

Proposals for a New Arena in East Manchester

Statement of Community Involvement

March 2020

Table of Contents

1. Executive Summary.....	6
2. Introduction and Approach to Consultation	9
2.1 Overview	9
2.2 Development Description and Site Location.....	9
2.3 Policy Requirements	10
2.4 Consultation Objectives and Principles	12
2.4.1 Objectives	12
2.4.2 Principles	12
2.5 Community Consultation Process Overview	12
3. Community and Stakeholder Mapping	14
3.1 Stakeholder Engagement	14
3.1.1 Elected Political Representatives	14
3.1.2 Existing Campus Occupiers.....	14
3.1.3 Key Local Organisations.....	15
3.1.4 Local Businesses and Residents.....	15
4 Early Conversations with Key Stakeholders.....	17
4.1 Ward Councillors.....	17
4.2 Meetings with other key stakeholders.....	17
5 Phase One Community Consultation	19
5.1 Introduction and aims of consultation process	19
5.2 Publicising the Community Consultation	19
5.2.1 Consultation Postcard	19
5.2.2 Consultation Phase One Stakeholder Brochure	19
5.2.3 Community Access Points	19
5.2.4 Consultation Website	20
5.2.5 Media Coverage.....	21
5.2.5.1 Online Media.....	21
5.2.5.2 Social Media	22
5.2.5.3 Online media results	25
5.3 Phase One Consultation Drop-in Sessions	26
5.3.1 Events overview.....	26
5.3.2 Event attendees.....	27
5.4 Methods for Receiving Feedback	28
5.4.1 Telephone Information Line	28
5.4.2 Email	28
5.4.3 Feedback Form.....	28
6 Phase One Community Consultation Feedback	29

6.1	Summary of Feedback Received.....	29
6.2	Analysis of Feedback Forms	29
6.2.1	Responses to multiple questions within the feedback form.....	30
6.3	Main Findings and Consideration of Issues.....	34
7	Phase Two Consultation.....	59
7.1	Introduction and aims of consultation process	59
7.2	Publicising the Community Consultation	59
7.2.1	Consultation Postcard	59
7.2.2	Community Access Points	59
7.2.3	Consultation Website	61
7.2.4	Emails and letters	63
7.2.5	Media	63
7.2.5.1	Online Media.....	63
7.2.5.2	Social Media	64
7.2.5.3	Online and Social media results	66
7.2.5.4	Conclusions	68
7.3	Phase two consultation drop-in sessions	69
6.4.1	Events overview.....	69
6.4.2	Event attendees.....	70
8.	Phase Two Community Consultation Feedback	73
8.1	Summary of Feedback Received.....	73
8.2	Analysis of Feedback Forms	73
8.2.1	Responses to multiple questions within the feedback form.....	74
8.3	Main Findings and Consideration of Issues.....	81
9.	Influence of Consultation on Proposals.....	93

List of Figures

Figure 1: A location plan of the development site.....	9
Figure 2: Engagement and consultation timeline.	13
Figure 3: Consultation postcard distribution area (Courtesy of Google Maps). The points indicate the outer limit of the distribution area.	16
Figure 4: A photo of the poster at Bridge 5 Mill in situ.....	20
Figure 5: Screenshots from the consultation website (extracted Wednesday 2 October 2019)	21
Figure 6: Screenshots of Place North West articles published on Monday 7 October 2019 and Tuesday 15 October 2019, respectively.	22
Figure 7: Screenshots of two social media posts about the phase one consultation from Bridge 5 Mill.....	23
Figure 8: Screenshots of Tweets from Majid Dar, ward councillor for Ancoats and Beswick	24
Figure 9: Tweet from the Applicant's Twitter account on 14 October 2019 regarding the phase one consultation ...	25
Figure 10: Graph showing total visits to the project website during the phase one consultation period (2 October – 25 October 2019)	25
Figure 11: Locations of the phase one community consultation drop-in sessions in relation to the potential site location.....	26
Figure 12: Location of event attendees during the phase one community consultation drop-in sessions	27
Figure 13: Photographs from the phase one consultation drop-in sessions	28
Figure 14: Graph showing how respondents to the online and drop-in session feedback forms responded to the question 'how would you describe yourself?'.....	30
Figure 15: Graph showing how respondents to the drop-in session feedback forms responded to the question 'how did you find out about today's consultation drop-in session?'	31
Figure 16: Chart showing how respondents to the drop-in session feedback forms responded to the question 'how informative did you find today's drop-in session?'	31
Figure 17: Graph showing the number of times each priority was selected (either ticked or ranked) for Question 532	
Figure 18: Graph showing the number of times topics were raised as part of respondents' top three priorities (1 being the most important; 3 being the least important).	33
Figure 19: Locations of phase two CAP Sites in relation to proposed development site	60
Figure 20: Posters and consultation postcards on display at Beswick Library.....	61
Figure 21: Screenshots from the consultation website following updates during phase two consultation (extracted Wednesday 13 November 2019)	62
Figure 22: Screenshots of IQ magazine online and PanStadia and arena management articles published on Tuesday 26 November 2019	63
Figure 23: Example Tweets from the Applicant's 'Eastlands Arena' (@eastlandsarena) Twitter account to publicise the phase two consultation	64
Figure 24: Example Facebook posts from the Applicant's 'Eastlands Arena' (@eastlandsarena) Facebook account to publicise the phase two consultation	65
Figure 25: Example Instagram post from the Applicant's eastlandsarena Instagram account to publicise the phase two consultation	65
Figure 26: Graph showing total visits to the project website during the phase two consultation period (13 November – 16 December 2019)	66
Figure 27: Chart showing sources of website traffic during the phase two consultation period.....	67
Figure 28: Locations of the phase two community consultation drop-in sessions in relation to the potential site location.....	69
Figure 29: Location of event attendees during the phase two community consultation drop-in sessions	71
Figure 30: Photographs from the phase two consultation drop-in sessions.....	72
Figure 31: Graph showing how respondents to the online and drop-in session feedback forms responded to the question 'how would you describe yourself?'.....	74
Figure 32: Graph showing how respondents to the drop-in session feedback forms responded to the question 'how did you find out about today's consultation drop-in session?'	75
Figure 33: Chart showing how respondents to the drop-in session feedback forms responded to the question 'how informative did you find today's consultation drop-in session?'	76
Figure 34: Graph showing how respondents to the drop-in session and online feedback forms responded to the question 'Do you agree with this approach of creating new canal side space?'.....	76

Figure 35: Graph showing how respondents to the drop-in session and online feedback forms responded to the question 'Do you agree with this approach of improving opportunities for walking and cycling?'.	77
Figure 36: Graph showing how respondents to the drop-in session and online feedback forms responded to the question "Do you agree with this approach to sustainable transport?".	77
Figure 37: Chart showing how respondents to the drop-in session and online feedback forms responded to the question 'Do you agree with this approach to enhanced parking zones?'.	78
Figure 38: Graph showing the number of times each priority was selected (either ticked or ranked) for Question 879	
Figure 39: Graph showing the number of times topics were raised as part of respondents' top three priorities (1 being the most important; 3 being the least important).	80

List of Tables

Table 1: List of political representatives consulted during the pre-application consultation.....	14
Table 2: Number of consultation responses received through each of the consultation channels.	29
Table 3: A table summarising topics raised by consultation respondents (through all feedback methods).	34
Table 4: Breakdown of the location of visitors to the project website (eastlandsarena-consult.com/) in the UK during the phase two consultation period	66
Table 5: Breakdown of total visits to the project website (eastlandsarena-consult.com/) during the phase two consultation period.....	67
Table 6: Social media results for paid campaign during time of consultation drop-in sessions (26 November – 03 December 2019)	67
Table 7: Social media results for paid campaign (between Thursday 12 December and Monday 16 December 2019).....	68
Table 8: Number of consultation responses received through each of the consultation channels for phase two consultation	73
Table 9: A table summarising topics raised by consultation respondents (through all feedback methods) during phase two consultation	81

List of Appendices

Appendix 1	Phase one consultation postcard
Appendix 2	Phase one consultation stakeholder brochure
Appendix 3	Phase one consultation poster
Appendix 4	Phase one consultation event displays
Appendix 5	Phase one consultation feedback form
Appendix 6	Breakdown of phase one consultation feedback
Appendix 7	Phase two consultation postcard
Appendix 8	Phase two consultation poster
Appendix 9	Phase two consultation covering email and letter
Appendix 10	Phase two consultation event displays
Appendix 11	Phase two consultation feedback form
Appendix 12	Breakdown of phase two consultation feedback

1. Executive Summary

This Statement of Community Involvement (SCI) has been prepared by Counter Context Ltd on behalf of the Applicant, Oak View Group (OVG) Manchester Limited.

It reports on the pre-application community consultation undertaken with local community groups, residents, businesses and other local organisations on the proposals for a potential new arena at the Etihad Campus in East Manchester.

A new, world-class entertainment arena is a major development proposal for the city of Manchester. Consequently, there was a clear requirement for a pre-application community consultation process which demonstrated best practice in its design and delivery. The consultation strategy was developed to provide meaningful opportunities for local people to engage with the Applicant and contribute to the progression of the development proposals.

An open, engaging and inclusive approach to consultation was also fully in accordance with the values of Oak View Group, as local insight and local talent are at the heart of every Oak View Group project.

Section 2 of this SCI explains the approach to consultation, including how the consultation strategy was designed in response to planning policy advice and guidance, at a national and local level.

The objectives of the consultation were to engage with a wide variety of people across the local area, making information about the proposals easily accessible, and providing opportunities for local people to actively participate in the development process by putting forward their ideas and suggestions. It was crucial to demonstrate that there was a transparent process through which local people's feedback was considered and influenced the proposals.

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 in the following diagram:



The multi-phase approach to consultation ensured that local people had the opportunity to comment on the development proposals at (a) an early, formative stage and (b) a more detailed stage, enabling community views to make a much more meaningful contribution than when consultation is undertaken only on a fully developed scheme.

Section 3 of this SCI identifies the key audiences for the consultation. It outlines the key political representatives, economic organisations, existing occupiers of the Etihad Campus, other local organisations as well as local residents and businesses.

It explains how a consultation distribution area of 8,628 residential and business properties surrounding the Site was designed and agreed as an area to which consultation publicity material would be distributed directly to people.

Section 4 reports on the early conversations with key local stakeholders to introduce the development proposals and inform the consultation process. Critical to this were three meetings with the three sets of Manchester City Council local ward councillors (for Ancoats and Beswick, Clayton and Openshaw, and Miles Platting and Newton Heath) on 19 September, 2 October 2019 and 20 February 2020. The first of these meetings introduced the consultation process and asked for feedback and suggestions to make the consultation as accessible to local people as possible. As a result of this meeting, an additional consultation event venue was added into the phase one community consultation activity plan.

In addition to local ward councillors, introductory meetings were held with other key stakeholder organisations including Etihad Campus occupiers, One Manchester, Hope Mill Theatre and other key economic and civic bodies.

