are between 0% and 10% and no other arena in the UK has achieved this level.

Section 7: Transport and Movement

- 1.36 Section 7 provides a summary of the extensive transport assessment work which has been undertaken in relation to the proposals. It explains how the highways and public transport network currently operates on match days and assesses the impact of the proposed arena in a range of scenarios from arena only event days through to worst case scenarios where the arena and stadium are in operation at the same time, and, as an extension of that, when other events are in operation within the City.
- 1.37 The main emphasis of the Transport Assessment work is to demonstrate the Etihad Campus's

accessibility by a range of means of sustainable transport modes and its high levels of connectivity to the city centre and adjoining communities. The assessment shows that 40% of visitors (or approximately 20,000) to the Etihad Stadium on match days currently arrive by non-car modes. This reflects the maximum capacity of most arena events and therefore clearly demonstrates the opportunity afforded by this location for sustainable transport. This provides a solid foundation which is built upon by this application.

- 1.38 A primary focus of the work with local communities and their pre-application comments in mind, has been to identify and focus on a range of initiatives that will reduce local congestion and impacts on event days. These include extensions to the existing Controlled Parking Zone (CPZ), improved walking routes and cycling infrastructure, optimised access, egress and servicing arrangements and measures for enhancing, promoting and incentivising sustainable transport modes working in conjunction with TfGM and other partners within the Etihad Campus.

Section 8: Operational Management

- 1.39 Safety for visitors is paramount, with a robust security strategy developed with Greater Manchester Police, Prevent Advisors (OVG's own pioneering security advisory service), and the existing Campus operations team.
- 1.40 All aspects of security have been given the highest consideration and qualified security consultants have informed the design from the earliest stages resulting in appropriate, agreed and effective mitigation measures and strategies to deliver a security strategy to provide a safe and secure venue. The venue will be compliant with the revised National Planning Policy Framework (NPPF), Green Guide 2018 and CPNI Counter Terrorist and Design Out Crime advice and recommendations and will also be at the forefront of new developments such as "Martyn's Law", which will be incorporated into the licencing conditions.
- 1.41 The arena has also been designed to be embedded into the existing Etihad Campus, which has an established security operations team to provide site specific operational insight.
- 1.42 OVG is committed to being a good neighbour and protecting the amenity of local residents. Integration with the wider Etihad Campus, especially the Stadium, is key to the successful operation of the arena. From the start of the design process, it has been acknowledged that the arena will be part of a wider community of venues and events. Therefore, the approach from the outset has been that of integration.
- 1.43 Bespoke event management plans will be put in place for all events at the arena, which set out procedures to ensure that the amenity of local residents is protected.

Section 9: Socio-economic Assessment

- 1.44 A new arena can only be considered a true success if it serves the local community – not just through the entertainment offering, but also through employment – from the very beginning.
- 1.45 Supporting MCC's vision for East Manchester to broaden the activities in the area and ensure development opportunities secure the wider regeneration of the area and deliver maximum benefits for the community, employment, training and community partnerships are at the core of the application proposals.
- 1.46 The new arena would provide 3,350 jobs during the 3-year construction phase and more than 1,000 jobs once opened across a range of different sectors and trades. OVG is committed to ensuring as many jobs as possible go to local people (and will prioritise hiring people who live within walking distance). It is proposed that this will be secured through the use of an appropriate Planning Condition or s106 Planning Obligation. In addition, all arena employees will be paid at least the Manchester Living Wage (significantly more than the statutory minimum).
- 1.47 There will be an overarching jobs and skills strategy (prepared with MCC's Work and Skills team), which will ensure that employment opportunities are made available to local residents and allow hard to reach groups equal opportunity to be successful in applying.
- 1.48 Finally, this section also considers the important matter of net additional impact on the City and the City Centre, in socioeconomic terms, as a consequence of the proposals.

Section 10: Planning Policy Assessment

- 1.49 This section provides a balanced policy assessment of the proposed development, principally focused on site specific policies forming Manchester's Development Plan together with an assessment against the National Planning Policy Framework.

Section 11: Site Specific Planning Issues

- 1.50 This section summarises how site specific material considerations that fall out-with the preceding policy analysis have been addressed.

Section 12: Conclusions

- 1.51 This final section sets out the main conclusions of our assessment.

Application Documentation

- 1.52 The application documentation has been prepared in accordance with MCC's Validation Criteria (September 2018), which provides a comprehensive list of supporting documentation covering submission, determination and post determination stages of the application, and discussed with the Local Planning Authority at the pre-application stage.
- 1.53 The application is also supported by an Environmental Impact Assessment (EIA), which has been informed by an EIA Scoping Opinion, received from Manchester City Council on 15 January 2020.
- 1.54 The documents submitted in support of this planning and advertisement application are detailed in Tables 1.1 and 1.2 below.

Table 1.1: List of application documents

Document	Prepared by
Application Form and Certificates	Deloitte Real Estate
Site Location Plan	Populous
Full suite of existing and proposed plans, including landscaping plans and Accommodation Schedule	Populous
Design and Access Statement (including Landscaping and Public Realm Strategy and Signage Strategy)	Populous
Market Assessment: Volume 1: OVG Manchester, due diligence report Volume 1: UK Arena and Manchester Market Overview Volume 2: UK Large Arena Market and Growth Scenarios 2018-2040	PwC ekosgen
Economic Impact of Two Arenas in Manchester	ekosgen
Sequential Test Assessment	Deloitte Real Estate
Statement of Community Involvement	Counter Context
Sustainability Statement <i>including the following technical appendices:</i> - Response to the Green and Blue Infrastructure Strategy for Manchester - BREAAM Pre Assessment - Crime Impact Statement - Ecological Mitigation Report - Energy Statement	Buro Happold Deloitte Real Estate Buro Happold GMP Buro Happold ME Engineers

Document	Prepared by
- Local Benefits Proposal - Social Value Toolkit - Tree Survey - Operational Waste Management Strategy	OVG Manchester Limited Deloitte Real Estate Arbtech Buro Happold
Broadband Connectivity Statement	ME Engineers
Daylight/Sunlight Assessment	Buro Happold
Heritage Statement	Deloitte Real Estate
Operating Schedule and Event Management Strategy	Laudation
Topographical Survey	Populous
TV Reception Survey	ME Engineers
Ventilation, Extraction and Odour	ME Engineers

Table 1.2: Content of Supporting Environmental Statement

Volume 1: Non-Technical Summary	
Volume 2: ES Chapters	Prepared by
Introductory Chapters	Deloitte Real Estate
Construction Management and Phasing	Turner and Townsend
Air Quality and Dust	Buro Happold
Ground Conditions	Buro Happold
Lighting	ME Engineers
Townscape and Visual Impact	Plant-IE
Noise and Vibration	Buro Happold
Socio-Economic	Buro Happold
Traffic and Transport	Buro Happold
Water Quality, Drainage and Flood Risk	Buro Happold
Wind Microclimate	Buro Happold
Climate Change	Buro Happold
Summary of Residual Effects	Deloitte Real Estate
Type 1 Cumulative Assessment	Deloitte Real Estate
Volume 3: Technical Appendices	Prepared by
2.1 EIA Screening and Scoping Request	Deloitte Real Estate

2.2 EIA Screening and Scoping Opinion	MCC document
2.3 EIA Scoping Opinion Summary of Comments and Responses	Deloitte Real Estate
2.4 Committed Developments	Deloitte Real Estate
5.1 Construction Management Plan	Turner and Townsend
6.1 Construction Assessment Methodology	Buro Happold
6.2 Traffic Data	Buro Happold
6.3 Receptor Locations	Buro Happold
6.4 Construction Traffic Modelling Results	Buro Happold
6.5 Model Verification	Buro Happold
6.6 Operational Modelling Results	Buro Happold
7.1 Geo-Environmental and Geo-Technical Desk Study	Buro Happold
7.2 Coal Mining Assessment	Buro Happold
7.3 Ground Engineering Interpretive Report	Buro Happold
8.1 Market Case Volumes 1 and 2	PwC and ekosgen
8.2 Economic Impact of Two Arenas in Manchester	ekosgen
9.1 Exterior Lighting Assessment	ME Engineers
9.2 Highways Safety Report	Buro Happold
10.1 Noise and Vibration – Noise Survey Results	Buro Happold
10.2 Noise and Vibration – Construction Noise Assessment	Buro Happold
10.3 Noise and Vibration – Construction Traffic Noise	Buro Happold
11.1 Townscape Baseline and Effects	Plant-IE
11.2 Visual Baseline and Effects	Plant-IE
11.3 Townscape Baseline Figures	Plant-IE
11.4 TVIA Viewpoints	Plant-IE
12.1 Transport Assessment	Buro Happold
12.2 Framework Travel Plan	Buro Happold
13.1 Flood Risk Assessment	Buro Happold
13.2 Drainage Strategy	Buro Happold
15.1 GHG Emissions Assessment – Data Inputs and Assumptions	Buro Happold
16.1 Summary of Mitigation Measures	Deloitte Real Estate

- 1.55 A number of these studies have been preceded and informed by the following Etihad Campus wide strategies and studies (listed in Table 1.3). These have been submitted to the Local Planning Authority for reference purposes only and do not form part of the formal submission.

Table 1.3: Supporting Etihad Campus Strategies (submitted for reference purposes only)

Background Study	Prepared by
The Etihad Campus Strategic Sustainability Framework	Hillbreak
Etihad Campus Strategic Vision: Transport and Movement	Arup
Etihad Campus Movement and Transport Strategy: Transport Assessment	Arup

2 The Market Case for a Second Arena in Manchester

- 2.1 This section of the report provides the main conclusions of the market case for a second arena in Manchester.
- 2.2 This includes a report (Market Assessment Volume 1) prepared by PwC, which looks at UK Arenas and the Manchester market, drawing on the latest available data and intelligence. Fundamentally the PwC report identifies consistent growth in the UK live entertainment market and recognises the role of new investment in driving market growth in the UK large arena market.
- 2.3 Volume 2 of the Market Assessment has been prepared by ekosgen and considers three future growth scenarios, based on conservative, realistic and ambitious assessments, and, then the distribution of that growth.

Main Conclusions

- 2.4 The UK has a globally important large arena market for live entertainment, with music/concerts, family entertainment and sport driving demand. While other European and US cities have been improving the scale and quality of their arenas, there has been no new arena provision in England since 2013 and Manchester's provision is unchanged since 1995.
- 2.5 PwC's report identifies consistent growth in the UK live entertainment market and recognises the role of new investment in driving market growth in the UK large arena market.
- 2.6 The report was commissioned in the context of OVG developing a large arena in Manchester at the Etihad campus, close to the city centre, which will provide a 20,000 capacity venue, extendable to 23,500 for certain events.
- 2.7 Between 2006 and 2018, new arena provision in the UK increased the scale of the new arena ticket market by 45% from 2007 onward and subsequently over 20% from 2013 onward in two phases as new arena investment boosted the market, supporting jobs and GVA growth across the UK.
- 2.8 Manchester was a market leader in the large arena market for many years, although the introduction of the O₂ London, and the Glasgow and Leeds arenas have contributed to Manchester losing significant market share, in spite of a growing visitor and leisure market and a very successful economy. Manchester's market share has also reduced because of the design constraints of the existing arena (including its lack of flexibility to accommodate the changing formats associated with live entertainment) as well as artists' preferences. As a consequence of the economics associated with the venue and particularly during crucial periods of the year, it can still be difficult to secure optimal dates. Less than 10% of shows at the existing arena from 2014 to 2018 achieved greater than 15,000 attendees.
- 2.9 There is clear evidence of new arenas generating incremental market growth and several examples of two arenas operating on a commercially viable and complementary basis within the same city in the case of Birmingham or London or within significantly overlapping catchment areas in the case of the existing large arena in Leeds and the existing large arena in Sheffield. These scenarios also demonstrate situations where arenas have adapted to a complementary offer either through market competition (Leeds / Sheffield) or through a common promoter being in place (Birmingham).
- 2.10 There are now four proposed new arenas at an advanced stage of development, scheduled to open in 2023/2024. This includes two very large capacity arenas in London and Manchester, providing next generation, state-of-the-art large arenas which will match the best in Europe and the US. There has been no increase in capacity in Manchester since 1995 and in London since

2006, and the four planned arenas represents an unparalleled level of investment.

- 2.11 Three growth scenarios have been developed setting out conservative, realistic and ambitious assessments, including the relative effect of a new arena. All of these scenarios produce sufficient growth to support the various new arena developments in the UK, while providing additional growth for existing arenas.
- 2.12 All three growth scenarios produce significant demand figures for Manchester which justify the delivery of a second, high quality large arena. The ability of Manchester to sustain two arenas is linked to this demand and the economic success of the last 15 years, with the increased capacity re-establishing the city's role as an internationally recognised centre for music and entertainment.
- 2.13 The OVG proposals will provide Manchester and the wider region with an arena which matches the capacity, facilities and success of London's O2 arena in the music, entertainment and sports market, helping to rebalance the UK's leisure and visitor market.
- 2.14 A new state-of-the-art venue would increase event numbers and attendances in the city and attract new and more diverse events re-establishing the city's leading role as a destination for arena performances.
- 2.15 There are new market opportunities for Manchester to host more major international artists and host franchise teams in UK and European leagues as well as international tournaments in the leading arena sports as they develop over the next ten years. This builds on Manchester's global brand in sport and will establish Manchester as one of the world leading centres for esports arena events. It will deliver a venue which provides new facilities for other emerging markets in music and family entertainment, including technically complex productions.
- 2.16 Manchester as the second most visited City in England has all the essential characteristics to support a larger visitor economy alongside its continued strength as an economically diverse and successful international city with a global reputation for sport, culture and entertainment.
- 2.17 The growing national market in leisure and entertainment demands that a new large arena is provided unless the economic potential of the City is to be significantly compromised. The analysis in this report shows that not only should OVG's arena proposals be supported as a sustainable proposition in market terms but that it will generate very significant in combination, additional economic benefits for the economy and that city centre business would continue to account for the vast majority of visitor expenditure. The socio-economic impact of two arenas in Manchester is considered further in the Socio-economic Assessment (Section 9 of this Statement) and should be cross referenced to the ekosgen report enclosed with this planning submission which is titled "*The Economic Impact of Two Arenas in Manchester*"
- 2.18 Without a second arena Manchester's market share will continue to fall with a result that a growing market will more likely than not have to be accommodated in London with the real prospect of an even greater proliferation of large arena facilities further strengthening an already strong economy.
- 2.19 The national priority to re-balance the national economy demands that a new large arena is delivered in Manchester and as soon as possible.

3 The Etihad Campus: A Sustainable Beacon of Regeneration

- 3.1 The analysis in Section 2 demonstrates why Manchester is an appropriate location for a new large arena to meet market growth and provide the only large arena (20,000+) within the UK outside of London to help rebalance the national economy. The following section primarily establishes part of the context for why the Etihad Campus has been identified as an appropriate area of consideration for the proposed arena as a sustainable location within Manchester.

The Etihad Campus Strategic Sustainability Framework

- 3.2 As the Campus embarks on the next key phase of its transformation to a world-class destination amidst increasing public awareness of the climate and biodiversity crisis, it recognises the opportunity for it to play its full part in exemplifying sustainable development. To guide this, The Campus Strategic Sustainability Framework has been produced by Hillbreak.
- 3.3 This strategic vision document outlines the over-arching direction for the development and stewardship of the Campus, and the key principles for embedding sustainability into every aspect of it. It is the lead sustainability framework document for the Campus, acting as an umbrella for all other strategies and proposals.
- 3.4 Rather than simply 'playing its part', the Campus will do something more. It will build upon the unparalleled strides made by Manchester City Football Club through its Sustainability Action Plan to create and champion a new model of progressive and sustainable growth for others to follow. In working towards this headline goal, the Campus partners commit to and advocate the following overarching principles, whereby they will:
- Work together openly and with shared ambition and responsibility to realise solutions and outcomes that support the social, economic and environmental priorities of East Manchester and the wider City, with each development within the Campus making a full and proportionate contribution to its sustainability goals.
 - Engage and work with local residents and other stakeholders to ensure that the needs and aspirations of the community are reflected within the continued development and stewardship of the Campus.
 - Embrace responsibility, innovation and embody the famous Manchester spirit of defying convention so that new ideas and novel approaches which stand to make a positive difference are actively encouraged, supported and validated by local stakeholders.
 - Act together and transparently by sharing data, ideas, experiences and lessons learnt, and by challenging and holding to account potential development partners and operators to bring forward the best solutions for the Campus, its visitors and its neighbours.
 - Prioritise genuine performance and outcome-focused goals, rather than sticking to the parameters of hypothetical asset rating and compliance tools that are commonly used in the market, but which are increasingly recognised as unreliable proxies for quality and operational efficiency.
 - Be accountable for our decisions and actions by developing a performance and impact measurement framework applicable to each development taken forward within the Campus, and embed this into procurement specifications and contractual agreements.

- Set sustainability targets and carbon budgets for The Campus – encompassing design, delivery and stewardship phases – that are aligned with environmental science and empirical levels of social need.
- Harness the size and passion of the fans and audiences who visit and watch what happens at the Campus by inspiring a worldwide army of climate and ecological activists through the visibility, authenticity and impact of its sustainability initiatives and campaigns.

- 3.5 The Strategic Sustainability Framework has been developed to support relevant local priorities, set out in key strategy documents for Greater Manchester and the City, whilst also ensuring that the development and growth of the Campus is positively aligned with wider global trends. It is vital that the evolving and likely future expectations of local residents, as well as visitors, investors and potential occupiers from around the world, are factored into the vision and strategic priorities for the Campus as it evolves over time. Its pivotal role in the lives of local people, coupled with the global audience it will attract, demand such an approach.
- 3.6 The Framework is intended to cover the period to 2040, which is consistent with the horizons for other key Greater Manchester strategies and the likely period over which the Campus will be fully realised. However, expectations in the global economy are changing rapidly, so the Strategy will be reviewed and updated regularly – at least every five years, but driven by key delivery milestones – in response to relevant new challenges, opportunities or legislative changes, ensuring that the Campus remains fit-for-purpose in a dynamic world.
- 3.7 The strategic vision aims to put the Campus at the forefront of sustainability, with a focus on pioneering positive outcomes and impacts across four key themes. These four themes support complementary vision elements which, in combination, reflect the sustainability ambition for the Campus and provide the over-arching framework for all activity there. Key principles to guide the design, delivery and stewardship of the Campus are set out under each of these four pillars (as outlined in Table 3.1).
- 3.8 These four themes and the guiding key principles provide a comprehensive analysis of the various elements which go to the heart of what a transformative zero carbon place should address, which is broader than the design of places and buildings, requiring behavioural shifts too.
- 3.9 All partners will be expected to adopt these key principles, so that a positive contribution can be demonstrated to Manchester's Social Value Framework and Net Zero Carbon goals.
- 3.10 Therefore, an arena at the Etihad Campus will need to achieve suitably high environmental and economic standards, to contribute towards the opportunity for the Campus to play its full part in exemplifying sustainable development and aspiration to be a pioneer for the whole of Manchester in pursuing its twin objective of realising locally-inclusive, globally-competitive economic growth, whilst simultaneously transforming to a net zero-carbon campus.
- 3.11 As a potential Campus partner, OVG has committed to adopting the vision and principles of the Campus Strategic Sustainability Framework. The new arena will promote sustainability and be at the forefront of energy efficiency and best practice low carbon design, aspiring to deliver the most sustainable UK arena and one of the most sustainable arenas in the world.

Table 3.1: Key themes underpinning the vision for the Etihad Campus

Climate and Nature Positive	Vibrant and Inclusive	Healthy and Active	Open and Connected
The Campus is a beacon of Manchester's rapid transition to a zero-carbon city, rich with wildlife and green infrastructure.	The Campus works for everyone and provides unrivalled education, training and employment opportunities for local residents.	The Campus is a world-class destination for sport, performance and leisure that inspires healthy lifestyles and workplaces.	The Campus is fully integrated into the fabric of the City, with excellent transport connections that support sustainable travel.
<u>Key Principles</u>	<u>Key Principles</u>	<u>Key Principles</u>	<u>Key Principles</u>
<i>Nature Based Solutions</i> - prioritise nature-based solutions to enhance climate and ecological resilience and which results in biodiversity net gain. <i>Net Zero Exemplar</i> - adopt a Campus-wide carbon budget and science-based Net Zero pathway that incorporates the operational and embodied impact of built assets, transport and waste emissions, and the carbon sequestration benefits of green infrastructure provision. <i>Focus on Performance</i> - implement energy, waste and water hierarchies, supported by a design-for-performance approach that makes best use of existing Campus / CFA infrastructure to manage resources. <i>Aim for Zero</i> - single-use plastics, litter across the Campus, waste to landfill. <i>Radical resource efficiency</i> - pursue radical resource efficiency outcomes by taking a circular economy approach to design, construction and stewardship.	<i>Local community engagement</i> - instigate democratic planning and stewardship of the Campus through honest engagement, inclusive design and governance structures that involve local community representation. <i>Unlock local employment opportunities</i> - partner with local agencies to unlock apprenticeship, training and employment opportunities, especially for disadvantaged local residents. <i>Fair payment for all</i> - ensure all direct employees, and those of all Tier 1 and 2 suppliers, are paid at least the Foundation Living Wage on secure contracts of employment in a safe, fair and respectful working environment. <i>Harness diversity</i> - reflect a diverse profile in management and operational teams, including with respect to gender, ethnicity and disability. <i>Local procurement</i> - maximise spend with local suppliers and service providers, especially within Greater Manchester, with ambitious targets set for each project.	<i>Healthy indoor environments</i> - deliver buildings that achieve best practice standards of internal environmental air quality with respect to ventilation and air quality, biophilia, noise, light and access to views. <i>Access to balanced nutrition</i> - maximise opportunities for organic, community food production and public drinking water access, with local, healthy, low carbon and ethical food served by outlets across The Campus. <i>Facilities for local residents</i> - integrate fitness and active leisure facilities into public realm and implement programmes of occupier and community activity, supported by innovative sport technology and resident access to sporting facilities. <i>Designing for the future</i> - design to stay cool, dry and productive in a changing climate, without incurring additional energy use or carbon impacts. <i>Encourage active forms of travel</i> - prioritise active travel with best-in-class standards of provision for walking, cycling and running.	<i>Integrated transport and ticketing</i> - integrate high-quality walking and cycling infrastructure and related facilities into the proposed Bee Network. In addition, leverage integrated event and travel ticketing systems in partnership with TfGM. <i>Low emission vehicles</i> - incorporate electric vehicle charge-points, powered by renewable energy where possible, and investigate on-Campus autonomous mobility solutions. <i>Reduce local congestion</i> - implement off-Campus park-and-ride / walk-and-delivery consolidation facilities to reduce congestion, especially associated with events. <i>Improve residents' visitor parking</i> - establish and administer a fund for the capital and revenue costs of an enhanced residential parking scheme.

The benefits of an arena at the Etihad Campus

3.12 A globally competitive leisure and recreation offer at the Etihad Campus would deliver the following benefits to both local residents and the city-region as a whole:

Locational Benefits:

- The Etihad Campus is an accessible site, which is well connected to the city centre.
- An arena in this location would enhance the existing leisure offer at the Etihad, maximising the latent economic capacity of the Campus and further promoting this destination as a world class sporting and leisure destination.

- The presence of a second arena at the Etihad Campus would also support Manchester's ability to attract and retain a wide range of sporting events – reflecting the market growth in this sector identified above – as the Etihad Campus is uniquely positioned to support venues for practice / warm up etc.
- Given the commitment by all partners to embed sustainability across the Campus, a new arena in this location will be an exemplar for sustainable development, at the forefront of energy efficiency and best practice low carbon design, aspiring to deliver the most sustainable UK arena and one of the most sustainable arena in the world.

Economic Benefits:

- The arena would act to provide the next stage of significant investment to East Manchester, maximising the destination role of the Etihad Campus and driving investment and job creation.
- Provide 3,350 jobs during the 3-year construction phase and more than 1,000 jobs once opened across a range of different sectors and trades.
- Significantly increase the number of people visiting the area and generating additional local spending, benefiting the local economy. Based on the levels of additional spend in the visitor economy and taking into account the multiplier effects, over a twenty year period between £1.45bn and £1.69bn of GVA will be generated across the UK economy, between £1bn and £1.2bn of which will be accrued just within Greater Manchester. This will support between 6,813 and 7,292 people being employed over the period.

Social Benefits:

- Support the longstanding regeneration priorities and accelerating the regeneration journey across Eastlands. In this regard, the arena will play an important role in terms of unlocking further investment and development in the Campus and accelerating the next phase of its development as part of its long term regeneration ambitions.
- Working with the community from design conception has been an integral part of ensuring that the development responds to local concerns.
- OVG is committed to ensuring as many jobs as possible go to local people (and will prioritise hiring people who live within walking distance) and that all arena employees will be paid at least the Manchester Living Wage (significantly more than the statutory minimum).
- Be a key part of the local community providing employment, skills and training and supporting community and social events.
- OVG and its partners envisage launching a charitable trust or community programme – with a share of revenue of the arena donated by a combination of the venue, partners and performers to be used to support a local charity/cause.

Summary

- 3.13 The Etihad Campus is an accessible location, which is within a regeneration priority area. This, together with its supportive planning policy position, firmly established the Etihad Campus as an appropriate area of consideration for a new arena during the early stages of the project.
- 3.14 Chapter 10 of this document builds upon this analysis by then explaining the process through which the Applicant subsequently identified the Etihad Campus as the most appropriate location for the proposed arena, through detailed Sequential Testing (NPPF Paragraph 86) and consideration of the Impact test (NPPF Paragraph 89).

4 Site Description and Analysis

- 4.1 This Section of the Statement provides an analysis of the Site and the surroundings to inform the assessment of 'other material considerations' specific to the Site.

The Etihad Campus

- 4.2 The Site (as shown on Figure 4.1 overleaf) is located within The Etihad Campus in East Manchester, which was first home to the Manchester Commonwealth Games in 2002, when it was formerly known as Sportcity. At this point in time, the Etihad Campus included the City of Manchester Stadium (now known as the Etihad Stadium), the Manchester Regional Arena and the National Squash Centre.
- 4.3 Since 2002, the Etihad Stadium has been the beacon of regeneration for East Manchester. The pace of economic growth within Manchester over the last ten years along with the ongoing investment from the City Council, the Abu Dhabi United Group and other partners, such as Sport England, has strengthened the focus of the Etihad Stadium and its environs as a focus for new investment and job growth in East Manchester.
- 4.4 This has included the delivery of the City Football Academy, which transformed 75 acres of reclaimed former industrial land into the world's leading training ground and one of the world's best elite performance facilities. Together with the expanded Etihad Campus' existing array of sports and community facilities, the project has delivered jobs and training opportunities for local residents and a new community hub incorporating sports and education facilities, in addition to the Manchester Institute of Health and Performance (MIHP), which is a world-class centre for scientific research, analysis and treatment.
- 4.5 Central to the long term vision for the Etihad Campus and the wider area has been the ambition to establish it as a place to drive forward the development of a globally competitive sport, leisure and recreation offer. Over the last 15 years the loss of the opportunity for Manchester to host the first Regional Casino (selected by Government as the best location for a nationally important leisure based proposal), aligned with the deep economic recession of 2008 and 2009, thwarted any opportunity for the Etihad Campus to fulfil that long term ambition to host a globally competitive leisure and recreation offer.
- 4.6 The proven resilience of the Etihad Campus' transport capability, the increasing proliferation of sports based activities on the Etihad Campus, the scale of the Etihad Campus and the availability of land for development, along with the growing global recognition and success of Manchester City Football Club, have all become powerful influences on a number of entertainment operators and investors. These operators and investors have now identified the Etihad Campus as an option for creating new recreation and leisure facilities to respond to what in their view are strong market opportunities to further serve Manchester, the rest of the city region, the north of England and beyond.

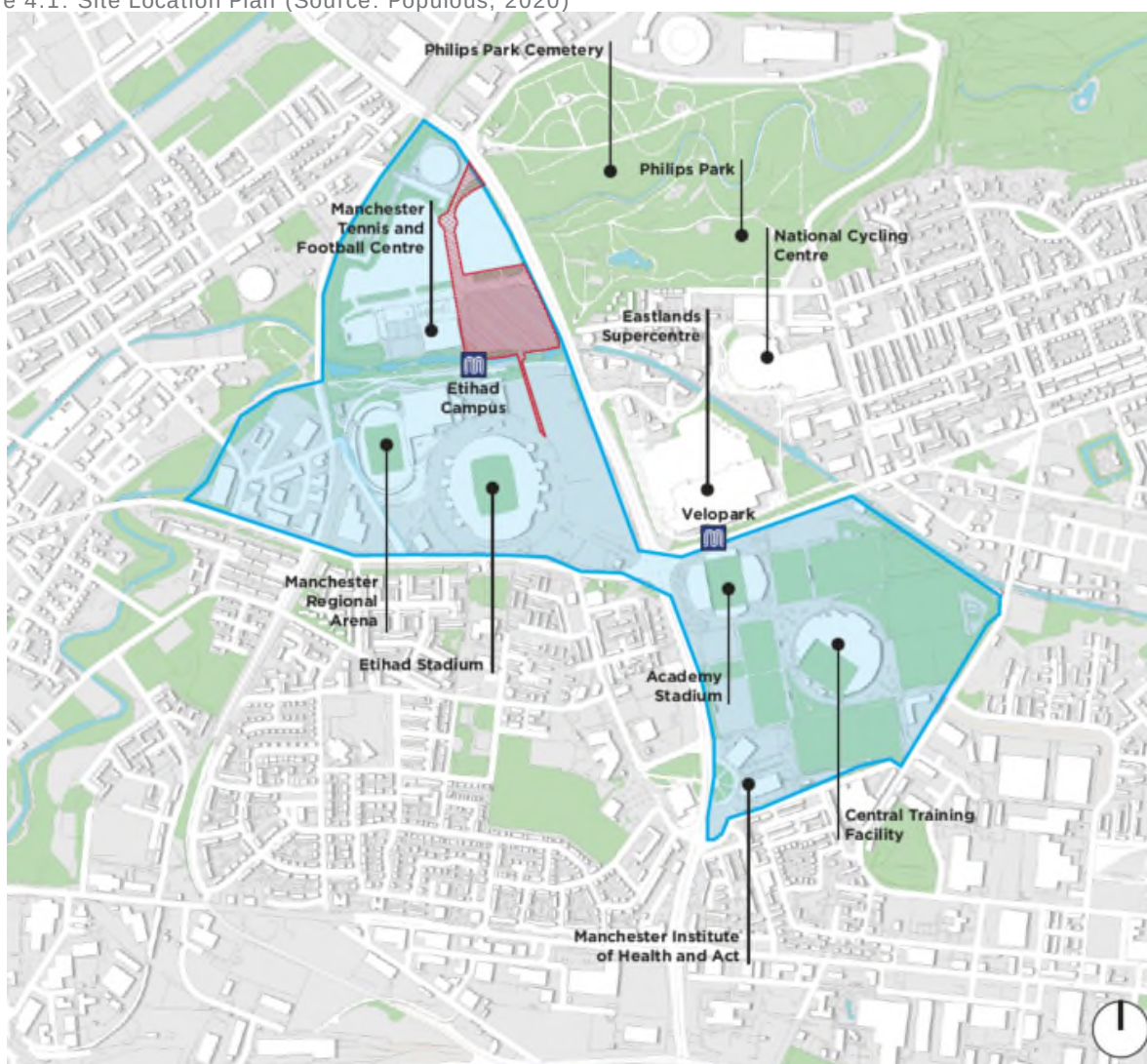
Site Description

- 4.7 The Site is approximately 4.46 ha. and is located to the north of the Etihad Stadium within the Etihad Campus in East Manchester. The Site is located within the Ward of Ancoats and Beswick in Manchester.
- 4.8 A planning history search was undertaken using MCC's public access system. There have been no recent applications of interest on the Site. However, in April 2010 Planning Permission was granted for *"remediation works including the removal of underground structures, processing and treatment of excavated material and site works including installation of water attenuation tanks, archaeological works, new boundary fencing and demolition of the existing visitors centre"* (Ref: 092380/FO/2010/N2).
- 4.9 Prior to this Planning Permission was granted in 2007 on part of the Site for the construction of a temporary Olympic Standard BMX track, ramp and associated parking for the use of British

Cycling as a training facility ahead of the Beijing Olympics.

- 4.10 A subsequent time extension was granted, with the temporary BMX track, ramp and associated parking being permitted until 31 December 2010. It is unknown when the Site was cleared of these facilities, but they became defunct for Olympic training purposes when the purpose built BMX Complex opened in July 2011.
- 4.11 There are no existing buildings on the Site, which is currently used as an over-spill surface level car park for those attending events associated with the Etihad Stadium. The Site is estimated to have capacity for 500 car parking spaces and is secured with a tall mesh fence on all sides. The perimeter of the Site is also populated with informal, dense shrubbery and self-seeded unclassified trees. It is an underused area of brownfield land which is in obvious need of regeneration.
- 4.12 The Site's topography is generally flat, albeit the Site slopes gently down from south to north, but drops steeply at the southern edge down to the Ashton Canal.

Figure 4.1: Site Location Plan (Source: Populous, 2020)



Site Surroundings

- 4.13 The Site is bound by Joe Mercer Way to the west, which is an elevated pedestrian boulevard route to the Etihad Stadium, separating the Site from the adjacent Manchester Tennis and Football Centre located further to the west.

- 4.14 Alan Turing Way is located immediately to the east of the Site and comprises of a four lane boulevard with segregated cycle lanes.
- 4.15 To the east of Alan Turing Way is Philips Park, with Philips Park Cemetery located to the north of the Park and separated by the River Medlock, which runs east to west and is culverted underneath part of the Site.
- 4.16 The area to the east of Alan Turing Way is also characterised by a number of residential dwellings, with the National Cycling Centre and Eastlands District Centre, located further to the east and south-east respectively, adding a positive contrast to and supporting the clusters of sports and entertainment facilities in this area.
- 4.17 The Site is restricted to the south by the Ashton Canal, which comprises of towpath and cycle path routes linking the Site to Manchester City Centre, elsewhere in East Manchester and further afield in the other (eastwards) direction.
- 4.18 The Etihad Stadium is located south of the Site and the Ashton Canal and comprises of a largescale football stadium used by Manchester City Football Club.
- 4.19 To the north of the Site is a large car park for the Etihad Stadium and a link road (Sportcity Way) providing access to Alan Turing Way. The Site also extends to the north to incorporate a further access to Alan Turing Way.
- 4.20 To the north of this there are two residential properties at the entrance to Philips Park Cemetery, but the area is generally characterised by a number of light industrial uses and Philips Park Fire Station is also located here. The raised railway line acts to separate the residential neighbourhood in Miles Platting from these industrial uses and the Site also.
- 4.21 A gasholder is also located adjacent to this access point, with an additional gasholder located further west of the Site and the railway line. Given the nature of the former use of these gasholders and as they will not be brought back into active use in the future, the two associated Control of Major Accident Hazards Regulations (COMAH) zones, which overlapped the Site, are about to be removed following confirmation from the Secretary of State.

Surrounding Scale and Massing

- 4.22 The Etihad Campus is characterised by a number of existing large buildings. The most significant of these is the Etihad Stadium located to the south of the Site and the Ashton Canal. The stadium is a landmark building occupying the skyline, which rises to circa.70m tall and has an existing capacity of 55,000 seats, potentially expanding to 61,000 with the expansion of the North Stand.
- 4.23 The skyline is also characterised by two large gasholders: one located on Bradford Road (to the west of the railway line) and the other to the far north of the Site (along Alan Turing Way).
- 4.24 The Manchester Tennis and Football Centre (to the west of the Site) and the National Squash Centre (to the south west of the Site) also comprise of buildings with significant footprints, circa. 0.4 ha. and 0.9 ha. respectively. The National Cycling Centre and Eastlands District Centre are also of a significant scale and massing.
- 4.25 In between the Site and the National Cycling Centre are three apartment buildings up to 10 storeys in height and further residential properties, the majority of which comprise of two storey terrace houses.

Site Specific Environmental Designations

Air Quality

- 4.26 The Site is situated in the Greater Manchester Combined Authority Air Quality Management Area (AQMA).
- 4.27 Local authorities are required to declare an Air Quality Management Area (AQMA) for areas where air quality objectives are not likely to be met by the relevant target date. The Greater Manchester Air Quality Action Plan sets out the measures which will reduce air pollution within Greater Manchester's AQMAs, while supporting the region's sustainable economic growth.

- 4.28 For development within the Air Quality Management Areas developers are expected to take measures to minimise and mitigate the local impact of emissions from traffic generated by the development, as well as emissions created by the use of the development itself, including from Combined Heat and Power and biomass plant. When assessing the appropriateness of locations for new development the Council will consider the impacts on air quality, including cumulative impacts.
- 4.29 As such, an Air Quality Assessment has been undertaken and is submitted as part of this planning application (within the Environmental Statement).

Landscape and Ecology

- 4.30 An Ecological Appraisal has been conducted for the Site and is submitted in support of the planning application. It includes an extended Phase 1 Habitat Survey, which was carried out on 21 June 2019 by BuroHappold.
- 4.31 The Survey, alongside a desk study of records commissioned from the GMEU and an assessment of the site context, identified that the Site is not within, nor does it contain, any ecological designations including Sites of Special Scientific Interest (SSSI), Sites of Biological Importance (SBI) or Special Protection Areas (SPA).
- 4.32 The only ecological features of note on or near to the Site includes a single record for a little ringed plover (Schedule 1 species) and a northern lapwing (red listed Bird of Conservation Concern).
- 4.33 Outside, but to the south of the Site is the Ashton Canal, which is a non-statutory designated SBI protected under national and local planning policy. The Canal corridor was also identified as offering suitable foraging and commuting opportunities for bats.
- 4.34 Whilst the neutral grassland on the Site was identified to meet the GMEU SBI criteria for neutral grassland due to the plant species assemblage observed during the Phase 1 Habitat Survey, the criteria are only applicable if the grassland is considered to be likely to remain on the Site in the long-term.
- 4.35 As noted within the Ecological Appraisal, the areas of neutral grassland that have recolonised the Site are showing encroachment by young self-seeded trees and scrub, indicating that, without management, the neutral grassland would be unlikely to remain in its current form. In addition, this grassland is not associated with notable species or species assemblages, such as characteristic invertebrates of waste or disturbed ground, thus removing it from meeting SBI criteria.
- 4.36 In summary, the Survey identified that the ecological value of the Site is low with the main impact being on the Ashton Canal. The Proposed Development does not directly impact or alter the Ashton Canal and instead there is the potential to enhance ecology and biodiversity in this area. Ecology was therefore scoped-out of the ES on this basis.

Flood Risk and Drainage

- 4.37 The Site is located within Flood Zone 1 and therefore has a low probability of flooding. It is situated within the Manchester, Salford and Trafford Critical Drainage Area (CDA), as designated in 2011.
- 4.38 Located adjacent to the Ashton Canal, the Site is located within a Canal Breach Hazard Zone B as identified in the Manchester, Salford, Trafford and Environment Agency Joint Strategic Flood Risk Assessment Statement (March 2010). The zones demarcate areas that could potentially be affected by flooding in the event of overtopping or breach of canal embankments. A Flood Risk Assessment and a Drainage Strategy are submitted in support of this planning application and address the potential for flooding, including from the overtopping or breach of the Ashton Canal.

Heritage

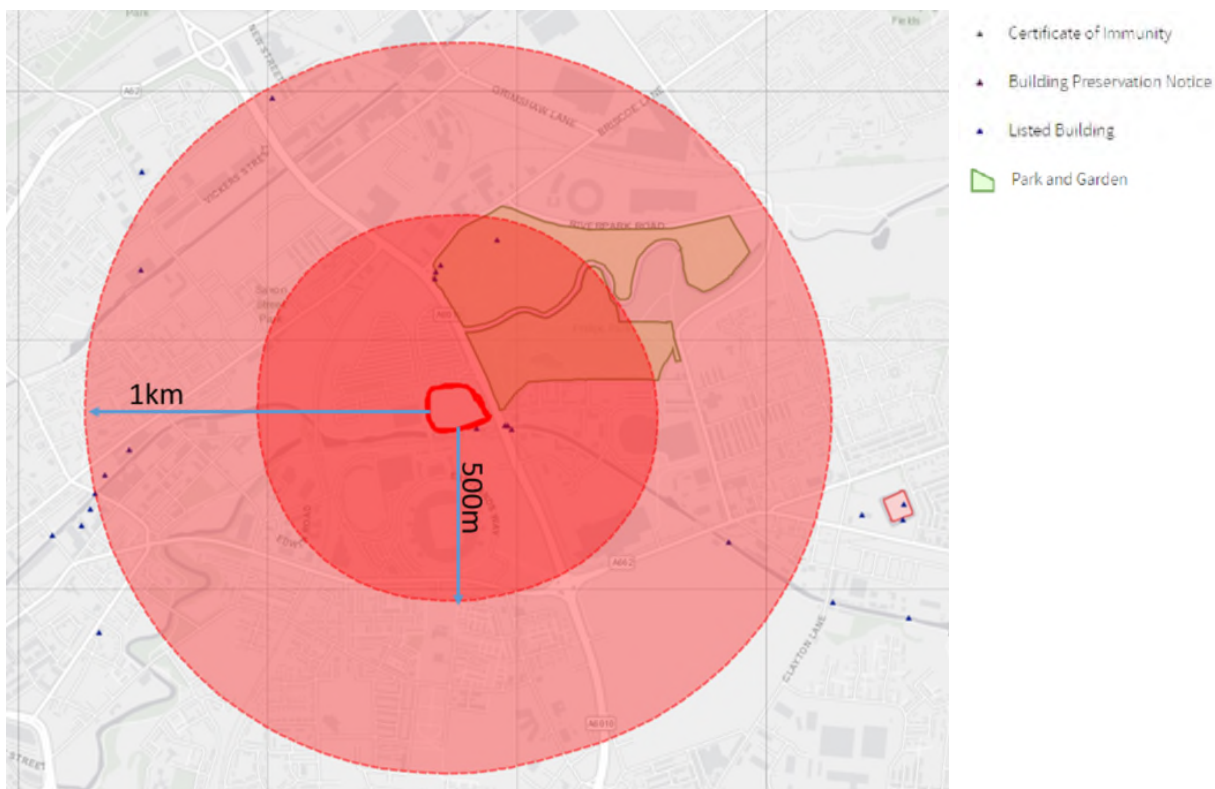
- 4.39 The Site is not within a Conservation Area and there are no Listed Buildings on the Site. However, as shown in Figure 4.2 below, there are 15 designated heritage assets, including 13 no. listed buildings and two registered gardens (Philips Park and Philips Park Cemetery) within a 1km

radius of the Site.

