



Jennifer Atkinson <j.atkinson@manchester.gov.uk>

Planning Ref 126431/FO/2020. Etihad Campus Arena.1 message

19 May 2020 at 13:38

To: "j.atkinson@manchester.gov.uk" <j.atkinson@manchester.gov.uk>, "planning@manchester.gov.uk" <planning@manchester.gov.uk>

Dear Ms. Atkinson,

Planning Ref 126431/FO/2020

SJM Concerts are a national concert promoting company with our offices in Manchester. We promote around 2,000 concerts in the UK annually and approximately 30 of these take place at the Manchester Arena. Whilst we will continue to promote concerts in the Manchester Arena we are very excited about the plans The Oak View Group have presented for an Entertainment Arena at the Etihad Campus. The Etihad Stadium hosts around seven concerts annually and it has proved to be a very popular destination for concert goers.

We would like to add the support of SJM Concerts to the planning application for this new Arena. We feel it will benefit the music and entertainment culture of the City as well as benefit the community in the surrounding locale. We see people travel from all over the North of England to our concerts in Manchester and this will certainly add to that traffic and increase the associated spend in Manchester.

We welcome this development application and look forward to a positive outcome.

Yours sincerely,

Rob

Rob Ballantine

Director

SJM Concerts

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