Section 5 of this SCI sets out the activities undertaken as part of the first phase of community consultation on the proposed development, which ran from Wednesday 2 October to Friday 25 October 2019.

In summary, these activities included:

- Distributing a stakeholder brochure to key local stakeholder organisations and groups.
- Distributing consultation postcards to the agreed distribution area of 8,628 local properties.
- Displaying posters in key local meeting places and community facilities.
- Making live a consultation website to host information about the proposals, the consultation process, and an online version of the consultation feedback form.
- Promoting the consultation outside of the consultation postcard distribution area through local media and social media channels.

As part of the first phase of community consultation, a series of four consultation drop-in sessions were held from Monday 14 to Thursday 17 October 2019, at different venues surrounding the site. Venues were selected based on proximity to the development site, accessibility by public transport and for those with disabilities, and suggestions from ward councillors. Opening times were staggered across the four events to allow people with different working patterns or caring responsibilities to be able to attend at least one of the events. In total, 109 people attended the phase one consultation drop-in sessions.

Section 6 summarises the feedback received during the first phase of community consultation, which was received via feedback forms completed at the drop-in sessions; the online feedback form hosted on the consultation website; and by email and phone, through a dedicated consultation email address and freephone number. 66 submissions of feedback were received across these channels during the phase one consultation.

The feedback forms (hard copy and online) asked a series of closed and open questions in order to identify key themes and priorities from local people. The top priorities at this stage of consultation were:

- **Public transport improvements:** A high proportion of respondents said that improvements to public transport would be vital to help reduce the traffic impacts of the arena in the local area, specifically suggesting more frequent buses shuttle/buses, park & ride schemes, and more capacity on the Metrolink.
- **Jobs and skills:** Ensuring local people are made aware of job opportunities and training. A very common comment was people specifying that they want to see jobs go to local people.
- **Encouraging walking and cycling:** Another very common comment was that improved walking and cycling routes were needed. The safety of these routes was mentioned as a big priority – either through design or the use of marshals.
- **Parking:** Although a lot of the comments revolved around discouraging the use of the car, there were many comments about how parking needs to be managed. A very common theme was that there is a need for better/more enforcement, as well as restrictions such as more double yellow lines, in areas such as Briscoe Lane / Riverport Road and Lord North Street. A lot of comments related to existing parking issues and the need for better enforcement. In terms of a potential move to a permanent Controlled Parking Zone, respondent emphasised the need for easy access to permits for residents and their visitors.
- **Good management:** Unsurprisingly, the need for the effective management of noise, litter and the flow of people rank highly among the responses, with suggestions for plenty of signage, plenty of bins and recycling facilities, and scheduling to try to avoid clashes with events at venues nearby.

- **Environmental sustainability:** Many requests were made for commitments on sustainability, e.g. discouraging plastic use and encouraging recyclable products when selecting vendors, investigating solar panels; and investing in green space.

Section 7 of this SCI explains the activities undertaken during the second phase of community consultation, which ran from Wednesday 13 November to Monday 16 December 2019.

Following the first phase of consultation, the second phase was intended to present more developed designs for the proposed development, whilst looking to address priorities expressed during the previous phase of consultation.

Again, to raise awareness of the consultation in the local area, consultation postcards were distributed to 8,628 local properties, posters were displayed in key locations and emails were sent to key local stakeholders and those people who had participated in the first phase of consultation and asked to be kept informed.

During the second phase of community consultation, there was an increased focus on social media to raise awareness of the consultation, with a paid-for campaign targeting postcodes in the vicinity of the proposed development. The consultation website remained a key resource for people looking to find information about the proposals and provide their feedback via an online feedback form.

Five consultation drop-in sessions were held from Thursday 28 November to Tuesday 3 December 2019. Again, venues were spaced out in the key local communities surrounding the Site, with staggered opening times. This phase of consultation also included a Saturday event. Attendance at the second phase of consultation events was lower than the first phase, with 53 attendees across the five sessions.

Section 8 summarises the feedback received during the second phase of community consultation. In total, 48 responses to the second phase of pre-application community consultation were received.

The key points and priorities raised during the second phase of consultation were very similar to phase one, but interestingly, the potential for new job opportunities overtook transport considerations as the most commonly mentioned priority.

Section 8 goes on to summarise the detailed comments received during the phase two consultation and the Applicant's response to these.

Section 9 of this SCI concludes this report by explaining how the consultation process has influenced the proposals. First and foremost was the clear message that the benefits of hosting such a high-profile entertainment venue must be felt by the existing local community, most importantly through making job and training opportunities available. The Applicant is committed to putting in place a comprehensive local employment and skills strategy to ensure that job opportunities are genuinely accessible to the local community and would like to work further with Manchester City Council in developing this strategy.

The Applicant is committed to ongoing consultation and dialogue with the local community as the planning process continues. An additional community engagement event was held on Monday 2 March 2020 to provide an update on the final proposals just ahead of the planning submission. The consultation website remains in place which will contain further details of the Proposed Development as they are made available.

The Applicant would like to thank everyone who responded to the pre-application consultation and inputted their ideas, suggestions and comments.

2. Introduction and Approach to Consultation

2.1 Overview

This Statement of Community Involvement (SCI) has been prepared by Counter Context Ltd on behalf of Oak View Group (OVG) Manchester Limited, hereby referred to as 'the Applicant'.

It reports on the pre-application community consultation undertaken with local communities and businesses on the proposals for a potential new arena at the Etihad Campus in East Manchester.

The pre-application community consultation strategy was designed to reflect guidance within Manchester City Council's adopted Statement of Community Involvement (2018) and the National Planning Policy Framework (NPPF) (2019).

This document forms part of a suite of documents supporting the planning application for the potential new arena at the Etihad Campus in East Manchester.

2.2 Development Description and Site Location

The Site is approximately 4.46 hectares (ha). It is bound by Sportcity Way to the north, Alan Turing Way to the east, Ashton Canal to the south, and Joe Mercer Way to the west, in the ward of Ancoats and Beswick, Manchester.

The Site is currently used as an over-spill surface level car park for those attending events associated with the Etihad Stadium, it is estimated to have capacity for 500 car parking spaces. The perimeter of the Site is populated with informal, dense shrubbery and trees and secured with a tall mesh fence. There are no existing buildings on the Site.



Figure 1: A location plan of the development site

2.3 Policy Requirements

This SCI has been prepared to provide a comprehensive record of the pre-application community consultation undertaken on the proposals.

Conducting an early and transparent pre-application consultation is consistent with the guidance within the National NPPF (2019).

Paragraph 39 of the NPPF states 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 outcomes for the community.¹

The NPPF goes on to state that:

[Local Authorities] should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.²

...

Design quality should be considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.³

This SCI also fulfils a formal recommendation of the Local Planning Authority to provide people with an opportunity to feed into the design process of a scheme at an early stage.

Manchester City Council's adopted SCI (2018) sets out 'how developers can ensure that there is an effective opportunity for people to comment and steer development'⁴. In providing guidance to developers on how they should carry out pre-application consultation, Manchester City Council's SCI provides recommendations on the types of methods that developers can adopt as part of their pre-application consultation strategy.

Pre-application consultation is beneficial to both the community and the developer as it allows the developer to design a proposal which takes on board the opinions of the community....

...The format of the consultation that the developer uses are likely to be discussed with us as part of pre-application discussions, to help ensure that there is an effective opportunity for people to comment and steer development. The following methods are likely to be suitable and should be used as appropriate:

¹ Secretary of State for Ministry of Housing, Communities and Local Government, National Planning Policy Framework, February 2019, paragraph 39.

² Secretary of State for Ministry of Housing, Communities and Local Government, National Planning Policy Framework, February 2019, paragraph 39.

³ Secretary of State for Ministry of Housing, Communities and Local Government, National Planning Policy Framework, February 2019, paragraph 128.

⁴ Manchester City Council's Planning and Development Statement of Community Involvement, June 2018, page 33.

- Letters sent to residents and businesses in nearby streets telling them what is proposed, how they can get more information and how they can give the developer their views
- Public exhibition in an accessible location close to the development (e.g. library or supermarket) which tells the public about what is happening and gives them an opportunity to make comments
- A website set up by the developer
- Leaflets distributed to nearby streets and placed in facilities near the proposed developments which have a tear off slip for comments
- Social media used by the developer to advertise the development and associated consultation events...

...We can't require developers to carry out pre-application consultation using the methods set out above, but it is encouraged. Where developers have not engaged with local residents and businesses, it is possible that an application could generate more objections once submitted. This could result in the developer having to amend their application to address the objections which could delay the decision-making process.⁵

As part of this process, and as recommended in the SCI, the Applicant's team met with Manchester City Council and discussed the consultation strategy for the proposed development ahead of the commencement of the consultation programme.

Consistent with advice in Manchester City Council's SCI, this document fulfils the requirement for a consultation supporting statement that summarises the methods used, the representations received, and the changes made to the proposals as a result of feedback submitted. This document provides:

- An account of the pre-application community consultation undertaken with the local community about the proposals.
- A summary of the feedback received from these consultees.
- Evidence that this feedback has been considered in the development of the proposals.

In addition to the requirement for pre-application community consultation set out by national and local authorities, the Applicant recognises that local people can make a valuable contribution to the proposals by offering their local knowledge and raising issues that may not have been considered by the Applicant or Project Team, in many cases resulting in a stronger set of proposals.

This SCI reports on the pre-application community consultation undertaken with local communities as well as business, civic and local interest organisations. There has been extensive and detailed engagement with a range of statutory and other organisations relating to technical issues during the development of the scheme. This engagement is described within the relevant planning application documents and not in this SCI.

⁵ Manchester City Council's Planning and Development Statement of Community Involvement, June 2018, pages 33-34.

2.4 Consultation Objectives and Principles

At the beginning of the development process, the Applicant and its team set out to undertake a transparent and meaningful consultation with the local community.

The bespoke consultation strategy was developed to provide meaningful opportunities for local people to engage with the Applicant and contribute to the progression of the development proposals. Throughout the process, stakeholders and local people had the chance to provide feedback to the Applicant and engage in an ongoing dialogue through the consultation channels which were established.

In order to ensure that the consultation was carried out in the most appropriate way possible, the consultation strategy was shared with Manchester City Council planning officers for their input ahead of implementation. It was also shared with local ward councillors.

2.4.1 Objectives

The consultation had the following objectives:

- To undertake a multi-phase consultation to ensure that members of the local community and key stakeholders had the opportunity to comment and influence the development proposals at (a) an early, formative stage and (b) a more detailed design stage.
- To demonstrate best practice in consultation delivery, ensuring the consultation was accessible (print, online and face-to-face methods), thorough and robust.
- To proactively demonstrate where feedback from the consultation has influenced the scheme design.
- To use the consultation and engagement process to fully explain the proposals in context, and as an opportunity to address any sensitive issues or concerns.