4.40 The assets comprise of the following:

- Ashton Canal Lock Keepers Cottage on South Side of Lock Number 7 of Ashton Canal – Grade II;
- Ashton Canal Bridge Number 9 Over Ashton Canal (Mill Street Bridge) at West End of Lock Number 7 – Grade II;
- Ashton Canal Lock Number 6 Immediately East of Forge Lane – Grade II;
- Ashton Canal Lock Number 7 with Roving Bridge Immediately East of Mill Street Bridge – Grade II;
- Cemetery Office at Philips Park Cemetery – Grade II;
- Entrance Lodge to Main Entrance of Philips Park Cemetery – Grade II;
- Gates and Railings to Main Entrance of Philips Park Cemetery – Grade II;
- Cemetery Chapel at Philips Park Cemetery – Grade II;
- Philips Park – Grade II; and
- Philips Park Cemetery – Grade II
- Victoria Mill – Grade II*.

Figure 4.2: 500m and 1km radius of the Site with blue triangles indicating heritage assets
(Source: Historic England Map Search Tool, Accessed July 2019)



Archaeology

4.41 The wider East Manchester area has been subject to a series of archaeological desk-based assessments and investigative work dating back to 2000, in support of the ongoing regeneration of the area.

- 4.42 The Site was the subject of an Archaeological Desk-Based Assessment prepared for Sportscity, Eastlands Manchester by the University of Manchester Archaeological Unit in April 2000. The Report is submitted with this planning application (See Appendix 2.1 of the Environmental Statement) and notes that there are no potential below-ground archaeological remains within the boundary of the Site and therefore no further archaeological work is required.
- 4.43 The report identified the possibility for remains of regional importance in respect of the medieval moated site of Bradford Old Hall, located a short distance to the south of the Site. The recommendation was for recording of this area through trial trenching and if required treatment of any organic finds and analysis of palaeo-environmental material.
- 4.44 Excavation work in relation to Bradford Old Hall was undertaken in 2002, which revealed some remains of the medieval moat and its stone-built revetment at depth in the immediately adjacent area. Further work was undertaken in 2010 and no further remains were identified.
- 4.45 A Sportscity, Bradford, Manchester Final Excavation Report (See Environmental Statement Volume 2, Appendix 2.1 EIA Scoping Report) was prepared by Oxford Archaeology in March 2011, which summarised these findings (in addition to the findings of excavation work in the wider area) and concluded that the construction of a modern sewer system along the northern edge of Philips Park Road had destroyed any buried remains of the moat. Further to the north, the construction of Bradford Mill in the early 1840s had completely destroyed any buried remains of the medieval hall.
- 4.46 There have also been a number of sizable excavations around the Etihad Campus between 2010 and 2013, including the eastern and southern parts of the Etihad Stadium; these works did extend upwards to incorporate the Site as part of the 2013 archaeological works.
- 4.47 As part of the 2013 application to extend the Etihad Stadium an Archaeological Desk Top Assessment was undertaken, and subsequently a watching brief was in place during the remediation of the Etihad Stadium expansion site. During these remediation works it was found that there was no buried archaeological remains, as confirmed by Salford Archaeology on 7 October 2019 (provided as part of the EIA Scoping Report EIA Volume 2, Technical Appendix 2.1). Archaeology was therefore scoped-out of the Environmental Statement.

Ground Conditions

- 4.48 A Geoenvironmental and Geotechnical Desk Study for the Site was undertaken by BuroHappold (see Environmental Statement Appendix 7.1), with the purpose to establish the environmental, geological, hydrological and hydrogeological conditions present at the Site that may result in potential contamination and/or geotechnical design risks for the proposed future use.
- 4.49 The Study found a number of potential sources of contamination in near-surface and deeper-ground, with the potential for exposure to people, controlled waters (River Medlock, Secondary Aquifer and Ashton Canal), and below ground infrastructure.
- 4.50 Large volumes of Made Ground are present below the Site as a result of historical industrial site uses and various enabling works and remedial activities in more recent history.
- 4.51 Potential high to moderate / low risks were assessed to people (construction workers, neighbours and future site users), controlled waters and below ground infrastructure associated with the remaining potential contamination. The potential risks associated with the possible presence of Unexploded Ordnance (UXO) were also assessed as moderate.
- 4.52 However, the historic ground investigation results and contamination assessment undertaken to date is now so outdated that it does not meet current geoenvironmental assessment requirements.
- 4.53 As such, a Ground Investigations Report was subsequently prepared by Structural Soils Ltd (SSL) and is submitted in support of this planning application (See Appendix 7.3 of the Environmental Statement). The purpose of the work was to obtain geotechnical and geoenvironmental information for the Proposed Development, which comprises extensive earthworks, retaining walls and piled foundations. The intrusive works included cable percussion boring and rotary drilling, trial pitting, in situ testing, laboratory testing and the preparation of this report.

Coal Mining

- 4.54 A Coal Mining Assessment (CMA) has also been conducted for the Site (See Appendix 7.2 of the Environmental Statement). This report has been prepared in accordance with the requirements of MCC and identifies the risks that coal mining poses to the Proposed Development, how these risks influence the Proposed Development and what mitigation measures are likely to be required.
- 4.55 The Assessment identified the following in regards to the Site:
- The depth of made ground in the north-west corner of the Site extends all the way to the coal measures strata, at a depth of approximately 17m below ground level. Across the remainder of the Site the rockhead lie at around 13-14m below existing levels.
 - There are three treated mine shafts on the Site.
 - There is a conjectured fourth or duplicate shaft (whereby the shaft has been duplicated on the plans in error). That said all the historical plans only ever show three shafts on the Site.
 - There was an adit which ran north-east to south-west beneath the north-west corner of the Site which connected to the river. The workings that are connected to this are not labelled on the relevant abandonment plan, so the depth of the adit and workings is unknown.
 - There is evidence of voids beneath the Site.
 - Extensive treatment has been carried out to a maximum depth of 36m.
- 4.56 The Report concludes that further investigations are required to prove that, as far as reasonably practical, the fourth shaft is a duplicate on the plans and not an additional shaft. To survey for this shaft it will mean further probing on the site as part of an enabling works package. If investigations find that it is simply a duplicate shaft, then no further action is required. If a positive identification is made then it will need to be grouted and capped, and the foundations of the structure above will need to bridge over it
- 4.57 Investigations will also be required below the design to depth of the piles to determine the depth of coals seams/cover above the seams. Where this is greater than 10 times the seam thickness, no grouting works will be required. Where it is less than 10 times the seam thickness, the seam should be grouted. Probing should be carried out at each pile location.
- 4.58 The 2019 investigation found voids beneath the Site in areas that had previously been treated. Therefore, validation of the grouted areas should be undertaken.
- 4.59 Finally, the structures of the Proposed Development will need to be piled foundation with the coal measure between the coals.

Access and Transport

Pedestrian Access

- 4.60 The Site is located approximately 1.5km walk from the edge of Manchester City Centre to Great Ancoats Street (circa 15 minutes' walk), with Manchester Piccadilly Station approximately a 25 to 30-minute walk from the Site (or an 8-minute journey time via Metrolink services), providing intercity and cross-country services as well as regional and local services across Northern England. In the future, these services could be significantly extended through the development of a new integrated station to accommodate High Speed 2 (HS2) and Northern Powerhouse Rail (NPR).
- 4.61 The Etihad Campus is surrounded by a number of residential communities and there is an extensive provision of high quality and well-lit pedestrian footways within and around the Site and associated pedestrian crossings. As a result, people frequently walk to and from the Etihad Stadium to Manchester City Centre after match days or concerts.
- 4.62 There are a number of alternative walking routes to the City Centre available. The most direct

route, known as the 'City Link' is via the A662 Pollard Street/Merrell Street/Ashton New Road, was initially developed for the 2002 Commonwealth Games. This route is signed between the Etihad Campus and the City Centre, is lit with footways on either side, and includes controlled crossings at junctions with major roads (of which there are only two - Carruthers Street and Every Street). A branch of this route connects from Every Street to the centre of the Etihad Campus via a traffic-free route.

- 4.63 An alternative traffic-free walking route between the City Centre and the Etihad Campus is available via the Ashton Canal towpath. This route is slightly longer, but still only takes approximately 20-minutes to walk. This route passes beneath Great Ancoats Street alongside the canal.
- 4.64 A major highway improvement scheme is currently being implemented by MCC on Great Ancoats Street. One of the key objectives of the scheme is to improve pedestrian crossings along the 'City Link' route, reducing the severance currently caused by traffic. Additional crossings will be installed along the route, making travelling by foot or bicycle from the City Centre to the surrounding neighbourhoods easier and safer. These additional crossings will directly benefit pedestrian connectivity between the Etihad Campus and the City Centre.
- 4.65 The £4.2m Northern and Eastern Gateway will become the second City Centre cycling and walking corridor to be funded by the Greater Manchester Mayor's Challenge Fund.
- 4.66 Challenge Fund investment for an £11.6m Piccadilly to Victoria cycling and walking route, which will run parallel to Great Ancoats Street to its south and include improvements for people travelling on foot or by bike to Thomas Street and Stevenson Square - was confirmed in March 2019, this will also help to link the 'City Link' route into the wider City Centre.
- 4.67 The Bee Network proposals set out in the Greater Manchester Combined Authority's (GMCA) Cycling and Walking Infrastructure Proposal (June 2018) are proposed to connect every community in Greater Manchester, and would act to further enhance cycling and walking connectivity to the Etihad Campus from various locations throughout Greater Manchester.
- 4.68 Specific crossing opportunities and routes to and through local communities have been identified to the east, south and west as part of the Bee Network programme. These include:
 - Improved crossing facilities at the junction of Bradford Road / Cambrian Street to better link to the communities to the west of the Etihad Campus such as Miles Platting;
 - Improved pedestrian facilities at the junction of Fairclough Street / Bank Street to better link to the communities to the east of the Etihad Campus such as Clayton;
 - Improved connectivity on Albert Street as it crosses the railway line to better link to the communities to the south of the Etihad Campus such as Beswick; and
 - Improved crossing facilities at the junction of Alan Turing Way / Grey Mare Lane / Bank Street to better link to the communities to the south-east of the Etihad Campus such as Openshaw.
- 4.69 More generally, the ongoing regeneration of the Ancoats and New Islington areas will improve the quality and amenity of the existing walking routes between the Etihad Campus and the City Centre and create new opportunities for people to spend leisure time along the route with bars, restaurants and high density residential developments effectively expanding the 'City Centre' offer eastwards towards the Etihad Campus.
- 4.70 Similarly, the increasing density of residential development between Great Ancoats Street and the Etihad Campus, with accompanying improvements to the quality and safety of connecting routes, will also help to make access to the City Centre easier for communities to the east of Great Ancoats Street.

Cycling Connectivity

- 4.71 The Site is also well connected via bicycle with National Cycle Route 60 running adjacent to the Site along Alan Turing Way. National and Regional Route 86 also runs east-west through the Site. It connects from Ducie Street within the City Centre along the Ashton Canal towpath through the

Etihad Campus and then through Phillips Park. The Etihad Campus currently provides 272 cycle parking spaces.

- 4.72 Department for Transport funding has been secured for an improvement scheme at the Alan Turing Way/Ashton New Road junction. The scheme would provide fully segregated cycle facilities for all junction movements. The proposed scheme is expected to address identified road safety issues by providing dedicated, Dutch-style segregated cycle facilities throughout the junction. The proposals commitments to improving Campus cycle facilities (see section 7) fully complements this wider investment.

Public Transport Connectivity

- 4.73 The Site and Etihad Campus are also highly accessible by public transport with Metrolink, bus and heavy rail all serving the Site. Significant investment has been made in the Metrolink network since the 2002 Commonwealth Games including the opening of the Etihad Stadium Metrolink Stop in 2013, which has acted to further enhance the Etihad Campus as a sustainable destination.
- 4.74 The Etihad Campus Metrolink stop is located approximately 200m walk (less than 5 minutes) to the Site via the Joe Mercer Way footbridge. The Metrolink stop is on the Ashton-under-Lyne to Eccles/MediaCityUK Metrolink line, which currently provides a six-minute frequency (i.e. 10 trams per hour) in both directions. These services call at key City Centre stops including Piccadilly (8 minutes from the Site), Piccadilly Gardens, St Peter's Square and Deansgate Castlefield. Interchange onto all other Metrolink lines is possible at these City Centre stops.
- 4.75 TfGM currently operate an 'enhanced service' on the Metrolink to serve football matches and other major events at the Etihad Campus.
- 4.76 Multiple bus stops are also located within five minutes' walk to the Site, as shown in Figure 4.3. The local bus routes and frequencies are outlined in Table 4.1 below.

Figure 4.3 Local Bus Stops and Bus Routes (Source: BuroHappold, 2020)

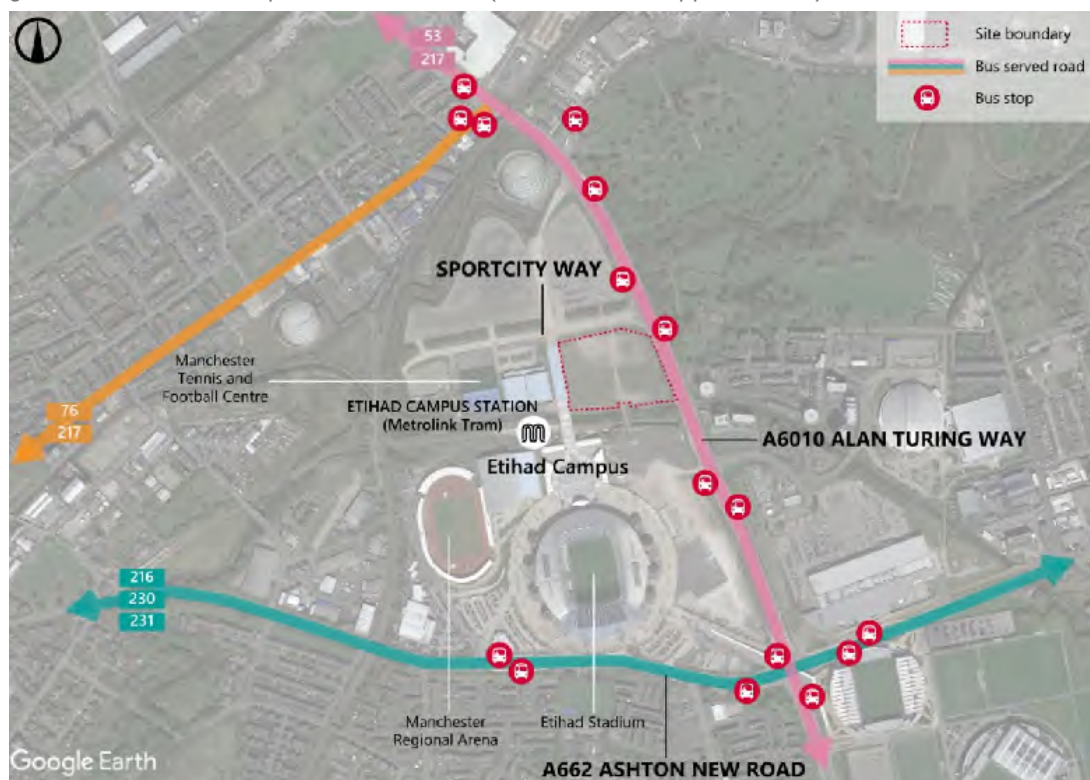


Table 4.1: Local Bus Routes and Frequencies

Bus Service	Route	Peak Frequency (buses per hour per direction)							
		Weekday				Weekend			
		AM Network Peak (08:00 – 09:00)	PM Network Peak (17:00 – 18:00)	Arena Arrivals Peak (19:00 – 20:00)	Arena Departure Peak (22:00 – 23:00)	Arena Arrivals Peak (12:00-13:00)		Arena Departure Peak (16:00-17:00)	
						Saturday	Sunday	Saturday	Sunday
53	Cheetham Hill - Gorton - Rusholme - Old Trafford - Salford Quays - Pendleton	1	1	3	1	2	1	2	1
76	Oldham - Limeside - Failsworth - Newton Heath	7	3	2	2	5	4	4	2
216	Manchester - Clayton - Droylsden - Ashton - Stalybridge	6	6	4	3	6	4	6	3
217	Ashton - Hartshead - Droylsden - Clayton - Manchester	2	1	1	1	1	1	1	1
230	Ashton - Droylsden - Clayton - Manchester	1	2	1	1	2	1	2	1
231	Ashton - Hartshead - Droylsden - Clayton - Manchester	3	2	1	-	2	1	2	1
Total		20	15	12	8	18	12	17	9

4.77 Based on discussions with TfGM, it is understood that Stagecoach currently operate 'enhanced services' to serve football matches and other major events at the Etihad Campus on a commercial basis. This effectively increases bus frequencies along the existing Manchester to Ashton-under-Lyne 216 route for a period on these days.

4.78 Following events at the Stadium, a 'shuttle-bus' service is operated by Stagecoach to transport passengers into the City Centre, with services stopping in Piccadilly Gardens. This service is operated on a commercial basis and typically consists of 10-15 buses (subject to anticipated

demand), which are boarded at a managed boarding point on Ashton New Road.

- 4.79 Other key transport interchanges can also be accessed on foot from the Etihad Campus. These include the following locations:
- Ashton Old Road bus corridor - approximately 900m south of the Etihad Campus – accessed directly along Alan Turing Way/Pottery Lane. Controlled crossing facilities are provided at the main junctions with Ashton New Road and Ashton Old Road.
 - Oldham Road bus corridor - approximately 1,000m north of the Etihad Campus – accessed directly along Alan Turing Way/Hulme Hall Lane. Controlled crossing facilities are provided at the main junctions with Bradford Road and Oldham Road.
 - Ashburys Station – approximately 1,100m south of the Etihad Campus – accessed directly along Alan Turing Way/Pottery Lane. Controlled crossing facilities are provided at the main junctions with Ashton New Road and Ashton Old Road.
 - Central Park Metrolink stop – approximately 2km north of the Etihad Campus accessed along Briscoe Lane and Ten Acres Lane. This stop is on the Rochdale-East Didsbury line. Controlled crossing facilities are provided at the main junctions with Briscoe Lane and Oldham Road.
 - Queens Road Metrolink stop – approximately 2.5km north-west of the Etihad Campus accessed along Hulme Hall Lane. This stop is on the Bury- Altrincham line. Controlled crossing facilities are provided at the main junctions along the route.
- 4.80 As outlined in the Arup Etihad Campus Transport Assessment (submitted for information purposes only with this planning application), as the Etihad Campus is developed, the public transport offer will continue to evolve to reflect the changing nature of the Etihad Campus from a location that experiences high levels of public transport use for short and infrequent periods on Stadium event days to a location with a strong daily demand for public transport throughout the day. This will build on the highly accessible nature of the Site.
- 4.81 Furthermore, the ten year proposals for Greater Manchester to create an integrated, modern and accessible public transport system, as set out in the Our Network plan for Greater Manchester and the Strategic Transport Plan for the North, will also act to increase the accessibility of Manchester and further improve public transport connectivity to the Etihad Campus from a wider catchment.

Car Parking

- 4.82 There is currently capacity for approximately 4,200 on-site parking spaces within the Etihad Campus (excluding those spaces dedicated to the Manchester Tennis and Football Centre and the Manchester Regional Arena). This capacity is split across a number of car parks within the Etihad Campus.
- 4.83 Approximately 2,600 of these spaces are located in areas adjacent to Sportcity Way (marked as G, H, J, K and M on figure 4.2). Approximately 300 spaces are located in areas to the south of the stadium (marked as A, B and C on the plan). The remaining 1,300 space capacity is spread across cleared sites, earmarked for future development (area shown in orange on the plan).
- 4.84 Once the arena is operational, there would be a reduction in the number of spaces available bringing the total capacity to up to 3,700 spaces on Campus, in accordance with the Campus strategy.
- 4.85 On days when there is no event at the Etihad Stadium, this parking provision is more than sufficient to meet the day-to-day requirements of the Etihad Campus, including for events at the non-Stadium venues within the Etihad Campus.
- 4.86 On Stadium event days, based upon data for the 2018/2019 football season, the average demand for parking on-site was just under 3,000 spaces with a maximum use of just over 3,500 spaces.

Figure 4.4: Location of Existing Car Parks at the Etihad Campus (Source: BuroHappold, 2020)



Park and Ride

- 4.87 In addition to parking at the Etihad Campus, three Park and Ride facilities are also linked by the Eccles to Ashton-under-Lyne Metrolink line, providing a total of 845 parking spaces, at Ashton West (195 spaces), Ashton Moss (200 spaces) and Ladywell (450 spaces). Further Park and Ride facilities are located across the Metrolink network, providing a further total of over 2,300 spaces.
- 4.88 Parking surveys were undertaken at the Ashton Moss and Ashton West Park and Ride facilities on match days and non-match days. The surveys indicated that there is greater take-up of Park and Ride facilities during match-days, but even during these events there remains capacity to accommodate further car parking.

Resident Parking Scheme

- 4.89 An existing resident parking scheme operates within the area surrounding the Etihad Campus on Stadium event days, as shown on Figure 4.5. The scheme is enforced from two hours before the event until it ends (if the times of the event fall between 10am to 10pm). During that time, only people with permits can park. Outside of these hours anyone can park for any time.
- 4.90 The existing resident parking scheme arrangement was a key topic of feedback from the public consultation exercise undertaken (see Section 5 for a full description), where it was widely acknowledged by respondents that the existing parking scheme could be changed for the better to meet the priorities of local residents and be more user friendly.
- 4.91 This feedback has been taken on board by the Applicant, and an enhanced parking strategy is proposed (see Section 7 for details).

Figure 4.5: Existing Resident Parking Scheme Zones around the Etihad Campus (Source: BuroHappold, 2020)



Current MCFC-led initiatives to improve match-day transport experience

4.92 MCFC is actively working to continuously improve the matchday experience, including the journey to and from the Etihad Stadium. As such, a series of initiatives are ongoing related to matchday and staff travel, which will help to support the objectives of the Strategic Vision for the Etihad Campus going forward. These measures include:

- Accompanied walking groups from the City Centre to the Etihad Campus on a matchday;
- Optimisation of urban traffic control (UTC) signal sequencing post-match to increase efficiency of traffic movements away from the Stadium– this is currently being piloted by TfGM in partnership with the football club;
- Additional banners/improved wayfinding on the existing ‘City Link’ walking route to the City Centre to promote use of this route;
- Directional parking trials have been undertaken, with plans to continue these in the future. These trials may influence the future arrangement of parking spaces and egress points as the Etihad Campus is developed; and
- Initiatives to increase staff use of sustainable transport as part of the staff sustainable travel plan, including promotion of travel plan measures, participation in national initiatives and incentivisation of use of sustainable modes.

4.93 These measures are aimed at making continuous improvements for supporters and the local community by promoting non-car travel modes and improving the efficiency of supporters’ ability to leave the Etihad Campus, thereby shortening the period over which traffic and pedestrian movement impacts upon the community.

Emerging MCFC initiatives to improve match-day transport experience

4.94 Discussions with key stakeholders including MCFC, MCC and TfGM have identified a series of additional measures, which are currently being progressed irrespective of additional development coming forward on the Etihad Campus.

4.95 These measures include:

- TfGM working with MCFC to maximise the range, availability and capacity of matchday public transport services to the Etihad Campus including measures to maximise the availability of double-unit Metrolink services pre and post-match and maximise the operational efficiency of Metrolink services;
- Promoting and incentivising the use of public transport services for supporters, including greater use of existing Park and Ride sites across Greater Manchester, and, in particular, Ashton Moss and Ashton West;
- TfGM and bus operators working with the football club to explore opportunities to develop an improved bus network that better serves the Etihad Campus and surrounding developments, linking into key public transport nodes. In particular, considering the potential for improved orbital bus services to complement the existing services that operate along the radial corridors into the City Centre). In time this may be linked to future opportunities created by bus reform;
- TfGM developing integrated ticketing solutions for matchday public transport, including contactless and Mobility as a Service options as these services are implemented across Greater Manchester;
- TfGM exploring opportunities with the football club for improved smart/interactive travel demand management and real-time information/data sharing. This includes a travel demand management pilot scheme that is currently being implemented along Ashton New Road the main route through the Etihad Campus;
- Supporting the development of (potentially branded) travel apps and exploring the 'gamification of journeys' to promote and encourage sustainable transport use (e.g. an app that compares distance walked by a supporter to distance run by a player during a match);
- Resolve the proliferation of match staff parking through developing and promoting car-sharing opportunities for staff and supporters, potentially include partnering arrangements with car-share service providers such as GoCarShare or LiftShare;
- Introducing electric vehicle charging into the mix of on-site parking spaces over time to support the increased use of these vehicles in Greater Manchester; and
- As part of the roll-out of an anticipated future GM-wide cycle hire scheme as part of the Made to Move scheme, promoting the Etihad Campus as a suitable location for a cycle hire hub for the use of staff and visitors.

4.96 These measures would help to improve the overall experience for both visitors to the Etihad Campus and the local community. The measures could help to support the continued transition towards increased sustainable travel and a reduced reliance on private car use to access the Campus. As such, these measures should be supported by existing and future Campus venues.

4.97 It should be noted that the Etihad Campus already operates successfully as a multi-organisational facility with a range of uses including the Stadium, City Football Academy, the National Cycling Centre, Manchester Regional Arena, Manchester Tennis and Football Centre, National Basketball Centre and the National Squash Centre. As such, there are already established procedures and processes in place to successfully plan, manage and operate events and activities at multiple venues within the Etihad Campus.

4.98 The Etihad Campus must continue to operate as a collective destination rather than as a number of individual components or uses. This will require continued close co-ordination and co-operation between a range of stakeholders including MCFC, MCC, TfGM and operators of new developments as they come forward.

4.99 A Campus Operational Plan is being developed in order to achieve this. The Operational Plan will build upon the strong working relationships and arrangements that already exist between these parties. Organisations based at the Etihad Campus would commit to work together to manage potential conflicts through the organised planning and operation of events.

5 Design Evolution and Description of the Proposals

- 5.1 This section of the Statement provides a summary description of the application proposals and should be read in conjunction with the application drawings and the Design and Access Statement prepared by Populous.

Proposed Development Brief

- 5.2 The brief for the new arena is firstly to deliver the 'best in class' artist and fan experience of any large scale venue in Europe. Secondly, it must have the flexibility to hold multiple event types in addition to large international touring shows, which would enable Manchester to host a broader range of music, sports and entertainment events and be a major boost to Manchester as a whole, as well as East Manchester's ongoing regeneration, and thirdly, it should aspire to be the most sustainable arena within the UK.
- 5.3 To achieve the brief, the design needs to create a compact, flexible, adaptable and acoustically exceptional auditorium for all event configurations, delivering a more convincing experience to all spectators.
- 5.4 This flexibility must also extend to the hospitality offer, delivering an exciting and engaging experience for the whole audience before, during and after the performance. This will be provided by the supporting retail and food and beverage offer, including bars, retail concessions, pop-up retail spaces, hospitality spaces and lounges, which will provide an exceptional event day experience for all customers.
- 5.5 Close seat proximity to the event performance space is essential to creating an intimate and engaging experience. In comparison to other flagship venues, the Proposed Development will provide an improved visitor experience by bringing everyone significantly closer to the performance, but with the atmosphere of a large venue.
- 5.6 With a target maximum capacity of 20,000 (extendable to 23,500 for certain events - it should be noted that this maximum capacity would only be reached for a very small number of events when a centre stage configuration is used) and the inherent flexibility in event modes to capitalise on market opportunities and attract major new events to Manchester, the venue will be the best arena in Europe. It would make Manchester home to the largest arena in the UK and in the top ten globally.
- 5.7 The Arena will surpass other international grade venues such as the O2 Arena in London and the Barclays Centre in New York in terms of size and performance. References for the performance of the new venue concept are the seating bowl and arena hall configuration at the OVG Austin Arena and the hospitality facilities at the OVG Seattle Arena.
- 5.8 The 'best in class' brief extends to creating the preferred venue for performers and the touring community. Creating a suite of efficient, generous and visually appealing support spaces back of house will set a new benchmark for the event circuit. The quality of the arena will broaden Manchester's appeal and allow the City to cater for a wider range and larger number of events.
- 5.9 As set out in Section 3, given the commitment by all partners to embed sustainability across the Campus, the arena will be an exemplar for sustainable development, at the forefront of energy efficiency and best practice low carbon design, and target of delivering the most sustainable UK arena. This aspiration has been embedded in the design of the arena from the outset. Therefore, sustainability is inherent in the design and construction documentation to ensure it is a collective responsibility with targets owned by project team members best placed to influence and deliver these.

Design Development

Design Evolution

- 5.10 The compact site requires an equally compact and efficient design response that respects the surrounding sport and entertainment masterplan parameters and the existing nearby residential and commercial areas.
- 5.11 The Applicant recognises that the venue should become a landmark for the district and an iconic Manchester building. It should have an identity that acknowledges Manchester's rich heritage of live music and nightclub spaces, while bringing new opportunity and energy into the life of the city and entertainment scene.
- 5.12 To ensure that the Proposed Development responds to the client brief to provide the best arena in Europe, a number of factors have proven key to the design:
- **Community:** Local people are key to shaping the new arena.
 - **Proximity:** A design ethos that seeks to bring everyone closer to the stage;
 - **Flexibility:** Fully retractable seating to provide a highly flexible space for different types of events, from all seated, to a mix of seated and standing space;
 - **Inclusivity:** An incredible event experience for all. Design features for those with additional needs that are built-in from the start and are not an add-on, with the project aspiring for Attitude is Everything Gold Status; and,
 - **Experience:** – Alongside the development of cutting-edge audio and visual technology, OVG will work with all promoters and event owners to bring unrivalled experiences and the world's biggest and most exciting events to Manchester.
- 5.13 The Design and Access Statement submitted with the application details how the design of the Proposed Development has been formulated.
- 5.14 The proposals brought forward are of the highest architectural quality. An extensive team of the world's leading music venue and event designers have been brought together to deliver a world-class venue proposal for Manchester. The facilities aim to be the best in class across all areas of the design to deliver unique experiences for everyone who visits the venue.
- 5.15 The design of the arena is striking, with a strong form that will become easily identifiable as an iconic Manchester building and a design that is genuinely consistent through 360 degrees with each elevation delivering the same bold and seamlessly integrated, high quality design.

Consultation

- 5.16 The transformation of Eastland over 30 years of public / private partnership and investment has taken place with local communities at the heart of the process, ensuring that measures are put in place to address local concerns and issues on the one hand and to ensure that the significant benefits of regeneration are maximised for local people. As a further major development proposal, the approach from the outset has been to undertake a comprehensive and far reaching pre-application community consultation process which builds upon Manchester City Football Club's close connections with the local community, as well as drawing on lessons learnt in the past and best practice.
- 5.17 Local people have been involved in shaping the new arena from the very beginning. The consultation strategy was developed to provide meaningful opportunities for local people to engage with the Applicant and shape the development proposals, as well as what they mean to the local area. Therefore, owing to the scale of the Proposed Development and the desire to begin discussions with members of the local community as early in the process as possible, the Applicant undertook a four-month period of consultation, from September to December 2019, which included ongoing engagement with local stakeholders and two phases of community consultation, as illustrated by Figure 5.1:

Figure 5.1: OVG's Multi-Phased Approach to Consultation (Source: CounterContext, 2020)



- 5.18 Two stages of public consultation have taken place to ensure that local people have had the opportunity to comment on the development proposals at the formative stages of design through to more detailed design stages, enabling community views to make a meaningful contribution.
- 5.19 Throughout the consultation, a range of communication methods were used to raise awareness of the proposals among stakeholders and the local community, who were provided with several accessible and convenient means by which to provide feedback.
- 5.20 The Applicant has worked hard to ensure that local priorities have been addressed, so far as possible. Following the consultation events, key issues have been identified and addressed through the design evolution process. This principle has been at the heart of OVG's commitment to building a world-class new arena that puts the local community first.
- 5.21 The Proposed Development has also evolved through consultation with various key stakeholders, including: MCC; elected political representatives; existing campus occupiers; National Governing Bodies of sport; key organisations from the local area and the wider community, including the universities; local businesses and residents; city centre businesses; Manchester music venues and the wider network of people involved in the music industry; Manchester civic groups and stakeholders; MCC Environmental Health; MCC Flood Risk Management (Lead Local Flood Authority); MCC Highways Services; MCC Tree Officer; MCC Work and Skills Team; MCC Licencing; Coal Authority; Greater Manchester Ecology Unit; Environment Agency; Cadent Gas; Greater Manchester Archaeological Advisory Service (GMAAS); Design for Security at Greater Manchester Police (GMP); Historic England; Natural England; Transport for Greater Manchester (TfGM); United Utilities (UU); Canal and River Trust; Health and Safety Executive (HSE); and Aerodrome Safeguarding at Manchester Airport.
- 5.22 A Statement of Community Involvement has been prepared in support of the application. This document details the comprehensive programme of public and stakeholder consultation that has been undertaken in order to ensure that issues could be considered and addressed as the proposals were designed.

The Proposed Development

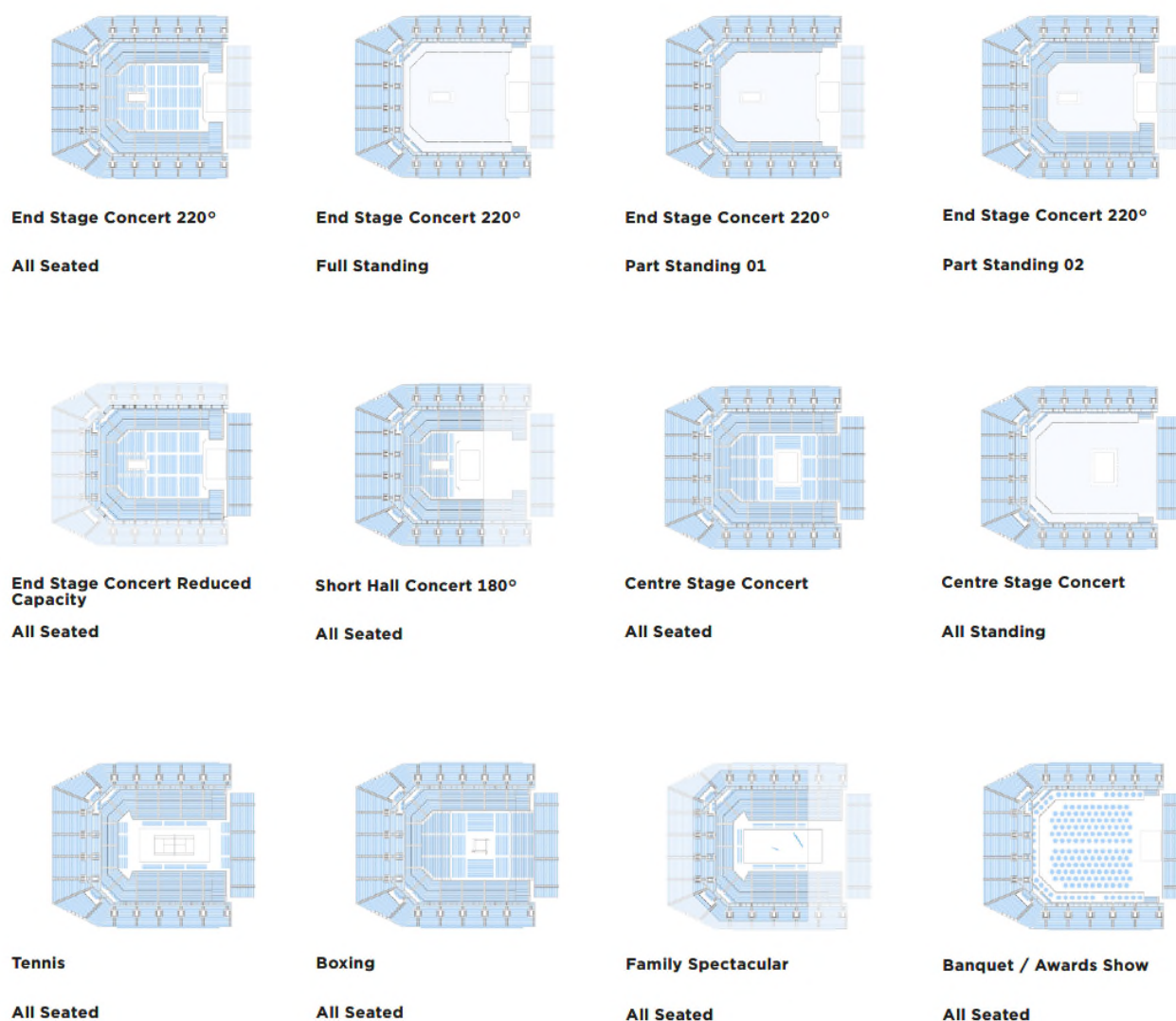
- 5.23 The Proposed Development comprises of a new indoor arena (Use Class D2) comprising of 68,608 sq. m. GEA of floorspace, including supporting retail uses (Use Classes A1, A3 and A4).

The Arena Bowl

- 5.24 The venue will have the capability to successfully hold a varied array of different event types. Flexibility and scalability have been built into the design of the arena to allow for a multitude of different modes to ensure the venue can regularly host events, putting Manchester in the world stage for entertainment and leisure.
- 5.25 Extensive use of retractable seating allows for simple efficient changes between modes while offering the best possible viewing experience for fans. Figure 5.2 outlines the wide range of possible layouts to accommodate a huge variety of different events.
- 5.26 The compact seating bowl design enables fans to be closer to the act on stage. A small tier positioned behind the stage also increases the capacity and feeling of enclosure for sports and centre stage concerts.

- 5.27 The design of the lower tier and floor seating eliminates any reduction in capacity due to production overlay, maintaining high capacities in an area much smaller than comparable traditional arenas.
- 5.28 Extensive use of mobile and recessed retractable seating creates a very large event floor and standing decks over a number of levels that can be used to hold concerts with standing capacities larger than any other venue in the UK. However, the compact nature of the arena, with just 24 metres from event level to the undersides of the structure, plus a much improved seating proximity to the event activity, ensure that the venue has 'state of the art' acoustics.

Figure 5.2: Example venue modes. (Source: Populous, 2020)



- 5.29 Within these parameters mentioned above, the layout would be flexible to accommodate a range of events of different nature and scale, which could include music, sport, performances, awards and other live entertainment. Events could be held during the day and evening, throughout the year.
- 5.30 Importantly, the arena configuration is flexible to accommodate a range of different sports events including (but not limited to) ice hockey, basketball, boxing, eSports, tennis, handball and UFC.
- 5.31 Further accommodated entertainment acts include family spectacles such as Disney on Ice or Walking with Dinosaurs. The large event floor can also be used as a dining area for award shows, attracting events to Manchester which are not currently choosing to locate here (and have indeed

never chosen to), despite the city's music and media connections, such as: the National Television Awards; MOBO Awards; the BRIT Awards; and Sports Personality of the Year. This is because existing venues do not have sufficient floor capacity or back stage capacity to house banquet style and multi performers. The existing arena has never hosted Sports Personality, the Brits or Moba awards.

Supporting Uses

- 5.32 The Proposed Development seeks to redefine the arena design approach, through providing attractive spaces around the auditorium to create a venue which can be used for event and non-event activities. This supports activity levels at the arena and improves the wider amenity offer of the Etihad Campus, including on match days.
- 5.33 Traditionally an arena design centres on the auditorium. Audience concourses and lounges are plugged into the auditorium bowl at different levels, creating a series of spaces that are very similar in terms of shape, proportion and scale. This creates a monotonous visitor experience with little expression of scale, a lack of architectural beauty and limited memorable experiences.
- 5.34 To address the brief to create a 'best in class' venue, the design incorporates 'destination spaces' which provide high-quality entertainment facilities and build on the gradient of expectation leading to the auditorium event.
- 5.35 These 'destination spaces' are set out across five floors, with access to the concourse spaces from both Ground Floor and First Floor levels, making best use of the Site topography. The atrium floor is connected to the upper levels by stairs, escalators and lifts in the main cores, and is a triple height space from Ground Floor through to Level 2. Further food and beverage facilities are available on Level 3 for spectators on the upper tier.
- 5.36 Hospitality facilities are accommodated on Level 2, which includes the 'Atrium Lounge' and a number of private suites and clubs. The hospitality accommodation is sub-divided into a series of spaces, including individual suites and slightly larger lounges that are open to the concourse spaces below on Level 1 and Ground Floor. A corridor circulation lounge route with bars, small seating areas and spectator support facilities connects all three sides of the hospitality level.
- 5.37 Spectator accommodation at Level 4 comprises two slim lounge spaces on the north and south sides that are open to the main auditorium with views down to the stage and event floor. Guests in these lounges do not have access to the back of the tier, but are accommodated at tables and drinks rails at the front of the lounge to watch performances.
- 5.38 Through the provision of a range of facilities including food and beverage offers, bars, retail concessions, pop-up retail spaces and lounges, fans are encouraged to arrive earlier and enjoy the range of facilities available at the venue. This increases dwell time and creates a vibrant atmosphere, which is an important factor in boosting quality of experience, revenue and managing crowd flows.
- 5.39 Further ancillary spaces and functions to support the effective operation of the arena are also proposed for artists, security, venue operation, and logistics including: offices and meeting rooms; communications rooms; plant and storage; bin storage; kitchens, canteens and catering support; event control rooms; a multi-faith room; and staff changing facilities and lockers. WCs are included on all floors and are provided in accordance with venue capacity and accessibility standards requirements.
- 5.40 A key element of the Proposed Development is also the provision of high quality artist and backstage space and facilities including artists' dressing rooms, a green room, games room and other management support spaces for performers and competitors.

Scale and Massing

- 5.41 The nature of the Proposed Development requires the development of a large-scale building to ensure that the capacity and facilities required for the best arena in Europe can be accommodated. The venue's functional requirements to meet the client's brief, limits the opportunities to experiment with different scales and massing for the Proposed Development.

- 5.42 With this in mind, the Design Team have worked hard to create a recognisable landmark and iconic Manchester building, with acknowledgement for its surroundings, whilst ensuring the Proposed Development creates an event experience that visitors will enjoy.
- 5.43 The existing Site has provided the optimum environment to work with the Site topography and the design of the building responds intelligently to this through providing access points into the concourse area at different levels across the Site.
- 5.44 The concept proposes two principal elements, a grounded lower masonry plinth and an upper lightweight stepped box. The lower plinth connects to Sportcity Way and Alan Turing Way and forms a series of terraces along Joe Mercer Way and the Ashton Canal. This acts to provide 'in-built' crowd management and enhanced safety and security through the distribution of crowds across the Site and the separation of pedestrians from vehicles.
- 5.45 Similarly, the scale and massing of the venue responds directly to the Site and surrounding local context by making sure it does not exceed the height of the existing surrounding buildings, whilst ensuring efficient and effective use of a previously developed site in a strategically important location.
- 5.46 The form of the building is simplistic, yet iconic, with a distinctive form allowing for a simple diagram of the building to be used to give the venue a strong place making identity.
- 5.47 The horizontal layering of the stacked boxes create visual interest whilst following the function of the building, with different space requirements at each level.
- 5.48 Furthermore, through working with the existing Site topography and designing the building into the ground all servicing is accommodated below street level and is therefore fully enclosed. As such, the unique identity and form of the building is not compromised on any elevation and the height minimised to just 40m, significantly below the 70m tall Etihad Stadium which is adjacent.
- 5.49 The compact design also means that the arena will be lower in height than the O2 London, which is circa 50m tall.

