

Marketing Manchester^{GM}

^{GM}Proud to be part of The Growth Company

Manchester City Council,
Planning Department,
Strategic Development Directorate,
PO Box 532,
Manchester M60 2LA

5 May 2020

Dear Sirs

Planning Reference 126431/FO/2020

I am writing with regards to the above planning application and wish to set out Marketing Manchester's support for this development.

Marketing Manchester is the official tourist board and Destination Marketing Organisation for Greater Manchester, with a remit from our public and private sector partners to promote Greater Manchester on a national and international stage.

The proposal to develop an arena in East Manchester is in line with the current Strategy for Tourism in Greater Manchester which identifies the importance of live events as a key driver to the continuing growth and success of the city region as a visitor destination.

Marketing Manchester has been in regular dialogue with Oak View Group over the past 12 months, providing background on the tourism and leisure market. During this time, the Oak View Group have indicated their ambition to become a proactive and supportive partner to Marketing Manchester in order to stimulate further growth in the visitor economy.

In support of the application, I would like to draw attention to the following:

- £350m private investment into Manchester ready to start on site subject to a favourable planning outcome in September this year.
- The potential to create nearly 3,500 jobs in construction and over 1,000 FTE operating jobs across a variety of sectors and creating over £1bn of gross value added to the Manchester economy.

Managing Director Sheona Southern

Marketing Manchester, Lee House, 90 Great Bridgewater Street, Manchester, M15JW

Telephone +44 (0)161 237 1010 **Email** info@marketingmanchester.com **www.marketingmanchester.com**

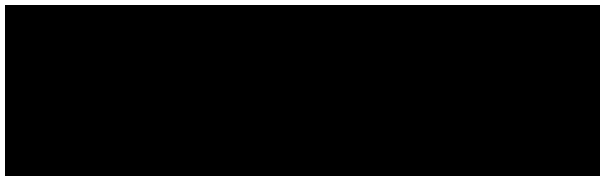
A company limited by guarantee registered in England no. 319 259 2. VAT registration number: 727102071

- Priority to employ local residents and a commitment to provide training and skills to enable them to fill these roles
- The arena will be the most sustainable arena in the UK and Europe – setting a new standard for energy efficiency, renewable energy, water management, waste and recycling
- The arena will set new standards for customer experience, hospitality offers, partnership opportunities and artist experience
- The live event industry continues to experience strong growth - a new state of the art arena will attract additional shows to Manchester and enable the city to bid for major events that will raise the profile of the city, attract more visitors and stimulate the local economy further.

I do hope that the Planning Committee is able to support this application.

Yours sincerely,

Sheona Southern



Sheona Southern
Managing Director