2.4.2 Principles

The Applicant was committed to consulting openly with key stakeholders, local residents, local businesses and local community groups. Throughout the consultation, engagement activities have been guided by the following key principles:

- Being open and honest with stakeholders and members of the local community when presenting all information about the proposals.
- Being clear and 'plain speaking', avoiding the use of jargon or technical terms where possible.
- Ensuring that all public engagement materials can be easily accessed by local stakeholders and the wider general public.
- Identifying different audiences and developing appropriate communication techniques that effectively engage with each one.
- Responding quickly and effectively to enquiries received from stakeholders and members of the general public.

The approach to community consultation as presented in this SCI reflects Manchester City Council's policy and approach to involving communities. Throughout the pre-application community consultation, the Applicant has ensured that the identified communities and stakeholders:

- Have appropriate access to relevant information.
- Have opportunities to actively participate by putting forward their own ideas and are reassured that there is a transparent process through which their feedback will be considered and will influence the proposals.
- Can obtain feedback, be kept informed of the progress of the proposals and be updated on the outcomes of consultation.

2.5 Community Consultation Process Overview

Owing to the scale of the development and the desire to begin discussions with members of the 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 in the following diagram:



Figure 2: Engagement and consultation timeline.

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.

The Applicant has worked hard to ensure that local priorities have been addressed. This principle has been at the heart of their commitment to building a world-class new arena that puts the local community first.

3. Community and Stakeholder Mapping

This section details the key local audiences who were engaged with during the pre-application community consultation. Prior to the start of the consultation, an extensive community and stakeholder mapping process was undertaken to identify different individuals and groups who were likely to have an interest in the proposals. The different audience groups identified were:

- Elected political representatives (see **Section 3.1.1**)
- Existing campus occupiers (see **Section 3.1.2**)
- Key local organisations (see **Section 3.1.3**)
- Local businesses and residents (see **Section 3.1.4**)

These stakeholders that were engaged with are set out in the sections below.

3.1 Stakeholder Engagement

3.1.1 Elected Political Representatives

Political representatives were engaged with ahead of and throughout the consultation period in order to obtain their thoughts on the proposals and how best to engage with their constituents.

The list of political representatives engaged with were as follows:

Table 1: List of political representatives consulted during the pre-application consultation

Position	Name
Manchester Central MP	• Lucy Powell MP (Labour)
Associate Executive Member	• Councillor Pat Karney (Labour)
Ancoats and Beswick Ward Councillors	• Councillor Rosa Battle (Labour) • Councillor Majid Dar (Labour) • Councillor Emma Taylor (Labour)
Miles Platting and Newton Heath Ward Councillors	• Councillor June Hitchen (Labour) • Councillor John Flanagan (Labour) • Councillor Carmine Grimshaw (Labour)
Clayton and Openshaw Ward Councillors	• Councillor Donna Ludford (Labour) • Councillor Andy Harland (Labour) • Councillor Sean McHale (Labour)
Deansgate Ward Councillors	• Councillor Joan Davies (Labour) • Councillor William Jeavons (Labour) • Councillor Marcus Johns (Labour)
Piccadilly Ward Councillors	• Councillor Sam Wheeler (Labour) • Councillor Adele Douglas (Labour) • Councillor Jon-Connor Lyons (Labour)

3.1.2 Existing Campus Occupiers

The following organisations and National Governing Bodies who were identified to be using the Etihad Campus were engaged with during the pre-application period:

- HSBC UK National Cycling Centre
- Manchester Tennis and Football Centre
- National Squash Centre and Regional Arena
- Basketball England
- British Taekwondo
- England Athletics

OVG Manchester, Statement of Community Involvement

- England Netball
- England Squash
- England Lacrosse
- Swimming
- GB Taekwondo
- Lawn Tennis Association
- Manchester Football Association
- Rugby Football League
- Super League
- Team Ineos

3.1.3 Key Local Organisations

The Applicant identified and engaged with the following organisations throughout the consultation, ensuring they were made aware of the proposals and given the opportunity to provide feedback:

- One Manchester
- Northwards Housing
- Asda Eastlands Supercentre
- The Manchester College
- The Bridge College
- Jigsaw Housing Group
- The Grange Community Resource Centre
- East Manchester Leisure Centre
- Beswick Library
- East Manchester Academy
- Ashbury Meadow Primary School
- Church of England School of Resurrection
- St Brigid's RC Primary School
- Connel Co-op College
- Clayton Hall
- Ravensbury Community School
- Seymour Road Academy
- St Willibrords Catholic Primary School
- Church of St Cross, Clayton
- Wells Centre, Clayton
- Clayton Methodist Church
- Park View Community School
- Miles Platting Community Library
- Bridge 5 Mill
- Hope Mill Theatre
- St Anne's RC Primary School
- St. Anne's RC Church
- Friends of Philips Park Cemetery
- Friends of Clayton Vale
- Victoria Square Tenants' Association
- Queensferry Tenants' and Residents' Association
- Troydale Tenants' and Residents' Association
- Revive (Beswick)

Other organisations were contacted via the team in addition to this during the course of the consultation.

3.1.4 Local Businesses and Residents

A key priority of the pre-application community consultation was to actively engage with residents and businesses close to the proposed site.

Consultation postcards were distributed to a distribution area of 8628 residential and commercial properties for both phase one and phase two consultation, providing an overview of the proposals, an invitation to the consultation events, along with information about how to get in touch and provide feedback. This distribution area was agreed with Manchester City Council's Planning Officers in September 2019 and is shown in **Figure 3**.

More information about the consultation postcards for phase one and phase consultation can be found in **Section 5.2.1** and **Section 7.2.1**, respectively.

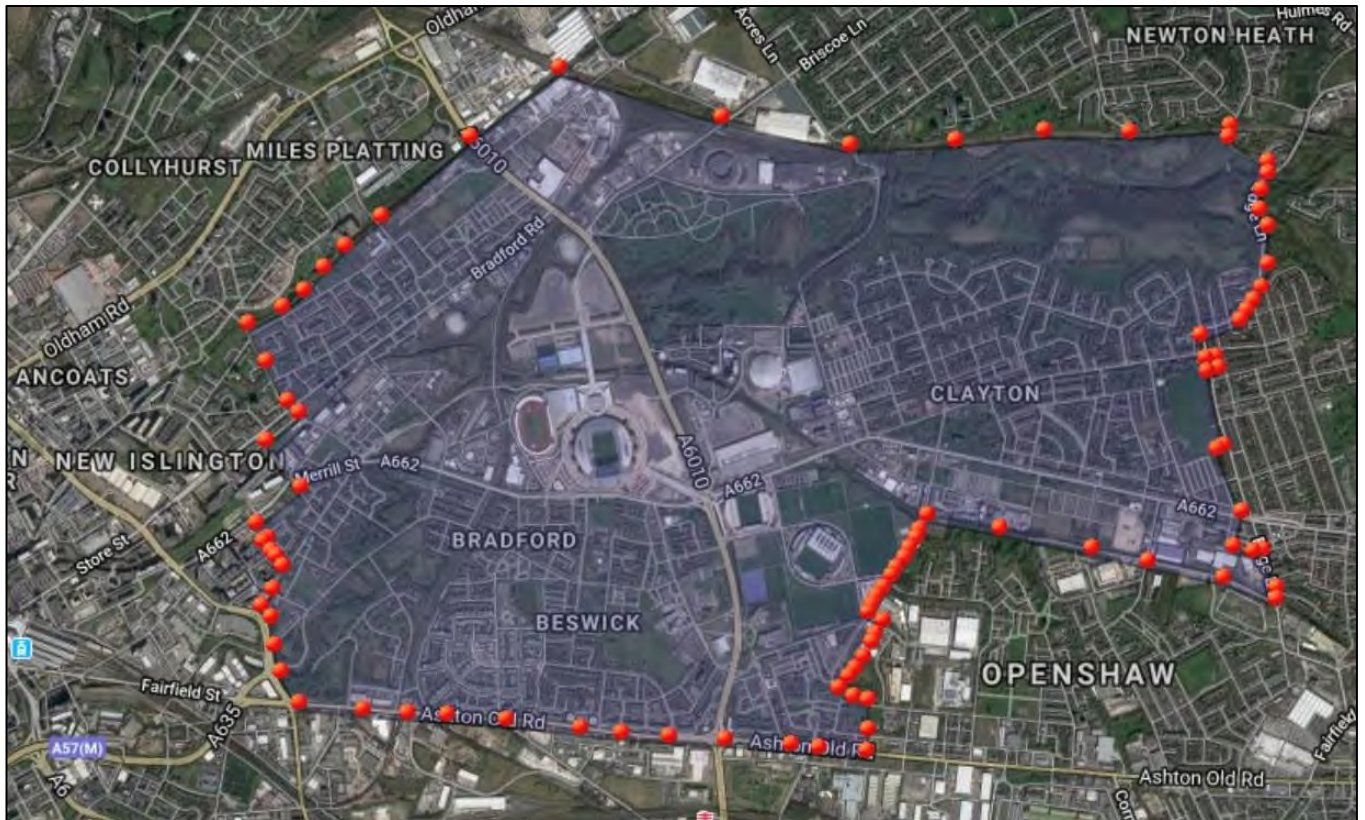


Figure 3: Consultation postcard distribution area (Courtesy of Google Maps). The points indicate the outer limit of the distribution area.

4 Early Conversations with Key Stakeholders

In advance of the first phase of community consultation, the Applicant met with a number of key local stakeholders to introduce the proposals and the consultation process. The intention was to take on board any suggestions in relation to the range of consultation activities proposed, to ensure that it was tailored to the needs of the local community.

4.1 Ward Councillors

An introductory meeting with the ward councillors for Ancoats and Beswick, Clayton and Openshaw, and Miles Platting and Newton Heath was held on 19 September 2019. The meeting was chaired by the Leader of Manchester City Council, Councillor Sir Richard Leese.

During the meeting, the Applicant introduced the arena proposals and presented the consultation strategy, including sharing the draft documents being prepared for the first phase of community consultation. In response to this, ward councillors made a request for a consultation event venue to be added to the west of the proposed development site, accessible to the communities in Ancoats and Miles Platting. As a result, a consultation event at Bridge 5 Mill was added to the schedule of first phase community consultation events.

A follow-up meeting with ward councillors was held on 2 October 2019, just as the first phase of community consultation was getting underway. This was an opportunity for the Applicant to share more information about themselves and their vision and aspirations for a new arena in East Manchester.

At these meetings, a commitment was made by the Applicant to share all public-facing consultation material with ward councillors just ahead of wider distribution. As a result, email updates were sent to ward councillors ahead of the phase one community consultation events, and then ahead of the phase two community consultation, to share the material being presented. Ward councillors were also provided with a summary of comments received after the phase one community consultation, to keep them updated on the key themes of feedback.

On 13 November 2019, the Applicant met with Deansgate ward councillors to introduce them to the development proposals and answer their questions.

The three sets of local ward members were invited to an update meeting on 20 February 2020, just ahead of the planning submission. During this meeting, which three of the councillors attended, the Applicant provided an update on design, transport and sustainability issues.