Façade Design and Materiality

- 5.50 The design delivers a high quality façade treatment which includes LED screens and architectural lighting to the upper box and box soffits, integrated seamlessly into the structure of the Proposed Development and flexible to the level and spread of illumination and the activation and type of images shown.
- 5.51 The materials proposed further add to the architectural quality of the Proposed Development and reflect Manchester's rich heritage. They have been chosen to contrast with the solid plinth and enable the form of an iconic, yet simple, acoustically effective development. The proposed materials improve the thermal properties of the building which delivers sustainability benefits.
- 5.52 The design also allows for dynamic facade activation to the upper box and the building soffits, with the flat surface on each façade being viable as display areas for sponsors, brand activation and event activation.
- 5.53 The seamless integration of the architectural lighting and LED façade material ensures that they form part of the structure of the building during daylight hours and are not discernible as LED panels, creating a calm and simple, yet iconic contemporary design.
- 5.54 When approaching the building, the façade is revealed in more detail, and the pattern of the perforation, the integration of the architectural lighting and LED screens is complemented by a carefully designed panellised grid. This grid has been arranged to emphasise the verticality of the façade against the length of each elevation, heightening the dramatic overhangs of the stepped boxes.
- 5.55 The black perforated panelling is to have a higher gloss level, so that the façade reflects the surrounding environment and skyline, bringing a further level of animation to the appearance of the building in daylight.
- 5.56 To enhance this architectural effect, the base concrete panelling is capped by a reflective soffit

installed to the base of the lowest of the boxes. This acts to animate event arrival ambiance and boost illumination as guests approach the entrances.

- 5.57 The controlled palette of high quality materials proposed and interesting shape of the Proposed Development unify the buildings elevations and ensure that it is both architecturally beautiful when illuminated and when not.
- 5.58 Light coloured, textured and smooth concrete panelling is proposed to frame the main entrances to the base of the building to contrast with the dark granite paving to the venue approaches. Green screens are proposed to the vertical concrete plinth facing Joe Mercer Way and to the landscaped site perimeter wall to Alan Turing Way to the east, softening the building into the Site.
- 5.59 In delivering the intention for the arena to become a beacon of Manchester's rapid transition to a zero-carbon city, the Proposed Development has been designed with acknowledgement for the principles of the circular economy to reduce embodied carbon.
- 5.60 Whilst it is acknowledged that functional requirements of the building has driven the choice of standard carbon-intense materials, steps will be taken to reduce the impact within this remit. The key actions taken include material optimisation to minimise the use of new materials, exploring opportunities to use recycled materials to reduce embodied carbon. In addition, the construction materials have also been responsibly and locally sourced where possible. There is also a commitment to the installation of PV panels on the roof of the arena, the exact detail of which will be determined in the light of the latest technology and following consultation with the planners. This is discussed further in Section 6.
- 5.61 Further information about proposed materials is contained in the Design and Access Statement submitted in support of the planning application.

Public Realm

- 5.62 This Site currently comprises underutilised brownfield land, occupying a prominent site along the Ashton Canal. The Proposed Development presents the opportunity to improve the frontage along the Canal in particular.
- 5.63 The landscape proposals for the Site have been key in shaping the character and quality of the development as a whole and form part of a wider strategy for the Etihad Campus, which will enhance the local environment, improving the quality of and access to existing green and blue spaces, including the Ashton Canal towpath and Philips Park. As such, the proposals have been developed in consultation with various stakeholders, including the Canal and River Trust.
- 5.64 The public realm of the Proposed Development aims to provide a landmark design which will create a sense of place where people spend time together.
- 5.65 The experience for those visiting the Proposed Development and using the public realm relies on the smooth access and egress from the venue. To this end, the team has undertaken extensive crowd modelling studies (section 7 of the accompanying Design and Access Statement) to ensure that people flow easily and safely into and out of the venue. These crowd flow requirements are a key driver for the design of an efficient and safe development and public realm environment.
- 5.66 The public realm has therefore taken into account the key routes through and around the Site, with the primary pedestrian access coming from Joe Mercer Way.
- 5.67 The design also incorporates landscaping along the Ashton Canal, which includes wildflower planting and the incorporation of a green screen along the boundary of the podium level to seamlessly integrate the Proposed Development into the existing site and to enhance biodiversity value.
- 5.68 The landscaping proposals will improve the attractiveness of a key pedestrian route to the Etihad Campus from Manchester City Centre adding interest and vibrancy through activity. The incorporation of external seating overlooking the canal will also improve the safety of the route as a result of activity and natural surveillance, which will ultimately encourage people to walk to the Site. Overall this will act to make walking to the Etihad Campus a favourable option.

- 5.69 As part of this place making strategy, a large hydraulic ‘up and over’ bi-fold shutter, backed by a long double-sided bar is proposed to the south façade of the building. This will allow the venue to open to the landscape in finer weather, enhancing the quality of the public realm environment and activating the south of the building near to the Ashton Canal.
- 5.70 Two-stream litter bins will also be provided throughout the public realm podium areas at frequent intervals, with residual waste and dry mixed recycling (DMR) segregated. They will be concentrated more densely at key waste generation hotspots (e.g. places where people are likely to congregate). To help reduce the risk of littering and improve recycling capture rates, messages on bins will be simplified, for example, through using images of recyclable and non-recyclable items.
- 5.71 The site team will regularly service the litter bins and undertake litter picks to ensure that waste does not become an environmental or visual nuisance. When the bins are nearly full, they will use mobile waste containers to transfer DMR bags to the Level 1 bin compound and residual bags to the ground floor compactors.
- 5.72 Green infrastructure is proposed wherever possible around the Proposed Development to compliment the Site’s biodiversity value. The proposed green ring around the arena will act to ensure the Proposed Development assimilates sustainably into the existing landscape at the Etihad Campus, connecting the green spaces along the Ashton Canal with Philips Park. The public realm spaces will be managed and maintained regularly to ensure the environment remains attractive and safe.
- 5.73 These elements of green infrastructure will be managed and maintained as it is recognised that biodiversity is not simply delivered at the end of construction but is something that is nurtured over time to ensure wildlife can flourish.
- 5.74 The Etihad Campus management team are already engaged in a number of habitat monitoring initiatives across the Site, linked to trialling different sustainable land management practices to maximise both habitat creation and carbon storage. The Proposed Development will align to these existing processes through contributing funds to the Campus landscape and habitat management plan. In addition, staff will be encouraged to volunteer time to support the ongoing Campus biodiversity outreach work with local schools and community groups.
- 5.75 Together with an attractive asset for the outdoor experience, the proposed vegetation supports local wildlife and brings a soft feeling to the public realm and seating areas. The vegetation also forms an important aspect of the scheme to provide comfortable zones sheltered from winds and to direct crowd flows.
- 5.76 A quantitative study has been prepared by BuroHappold and assesses the likely Wind Microclimate impacts of the Proposed Development upon the Site and surrounding area. This is explained in greater detail in Chapter 14 of the Environmental Statement, with the emphasis of the analysis being on the impact of wind on the comfort and safety of pedestrians.
- 5.77 This assessment identified there are no areas where the safety criteria has been exceeded within the Proposed Development and nearby perimeter areas, once landscape and mitigation measures have been implemented.
- 5.78 Tree and shrub planting, external seating areas, decking and paving have all also been designed carefully to direct crowd flows, but also create a strong sense of place and an environment which is suitable for both event days and non-event days.
- 5.79 The Proposed Development has been designed to ensure the retention of as many trees as possible on the Site; however, the removal of 16 no. trees (14 Category B and 2 Category C) plus the removal of 6 No. groups of shrubs / small trees (Category C) is unavoidable. The Applicant is also proposing to plant a further 67 trees as part of the development. This is a significant gain over the almost bare nature of the existing site.
- 5.80 In the interest of safety, the eastern boundary of the Site along Alan Turing Way and the adjacent compound will be secured by green screens, to separate the podium from traffic. All boundaries to the Site have been softened as much as possible by the introduction of planting,

barrier free access and buffer zones, while keeping a visual connection with the existing surroundings.

Inclusive design

- 5.81 Integral to the design brief is to ensure that the Proposed Development is inclusively designed to comprise of an accessible environment for all users.
- 5.82 As such, the Proposed Development has been designed for ease and surety of movement, ensuring that all users are, from the outset, able to access all that the venue has to offer safely, with dignity, comfort, convenience and confidence. In doing so, the venue aims to achieve world-class inclusive access standards including Changing Places provision, and has taken into account MCC's Design for Access Manual – Design for Access 2.
- 5.83 The proposals not only consider those barriers that form physical constraints but also barriers experienced by people who are neurodivergent, experience mental ill health, who are deaf, deafened and hard-of-hearing and people or who are blind or partially sighted. As such, the Proposed Development is also aiming towards Striving for Attitude Gold Standard, which seeks to improve deaf and disabled people's access to live music.
- 5.84 The scheme aims to adopt the following four principles as contained in CABE's 'Principles of Inclusive Design':
- Can be used safely, easily and with dignity by all regardless of disability, age, gender, ethnicity or economic circumstances;
 - Are convenient and welcoming with no disabling barriers, so everyone can use them independently without undue effort, separation or special treatment;
 - Are flexible and responsive, taking account of what different people say they need and want, so people can use them in different ways; and
 - Are realistic, offering more than one solution to help balance everyone's needs, recognising that one solution may not work for all.
- 5.85 From the outset the Proposed Development has been designed with accessibility and inclusivity at the heart of the design, which includes consideration of the following: internal and external circulation space and entrances; gradients and ramp access; stairs, lifts and escalators; sanitary and changing facilities; internal finishes, fixtures and fittings; signage and wayfinding; a multi-faith room; an assistance dog spending area; sound reinforcement and hearing enhancement systems; and accessible parking.
- 5.86 The Applicant is also in the process of forming an All Access Group with members of the local community to ensure that they continue to work with key stakeholders to deliver a great facility and experience for everyone.
- 5.87 Taking into account Accessible Stadia Guidance, the number of 'permanent' wheelchair viewing positions will be 118 positions at Level 1 and a further 8 at Level 3, which are dispersed throughout the arena. These would be proportionate for a capacity up to approximately 15,000.
- 5.88 For the maximum capacity of 23,500 people (which is only expected to take place on a small number of events), the recommended number of wheelchair positions is 154. A capacity of 23,500 requires the use of the event floor and the provision of accessible seating to this area will be calculated on a mode-by-mode basis to make up or exceed the minimum recommended allocation of wheelchair viewing positions.
- 5.89 Additionally, each of the suites will be able to accommodate at least one wheelchair user. Each of the 'Loge Clubs' will also be able to accommodate at least two wheelchair users in each of the four clubs.
- 5.90 Further information about the inclusive design initiatives for the Proposed Development are contained in the Design and Access Statement submitted in support of this planning application.

Floorspace and Use Classes

- 5.91 The proposed floorspace figures and associated Use Classes for the Proposed Development are set out in detail in Table 5.1 below:

Table 5.1: Area Schedule and Use Classes

Level	Name	Use Class	Sq. M (GEA)
Level 00			
Level 00	L00 GF	D2	17,309
Level 00	L00 GF Base Atrium	A1, A3 and A4	3,964
Level 0M	Level 0M	D2	1,497
Level 01			
Level 01	L01	D2	4,848
Level 01	L01 Atrium	A1, A3 and A4	2,331
Level 01	L01 Canal Popup	A3	41
Level 01	L01 Canal side	A3 and A4	1,233
Level 01	L01 Backstage	A1, A3 and A4	1,235
Level 02			
Level 02	L02 Tier	D2	352
Level 02	L02	D2	2,436
Level 02	L02 Atrium	A3 and A4	3,593
Level 02	L02 North	A3 and A4	1,749
Level 02	L02 South	A3 and A4	1,839
Level 03			
Level 03	L03 Tier	D2	861
Level 03	L03	D2	10,743
Level 04			
Level 04	L04	D2	2,888
Level 04	L04 North	A3 and A4	798
Level 04	L04 South	A3 and A4	668
Level 05			
Level 05	Upper Tier	D2	4,899
Roof	L05	D2	5,323
Total: 68,608 sq. m.			

- 5.92 As set out earlier within this section, the primary function of the Class A uses (17,451 sq. m GEA in total across the five levels) is to support the operation of the arena on event days. In addition, there is scope for some of these spaces (particularly the canal side terrace) to be opened up on non-event days to provide facilities for local residents, workers/visitors to the Campus as it is developed over time – providing an additional benefit to the local community.

Application for Advertisement Consent

- 5.93 Accompanying the application for Planning Permission is an application for Consent to Display Advertisements. This covers signage proposals for three LED screens fully integrated into the architectural design of the building and designed to sit flush into the venue façade.
- 5.94 In addition, the signage proposals will provide six internally and externally illuminated Totem Signs to provide wayfinding.

LED Screens embedded in the Façade

- 5.95 The Proposed Development has been designed with a façade treatment which includes LED screens and architectural lighting to the upper box and box soffits only, integrated seamlessly into the structure of the Proposed Development and flexible to the level and spread of illumination and the activation and type of images shown. When not activated the black LED displays blend back into the façade.
- 5.96 The three LED screens (including one screen to the corner of the south and west elevations) comprise of LED modules of an illuminance level of 5,500 cd/sq. m proposed on the top box of the façade, to focus dynamic imagery in key locations relating to the primary audience pedestrian approaches across the Etihad Campus.

- 5.97 The screens across the façade of the upper box can also be programmed to seamlessly merge the pulsing illumination and colour of the architectural lighting to the content of the LED screens, drawing the audience in from all approaches.
- 5.98 The LED screen illumination is to be adaptable, will serve multiple functions, including displaying naming rights partners' information, commercial advertising, information about current and future performances and public information.
- 5.99 It is proposed that the screens would provide both static images and moving videos and will be visible to some road users in proximity of the Site. As such a Highways Safety Assessment has been undertaken by Curtins and is discussed in detail in Section 7 of this Statement.
- 5.100 This type of content is an integral part of any major entertainment venue, are integral to the design and visual and architectural appearance of the Proposed Development and are fully in keeping with the current and future character of the area.
- 5.101 Further details on the specification, design and location of the signage being proposed can be found on the enclosed plans, application form and supporting documents. For completeness, the details and dimensions of the LED Screens are summarised in Table 5.2.

Table 5.2: Signage Specifications – LED Screens

Criteria	LED Screens
Plan Reference:	BRA-POP-XX-ZZ-DR-A-0624 and BRA-POP-XX-ZZ-DR-A-0623
No.	No.3 including one corner screen each to the corner of the south (Ashton Canal) and west (Joe Mercer Way) elevations.
Height from the ground to the base of the advertisement(s)	22,100mm (From Level 01)
The dimensions of the proposed advertisements (h x w x d)	9500mm x 33000mm x 0mm
The maximum height of any individual symbols and letters	n/a
The colour of the text and background	Black panels. Colour of advertisement varies.
Material of the proposed sign	The LED nodes are integrated into the black perforated metal façade so when the screens are turned off they will not be visible.
The maximum projection of the advertisement from the face of the building	0mm
Internal / External Illumination	Internal
Illumination levels (cd/m)	4,000 cd/sq.m
Static or intermittent	Intermittent
Times of Use	The screens are likely to be in use between 07:00am and 00:00am, with increased activation during pre- and post-event.
Additional Info	The LEDs are dimmable with control of up to 64 different levels.

Wayfinding Totems

- 5.102 A total of six architecturally designed Totem Signs are also proposed to be located within the public realm to guide visitors around the Proposed Development and to add visual interest.
- 5.103 Five out of the six Totem Signs will include an upper section, which will comprise of digital screens and will be illuminated internally to provide intermittent / live ingress and egress information for a better quality visitor experience.
- 5.104 The lower section of the five Digital Totem Signs and the additional Static Totem Sign, will be statically internally illuminated to a maximum of 600 cd/sq.m to provide wayfinding information for the Site and the Etihad Campus more widely. The Totems will also have the potential to display NaviLens markers to be read by smartphones, which will then supply live location data to the users.
- 5.105 The Totems will be illuminated externally from the base of the sign for safety and to provide architectural interest. Further information about the proposed wayfinding Totems are details in Table 5.3 and Table 5.4 below.

Table 5.3: Signage Specifications – Digital Wayfinding Totems

Criteria	Five Digital Wayfinding Totem Signs
Plan Reference:	BRA-POP-XX-XX-DR-YW-0660-00
No.	5no.
Height from the ground to the base of the advertisement(s)	0 mm
The dimensions of the proposed advertisements (h x w x d)	4560mm x 760mm x 760mm
The maximum height of any individual symbols and letters	760mm
The colour of the text and background	Masked out black painted graphics. White internally illuminated text.
Material of the proposed sign	Steel framed construction with toughened glass fascia panels.
The maximum projection of the advertisement from the face of the building	N/A – Freestanding four-sided structure.
Internal / External Illumination	Internally illuminated totems. Externally illuminated at the base = recessed floor lighting in paving.
Illumination levels (cd/m)	Maximum 4,000 cd/m ² illuminance level of LED modules. Lighting levels dimmable to account for ambient lighting. Dimmable to 600 cd/m ² illuminance level to adhere to "Professional Lighting Guide 05 – the Brightness of Illuminated Advertisements."
Static or intermittent	Lower section: Static / Upper Section: Intermittent.
Additional Info	LED screen display modules size (upper section): Width 760mm; Height 1,520mm; with 4mm pixel pitch. Signage to be crowd loaded to 3KN at 1.1m.

Table 5.4: Signage Specifications – Static Wayfinding Totem

Criteria	Static Wayfinding Totem Sign
Plan Reference:	BRA-POP-XX-XX-DR-YW-0660-00
No.	1no. Static Totem
Height from the ground to the base of the advertisement(s)	0mm
The dimensions of the proposed advertisements (h x w x d)	3040mm x 760mm x 760mm
The maximum height of any individual symbols and letters	200mm
The colour of the text and background	Masked out black painted graphics. White internally illuminated text.
Material of the proposed sign	Steel framed construction with toughened glass fascia panels.
The maximum projection of the advertisement from the face of the building	N/A - Freestanding four-sided structure.
Internal / External Illumination	Internally illuminated totems. Externally illuminated at the base = recessed floor lighting in paving.
Illumination levels (cd/m)	600 cd/m ² illuminance level to adhere to "Professional Lighting Guide 05 – the Brightness of Illuminated Advertisements."
Static or intermittent	Static
Additional Info	Signage to be crowd loaded at 3KN at 1.1m.

Naming Rights Partner Signage Zones

- 5.106 The Site also features large-scale 3D lettering forms for place making. The size of the artistic forms creates a captivating statement providing a backdrop for social media images, whilst performing functionally to mitigate against winds.
- 5.107 Constructed from mirrored glass and polished steel, the letters will appear solid and reflect their surroundings. The letters will also have a level of transparency on the front and rear facades. Light at night will appear to be semi-transparent and will emit light from the internal LED fittings complementing the overall venue lighting system and strengthening the venue's brand identity.
- 5.108 The roof will also feature fixed activation naming rights partner branding, to feature at the largest scale available, maximising both broadcast and landmark exposure.
- 5.109 It is intended that a naming rights partner will be announced for the proposed arena in due course. The naming rights partner brand mark will align flush on the pitched roof and will not alter the architectural aesthetic or be visible from ground level.
- 5.110 Branded activation will be developed post-planning submission in conjunction with the future naming rights partner.

Construction Management

- 5.111 The Outline CMP (Appendix 5.1 of the Environmental Statement) has been prepared to outline the

approach to sustainable construction and to manage the risk and impact associated with the execution of the works to construct the Proposed Development.

- 5.112 The primary construction activities related to these proposals can be summarised as follows: -
- Highways alterations (including Section 278 works);
 - Site clearance, removal and disposal of existing vegetation and scrub as defined within the proposals;
 - Service diversions and removal/ capping of redundant services;
 - Site levelling & preparation;
 - Earthworks (including formation of retaining walls and piled foundations etc.);
 - Construction of the new arena; and
 - Public realm and associated landscaping works.
- 5.113 The works will be undertaken in a single phase, with site mobilisation commencing in Q3 2020 and completion scheduled for Q3 2023.
- 5.114 A further detailed CEMP will be prepared by OVG's preferred contractor in due course alongside a Construction Phase Health and Safety Plan (CPHSP). The CPHSP will identify key project specific risks associated with the execution of the works and measures implemented to reduce or mitigate these risks. The detailed CEMP will form a primary mechanism for maintaining the communicative relationship with MCC and other third parties in understanding the nature of the proposals and the associated construction activities in providing the works.

Summary

- 5.115 The Proposed Development seeks to redefine the arena design approach through providing an acoustically brilliant yet flexible, inclusive and immersive arena, which brings everyone closer to the stage. Critical to ensuring the development of a 'best in class' arena is the design of attractive spaces around the auditorium to create a venue which can be used for event and non-event activities and the provision of high quality artist and backstage spaces.
- 5.116 Overall, the Proposed Development has been carefully designed through a robust consultation and iterative design process and will be of a landmark design, which will be flexible to accommodate a range of events of different nature and scale, which could include music, sport, performances, awards and other live entertainment. The diverse offer of event types will enable events to be held throughout the year and will put Manchester on the world stage for live entertainment.

6 Sustainable Design and Construction

- 6.1 The Etihad Campus aspires to be a pioneer for the whole of Manchester in pursuing its twin objective of realising locally-inclusive, globally-competitive economic growth, whilst simultaneously transforming to a zero-carbon campus. OVG's aspirations reflect those of the wider campus, with the target of delivering the most sustainable arena in the UK.
- 6.2 In light of this, sustainable development has been integral to the design of the Proposed Development, and is inherent in the design and construction documentation to ensure it is a collective responsibility with targets owned by project team members best placed to influence and deliver these.

The Etihad Campus Strategic Sustainability Framework

- 6.3 The success of sustainability initiatives at the Etihad Campus to date was most recently reflected in November 2019, when BBC Sport (working with United Nations-backed Sport Positive Summit) published research on the sustainability of all 20 Premier League clubs. Manchester City were awarded joint 1st place in this study, scoring full marks across all criteria (one of only four clubs to do so).
- 6.4 As the Campus embarks on the next key phase of its transformation to a world-class destination amidst increasing public awareness of the climate and biodiversity crisis, it recognises the opportunity for it to play its full part in exemplifying sustainable development.
- 6.5 As set out in Section 3, rather than simply 'playing its part', the Campus will do something more to create and champion a new model of progressive and sustainable growth for the rest of the city, and others around the world, to follow. To guide this The Campus Strategic Sustainability Framework has been produced by Hillbreak.
- 6.6 This strategic vision document outlines the over-arching direction for the development and stewardship of the Campus, and the key principles for embedding sustainability into every aspect of it. It is the lead framework document for the Campus, acting as an umbrella for all other strategies and proposals.
- 6.7 The Campus will aspire to be in a league of its own for sustainability, by maximising every reasonable opportunity open to the design to minimise the carbon footprint of the proposals with a focus on achieving positive outcomes and impacts across four key themes (as outlined in Table 6.1). These four themes support complementary vision elements which, in combination, reflect the sustainability ambition for the Campus and provide the over-arching framework for all activity there.

Table 6.1: Key themes underpinning the vision for the Etihad Campus

Climate & Nature Positive	Vibrant & Inclusive	Healthy & Active	Open & Connected
The Campus is a beacon of Manchester's rapid transition to a zero-carbon city, rich with wildlife and green infrastructure.	The Campus works for everyone and provides unrivalled education, training and employment opportunities for local residents.	The Campus is a world-class destination for sport, performance and leisure that inspires healthy lifestyles and workplaces.	The Campus is fully integrated into the fabric of the City, with excellent transport connections that support sustainable travel.

- 6.8 Key principles to guide the design, delivery and stewardship of the Campus are set out under each of these four pillars. All partners will be expected to adopt them, so that a positive contribution can be demonstrated to Manchester's Social Value Framework and Net Zero Carbon goals.

The Application Proposals

- 6.9 OVG's proposals align with and are fully supportive of the impressive sustainability initiatives already in place on the Etihad Campus.
- 6.10 OVG recognises that sustainability is not simply achieved at the end of construction, but is an ongoing journey of evaluation, engagement and improvement. Experience of operating similar venues around the world provides the following understanding and characteristics, which are beneficial to the sustainable operation of the Proposed Development:
- Truly understand the impacts associated with operational energy, staff and audience travel and operational waste;
 - Put processes in place, including stakeholder engagement, to inspire and facilitate collective action on reducing the negative impacts of live shows; and
 - Be a good neighbour through ongoing community and city-wide engagement to maximise social value and deliver an arena for everyone.
- 6.11 The Proposed Development will promote sustainability and be at the forefront of energy efficiency and best practice low carbon design, targeting delivery of the most sustainable UK arena and one of the most sustainable arenas in the world.
- 6.12 This is a reflection of OVG's commitment to lead the industry's response to the Climate Emergency through sustainable design, operations and active campaigning and partnerships. Every OVG building will have sustainability at its heart. In addition, OVG will look to announce a worldwide climate initiative in association with its partners shortly. OVG Manchester will also seek to choose local partnerships which also have sustainability at their core and which will have a positive impact on the venue as well as the wider area
- 6.13 Sustainable development is at the heart of the application proposals, transforming a brownfield site earmarked for development within the ERF into an iconic venue for Manchester. To deliver the aspiration of being the greenest arena in the UK in the widest sense of sustainability, the principles within the Etihad Campus Strategic Sustainability Framework have been used to drive sustainability issues most pertinent to the design, construction and operation of the arena. The accompanying Sustainability Statement prepared by Buro Happold and its supporting appendices set out the key sustainability initiatives embedded into the Proposed Development, framed by the four key themes of the Etihad Campus Strategic Sustainability Framework.
- 6.14 The remainder of this section details how the Proposed Development has embedded sustainability within the design. In developing a framework for assessment of the arena proposals, Manchester City Council's planning policies (dating back to 2012) have been acknowledged but far more ambitious targets have been set by the project team.
- 6.15 Further information about the measures proposed to ensure the Proposed Development is low carbon can also be found in the Sustainability Statement and its supporting appendices, including the Energy Statement prepared by ME Engineers.

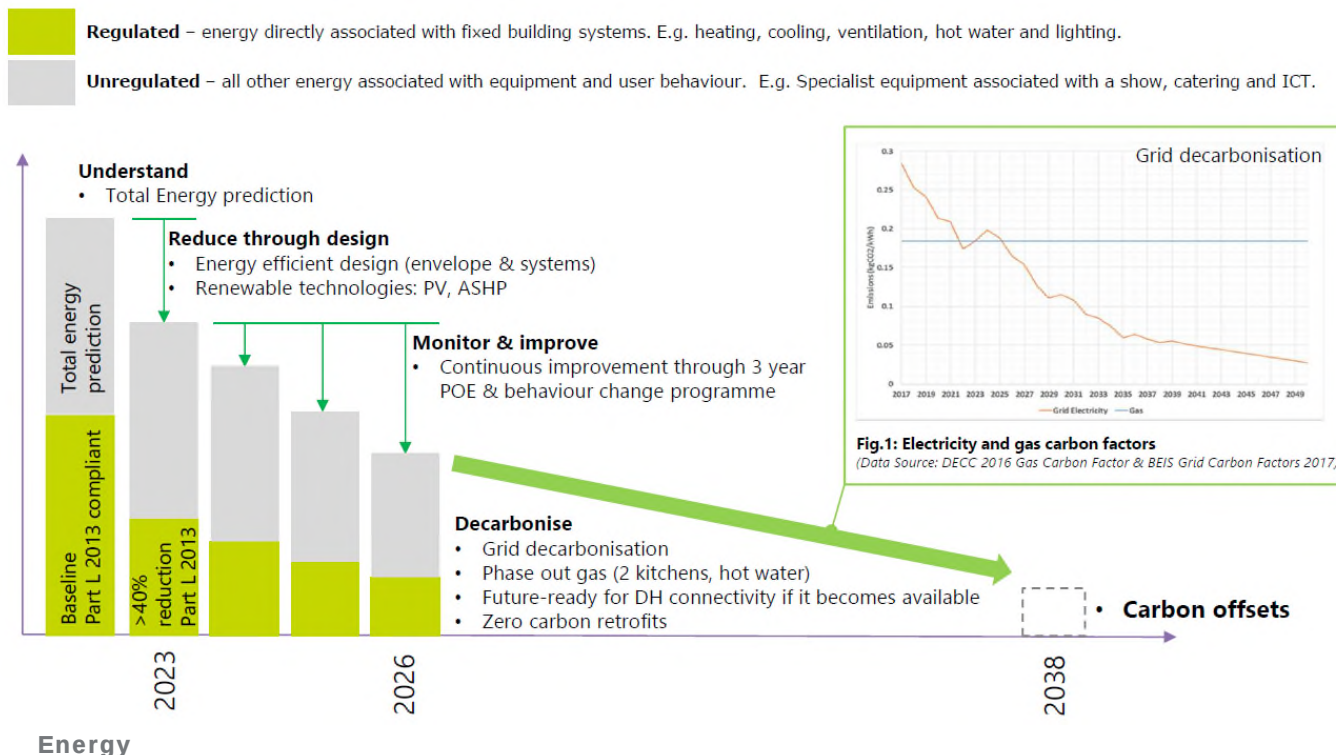
Towards Net Zero Carbon 2038

- 6.16 Designing an arena on a tight urban plot to be net zero carbon on day one is an unrealistic challenge due to the energy intensive nature of the building function and spatial constraints for on-site renewables. Nonetheless, it can be seen that sustainability best practice commitments have been embedded into the Proposed Development from the outset.
- 6.17 The Energy Statement sets out how the Proposed Development has actively sought to minimise energy requirements in the first instance through an energy efficient envelope (high performing insulation and detailing for good air tightness) and high efficiency building services systems. This ensures the building has an inherent low operational energy baseline. To ensure the Proposed Development can continue to transition towards net zero carbon in operation by 2038, the building services systems have been designed to operate on predominantly electricity to minimise on-site fossil fuel combustion and benefit from long-term grid decarbonisation. A plan will be put in place to transition away from the gas-fired boilers for hot water and stair core heating, and gas

for the main kitchens when technology becomes more viable and carbon efficient to deliver the same outcome.

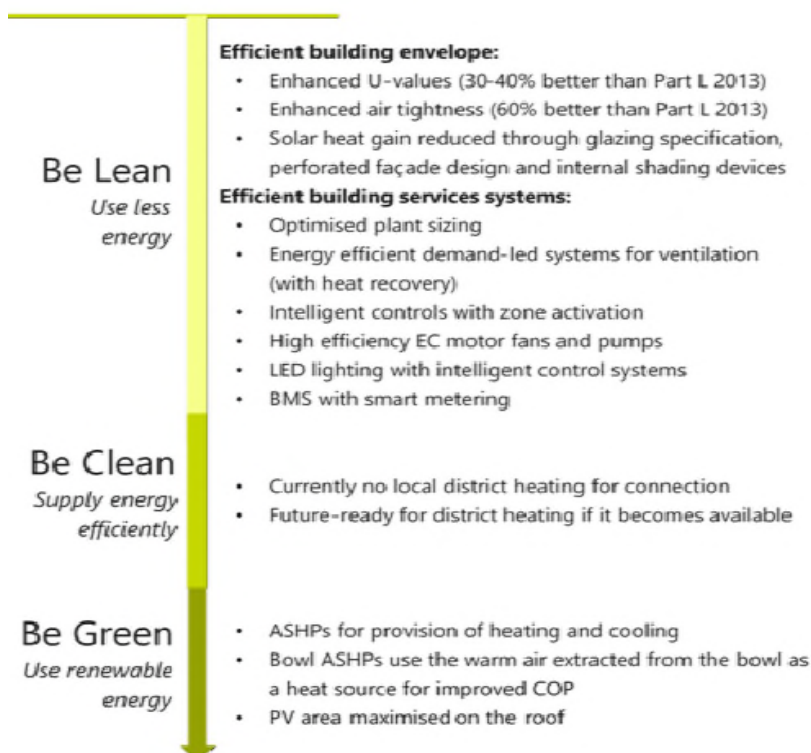
6.18 A Route Map to Net Zero Carbon is provided in Figure 6.1 below and demonstrates how the arena seeks to be net zero carbon by 2038.

Figure 6.1: Route Map to Net Zero Carbon (Source: BuroHappold, 2020)



- 6.19 Building Regulations Approved Document Part L 2013 sets out the minimum energy efficiency standards and targets for regulated carbon emissions, i.e. those associated with the fixed building systems, which a design team can influence. MCC's current planning policy requires a minimum 6% betterment of this carbon emissions target.
- 6.20 Since the adoption of MCC's policies in 2012, there has since been a shift in focus to carbon reductions to deliver a net zero carbon Manchester by 2038. As a result, a more ambitious target than the 6% was set for the project and through using low carbon technologies and on site renewable energy together with energy efficient design, the Proposed Development is targeting to surpass Part L (2013) by 33.8%, therefore providing a pass beyond Part L (2010) equivalent to 42.8%, 27.8% beyond the MCC target.
- 6.21 It should be noted that this is based on the Organic Photovoltaic (OPV) manufacturer achieving their expected 2023 efficiency increases ahead of the OPV installation. The OPV efficiencies currently achieved provide a pass beyond Part L (2013) of 31.1% (40.1% beyond Part L (2010); 25.1% beyond the MCC minimum target). In any case, the roof has been designed to accommodate the OPV installation as soon as it is available.
- 6.22 No other arena in the UK achieves this target level.
- 6.23 The Energy Statement demonstrates how the Proposed Development has achieved this impressive improvement over building regulations, as summarised in Figure 6.2.

Figure 6.2: Improvements on Part L 2013 (Source: BuroHappold, 2020)



- 6.24 The design approach has been to minimise energy requirements in the first instance through an energy efficient envelope (high performing insulation and detailing for good air tightness) and high efficiency building services systems and through best practice design following the 'Lean-clean-green' energy hierarchy.
- 6.25 It is also proposed to install mechanical and electrical engineering systems that will assist in achieving the lowest possible annual energy input thereby reducing the level of carbon emissions from the Proposed Development. In determining the most appropriate measures, a number of zero carbon technologies have been appraised within the Energy Statement. This shows air source heat pumps as the most feasible and these have been incorporated into the proposals.
- 6.26 The Proposed Development has also been designed with inherent adaptability, which allows the building and associated services to be retrofitted to maintain comfortable internal temperatures in the context of climate change. The simple multi-layer panelised façade also allows for ease of replacement or deconstruction.
- 6.27 Given the large roof area (c.10,500 sq. m), the proposals also include the application of photovoltaics on the roof, which can be utilised by the day-to-day running of the building, transforming the building into a power generator and reducing its CO2 footprint in a sustainable manner. This is as explained at Paragraph 6.21 above.

Post Occupancy Evaluation (POE)

- 6.28 Aside from energy for the fixed building services (regulated energy), energy associated with unregulated uses such as equipment, catering and shows account for a significant part of the total energy usage. These will be monitored through an extensive metering strategy and a minimum 3-year POE programme to identify opportunities for continuous improvement and engagement with both staff, tours operators and audiences.
- 6.29 Where appropriate, collaboration will be sought with relevant industry organisations to knowledge share, for example Manchester Arts Sustainability Team, Julie's Bicycle and A Greener Festival. OVG is also supportive of the announcement by Massive Attack in November 2019 to work with the Tyndall Centre Manchester to create a zero-carbon plan for concerts and tours, focusing on

band travel and production, audience transport and venue. If appropriate, OVG would welcome the opportunity to explore future collaboration and data sharing in support of this research.

- 6.30 Existing processes around POE and energy monitoring are already deployed on the Etihad Stadium and City Football Academy. Lessons learnt will be shared to ensure consistency in reporting across the Campus, ensuring an integrated approach to carbon reduction for maximum impact.

Circular Economy

- 6.31 Unlocking the potential of a contaminated brownfield site earmarked for urban regeneration as a major leisure visitor destination aligns with the circular economy principles of re-use. It is also inherently sustainable, taking advantage of proximity to existing infrastructure and excellent accessibility by public transport.
- 6.32 The Proposed Development has taken circular economy principles into consideration for the whole life cycle of the building and circular economy principles and sustainability best practices are embedded in the construction and operation of the Proposed Development, including the following measures:

Construction Phase:

- Require energy and waste to be monitored and reduced on site. As standard, OVG's preferred contractor installs automatic meter readers connected to an online reporting system to identify and eliminate unnecessary energy use.
- Energy and water efficient site accommodation and establishment of a temporary grid connection where possible to minimise the need for on-site generators, beneficial for both carbon reduction and local air quality.
- Encourage modular and off-site construction to benefit from more material and energy efficient modern methods of construction.

Operational Phase:

- 100% of single-use packaging products will be from recyclable, renewable post-consumer content, compostable or credible certifications.
- The Applicant will also work with local social enterprises that take and redistribute edible food that would otherwise be thrown away.
- Free drinking water refill points will be provided to reduce reliance on disposable plastic bottles.
- In-use waste audits will be implemented, such as food waste tracking systems, to avoid over-ordering and recycling rates.
- Waste contractors will also be committed to monitoring and inspecting the final destination of sorted materials.

End of Life:

- Spatial and technical allowance for future servicing retrofits to maintain comfortable internal temperatures in the context of climate change.
- Simple multi-layer panelised façade for ease of replacement and deconstruction.

Water

- 6.33 A changing climate will result in hotter, drier summers and more extreme weather events. Water conservation for drought tolerance and sustainable rainwater management for flood resilience during extreme storms has been factored in to the Proposed Development. The following measures are incorporated into the scheme.
- A reduction in water use through water efficient sanitary ware and catering specifications.
 - 100% rainwater for toilet flushing.

- Over 50% betterment on existing surface water run-off rates through use of attenuation tanks.
- Attenuation tanks and rainwater harvesting combined as an innovative active system for efficient construction and operation.
- Water efficient systems throughout the building
- Drought tolerant planting.
- Permeable paving incorporated into the Level 1 podium where practical to manage surface water at source where feasible.
- Drainage strategy includes 40% allowance for climate change.

Biodiversity

- 6.34 The Proposed Development also proposes to create carbon sequestration benefits and enhance biodiversity and the natural environment through the replacement of existing poor quality site with enhanced public areas and investment in an improved environment and habitat on and off site.
- 6.35 The Proposed Development sits within a wider landscape masterplan for the Etihad Campus, which aims to ensure the following for each forthcoming development:
- The development ties in to existing green corridors to maximise connectivity and value to both wildlife and pedestrians;
 - Lessons learnt from successful plant species and habitat establishment within the Campus inform future landscaping proposals; and
 - Green-blue infrastructure and biodiversity initiatives, which unlock wider social value and co-benefits are prioritised.
- 6.36 Whilst the building footprint and supporting hard-landscaping for access takes up the majority of the Site, the Proposed Development has sought to creatively maximise opportunities to enhance biodiversity on-site.
- 6.37 A biodiversity green ring around the Site has been incorporated through a series of green screens, planters and tree lines to enhance biodiversity value. Plant species have been carefully selected in conjunction with the ecologist. These provide links with existing green infrastructure, support local wildlife and help create a sense of wellbeing for users in the public realm and the general public passing by.
- 6.38 In particular wildflower planting, trees and green screens have been introduced to enhance the canal side edge, which significantly improves the attractiveness of this pedestrian route whilst creating new valuable canal side habitat. External lighting has been designed to not increase lighting on the canal, using directional luminaires to support favourable conditions for local wildlife. Further information about the landscaping strategy can be found in the Design and Access Statement.
- 6.39 The feasibility of a green roof has been extensively considered, taking a multi-disciplinary approach to fully identify its co-benefits beyond biodiversity of sustainable drainage, air quality improvements and urban cooling. However, the provision of large spaces that are clear of columns to facilitate unobstructed sightlines within the arena result in long structural spans, which is not complementary to a heavy green roof build-up. A lighter (or shallower) green roof build-up is not expected to provide the required benefits and the cost of such a provision would override the benefits achievable. Provision of a green roof would also prevent or limit the use of photovoltaics on the roof, a major element of the arena's sustainability credentials. Green roofs have therefore been discounted from the project scheme on grounds of the increase in embodied carbon resulting from an enhanced structural solution needed to support a green roof.
- 6.40 It is also recognised that biodiversity is not simply delivered at the end of construction but is something that is nurtured over time to ensure wildlife can flourish. The Etihad Campus management team are already engaged in a number of habitat monitoring initiatives across the

site, linked to trialling different sustainable land management practices to maximise both habitat creation and carbon storage. The Proposed Development will align with the Etihad Campus' existing successful land management policies and processes through contributing funds to the Etihad Campus landscape and habitat management plan

Sustainable Construction

- 6.41 As set out above, the principles of the alternative sustainable circular economy model are proposed for the construction of the Proposed Development.
- 6.42 Whilst it is acknowledged that functional requirements of the building have driven the choice of standard carbon-intense materials, steps will be taken to reduce the impact within this remit. The Sustainability Strategy therefore proposes to use less and to use less new (use of more recycled materials). Modular off-site construction will also be encouraged wherever possible to benefit from more material and energy efficient modern methods of construction.
- 6.43 As detailed in the Outline CMP (Appendix 5.1 of the Environmental Statement), OVG's preferred contractor will employ procurement procedures to harness knowledge and innovation around minimising embodied impacts and waste diversion from landfill and to ensure the environmental impact of materials are considered in their selection.
- 6.44 The use of local supply chains will be promoted to reduce the transportation impact of materials to and from site, whilst investing capital into the local economy and supply chains. For example; minimising or taking back packaging, product leasing models, donating timber offcuts to local community goods such as Emerge and Mens' Sheds.
- 6.45 The contractor will also consider (and implement where possible) greener sources and more energy efficient plant to assist in cutting carbon dioxide emissions, in line with UK National Energy Efficiency Action Plan. This includes through maximising plant and equipment fuel and energy usage efficiency and maximising the use of renewable energy sources.
- 6.46 Site accommodation will be energy and water efficient and there will be an established temporary grid connection, where possible, to minimise the need for on-site generators, beneficial for both carbon reduction and local air quality.
- 6.47 Energy consumption will also be reduced where possible and monitored during construction. As standard, OVG's preferred contractor installs automatic meter readers connected to an online reporting system to identify and eliminate unnecessary energy use.
- 6.48 A green travel plan for site activities will be implemented to reduce workforce travel, promote sustainable modes of transport and minimise vehicle movements, with benefits to carbon reduction, local air quality and reduced traffic disturbance to neighbouring communities.

Summary – Sustainable Design and Construction

- 6.49 In summary, Figure 6.3 summarises the key sustainability headlines embedded into the proposals to ensure the Proposed Development is sustainable and accords with the commitment by Etihad Campus to be a Beacon of Manchester's rapid transition to a zero-carbon city, rich with wildlife and green infrastructure.
- 6.50 Ultimately it is envisaged that the Local Planning Authority will secure the commitments and targets set out within this chapter through the use of a planning condition or, if necessary, s106 Planning Obligation.