The Applicant also intends to meet with the new ward councillor for Clayton and Openshaw, Cllr Kenneth Dobson, following the recent by-election in February 2020.

4.2 Meetings with other key stakeholders

In advance of, and alongside, the first phase of community consultation, the Applicant arranged meetings with a number of other key organisations from the local area and the wider community within Manchester, including:

- One Manchester
- Hope Mill Theatre
- East Manchester Academy
- The Manchester College
- Ravensbury Community Primary School
- University of Manchester
- Manchester Metropolitan University
- Manchester International Festival / The Factory
- Marketing Manchester
- Manchester Chamber of Commerce and Industry
- Greater Manchester Combined Authority
- Bruntwood
- Manchester Central
- Manchester Airport

- A range of sporting National Governing Bodies based at the Etihad Campus

5 Phase One Community Consultation

5.1 Introduction and aims of consultation process

The phase one public consultation period ran from Wednesday 2 October to Friday 25 October 2019.

This first phase of consultation provided information on the early stage proposals for the development, including:

- An introduction to OVG and the vision for a new arena in East Manchester.
- The potential site location on the Etihad Campus.
- High-level information on the design of the new arena and the types of events it could host.
- Early thinking about a number of key local issues, including public realm and transport.

Efforts were made to raise awareness of the consultation among local representatives, local organisations, nearby businesses and local residents, as detailed in the sections below.

5.2 Publicising the Community Consultation

5.2.1 Consultation Postcard

Consultation postcards were distributed on Wednesday 2 October 2019 to all residential and business properties located within the agreed distribution area, as set out in **Section 3.1.4** and shown in **Figure 3**.

The phase one consultation postcard introduced the proposals for a potential new arena in East Manchester at the Etihad Campus, as well as the details of the four phase one consultation drop-in sessions.

The postcard also provided a list of communication channels for people to find out more about the proposals and provide feedback. These included a dedicated project website, email address and freephone information line, which were all set up prior to the phase one consultation.

A copy of the consultation postcard for phase one is provided as **Appendix 1**.

5.2.2 Consultation Phase One Stakeholder Brochure

Stakeholder brochures were distributed on Wednesday 9 October 2019 to elected political representatives and key local organisations, as identified in **Section 3.1.1** and **Section 3.1.3**, respectively.

The stakeholder brochure introduced OVG and explained the approach taken to developing a new area on the Etihad Campus in East Manchester. The brochure also explained the consultation process and detailed the phase one community consultation events.

The stakeholder brochures were distributed either by post or email alongside a covering letter, which welcomed stakeholders to attend one of the phase one consultation events and welcomed the opportunity to meet with the Applicant.

A copy of the stakeholder brochure and covering letter is provided as **Appendix 2**.

5.2.3 Community Access Points

To increase the awareness of the phase one consultation, posters were distributed to a number of publicly accessible locations within the vicinity of the proposed development on Wednesday 2 October 2019. These posters included information about the phase one consultation drop-in sessions and the communication channels and is provided as **Appendix 3**.

The following Community Access Points (CAP Sites) were issued with posters about the consultation.

- HSBC UK National Cycling Centre
- Beswick Library
- Miles Platting Community Library
- Newton Heath Library

- Bridge 5 Mill
- The Wells Centre, Clayton
- East Manchester Leisure Centre



Figure 4: A photo of the poster at Bridge 5 Mill in situ.

5.2.4 Consultation Website

A dedicated project consultation website (www.eastlandsarena-consult.com) went live on Wednesday 2 October 2019. The website provided introductory information about the proposals, information about the drop-in sessions, and methods to provide feedback. A link was provided to an online feedback form where visitors to the website could provide feedback and have their say on the proposals.

Screenshots of the consultation website are provided in **Figure 5** below.

To coincide with the start of the week of phase one consultation drop-in sessions, further information was added to the website about the proposals. This additional information included a pdf of the drop-in session displays for those who could not attend the events. Copies of the consultation event displays are provided as **Appendix 4**.

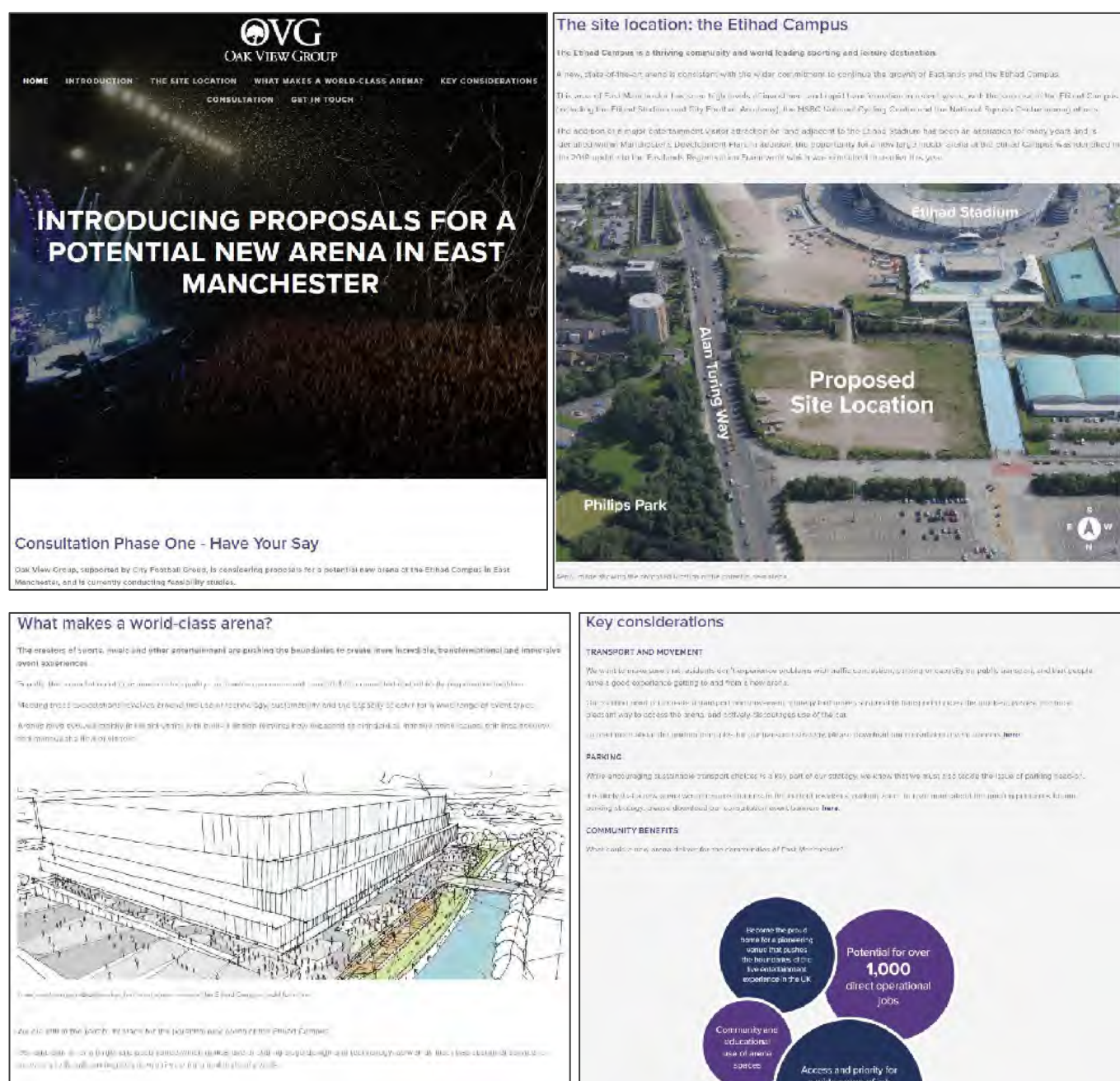


Figure 5: Screenshots from the consultation website (extracted Wednesday 2 October 2019)

5.2.5 Media Coverage

5.2.5.1 Online Media

The plans for the proposals received coverage on Place North West's website on Monday 7 October 2019, a week prior to the phase one drop-in sessions. Another article was published on Tuesday 15 October 2019, providing information about the proposals and the sessions taking place that week. Screenshots of these articles in Place North West are provided in **Figure 6** below.

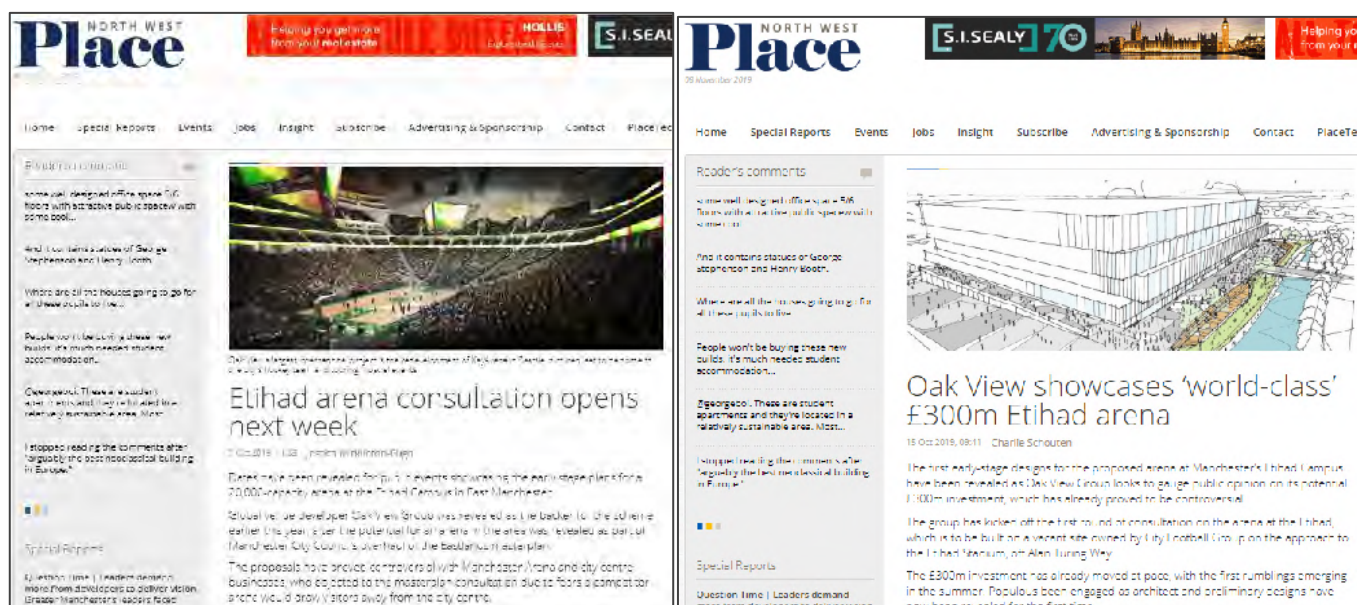


Figure 6: Screenshots of Place North West articles published on Monday 7 October 2019 and Tuesday 15 October 2019, respectively.

5.2.5.2 Social Media

The plans also received coverage on social media, with posts published by Bridge 5 Mill, venue of one of the phase one consultation drop-in sessions, and Majid Dar, ward councillor for Ancoats and Beswick. These social media posts encouraged people to attend the phase one consultation drop-in sessions and provided information on the purpose of the phase one consultation.

Screenshots of these social media posts are provided in **Figure 7** and **Figure 8**.

The Applicant also established its own Twitter (@eastlandsarena), Facebook (@Eastlandsarena), and Instagram (eastlandsarena) accounts in October 2019 to provide more regular updates and publicity regarding the proposals and to reach a wider audience. An example Tweet from the Applicant is provided as **Figure 9**.

More details on this social media activity for the more developed proposals, and how the Applicant publicised the proposals more widely, can be found in **Section 7.2.5.2**.



Figure 7: Screenshots of two social media posts about the phase one consultation from Bridge 5 Mill.

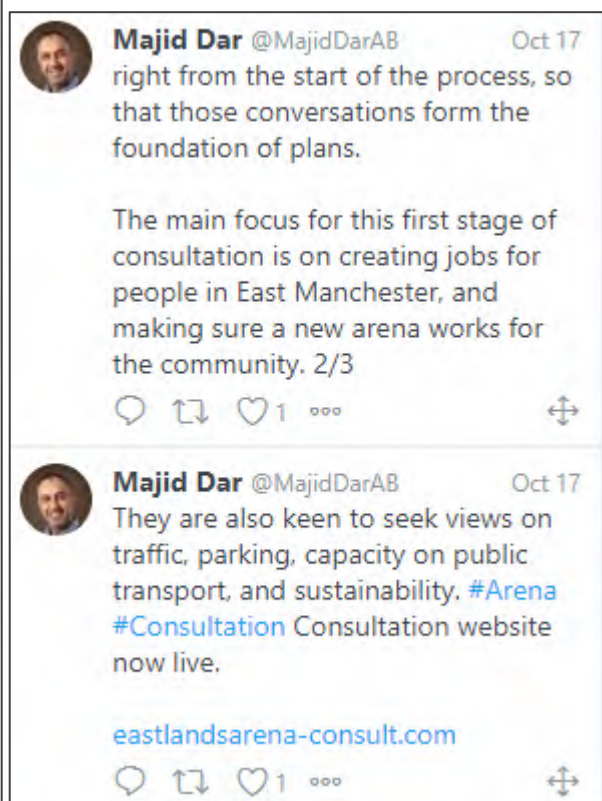


Figure 8: Screenshots of Tweets from Majid Dar, ward councillor for Ancoats and Beswick

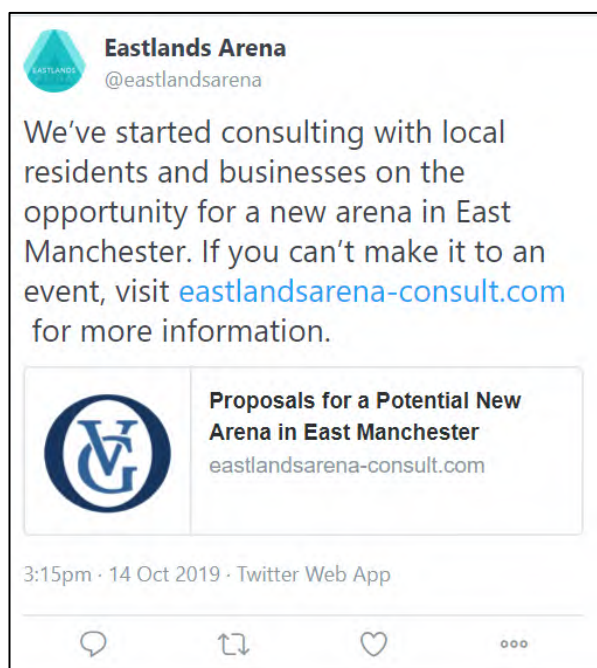


Figure 9: Tweet from the Applicant's Twitter account on 14 October 2019 regarding the phase one consultation

5.2.5.3 Online media results

During the phase one consultation period there was a total of 1,158 visitors to the project website, of which 1,089 were unique visitors. As shown in **Figure 10**, there was a clear spike in visitors following the distribution of consultation postcards, with 226 people visiting the site on Friday 4 October 2019. There was also a spike in visitors prior to and during the week of the phase one consultation events, with 167 people visiting the site on Monday 14 October 2019.

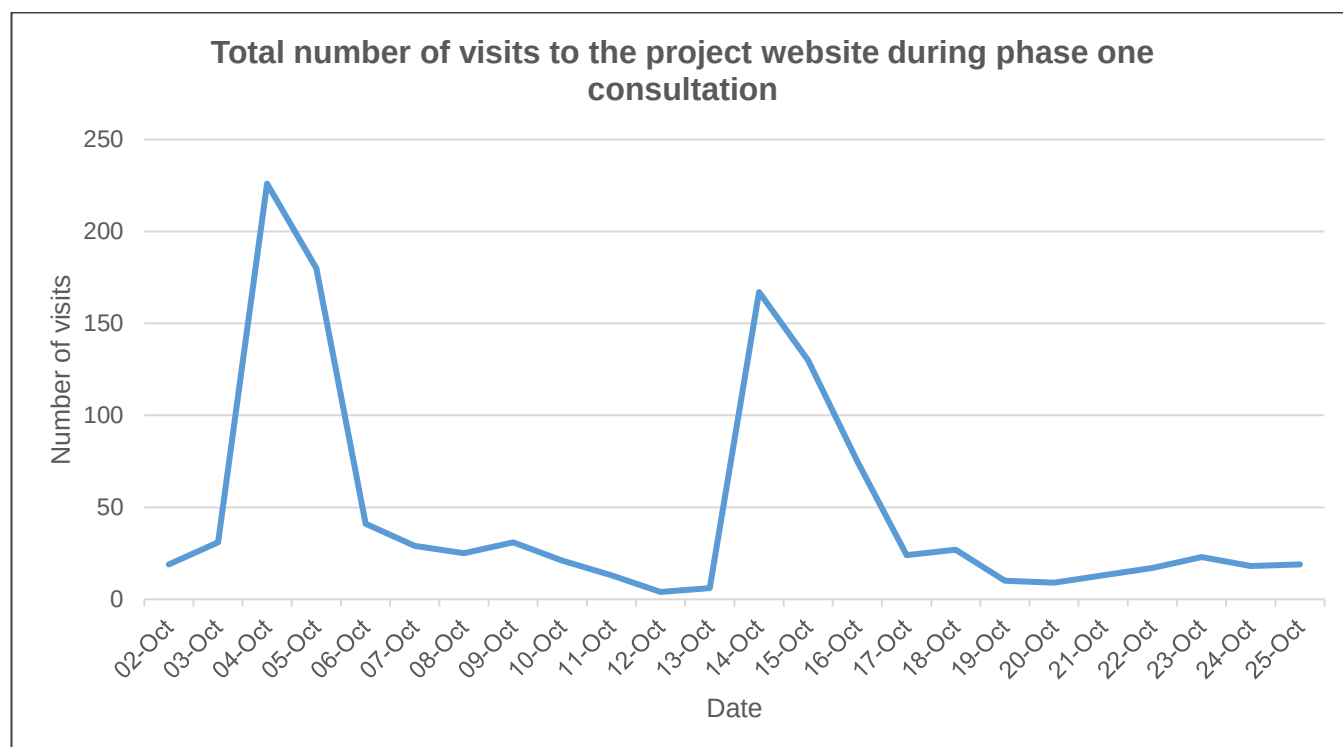


Figure 10: Graph showing total visits to the project website during the phase one consultation period (2 October – 25 October 2019)

5.3 Phase One Consultation Drop-in Sessions

5.3.1 Events overview

A total of four drop-in sessions were held across the phase one consultation period, selected based on proximity to the development site, accessibility and suggestions from ward councillors. As shown in **Figure 11**, the venues were selected in the areas of Beswick, Miles Platting and Sportcity.



Figure 11: Locations of the phase one community consultation drop-in sessions in relation to the potential site location

The details of the phase one community consultation drop-in sessions were as follows:

- **Monday 14 October 2019 from 2.30pm to 8pm** at The Foyer at the HSBC UK National Cycling Centre, Stuart Street, M11 4DQ
- **Tuesday 15 October 2019 from 2.30pm to 7pm** at Bridge 5 Mill, 22A Beswick Street, M4 7HR
- **Wednesday 16 October 2019 from 10.30am to 1pm** at Miles Platting Community Library, Victoria Mill Community Centre, Lower Vickers Street, M40 7LJ
- **Thursday 17 October 2019 from 2.30pm to 7pm** at Beswick Library, 60 Grey Mare Lane, M11 3DS

At the drop-in sessions, information about the proposals was on display. This included:

- Information about the Etihad Campus.
- The ambitions for creating a world-class arena including a concept sketch of what the arena might look like.
- Early stage thinking on a transport and movement strategy.
- Early stage thinking on an enhanced parking strategy.
- Some of the benefits that a new arena would have for the area.

Throughout the consultation drop-in sessions, the Applicant and members of the project team were on hand to talk people through the proposals and answer any questions. The event display boards are provided as **Appendix 4**.

Hard copies of the feedback forms and postcards were also brought along to the events, where visitors were encouraged to provide feedback.

5.3.2 Event attendees

Overall, across the four events, 109 people attended. This number included the following groups of stakeholders within the immediate vicinity of the development site and beyond:

- Local residents
- Local business owners
- Political representatives
- Representatives from key local institutions such as schools and community groups

People were given the opportunity to sign-up to keep-in-touch with the latest proposals for the development, such as via sign-in sheets at the drop-in sessions and via feedback forms. In total, 90 people asked to be kept up to date about the proposals.

In addition to this, event attendees were also encouraged to share their postcode. **Figure 12** shows the spread of event attendees during the phase one community consultation drop-in sessions, indicating attendees from within the vicinity of the proposed site location, along with a number of different communities, including Beswick, Clayton, Miles Platting, and beyond.



Figure 12: Location of event attendees during the phase one community consultation drop-in sessions

HSBC National Cycling Centre



Bridge 5 Mill



Miles Platting Community Library



Figure 13: Photographs from the phase one consultation drop-in sessions

5.4 Methods for Receiving Feedback

5.4.1 Telephone Information Line

A dedicated information line (08081 962 008) was utilised for the multi-phase consultation. This line was in operation from 9am to 5pm (Monday to Friday) with an answer phone facility to take calls outside these hours. The Freephone telephone information line number was on all consultation materials including the website, consultation postcard, posters and feedback forms.

5.4.2 Email

A dedicated project email address (www.eastlandsarena-consult.com) was set up for people to submit feedback and ask any questions to the project team. The email address was published on all consultation materials, as well as the website.

5.4.3 Feedback Form

The Applicant invited feedback on the proposals via a feedback form, which was made available in hard-copy format at the drop-in sessions, with pre-paid envelopes available for those who wished to take copies away.