Figure 6.3: Key Sustainability Headlines (Climate and Nature Positive Principle)

Climate & Nature Positive Beacon of Manchester's rapid transition to a zero-carbon city, rich with wildlife and green infrastructure		Vibrant & Inclusive An arena for everyone, providing unrivalled education, training and employment opportunities for local residents	Healthy & Active World-class destination for performance and leisure, inspiring healthy lifestyles and workplace	Open & Connected Fully integrated into the fabric of the City, with excellent transport connections that support sustainable travel
Zero-Carbon 2038 Committed route map to be net zero carbon Efficient building services systems 34% CO2 emissions reduction against Building Regulations Part L 2013 through intelligent energy efficient building services systems, with potential to be higher depending on final solutions identified (>6% for policy compliance) Renewable technologies PV area maximised on the roof, with exploration of a new cutting edge environmentally friendly fully recyclable Organic PV system Low carbon technologies Air Source Heat Pumps for heating and cooling Ultra-efficient building envelope U-Values better than Part L 2013 (over 40% for roof, walls and floor and nearly 30% for glazing). District Heating Future proofed for connection if network becomes available. Post Occupancy Evaluation 3-Year commitment to monitor, review and improve on building performance and user comfort.	Sustainable catering Sustainable and responsible food policy delivered in conjunction with our partners Zero waste to landfill, no single use plastic Operational targets to be set in operation in collaboration with supply chain Reduced embodied carbon Circular economy principles to reduce impact of construction materials, measured through a whole life carbon assessment Ecological enhancements Replacement of poor-quality site with improved ecology and environment onsite and adjacent Sustainable drainage Over 50% reduction in surface water run-off rates from existing through an innovative active system combining attenuation and rainwater harvesting. Rainwater harvesting 100% rainwater for toilet flushing Water efficiency Over 40% less water use than a comparable building through water efficient sanitaryware and catering specifications	Local opportunities Commitment to significant local employment, skills and opportunities Local economy Estimated additional £36 million per year in direct annual local spending Construction opportunities Estimated 3,344 FTE construction jobs, including 100 apprenticeships, created during construction phase Arena opportunities Estimated 566 FTE jobs created over the first 20 years of operation Everyone is welcome Best in class inclusive venue –Attitude is Everything Gold Status, Sensory Room, 2 No. Changing Places toilets Responsible neighbour Establishing resident groups to ensure local views are always considered Charitable giving The arena and its partners intend to create a charitable programme to benefit the local community and disadvantaged groups	Safe & secure venue World-leading robust strategy developed with GMP, Protect Advisers, and existing Campus operations team Eat well Healthy eating options & free drinking water provision Healthy environment Optimised comfort in temperature, indoor air quality, lighting and acoustics Access to nature 'Green biodiversity ring' of planting around the arena and canal side public realm enhanced by wildflowers Climate Resilience Resilience to future increases in temperature Active Travel Plan to encourage walking and cycling	Walking & cycling Direct investment to enhance routes to/from the city centre, with connection to the Manchester Beelines network Travel planning Integrated event ticketing and communication to promote sustainable transport planning at point of ticket sale Cycle storage Investment in improved campus wide cycle facilities (240 extra covered spaces across the campus) Travel information Clear signposting and live travel information to the inherent excellent public transport links on and near the Campus Controlled Parking Zones Improved residents' environment through reducing congestion and parking controls Community use Working with our local partners to provide community activities and non-event day experiences

7 Transport and Movement

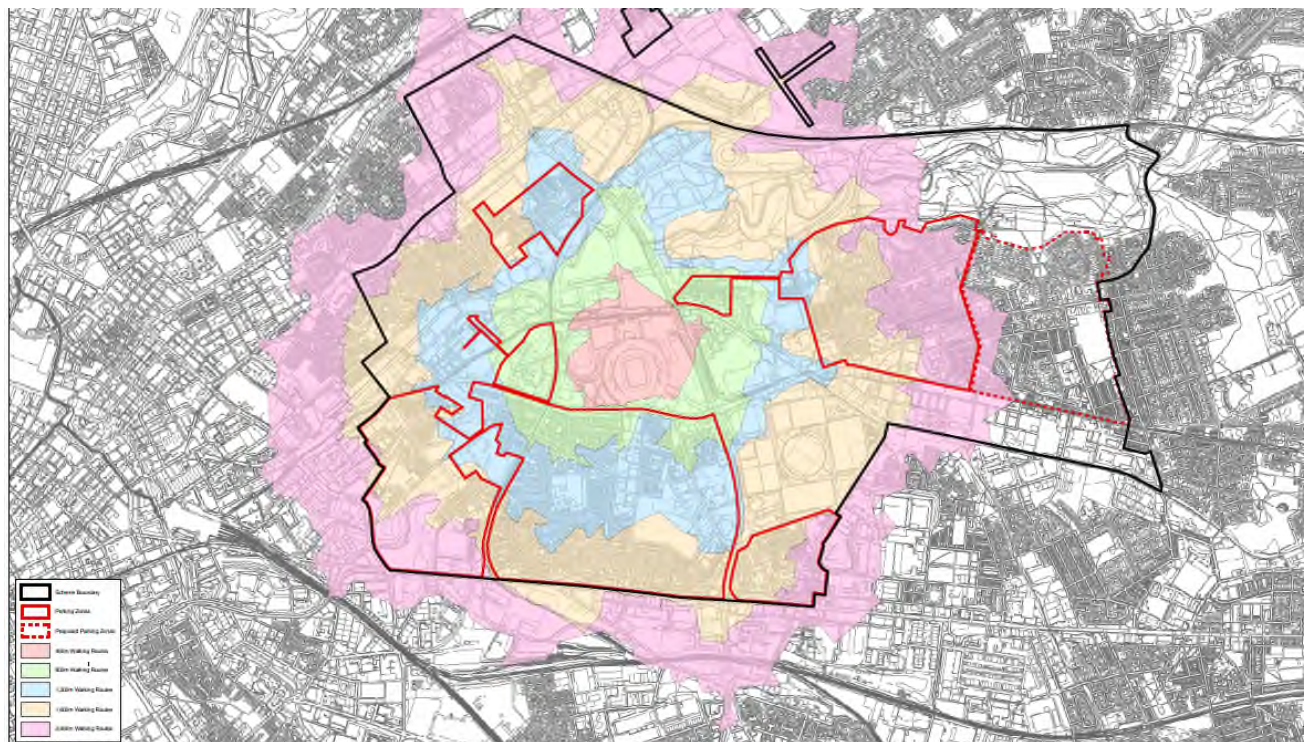
- 7.1 As a precursor to the application proposals, three Etihad Campus-Wide strategies have been prepared by City Football Group (CFG) in order to support the future comprehensive planning and development of the area.
- 7.2 Firstly, the Campus Strategic Sustainability Framework has been produced by Hillbreak, reflecting the ambition by the Campus to champion a new model of progressive and sustainable growth. This strategic vision document outlines the over-arching direction for the development and stewardship of the Campus, and the key principles for embedding sustainability into every aspect of it, including in relation to transport and movement.
- 7.3 In addition, a *Strategic Vision for Movement and Transport* and a *Movement and Transport Strategy: Transport Assessment* have been developed by Arup on behalf of CFG, in consultation with TfGM and MCC and other key stakeholders.
- 7.4 The Strategic Vision includes measures to minimise the transport impacts of movement generated by the Campus in operation; maximise the sustainability of the Campus in support of policy objectives and action against climate change and describes how improvements in technology can support sustainable travel. The Campus Wide Transport Assessment consider in more detail the transport implications associated with the future development and regeneration of the wider Etihad Campus and Eastlands area, which will come forward in line with the longstanding planning policy and regeneration ambitions for the area.
- 7.5 The proposed development will help to accelerate the pace at which measures to support sustainable transport and travel are delivered and the pace at which benefits to local people and visitors alike are fully realised.
- 7.6 Against this context, this document (i.e. the Transport Assessment for the proposed arena) has been prepared with due consideration of the wider Etihad Campus Strategy Transport Assessment to ensure that the arena development proposals are appropriately aligned with the longer-term strategy for the wider Campus.
- 7.7 In addition, this Transport Assessment has been prepared in recognition of the feedback that has been received from the local communities living in areas close to the Etihad Campus where the effects of traffic and volume of people movements are most acutely experienced during major events.
- 7.8 In this regard, the aim of the Transport Assessment and accompanying Travel Plan is to explain in a transparent manner what the likely impacts of the proposed arena will be and to assess how the proposals can be successfully accommodated at Etihad Campus taking into account the merits of this location from the point of view of sustainable transport and travel. Importantly, it identifies a range of additional measures which will actively support the operation of the proposed arena, but which will also build upon the wide range of transport initiatives and innovations currently in operation at the Etihad Campus to deliver further enhancements in the way the Etihad Campus operates on event days, to further protect residents' amenity and to provide enhanced connections back to the city centre.
- 7.9 The site is highly accessible by sustainable means of travel, being well served by a range of public transport modes which includes Metrolink and multiple bus routes in close proximity to the site, additional shuttle buses available on major events and local rail at Ashburys Station. In addition, to the west, Manchester Piccadilly station is approximately a 25 to 30-minute walk from the Site (or an 8-minute journey time via direct Metrolink services). There are also a number of park and ride locations with direct connectivity to the site via public transport and the site is well served by walking and cycling routes, which connect to adjoining community areas, public transport nodes and the city centre.
- 7.10 Once the arena is operational, there will be a reduction in existing surface car parking provided

on the Etihad Campus – from approximately 4,200 to 3,700 (the site itself currently accommodates 500 surface car parking spaces). This is wholly consistent with analysis of average car parking take up on match days which averaged 3,000 during the successful 2018/19 season and peaked at 3,500. The proposed reduction is also consistent with the objectives of the sustainable transport and travel behaviour strategies for the Campus and arena and with national and local sustainability policies.

- 7.11 The car parking that is available at the Etihad Campus, and its management will be considered in relation to the operational requirements as a whole and therefore availability will depend upon the number of events taking place at any one time. A maximum amount of up to 3,000 car parking spaces would be made available for the arena when only an arena event is taking place. Up to 500 spaces would be made available when an arena event runs in parallel with an event at the Etihad Stadium.
- 7.12 Car parking for arena visitors will primarily be made on a pre-booked basis only (to avoid the inevitable complications and delays of paying on the day) and only shortly before any event (due to the inherent flexibility in the football calendar (at relatively short notice due to TV scheduling). Electronic messaging from point of sale will promote other sustainable travel options, which will help to encourage people to travel by sustainable modes.
- 7.13 In order to mitigate additional informal car parking, and ensure that impacts on local communities are properly controlled, and, based on the recommendations set out in the Arup Etihad Campus Transport Assessment, there is a firm commitment to deliver physical amendments to the resident parking scheme surrounding the Etihad Campus, such that it is able to operate on all days and across an expanded geographic area.
- 7.14 The proposal is to expand into areas as indicated at Figure 7.1 and Appendix K to the Transport Assessment (see Environmental Statement Appendix 12.1) and the resident car parking scheme will operate seven days a week, at hours which will include evening event times, to ensure that residents are protected in terms of amenity. There is a commitment, independently of the Council or residents, to underwrite both the initial cost of provision and the cost of ongoing operations.
- 7.15 The proposals have been presented in principle to the relevant authorities, but will be subject to receiving the necessary approvals following further consultation with local residents, businesses and other stakeholders during the formal planning application process. In addition, the Applicant intends to undertake discussions with authorities and collaborate on required consultation, sufficient to allow the improvements to be operational prior to the Arena opening.
- 7.16 The proposed amendments to the resident parking scheme will also be supported by messaging and communication to ticketholders promoting the desired transport methods and highlighting the restrictions for parking in the area.
- 7.17 Access arrangements to the arena for pedestrians, cyclists and vehicles have been optimised in order to manage peak periods and ensure the fastest possible dissipation of traffic from the local area. Reconfigured site access junctions will improve access for all modes and will provide sufficient safe space for entry and egress of pedestrians visiting the arena, from a crowd flow and security point of view, whilst allowing the site to operate as it currently does for a football match. Secure access and egress points for vehicles to associated car parking will be provided at two points depending on whether arriving from the north or the south. The operational aspects of these access arrangements have been fully tested in the most robust, worst case scenario and would not pose a risk of queueing back onto the highway (Alan Turing Way).
- 7.18 The arena would be operational all year round. It is expected to hold from circa 120 events upon opening and look to increase the number of annual events thereafter. There may be occasions where more than one event is held per day (matinee and evening events) although these would generally be expected to be lower capacity events. It is anticipated that there could be 10-15 arena events per year that will coincide with matches at the Etihad Stadium. Of those events, only about a third would take place during weekday evenings which is considered to represent the worst case scenario for cars arriving (i.e. coinciding with the typical background rush hour peaks).

- 7.19 Events at the proposed development would be scheduled where possible to ensure that they do not coincide with events at the Etihad Stadium.

Figure 7.1: Resident Parking Scheme Proposal (Source: BuroHappold, 2020)



- 7.20 Where coincident events do take place, and in view of reduced car parking availability at the Etihad Campus (and within the local areas as a consequence of the extended CPZ), there will be a comprehensive and targeted communication strategy to encourage attendees to use sustainable transport modes to access the Etihad Campus including:
- advising that there is a match and an event on the same day and promoting a range of travel demand management options (i.e. 're-route', 're-mode' and 're-time' journeys);
 - encouraging visitors to re-route, 're-mode' and 're-time' journeys (e.g. encourage early arrivals including the use of possible incentive offers);
 - advising that, unless pre-booked, no parking is available on-site or in the vicinity of the Etihad Campus and that there is a resident parking scheme in operation;
 - pre-booked parking will not be released until shortly before event date – prior to release, visitors will be encouraged to book alternative sustainable travel arrangements in advance.
 - In addition, work will take place with other Campus organisations, as part of an operational plan to minimise overlap between arrival and departure of events. There will be an opportunity to adjust stage times at the Arena to achieve this and a strategy to advise attendees of these changes in advance to influence arrival times.
 - A 'special event operational plan', will be introduced when appropriate, to deliver enhanced levels of public transport capacity between the City Centre and the Etihad Campus. This would be delivered in collaboration with TfGM to ensure that every possible Metrolink service was operated by a double-unit with the frequency and the duration of shuttle-bus services arranged with operators to capture any remaining expected demand;
 - When appropriate, frequent demand-led bus-based park and ride/shuttle buses will be arranged to the City Centre and potentially to other public transport interchanges such as Central Park Metrolink stop (providing connectivity to the Oldham line and Park and Ride

facility at Hollinwood) and Queens Road Metrolink stop (providing connectivity to the Bury line and further Park and Ride facilities);

- OVG will also work with partners, including TfGM, to encourage integrated ticket packages that include sustainable and public transport travel.

7.21 The proposed arena includes ancillary commercial uses (in the form of food and beverage and retail units). The quality of the offer proposed is such that it is expected that it will support staggered access and egress of people (i.e. people arriving early of staying on somewhat to enjoy the facilities and the occasion). This will help to smooth out people flows and the potential for congestion.

7.22 In addition to the Resident Parking Zone proposals, a wider package of transport mitigation measures are also proposed to support the development of the arena. These measures are aimed at promoting sustainable travel and reducing the car mode share of visitors. They will be secured through the use of Planning Conditions and where necessary s106 Planning Obligations. Also, where necessary, there is a commitment to progress any necessary planning applications. In summary, the proposed measures include the following:

- It is recognised that different types of event attract different spectator demographics and each event has the potential to affect the local community in different ways. A community liaison group will be set up to provide input into an Operations Plan to cover all events occurring at the Campus. The plan will be a live document that is monitored and reviewed on a rolling basis with the community liaison and all relevant stakeholders.
- Improvements are proposed to existing walking route(s) between the City Centre (Great Ancoats Street) and the Etihad Campus) as outlined below:
- Ashton New Road Route
 - Use paint, graphics and lighting on lamp posts to create markers which clearly designate routes, give information about walking distances and incentivise active travel
 - Locally reconfigure pavement / lane relationship at current pavement 'pinch point' adjacent to the existing railway bridge
 - Reinforce walking route markings and declutter the area where the route crosses Metrolink tracks
 - Install signage at Great Ancoats Street to better signal walking and cycling routes between the city centre and the Etihad Campus
 - Trim back low branches on trees along route to improve visibility below tree canopies. Actively support future maintenance in conjunction with relevant stakeholders
 - The above should be read in conjunction with the operational measures which include proposals for additional stewarding and management for certain events.
- City Link Route
 - Use paint, graphics and lighting on lamp posts to create markers which clearly designate routes, give information about walking distances and incentivise active travel
 - Install signage at Ashton New Road to better signal walking and cycling routes between the city centre and the Etihad Campus
 - Install localised fencing, as necessary, to close off hiding places adjacent to bridge abutments
 - Local repairs, as necessary, to existing side fences

- Re-paint existing side fences
- Art / Lighting improvements where route passes beneath railway bridges.
- Remove scrub / vegetation beneath existing trees to improve sightlines and attractiveness of route. Actively support future maintenance in conjunction with relevant stakeholders.
- Groundcover / wildflower planting beneath trees to improve ecology and attractiveness of route
- In consultation with TfGM, agree and implement a scheme of modifications to the existing Metrolink barriers on edge of City Square in order to visually open up City Link entrance from Campus
- Ashton Canal Towpath Route
 - Install cycle wheeling channel to side of existing steps between Joe Mercer Way and towpath in order to facilitate cycle accessibility
 - Use paint, graphics and lighting on lamp posts to create markers which clearly designate routes, give information about walking distances and incentivise active travel
 - Install signage at Great Ancoats Street to better signal walking and cycling routes between the city centre and the Etihad Campus
 - Cut back scrub / vegetation at strategic points to improve sightlines and attractiveness of route. Actively support future maintenance in conjunction with relevant stakeholders
 - Art / Lighting improvements where route passes beneath bridges.
- In accordance with the overall Campus strategy, install 240 covered cycle spaces to supplement the existing spaces at the Campus. In line with the Campus strategy, these cycle parking facilities are expected to be installed in locations where cycle routes enter the Campus.
- A range of supporting operational interventions have been identified which reflect best practice and will include the use of innovative technological and digital platforms. These will proactively promote advanced planning and direct intervention in travel behaviour for visitors and play a significant role in supporting and amplifying the benefits to be gained from the physical measures described above. They would be targeted at event attendees, starting from the point of ticket-purchase to influence travel behaviour towards specific modes depending upon the specific event and the individual needs and circumstances of the visitor. This would include the provision of live transport information within the arena, which alongside the arena's potential pre and post event catering offer will encourage a more staggered egress. Where practical, this live travel information will also include the use of intelligent parking solutions where visitors are parked according to their direction of travel, in order to minimise congestion on entry and exit.

From an operational point of view:

- Use of walking and cycling routes between the City Centre and the Etihad Campus will be facilitated through stewarding and management along the route. The need for and extent of stewarding and management will typically be evaluated on an event by event basis and will also be informed by experience obtained during an initial 3 month period, where stewarding will be in place for all events.
- Promotion and advice on park and ride options that are available locally and across Greater Manchester and are operating during the event hours.

- Work with TfGM to plan and promote enhanced Metrolink services on event days (subject to demand) before and after events, in the same way as currently operates on Stadium Event days.
- Shuttle bus services will be provided between the Etihad Campus and the City Centre. Working in consultation with TfGM, the intention is to provide shuttle-bus services between the Etihad Campus and the City Centre, in the same way as currently operates on Stadium Event days.
- Marshal and manage dedicated coach, taxi/private hire and private car pick up and drop off facilities, to ensure that these operations can be managed effectively and efficiently without adverse effects on other modes. Marshalling would be provided, as appropriate, to ensure that these are well used and well managed.
- In addition, an Arena Travel Plan will be prepared which will proactively promote advanced planning and direct intervention in travel behaviour for visitors and play a significant role in supporting and amplifying the benefits to be gained from the physical interventions.
- Technology will play a key part in influencing sustainable travel behaviour and demand management. The venue's information portfolios will be used for messaging visitors about their travel options, promoting public transport and providing real-time information about Metrolink, rail, bus and shuttle bus services. They will advertise incentives for visitors to arrive early and stay after events to reduce peak impacts on the movement networks.
- Messaging on these themes will be extended across the Campus and its perimeter and plug-into existing Variable Message Signage (VMS) controlled by TfGM. The Applicant will provide funding towards further VMS to extend the network to strategic locations around the Campus.

7.23 A multi-modal capacity assessment has been carried out, covering a full capacity event at the arena using a worst-case car mode share based on values that are recorded at the Etihad Campus currently. Notwithstanding, it is felt that the implementation of the parking scheme and other sustainable transport mitigation measures can deliver a reduced car mode share for visitors to the arena. It is suggested that the car mode share for arena visitors could be some 12-15% lower on opening than that which is currently recorded at the Etihad Stadium. This is seen as an initial change, but a further downward shift could also occur as improvements are made to public transport, walking and cycling infrastructure across the city and the downward trend in car ownership and use. Evidence of the impact of how the implementation of sustainable travel planning measures and constraints of parking have been identified with reference to other existing UK stadia.

8 Operational Management

- 8.1 OVG is committed to ensuring that the operation of the proposed arena provides a safe, secure and enjoyable environment for all visitors, clients and performers, as well as protecting the amenity of local residents.
- 8.2 The application is supported by an Operating Schedule and Event Management Plan prepared by OVG with support from Laudation.

Integration with the wider Campus

- 8.3 Integration with the wider Etihad Campus, especially the Stadium, is key to the successful operation of the Proposed Development. From the start of the design process, it has been accepted that the Proposed Development will be part of a wider community of venues and events.

Operational Planning and Delivery

- 8.4 A new Etihad Campus operational platform is being set up involving Manchester City Football Club, OVG and all other operational parties on the campus, as well as GMP, TfGM, MCC and other key stakeholders. This new platform will be responsible for diary and programme management, operational planning and delivery, and effective campus maintenance and management.
- 8.5 OVG already regularly work with the Operations, Safety and Infrastructure departments at Manchester City Football Club. They have observed a number of matches and attend regular meetings and workshops where all external elements of the arena operation, and its interoperability with the stadium and wider campus are discussed. This will continue throughout the rest of the design and construction periods and in the lead up to the operational phase.
- 8.6 Campus wide coordination meetings are already in place, which the arena operations team will join as they ramp up for the opening of the venue. OVG will also feed into the campus wide diary to ensure that a holistic picture can be maintained within the independent venues. The key elements of joint planning will be focused on arrival, queue management, circulation, transport, departure and incident planning.
- 8.7 The arena will issue an Event Management Plan to all stakeholders in advance of each event which can be discussed at the regular operations and coordination meetings.
- 8.8 The football club and arena operating company will cooperate and coordinate to attempt to avoid event clashes where possible. However, it is recognised that due to scheduling changes and demand based factors this may not always be possible and in which case a joint operating plan will be agreed with all the relevant authorities.
- 8.9 Local people have been involved in shaping the new arena from the very beginning. The consultation strategy was developed to provide meaningful opportunities for local people to engage with the Applicant and shape the development proposals, as well as what they mean to the local area.
- 8.10 OVG plans to maintain communication with the local community throughout the build and operational phases of the project. There will be open days, access to tickets and a direct phone and email address for anyone to contact the arena directly.
- 8.11 Through experience of operating similar venues around the world together with established practices across the Etihad Campus, there is a track record of commitments to:
- Put processes in place, including stakeholder engagement, to inspire and facilitate collective action on reducing the negative impacts of live shows; and,
 - Be a good neighbour through ongoing community and city-wide engagement to maximise social value and deliver an arena for everyone.

- 8.12 The Applicant is also in the process of forming an All Access Group with members of the local community to ensure that they continue to work with key stakeholders to deliver a great and inclusive facility.

Safety and Security

- 8.13 The arena will follow the Command and Control system as currently used by the Etihad Stadium and by the Emergency Services. The arena will agree operational and event management plans ahead of opening and will test these and agree them with relevant stakeholders including MCC and GMP. Particularly on event days, coordination of the Common Domain Area is critical and this will be discussed, tested and agreed with the relevant stakeholders in advance of the venue opening. The control rooms in both the stadium and area will have direct contact as well as potential shared CCTV capability for ease of communication and coordination.

Servicing and Waste Management

- 8.14 In the interest of sustainability and efficiency, OVG has explored a number of opportunities to integrate the Proposed Development with the rest of the Etihad Campus. This includes the provisions for servicing and waste management. As such, the Applicant is proposing to make use of existing campus infrastructure in order to maximise operational efficiencies.
- 8.15 It is not possible for waste storage and bin collections from the service yard area, as the yard will also be used for artist drop-off. A portion of the venue's waste will therefore be moved to the existing Etihad Campus waste compound for collection.

Safety and Security

- 8.16 Safety for visitors is paramount, with a robust security strategy developed with Greater Manchester Police, Prevent Advisors (OVG's own pioneering security advisory service) and the existing Campus operations team.
- 8.17 All aspects of security have been given the highest consideration and qualified security consultants have informed the design from the earliest stages resulting in appropriate, agreed and effective mitigation measures and strategies to deliver a security strategy to provide a safe and secure venue. As the design has evolved, identification of appropriate design measures and the subsequent overall design of the Proposed Development has been developed in continued consultation with the Counter Terrorist Security Advisors (CTSA) and the Architectural Liaison Officer for GMP.
- 8.18 At Stage 2 of the RIBA design, a full security Threat, Risk and Vulnerability Assessment was conducted. This was agreed by OVG, their security advisor and GMP and informed the detailed design of the building and associated operations. OVG will carry out a Threat Assessment and Security Risk Assessment annually as well as an individual risk assessment of each event. OVG are also open to joining the Physical Security Interoperability Alliance (PSIA).
- 8.19 The venue will be compliant with the revised National Planning Policy Framework (NPPF), Green Guide 2018 and CPNI Counter Terrorist and Design Out Crime advice and recommendations.

Designing out Crime

- 8.20 Ultimately, the design of the Proposed Development seeks to reduce vulnerability, increase resilience and ensure public safety and security, reducing the opportunity for crime and disorder, the fear of crime and ensuring the confidentiality and privacy of venue business functions.
- 8.21 A Crime Impact Statement (CIS) prepared by GMP Design for Security is submitted in support of this application (see Appendix B to the Sustainability Statement) and outlines a number of positive attributes of the Proposed Development to the prevention of crime and fear of crime including:
- The Proposed Development will enhance the existing leisure and event destination for the area, bringing in a new diverse range of people to the area, thus helping to continue to repopulate this part of the City and generate activity throughout the day and night at specific times and dates. Additional activity associated with the Site will help support informal policing and natural surveillance.

- The building has been designed to meet the requirements of crowd flow, security searches via walk through metal detectors and rummage search bags A4 size or smaller. Visibility and wayfinding will be part of the building design.
- As part of the management plan, 'soft checks' will take place outside of the building by event staff prior to entering the building. Inspection checks for bags and tickets for events will take place at a number of locations within the building. Thus reducing potentially large numbers of people on the street and into a controlled environment.
- A larger number of emergency exits have been provided; exiting around the existing building. The high number of exits reflects the large capacity that the venue can cater for.
- The main circulation routes and entrances are obvious, leading people directly to where they need to go. The proposals integrate with the surrounding circulation routes.
- The hard and soft landscaping will help to create a sense of place, pride and safety in the community and create new links to existing neighbourhoods.
- The Proposed Development will result in an increase in footfall in the area, improving vitality across the wider area, providing additional natural surveillance, which can help promote a sense of safety on the street.
- The recognised approach to creating a safer public realm for pedestrian and cycle corridors supports an environment in which people want to work and visit.
- The public realm of the proposals is permeable, allowing pedestrian movement to be concentrated on the pavements. Commercial facilities are also well located, helping to promote activity and surveillance across new vistas.
- The design of the building has incorporated ground floor amenity uses providing food and beverage outlets for event goers before an event. These uses provide activity to specific locations around the building and offer good opportunities for natural surveillance across the public realm areas. The design of the amenity frontages has incorporated a robust approach to the facing materials and function, ensuring a secure building envelope is maintained out of business hours.
- The building footprint is free of deep recesses that could provide shelter, impede surveillance or attract antisocial behaviour.
- A proposal for external light within and around the public realm incorporate a lighting scheme that will distribute illumination evenly around the space without areas of shadowing or pooling, and work coherently with the wider security requirements of the site such as CCTV.

8.22 The CIS also outlines a number of recommendations which have been considered as part of the design process. A response to these recommendations is set out in full within the Design and Access Statement.

Security and Counter-Terrorism

- 8.23 During event periods, the Proposed Development will be classed as a 'Crowded Space' and so counter terrorism measures are essential. Therefore, protection from hostile actors and malicious threats have been identified as requiring key mitigation measures, which are outlined in detail in the Design and Access Statement.
- 8.24 A counter-terrorism plan will be in place before the Proposed Development becomes operational as part of the Venue Operations Manual and Major Incident Plan. OVG will work with the Etihad Campus to ensure it is aligned to the wider campus strategy.
- 8.25 The building has been designed to meet the requirements of crowd flow, security searches via walk through metal detectors and rummage search bags A4 size or smaller. Visibility and wayfinding are part of the building design, and information points and events staff will be positioned at key locations to guide visitors to and from the building at key locations.

- 8.26 It is likely that a no bag policy will exist once the arena is operational. Soft checkpoints at the entrances to queues and as guests reach the entry points to the external podium will take place to ensure bags do not enter the arena footprint. At the arena entrances, searching will take place, likely with the use of walk through magnetometers. Once through a security check, a ticket check will take place to validate the ticket and give the guest access into the event. The arena entrances have been designed to try and reducing queuing as far as possible.

Martyn's Law

- 8.27 In addition, to the measures discussed above, the Proposed Development has also sought to respond to Martyn's Law, which consists of five requirements:
- A requirement that spaces and places to which the public have access engage with freely available counter-terrorism advice and training.
 - A requirement for those places to conduct vulnerability assessments of their operating places and spaces.
 - A requirement for those places to mitigate the risks created by the vulnerabilities.
 - A requirement for those places to have a counter-terrorism plan.
 - A requirement for local authorities to plan for the threat of terrorism.
- 8.28 The requirements of Martyn's Law will be incorporated into the licencing conditions for the venue. Upholding the licencing objectives is a key element to the arena operation and there will be detailed and tested plans in place for each of the following:
- The prevention of crime and disorder.
 - Public safety.
 - The prevention of public nuisance.
 - The protection of children from harm.
- 8.29 The arena operations team will prepare a library of Standard Operating Procedures (SOPs) that will deal with all elements of the operation and used as key training tools for the relevant members of staff. The SOPs will range from opening doors, managing the seating bowl and ejections to egress, to name a few.

Event Management Plans

- 8.30 An Event Management Plan will be prepared in advance of each event and will be the key event communication component, detailing the event requirements and how it will be delivered.
- 8.31 The Event Management Plan will be available internally to all staff as well as to key external stakeholders and is likely to cover the following topics:
- Overview of the event.
 - Risk Assessment and Expected Audience Profile.
 - Arena Configuration.
 - Capacity, ticket sales and expected attendance.
 - Areas in use.
 - Schedule of activities.
 - Details of contractors working on the event.
 - Transport and logistics arrangements.
 - F&B operation.
 - Security and staffing requirements.
 - Merchandise operation.

- Cleaning and waste operations.
- Technical and production requirements.
- Medical provision.

8.32 More strategic elements of the event operations will be detailed within the Operations Manual and other strategic documents such as the Incident Strategy, Crisis Communications Strategy and Business Continuity Plan.

8.33 A key component to the success of the arena is to ensure a seamless journey from Manchester City Centre and transport hubs to the entry points of the Proposed Development. This will be achieved through coordination with the Campus and local transport stakeholders. The sustainable transport options available will be promoted during ticket purchase.

Local Amenity Considerations

8.34 OVG is committed to being a good neighbour and protecting the amenity of local residents. The Event Management Plan to be put in place for all events at the arena will include procedures to ensure that local resident's amenity is protected.

8.35 OVG plans to maintain communication with the local community throughout the build and operational phases of the project. There will be open days, access to tickets and a direct phone and email address for anyone to contact the arena to raise any concerns.

Nuisance

8.36 The Applicant has sought to ensure appropriate measures are in place to manage and mitigate against any nuisance to local residents. As detailed in the Operating Schedule and Events Management Plan, the approach to the management and operation of the Proposed Development is that of an integrated approach aside the existing Etihad Campus facilities.

8.37 The venue will operate a strict no smoking policy and no re-admission permitted for those wishing to leave the venue to smoke. This being the case, it is not anticipated that there will be any impact from smoking, and this is benchmarked from similar policies being in place at most venues in the UK.

8.38 As part of the agreed transport interventions, OVG has committed to stewarding and marshalling along the three walking and cycling routes to the city centre (see Section 6 for details). The need for and extent of stewarding and management will typically be evaluated on an event by event basis and will also be informed by experience obtained during an initial three month period, where stewarding will be in place for all events.

8.39 The arena will also link into the existing wider campus cleaning arrangements (including the canal path) which will be subject to an uplifted service on arena event days.

Noise

8.40 An assessment of the effect of the Proposed Development during operation on the nearest noise sensitive receptors has been undertaken by BuroHappold (see Environmental Statement Chapter 10 Noise and Vibration and relevant appendices).

8.41 The assessment considered operation noise from entertainment noise, crowd noise, fixed plant and equipment, and operational traffic and outlines that the Proposed Development is predicted to have a negligible impact on the noise-sensitive receptors if noise emissions from the fixed mechanical plant and equipment are kept to 5 dB below the background noise level, and 10 dB below the background noise level at the nearest noise sensitive receptors from entertainment noise.

Servicing and Waste Management

8.42 A fully enclosed service yard is proposed to the east of the Ground Floor of the Proposed Development behind the stage and is accessed from Sportcity Way. A two way entry route is provided so entering vehicles can safely pass those exiting. This is to avoid the need for vehicles to wait on Sportcity Way before entering the Service Yard.

- 8.43 The Service Yard is key to the efficient operation of the event set-up. Supported by an array of storage spaces, this area is also the main delivery point for the production kitchen in the south east corner. A waste management compactor room is also located close to the north service vehicle entrance, for ease of access.
- 8.44 The Service Yard has capacity for eight vehicles to load directly onto the event floor at any one time, whilst parking for four further large vehicles is available. The Service Yard also provides for more day-to-day delivery activities including catering deliveries, and provides the location for storage and collection of waste compactors.
- 8.45 An Operational Waste Management Strategy is submitted in support of this planning application and describes how the waste generated from the Proposed Development will be managed once the venue is operational. The strategy has been formulated with the guiding vision of helping the venue to operate efficiently, sustainably and safely, all while minimising impacts on building performance, the users of the site, and the application site environment. In line with this, the emphasis will first and foremost be on minimising the amount of waste that is generated.
- 8.46 To ensure the Strategy is robust, the waste generation assumptions have been calculated based on a worst case scenario basis, whereby the 'Concert Terraces Centre Stage Standing' configuration is in operation. This equates to a waste generation of 7,300kg when the venue reaches maximum capacity.
- 8.47 Product procurement will play a key role in minimising waste, with particular consideration given to how goods are packaged (e.g. using no packaging, edible materials, less packaging or packaging that is made up of a proportion of recycled materials).
- 8.48 Any waste that is generated will be segregated at source into a number of streams. As a minimum, residual waste and dry mixed recyclables will be separated, although some areas will also segregate glass and organic waste.
- 8.49 The provision of intermediate waste storage rooms in various locations across the venue will also improve the efficiency of waste management operations. These rooms will be located in close proximity to those areas that generate the most significant quantities of waste (e.g. the GA concourses), and will enable waste to be held locally until the guest circulation areas are less congested. Bins will be moved down to the ground floor compactors and Level 1 bin compound during the course of an event when the concourse areas are less congested.
- 8.50 At this stage, it is proposed that residual waste will be compacted on-site and collected from the ground floor service yard, while DMR, glass and organics will be moved to the Etihad Campus waste compound for collection, via the bin compound on the Level 1 podium. However, it should be emphasised that there is flexibility to adapt which waste streams are collected from the service yard at ground floor level, for example, if dry mixed recyclables were to comprise a higher proportion of the venue's waste stream than initially expected.

Ventilation and Extraction

- 8.51 Mechanical ventilation heat recovery units (MVHR) units are provided to serve all concourse areas as well as any other occupied areas. Each MVHR serves to provide tempered air only with a supply air temperature based on the heat recovery efficiency. All areas served by MVHRs will be supplemented with variable refrigerator flow / volume fan coil units to provide local control of temperature (heating or cooling) to meet the internal design criteria.
- 8.52 Each toilet area throughout the building shall be provided with mechanical extract of 6 – 10 Air Changes per Hour (ACH) via extract air valves, extract air grilles and / or bellmouths as appropriate to the area. Extracted air shall be drawn through galvanised low pressure ductwork to an extract fan and exhausted via weatherproof louvres in the façade of the building.
- 8.53 All concessions located on the concourses shall be fully capable of cooking hot food and the HVAC provisions have been designed with this in mind. The kitchen extract air shall be ducted via low pressure ductwork to ecology AHUs located locally to each concession.
- 8.54 In the commissary kitchen, extract air is to be drawn from induction canopies located above the catering equipment. From here, the kitchen extract air shall be ducted via low pressure ductwork

to an ecology Air Handling Unit (AHU) located locally to the main commissary.

- 8.55 Ventilation to the Hall is to be provided by 16no AHUs each equipped with integral heat pump technology located at roof level within the services trench. Each AHU is to be sized to deliver 12m³/s of supply air, allowing for comfort conditions and internal air quality to be maintained for all event types within the Hall. The return air will be extracted directly from the Hall via bellmouth extract terminals located at high level within the roof structure.
- 8.56 Further information in relation to the proposed methods for the extraction of fumes and odours from the Proposed Development can be found in the Ventilation Strategy prepared by ME Engineers.

9 Socio-economic Assessment

- 9.1 A new arena can only be considered a true success if it serves the local community, not just through the entertainment offering, but also through employment and social value from the very beginning.
- 9.2 Supporting MCC's vision for East Manchester to broaden the activities in the area and ensure development opportunities secure the wider regeneration of the area and deliver maximum benefits for the community, employment, training and community partnerships are at the core of OVG's proposals, as is the 'Vibrant and Inclusive' principle of The Campus Strategic Sustainability Framework to unlock local employment opportunities.
- 9.3 As set out in previous sections, the Proposed Development has been designed from conception through engagement with the local community, the community of Manchester more widely and a number of other stakeholders. Working with the community has been an integral part of ensuring that the Proposed Development responds to local concerns and access to jobs, skills and training was a key theme of the feedback from this engagement.

Employment, Skills and Training

- 9.4 A Local Benefits Proposal is submitted with this planning application (see Appendix F to the Sustainability Statement), which has been prepared by OVG with input from their preferred contractor and MCC's Work and Skills team, and sets out the commitment of the Applicant and their partners to work with MCC and local Ward Councillors to identify any skills gaps that are needed to fill employment opportunities and provide courses and opportunities to be employment ready.

Construction Phase

- 9.5 During the construction phase, it is anticipated that the new venue would provide 3,344 FTE jobs during the 3-year construction phase. Although temporary in nature, construction employment has positive economic effects, contributing to increased output in the UK economy.
- 9.6 In addition to the direct employment generated by the Proposed Development itself, there will be an increase in local employment arising from indirect and induced effects of the construction activity. Employment growth will arise locally through manufacturing services and suppliers to the construction process (indirect or supply linkage multipliers). Additionally, part of the income of the construction workers and suppliers will be spent in the Manchester area, generating further employment (in terms of induced or income multipliers). Taking this into account, the total net construction employment figure will be 3,787.
- 9.7 OVG has identified a preferred contractor to deliver the proposals. The contractor has committed to the following employment and training targets for the construction phase of the project:
- 100 employment opportunities by working with MCC's Work and Skills Team, Unite (for the training academy), DWP and Talent Match.
 - 100 Apprentices and trainees (including through their Supply Chain and Manchester GTA) and 66 in supported employment.
 - 400 Training weeks through the proposed training academy with Unite.
 - 2,800 Apprenticeship and trainee weeks.
 - 50 Education activities by linking up with nearby educational institutions.
 - 50 Work experience placements for students, long-term unemployed, ex-offenders, NEETS, veterans and those experiencing homelessness.
- 9.8 In addition, the contractor has committed to the following targets relating to local labour:
- Tier 1: Manchester 25%

- Tier 2: Greater Manchester 60%
- Tier 3: North West 75%

Operational Phase

- 9.9 Once completed, the Proposed Development will generate long term employment opportunities within the operational uses, including concert and event spaces, as well as food and beverage uses.
- 9.10 Based on the first twenty years of the operational phase, a new arena on the Etihad Campus would support approximately 47 full time positions and 1,038 part time event based jobs each year. It is estimated that this equates to a total net gain of an estimated 586 FTE jobs.
- 9.11 The Proposed Development will create flexible employment opportunities for residents within the City, particularly residents within the Wards close to the Proposed Development across a wide range of roles including:
- Customer service
 - Event management
 - Technical engineers
 - Facilities management
 - Stewarding
 - Hospitality
 - Catering
 - Cleaning
 - Management
 - Marketing
 - Sales
 - Operations
- 9.12 OVG is committed to ensuring as many jobs as possible go to local people (and will prioritise hiring people who live within walking distance) and that all arena employees will be paid at least the Manchester Living Wage (significantly more than the statutory minimum). OVG has committed to working with the Council and has agreed to match or exceed the local employment targets that the City Football Academy set and which has been identified as an exemplar scheme.
- 9.13 OVG has also committed to providing a range of employment, skills and training initiatives to maximise the accessibility of employment opportunities to local residents within the City. OVG are already in discussions with Manchester City Council and will continue to work with them, as well as key education and work bodies, to define an employment and skills strategy, which will include apprenticeships, specific skills training in partnership with local education partners, local job fairs, and measures to encourage people to get back into work.
- 9.14 The arena would also generate an additional £36 million per year in direct annual local spending, benefiting shops, restaurants, cafes and the hotel and accommodation sectors. This will in turn generate a significant number of indirect jobs – anticipated to be around 1,400 – through the supply chain and other multipliers, for example, at local restaurants, bars and shops, and on accommodation and transport.
- 9.15 Having world-class acts and performances on the doorstep provides an outstanding opportunity to introduce young people to performing arts, music and dance. OVG is committed to using their resources and networks to bring the world of live entertainment to the young people of Eastlands, through school visits, tours and outreach activities. At OVG's other venue locations, they have arranged for tour buses to visit local schools, showcasing the diverse range of job opportunities available in live entertainment. Jobs such as tour manager, stage and lighting

designer, costume designer, sound engineer and others are rarely seen in standard careers guidance programmes, but are varied, interesting and highly skilled jobs. OVG and their partners will therefore work closely with local schools and develop a school leaver programme to provide a pathway for local school leavers to find employment.

- 9.16 The arena staff will also be involved in working with other stakeholders and organisations in the City to maximise employment and training opportunities. This will include attending jobs fairs at various educational institutions and careers guidance days at local schools. In addition, staff will be actively involved in city business groups and networks.