The feedback form was also made available online via the consultation website. As outlined in Section 6 of this report, the feedback form contained a mix of closed, multiple-choice questions, and open questions, and invited feedback on a wide range of issues.

6 Phase One Community Consultation Feedback

6.1 Summary of Feedback Received

Throughout the pre-application community consultation, several channels were made available for people to ask questions and provide feedback. To summarise, these were:

- The Freephone information line (0808 196 2008).
- The enquiries email address (info@eastlandsarena-consult.com).
- A hard copy of the feedback form available at the four community drop-in sessions, with an opportunity to return feedback forms via post.
- An electronic copy of the feedback form available on the project.

In total, 66 responses to the phase one community consultation were received. These are categorised below depending on the channels through which the feedback was given.

Table 2: Number of consultation responses received through each of the consultation channels.

Consultation Responses Received	Total
Hard copy feedback form from the drop-in sessions	43
Online feedback form	14
Email	8
Phone	1
Total	66

6.2 Analysis of Feedback Forms

The feedback form sought to obtain thoughts on a number of key issues associated with the proposals, which included four key sections:

- About you – Questions regarding the respondent and how they are classified (e.g. local resident or business owner).
- About Today's Event – Question regarding how informative the consultation drop-in sessions were.
- Your Views Matter – Questions requesting feedback on a number of issues, identified as being important based on discussions with local groups and politicians, such as public realm management, local economic benefits, transport and parking.
- Your Priorities, Our Priorities – Prioritisation of a number of issues listed, with identification of respondents' top three issues.

The feedback forms included a mix of multiple-choice questions and open questions about the proposals, inviting further comments about the proposals. The feedback form is provided as **Appendix 5**. To ensure full accessibility to a wide range of stakeholders, including those who were unable to attend the drop-in sessions, the feedback form was also provided online on the consultation website.

The following section of the report provides a summary of the answers and comments received through the multiple-choice questions asked as part of the feedback forms, both online and at the drop-in sessions. For the use of analysis, the below Figures provide an overview of responses to both offline and online methods.

Comments received through open questions in the feedback forms from the public drop-in sessions and by email are summarised and addressed in the table in **Section 6.2.2**.

6.2.1 Responses to multiple questions within the feedback form

Question 1: How would you describe yourself?

Overall, out of the 57 completed feedback forms either at the drop-in sessions online, 42 people described themselves as a local resident.

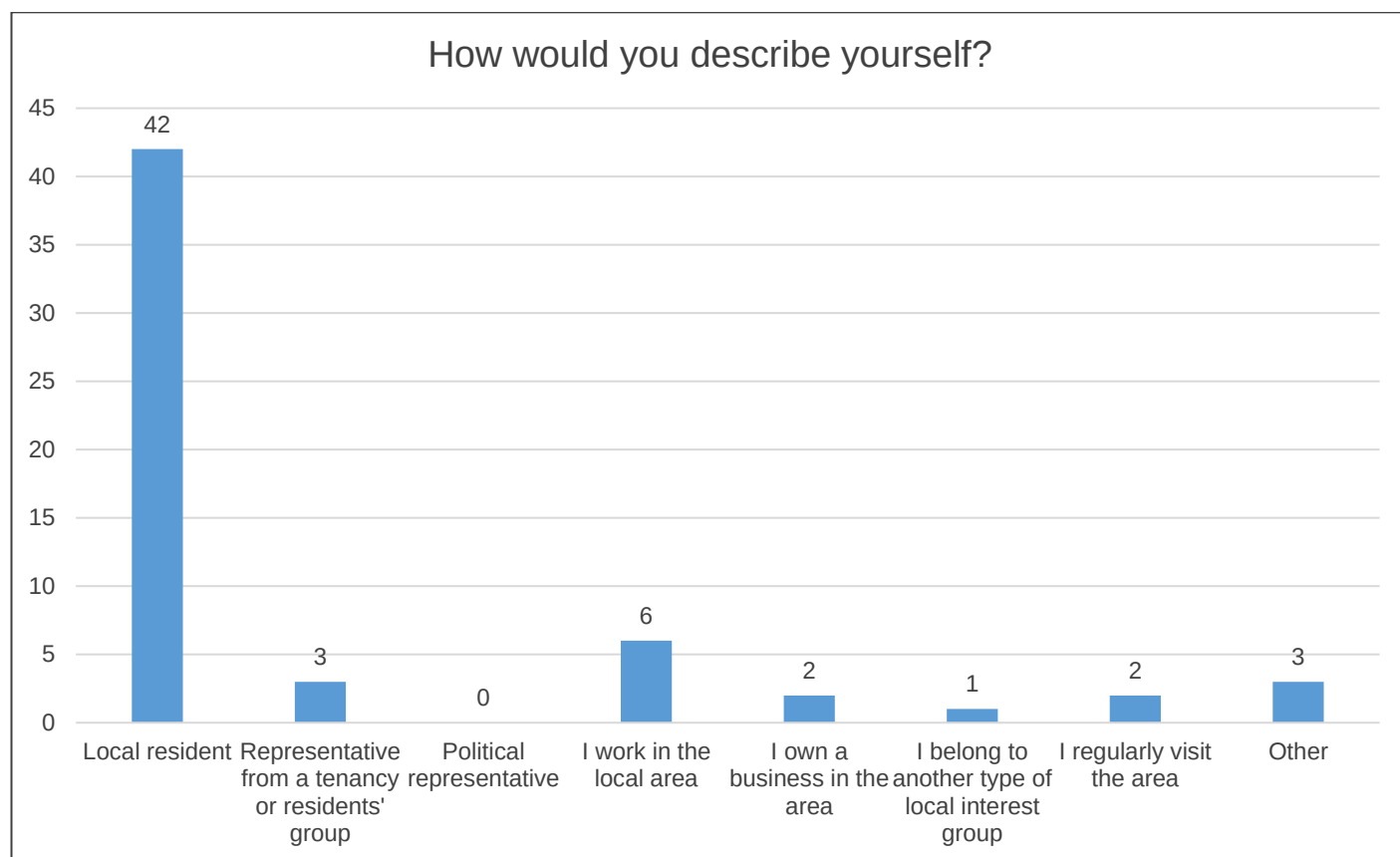


Figure 14: Graph showing how respondents to the online and drop-in session feedback forms responded to the question 'how would you describe yourself?'.
*Some respondents answered this question with more than one answer, hence why the total number of responses shown in the graph for this question is more than the number of response forms received.

Question 2: How did you find out about today's consultation drop-in session?

This question was only available for those filling out the feedback form at the drop-in sessions to answer. Out of the 43 responses received, 26 people stated that they found out about the events having received a consultation postcard.

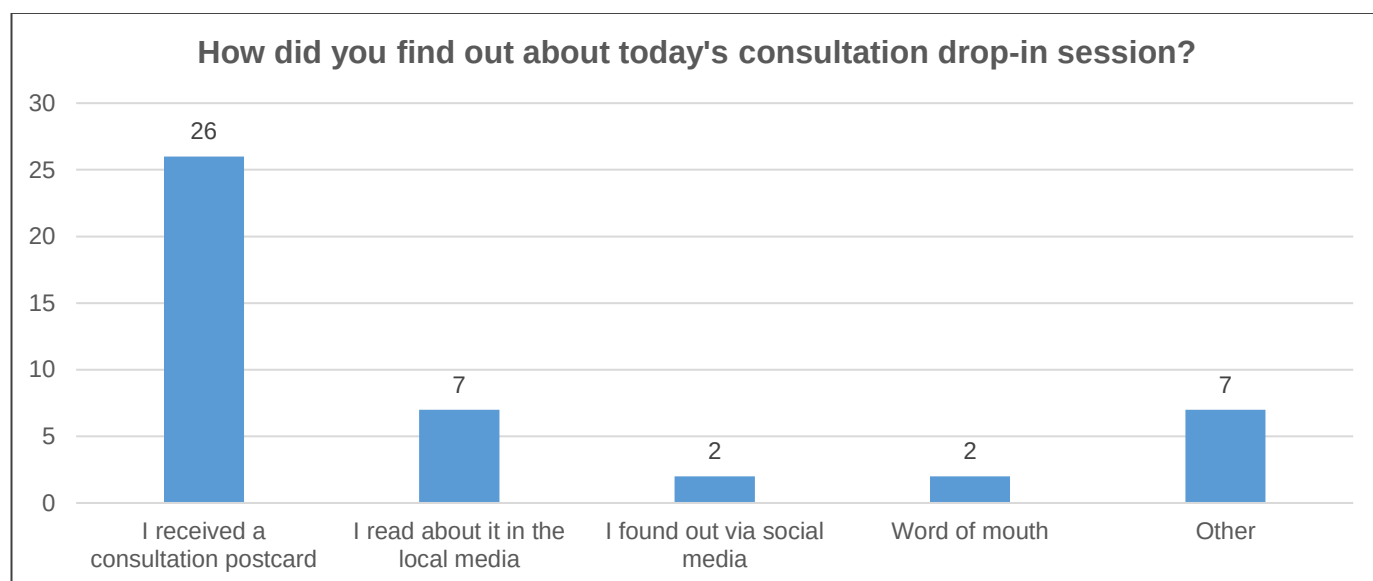


Figure 15: Graph showing how respondents to the drop-in session feedback forms responded to the question 'how did you find out about today's consultation drop-in session?'.

*Some respondents answered this question with more than one answer, hence why the total number of responses shown in the graph for this question is more than the number of response forms received.

Question 3: How informative did you find today's consultation drop-in session?

This question was only available for those completing a feedback form at one of the drop-in sessions. Out of the 43 feedback forms submitted, 54% of respondents thought the session was 'quite informative' and 37% of people thought the session was 'very informative'.

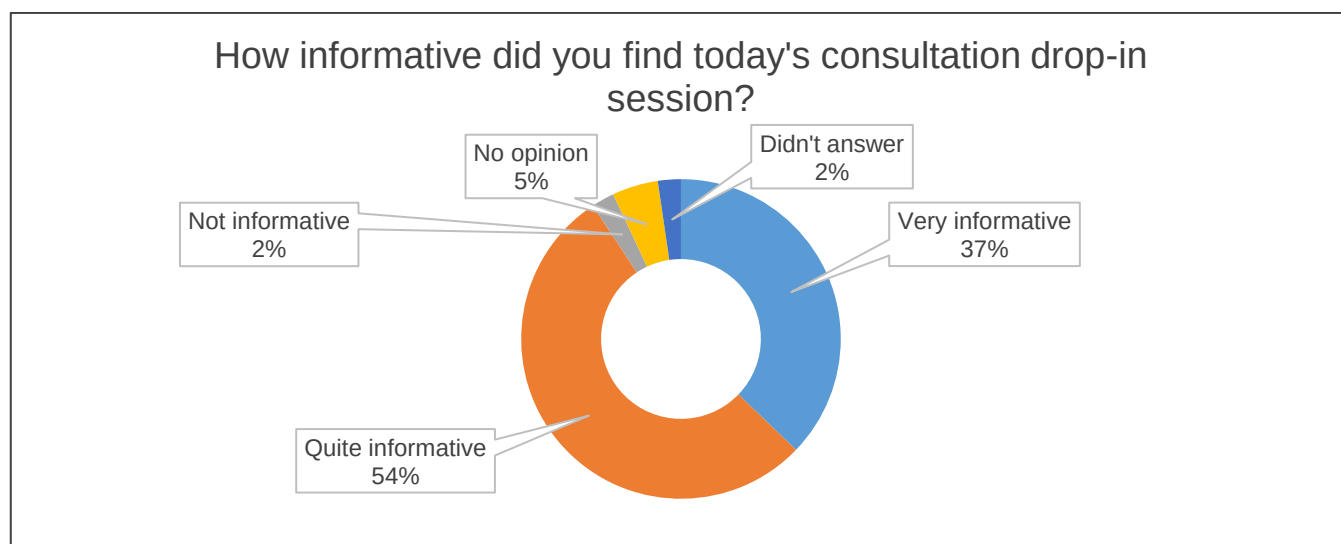


Figure 16: Chart showing how respondents to the drop-in session feedback forms responded to the question 'how informative did you find today's drop-in session?'.

Question 5: Your Priorities, Our Priorities. We want to understand what is important to you. Please look at the list below and rank your Top 3 priorities (1 being the most important; 3 being the least important). If your priority is not listed, you can add it to the list below.

Respondents were asked to rank the top three issues that should be prioritised when considering proposals for a new arena in Manchester. The options provided are not an exhaustive list but were selected to provide a general overview of common issues and topics raised in early discussions with key stakeholders.

At the consultation drop-in sessions and online, respondents chose to either tick or rank issues that were important to them. **Figure 17** therefore provides an overview of issues identified as important and **Figure 18** illustrates data from respondents who chose to rank their top three priorities. From this data, the project team have been able to infer the most important issues and those that should be prioritised whilst developing the proposals further.

As shown in **Figure 18** 'Improved public transport' was selected most frequently by respondents, on 29 occasions, with 'measures to help ease traffic congestion' (25), 'new job opportunities' (23) and 'Skills training to improve job chances of employment for local people' (23) also frequently selected.

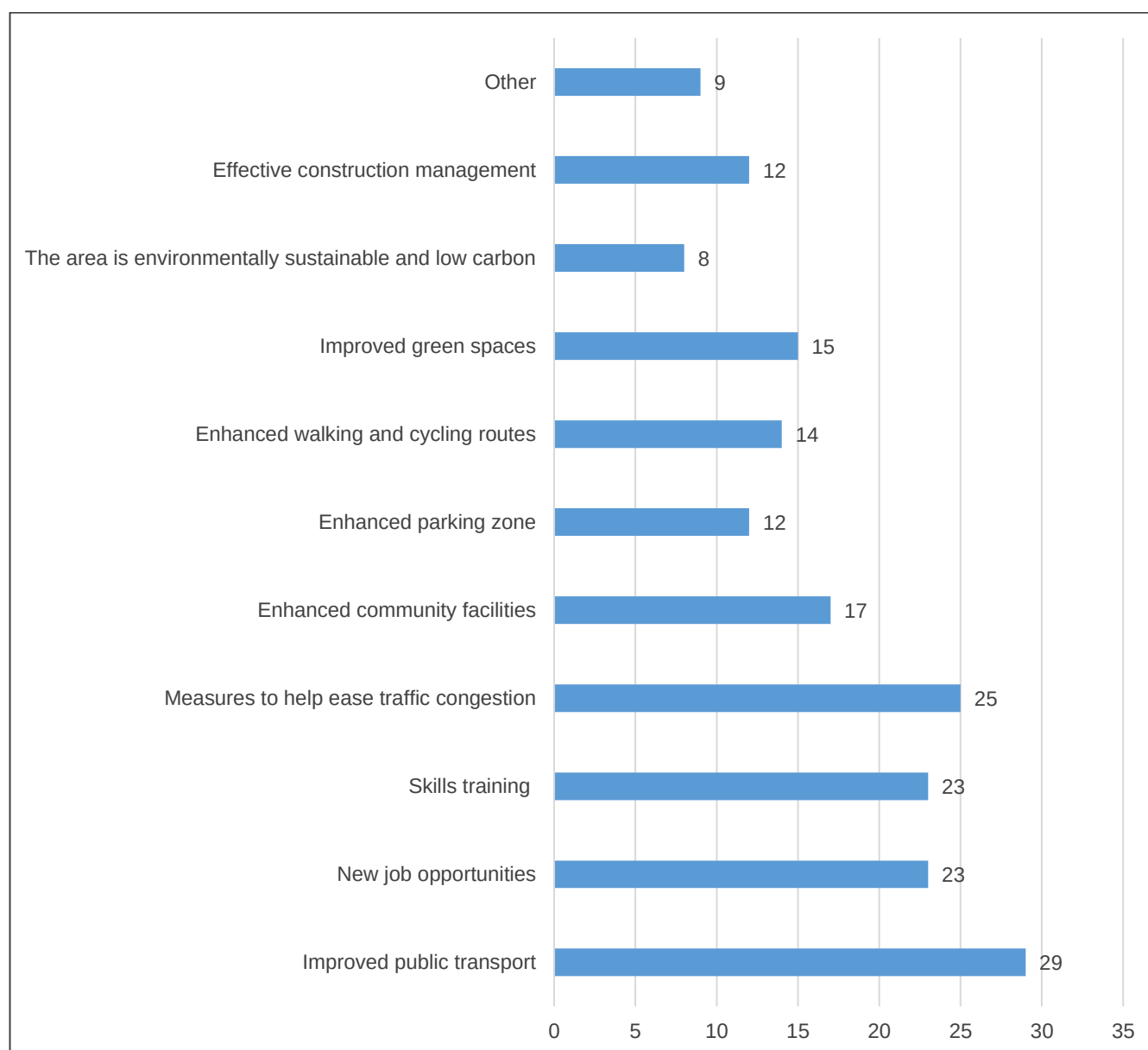


Figure 17: Graph showing the number of times each priority was selected (either ticked or ranked) for Question 5

Of those who ranked their priorities for the local area, 'improved public transport' was most frequently ranked as a top three issue, on 19 occasions, closely followed by 'Skills training to improve job chances of employment for local people' (14), 'measures to help ease traffic congestion' (14), 'new job opportunities' (13) and enhanced community facilities (12).

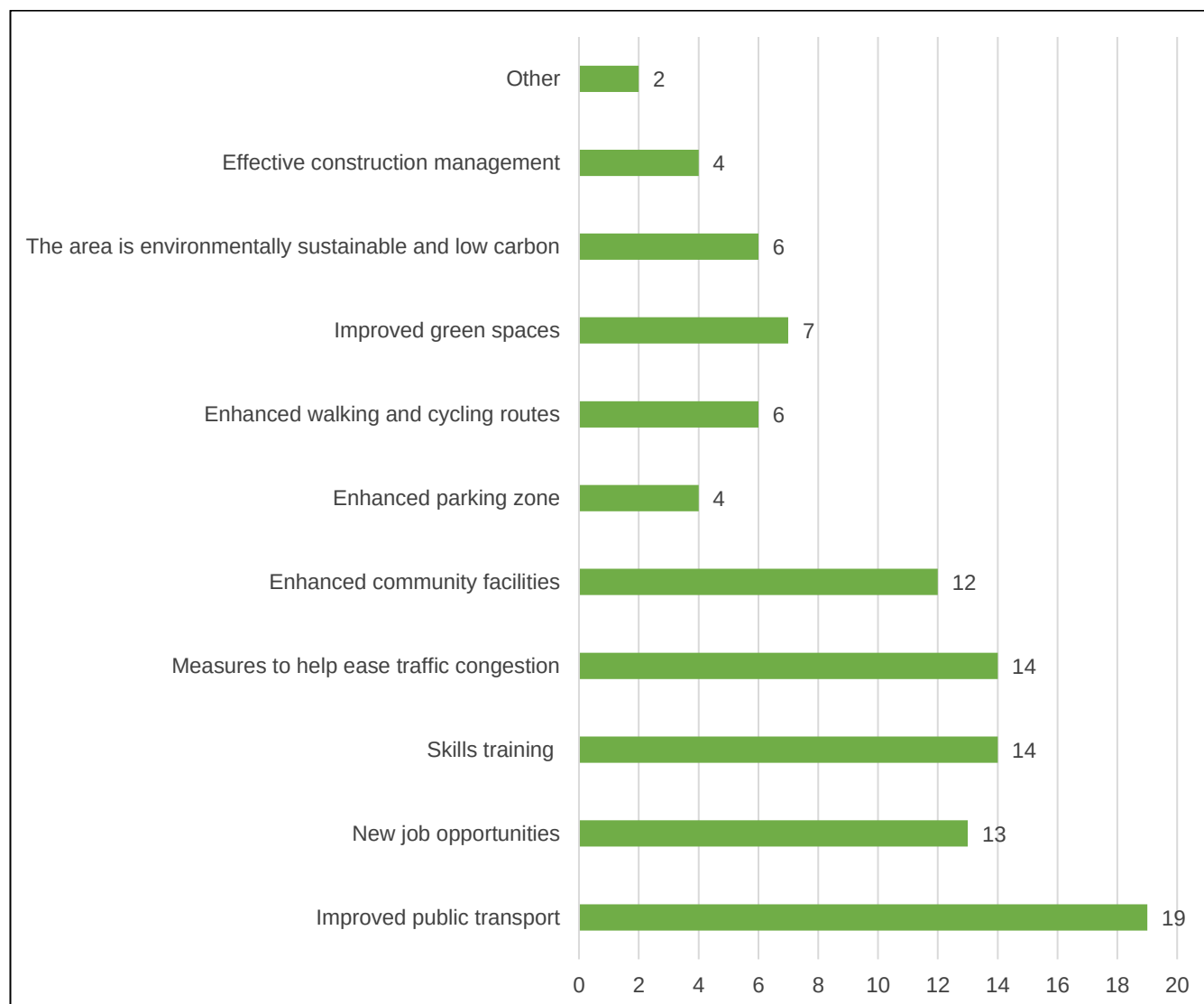


Figure 18: Graph showing the number of times topics were raised as part of respondents' top three priorities (1 being the most important; 3 being the least important).

Where respondents specified 'Other', and commented on topics that were not included as part of the list, they mentioned the following:

- "I don't want this built."
- "Wow factor for building - current "design" render is a bit underwhelming."
- "Consistent support for the community."
- "Involvement of local businesses - including supply chain."
- "Opportunity to kick start other development, hotels and leisure."

6.3 Main Findings and Consideration of Issues

This section provides an extensive summary of the issues raised by respondents via the open-questions and free-form responses, both via the feedback forms and alternative feedback methods. **Table 3** also includes responses to concerns/issues raised by respondents.

Table 3: A table summarising topics raised by consultation respondents (through all feedback methods).