Community Benefits

The Etihad Campus working with and for the Community

- 9.17 The transformation of the Etihad Campus and East Manchester has not only benefitted the community through physical developments and environmental improvements, but through a committed approach to social responsibility from CFG, with the foundation of the charity, City in the Community (CITC).
- 9.18 The award-winning CITC model seeks to promote health, confidence, safe spaces and pathways into training and jobs for young people, working with 40,000 individuals in Greater Manchester each year.
- 9.19 CFG is committed to growing a sustainable and socially responsible organisation. In Manchester, CFG has transformed both the Etihad Campus and the wider area of East Manchester thereby increasing the area's economic contribution, driving further employment and economic growth throughout the city and beyond, and critically, helping to develop hope and aspiration in the communities of East Manchester.

OVG in the Community

- 9.20 OVG is committed to work with CFG as part of its wider community outreach activities, playing their full part in this as a Campus Partner, including appropriate resourcing support in a range of community programmes. The Proposed Development offers the opportunity for CFG and OVG to work in partnership to deliver a number of further community initiatives at the Etihad Campus and in the wider community, including providing skills, training and local job opportunities, and providing community activities and use of the arena and other facilities at the Etihad Campus.
- 9.21 OVG is also committed to working with Manchester City Council, local members and residents to develop community programmes which reflect their priorities.
- 9.22 The proposed arena will be a key part of the local community. In addition to providing employment, skills and training, it will also support community and social events. The arena will be able to host meetings, annual general meetings and fund raising events as part of a regular programme of engagement.
- 9.23 The proposed landscaping and new public realm will help to create a sense of place, pride and safety in the community and create new links to existing neighbourhoods. The public realm and amenity spaces will provide a number of opportunities for passive recreation and will incorporate a seating areas around the Arena.
- 9.24 OVG and its partners also envisage launching a charitable trust or community programme, with a share of revenue of the arena donated by a combination of the venue, partners and performers to be used to support a local charity/cause.
- 9.25 The Applicant is also in the process of forming an All Access Group with members of the local community to ensure that they continue to work with key stakeholders to deliver a great and inclusive facility.

The Economic Impact of Two Arenas in Manchester

- 9.26 Taking into account the Market Assessment work, summarised in Chapter 2 of this document, ekosgen has undertaken an economic impact assessment of two Manchester Arenas (the existing Manchester Arena and the Proposed Arena located at the Etihad Campus) based on three

identified growth scenarios (classified as conservative, realistic and ambitious) which generate between 1.85m to 2.2m ticket sales per annum in Manchester by 2030 with steady state growth assumed thereafter to cover a 20 year period from the opening of the second arena. The scenarios set out a respective 68%, 81% and 95% uplift, based on additional and improved capacity within the city and informed by PwC research, as well as trends and growing markets for a variety of events.

Net Economic Impacts: Employment and GVA

- 9.27 The operation of arenas require a varied workforce including in management, marketing, hospitality, administrative, security, box office and technicians and would therefore have a significant direct impact in terms of providing local jobs, including local jobs for East Manchester residents. This, in turn, generates wages and Gross Value Added (GVA), which will be recirculated in the economy with further indirect (spill-over effects through the supply chain) and induced (knock-on consumer spending e.g. via wages).
- 9.28 The direct impacts of an Arena is in part influenced by the number of annual ticket sales, with larger audiences/more events requiring more event based staff.
- 9.29 Over a twenty year period, the operation of the arenas in Manchester is estimated to generate between £1.34bn and £1.50bn of additional economic activity (GVA) in the UK economy including the direct, indirect and induced economic impacts, dependent on the level of annual ticket sales.
- 9.30 Over the same period between 1,228 and 1,323 direct FTE jobs are estimated to be accommodated and between 3,072 and 3,494 FTEs also taking into account indirect and induced impacts on employment. Applying replacement demand of circa 5% per annum, between 8,266 and 9,417 people would be employed over the twenty year period.

Additional Visitor Expenditure

- 9.31 Additional visitor spend, over a twenty year period, from audiences coming from outside of Greater Manchester, is estimated to range between £1bn and £1.2bn depending on the scale of ticket sales each year, benefiting shops, restaurants, cafes and bars and the hotel and accommodation sector.

Net Visitor Economy Impacts

- 9.32 Over the same time period, taking into account multiplier effects, between £1.45bn and £1.69bn of GVA will be generated across the UK economy. This will support between 2,518 and 2,875 FTEs with replacement demand of circa 5% per annum leading to between 6,813 and 7,292 people being employed over the period.
- 9.33 The majority of the economic benefits of a two arena scenario will be realised by (a) the two arena business, from ticket sales and on site food and beverage and event merchandise, and (b) city centre businesses where the majority of the hotels, serviced accommodation, food and beverage and retail businesses are based.

Summary

- 9.34 Two successful, viable arenas will generate considerable additional economic benefits for the economy. A large part of the impact of the increased visitor expenditure will benefit city business.
- 9.35 There has been limited growth in the number of arena visitors to Manchester over the past ten years. The current Arena has performed consistently for some time, although there is some evidence that capacity constraints have limited ticket sales, even for headline performers.
- 9.36 The new arena will fundamentally change the Manchester market, considerably increasing the benefits to the economy and local businesses. It will generate new jobs in a regeneration priority area.
- 9.37 Overall, the increases in employment, GVA and visitor expenditure impacts are between 60% and 100% higher than the impact of the current Manchester Arena.

City Centre Impacts

- 9.38 City centre business continues to account for the vast majority of visitor expenditure, typically circa 85%, from the two arenas. The analysis also shows that there is only a marginal difference when the ticket sales ratio between the two Arenas change. Even the most conservative scenario would lead to a 58% increase in city centre jobs and GVA from visitor expenditure compared to the current position, while the most ambitious scenario would result in an 80% increase.
- 9.39 The majority of the visitor economy benefits of a two arena scenario will be realised by city centre businesses where the majority of the hotels, serviced accommodation, food and beverage and retail businesses are based. The overall uplift will be substantial, with the potential to double events and ticket sales, leading to a considerable increase in the number of overnight visitors, with new additional events boosting the overnight visitor market.
- 9.40 Manchester City Centre, at the heart of the conurbation, has over 10,000 hotel rooms, around 42% of the total across the whole of Greater Manchester. The City Centre, as well as being the key hub for local, regional and national transportation in the conurbation is the focal point for retail, cultural, food & drink and entertainment offerings.
- 9.41 For example, a review of occupancy peaks in city centre hotels over the past year, provided by Marketing Manchester, revealed that on various dates in which concerts were held at Etihad Stadium close to full occupancy was reported¹, supporting the perception that visitors attending events just outside of the city centre are highly likely to stay within the city centre, where there is a large concentration of hotels, food and beverage, retail, cultural and leisure offers.

Table 9.1: City and City Centre Visitor Expenditure

		FTE		GVA	
		City	City Centre	City	City Centre
Scenario A Moderate Growth 2030					
MEN Arena 100%	(1.1m)	790	718	£32.9m	£29.8m
MEN Arena 55%	1.8m	1,329	1,143	£55.3m	£47.5m
New Arena 45%					
MEN Arena 45%	1.8m	1,329	1,128	£55.3m	£46.9m
New Arena 55%					
Scenario B New Market and New Arena Growth 2030					
MEN Arena 100%	(1.1m)	790	718	£32.9m	£29.8m
MEN Arena 55%					
2.0m					
New Arena 45%					
MEN Arena 45%					
2.0m					
New Arena 55%					
Scenario B New Market and New Arena Growth 2030					
MEN Arena 100%	(1.1)	790	718	£32.9m	£29.8m
MEN Arena 55%					
2.15m					
New Arena 45%					
MEN Arena 45%					
2.15m					
New Arena 55%					

¹ It is worth noting on these dates, as expected other events took place across the city which may have also contributed to high occupancy levels

- 9.42 In the recent economic impact of the current arena report, an assumption of 91% of expenditure benefiting the city centre was applied. An assumption of 80% has been applied in the case of the Etihad Campus arena, taking account of audiences choosing to meet, eat drink closer to the new Arena (Ancoats and New Islington) or taking advantage of a higher quality food and beverage offer. The visitor expenditure however continue to benefit city centre businesses, particularly hotels.

Summary

- 9.43 Taking into account the Market Assessment work, summarised in Section 2 of this Statement, which establishes the basis for two viable arenas in Manchester, ekosgen has undertaken an assessment which identifies that there would be considerable in combination, additional economic benefits for the economy that would be generated. These figures have been provided above.
- 9.44 City centre business - where the majority of the hotels, serviced accommodation, food and beverage and retail businesses are based - would continue to account for the vast majority of visitor expenditure, typically circa 85%, from the two arenas. Of the growth scenarios that have been assessed, even the most conservative would lead to a 58% increase in city centre jobs and GVA from visitor expenditure compared to the current position, while the most ambitious scenario would result in an 80% increase. Either way, the overall uplift will be substantial. There is the potential to double events and ticket sales, leading to a considerable increase in the number of overnight visitors, with new additional events boosting the overnight visitor market.
- 9.45 Chapter 8 Socio-economic Impacts of the Environmental Statement further calculates the construction and operational phase socio-economic benefits arising from the Etihad Campus proposed arena in isolation. These figures include total net construction employment figures of 3,787 and a total net gain of an estimated 586 FTE jobs during the operational phase. It is estimated that the Etihad Campus arena will generate an additional £36 million per year in direct annual local spending, benefiting shops, restaurants, cafes and the hotel and accommodation sectors. This will in turn generate a significant number of indirect jobs – anticipated to be around 1,400 – through the supply chain and other multipliers.
- 9.46 Importantly, OVG and their Preferred Contractor are fully committed to working with local partners and ensuring that local employment will be maximised where possible through both direct employment and through the sourcing of local supply chains and subcontractors as appropriate. This is recognised as being essential to ensuring that the remarkable regeneration of Eastlands can continue and build further momentum. As such, OVG will enter into a Local Labour Agreement and propose the use of s106 Obligations and planning conditions as appropriate to secure their stated commitments.
- 9.47 This will also extend to OVG's commitments to working with CFG as part of its wider community outreach activities, playing their full part in this as a Campus Partner, and, working with Manchester City Council, local members and residents to develop community programmes which reflect their priorities. As stated above, OVG and its partners also envisage launching a charitable trust or community programme and they are also in the process of forming an All Access Group with members of the local community to deliver a great and inclusive facility.

10 Planning Policy Assessment

10.1 This section details the relevant documents that make up the Development Plan and the material considerations in the determination of the application.

10.2 Section 38(6) of the Planning and Compulsory Purchase Act 2004 states:

“If regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise”.

10.3 It provides a balanced policy assessment of the Proposed Development, principally focused on site specific policies forming Manchester's Development Plan together with an assessment against the National Planning Policy Framework.

Development Plan

10.4 The Local Plan is a collection of statutory Development Plan Documents (DPDs) that together set out the vision and spatial strategy for the future development of Manchester. Within this context the adopted Local Plan for Manchester comprises:

- Saved Policies of the Manchester Unitary Development Plan (2005) (“the UDP”);
- Manchester Core Strategy (2012);
- Manchester Proposals Map (2012);
- Greater Manchester Joint Waste Development Plan Document (2012); and,
- Greater Manchester Joint Minerals Plan (2013).

10.5 The development of an arena at the Etihad Campus clearly aligns with the ambitions of planning policy for Eastlands over the last 25 years.

Manchester's Unitary Development Plan (1995)

10.6 The Unitary Development Plan for the City of Manchester (the UDP) was adopted by the Council on 21 July 1995 as the statutory document which set out guidelines for all development in Manchester and provided a framework from which to base decisions about planning applications. There are a number of Saved Policies from the UDP which still apply following the adoption of the Core Strategy.

10.7 Sub-Area 7 Sportcity states that Sportcity's reuse is integral to the regeneration of East Manchester, as it is key to connecting the areas of East Manchester and its redevelopment for uses which create a focus of activity in East Manchester is pivotal to the regeneration of the wider area. Saved Policy EM11 sets out:

“Sportcity including the District Centre is a major focus for regeneration activity on previously developed land. It is located in a strategic position at the heart of East Manchester with excellent infrastructure and proposed infrastructure links to the City Centre, adjacent areas and the national motorway network. Within Sportcity, development will be permitted which includes:

- *International sports facilities and mixed use development along Alan Turing Way;*
- *The District Centre within Sportcity as defined on the proposals map comprising retail A1, A2 and A3, residential, community facilities and mixed use development to create a vibrant district centre and High Street along Ashton New Road;*
- *Further commercial development to complement the nature and scale of facilities and their accessibility;*
- *Provision of pedestrian and cycle links to adjacent residential neighbourhoods, the Ashton Canal, Phillips Park and the Medlock Valley;*

- *Residential and mixed use development adjacent to the Ashton Canal;*
- *Provision of public art in prominent locations;*
- *The provision of two Metrolink stops, one adjacent to the City of Manchester Stadium and the other on Ashton New Road adjacent to the District Centre."*

10.8 The supporting text goes on to state that the area fronting the Alan Turing Way is suitable for a mix of uses including a hotel, leisure and other commercial uses.

Manchester's Core Strategy (2012)

10.9 Manchester's Core Strategy (2012) sets out the long term strategic policies for Manchester's future development and forms the framework that planning applications will be assessed against. With regards to the regeneration of Eastlands, the Core Strategy builds upon the Saved UDP policies.

10.10 The overarching Core Strategy Vision for 2027 (Section 4.1) includes *"an international destination for tourism and culture with the Eastlands area of the Regional Centre a national attraction for sport, leisure and recreation".*

10.11 A large proportion of East Manchester falls within the Regional Centre (including the Application Site). Policy EC3 notes that the Regional Centre is an appropriate location for large scale leisure uses, for which City Centre sites are unsuitable, and the supporting policy text continues to acknowledge that there is also potential for leisure development which has a regional-scale catchment at Eastlands.

10.12 Policy EC7 (Eastlands Strategic Employment Location) states:

"Eastlands lies within East Manchester, the heart of which is the City of Manchester Stadium, the Eastlands District Centre and the Velodrome but also includes the Openshaw West site and surrounding environs, as shown in Figure 8.5. It is in excess of 80 hectares and will accommodate 40-45 hectares of new development. This location is suitable for a major sports and leisure visitor destination with complementary commercial, retail and hotels."

10.13 Policy EC7 goes on to identify two sites as a focus for development, one of which is the land around the stadium including the "Collar Site" to the east and further land to the north and west which:

"provides an opportunity for a leisure, recreation and entertainment visitor attraction of national significance. A landmark design will be key to delivering such a prestigious development which, together with the existing developments within Eastlands, will not only provide a sense of place but will also ensure integration with the surrounding community."

10.14 The supporting text to Policy EC7 reflects on the progress of the regeneration of the area and states that:

"...the scale of the regeneration will be continued with the creation of a visitor destination of national significance alongside the commercial potential created by the planned growth of Manchester City Football Club. It will utilise the development potential of the Collar Site adjacent to the City of Manchester Stadium and the Openshaw West site. It will place design at the heart of any proposal replicating the approach since the 1990s."

Key Material Considerations

10.15 The following national policy and guidance documents form important material considerations that should be taken into account when determining the planning application:

- National Planning Policy Framework ("NPPF") – June 2019; and
- National Planning Practice Guidance ("NPPG") – Online.

10.16 The following regional and local planning guidance documents also comprise important material considerations in the determination of the application:

- Draft Greater Manchester Spatial Planning Framework (2019);

- Draft Eastlands Regeneration Framework (ERF) 2019;
- Guide to Development in Manchester – Supplementary Planning Documents and Planning Guidance;
- Design for Access Manual - Design for Access; and,
- Blue and Green Infrastructure Statement and Action Plan.

National Planning Policy Framework

- 10.17 The revised National Planning Policy Framework (NPPF) was published in July 2018 and subsequently updated in February 2019 and June 2019. The NPPF sets out the government's planning policies for England and how these are expected to be applied and is a material consideration in the determination of all planning applications.
- 10.18 The Proposed Development is considered in detail against the relevant policies within the NPPF as a whole later within this section.

National Planning Practice Guidance (NPPG)

- 10.19 The National Planning Practice Guidance (NPPG) was introduced in March 2014 and sets out advice, information and best practice on a wide range of planning issues with the overall objective of becoming a single source for planning guidance which will be maintained as a live resource. The principle behind the NPPG fits in the wider objectives of the government's attempt to make the planning system simpler, clearer and easier for people to use.

The Greater Manchester Spatial Framework (2019)

- 10.20 The Revised Draft of the Greater Manchester Spatial Framework - The Greater Manchester Plan for Homes, Jobs and the Environment (GMSF) - was published for formal consultation in January 2019, under Regulation 18 of the Town and Country Planning (Local Planning) (England) Regulations 2012. The consultation closed at midnight on 18 March 2019.
- 10.21 Paragraph 48 of the NPPF states that LPAs may give weight to relevant policies in emerging plans according to: the stages of preparation; the extent of unresolved objections; and the degree of consistency of the relevant policies in the emerging plan to this Framework. Whilst the GMSF is still in draft and at the early stages of consultation, it is considered to carry some limited weight in the determination of planning applications.
- 10.22 The GMSF seeks to reinforce the ambitions for the Region, to bring forward brownfield land and to manage growth so that Greater Manchester is a better place to live, work and visit. It outlines a strategic spatial plan for Greater Manchester and sets out the planning policy framework for the whole of the city-region, with the aim to be a top global city. Greater Manchester will be capable of competing internationally for investors, visitors, businesses, skilled workers, academic talent and students.
- 10.23 The Proposed Development has been considered against the relevant emerging policies within the Revised Draft GMSF in Appendix 1 of this Statement.

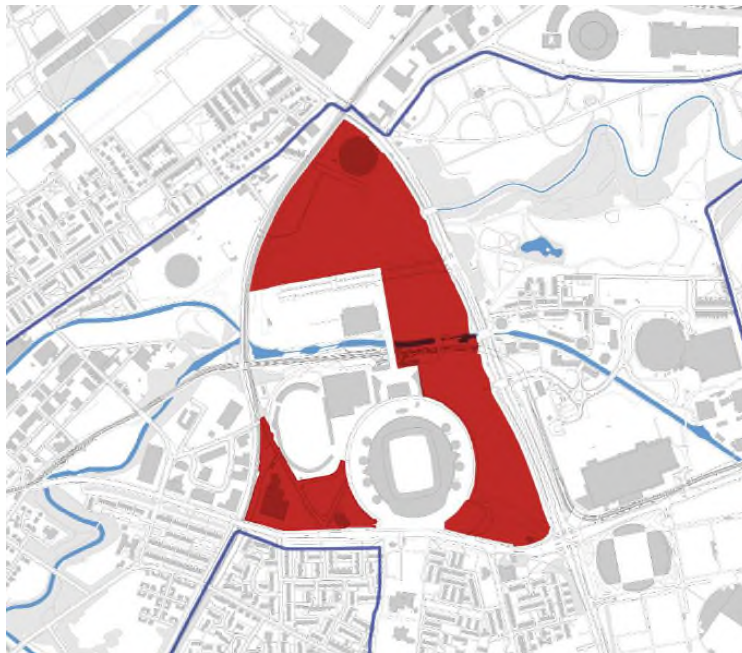
Eastlands Regeneration Framework

- 10.24 The Eastlands Regeneration Framework (ERF) was originally endorsed in 2011 which shaped and guided investment and development in East Manchester. It was updated in 2017 and a further draft for consultation of the document was published in 2019.
- 10.25 For clarification, the ERF sets out environmental, social, design and economic objectives which are relevant to the attainment of the regeneration of the East Manchester area which is supported by existing planning policy. It is not a planning policy document and it is not a site allocations document. As such this document has the status of a "Local Development Document" but not a "Development Plan Document" and should not be considered or viewed as formal planning policy, and does not set out a series of tests to be passed.
- 10.26 The role of the ERFs has been to seek to guide the content of planning applications so that they have in mind the objectives for East Manchester. Throughout the various iterations of the ERF,

and through the thirty-year journey of transformation of East Manchester, the Etihad Campus has consistently been a major economic driver in its own right within a city region and national context. Successive Regeneration Frameworks have identified the Etihad Campus as a place to drive forward the development of a globally competitive sport, leisure and recreation offer. Over the last ten years' significant new investment has been made to deliver new facilities that benefit the community with new local leisure and educational developments being part of an integrated approach to the transformation of the area.

- 10.27 The fully endorsed 2017 ERF and draft 2019 ERF have been prepared principally to encourage the next phases of identified projects and development activity in and around the Etihad Campus as well as the westward expansion of activity along the Ashton Canal Corridor, joining up with the eastward expansion of the City Centre taking place in Ancoats and New Islington.
- 10.28 The 2019 Draft ERF was presented to the Council's Executive Committee in March 2019 for consultation. Following consultation, in July 2019 the Executive Committee resolved to delegate authority to the Strategic Director – Growth & Development, in consultation with the Leader of the Council and the Executive Member for Housing & Regeneration, to approve once certain matters have been addressed, including the requirement for the Draft ERF to reference the recently announced Carbon Reduction targets. At the time of writing, the revised version to address these issues has not been published.
- 10.29 The 2019 Draft ERF outlines a well-developed vision for East Manchester, reflecting adopted development plan policy to continue to accelerate and deepen the East Manchester regeneration journey and support inclusive growth through a number of strategic ambitions for East Manchester, including to:
- Bring sport, education and commerce together;
 - Expand a world-class sports destination;
 - Become a destination for leisure and recreation facilities;
 - Capitalise on the regeneration investment made;
 - Support Manchester's Green City initiatives;
 - Create a distinctive sense of place; and,
 - Deliver improved social and economic outcomes.
- 10.30 The 2019 Draft ERF outlines the strategic direction for the Etihad Campus Commercial Zone (as shown in Figure 10.1 below) for development which supports those economic sectors in which the city-region already has strengths, including the development of a sports, leisure and recreation economic cluster that will build upon the inherent sporting strengths of the Etihad Campus.

Figure 10.1: Etihad Campus Commercial Zone (Source: Draft Eastlands Regeneration Framework)



- 10.31 The draft 2019 ERF highlights the long term policy objective and strategic ambition for the Etihad Campus which has been articulated in successive strategies and related to the need to diversify the pattern of uses on the Etihad Campus, create a wider profile of activity day by day and all the year round and fully exploit the latent economic capacity of the Etihad Campus as a whole. In so doing, the aim is to maximise the destination role of the Etihad Campus and drive investment and job creation not only for East Manchester but for the City as a whole.
- 10.32 The document also highlights that there has also been a long term ambition, in accordance with existing planning policy and regeneration strategies, to deliver a destination leisure and recreation offer as part of a diversified pattern of economic uses on the Campus. It recognises that the proven resilience of the Etihad Campus' transport capability, the increasing proliferation of sports based activities and the growing global recognition and success of Manchester City Football Club have become powerful influences on international entertainment operators and investors who have now identified the Etihad Campus as an option for creating new facilities to respond to what they indicate are strong market opportunities to further serve the City and the wider region.
- 10.33 In addition, the existing planning status of the Etihad Campus (formerly Sportcity) as a location suitable for a major sports and leisure visitor destination with complementary commercial (development), retail and hotels, as exemplified within Policy EC7 of the approved Manchester Core Strategy, has only served to support and encourage this interest.
- 10.34 The draft 2019 ERF, together with prior versions of the document and existing policy recognise the significant added value role that national sports, leisure and entertainment visitor destination proposal within this Zone could play in relation to the regeneration and local employment potential of the Etihad Campus and to the wider priorities for East Manchester.

Guide to Development in Manchester SPD

- 10.35 The Guide to Development in Manchester – Supplementary Planning Document and Planning Guidance was adopted in April 2007 and is a material consideration.
- 10.36 The guide reflects the growing recognition of the importance of well-designed and well maintained neighbourhoods supporting sustainable development. The guide places significant importance on new development creating a 'sense of place' under seven key principles as follows:
- Character and context.

- Continuity and enclosure.
- Legibility.
- Ease of movement.
- Quality of the public realm.
- Diversity.
- Adaptability.

- 10.37 Developments should be informed, both in terms of design and layout, by the wider context. The character and identity of an area will determine appropriate form.
- 10.38 The Guide to Development in Manchester – Supplementary Planning Document and Planning Guidance (SPD) was adopted on December 2015. It is composed of two documents, GD03 Environmental Protection and GD05 Planning and Noise. The documents reflect and provides guidance on the importance of creating attractive, well designed, well maintained neighbourhoods. It includes a set of reasoned principles, which will guide developers, designers and residents to the sort of development which is anticipated in Manchester.
- 10.39 The Guide to Development SPD is addressed within the relevant chapters of the Environmental Statement.

Design for Access 2 Supplementary Planning Document

- 10.40 The Council will expect developers to comply with the standards detailed in its 'The Design and Access 2' Manual, and to produce an access statement, which identifies the philosophy and approach to inclusive design.
- 10.41 Information of how the Proposed Development has been designed to respond to the requirements of the Design for Access 2 SPD is contained within the Design and Access Statement submitted in support of this planning application.

Manchester's Green and Blue Infrastructure Strategy

- 10.42 MCC recognises that green and blue infrastructure is an essential part of creating a successful, liveable city. Parks, river valleys, gardens, street trees, green roofs, canals and many other components all form part of a rich network that is integrated with the built environment in the world's most popular cities.
- 10.43 The vision for green and blue infrastructure in Manchester over the next ten years is that by 2025 high quality, well maintained green and blue spaces will be an integral part of all neighbourhoods. The City's communities will be living healthy, fulfilled lives, enjoying access to parks and green spaces and safe green routes for walking, cycling and exercise throughout the City. Businesses will be investing in areas with a high environmental quality and attractive surroundings, enjoying access to a healthy, talented workforce. New funding models will be in place, ensuring progress achieved by 2025 can be sustained and provide the platform for ongoing investment in the years to follow.
- 10.44 Manchester's Green and Blue Infrastructure Strategy, together with its Stakeholder Implementation Plan, was approved in July 2015. The strategy is founded on the basis that attractive, multi-functional green and blue infrastructure is a key component of shaping and delivering the quality of life people expect and enhancing the City's global image as a place in which to visit, live, work and invest.
- 10.45 A detailed consideration of the Proposed Development against this consideration is contained within the Response to the Green and Blue Infrastructure Strategy for Manchester (see Appendix A to the Sustainability Strategy).

Detailed Consideration of the Proposed Development against the NPPF

- 10.46 This section provides an assessment of the Proposed Development against the key planning policies and priorities set out within the NPPF.

- 10.47 The introduction to the NPPF confirms that it should be read as a whole (including its footnotes and annexes) and hence this section provides a balanced assessment of the proposals against the policies of the NPPF as a whole.

Achieving Sustainable Development

- 10.48 The purpose of the planning system is to contribute to the achievement of sustainable development. At a very high level, the objective of sustainable development can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs.
- 10.49 The proposed arena will contribute to the achievement of sustainable development, delivering the following three overarching and interdependent objectives of the planning system:
- **Economic** – the Proposed Development will help to build a strong, responsive and competitive economy. The Etihad Campus provides sufficient and available land of the right type in the right place and at the right time to support growth, innovation and improved productivity. As set out within the Statement, the application proposals will allow Manchester to secure its share of growth within the arena market, delivering economic benefits to the city as a whole.
 - **Social** – an arena at the Etihad Campus will support strong and healthy communities by creating a high quality built environment and a set of proposals that will support health, social and cultural well-being.
 - **Environmental** – the Proposed Development will target being the most sustainable arena in the UK and will contribute to protecting and enhancing the natural, built and historic environment, through 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 / zero carbon economy.
- 10.50 So that sustainable development is pursued in a positive way, at the heart of the NPPF is a presumption in favour of sustainable development (NPPF Paragraph 11). 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:
- i. the application of policies in the NPPF that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or
 - ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF taken as a whole.
- 10.51 Given the date of the Core Strategy and its current review, this section assesses the Proposed Development against the policies in the NPPF taken as a whole to illustrate that the benefits demonstrably outweigh any potential adverse impacts.

Decision-making: Pre-application engagement and front-loading

- 10.52 NPPF Paragraph 39 notes that early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.
- 10.53 As set out on Section 4, local people have been involved in shaping the new arena from the very beginning. The consultation strategy was developed to provide meaningful opportunities for local people to engage with the Applicant and shape the development proposals, as well as what they mean to the local area. The three stages of public consultation have given local people the opportunity to comment on the development proposals at the formative stages of design through to more detailed design stages, enabling community views to make a meaningful contribution. Through this process, key issues have been identified and addressed through the design evolution process.

- 10.54 For their role in the planning system to be effective and positive, paragraph 41 states that statutory planning consultees will need to take the same early, pro-active approach, and provide advice in a timely manner throughout the development process. The Proposed Development has also evolved through early consultation with various key stakeholders (see Section 1 of this Statement) and the team has worked closely with these groups to deliver a development that meets the ambitions of the Applicant and the local and regional authorities and makes a significant contribution to the local community.

Building a strong, competitive economy

- 10.55 Section 6 of the NPPF (Paragraphs 80 to 84) emphasises that planning decisions should help to 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.
- 10.56 Throughout the various iterations of the ERF, the promotion of East Manchester as a national and international destination and the development of a place with a globally competitive sports, leisure and recreation offer has remained consistent and has attracted significant and important investment over the years. East Manchester, and the Etihad Campus in particular, continue to present an opportunity to capitalise upon the cluster of sports/entertainment uses in an accessible location. The Proposed Development seeks to do just that, providing the next stage of significant investment in East Manchester, building on the existing strengths of the Etihad Campus, to maximise its destination role and drive the economic and employment growth mentioned above for the benefit of the wider city-region, drawing upon Manchester's culture and creativity, and providing a national leisure attraction to take advantage of the current market opportunity.
- 10.57 An arena at the Etihad Campus will assist in making Manchester a top global city, generating economic and employment growth for the city-region, making it a better place to live, work, and visit and ensuring Greater Manchester is attractive for investors as well as visitors, businesses, skilled workers, academic talent and students.
- 10.58 A detailed evaluation of the impact of the Proposed Development on economic growth is contained within the accompanying report by ekosgen entitled *The Economic Impact of Two Arenas on Manchester*. This identifies that as the number and variety of events hosted in Manchester grows (as a result of increased capacity due to a second arena), a larger audience will be attracted to the city from outside Greater Manchester, resulting in a significant impact on the visitor economy from the additional expenditure of the venue's visitors in Manchester, for example, at local restaurants, bars and shops and on accommodation and transport
- 10.59 Additional visitor spend from outside of Greater Manchester is estimated to range between £1bn and £1.2bn, benefiting shops, restaurants, cafes and bars and the hotel and accommodation sector within the City Centre. Based on these levels of additional spend in the visitor economy, approximately £59.8m of GVA per year will be accrued within Manchester and will support the employment of between 1,436 and 2,732 people (FTE) per annum.
- 10.60 Therefore, even in the most constrained economic scenario there will be a significant positive impact on Manchester City Centre's vitality and viability including on local consumer choice (increased number and range of events within the city) and trade (additional visitor spend to support shops, restaurants, bars and the accommodation sector) in the two arena scenario.
- 10.61 This will act to further improve the conditions in which businesses can invest, expand and adapt through increasing awareness of the Etihad Campus and of East Manchester and boosting the role of Greater Manchester as a Global City.

Ensuring the vitality of town centres

- 10.62 Section 7 of the NPPF (Paragraphs 85 to 90) is titled 'Ensuring the vitality of town centres'. It details that planning decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation.

- 10.63 As an arena is classified as a 'main town centre use' and the proposed site at the Etihad Campus is an out-of-centre location in planning policy terms, the NPPF policies which seek to protect the vitality and viability of town centres are triggered.

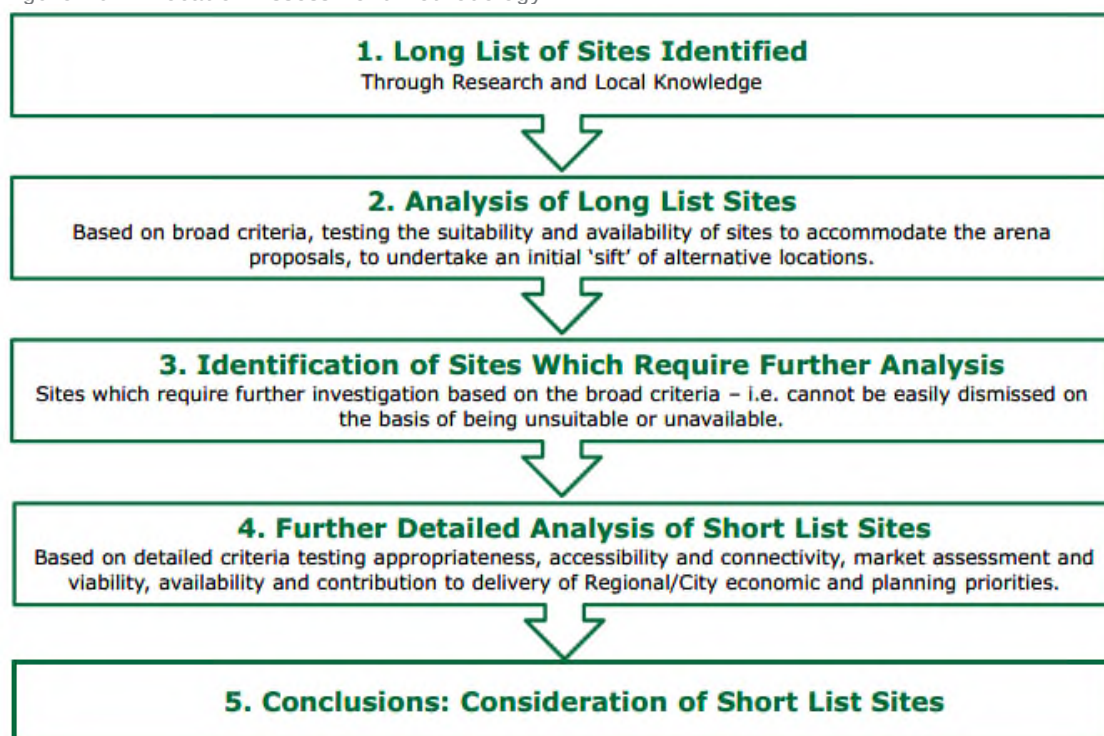
Sequential Assessment

- 10.64 NPPF Paragraph 86 states that local planning authorities should apply a sequential test to planning applications for main town centre uses which are neither in an existing centre nor in accordance with an up-to-date plan. Main town centre uses should be located in town centres, then in edge of centre locations; and only if suitable sites are not available (or expected to become available within a reasonable period) should out of centre sites be considered.
- 10.65 In accordance with Paragraph 86, a detailed Sequential Assessment of Alternative Sites has been submitted in support of this planning application.
- 10.66 A summary of the methodology, assessment criteria and findings of this appraisal are set out below.

Methodology

- 10.67 Figure 10.2 summarises the methodology used to assess the alternative sites identified for assessment:

Figure 10.2: Location Assessment Methodology



Assessment Criteria

- 10.68 OVG has identified Manchester as a potential location for their first arena in the UK – reflecting the wider market interest from international entertainment operators and investors in Manchester (as summarised in Section 2 of this Statement).
- 10.69 OVG's aspiration is to deliver the best arena in Europe. To achieve this, the location of the arena is key. OVG's requirements are for a site which has:
- access to major public transport;
 - international connectivity;
 - the capability of being sufficiently high profile (for example, it is associated with other world class institutions);

- the ability to deliver an additional visitor experience; and,
- adds to the overall economic functioning and vibrancy of the City as determined through contribution to the delivery of Regional/City Economic and Planning Priorities.

10.70 These requirements have informed the detailed criteria against which the identified sites have been assessed, which are set out in detail within the Sequential Assessment and summarised as follows:

Long List Criteria:

- Suitability to accommodate the arena proposals in terms of size, shape and accessibility; and,
- Availability to accommodate the arena proposals in terms of current use, ownership, policy allocations or existing planning permission/development commenced on site.

Short List Criteria:

- Appropriateness of site to accommodate an arena;
- Accessibility and connectivity;
- Market assessment and viability
- Availability within a reasonable timeframe; and,
- Contribution to the delivery of Regional/City economic and planning priorities

Summary of Assessment Findings

- 10.71 Following the initial identification of 73 potential sites (the “long list”) within Greater Manchester, when assessed against OVG’s broad site suitability and availability criteria, 61 of these were discounted as unsuitable or unavailable to accommodate an arena of the type proposed, despite an appropriate level of flexibility in the testing process. An example of the reasons for discounting sites include the site being too small to accommodate the minimum site area required (2 ha.) or being unavailable due to alternative proposals progressing on site.
- 10.72 The remaining 12 sites (the “short list”) were considered against the detailed site criteria including the appropriateness of each site to accommodate a large arena, accessibility and connectivity, market assessment and viability, availability and contribution to the delivery of economic and planning priorities. The three sites tested which are more central than the Etihad Campus in policy terms (Piccadilly Trading Estate, Pomona Island and Stockport Mayoral Development Corporation) have all been discounted based on the detailed site criteria.
- 10.73 The remaining nine sites are all in out-of-centre locations (and include the Etihad Campus). NPPF paragraph 87 states that when considering out of centre proposals, preference should be given to accessible sites which are well connected to the town centre. In terms of accessibility to Manchester City Centre, the Etihad Campus is clearly the best connected of the shortlisted sites. Therefore, the assessment of these shortlisted out-of-centre sites was to determine whether the Etihad Campus is the best location against the defined criteria relative to the other nine non-sequentially preferable sites.
- 10.74 The analysis confirms the Etihad Campus as the optimum location as it satisfies the most criteria when assessed in detail:
- Appropriateness of site to accommodate an arena – the Etihad Campus is an appropriate size and shape to accommodate an arena of the scale proposed. The Campus also contains existing complementary uses and major events already take place in this location. No other site considered has the same cluster of activities nearby.
 - Accessibility and connectivity – the Etihad Campus is an accessible site which is well connected to the centre by non-car modes. It has good existing pedestrian linkages to the city centre and contains a Metrolink stop which provides a direct link to Manchester Piccadilly Station, which provides an onward rail connection to Manchester Airport. On match days, up to 40% of visitors (or approximately 20,000) arrive by non-car modes,

underpinning the opportunity afforded by this location for sustainable transport. Whilst some of the other sites tested also have good accessibility, none can demonstrate an existing capability to provide accessibility by non-car modes for the scale of visitors proposed.

- Market assessment and viability – there would be no usual or complex constraints to the development of an arena on site. The Etihad Stadium and Campus is a world renowned sports and leisure destination offering brand association for an arena use. The development of an arena at the Etihad Campus is complementary to this cluster of existing uses and will deliver a globally competitive environment and add value to the destination that the Etihad Campus has established over the last ten years. No other site considered has the same potential brand association or complementary cluster of uses.
- Availability within a reasonable timeframe – the Etihad Campus is capable of delivering an arena within the required timescales. Most of the other sites considered would either require assembly or are unavailable due to alternative proposals being progressed.
- Contribution to the delivery of Regional/City economic and planning priorities – the Draft 2019 ERF highlights that the Etihad Campus has the capacity to respond to and host significant new opportunities for a globally competitive leisure and recreation offer, which if secured, would deliver key benefits to residents through investment and jobs. It will also support MCC's vision for East Manchester (as outlined in the Core Strategy) to broaden the activities in the area to ensure development opportunities secure the wider regeneration of the surrounding area and deliver maximum benefits for the community. For almost all the other sites considered, planning policy does not support leisure uses of this scale.

10.75 In summary, the Etihad Campus scored the highest as it is suitable, available and viable for the proposed arena development and is an accessible site which is well connected to the centre by non-car modes. Furthermore, an arena in this location would enhance the existing leisure offer at the Etihad Campus, exploiting the latent economic capacity of the Campus and further promoting this destination as a world class sporting and leisure destination.

10.76 This demonstrates that there are no sequentially preferable in-centre sites for the Proposed Development. When considering edge of centre and out of centre proposals, paragraph 87 confirms that preference should be given to accessible sites which are well connected to the town centre. On this basis, the sequential assessment concludes that the Etihad Campus presents the ideal, most accessible site which is suitable, available and viable for the Proposed Development.

Impact Assessment

10.77 NPPF paragraph 89 states that when assessing applications for retail and leisure development outside town centres, local planning authorities should require an impact assessment which includes the assessment of:

- a) The impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and
- b) the impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and the wider retail catchment (as applicable to the scale and nature of the scheme).

10.78 These tests are considered in turn below.

(a) Existing, Committed and Planned Investments

10.79 Table 10.1 sets out the consideration of the Proposed Development against NPPF paragraph 89 part (a). It considers whether a second arena at the Etihad Campus will have an impact on any existing, committed and planned public and private investments.

10.80 The NPPG sets out that as a guiding principle, impact should be assessed on a like-for-like basis in respect of that particular sector. Therefore, we have limited the investments tested to those within the Regional Centre only, as the proposals are for a major leisure visitor destination and

investments outside the Regional Centre would not compete directly with the proposed arena at the Etihad Campus.

Table 10.1: Consideration of Existing, Committed and Planned Investments in Manchester

Investment	Status	Comments
Factory Manchester	Existing	The Factory is a £110 million theatre and arts venue currently under construction and due to open in 2020. It will be the permanent home of the Manchester International Festival and includes a 1,600 capacity auditorium and a larger 5,000 capacity space - the warehouse. With a focus on theatre and the arts, the proposed arena will be complementary to the Factory and will not impact on this existing investment in the city.
Manchester Arena Refurbishment	Planned	Manchester Arena announced a proposed refurbishment in 2019. As set out within this report, two arenas in Manchester can coexist and thrive. In addition, this planned investment was announced in the context of OVG's proposals being within the public domain. The market case evidence illustrates that the introduction of a second arena in a city or catchment has stimulated investment in the existing arena and that arenas have adapted to a complementary offer either through market competition (Leeds / Sheffield) or through a common promoter being in place (Birmingham). In addition, OVG have publically stated that they would be happy to operate both arenas, which further supports the view that the operator considers the existing arena to be viable in the longer term in the two arena scenario.
Depot Mayfield	Existing	Depot is a 10,000 capacity venue for culture located at Manchester's historic former railway Mayfield. Part of a £1billion regeneration project, Depot Mayfield provides a platform for a diverse programme of arts, music, industry, culture and community events. It is a temporary venue (consented for 5 years) and caters to a different event offer than the proposed arena and as such, the arena will not impact on this existing investment in the city.
The Printworks	Planned	A planning application was submitted in November 2019 for a £9m refurbishment of the Printworks, including work on the historic façade, the addition of digital signage and improved entrances. The proposals would not impact on this planned investment as it will provide a major boost to the City's visitor economy and increase footfall, which will have a positive impact for food and beverage establishments, such as the Printworks.

10.81 In assessing the potential impacts on the investments identified, we have applied the following key considerations set out within the National Planning Practice Guidance:

- the policy status of the investment (i.e. whether it is outlined in the Development Plan);

- the progress made towards securing the investment (for example, if contracts are established); and,
- the extent to which the proposed arena is likely to undermine the planned developments or investment based on the effects on current/forecast turnovers, operator demand and investor confidence.

10.82 Based on the assessment above, a second arena at the Etihad Campus will not have an impact on any existing, committed and planned public and private investments decisions within the Regional Centre and hence accords with NPPF paragraph 89(a).

(b) Town centre vitality and viability

10.83 In order to fully qualify part (b) of NPPF paragraph 89, a detailed due diligence has been undertaken to identify the overall benefits to the city, taking into account the city's existing offer (Manchester Arena) and assessing the proposals against the key policies ensuring viability of town centres. Detailed studies to underpin this exercise have been prepared as follows:

- A report (Market Assessment Volume 1) prepared by PwC which looks at UK Arenas and the Manchester market, drawing on the latest available data and intelligence.
- Market Assessment Volume 2, prepared by ekosgen, which considers 3 future growth scenarios, based on conservative, realistic and ambitious assessments, and, then the distribution of that growth.

10.84 Section 2 of this Statement details the findings of these studies and therefore the response to this policy requirement.

10.85 In addition, ekosgen has prepared a report The Economic Impact of Two Arenas on Manchester, which considered the added value (net additional) impact of the proposed development on the city centre, as well as the city as a whole. This is summarised in Section 9 of this Statement. This arises as a result of the additional visitors coming to the City, the encouragement for them to remain within the City all in the context of the extensive linkages which exist and will be built upon between Eastlands and the City Centre. The economic spin off benefits to the City are likely to be considerable.

10.86 This analysis has underscored OVG's decision to invest £350m in Manchester and provide the city with a next generation, state of the art large Arena which matches the best in Europe and the US, and informs the overarching conclusion that there will be a significant positive impact on Manchester City Centre's vitality and viability and the role that the centre plays with regards to local consumer choice (increased number and range of events within the city) and trade (additional visitor spend to support shops, restaurants, bars and the accommodation sector) in a two arena scenario. As such, the Proposed Development is considered to be in accordance with NPPF paragraph 86(b).

Promoting healthy and safe communities

10.87 NPPF Paragraph 91 sets out that planning decisions should aim to achieve healthy, inclusive and safe places which:

- promote social interaction – an arena by virtue of its role and function will promote social interaction and include opportunities for meetings between people who might not otherwise come into contact with each other. In addition to the arena events, it is also envisaged that the arena will be used for community events 4/5 times each week.
- are safe and accessible –the venue has been designed to provide a safe, secure and enjoyable environment for all visitors, clients and performers.
- enable and support healthy lifestyles – the proposals provide safe and accessible green infrastructure for local residents, will promote healthy eating options and encourage active modes of travel, including walking and cycling.

10.88 Paragraph 95 states that planning decisions should promote public safety and take into account wider security requirements by anticipating and addressing possible malicious threats and natural

hazards, especially in locations where large numbers of people are expected to congregate. As set out in Section 8, safety for visitors is paramount and a robust security strategy has been developed with Greater Manchester Police, Prevent Advisors (OVG's own pioneering security advisory service) and the existing Campus operations team. As the design has evolved, identification of appropriate design measures and the subsequent overall design of the Proposed Development has been developed in continued consultation with the Counter Terrorist Security Advisors (CTSA) and the Architectural Liaison Officer for GMP.

Promoting sustainable transport

- 10.89 NPPF Paragraphs 102 to 111 seek to promote sustainable transport, specifically outlining that transport related issues should be addressed early on in the design development process to reduce the need to travel and offer a genuine choice of transport modes.
- 10.90 Section 7 provides a summary of the extensive transport assessment work, which has been undertaken in relation to the proposals. It explains how the highways and public transport network currently operates on match days and assesses the impact of the proposed arena in a range of scenarios from arena only event days through to worst case scenarios where the arena and stadium are in operation at the same time, and, as an extension of that, when other events are in operation within the City.
- 10.91 The main emphasis of the Transport Assessment work is to demonstrate the Etihad Campus's excellent accessibility by a range of means of sustainable transport modes and its high levels of connectivity to the city centre and adjoining communities. The assessment shows that 40% of visitors (or approximately 20,000) to the Etihad Stadium on match days arrive by on-car modes. This reflects the maximum capacity of most arena events and therefore underpins the opportunity afforded by this location for sustainable transport.
- 10.92 When considered against the requirements of Paragraph 110 for applications for development, the proposed Arena at the Etihad Campus has been designed from the outset to address the following points:
- Plan effectively in relation to existing and proposed patterns of movement taking into account existing streets and connections, parking and the promotion of sustainable transport modes.
 - The strategy for the Etihad Campus and for the Arena proposals has been very clearly identified (as summarised in section 7 of this Statement) as giving priority given first to pedestrian and cycle movements, and second to facilitating access to high quality public transport.
 - The proposed arena and its entire access and movement strategy have been design with the needs of people with disabilities and reduced mobility fully in mind, in relation to all modes of transport. This is clearly set out within the Transport Assessment and Design and Access Statement which form part of this submission.
 - The proposed access and egress arrangements have been specifically designed to minimises the scope for conflicts between pedestrians, cyclists and vehicles and ensure that the Etihad Campus and its surrounding environs are a safe, secure and attractive place. There is no unnecessary street clutter, and, as demonstrated in the accompanying Townscape and Visual Impact Assessment as well as the Design and Access Statement, the proposals respond to local character and design standards to provide an iconic new building for Manchester.
 - The access and egress arrangement for the proposed arena have been optimised to ensure the efficient delivery of goods, and access by service and emergency vehicles through using the split podium levels to separate these from pedestrians and cyclists.
- 10.93 Based on the assessment outlined in this and the accompanying transport reports, it is concluded that the proposals accord fully with prevailing transport policy guidance and that the development proposals are appropriate for the location.

Making effective use of land

- 10.94 NPPF Paragraphs 117 to 123 state planning policies and decisions should promote an effective use of land, while safeguarding and improving the environment and ensuring safe and healthy living conditions.
- 10.95 Paragraph 118(c) notes that decisions should give substantial weight to the value of using suitable brownfield land within settlements and support appropriate opportunities to remediate derelict or contaminated land. The Proposed Development comprises the remediation and redevelopment of a brownfield site in a strategically important location within the Regional Centre into an iconic venue for Manchester to be proud of, which will create multiple environmental, social and economic benefits for East Manchester and the city-region as a whole.

Achieving well-designed places

- 10.96 Section 12 of the NPPF emphasises that the creation of high quality buildings and places is fundamental to what the planning and development process should achieve. 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.
- 10.97 Being clear about design expectations, and how these will be tested, is essential for achieving this. Through early discussion between the Applicants, the local planning authority and local community about the design and style of the emerging proposal, the design intention was established to create an arena which will be recognised as an iconic Manchester building.
- 10.98 When considered against the requirements of Paragraph 127, the proposed arena at the Etihad Campus:
- Will function well over time as the inherent flexibility of the arena allows it to adapt over time to accommodate changing demands from events/acts. The built form of the arena will also deliver another iconic Manchester building to the Etihad Campus and add to the overall quality of the area for the lifetime of the development.
 - Is visually attractive as good architecture layout and appropriate and effective landscaping has been placed at the heart of the scheme to deliver a landmark building and high quality public realm. The form of the building is simplistic, yet iconic, with the strong forms allowing for a simple diagram of the building to be used to give the venue a strong placemaking identity.
 - Is appropriate for its setting adjacent to the Etihad Stadium and sympathetic to local character and history, including the surrounding built environment and landscape setting. The high quality innovative use of modern materials is congruent of the state-of-the art facilities elsewhere at the Etihad Campus and appropriate to the commercial nature of the cluster of sports and entertainment facilities in this location.
 - Will establish a strong sense of place, developing the Etihad Campus as a recognisable destination and putting it on the world stage of places to live, work and visit.
 - Optimises the potential of the Site to accommodate and sustain an appropriate amount and mix of development (including green and other public space), through the use of effective landscaping, public realm and retail and amenity uses. The Proposed Development will act to activate the Ashton Canal and the area to the north of the Etihad Campus, linking towards Philips Park and increasing footfall to and awareness of this important facility and area of green space.
 - Creates a place which is safe, inclusive and accessible and which promotes 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.
- 10.99 Crucial to ensuring that the Proposed Development is of a good design has been the effective engagement from conception with key stakeholders, the local community, the community of Manchester more widely and a number of other stakeholders. This has been a critical part of

ensuring that the Proposed Development responds to local concerns. Further information about the consultation process undertaken to date can be found in the Statement of Community Involvement submitted in support of this planning application.

- 10.100 In determining applications, NPPF paragraph 131 states great weight should be given to outstanding or innovative designs which promote high levels of sustainability. As set out within Section 6 of this report, the new arena will promote sustainability and be at the forefront of energy efficiency and best practice low carbon design, with the ambition being to deliver the most sustainable UK arena and one of the most sustainable arenas in the world.
- 10.101 NPPF paragraph 132 notes the quality and character of places can suffer when advertisements are poorly sited and designed. This is not the case for the proposed advertisements, which are an integral part of the Proposed Development, as with any major entertainment venue, and are key to the visual and architectural appearance of the Proposed Development and the public realm, and fully in keeping with the current and future character of the area.
- 10.102 The proposed LED screens and architectural lighting are effectively designed to be simple, efficient and effective and merge seamlessly into the façade of the building. Similarly the proposed totem signs have been designed to be simple, yet visually interesting, providing an important wayfinding function.
- 10.103 The proposed advertisements have also been considered in the interests of amenity and public safety.
- 10.104 Further information about the design intent and design development is detailed within the Design and Access Statement submitted in support of this planning application.

Meeting the challenge of climate change, flooding and coastal change

- 10.105 Section 14 of the NPPF deals with meeting the challenge of climate change, flooding and coastal change, stating that the planning system should support the transition to a low carbon future in a changing climate, reducing greenhouse gas emissions, minimising vulnerability, improving resilience, and encouraging the reuse of existing resources.
- 10.106 As set out within Sections 3 and 6 of this Statement and the accompanying Sustainability Statement, the new arena will be at the forefront of energy efficiency and best practice low carbon design, delivering the most sustainable UK arena and one of the most sustainable arenas in the world, to respond to the emerging MCC Zero Carbon 2038 Framework and exceed the requirements of existing planning policy relating to sustainability.
- 10.107 NPPF Paragraph 155 notes that inappropriate development in areas at risk of flooding should be avoided by directing development away from areas at highest risk (whether existing or future). The detailed assessment of the flood risk (see Appendix 13.1 to the Environmental Statement) demonstrates that the risk of flooding is reduced where possible and the Proposed Development is safe from flooding for its design lifetime. The development of the Site will also not lead to increased flood risk to other sites. On this basis, the scheme accords with the relevant national and local planning policies and guidance.

Conserving and Enhancing the Natural Environment

- 10.108 Section 15 of the NPPF deals with conserving and enhancing the natural environment stating that planning policies and decisions should contribute to and enhance the natural environment and local environment.
- 10.109 When considered against the requirements of NPPF Paragraph 175 for Habitats and Biodiversity, the proposed arena at the Etihad Campus:
- Will not result in any significant harm to biodiversity.
 - Will not be likely to have an adverse effect (either individually or in combination with other developments) on a Site of Special Scientific Interest.
 - Will not result in the loss or deterioration of irreplaceable habitats (such as ancient woodland and ancient or veteran trees).

- Will enhance biodiversity and the natural environment through the replacement of an existing poor quality site with enhanced landscaping and investment in an improved environment and habitat on and off site.

10.110 When considered against the requirements of NPPF Paragraph 178 (Ground Conditions and Pollution) the proposed Site:

- Is suitable for the proposed arena use taking account of ground conditions and any risks arising from land instability and contamination, or former activities such as mining – see Section 4 of this Statement.
- Has had adequate site investigation information, prepared by a competent person, available to inform these assessments (see Chapter 7 Ground Conditions of the Environmental Statement and supporting technical appendices).

10.111 NPPF Paragraph 180 states that planning decisions should also ensure that new development is appropriate for its location taking into account the likely effects (including cumulative effects) of pollution on health, living conditions and the natural environment, as well as the potential sensitivity of the site or the wider area to impacts that could arise from the development. The Proposed Development will:

- mitigate and reduce to a minimum potential adverse impacts resulting from noise and avoid noise giving rise to significant adverse impacts on health and the quality of life (see Chapter 10 Noise and Vibration of the Environmental Statement).
- limit the impact of light pollution from artificial light on local amenity, intrinsically dark landscapes and nature conservation (see Chapter 9 Lighting of the Environmental Statement).

10.112 NPPF Paragraph 181 states planning decisions should sustain and contribute towards compliance with relevant limit values or national objectives for pollutants, taking into account the presence of Air Quality Management Areas and Clean Air Zones, and the cumulative impacts from individual sites in local areas. Chapter 6 of the Environmental Statement assesses the likely environmental effects of the Proposed Development with regards to Air Quality and takes into account existing conditions in the vicinity of the Site and the potential impacts during construction and operational phases of the Proposed Development. The assessment concludes that with the implementation of proposed construction mitigation measures, the Proposed Development will not have a significant effect on air quality and aligns to national planning policy in this regard.

Conserving and enhancing the historic environment

10.113 NPPF 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.

10.114 As set out in Section 4, there are no designated heritage assets on the Site itself, nor is it within a designated conservation area. There are eleven listed buildings and two registered gardens (Philips Park and Philips Park Cemetery) within the area of analysis of the Site, as defined in the Heritage Statement prepared by Deloitte Real Estate. The Heritage Statement assesses the impact of the Proposed Development on the significance of these heritage assets and concludes that the proposal will have a **less than substantial harm** on the special architectural and historic interest of five of identified listed buildings and registered parks and gardens, the remaining assets will result in **no harm**. For further details please refer to the Heritage Statement.

10.115 Paragraph 196 is therefore triggered, which states that, “Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.” Heritage benefits are to be considered as part of public benefits, and these are summarised as: enhanced setting alongside the Ashton Canal tow path leading to increased

public access and appreciation of the listed Locks; and potential for increased use of Philips Park through increased activity in the area. The wider public benefits associated with the Proposed Development includes the significant socio-economic benefits such as job creation, supporting the Greater Manchester economy and regeneration to the area are discussed in Section 9 of this Planning Statement and within the Sustainability Statement and its associated appendices. These benefits are considered to outweigh the instances of less than substantial harm and therefore in accordance with national and local heritage planning policy and guidance.

Summary – Consideration of the Proposed Development against the NPPF as a whole

- 10.116 As set out above, at the heart of the NPPF is a presumption in favour of sustainable development (NPPF Paragraph 11).
- 10.117 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:
- iii. the application of policies in the NPPF that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or
 - iv. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF taken as a whole.
- 10.118 Given the date of the Core Strategy and its current status, an assessment of the Proposed Development has been undertaken against the policies in the NPPF within this section, to understand if there are any adverse impacts and if these significantly and demonstrably outweigh the benefits when assessed against the policies in the NPPF taken as a whole.
- 10.119 This review has confirmed that on balance, there is no clear reason to refuse the Proposed Development when assessed against the NPPF as a whole.

Summary

- 10.1 The relevant parts of the NPPF, Development Plan and all material considerations have been considered in the preparation of the proposals. The specific policies and guidance contained within the Development Plan are assessed in detail in Appendix 1 of this Statement, with reference to the submitted Environmental Statement and other technical reports prepared in support of the planning application. Within this the review, the NPPF has taken on greater relevance due to the age of the Core Strategy and its current review status.
- 10.2 Fundamentally, this policy assessment is based on the fact that the body of this report has demonstrated that the principal tests required for an out of centre proposal have been addressed. The submitted sequential test demonstrates that there are no sequentially preferable sites that are either suitable or available. It further demonstrates that the Etihad Campus is the optimum location based on an assessment of alternative out of centre sites against appropriate criteria. In addition, the proposals have been underpinned by a Market Assessment, which demonstrates the viability of two arenas located in Manchester i.e. the existing Manchester Arena and the proposed arena. On this basis, there is considered to be no evidence of significant adverse impact on either town centre vitality and viability, or, investment, as considered in Paragraph 89 of the NPPF. Indeed, as a two arena solution, it has been demonstrated that the proposals would deliver very significant added economic benefits both to the UK and Manchester economy and that the majority of visitor expenditure will benefit city centre businesses, again delivering very significant net value added benefits. This latter point regarding city centre impact is further supported by the proximity of the site to the city centre and the strong linkages via sustainable modes of transport, which already exist and are proposed to be strengthened via the application proposals.
- 10.3 Having satisfied these tests, it follows that the proposed development is also very much within the spirit of existing Development Plan Core Strategy Policy EC7 (and the prior saved UDP policy EM11), which identify the site as providing an opportunity for a leisure, recreation and entertainment visitor attraction of national significance. In addition, successive versions of the

adopted Eastlands Regeneration Framework underpin how an entertainment visitor destination proposal could play such an important role in relation to the regeneration and local employment potential of the Etihad Campus and to the wider priorities for East Manchester. The merits of the proposed development are further amplified against this objective through the commitments in this Statement to maximising local employment and ongoing positive engagement with local communities, building upon the good work that CFG has already established in this location.

- 10.4 The Applicant has worked up a proposal with exemplary design and sustainability credentials, which see it positioned as a world class arena targeted as being the most sustainable arena venue in the UK. The environmental impacts of the proposed development have been extensively tested including transport, each of which have demonstrated the viable basis upon which the proposals can be accommodated on the application site in a manner that appropriately addresses the necessary planning policy requirements.
- 10.5 Taking all of this into account, it can be concluded that the proposals are considered to be broadly consistent with the aims and objectives of the Development Plan taken as a whole. It is further supported by the assessment of other material considerations including the NPPF and it has been demonstrated that the proposed development will deliver the overarching economic, social and overarching objectives of sustainable development as a whole.

11 Site Specific Planning Issues

- 11.1 Other site specific material considerations which fall out with the preceding analysis and assessments within this Statement relate to technical matters including air quality, noise and vibration, lighting, townscape and visual impact as well as wind. These are considered in detail within the accompanying Environmental Statement and are summarised within the Environmental Statement Volume 1: Non-technical Summary.

12 Overall Summary and Conclusions

- 12.1 The application proposals, submitted by OVG Manchester Ltd, would bring the best arena in Europe to Manchester, along with the world's top events, and set new standards in terms of design and environmental sustainability.
- 12.2 The proposals are entirely privately financed and represent a direct investment into the City of circa £350 million. As such, there is no requirement for any public sector or investment or contribution to deliver the proposals.
- 12.3 The application comes forward following a comprehensive process of technical and commercial due diligence and consultation with local communities.
- 12.4 As part of this due diligence, a Market Assessment has been undertaken to establish the case for a second arena in Manchester. The conclusions of this work are set out in full within Section 2 of this Statement and include the following:
- There is a growing market for live entertainment with concerts/music, family entertainment and sport (including esports) driving demand.
 - There is a need for new arena provision in the UK to capitalise on that demand.
 - Manchester is an internationally recognised centre for music and entertainment.
 - Despite being a leader in the large arena market for many years, and notwithstanding its growing visitor and leisure market as well as its successful economy, Manchester has seen its market share eroded over recent years because of the natural design constraints of the existing arena in terms of capacity and flexibility.
 - There is evidence of new arenas generating incremental growth and several examples of two arenas operating on a commercially viable basis.
 - A new state of the art venue will increase event numbers and attendances in the City and attract new and more diverse events re-establishing the cities leading role as a destination for arena performances.
 - Manchester as the second most visited city in England has all the essential characteristics to support a large visitor economy alongside its continued strength as an economically diverse and successful international city with a global reputation for sport culture and entertainment.
 - The growing market in leisure and entertainment demands that the new large arena is provided, otherwise the economic potential of the City is to be significantly compromised.
 - The proposals will generate significant benefits for the Manchester economy as a whole with net additional benefits to be captured by the city centre.
 - Without a second arena Manchester's market share will continue to fall with a result that a growing market will more likely than not have to be accommodated in London, with the real prospect of an even greater proliferation of large arena facilities further strengthening an already strong economy.
 - The national priority to rebalance the national economy demands that a new large arena is delivered in Manchester and as soon as possible.
- 12.5 The decision to locate the proposed arena at the Etihad Campus is consistent with long term urban regeneration ambitions for the East Manchester area, as reflected in adopted planning policy (Manchester Unitary Development Plan and Manchester Core Strategy). Manchester Core

Strategy Policy EC7 identifies for example the site falling within an area that: "*provides an opportunity for a leisure significance.*"

- 12.6 Successive versions of the Eastlands Regeneration Framework (ERF) have identified the Etihad Campus as a place to drive forward the development of a globally competitive sport leisure and recreation offer. The Draft 2019 ERF recognises the significant added value role that a national sports, leisure and entertainment visitor destination proposal could play in relation to the regeneration and local employment potential of the Etihad Campus and to the wider priorities for East Manchester.
- 12.7 A sequential test assessment in accordance with NPPF paragraph 86 has been undertaken to evaluate and underpin the decision to locate the proposed arena at the Etihad Campus. An initial long list of 73 potential sites were assessed across the city region. From that list, a shortlist of 12 sites were considered against the detailed site criteria including: the appropriateness of each site to accommodate a large arena; accessibility and connectivity; market assessment and viability; and, availability. Three sites were tested in more central locations than the Etihad Campus, which were all discounted based on an assessment of this criteria. The nine remaining sites, all in out of centre locations were also tested, and as a consequence the Etihad Campus was clearly assessed as the optimum location, satisfying the most criteria when assessed in detail.
- 12.8 In particular, the Etihad Campus scored the highest as it is suitable, available and viable for the proposed arena development and is an accessible site that is well connected to the centre by non-car modes. It would enhance the existing leisure offer at the Etihad Campus, maximising the latent economic capacity of the campus and further promoting this destination as a world-class sporting and leisure destination.
- 12.9 The initial design brief for the new arena was three-fold: to deliver the best in class artist and fan experience of any large scale arena in Europe; to have the flexibility to accommodate multiple event types in addition to large international touring shows (which will enable Manchester to host a broader range of music, sport and entertainment vents and be a major boost to Manchester a whole as well as East Manchester's ongoing regeneration; and, thirdly it should aim to be the most sustainable arena within the UK.
- 12.10 The target maximum capacity of the proposed arena is 20,000 (extendable to 23,500 for certain events), significantly larger than the true capacity of the existing Manchester Arena (less than 10% of shows from 2014 to 2018 achieved greater than 15,000 attendees).
- 12.11 In addition to its flexibility, the proposed arena will be exceptionally compact and deliver an acoustically exceptional auditorium, providing an intimate as well as engaging fan experience for all. As an arena, it will surpass other international great venues such as the O2 arena in London and the Berkeley Centre in New York in terms of size and performance. It is truly best in class.
- 12.12 The design of the proposals has been shaped by local people from the outset. The consultation strategy was developed to provide meaningful opportunities for local people to engage with the Applicant and shape the proposals, as well as what they mean to the local area. In this regard, the applicant undertook a four month period of consultation from September to December 2019, which include ongoing engagement with local stakeholders and two phases of community consultation.
- 12.13 Throughout the consultation, a range of communication methods were used to raise awareness of the proposals among local stakeholders and local community who are provided with several accessible and convenient means by which to provide feedback.
- 12.14 The applicant has worked hard to ensure that local priorities have been addressed. Following the consultation events, key issues have been identified and addressed to the design evolution process. This principle has been at the heart of OVG's commitment to build a world-class new arena that puts the local community first.
- 12.15 The Applicant recognises that the venue needs to become a landmark for the district and an iconic Manchester building with an identity that acknowledges Manchester's rich heritage of live music and nightclub spaces, whilst bringing new opportunity and energy into the life of the city

and its entertainment scene.

- 12.16 The design of the arena is striking, with a strong form that is easily identifiable as a future iconic Manchester building and a design that is genuinely consistent through 360°, with each elevation delivering the same bold and seamlessly integrated, high-quality design.
- 12.17 The proposed arena will target being the most sustainable UK arena and one of the most sustainable arenas in the world building on the impressive sustainability initiatives already in place at the Etihad Campus and responding to the Campus wide sustainability framework, which will see it come forward as a pioneer for the whole of Manchester in pursuing the twin objectives of realising locally inclusive growth whilst simultaneously transforming into a net zero carbon campus.
- 12.18 The proposals are also a reflection of OVG's commitment to ensuring that they lead the industry response to climate change emergency through sustainable design, operations and active campaigning and partnerships.
- 12.19 The Transport Assessment has been undertaken in the context of three Etihad Campus wide strategies prepared by CFG in order to support the future comprehensive planning and development of the area. These include the *Campus Strategic Sustainability Framework*; *A Strategic Vision for Movement and Transport*; and, *A Movement and Transport Strategy: Transport Assessment*.
- 12.20 The transport and movement work considers measures to minimise the impact of movement generated by the Campus in operation and maximise the sustainability of the Campus in support of objectives and action against climate change. It also describes how improvements in technology can support sustainable travel. This work also considers in more detail the transport implications associated with the future development and regeneration of the wider Etihad Campus and Eastlands.
- 12.21 In line with long-standing planning policy and regeneration ambitions for the area, the Transport Assessment and accompanying Travel Plan explain in a transparent manner the likely impact of the proposed arena and assess how the proposals can be successfully accommodated at the Etihad Campus taking into account the merits of this location in relation to existing transport infrastructure that will support sustainable transport choices. This work identifies a range of additional measures which will actively support the operation of the proposed arena but which will also build upon the wide range of transport initiatives and innovations currently in operation at the Etihad Campus to deliver further enhancements in the way the Etihad Campus operates on event days, to further protect residents amenity and to provide enhanced connections back to the city centre.
- 12.22 The Transport Assessment has been prepared in recognition of the feedback that has been received from local communities living in areas close to the Etihad Campus where the effects of traffic and volume of people movements are most acutely experienced during major events. In this regard a fundamental part of the application proposals is a firm commitment to deliver physical amendments to the resident parking scheme surrounding the Etihad campus, such that it is able to operate on all days.
- 12.23 In respect of these proposals, it has been agreed with residents and others what is broadly required and the applicant has listened when they have also been told that local residents want to be closely involved in the actual design of the expanded resident parking scheme and so influence its detailed operational characteristics.
- 12.24 The Transport Assessment has considered all scenarios including worst case scenarios when coincident events are taking place at the Etihad Campus and also potentially in other locations within the City.
- 12.25 Based on the assessment outlined in the report it is concluded that the proposals accord fully with prevailing transport policy guidance and that the development persons are appropriate for the location.
- 12.26 An operating schedule and event management plan has been prepared for the proposed arena

and there is a clear commitment to ensure that its operation provides a safe, secure and enjoyable environment for all visitors, client, clients and performers as well as protecting the amenity of local residents. A robust security strategy has been developed with Greater Manchester Police including continued consultation with the Counter Terrorist Security Advisors and the Architectural Liaison Officer. The proposed development has also sought to respond to Martyn's Law.

- 12.27 A detailed servicing waste management plan has been devised to manage and minimise impact. The proposals feature a fully enclosed service yard accessed from Sportcity Way and, due to working with site levels, will not be visible from surrounding streets.
- 12.28 As a two arena solution, it has been demonstrated that the proposals would deliver very significant added economic benefits both to the UK and Manchester economy and that the majority of visitor expenditure will benefit city centre businesses, again delivering very significant net value added benefits. This latter point regarding city centre impact is further supported by the proximity of the site to the city centre and the strong linkages via sustainable modes of transport, which already exist and are proposed to be strengthened via the application proposals.
- 12.29 A detailed assessment of the proposals has been undertaken against planning policy at all levels as set out in Section 10 and Appendix 1. Taking all of this into account, it can be concluded that the Proposed Development is considered to be broadly consistent with the aims and objectives of the Development Plan taken as a whole. It is further supported by the assessment of other material considerations including the NPPF and it has been demonstrated that the proposed development will deliver the overarching economic, social and overarching objectives of sustainable development as a whole. As such, the proposed development therefore merits of the support of the local planning authority.

Appendix 1: Detailed Policy Review

- 12.30 This technical Appendix provides a detailed appraisal of the proposals against the relevant policies in the Draft Greater Manchester Spatial Framework and the Local Development Plan policies.

Draft Greater Manchester Spatial Framework (GMSF) (2019)

- 12.31 The Revised Draft of the Greater Manchester Spatial Framework - The Greater Manchester Plan for Homes, Jobs and the Environment (GMSF), was published for formal consultation in January 2019, under Regulation 18 of the Town and Country Planning (Local Planning) (England) Regulations 2012. The consultation closed at midnight on 18 March 2019.
- 12.32 Paragraph 48 of the NPPF states that LPAs may give weight to relevant policies in emerging plans according to: the stages of preparation; the extent of unresolved objections; and the degree of consistency of the relevant policies in the emerging plan to this Framework. Whilst the GMSF is still in draft and at the early stages of consultation, it has been assessed in the following table:

GMSF	Contribution and Benefits
Policy GM-Strat 1 (Core Growth Area) The economic role of the Core Growth Area will be protected and enhanced, with development supporting major growth in the number of jobs provided across the area.	<i>The Proposed Development is located at the Etihad Campus, which is within the Core Growth Area where development supporting major growth in the number of jobs provided is supported.</i> <i>The socioeconomic benefits of the scheme, including job creation are summarised within Section 9 of this report and provided in detail within the Environmental Statement Chapter 8 Socio-economic Chapter and the ekosgen report The Economic Impact of Two Arenas in Manchester.</i> <i>As such, it has been clearly demonstrated that the Proposed Development will generate major growth in the number of jobs provided in the Core Growth Area and so fully accords to Policy GM-Strat 1.</i>
Policy GM-Strat 13 (Strategic Green Infrastructure) The following strategic green infrastructure assets will be protected and enhanced: • River valleys and waterways • Lowland wetlands and mosslands • Uplands • Trees and woodland	<i>This Site currently comprises underutilised brownfield land, occupying a prominent site along the Ashton Canal. The Proposed Development presents the opportunity to improve the frontage along the Canal in particular.</i> <i>Protecting and enhancing the quality of the green and blue infrastructure network in the vicinity of the Site, including the Ashton Canal, has therefore been key to the design of the Proposed Development and associated landscaping proposals.</i> <i>A biodiversity green ring around the Site has been incorporated through a series of green screens, planters and tree lines to enhance biodiversity value. Plant species have been carefully selected in conjunction with the ecologist. In particular, wildflower planting, trees and green screens have been introduced to enhance the canal side edge, which significantly improves the attractiveness of this pedestrian route whilst creating new valuable Canal-side habitat.</i>

GMSF	Contribution and Benefits
	<i>The Proposed Development has been designed to ensure the retention of as many trees as possible on the Site; however, the removal of 16 no. trees (14 Category B and 2 Category C) plus the removal of 6 No. groups of shrubs / small trees (Category C) is unavoidable. The Applicant is also proposing to plant a further 67 trees as part of the development.</i> <i>A detailed Construction Management Plan will also be prepared and will detail the measures to ensure the protection of existing green infrastructure, including trees on and adjacent to the Site.</i> <i>The proposals will not only act to improve the quality of the green infrastructure on the Site and the adjacent Ashton Canal, but will also act to improve awareness of the Canal, better connecting the pockets of green infrastructure in the area, including Ashton Canal and Philips Park.</i>
Policy GM-Strat 14 (A Sustainable and Integrated Transport Network) New development will have a significant role to play in delivering Greater Manchester's future sustainable and integrated transport network in order to reduce car dependency and increase levels of walking, cycling and public transport.	<i>As summarised in section 7 of the main report, the Transport Assessment of the proposals has been prepared in the context of three Etihad Campus wide strategies prepared by City Football Group in order to support the future comprehensive planning and development of the area. These include the Campus Strategic Sustainability Framework; A Strategic Vision for Movement and Transport; and, A Movement and Transport Strategy: Transport Assessment.</i> <i>The transport and movement work considers measures to minimise the impact of movement generated by the Campus in operation and maximise the sustainability of the campus in support of objectives and action against climate change. It also describes how improvements in technology can support sustainable travel. This work also considers in more detail the transport implications associated with the future development and regeneration of the wider Etihad Campus and Eastlands.</i> <i>In line with long-standing planning policy and regeneration ambitions for the area, the Transport Assessment and accompanying Travel Plan explain in a transparent manner the likely impact of the proposed arena and assess how the proposals can be successfully accommodated at the Etihad Campus taking into account the merits of this location in relation to existing transport infrastructure that will support sustainable transport choices. This work identifies a range of additional measures which will actively support the operation of the proposed arena but which will also build upon the wide range of transport initiatives and innovations currently in operation at the Etihad Campus to deliver further enhancements in the way the Etihad Campus operates on event days, to further protect residents amenity and to provide enhanced connections back to the city centre.</i>
Policy GM-S 1 (Sustainable Development) Development should aim to maximise its economic, social and environmental benefits simultaneously, minimise its adverse impacts and actively seek	<i>The Proposed Development of an arena at the Etihad Campus will act to support sustainable development and aligns to the ambitions for the Region, through developing a brownfield site in a sustainable location within the Core Growth Area. The Proposed Development presents a regeneration story that brings local economic and social value whilst playing its full</i>

GMSF	Contribution and Benefits
opportunities to secure net gains across each of the different objectives. Preference will be given to using previously-developed (brownfield) land to meet development needs.	<i>part in delivering the Our Manchester 2025 vision and Net Zero Carbon 2038 commitment.</i> <i>The Proposed Development will allow for the economic, social and environmental potential of the Site to be maximised through job creation, economic growth and environmental improvements, capitalising upon the strong music cultural identity of Manchester and supporting its reputation for sports and the arts; to seek to achieve the aim of Manchester becoming a top global city.</i>
Policy GM-S 2 (Carbon and Energy) - seeks to deliver a carbon neutral Greater Manchester no later than 2038 with a dramatic reduction in greenhouse gas emissions. Policy GM-S 2 sets out a range of measures to support this aim.	<i>The Site is within an accessible location, with sustainable modes of transport already being a favourable option for visitors and staff to the Etihad Campus.</i> <i>Yet in addition to ensuring a sustainable pattern of development, the Proposed Development at Eastlands will promote sustainability and be at the forefront of energy efficiency and best practice low carbon design; aiming to deliver the most sustainable UK venue. Collectively, the Proposed Development and the Etihad Campus aspire to be a pioneer for Manchester in pursuing its twin objective of realising locally-inclusive, globally-competitive economic growth, whilst simultaneously transforming to a net zero-carbon campus. Further information can be found in the Sustainability Strategy submitted in support of this planning application.</i> <i>The Proposed Development has actively sought to minimise energy requirements in the first instance through an energy efficient envelope (high performing insulation and detailing for good air tightness) and high efficiency building services systems. This ensures the building has an inherent low operational energy baseline.</i> <i>To ensure the Proposed Development can continue to transition towards net zero carbon in operation by 2038, the building services systems have been designed to operate on predominantly electricity to minimise on-site fossil fuel combustion and benefit from long-term grid decarbonisation. The exception are gas-fired boilers for hot water and gas for catering, which can easily be replaced in the future when electricity-led systems become more carbon and energy efficient.</i> <i>An Energy Statement is submitted in support of this planning application. Included in the measures outlined within this Energy Statement are the additional carbon-saving benefits of incorporating air source heat pumps to provide the heating and cooling for the building, and provision of a photovoltaic cell array to utilise the main roof for on-site generation of renewable energy.</i> <i>By utilising the approaches and strategies set out in the body of the Energy Statement, it has been demonstrated that the new development is anticipated to surpass Part L 2013 by 33.8%, therefore providing a pass beyond Part L 2010 equivalent to 42.8%, 27.8% beyond the MCC target.</i>

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	<i>The Proposed Development has also been designed to ensure carbon sequestration through the public realm and biodiversity measures, including tree and shrub planting and the provision of green walls. In addition, to promote sustainable travel no car parking is proposed as part of this planning application. Instead, the Proposed Development seeks to further promote the existing sustainable modes of transport to the Site. There is also a wider long term strategy for electric vehicle charging at the Etihad Campus.</i> <i>All in all the strategy would save a total of 540 tonnes of Carbon emissions each year, when compared to the notional building under Part L (2013).</i>
Policy GM-S 3 (Heat and Energy Network) The provision of decentralised energy infrastructure is critical to the delivery of Greater Manchester's objectives for low carbon growth, carbon reductions and an increase in local energy generation. Policy GM-S 3 outlines a range of measures to help achieve this.	<i>The Proposed Development is located outside of any existing and planned district heating networks in Manchester. Yet in the event that a heat network does become available in the future, space and building services provisions have been allowed for within the ground floor plant space to accommodate a district heating substation. This would replace the gas fired boilers to provide an alternative low carbon heat source for the hot water generation, presenting future opportunity to further reduce the carbon emissions of the building. As such, the Proposed Development will be at the forefront of best practice low carbon design.</i>
Policy GM-S 4 (Resilience) Development of Greater Manchester will be managed so as to increase considerably the capacity of its citizens, communities, businesses and infrastructure to survive, adapt and grow in the face of physical, social, economic and environmental challenges. Key measures will include: • Ensuring that developments make appropriate provision for response and evacuation in the case of an emergency or disaster; • Providing adaptable buildings and places that can easily respond to changing needs and technologies; • Designing out opportunities for crime, anti-social behaviour and terrorism; and • Supporting healthier lifestyles and minimising potential negative impacts on health including air pollution.	<i>The Proposed Development has been designed from the outset with crime and security as key considerations to ensure that it is a safe and secure environment for staff, visitors and public clients. Ultimately, the design of the Proposed Development seeks to reduce vulnerability, increase resilience and ensure public safety and security, reducing the opportunity for crime and disorder, the fear of crime and ensuring the confidentiality and privacy of venue business functions.</i> <i>Essential to understanding the latest crime information, the identification of appropriate design measures has been the continued consultation with the Counter Terrorist Security Advisors (CTSA) and the Architectural Liaison Officer for Greater Manchester Police (GMP).</i> <i>During event periods, the OVG Manchester Arena will be classed as a Crowded Space and so counter terrorism (CT) measures are essential. Therefore, protection from hostile actors and malicious threats have been identified as requiring key mitigation measures, which are outlined below.</i> <i>Specific areas of security risk have been mitigated through careful design and the deployment of physical protection measures. The Proposed Development has also sought to respond to Martyn's Law.</i> <i>An EMP will also be prepared in advance of each event and will be the key event communication component, detailing the event requirements and how it will be delivered, to ensure that appropriate measures are in place to mitigate against any potential anti-social behaviour.</i> <i>Further information about the design of the Proposed Development and security and anti-social behaviour mitigation</i>

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	<i>measures are contained in Chapters 5 and 8 of this Statement, the Design and Access Statement, and the Operating Schedule and EMP submitted in support of this planning application.</i> <i>The Proposed Development has also been designed to not only be energy efficient, but to also be designed to be resilient to future increases in temperature and able a transition towards net zero carbon in operation by 2038. In the event that a heat network does become available in the future, space and building services provisions have been allowed for within the ground floor plant space to accommodate a district heating substation.</i> <i>Furthermore, a number of public realm improvements are proposed, including tree planting, wildflower planting and green screens. The proposals will not only act to improve the quality of the green infrastructure and support local wildlife on the Site and the adjacent Canal, but will also act to improve awareness of the Canal, better connecting the pockets of green infrastructure in the area, including the Ashton Canal and Philips Park.</i> <i>The Flood Risk Assessment and Drainage Strategy demonstrate that the Proposed Development is resilient to the risk of flooding. A range of sustainable urban drainage measures are proposed to reduce the risk of flooding during extreme weather events and to control surface water run-off where possible. The Proposed Development is therefore safe from flooding for its design lifetime and will also not lead to increased flood risk to other sites.</i> <i>With regards to supporting healthy lifestyles, initiatives will be in place at the venue to support a healthy lifestyle, such as healthy eating options and free drinking water. The internal environment has also been designed to be healthy in terms of air quality, whilst the promotion of sustainable and active modes of transport has also been integral to the design of the Proposed Development.</i> <i>The Proposed Development will also be a key part of the local community, providing employment, skills and training and supporting community and social events.</i>
Policy GM-S 5 (Flood Risk and the Water Environment) An integrated catchment based approach will be taken to protect the quantity and quality of water bodies and managing flood risk. Policy GM-S 5 outlines a range of measures for ensuring this.	<i>A Flood Risk Assessment and a Drainage Strategy are submitted in support of this planning application. In summary, the Flood Risk Assessment identifies that the Site has a low probability of flooding, defined as land with less than 1 in 1,000 year annual probability of river or sea flooding. The Site is however located within a Canal Breach Hazard Zone and, as with the majority of city, is located within the Manchester, Salford and Trafford Critical Drainage Area.</i> <i>A Drainage Strategy is therefore submitted in support of the planning application to outline the appropriate measures to manage surface water runoff. The Proposed Development incorporates permeable paving, catchpit manholes and an attenuation tank which will all provide an improvement in the quality of surface water discharge from the Site.</i>

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	<i>For ease of access and maintenance, the attenuation tank has been positioned in the service yard. To maximise re-use, the surface water attenuation tanks will be combined to function as rainwater harvesting tanks to allow collected surface water to be utilised for non-potable uses such as toilet flushing within the arena building.</i>
Policy GM-S 6 (Clean Air) – A comprehensive range of measures will be taken to support improvements in air quality, focussing particularly on locations where people live, where children play and learn, and where air quality targets are not being met. This includes locating and designing development, and focusing transport investment, so as to reduce reliance on forms of transport that generate air pollution. Development should also be located in areas that maximise the use of sustainable travel modes and be designed to minimise exposure to high levels of air pollution, particularly for vulnerable users.	<i>The Site is within an accessible location, with sustainable modes of transport already being a favourable option for visitors and staff to the Etihad Campus. To further support the Etihad Campus and the Site as a sustainable destination, the Proposed Development has been designed firstly to promote pedestrian and cycle movements and secondly to facilitate access to high quality public transport. Furthermore, to promote sustainable travel no car parking is proposed as part of this planning application. Instead, there is a wider long term strategy for electric vehicle charging at the Etihad Campus. A Travel Plan has also been prepared and details the measures for the promotion and enhancement of sustainable transport modes for staff and visitors to the arena.</i> <i>Opportunities to enhance biodiversity on-site are also incorporated into the design of the Proposed Development including a green ring around the building, which will include tree and shrub planting and will resultantly enhance the Site's biodiversity value and help remove existing pollutants from the air.</i> <i>To fully understand the potential impacts of the Proposed Development from an air quality perspective and to identify appropriate mitigation measures, an Air Quality Assessment has been undertaken. The assessment takes into account existing conditions in the vicinity of the Site and the potential impacts during construction and operational phases of the Proposed Development. As part of this the assessment considers: construction dust emissions; air quality emissions from traffic associated with operation and construction of the development, and emissions from proposed combustion plant.</i> <i>With regards to construction effects, the impacts from construction traffic emissions is negligible, but there is a high risk of dust nuisance to nearby receptors, such as the Ashton Canal to the south of the Site and the nearby Etihad Stadium amenity areas. Mitigation measures have been recommended in line with the level of risk, to minimise emissions at the source and prevent emission release. The assessment identified that if all mitigation measures are effectively implemented throughout the operation phase, there will be no residual impacts as a result of the construction phase of the development.</i> <i>With regards to operational effects, no significant air quality impacts have been predicted. The increase in traffic flows resulting from the Proposed Development is relatively low in comparison to the flows already present on the arterial roads surrounding the Site. The impact from proposed combustion plant is also negligible on nearby receptors. As such, no further mitigation is therefore required with respect to</i>

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	<i>operational emissions. No additional breaches of air quality objectives are predicted.</i> <i>In summary, the Proposed Development is located sustainably and has been designed from the outset to be low carbon and able to transform to zero carbon in the future to minimise any impact on air quality.</i>
Policy GM-S 7 (Resource Efficiency) The achievement of a circular economy and a zero-waste economy will play a key role in meeting Greater Manchester's ambition of becoming a leading green city region by 2038. Ensuring the design of all new development incorporates storage space to facilitate efficient recycling and where appropriate, processing of waste on site will be important to help achieve this.	<i>The Proposed Development at the Etihad Campus realise locally-inclusive, globally-competitive economic growth, whilst simultaneously transforming to a net zero-carbon Campus.</i> <i>An Operational Waste Management Strategy is submitted in support of this planning application and describes how the waste generated from the Proposed Development will be managed once the venue is operational. The Strategy has been formulated with the guiding vision of helping the venue to operate efficiently, sustainably and safely, all while minimising impacts on building performance, the users of the Site, and the Site environment.</i> <i>In the interest of sustainability and efficiency, the Applicant has explored a number of opportunities to integrate the Proposed Development with the rest of the Etihad Campus. This includes the provisions for servicing and waste management.</i> <i>As such, the Applicant is proposing to make use of existing infrastructure in order to maximise operational efficiencies. A portion of the venue's waste will therefore be moved to the existing Etihad Campus waste compound for collection.</i> <i>First and foremost the strategy is to minimise the amount of waste that is generated. Product procurement will play a key role in minimising waste, with particular consideration given to how goods are packaged (e.g. using no packaging, edible materials, less packaging or packaging that is made up of a proportion of recycled materials).</i> <i>Any waste that is generated will be segregated at source into a number of streams. As a minimum, residual waste and dry mixed recyclables will be separated, although some areas will also segregate glass and organic waste.</i> <i>At this stage, it is proposed that residual waste will be compacted on-site and collected from the ground floor service yard, while DMR, glass and organics will be moved to the Etihad Campus waste compound for collection. However, it should be emphasised that there is flexibility to adapt which waste streams are collected from the service yard.</i> <i>In summary, the proposed Waste Management Strategy for the Proposed Development seeks to take an integrated approach to ensure resource and operational efficiency.</i>
Policy GM-P 1 (Supporting Long-Term Economic Growth) A thriving and productive economy will be sought in Greater Manchester. There will be an emphasis on	<i>The Proposed Development is located at the Etihad Campus, which is identified as a key growth location for Greater Manchester. The Proposed Development will act to put Manchester on the world stage for live entertainment and will realise the vision for Greater Manchester to become a global city.</i>

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maximising the potential of the key growth locations whilst also securing investment that raises the competitiveness of the northern parts of Greater Manchester to deliver inclusive growth across the sub-region. Key locations that will help to maximise economic growth in an inclusive way include the wider area of economic activity at the heart of Greater Manchester, stretching from the Etihad Campus in the east, through the City Centre and The Quays, to Trafford Park and the Trafford Centre.	<i>An arena at the Etihad Campus would generate economic and employment growth for the city-region, making it a better place to live, work, and visit, ensuring Greater Manchester is attractive for investors as well as visitors, businesses, skilled workers, academic talent and students.</i> <i>The Proposed Development seeks to provide the next stage of significant investment in East Manchester, building on the existing strengths of the Etihad Campus, to maximise its destination role and drive the economic and employment growth mentioned above for the benefit of the wider City-Region. This clearly align to the overarching vision for Manchester at set out in the Core Strategy and 'Our Manchester Strategy 2016 – 2025' through drawing upon Manchester's culture and creativity, and providing a national leisure attraction.</i> <i>An assessment of the economic impact of a new arena has been undertaken by ekosgen and is submitted in support of this planning application. This Report provides a detailed evaluation of the impact of the Proposed Development on employment and the economy and is summarised in Chapter 9 of this Statement.</i> <i>In summary, the Assessment concludes that the Proposed Development, located in East Manchester, will generate significant regeneration benefits for the City and the City-Region through employment and economic growth.</i>
Policy GM-G 2 (Green Infrastructure Network) The Network of green infrastructure that stretches throughout Greater Manchester will be designed, managed, protected and enhanced so as to help deliver a number of benefits.	<i>The proposed green ring around the arena will act to ensure the Proposed Development assimilates sustainably into the existing landscape at the Etihad Campus. It will act to improve the attractiveness of the environment, activating the Ashton Canal. This will in turn increase footfall to and awareness of this important facility, helping to link the areas of green space around the Site, including Philips Park, and promoting this green travel route.</i> <i>The soft landscape strategy includes the provision of a range of planting including through raised planters, tree planting, green screens and wildflower planting. Together with providing a sense of place and improving the attractiveness of the environment, these measures will improve the site's biodiversity and environmental value and help to reduce carbon emissions. Further information about the landscaping strategy can be found in the Design and Access Statement submitted with this planning application.</i> <i>The Applicant recognises the importance of the maintenance and management of the Green Infrastructure network. As such, an integrated approach will be taken to the management and maintenance of the green infrastructure network at the Proposed Development, alongside the existing operations at the Etihad Campus.</i>
Policy GM-G 3 (River Valleys and Waterways)	<i>The Proposed Development has been designed with careful consideration of the adjacent Ashton Canal, bounding the Site to the south.</i>

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River valleys and waterways will be protected and improved as central components of Greater Manchester's green infrastructure network, making a major contribution to local identity, quality of life and the natural environment. In making decisions Greater Manchester's authorities will increase the use of canals and water courses for active travel, with improved and extended rights of way alongside the water providing walking and cycling routes for both recreation and commuting, thereby increasing access to natural green space. Authorities should also ensure development takes advantage of opportunities to integrate green infrastructure through high quality frontages to the water and public realm alongside the water for both recreation use and maintenance access.	<i>The Proposed Development includes a number of landscaping and public realm interventions next to the Site, which seek to integrate with the existing green and blue infrastructure network. These measures include the provision of wildflower planting to the Ashton Canal edge and a green screen to mask the edge of the building and ensure it assimilates carefully into the existing Site. These interventions will act to improve biodiversity and the attractiveness of the environment on the Canal Towpath.</i> <i>The landscaping proposals also comprise of timber seating overlooking the Canal, which will help to activate the Ashton Canal, increasing footfall to and awareness of this important facility and area of green space.</i> <i>The Proposed Development will improve the attractiveness of the Ashton Canal adjacent to the Site, whilst encouraging natural surveillance which in turn acts to reduce crime and the fear of crime. Ultimately, this will encourage more people to use the Ashton Canal Towpath to access the Proposed Development from the surrounding areas, including Manchester City Centre, thereby increasing access to natural green space.</i>
Policy GM-G 10 (A Net Enhancement of Biodiversity and Geodiversity) Across the plan as a whole, a net enhancement of biodiversity will be sought through a range of measures outlined. Development will be expected to follow the mitigation hierarchy of: • Avoid harm; • Mitigate (within the local area) any harm to biodiversity; and • Compensate (within the local area) for any remaining harm to biodiversity.	<i>This Site currently comprises of underutilised brownfield land, occupying a prominent site along the Ashton Canal. The Site is not within, nor does it contain, any ecological designations including Sites of Special Scientific Interest (SSSI), Sites of Biological Importance (SBI) or Special Protection Areas (SPA).</i> <i>The Proposed Development presents the opportunity to improve the quantity and quality of the biodiversity and habitats along the frontage of the Ashton Canal in particular.</i> <i>Protecting and enhancing the quality of the green and blue infrastructure network in the vicinity of the Site, including the Ashton Canal, has therefore been key to the design of the Proposed Development and associated landscaping proposals. As such, a Green and Blue Infrastructure Strategy, which is appended to the Sustainability Statement, is submitted as part of this planning application. This details how the Proposed Development seeks to enhance biodiversity and habitats on and adjacent to the Site.</i> <i>In summary, a biodiversity green ring around the Site has been incorporated through a series of green screens, planters and tree lines to enhance biodiversity value. Plant species have been carefully selected in conjunction with the ecologist to ensure that appropriate and native species are used. In particular, wildflower planting, trees and green screens have been introduced to enhance the Canal side edge, which significantly improves the attractiveness of this pedestrian route whilst creating new valuable Canal side habitat.</i> <i>These elements of green infrastructure will be managed and maintained as it is recognised that biodiversity is not simply delivered at the end of construction but is something that is nurtured over time to ensure wildlife can flourish.</i>

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	<i>The Proposed Development has been designed to ensure the retention of as many trees as possible on the Site; however, the removal of 16 no. trees (14 Category B and 2 Category C) plus the removal of 6 No. groups of shrubs / small trees (Category C) is unavoidable. The Applicant is also proposing to plant a further 67 trees as part of the development.</i> <i>A detailed Construction Management Plan will also be prepared and will detail the measures to ensure the protection of existing green infrastructure, including trees on and adjacent to the Site.</i> <i>The proposals will not only act to improve the quality of the green infrastructure on the Site and the adjacent Canal, but will also act to improve awareness of the Canal, better connecting the pockets of green infrastructure in the area, including Ashton Canal and Philips Park.</i> <i>In summary, the Proposed Development seeks to protect and enhance the biodiversity value of the Site through a range of protection and enhancement measures as part of the public realm improvements and management practices.</i>
Policy GM-E 1 (Sustainable Places) Greater Manchester will aim to become one of the most liveable city regions in the world consisting of a series of beautiful, healthy and varied places, each having a number of key attributes as listed in Policy GM-E 1, that all development, where appropriate, should be consistent with, including being: • Distinctive; • Visually stimulating; • Socially inclusive; • Resilient; • Adaptable; • Durable; • Resource-efficient; • Safe; • Supported by critical infrastructure; • Functional and convenient; • Legible; • Accessible; • Well-connected; • Comfortable and inviting; • Incorporating high quality and well managed green space; and • Well served by local shops.	<i>The Proposed Development has been designed through consultation with a number of stakeholders, including the local community, to be simple, yet visually stimulating and iconic, with a distinctive form: allowing for a simple diagram of the building to be used to give the venue a strong place making identity. It also incorporates an inviting public realm environment to be used both during events and when there are no events on. This includes well-managed green infrastructure and seating to promote social interaction.</i> <i>Integral to the design brief is to ensure that the Proposed Development is functional and convenient and is inclusively designed to comprise of an accessible environment for all users. As such, the Proposed Development has been designed for ease and surety of movement, ensuring that all users are, from the outset are able to access all that the venue has to offer safely, with dignity, comfort, convenience and confidence.</i> <i>The Proposed Development also ensures an effective use of an underutilised brownfield site in a sustainable location, accessible by a range of public transport, well-connected and within walking distance to Manchester City Centre. As outlined in detail in the Sustainability Statement and associated appendices submitted in support of this planning application, the Proposed Development will be resilient and adaptable, making efficient use of resources to be at the forefront of energy efficiency and best practice low carbon design, to target being the most sustainable UK arena and one of the most sustainable arenas in the world.</i> <i>As detailed in the Design and Access Statement and main body of this Planning Statement, the safety of visitors to the arena is paramount. All aspects of security have been given the highest consideration and qualified security consultants have informed the design from the earliest stages resulting in appropriate, agreed and effective mitigation measures and</i>

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	<i>strategies to deliver a security strategy to provide a safe and secure venue.</i> <i>In terms of economic resilience, a detailed Market Assessment has also been undertaken and is submitted in support of this planning application. This Assessment details that even in the most pessimistic future growth scenario, there is sufficient growth in the market to support a second, complementary arena in Manchester.</i> <i>The Proposed Development will have a number of social benefits, including supporting the longstanding regeneration priorities and accelerating the regeneration journey across Eastlands. The Applicant is also committed to ensuring as many jobs as possible go to local people and that all arena employees will be paid at least the Manchester Living Wage. The Proposed Development will also be a key part of the local community, providing employment, skills and training and supporting community and social events, whilst the Applicant also envisages launching a charitable trust or community programme.</i>
Policy GM-E 2 (Heritage) Protect and enhance the character, archaeological and historic value of Greater Manchester's designated and non-designated heritage assets and their setting. Particular consideration will be given to ensure that the significance of key elements of the historic environment which contribute to Greater Manchester's distinctive identity and sense of place are protected. This includes the Canal network. Development proposals affecting heritage assets and their setting will need to be supported by a Heritage Impact Assessment and should conserve their significance. Development proposals should seek to avoid harm and identify enhancement opportunities by integrating heritage considerations early in the design process.	<i>As set out in Section 4, there are no designated heritage assets on the Site itself, nor is it within a designated conservation area. There are eleven listed buildings and two registered gardens (Philips Park and Philips Park Cemetery) within the area of analysis of the Site, as defined in the Heritage Statement prepared by Deloitte Real Estate. The Heritage Statement assesses the impact of the Proposed Development on the significance of these heritage assets and concludes that the proposal will have a less than substantial harm on the special architectural and historic interest of five of identified listed buildings and registered parks and gardens, the remaining assets will result in no harm. For further details please refer to the Heritage Statement.</i> <i>Paragraph 196 is therefore triggered which states that, "Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use." Heritage benefits are to be considered as part of public benefits, and these are summarised as: enhanced setting alongside the Ashton Canal tow path leading to increased public access and appreciation of the listed Locks; and potential for increased use of Philips Park through increased activity in the area. The wider public benefits associated with the Proposed Development includes the significant socio-economic benefits such as job creation, supporting the Greater Manchester economy and regeneration to the area are discussed in Section 9 of this Planning Statement and within the Sustainability Statement and its associated appendices. These benefits are considered to outweigh the instances of less than substantial harm and therefore in accordance with national and local heritage planning policy and guidance.</i>

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Policy GM-E 3 (New Retail and Leisure Uses in Town Centres) The existing hierarchy of centres will be maintained and enhanced, with Manchester City Centre at the top of the hierarchy. Appropriate large-scale retail and leisure development will be accommodated within the centres in the upper levels of the hierarchy.	<i>Although the Proposed Development is not located within Manchester City Centre, the Site comprises of brownfield land within Eastlands, East Manchester, in the Regional Centre, which is outlined as an appropriate location for a major leisure visitor destination with ancillary retail and offices.</i> <i>Nonetheless, in line with national, regional and local planning policy which seeks to ensure the vitality and viability of the town centres, a Sequential Assessment of Alternative Sites was undertaken and is submitted in support of this planning application.</i> <i>The Sequential Assessment tested the suitability, availability and viability of sites within City Centre, edge of centre locations, and other out of centre locations for completeness.</i> <i>This identified that there are no sequentially preferable sites for the Proposed Development and that the Etihad Campus presents the ideal, most accessible site which is suitable, available and viable for the Proposed Development and is well-connected to the City Centre, and no significant adverse impact on the City Centre.</i>
Policy GM-E 5 (Health) New development will be expected, as far as practical, to maximise the positive contribution to health and wellbeing, support healthy lifestyles and minimise the potential negative impacts of new development on health.	<i>Health and activity is a key theme underpinning the vision for the Etihad Campus, which is a world-class destination for sport, performance and leisure that inspires healthy lifestyles and workplaces. The Proposed Development will act to further promote the Etihad Campus as a destination, helping to promote the existing sporting facilities at the Campus.</i> <i>Notwithstanding the existing practices and vision for the Campus, the Proposed Development has been designed to encourage people to use active modes of transport such as walking and cycling. It seeks to enable the ease of pedestrian movement within, around and towards the Site through the use of effective landscaping, public realm and retail and amenity uses.</i> <i>There will be a wide range of food offers including the provision of healthy food options as part of the available concessions on offer. Free drinking water refill points will also be provided to encourage staff and visitors to stay hydrated.</i> <i>A healthy internal environmental will also be provided to be quality aligned with BREEAM, alongside being resilient to future increases in temperature and delivering a comfortable wind environment within the public realm.</i>
Policy GM-E 6 (Sports and Recreation) A network of high quality sports and recreation facilities will be protected and enhanced, supporting greater levels of activity for all ages. This includes protecting and enhancing the public rights of way network and enabling the continued development of major sports facilities and events,	<i>This Site currently comprises underutilised brownfield land, occupying a prominent site at the Etihad Campus, along the Ashton Canal. The Proposed Development will act to further promote the Etihad Campus as a destination, helping to promote the existing sporting facilities at the Campus. It also presents the opportunity to improve the frontage along the Canal in particular, supporting a greater level of active travel to the Campus.</i> <i>The landscape proposals for the Site have been key in shaping the character and quality of the development as a whole and</i>

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which can further enhance Greater Manchester's international sporting reputation.	<i>form part of a wider strategy for the Etihad Campus, which will enhance the local environment, improving the quality of and access to existing green and blue spaces, including the Ashton Canal towpath and Philips Park.</i> <i>The Applicant is also committed to working to promote and improve the key walking routes between the City Centre (Great Ancoats Street) and the Etihad Campus (subject to relevant approvals), in order to further promote walking as a viable option to the Proposed Development.</i>
Policy GM-C 1 (World Class connectivity) In order to help deliver an accessible Greater Manchester with world-class connectivity, Greater Manchester's authorities will support a range of measures, including: • Delivering a pattern of sustainable development that minimises the need to travel and the distance travelled to jobs and other key services, including recreational facilities. • Locating and designing development to deliver a significant increase in the proportion of trips that are made by walking, cycling and public transport.	<i>The Site is within a highly sustainable location and in an area outlined as an appropriate location for a major leisure visitor destination with ancillary retail and offices. The Site is accessible by a range of sustainable transport modes, including walking, cycling, Metrolink, and Bus.</i> <i>Etihad Campus is also surrounded by a number of residential communities and there is an extensive provision of high quality and well-lit pedestrian footways within and around the Site. As a result, people frequently walk to and from the Etihad Stadium to Manchester City Centre after match days or concerts.</i> <i>To further support the Etihad Campus and the Site as a sustainable destination, the Proposed Development has been designed firstly to promote pedestrian and cycle movements and secondly to facilitating access to high quality public transport. The proposed transport strategy for the Site has been developed in consultation with a range of stakeholders including MCC Highways and TfGM.</i> <i>Further information about the Site accessibility and the transport interventions proposed are contained in the Transport Assessment and Travel Plan submitted in support of this planning application.</i>
Policy GM-C 3 (Walking and Cycling Network) A higher proportion of walking and cycling will be achieved by creating dedicated separate space for people walking and cycling, with pedestrians and cyclists given priority at junctions, increasing capacity of the walking and cycling network, and utilising and enhancing green infrastructure to create opportunities for walking and cycling.	<i>The public realm of the Proposed Development has been designed with careful consideration of how pedestrians will move through the Site to ensure that crowds and queues can be effectively managed around the Campus. Consideration has also been given to how pedestrians and cyclists can access the Proposed Development safely.</i> <i>As detailed in the Transport Assessment, prepared by BuroHappold, the strategy includes creating a pedestrian corridor linking Joe Mercer Way to Alan Turing Way junction at the far northern side of the Site. The footway to the north of the Proposed Development and south of Sportcity Way will also be widened to provide more space for pedestrians.</i> <i>As per the current situation, the pedestrian strategy will utilise the existing routes towards the Etihad Stadium along Ashton New Road, Citylink and the Ashton Canal Towpath. The Applicant is committed to working to promote and improve these key walking routes between the City Centre (Great Ancoats Street) and the Etihad Campus (subject to relevant</i>

GMSF	Contribution and Benefits
	<i>approvals), in order to further promote walking as a viable option to the Proposed Development.</i> <i>Department for Transport funding has also been secured for an improvement scheme at the Alan Turing Way/Ashton New Road junction. The scheme would provide fully segregated cycle facilities for all junction movements. The proposed scheme is expected to address identified road safety issues by providing dedicated, Dutch-style segregated cycle facilities throughout the junction.</i>
Policy GM-C 5 (Transport Requirements of New Developments) During the planning process, Greater Manchester's authorities will require new development to be designed to encourage walking, cycling and public transport, to reduce the negative effects of traffic, and improve health. Policy GM-C 5 outlines a range of measures to support this.	<i>The Site is within an accessible location, with sustainable modes of transport already being a favourable option for visitors and staff to the Etihad Campus.</i> <i>To further support the Etihad Campus and the Site as a sustainable destination, the Proposed Development has been designed firstly to promote pedestrian and cycle movements and secondly to facilitating access to high quality public transport. The proposed transport strategy for the Site has been developed in consultation with a range of stakeholders including MCC Highways and TfGM.</i> <i>As per the current situation, the pedestrian strategy will utilise the existing routes towards the Etihad Stadium along Ashton New Road, Citylink and the Ashton Canal Towpath. The Applicant is committed to working to promote and improve the safety of these key walking routes between the City Centre (Great Ancoats Street) and the Etihad Campus (subject to relevant approvals), in order to further promote walking as a viable option to the Proposed Development.</i> <i>To further improve cycling safety and promote cycling as a practical option to the Proposed Development, modifications to the Alan Turing Way and Sportcity Way junction are proposed to include cycling provision and to tie into the existing cycling lanes on Alan Turing Way. Furthermore, notwithstanding the existing cycle parking capacity across the Etihad Campus, the transport interventions proposed to encourage walking and cycling include the provision of 240 secure covered cycle spaces at locations where cycle routes enter the campus to supplement these existing spaces.</i> <i>To support access and use of sustainable transport modes, a Travel Plan has also been prepared and is submitted in support of this planning application. The Travel Plan details the measures for the promotion and enhancement of sustainable transport modes for staff and visitors to the arena.</i> <i>Given the intention to promote sustainable modes of transport and the existing provision of parking at the Etihad Campus, no car parking is proposed as part of the Proposed Development. Disabled parking provision which is already located in close proximity to the Application Site as part of the Etihad Campus, will be used for the Proposed Development</i> <i>As such, the Proposed Development is considered to play a significant role in promoting active and sustainable modes of</i>

GMSF	Contribution and Benefits
Policy GM-D 1 (Infrastructure Implementation) - Early dialogue between developers and infrastructure providers is encouraged to identify the infrastructure needs arising from new development and to ensure that these are addressed through building design, utility networks and connections in time to serve the Proposed Development. Developers should seek to ensure that development does not lead to capacity or reliability problems in the surrounding area by requiring applicants to demonstrate that there will be adequate utility infrastructure capacity, from first occupation until development completion. This should include minimising energy demand from the Proposed Development.	<i>transport and improving the pedestrian and cyclist safety when accessing the Site by active modes.</i> <i>Discussions with key stakeholders including the Football Club, MCC and TfGM have identified a series of additional transport and infrastructure measures for the Etihad Campus, which are currently being progressed irrespective of additional development coming forward on the Etihad Campus.</i> <i>The Etihad Campus must continue to operate as a collective destination rather than as a number of individual components or uses. As such, the Applicant recognises that this requires continued close co-ordination and co-operation between a range of stakeholders including the Football Club, MCC, TfGM and operators of new developments as they come forward. A Travel Plan is also submitted in support of this planning application and a range of measures are proposed to encourage staff and visitors to the Proposed Development to use sustainable modes of transport and ensure that any potential impact on the highways network is mitigated as far as possible.</i> <i>Importantly, throughout the design process the Applicant has engaged with TfGM with regards to the Metrolink. The Applicant is committed to further engagement with TfGM, to inform specific EMPs for the operation of events at the Proposed Development and to plan and promote enhanced Metrolink services on event days (subject to demand) before and after events, in the same way as currently operates on Stadium Event days.</i> <i>As detailed in the Sustainability Statement and its associated appendices submitted in support of this planning application, the Proposed Development at Eastlands will promote sustainability and be at the forefront of energy efficiency and best practice low carbon design, and aim to be one of the most sustainable UK venues and amongst the world's leading.</i> <i>As outlined in the Energy Statement, the Proposed Development has actively sought to minimise energy requirements in the first instance through an energy efficient envelope (high performing insulation and detailing for good air tightness) and high efficiency building services systems. This ensures the building has an inherent low operational energy baseline.</i> <i>Yet to ensure the Proposed Development can continue to transition towards net zero carbon in operation by 2038, the building services systems have been designed to operate on predominantly electricity to minimise on-site fossil fuel combustion and benefit from long-term grid decarbonisation.</i>

Manchester Core Strategy (July 2012)

The Site is situated within the administrative boundary of MCC and is subject to the provisions of the Manchester Core Strategy, which was adopted by the Council on 11 July 2012.

The Core Strategy sets the overall strategic direction for planning for Manchester over the plan period from 2012 to 2027, and is in line with national policies. The policies of the Core Strategy establish where major

development and other forms of investment should be located in order to be sustainable, meet local needs and take full advantage of opportunities. Some of the policies of the Core Strategy need to be viewed in the light of more up to date national policy.

The Core Strategy policies that have been considered are as follows:

Core Strategy Policy (2012)	Contribution and Benefits
Policy SP1 – Spatial Principles The Regional Centre will be the focus for economic and commercial development, retail, leisure and cultural activity, alongside high quality city living. 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. • Minimise emissions, ensure efficient use of natural resources and reuse previously developed land wherever possible; and • Improve access to jobs, services, education and open space by being located to reduce the need to travel and provide good access to sustainable transport provision.	<i>The Proposed Development comprises the redevelopment of a brownfield site in a strategically important location, accessible by a range of sustainable modes of transport and located in the Regional Centre, into an iconic venue for Manchester to be proud of.</i> <i>In particular, the Site is located in Eastlands in East Manchester, which is outlined as an appropriate location for a major leisure visitor destination with ancillary retail and offices.</i> <i>As outlined in detail in the Report prepared by ekosgen, the Proposed Development will act to generate economic and employment growth, making the City-Region as a whole a better place to live, work and visit and ensuring Manchester is attractive internationally for investors, visitors, businesses, skilled workers, academic talent and students.</i> <i>Unlocking the potential of a contaminated brownfield site earmarked for urban regeneration as a major leisure visitor destination aligns with the circular economy principles of re-use. It is also inherently sustainable, taking advantage of proximity to existing infrastructure and excellent accessibility by public transport.</i> <i>Sustainable modes of transport are currently a favourable option for staff and visitors to the Etihad campus and the Proposed Development seeks to further enhance the choices of sustainable and active modes of transport through a range of measures as in detail in the Transport Assessment and Travel Plan submitted in support of this application.</i> <i>The Proposed Development will make a positive contribution to the character of East Manchester, with the built form of the Proposed Development being simple, yet iconic, providing a form that is easily identifiable and giving the venue a strong placemaking identity.</i> <i>Through the use of effective landscaping, public realm and retail and amenity uses, the Proposed Development will assimilate carefully into the Site. It will act to activate the Ashton Canal and the area to the north of the Etihad Campus, linking towards Philips Park and increasing footfall to and awareness of this important facility and area of green space and improving the attractiveness of the environment.</i> <i>The public realm detailed in the Design and Access Statement will also enhance biodiversity and the natural environment through the replacement of an existing</i>

Core Strategy Policy (2012)	Contribution and Benefits
	<i>poor quality site with enhanced public areas and investment in an improved environment and habitat on and off-site.</i> <i>As outlined in the Sustainability Statement, the Proposed Development has sought to maximise energy efficiency and minimise energy usage and has taken the principles of the circular economy into consideration for the whole life cycle of the building. The high quality innovative use of modern materials is congruent of the state of the art facilities elsewhere at the Etihad Campus and appropriate to the commercial nature of the cluster of sports and entertainment facilities in this location.</i> <i>In terms of community benefit, the Proposed Development has been designed in consultation with various stakeholders including the local community in a three stage consultation process, which has been key to ensuring the design of the Proposed Development responds to local concerns and to also identify further opportunities for the Proposed Development to support the community. The comments received and the Project Team response are outlined in further detail in the Statement of Community Involvement submitted in support of this application.</i> <i>Ultimately, the Proposed Development offers the opportunity for City Football Group and OVG to work in partnership to deliver a number of further community initiatives at the Etihad Campus and in the wider community, including providing skills, training and local job opportunities, and providing community activities and use of the arena and other facilities at the Etihad Campus. In principle there is locational consistency with SP1.</i>
Policy EC1 - Employment and Economic Growth in Manchester The provision of approximately 200 ha of employment land for B1, B2 and B8 uses by 2027 will be provided within the City. 65ha of employment land will be developed at Central Park and Eastlands. In addition, the Council will support other significant contributors to economic growth and productivity including health, education, retailing, cultural and tourism facilities, and other employment generating uses mainly in the City Centre and Eastlands in line with Policy C1.	<i>The Proposed Development comprises a major leisure visitor destination at the Etihad Campus, in Eastlands, as supported by Core Strategy Policy EC 7.</i> <i>An assessment of the economic impact of a new arena has been undertaken by ekosgen and is submitted in support of this planning application; a detailed evaluation of the impact of the Proposed Development on employment and the economy is set out within the document.</i> <i>In summary, the Assessment concludes that the Proposed Development, located in East Manchester, will generate significant regeneration benefits for the City and the City-Region through employment and economic growth.</i>
Policy EC3 The Regional Centre Within the Regional Centre development for employment generating uses	<i>The Proposed Development comprises the redevelopment of a brownfield site at the Etihad Campus, located in the Regional Centre: an area</i>

Core Strategy Policy (2012)	Contribution and Benefits
including offices and other commercial development will be encouraged. The Regional Centre is an appropriate location for large scale leisure uses, for which the City Centre Sites are unsuitable.	<i>outlined in Policy EC3 as appropriate for large scale leisure uses, where City Centre sites are unsuitable.</i> <i>A Sequential Assessment of Alternative Sites was undertaken and submitted in support of this planning application. The Sequential Assessment tested the suitability, availability and viability of sites within City Centre, edge of centre locations, and other out of centre locations for completeness.</i> <i>This identified that there are no sequentially preferable sites for the Proposed Development and that the Etihad Campus presents the ideal, most accessible site which is suitable, available and viable for the Proposed Development and is well-connected to the City Centre.</i> <i>Therefore the policy is complied with.</i>
Policy CC 4 Visitors - Tourism, Culture and Leisure 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. The improvement of facilities for business visitors will also be supported.	<i>As set out within this statement, the Applicant has identified Manchester as the preferred location for their first 'world class' arena in the UK – reflecting the wider market interest from international entertainment operators and investors in Manchester. OVG's aspiration is to deliver the best arena in Europe and the proposed arena would deliver the following opportunities and benefits for Manchester:</i> <i>• Additional event capacity and range, increasing the number of events held in the city and ensuring the world's entertainment and music acts are always able to perform in one of the world's greatest cities.</i> <i>• Increased visitor numbers and spending in the city.</i> <i>• Create thousands of skilled jobs for the city's population – both directly and indirectly.</i> <i>• Significant investment in East Manchester, supporting the longstanding regeneration priorities and accelerating the regeneration journey across Eastlands.</i> <i>As the Site is not located within the City Centre, a Sequential Assessment of Alternative Sites was undertaken and is submitted in support of this planning application. The Sequential Assessment tested the suitability, availability and viability of sites within City Centre, edge of centre locations, and other out of centre locations for completeness.</i> <i>This identified that there are no sequentially preferable sites for the Proposed Development and that the Etihad Campus presents the ideal, most accessible Site which is suitable, available and viable for the Proposed Development and is well-connected to the City Centre.</i> <i>The location of the Proposed Development at the Etihad Campus also presents the opportunity to capitalise upon</i>

Core Strategy Policy (2012)	Contribution and Benefits
	<i>the cluster of existing elite and sports/leisure facilities, the presence of a global football brand, the array of leading edge sport National Governing Bodies (NGBs) along with the talent that both trains and works for all of these organisations which accords with EC4</i>
Policy EC 5 East Manchester East Manchester is expected to provide approximately 80-85ha of employment land. The majority of this provision will be within the Regional Centre, specifically: Eastlands (see policy EC7), a major leisure visitor destination with ancillary retail and offices. The district centres of Newton Heath, Eastlands, Gorton and Openshaw offer opportunities for small scale mixed use local employment opportunities. Larger scale proposals will be considered if good transport links exist to the City Centre/Regional Centre. Policy EC 5 outlines the criteria with which the council will promote development in this location. The Council will promote development which: • Ensures employment opportunities are connected via non-car modes to residential neighbourhoods; • Takes advantage of key transport infrastructure; • creates links to the Rochdale and Ashton Canals and links to the open space network including the Rochdale and Ashton Canals and the Medlock Valley, providing opportunities for walking and cycling to economic development opportunities; • Has regard to listed buildings and conservation areas including Ancoats and the industrial heritage of the area	<i>The Site is located within Eastlands in East Manchester, which is an area outlined as appropriate for a major sports and leisure visitor destination with ancillary retail and offices. The development of an arena at the Etihad Campus therefore clearly aligns to the ambitions for East Manchester.</i> <i>The Site is located within an accessible location at the Etihad Campus, which is accessible by a choice of sustainable transport modes, connecting a variety of different neighbourhoods in East Manchester and further afield.</i> <i>Notably, the Etihad Campus is surrounded by a number of residential communities and there is an extensive provision of high quality and well-lit pedestrian footways within and around the Site and associated pedestrian crossings. As a result, people frequently walk to and from the Etihad Stadium to Manchester City Centre after match days or concerts. The Site is also located 25 to 30 minutes' walk to Manchester Piccadilly Station, providing intercity and cross-country services as well as regional and local services across Northern England.</i> <i>The Site and Etihad Campus are also accessible by public transport with Metrolink, bus and heavy rail all serving the Site and the Etihad Campus Metrolink stop located approximately 5 minute walk to the Site.</i> <i>Sustainable modes of transport are currently a favourable option for staff and visitors to the Etihad Campus and the Proposed Development seeks to further enhance the choices of sustainable and active modes of transport through a range of measures as summarised in Section 7 and outlined in detail in the Transport Assessment, prepared by BuroHappold and the Transport Assessment prepared by Arup, submitted in support of this application.</i> <i>Through the use of effective landscaping and public realm, the Proposed Development will assimilate carefully into the Site and will act to activate the Ashton Canal and the area to the north of the Etihad Campus, linking towards Philips Park and increasing footfall to and awareness of this important facility and area of green space.</i> <i>An assessment of the impact of the Proposed Development on the significance of the heritage assets has been undertaken and is enclosed within the Heritage Statement submitted in support of this planning application. The Assessment concludes that the proposal will have a negligible impact on the special architectural</i>

Core Strategy Policy (2012)	Contribution and Benefits
	<i>and historic interest of the identified listed buildings and registered parks and gardens. Overall the proposal is in accordance with national and local policy and in particular EC6.</i>
Policy EC 7 Eastlands Strategic Employment Location Eastlands will accommodate 40-45 hectares of new development. This location is suitable for a major sports and leisure visitor destination with complementary commercial, retail and hotels. Policy EC 7 outlines the requirements of new development at the Eastlands Strategic Employment Location, to broaden the activities in the area to ensure development opportunities secure the wider regeneration of the surrounding area and deliver maximum benefits for the community. Policy EC 7 outlines that the "Collar Site" provides an opportunity for a leisure, recreation and entertainment visitor attraction of national significance. A landmark design will be key to delivering such a prestigious development which, together with the existing developments within Eastlands, will not only provide a sense of place but will also ensure integration with the surrounding community. Developments that are predominantly tourism / leisure based, including hotels and food and drink will be appropriate together with ancillary retail required to support the principal uses. Developments which support the overall vision for this major regeneration initiative on sites within the general environs of Eastlands will be appropriate, provided they do not prejudice other policies within the plan. Proposals will be expected to show how they contribute to decentralised low and zero carbon energy infrastructure in the regional centre as set out in the Energy policies.	<i>The Site, also known as the "Collar Site" is located within Eastlands Strategic Employment Location in East Manchester, which is an area outlined as appropriate for a major sports and leisure visitor destination with ancillary retail and offices. The development of an arena at the Etihad Campus therefore clearly aligns to the ambitions for East Manchester and Eastlands Strategic Employment Area in particular as it will deliver significant regeneration benefits for the City and the City-Region through employment and economic growth.</i> <i>The Proposed Development will capitalise upon the existing cluster of sports and leisure facilities at the Etihad Campus and will help to deliver maximum benefits for the community.</i> <i>The Proposed Development at Eastlands will also promote sustainability and be at the forefront of energy efficiency and best practice low carbon design, and aspiring to be one of the most sustainable UK venues and amongst the world's leading. Collectively, the Proposed Development and the Etihad Campus aspire to be a pioneer for the whole of Manchester in pursuing its twin objective of realising locally-inclusive, globally-competitive economic growth, whilst simultaneously transforming to a net zero-carbon campus. Sustainability best practice commitments have therefore been embedded into the Proposed Development from the outset.</i> <i>Alongside designing the Proposed Development to be a best practice low carbon design, the design intention is to create a building which can be recognised as an iconic Manchester building. As such, the Proposed Development has been designed as a landmark building, which will add to the overall character of the area, acting to create a sense of place, developing East Manchester as a recognisable destination and putting it on the world stage of places to live, work and visit.</i> <i>The provision of an attractive public realm environment and the food and drink offer available at the Proposed Development, alongside the landmark design, will act to create a sense of place, which will promote the Etihad Campus and East Manchester as a world destination.</i> <i>The Applicant has worked closely with the local community and other key stakeholders, via an extensive consultation process, to ensure that the Proposed Development is designed acknowledging local issues and concerns and to identify further opportunities where the arena can benefit the community. The comments received and the Project Team response are outlined in</i>

Core Strategy Policy (2012)	Contribution and Benefits
	<i>further detail in the Statement of Community Involvement submitted in support of this application.</i> <i>The Arena will be a key part of the local community providing employment, skills and training and supporting community and social events. The Arena will be able to host meetings, annual general meetings and fund raising events as part of a regular programme of engagement including community and education events.</i> <i>While the Arena will host a number of activities, staff will be involved in working with other stakeholders and organisations in the City. This will include attending jobs fairs at various educational institutions and careers guidance days at local schools. In addition, staff will be actively involved in city business groups and networks.</i> <i>Ultimately, the Proposed Development offers the opportunity for CFG and OVG to work in partnership to deliver a number of further community initiatives at the Etihad Campus and in the wider community, including providing skills, training and local job opportunities, and providing community activities and use of the arena and other facilities at the Etihad Campus.</i> <i>Overall, there is compliance with Policy EC7.</i>
Policy C 2 District centres Development will support thriving district centres, with distinct local character, providing a good range of accessible key services, including retail, health facilities, public services, leisure activities and financial and legal services.	<i>The Proposed Development will be located near to the district centre of Eastlands. The enhanced footfall to the Etihad Campus will generate linked trips to the facilities available at Eastlands, which will enhance trade and support it as a thriving district centre.</i>
Policy C 9 Out-of-Centre Development Development of town centre uses in locations which are outside a centre identified in policy C1 or a strategic location identified for such uses will be inappropriate unless it can meet the following criteria: • There are no sequentially preferable sites, or allocated sites, within the area the development is intended to serve that are available, suitable and viable • The proposal would not have unacceptable impacts, either individually or cumulatively with recently completed and approved schemes and having	<i>Although not located within the City Centre, which the Council outlines as the focus for culture and leisure uses, the development of an arena at the Etihad Campus, clearly aligns to the ambitions for East Manchester and the wider strategic spatial priorities for Manchester as a whole, as provided in successive versions of the Eastlands Regeneration Framework.</i> <i>The Applicant has identified Manchester as the preferred location for their first 'world-class' arena in the UK – reflecting the wider market interest from international entertainment operators and investors in Manchester. The Applicant's aspiration is to deliver the best arena in Europe and the proposed arena would deliver the following opportunities and benefits for Manchester:</i> • <i>Additional event capacity and range, increasing the number of events held in the city and ensuring the world's entertainment and music acts are always able to perform in one of the world's greatest cities.</i>

Core Strategy Policy (2012)	Contribution and Benefits
regard to any allocations for town centre uses, on the vitality and viability of the City Centre and designated district and local centres. An assessment of impacts will be required for retail developments of more than local significance; and, The proposal is appropriate in terms of its scale and function to its location.	<i>Increased visitor numbers and spending in the city.</i> <i>Create thousands of skilled jobs for the city's population – both directly and indirectly.</i> <i>Significant investment in East Manchester, supporting the longstanding regeneration priorities and accelerating the regeneration journey across Eastlands.</i> <i>In order to fully qualify the above, a detailed due diligence exercise has been undertaken to identify the overall benefits to the city, taking into account the city's existing offer (Manchester Arena) and assessing the proposals against the key policies ensuring viability of town centres. This latter assessment is required as an arena is classified as a 'main town centre use' and the proposed site at the Etihad Campus is an out-of-centre location in planning policy terms, hence planning policies which seek to protect the vitality and viability of town centres are triggered.</i> <i>Detailed studies to underpin this exercise have been prepared and are submitted in support of this planning application:</i> <i>Market Assessment Volume 1: Due Diligence Report: UK Arenas and Manchester Market Overview – prepared by PwC;</i> <i>Market Assessment Volume 2: UK Large Arena Market and Growth Scenarios 2018-2040 – prepared by ekosgen;</i> <i>Economic Impact of Two Arenas in Manchester – prepared by ekosgen; and,</i> <i>Sequential Assessment of Alternative Sites – prepared by Deloitte.</i> <i>The findings of these reports inform the overarching conclusions that:</i> <i>There are no sequentially preferable sites for the Proposed Development and that the Etihad Campus presents the ideal, most accessible site which is suitable, available and viable for the Proposed Development and is well-connected to the City Centre.</i> <i>There will be a significant positive impact on Manchester City Centre's vitality and viability and the role that the centre plays with regards to local consumer choice (increased number and range of events within the city) and trade (additional visitor spend to support shops,</i>

Core Strategy Policy (2012)	Contribution and Benefits
	<i>restaurants, bars and the accommodation sector) in a two arena scenario.</i> <i>In the circumstances there is compliance with Policy C9.</i>
Policy T1 (Sustainable Transport) – The Council seeks to deliver a sustainable, high quality, integrated transport system to encourage modal shift away from car travel to public transport, cycling and walking, to support the needs of residents and businesses and to prepare for carbon free modes of transport.	<i>The Site is within an accessible location, with sustainable modes of transport already being a favourable option for visitors and staff to the Etihad Campus.</i> <i>To further support the Etihad Campus and the Site as a sustainable destination, the Proposed Development has been designed firstly to promote pedestrian and cycle movements and secondly to facilitating access to high quality public transport. The proposed transport strategy for the Site has been developed in consultation with a range of stakeholders including MCC Highways and TfGM.</i> <i>As per the current situation, the pedestrian strategy will utilise the existing routes towards the Etihad Stadium along Ashton New Road, Citylink and the Ashton Canal Towpath. The Applicant is committed to working to promote and improve the safety of these key walking routes between the City Centre (Great Ancoats Street) and the Etihad Campus (subject to relevant approvals), in order to further promote walking as a viable option to the Proposed Development.</i> <i>To further improve cycling safety and promote cycling as a practical option to the Proposed Development, modifications to the Alan Turing Way and Sportcity Way junction are proposed to include cycling provision and to tie into the existing cycling lanes on Alan Turing Way. Furthermore, notwithstanding the existing cycle parking capacity across the Etihad Campus, the transport interventions proposed to encourage walking and cycling include the provision of 240 covered cycle spaces at locations where cycle routes enter the campus to supplement these existing spaces.</i> <i>To support access and use of sustainable transport modes, a Travel Plan has also been prepared and is submitted in support of this planning application. The Travel Plan details the measures for the promotion and enhancement of sustainable transport modes for staff and visitors to the arena.</i> <i>Given the intention to promote sustainable modes of transport and the existing provision of parking at the Etihad Campus, no car parking is proposed as part of the Proposed Development.</i> <i>As such, the Proposed Development is considered to play a significant role in promoting active and sustainable modes of transport and improving the</i>

Core Strategy Policy (2012)	Contribution and Benefits
	<i>pedestrian and cyclist safety when accessing the Site by active modes.</i>
Policy T2 Accessible Areas of Opportunity and Need The Council will actively manage the pattern of development to ensure that new development is located to ensure good access to the City's main economic drivers, including the Regional Centre, the Oxford Road Universities and Hospitals and the Airport; and, is easily accessible by walking, cycling and public transport, connecting residents to jobs, centres, health, leisure, open space and educational opportunities. Proportionate Traffic Impact Assessments and Travel Plans should be provided for all major applications and for any proposals where there are likely to be access or transport issues.	<i>The Site is located within one of the City's main economic drivers, the Regional Centre, and is in a highly accessible location by a choice of sustainable transport modes and has good sustainable links to the key transport hubs, providing national and international connections.</i> <i>There is an extensive provision of high quality and well-lit pedestrian footways and cycle routes to the Site and the Site is highly accessible to a number of residential properties within a catchment of 15 minutes walking time. The Applicant is committed to working to promote and improve these key walking routes between the City Centre (Great Ancoats Street) and the Etihad Campus (subject to relevant approvals), in order to further promote walking as a viable option to the Proposed Development.</i> <i>The Site and Etihad Campus are also well served by public transport routes. The Etihad Campus Metrolink stop is located approximately 350m walk (less than 5 minutes) to the Site via the Joe Mercer Way footbridge. The Metrolink stop is served by the Eccles to Ashton-Under-Lyne line, which provides a direct route to Manchester Piccadilly Station and the rest of Manchester City Centre within 10 minutes. Multiple bus stops are also located within 10 minutes' walk to the Site.</i> <i>Throughout the design process the Applicant has engaged with TfGM with regards to the Metrolink. The Applicant is committed to further engagement with TfGM, to inform specific EMPs for the operation of events at the Proposed Development and to plan and promote enhanced Metrolink services on event days (subject to demand) before and after events, in the same way as currently operates on Stadium Event days.</i> <i>A Transport Assessment and a Travel Plan have been prepared and are submitted in support of this planning application. In summary, the Site is located within a sustainable location at the Etihad Campus, and is accessible by a choice of sustainable transport modes, including walking, cycling, the Metrolink, bus and coach.</i> <i>Yet, from the outset the Proposed Development has been designed with consideration of patterns of movement, streets, parking and the promotion of sustainable transport modes; the priority given first to pedestrian and cycle movements and second to facilitating access to high quality public transport. As such, the Transport Plan details the measures for the promotion and enhancement of sustainable transport modes for staff and visitors to the arena.</i>

Core Strategy Policy (2012)	Contribution and Benefits
Policy EN1 (Design Principles and Strategic Character Areas) All development in Manchester will be expected to follow the seven principles of urban design, as identified in national planning guidance and listed above 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.	<i>The Proposed Development ensures the effective and efficient use of an underutilised brownfield site in a strategically important location.</i> <i>The Proposed Development places design at the heart of the scheme to deliver a development, which is appropriate for its setting adjacent to the Etihad Stadium. The form of the building is simplistic, yet iconic, with the strong forms allowing for a simple diagram of the building to be used to give the venue a strong placemaking identity.</i> <i>The design of the Proposed Development will act to create a sense of place, which will promote the Etihad Campus and East Manchester as a world destination.</i> <i>The high quality innovative use of modern materials is congruent of the state of the art facilities elsewhere at the Etihad Campus and appropriate to the commercial nature of the cluster of sports and entertainment facilities in this location.</i> <i>Through the use of effective landscaping, public realm and retail and amenity uses, the Proposed Development will assimilate carefully into the Site. It will act to activate the Ashton Canal and the area to the north of the Etihad Campus, linking towards Philips Park and increasing footfall to and awareness of this important facility and area of green space.</i> <i>Further information about the design of the Proposed Development is contained within the Design and Access Statement submitted in support of this planning application.</i>
Policy EN 2 (Tall Buildings) Tall buildings are defined as buildings which are substantially taller than their neighbourhoods and/or which significantly change the skyline. Suitable locations for tall buildings includes sites within and adjacent to the City Centre. The height of tall buildings elsewhere should relate more to the local context. Policy EN2 sets out the criteria with which the Council will assess an application for tall buildings in Manchester.	<i>The nature of the Proposed Development requires the development of a large-scale building to ensure that the capacity and facilities required for the best arena in Europe can be accommodated. The venue's functional requirements to meet the client's brief, limits the opportunities to experiment with different scales and massing for the Proposed Development.</i> <i>Yet the compact nature of the Proposed Development means that it will only rise to approximately 40m in height. In the context of the surrounding Etihad Stadium, which rises significant above this at 70m in height, the Proposed Development is not regarded to be substantially taller than its neighbours.</i> <i>The scale of the Proposed Development is therefore in keeping with other buildings in the vicinity of the Site, including the Etihad Stadium, the two large gasholders, and the three apartment buildings east of Alan Turing Way, which rise to up to 10 storeys.</i> <i>The compact design means that the arena is much lower in height than other comparable arenas such as the O2 arena in London, which is circa 50m to the roof of the</i>

Core Strategy Policy (2012)	Contribution and Benefits
	<i>structure. As a result, the Proposed Development will not significantly change the skyline. The visual impact of the Proposed Development is assessed in the Environmental Statement Chapter 11 Townscape and Visual Impact and accompanying appendices.</i> <i>Nonetheless, the Design Team have worked hard to create a recognisable and future iconic Manchester building, with acknowledgement for its surroundings, whilst ensuring the Proposed Development creates an event experience that visitors will enjoy. The form of the building is simplistic, yet iconic, with a distinctive form allowing for a simple diagram of the building to be used to give the venue a strong placemaking identity.</i> <i>To create an attractive, pedestrian friendly local environment and given the nature of the use attracting crowds of people, an assessment of wind conditions has been undertaken. Mitigation measures were suggested to improve the conditions on parts of the level 1 podium area. In addition, existing landscape was also modelled to determine its effect on improving conditions in the areas surrounding the Proposed Development.</i> <i>The results also show that there are no areas where the safety criteria has been exceeded within the Proposed Development and nearby perimeter areas, once landscape and mitigation measures have been implemented.</i>
Policy EN 3 (Heritage) 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.	<i>The potential impact of the built historic environment has been considered in light of the Proposed Development. There are no designated heritage assets on the Site itself, nor is it within a designated conservation area. Furthermore, as detailed in Section 4 of this Statement, no buried architectural remains were found around the Etihad Campus.</i> <i>There are eight listed buildings and two registered gardens (Philips Park and Philips Park Cemetery) within a 500m radius of the Site. The Proposed Development will not result in any physical impacts to these identified designated heritage assets.</i> <i>An assessment of the impact of the Proposed Development on the significance of the heritage assets has been undertaken and is enclosed within the Heritage Statement submitted in support of this planning application.</i> <i>The Assessment concludes that the proposal will have a negligible impact on the special architectural and historic interest of the identified listed buildings and registered parks and gardens. Overall the proposal is in accordance with national and local policy.</i> <i>This policy does not contain the internal balance which is to be found in NPPF, nor is it consistent with other aspects of NPPF. To that extent it is out of step with</i>

Core Strategy Policy (2012)	Contribution and Benefits
	<i>national policy, nonetheless the internal balance is robustly passed since the public benefits clearly outweigh the harm to heritage assets described in the heritage impact report (to which considerable weight needs to be afforded) and which are at the bottom end of the less than substantial harm scale.</i>
Policy EN4 (Reducing CO2 Emissions by Enabling Low and Zero Carbon Development) The Council will seek to reduce fuel poverty and decouple growth in the economy, growth in CO2 emissions, and rising fossil fuel prices. Policy EN 4 sets out the criteria with which the Council will assess an application with regards to the reduction in CO2 emissions and enabling low carbon and zero carbon development in Manchester.	<i>Sustainability has been integral to the design process from the outset, including climate change mitigation and energy usage. A Sustainability Statement, prepared by BuroHappold, is submitted as part of this planning application and demonstrates how the Proposed Development responds to the emerging MCC Zero Carbon 2038 Framework and existing planning policy relating to sustainability.</i> <i>The Proposed Development will promote sustainability and be at the forefront of energy efficiency and best practice low carbon design, aiming to be one of the most sustainable UK venues and amongst the world's leading. Collectively, the Proposed Development and the Etihad Campus aspire to realise locally-inclusive, globally-competitive economic growth, whilst simultaneously transforming to a net zero-carbon campus.</i> <i>Sustainability best practice commitments have therefore been embedded into the Proposed Development from the outset.</i> <i>The Proposed Development has actively sought to minimise energy requirements in the first instance through an energy efficient envelope (high performing insulation and detailing for good air tightness) and high efficiency building services systems. This ensures the building has an inherent low operational energy baseline.</i> <i>To ensure the Proposed Development can continue to transition towards net zero carbon in operation by 2038, the building services systems have been designed to operate on predominantly electricity to minimise on-site fossil fuel combustion and benefit from long-term grid decarbonisation. The exception are gas-fired boilers for hot water and gas for catering, which can easily be replaced in the future when electricity-led systems become more carbon and energy efficient.</i> <i>An Energy Statement is submitted in support of this planning application. Included in the measures outlined within this Energy Statement are the additional carbon-saving benefits of incorporating air source heat pumps to provide the heating and cooling for the building, and provision of a photovoltaic cell array to utilise the main roof for on-site generation of renewable energy.</i> <i>By utilising the approaches and strategies set out in the body of the Energy Statement, it has been demonstrated that the new development is expected to surpass Part L 2013 by 33.8%, therefore providing a</i>

Core Strategy Policy (2012)	Contribution and Benefits
	<i>pass beyond Part L 2010 equivalent to 42.8%, 27.8% beyond the MCC target.</i> <i>All in all the strategy would save a total of 540 tonnes of Carbon emissions each year, when compared to the notional building under Part L (2013).</i> <i>Further to seeking to maximise energy efficiency and minimise energy use, in delivering the intention for the arena to become a beacon of Manchester's rapid transition to a zero-carbon City, the Proposed Development has been designed with acknowledgement for the principles of the circular economy to reduce embodied carbon.</i> <i>Whilst it is acknowledged that functional requirements of the building has driven the choice of standard carbon-intensive materials, steps will be taken to reduce the impact within this remit. The key actions taken include material optimisation to minimise the use of new materials, exploring opportunities to use recycled materials to reduce embodied carbon. In addition, the construction materials have also been responsibly and locally sourced where possible.</i> <i>The Proposed Development has also been designed to ensure carbon sequestration through the public realm and biodiversity measures, including tree and shrub planting and the provision of green walls. In addition, to promote sustainable travel no car parking is proposed as part of this planning application. Instead, the Proposed Development seeks to further promote the existing sustainable modes of transport to the Site. There is also a wider long term strategy for electric vehicle charging at the Etihad Campus.</i>
Policy EN 5 (Strategic Areas for low and zero carbon decentralised energy infrastructure) The Regional Centre, which also includes Eastlands, will have a major role to play in achieving an increase in the level of decentralised, low and zero carbon energy supplies. Within these areas new development will be expected to take place in the context of more detailed proposals for decentralised low and zero carbon energy infrastructure in the form of energy proposals plans.	<i>The Arena aligns with and is fully supportive of the impressive sustainability initiatives already in place on the Etihad Campus. Collectively, OVG and CFG aspire to be a pioneer for the whole of Manchester in pursuing its twin objective of realising locally-inclusive, globally-competitive economic growth, whilst simultaneously transforming to a net zero-carbon campus.</i> <i>Sustainability best practice commitments have therefore been embedded into the Proposed Development from the outset and the Applicant has fully explored the options available for decentralised low and zero carbon energy infrastructure.</i> <i>Unfortunately, the Proposed Development is located outside of any existing and planned district heating networks in Manchester. Yet in the event that a heat network does become available in the future, space and building services provisions have been allowed for within the ground floor plant space to accommodate a district heating substation. This would replace the gas fired boilers to provide an alternative low carbon heat source for the hot water generation, presenting future opportunity to further reduce the carbon emissions of</i>

Core Strategy Policy (2012)	Contribution and Benefits
	<i>the building. As such, the Proposed Development will be at the forefront of best practice low carbon design.</i> <i>Nonetheless, an Energy Statement is submitted in support of this planning application. The Energy Statement details the additional carbon-saving benefits of incorporating air source heat pumps to provide the heating and cooling for the building, and the provision of a photovoltaic cell array to utilise the main roof for on-site generation of renewable energy.</i> <i>Further information on the approach to zero carbon decentralised energy infrastructure can be found in the Sustainability Statement and the appended Energy Statement submitted in support of the planning application.</i>
Policy EN6 (Target Framework for CO2 reductions from low or zero carbon energy supplies) Applications for development over 1,000 sq.m. will be expected as a minimum to meet the target shown in Tables 12.1 or 12.2, unless this can be shown not to be viable. This should be demonstrated through an Energy Statement, which sets out the projected regulated energy demand and associated CO2 emissions for all phases of the development.	<i>An Energy Statement has been prepared and is submitted in support of this planning application. The Energy Statement details the additional carbon-saving benefits of incorporating air source heat pumps to provide the heating and cooling for the building, and the provision of a photovoltaic cell array to utilise the main roof for on-site generation of renewable energy.</i> <i>By utilising the approaches and strategies set out in the body of the Energy Statement, it has been demonstrated that the new development is expected to surpass Part L 2013 by 33.8%, therefore providing a pass beyond Part L 2010 equivalent to 42.8%, 27.8% beyond the MCC target.</i> <i>All in all the strategy would save a total of 540 tonnes of Carbon emissions each year, when compared to the notional building under Part L (2013).</i>
Policy EN8 (Adaptation to Climate Change) - 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. In achieving developments which are adaptable to climate change developers should have regard to the criteria detailed in Policy EN8.	<i>The Site is located entirely within Flood Zone 1 and is at low probability of flooding, defined as land with less than 1 in 1,000 year annual probability of river or sea flooding. The Site is however located within a Canal Breach Hazard Zone and, as with the majority of the City, is located within the Manchester, Salford and Trafford Critical Drainage Area.</i> <i>A detailed assessment of the flood risk effect of the Proposed Development is detailed within the Environmental Statement Chapter 13 Water Quality, Flood Risk and Drainage and accompanying appendices, including a site-specific Flood Risk Assessment and Drainage Strategy prepared by BuroHappold. The assessment has taken the following current and future sources of flooding into consideration: fluvial, tidal, groundwater, artificial sources, surface water and sewers.</i> <i>The Flood Risk Assessment and Drainage Strategy demonstrate that the risk of flooding is reduced where possible and the Proposed Development is safe from flooding for its design lifetime. The development of the</i>

Core Strategy Policy (2012)	Contribution and Benefits
	<i>Site will also not lead to increased flood risk to other sites.</i> <i>The Proposed Development also provides the opportunity to achieve environmental enhancement. This will not only be achieved through the economic and social environmental improvements mentioned earlier, but also through public realm improvements and the development of a deliverable route map to achieve Manchester's Zero Carbon 2038 targets. The green infrastructure and public realm improvements proposed include a range of green infrastructure measures including raised planters, tree planting, green screens and wildflower planting, which will enhance the ecological value of the Site and provide links with existing green infrastructure. This will support local wildlife and help create a sense of wellbeing for users in the public realm and the general public passing by.</i> <i>The feasibility of a green roof has been extensively considered, taking a multi-disciplinary approach to fully identify its co-benefits beyond biodiversity of sustainable drainage, air quality improvements and urban cooling. However, it was not considered feasible.</i> <i>Furthermore, the Proposed Development has been designed for future climate weather data to mitigate the risk of overheating within the arena in the short term and ensure it is adaptable in the long term by providing spatial and technical allowances for future retrofit. The cooling hierarchy has been applied to minimise future energy relating to increased cooling with rising temperatures. Externally, soft landscaping and the building overhang will provide natural shading and urban cooling during heatwaves.</i> <i>In summary, the Proposed Development has been designed from the outset to be adaptable to climate change and to be at the forefront of energy efficiency and best practice low carbon design, aspiring to be one of the most sustainable UK venues and amongst the world's leading.</i>
Policy EN 9 (Green Infrastructure) New development will be expected to maintain existing green infrastructure in terms of its quantity, quality and multiple function. Where the opportunity arises and in accordance with current Green Infrastructure Strategies the Council will encourage developers to enhance the quality and quantity of green infrastructure, improve the performance of its functions and create and improve linkages to and between areas of green infrastructure.	<i>Green Infrastructure also forms an important aspect of the scheme to provide comfortable zones sheltered from winds and to direct crowd flows.</i> <i>Opportunities to enhance biodiversity on-site are incorporated into the design of the Proposed Development including a green ring around the building, linking with existing surroundings including the Ashton Canal and Philips Park, to enhance the Site's biodiversity value.</i> <i>The soft landscape strategy includes the provision of a range of planting including through raised planters, tree planting, green screens and wildflower planting and have been incorporated to enhance the sites environmental value. The external seating areas,</i>

Core Strategy Policy (2012)	Contribution and Benefits
Where the benefits of a proposed development are considered to outweigh the loss of an existing element of green infrastructure, the developer will be required to demonstrate how this loss will be mitigated in terms of quantity, quality, function and future management.	<i>decking and paving have all also been designed carefully to direct crowd flows, but also create a strong sense of place and an environment which is suitable for both event days and non-event days. Further information about the landscaping strategy can be found in the Design and Access Statement submitted with this planning application.</i> <i>The feasibility of a green roof has been extensively considered, taking a multi-disciplinary approach to fully identify its co-benefits beyond biodiversity of sustainable drainage, air quality improvements and urban cooling. However, as described in Section 6 of this Statement it was not considered feasible.</i> <i>It is also recognised that biodiversity is not simply delivered at the end of construction but is something that is nurtured over time to ensure wildlife can flourish. The Etihad Campus management team are already engaged in a number of habitat monitoring initiatives across the site, linked to trialling different sustainable land management practices to maximise both habitat creation and carbon storage.</i> <i>The Proposed Development will align with the Campus' existing successful land management policies and processes through contributing funds to the Campus landscape and habitat management plan. In addition, staff will be encouraged to volunteer time to support the ongoing Campus biodiversity outreach work with local schools and community groups.</i> <i>In summary, the Proposed Development is considered to have a negligible impact on ecology and a number of design measures will actively seek to enhance the ecological environment on the Site.</i>
Policy EN 14 (Flood Risk) Development should be directed away from sites at the greatest risk of flooding, and towards sites with little or no risk of flooding. All new development should minimise surface water run-off, including through Sustainable Drainage Systems (SUDS) and the appropriate use of Green Infrastructure.	<i>The Site is located entirely within Flood Zone 1 and is at low probability of flooding, defined as land with less than 1 in 1,000 year annual probability of river or sea flooding. The Site is however located within a Canal Breach Hazard Zone and, as with the majority of City, is located within the Manchester, Salford and Trafford Critical Drainage Area.</i> <i>A detailed assessment of the flood risk effect of the Proposed Development is detailed within the Environmental Statement Chapter 13 Water Quality, Flood Risk and Drainage and accompanying appendices, including a site-specific Flood Risk Assessment and Drainage Strategy prepared by BuroHappold.</i> <i>The assessment has taken the following current and future sources of flooding into consideration: fluvial, tidal, groundwater, artificial sources, surface water and sewers. As detailed in the Drainage Strategy it is proposed that the Proposed Development incorporates permeable paving, catchpit manholes and an</i>

Core Strategy Policy (2012)	Contribution and Benefits
	<i>attenuation tank which will all provide an improvement in the quality of surface water discharge from the Site.</i> <i>The Flood Risk Assessment and Drainage Strategy demonstrate that with these measures in place, the risk of flooding is reduced where possible and the Proposed Development is safe from flooding for its design lifetime. The development of the Site will also not lead to increased flood risk to other sites.</i> <i>A section of the River Medlock, is culverted underneath part of the Site. The Flood Risk Assessment includes further investigation into the culvert, however, the works proposed near the Medlock culvert are not intrusive and are minor works for highways (partial resurfacing of existing road). Due to the high footfall across the Etihad Campus, it is not considered appropriate to open-up this culvert.</i>
Policy EN 15 (Biodiversity and Geological Conservation) The Council will seek to maintain or enhance sites of biodiversity and geological value throughout the City. Developers will be expected to identify and implement reasonable opportunities to enhance, restore or create new biodiversity, either on-site or adjacent to the site, contributing to linkages between valuable or potentially valuable habitat areas where appropriate.	<i>An Ecological Appraisal has been conducted for the Site and is submitted in support of the planning application. The survey identified that the Site is not within, nor does it contain, any ecological designations including Sites of Special Scientific Interest (SSSI), Sites of Biological Importance (SBI) or Special Protection Areas (SPA). However, the Ashton Canal to the south of the Site boundary is a non-statutory designated SBI, protected under national and local planning policy.</i> <i>Whilst the Site was used as poor-quality occasional parking, the survey did identify areas of the Site as unimproved neutral grassland, scrub encroachment and broadleaved trees. Despite being mainly gravel and hard standing, the Site has naturally colonised over time and typical of a site with ongoing disturbance, there are areas of bare ground where parking and storage use continues.</i> <i>As described in detail in Section 4 of this Statement, no significant impact on the ecological features is anticipated from the proposed construction activities or during operation of the Proposed Development. Instead the Proposed Development will comprise of the replacement of an existing poor quality site with enhanced public areas and investment in improved environment and habitat on and off the Site.</i>
Policy EN 16 Air Quality The Council will seek to improve the air quality within Manchester, and particularly within Air Quality Management Areas, located along Manchester's principal traffic routes and at Manchester Airport. Developers will be expected to take measures to minimise and mitigate the local impact of emissions from traffic generated by the development, as well as emissions created by the use of the development	<i>The Site is situated in the Greater Manchester Combined Authority Air Quality Management Area (AQMA).</i> <i>Chapter 6 Air Quality and Dust of the Environmental Statement submitted in support of this planning application assesses the likely environmental effects of the Proposed Development with regards to Air Quality. The assessment takes into account existing conditions in the vicinity of the Site and the potential impacts during construction and operational phases of the Proposed Development. As part of this the assessment considers: construction dust emissions; air quality emissions from traffic associated with operation and construction of the</i>

Core Strategy Policy (2012)	Contribution and Benefits
itself, including from Combined Heat and Power and biomass plant. When assessing the appropriateness of locations for new development the Council will consider the impacts on air quality, alongside other plan objectives. This includes cumulative impacts, particularly in Air Quality Management Areas.	<i>development, and emissions from proposed combustion plant.</i> <i>With regards to construction effects, the impacts from construction traffic emissions is negligible, but there is a high risk of dust nuisance to nearby receptors, such as the Ashton Canal to the south of the Site and the nearby Etihad Stadium amenity areas. Mitigation measures have been recommended in line with the level of risk, to minimise emissions at the source and prevent emission release. The assessment identified that if all mitigation measures are effectively implemented throughout the operation phase, there will be no residual impacts as a result of the construction phase of the development.</i> <i>With regards to operational effects, no significant air quality impacts have been predicted. The increase in traffic flows resulting from the Proposed Development is relatively low in comparison to the flows already present on the arterial roads surrounding the site. The impact from proposed combustion plant is also negligible on nearby receptors. As such, no further mitigation is therefore required with respect to operational emissions.</i> <i>It can therefore be concluded that with the implementation of proposed construction mitigation measures, the Proposed Development will not have a significant effect on air quality and aligns to national planning policy and the relevant policies contained in the Development Plan in this regard.</i>
Policy EN17 Water Quality With reference to the Manchester-Salford-Trafford SFRA and other relevant documents: • Development should avoid any adverse impact on water quality, including during the construction phase, and wherever possible should seek to enhance water quality, both chemical and ecological; • Development should minimise surface water run-off from development and associated roads, and maximise the use of appropriate sustainable drainage systems, to minimise groundwater contamination, and to avoid pollutants reaching watercourses; • Development close to a watercourse should also ensure	<i>As detailed within the Flood Risk Assessment, the Site is located entirely within Flood Zone 1 and is therefore at low probability of flooding, defined as land with less than 1 in 1,000 year annual probability of river or sea flooding. The Site is however located within a Canal Breach Hazard Zone and, as with the majority of city, is located within the Manchester, Salford and Trafford Critical Drainage Area.</i> <i>Nonetheless, as detailed in the Drainage Strategy submitted in support of this planning application, a number of sustainable urban drainage system measures are proposed, including: permeable paving, catchpit manholes and an attenuation tank. These measures will not only protect the site from extreme storm events, but will minimise surface water run-off, and will improve the quality of surface water discharge from the site.</i> <i>To mitigate against any impact of the Proposed Development on the adjacent Ashton Canal, two-stream litter bins will also be provided throughout the public realm podium areas at frequent intervals, with residual waste and dry mixed recycling (DMR) segregated. They will be concentrated more densely at key waste generation hotspots (e.g. places where people are likely to congregate). The Site Team will regularly service the litter bins and undertake litter picks to ensure that</i>

Core Strategy Policy (2012)	Contribution and Benefits
that waste or litter cannot enter the watercourse from the site; Development should, where feasible and appropriate, seek to open up any culverted or hidden watercourse beneath the site to improve the ecological status of that watercourse.	waste does not become an environmental or visual nuisance.
Policy EN 18 Contaminated Land and Ground Stability <i>The Council will give priority for the remediation of contaminated land to strategic locations as identified within this document. Any proposal for development of contaminated land must be accompanied by a health risk assessment.</i> <i>All new development within former mining areas shall undertake an assessment of any associated risk to the proposed development and, if necessary, incorporate appropriate mitigation measures to address them.</i>	<i>A Geoenvironmental and Geotechnical Desk Study for the Site was undertaken by BuroHappold, with the purpose to establish the environmental, geological, hydrological and hydrogeological conditions present at the Site that may result in potential contamination and/or geotechnical design risks for the proposed future use. The Geoenvironmental and Geotechnical Desk Study includes a Preliminary Geoenvironmental Risk Assessment.</i> <i>A Coal Mining Assessment is also submitted in support of this planning application and identifies the risks that coal mining poses to the Proposed Development and how this influences the design and required mitigation measures.</i> <i>A Ground Investigations Report was subsequently prepared by Structural Soils Ltd (SSL) and is submitted in support of this planning application. The purpose of the work was to obtain geotechnical and geoenvironmental information for the Proposed Development which comprises extensive earthworks, retaining walls and piled foundations. The intrusive works included cable percussion boring and rotary drilling, trial pitting, in situ testing, laboratory testing and the preparation of this report.</i> <i>All reports form technical appendices to Environmental Statement Chapter 7 Ground Conditions.</i>
Policy EN19 Waste – the Council will require all developers to demonstrate the proposals consistency with the principles of the waste hierarchy. All developers will be required to submit a waste management plan to demonstrate how both construction and demolition waste will be minimised and recycled wherever possible and how the sustainable waste management needs of the end user will be met.	<i>An operational Waste Management Strategy is submitted in support of the planning application and describes how the waste generated from the Proposed Development will be managed once the venue is operational.</i> <i>The strategy has been formulated with the guiding vision of helping the venue to operate efficiently, sustainably and safely, all while minimising impacts on building performance, the users of the Site, and the Site environment. In line with this, the emphasis will first and foremost be on minimising the amount of waste that is generated.</i> <i>In the interest of sustainability and efficiency, the Applicant has explored a number of opportunities to integrate the Proposed Development with the rest of the Etihad Campus. This includes the provisions for servicing</i>

Core Strategy Policy (2012)	Contribution and Benefits
	<i>and waste management. As such, the Applicant is proposing to make use of existing infrastructure in order to maximise operational efficiencies.</i> <i>Product procurement will play a key role in minimising waste, with particular consideration given to how goods are packaged (e.g. using no packaging, edible materials, less packaging or packaging that is made up of a proportion of recycled materials). The Proposed Development targets to eliminate single use plastics, generate zero waste to landfill and engage with the supply chain in relation to packaging and recycling. The Applicant will also use in-use waste audits such as food waste tracking systems to avoid over ordering and improve recycling rates and will commit waste contractors to monitoring and inspecting the final destination of sorted material.</i> <i>Any waste that is generated will be segregated at source into a number of streams. As a minimum, residual waste and dry mixed recyclables will be separated, although some areas will also segregate glass and organic waste.</i> <i>Two-stream litter bins will also be provided throughout the public realm podium areas at frequent intervals, with residual waste and dry mixed recycling (DMR) segregated. They will be concentrated more densely at key waste generation hotspots (e.g. places where people are likely to congregate). To help reduce the risk of littering and improve recycling capture rates, messages on bins will be simplified, for example, through using images of recyclable and non-recyclable items.</i> <i>All in all, the Proposed Development has been designed to have full regard to the environmental, social and economic impacts of such development, with a deliverable route map to achieve zero carbon by 2038 and the concept has also been applied with regards to waste.</i>
Policy DM1 Development Management - All development should have regard to the specific issues including: affects on amenity such as noise, light, air quality, road safety and traffic generation; accessibility; community safety and crime prevention; vehicular access; and, green infrastructure.	<i>The Proposed Development has been designed to have regard to the effects on amenity such as noise, light, air quality, road safety and traffic generation, accessibility, community safety and crime prevention; vehicular access; and, green infrastructure, with various technical chapters contained in the Environmental Statement dedicated to determining the impact on amenity and outlining appropriate mitigation measures where required.</i> <i>As detailed in the Operating Schedule and Events Management Plan submitted in support of this planning application, the approach to the management and operation of the Proposed Development is that of an integrated approach aside the existing Etihad Campus facilities.</i>

Core Strategy Policy (2012)	Contribution and Benefits
	<i>The arena operators OVG will issue an EMP to all stakeholders in advance of each event which can be discussed at the regular operations and coordination meetings, where management operation and mitigation measures will be discussed to ensure the arena provides a safe, secure and enjoyable environment for all visitors, clients and performers.</i>

Saved Policies of the Manchester Unitary Development Plan (1995)

There are a number of Saved Policies from the Manchester UDP which apply post Core Strategy adoption. Those relevant to the development are outlined below. Many of the policies of the UDP are significantly out of date and need to be assessed in that context.

Saved UDP Policy (1995)	Contribution and Benefit
EM11 Sportcity Sportcity is a major focus for regeneration activity on previously developed land. It is located in a strategic position at the heart of East Manchester with excellent infrastructure and proposed infrastructure links to the City Centre, adjacent areas and the national motorway network. Within Sportcity, development will be permitted which includes: International sports facilities and mixed use development along Alan Turing Way; and further commercial development to complement the nature and scale of facilities and their accessibility.	<i>The Site is located at Sportcity to which this policy relates. The Policy promotes the development of the Site for uses which will support the development of a sports/commercial cluster.</i> <i>Although this Saved Policy pre-dates the regeneration activity, which has now taken place at the Etihad Campus, it still shows support for the ongoing regeneration of Sportcity.</i> <i>The development of an arena at the Etihad Campus clearly aligns to the continued focus for regeneration of the Sportcity site and will act to further promote the Etihad Campus as a world-class destination for sport, performance and leisure.</i>
E3.3 Environmental Improvement and Protection The Council will upgrade the appearance of the City's major radial and orbital roads and rail routes. This will include improvements to the appearance of adjacent premises; encouraging new development of the highest quality; and ensuring that landscape schemes are designed to minimise litter problems.	<i>The Proposed Development will comprise of a recognisable and future iconic Manchester building with a high quality design along Alan Turing Way. The associated public realm also aims to provide a landmark design, which will create a sense of place where people spend time together.</i> <i>The high quality innovative design and use of modern materials is congruent of the state of the art facilities elsewhere at the Etihad Campus and will add visually and architecturally to the area, supporting the commercial nature of the cluster of sports and entertainment facilities in this location.</i>
Citywide Development Control Policy 26 The Council intends to use the development control process to reduce the impact of noise on people living and	<i>An Assessment of Noise and Vibration has been undertaken by BuroHappold, and the results are set out at Environmental Statement Chapter 10 Noise and Vibration and accompanying appendices. The Assessment considers the effect of the Proposed</i>

Saved UDP Policy (1995)	Contribution and Benefit
working in, or visiting, the City. In giving effect to this intention, the Council will consider both: a) the effect of new development proposals which are likely to be generators of noise; and b) the implications of new development being exposed to existing noise sources which are effectively outside planning control. Developments likely to result in unacceptably high levels of noises will not be permitted: a) in residential areas; b) near schools, hospitals, nursing homes and similar institutions; c) near open land used frequently for recreational purposes. Where the council believes that a proposed development might generate potentially unacceptable levels of noise, it will in either case require the applicant to provide an assessment of the likely impact and of the measures he proposes to deal satisfactorily with it. Such measures might include the following: a) engineering solutions, including reduction of noise at source, improving sound insulation of sensitive buildings or screening by purpose-built barriers; b) layout solutions, including consideration of the distance between the source of the noise and the buildings or land affected by it; and screening by natural barriers or other buildings or noncritical rooms within a building; and c) administrative steps, including limiting the operating times of the noise source, restricting activities allowed on the site or	<i>Development through construction and during operation on the nearest noise sensitive receptors.</i> <i>The Assessment identified that a negligible effect on buildings due to construction vibration is predicted across all receptors.</i> <i>During construction, a short-term moderate / minor adverse effect of noise is predicted to occur at the existing Noise Sensitive Receptors (NSRs). With appropriate noise mitigation measures applied and satisfactorily implemented, construction noise is expected to have a minor adverse effect on NSRs.</i> <i>The operational effects assessment considered operation noise from entertainment noise, crowd noise, fixed plant and equipment, and operational traffic. The Assessment outlines that the Proposed Development is predicted to have a negligible impact on the noise-sensitive receptors if noise emissions from the fixed mechanical plant and equipment are kept to 5 dB below the background noise level, and 10 dB below the background noise level at the nearest noise sensitive receptors from entertainment noise.</i> <i>In summary the Proposed Development will not result in unacceptably high levels of noise or vibration.</i>

Saved UDP Policy (1995)	Contribution and Benefit
specifying an acceptable noise limit. Any or all of these factors will be considered appropriate for inclusion in conditions on any planning permission. The Council will control noise levels by requiring, where necessary, high levels of noise insulation in new development as well as noise barriers where this is appropriate. Exceptions to the general policy will be considered on their merits. The Council accept, as an example, that the occasional use of outdoor facilities such as sports stadia for concerts can be acceptable in certain circumstances. Any such proposal will be considered in the light of consultation with local residents and others, and the practicability of appropriate conditions on any approval.	

Guide to Development in Manchester – Supplementary Planning Document and Planning Guidance (2007)

The Guide to Development SPD sets out the design principles and standards that the City Council expects new development to achieve. The key principles and standards of relevance to the Proposed Development are set out in the table below.

Guide to Development SPD (2007)	Contribution and Benefits
Good open space contributes to a sense of place -Successful open spaces play a vital role within the City. Successful open spaces encourage use and ownership by local people, stimulating neighbourliness and pride, and contributing to people's sense of wellbeing.	<i>The landscape proposals for the Site have been key in shaping the character and quality of the development as a whole and form part of a wider strategy for the Etihad Campus.</i> <i>The public realm of the Proposed Development aims to provide a landmark design which will create a sense of place where people spend time together. This will enhance the local environment, and may help to encourage greater use of existing green and blue spaces, including the Ashton Canal towpath and Philips Park.</i>
Buildings height should be carefully considered - It is important that new developments are of an appropriate height having regard to location, character of the area and specific site circumstances and local effects, such as microclimatic ones.	<i>The nature of the Proposed Development requires the development of a large-scale building to ensure that the capacity and facilities required for the best arena in Europe can be accommodated. The venue's functional requirements to meet the client's brief, limits the opportunities to experiment with different scales and massing for the Proposed Development.</i> <i>Yet the compact nature of the Proposed Development means that it will only rise to approximately 40m in height. In the context of the surrounding Etihad</i>

Guide to Development SPD (2007)	Contribution and Benefits
	<i>Stadium, which rises significant above this at 70m in height, the Proposed Development is not regarded to be substantially taller than its neighbours.</i> <i>The scale of the Proposed Development is therefore in keeping with other buildings in the vicinity of the Site, including the Etihad Stadium, the two large gasholders, and the three apartment buildings east of Alan Turing Way, which rise to up to 10 storeys.</i> <i>The compact design means that the arena is much lower in height than other comparable arenas such as the O2 arena in London, which is circa 50m to the roof of the structure. As a result, the Proposed Development will not significantly change the skyline. The visual impact of the Proposed Development is assessed in the Environmental Statement Chapter 11 Townscape and Visual Impact and accompanying appendices.</i> <i>Nonetheless, the Design Team has worked hard to create a recognisable and future iconic Manchester building, with acknowledgement for its surroundings, whilst ensuring the Proposed Development creates an event experience that visitors will enjoy. The form of the building is simplistic, yet iconic, with a distinctive form allowing for a simple diagram of the building to be used to give the venue a strong placemaking identity.</i> <i>To create an attractive, pedestrian friendly local environment and given the nature of the use attracting crowds of people, an assessment of wind conditions has been undertaken. Mitigation measures were suggested to improve the conditions on parts of the level 1 podium area. In addition, existing landscape was also modelled to determine its effect on improving conditions in the areas surrounding the Proposed Development.</i> <i>The results also show that there are no areas where the safety criteria has been exceeded within the Proposed Development and nearby perimeter areas, once landscape and mitigation measures have been implemented.</i>
Minimising the Impact of Car Parking - The SPD recognising the demands for car parking within new development proposals. It recommends that the reliance of car parking should be reduced by ensuring easy access to amenities including public transport are provided.	<i>The Site is within an accessible location, with sustainable modes of transport already being a favourable option for visitors and staff to the Etihad Campus.</i> <i>The further support the Etihad Campus and the Site as a sustainable destination, the Proposed Development has been designed firstly to promote pedestrian and cycle movements and secondly to facilitating access to high quality public transport. A Travel Plan has been prepared and details the measures for the promotion and enhancement of sustainable transport modes for staff and visitors to the arena.</i> <i>Due to the sustainable nature of the Site, no car parking spaces are proposed as part of the Proposed</i>

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	<i>Development. That said, the Etihad Campus already contains a number of car parking spaces.</i> <i>As detailed in Section 7, any required parking provision for the Proposed Development will be made within these existing car parks. The number of parking spaces available to arena visitors will vary depending on the pattern of events taking place across the Etihad Campus at the time.</i> <i>Car parking spaces for arena visitors will be made available on a pre-booked basis only. Spaces will only be advertised two weeks in advance of an event to encourage people to use sustainable modes of transport.</i> <i>Where practical, live travel information in the area will allow for intelligent parking solutions where visitors are parked according to their direction of travel, in order to minimise congestion on entry and exit. This, alongside, the arena's potential pre and post event catering offer, will encourage a more staggered egress and in order to minimise congestion on entry and exit.</i> <i>Car parking demand and take-up will be managed through measures which will be detailed in the EMPs prepared in advance of each event. The EMPs will be discussed at the regular operations and coordination meetings, where management operation and mitigation measures will be discussed to ensure safe access and egress to the Proposed Development and to provide a safe, secure and enjoyable environment for all visitors, clients and performers.</i>
Energy Efficiency - The SPD encourages high standards of energy efficiency in new development and requires developers to consider necessary steps to reduce energy demand at earlier stages of design. It encourages proposal to minimise reliance on energy using equipment for heating, cooling, lighting and natural ventilation.	<i>The Proposed Development will promote sustainability and be at the forefront of energy efficiency and best practice low carbon design, aspiring to be one of the most sustainable UK venues and amongst the world's leading. Collectively, the Proposed Development and the Etihad Campus aspire to realise locally-inclusive, globally-competitive economic growth, whilst simultaneously transforming to a net zero-carbon campus.</i> <i>Sustainability best practice commitments have therefore been embedded into the Proposed Development from the outset. Further information is contained in the Sustainability Statement and its associated appendices.</i> <i>The Proposed Development has actively sought to minimise energy requirements in the first instance through an energy efficient envelope (high performing insulation and detailing for good air tightness) and high efficiency building services systems. This ensures the building has an inherent low operational energy baseline.</i> <i>To ensure the Proposed Development can continue to transition towards net zero carbon in operation by 2038, the building services systems have been designed to operate on predominantly electricity to minimise on-site</i>

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	<i>fossil fuel combustion and benefit from long-term grid decarbonisation. The exception are gas-fired boilers for hot water and gas for catering, which can easily be replaced in the future when electricity-led systems become more carbon and energy efficient.</i> <i>By utilising the approaches and strategies set out in the body of the Energy Statement, it has been demonstrated that the new development is expected to surpass Part L 2013 by 33.8%, therefore providing a pass beyond Part L 2010 equivalent to 42.8%, 27.8% beyond the MCC target.</i> <i>All in all the strategy would save a total of 540 tonnes of Carbon emissions each year, when compared to the notional building under Part L (2013). As such, it is concluded that the Proposed Development aligns to both MCC's vision to be zero carbon by 2038, national planning policy and the relevant policies contained in the Manchester Core Strategy.</i>
New developments should maximise access for disabled people - The Council will expect developers to comply with the standards detailed in its "Design for Access 2" Manual, and to produce an access statement, which identifies their philosophy and approach to inclusive design.	<i>The Proposed Development has been designed, taking into account Design for Access 2 (DFA2), which is the Council's adopted design guidance on creating accessible environments and buildings, in particular meeting the needs of disabled people.</i> <i>From the outset, the Proposed Development has been designed to ensure that the Proposed Development is an accessible environment for all users. This includes consideration of the following: accessible parking; internal and external circulation space and entrances; gradients and ramp access; stairs, lifts and escalators; sanitary and changing facilities; internal finishes, fixtures and fittings; signage and wayfinding; a multi-faith room; an assistance dog spending area; and Sound reinforcement and hearing enhancement systems.</i> <i>As such, the Proposed Development has been designed for ease and surety of movement, ensuring that all users are, from the outset, able to access all that the venue has to offer safely, with dignity, comfort, convenience and confidence. In doing so, the venue aims to achieve world-class inclusive access standards including Changing Places provision.</i> <i>The proposals not only consider those barriers that form physical constraints but also barriers experienced by people who are neurodivergent, have mental ill health issues, who are deaf, deafened and hard-of-hearing and people or who are blind or partially sighted. As such, the Proposed Development is also aiming towards Striving for Attitude Gold Standard, which seeks to improve deaf and disabled people's access to live music.</i> <i>The Applicant is also in the process of forming an All Access Group with members of the local community to</i>

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	<i>ensure that they continue to work with key stakeholders to deliver a great facility and experience for everyone.</i>



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