General opinions and statements of support/opposition	
Comment	Applicant response
Opinion on the proposals for the new arena was varied, with some stating their support for the proposals and others commenting that it was not something they wanted to see built in the area.	All comments noted.
Transport (e.g. public transport, congestion, walking and cycling routes)	
Traffic Management / Congestion	
Comment	Applicant response
Good transport management was regularly raised by respondents as something that would contribute to a well-managed arena. There were many respondents who commented on the vehicular routes through the area with many commenting on the existing congestion issues. Suggestions for different ways that this could be achieved included: • Improve infrastructure. • Reducing traffic travelling to and from events. • Offering incentives for use of public/sustainable methods of transport. • More drop-off / pick-up zones. • Road closures after events. • Improve transport and walking/cycling links • Additional traffic lanes. • Dedicated/additional coach parking. • Encourage walking. • Increasing of platform size at Holt Town, Velo Park, Clayton Hall, New Islington. • Improving footpaths/towpaths e.g. by adding canal side railings, and a pedestrian bridge over the railway.	The Site is within a highly sustainable 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. The pedestrian strategy will utilise the existing pedestrian 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 approvals), in order to further promote walking as a viable option to the Proposed Development. 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. A Travel Plan has been prepared and is submitted in support of this planning application, which details the measures for the promotion and enhancement of sustainable transport modes for staff and visitors to the Proposed Development in addition to the other measures that the Applicant is committed to from a access and highways perspective.
Regularly, respondents raised the issue of traffic congestion in the area noting that it was already a	The Applicant is committed to introducing a package of mitigation measures, including promoting the use of

problem. Concern was raised that a new arena would only contribute to the traffic congestion and the level of users on existing public transport services. There were a number of people who were concerned that the arena will cause more congestion and exacerbate the large number of vehicles through the area.	sustainable transport and reducing the car mode share of visitors. Walking routes between the City Centre and the Etihad will be improved: notably the Ashton New Road Route, the City Link Route and the Ashton Canal Towpath Route. 240 additional cycle parking spaces will be provided to supplement the existing spaces at the Campus. Improvements will also be made on the campus to assist with the relief of congestion before and after events and reduce potential for conflicts between vehicles and pedestrians. A range of Operational Transport Interventions are also proposed by the transport strategy. These include an Arena Travel Plan 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. Park and Ride options will be promoted, and the Applicant will work with TfGM to plan and promote enhanced Metrolink services. Shuttle bus services will be provided between the Etihad Campus and the City Centre. On occasions when arena events coincide with stadium events, or other significant events a comprehensive range of measures are proposed to be implemented on the Campus.
Concern was specifically raised regarding the number of venues already nearby and the volume of traffic coming in and out of the area as a result of this.	The Transport Assessment has been carried out in consideration of the other nearby events in the area. The mitigation measures outlined above have been carried out in consideration of these other venues.
One person specifically mentioned a problem with coaches parking on the road.	Provision for coach parking is provided within the car parking areas on Campus. Spaces are provided on a flexible basis depending then requirements of each event day.
There was a request to work with MCC and do detailed transport assessments to ensure safety for those travelling to and from the arena, especially on foot.	Detailed Transport Assessments and a Travel Plan have been developed in consultation with a range of stakeholders including MCC Highways and TfGM. Further information about the Site accessibility and the transport interventions proposed are contained in these reports submitted in support of this planning application.
Concern was raised regarding journey times as short journeys through the area already take a considerable amount of time.	The Applicant is committed to introducing a package of mitigation measures, including promoting the use of sustainable transport and reducing the car mode share of visitors (as discussed above). The Site is in a highly accessible location, being approximately 200m walk from the Etihad Campus Metrolink station. To the west, Manchester Piccadilly station is approximately a 25 to 30-minute walk from the Site (or an 8-minute journey time via Metrolink services). The bus stops on Alan Turing Way are within a 5-minute walk of the Site. Additional bus stops

	are provided on Ashton New Road, which can be accessed within a 10-minute walk from the Site.
Stuart Street was listed as a specific concern for existing congestion and the impact of how a new arena would impact on this.	To assist with the relief of congestion before and after events, a series of measures will be installed on the Campus. These include the following: • Managed access and egress arrangements for arena event day car parking which will support reduced congestion locally. • Permanent physical changes to access and egress offering improved options for all Campus users (not just arena users). The proposed measures are described on the following points: • Modifications to the existing junction to the far north of the site (Gate 1 junction with Alan Turing Way), to allow left-in left-out traffic movements, improved cycle facility and a dedicated widened pedestrian provision, together with dedicated route for service vehicle access and car access and egress. • New emergency vehicle access from Alan Turing Way including localised modifications to existing pedestrian footway and access to the canal, to allow emergency vehicle to cross the footway and cycleway in the event of an emergency. • The widening of footways along Sportcity Way to the front of the venue by narrowing the existing Sportcity Way carriageway from 4 lanes to 3 lanes. • Provision of HVM measures (fixed bollards, retractable bollards and planters) to protect crowds. These will allow the Campus access / egress / parking to operate as described above on arena event days. These are permanent interventions. They are designed to allow all existing Campus operations to continue as they do at present, but their introduction will offer new operating 'tools' for the wider Campus.
Walking / Cycling	
Comment	Applicant response
There were a number of comments stating that more walking, more cycling routes were needed. There were a number of requests for improved safety of these routes.	There are a number of major highways improvement schemes underway or committed in Manchester and near to the Application Site, including additional crossings along the 'City Link' route. The £4.2m Northern and Eastern Gateway will also become the second City Centre cycling and walking corridor to be funded by the Greater Manchester Mayor's Challenge Fund. The Bee Network proposals set out in the Greater Manchester Combined Authority's (GMCA) Cycling and Walking Infrastructure Proposal (June 2018) will also further act 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. 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. Further information about the range of highways interventions committed and proposed can be found in the Transport Assessments and Travel Plan submitted in support of the planning application.
Public Transport	
Comment	Applicant response
There were many comments raised within the feedback in relation to public transport. Many made suggestions about how public transport could be improved.	Discussions with key stakeholders including Manchester City football Club (MCFC), Manchester City Council and TfGM have identified a series of measures, which are currently being progressed for the Etihad Campus, irrespective of additional development coming forward. 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; and • 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 the distance walked by a supporter to the distance run by a player during a match). These measures would help to improve the overall experience for both visitors to the Etihad Campus and the local community.
Several people stated that introducing incentives might be one way to encourage people to use public transport.	As above, discussions with key stakeholders including MCFC, Manchester City Council and TfGM have identified a series of additional measures, which are currently being progressed irrespective of additional development coming forward on the Etihad Campus. These measures include 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. Further information about the measures aimed at making a continuous improvement for visitors to the Etihad and the local community can be found in the Transport Assessments and the Travel Plan submitted in support of this planning application.
Several people gave suggestions of how to improve bus services. These included: • Increasing the number of buses. • Using shuttle buses. • Increasing park and ride options. • Improving services on event days and Sundays.	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 promoting the use of sustainable transport modes. They would be targeted at event attendees, starting from the point of ticket-purchase to influence travel behaviour towards specific modes, firstly promoting active modes as the preferred method of travel and secondly highlighting the Site's accessibility by a choice of sustainable transport. The nature of the operational interventions will depend upon the specific event and the individual needs and circumstances of the visitor.

	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. Marshalling will also be provided to the 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. TfGM and bus operators are also 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. On occasions when arena events coincide with Stadium events, or other significant events at the Campus, OVG will provide a 'special event operational plan', 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, OVG will arrange frequent demand-led bus-based park and ride/shuttle buses, 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);
Several people gave suggestions of how to improve trams. These included: • Increasing Metrolink options. • Increasing the size of the tram stops. • Increasing the number of trams. • Improving access on foot to and from tram stops. • Using double trams. • Using turn back facilities for trams.	Discussions with key stakeholders including Manchester City football Club (MCFC), Manchester City Council and TfGM have identified a series of measures, which are currently being progressed for the Etihad Campus, irrespective of additional development coming forward. These measures seek to not only encourage the use of sustainable modes of transport, including the Metrolink, but also to ensure appropriate capacity across the network. 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-

Questions were raised about how trams could keep moving when they run along congested routes.	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 are 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 are also 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; and • 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 the distance walked by a supporter to the distance run by a player during a match). These measures would help to improve the overall experience for both visitors to the Etihad Campus and the local community.
Several people gave suggestions of how to improve trains. These included: • Invest in railway stations. • Increase rail capacity through the area.	This is not within the remit of this planning application.
Existing situation	
Several people mentioned that buses and trams were already full on event days.	The Proposed Development has been designed in consultation with a range of stakeholders including MCFC, Manchester City Council and TfGM. This identified a series of measures, which are currently being progressed for the Etihad Campus, irrespective of additional development coming forward. These measures seek to not only encourage the use of sustainable modes of transport, including the Metrolink, but also to ensure appropriate capacity across the network. 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 are 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 are also 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; and • 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 the distance walked by a supporter to the distance run by a player during a match). These measures would help to improve the overall experience for both visitors to the Etihad Campus and the local community.
Traffic Flow	
Many suggested ways of improving traffic flow through the area. These included: • Not allowing vehicles to enter the area. • Looking at improving public/sustainable transport options in the area. • Implementing incentives to reduce the number of people traveling by car. • Police, stewards, wardens helping to better transport flow before and after events. • Road closures. • Provide residents with their own routes in and out during event days. There were a lot of different pieces of feedback that commented on the existing situation stating that:	OVG Manchester seeks to build-upon the initiatives already in place at the Etihad Campus which 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

• It was already congested. • There were already pinch points. • The network was already at capacity. • Residents already felt stuck.	• 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. • 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. • Discussions with key stakeholders including MCFC, Manchester City Council and TfGM have identified a series of additional measures, which are currently being progressed irrespective of additional development coming forward on the Etihad Campus. 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 the distance walked by a supporter to the 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. - As part of the agreed transport interventions, OVG has also committed to stewarding and marshalling along the three walking and cycling routes to the city centre. - 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 Etihad Campus. As such, these measures will be supported by all existing and future Etihad Campus venues.
Pollution	
There was concern raised by some about the level of pollution as a result of a new arena.	The Proposed Development at Eastlands 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 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 been embedded into the Proposed Development from the outset. Further information and a carbon assessment can be found in the Sustainability Strategy submitted in support of this planning application.

	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 as part of this Proposed Development. 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. The Applicant aims to avoid scheduling both stadium and arena events at the same time, however there is likely to be a small number of occasions each year when this is unavoidable. On occasions when arena events coincide with Stadium events, or other significant events at the Campus, OVG will: a. Operate 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). • encourage 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 (which will be limited to 500 spaces for coincident events) will not be released until shortly before event date – prior to release, visitors will be encouraged to book alternative sustainable travel arrangements in advance. b) Work 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. c) A 'special event operational plan', 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. d) When appropriate, arrange frequent demand-led bus-based park and ride/shuttle buses, 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); e) Work with partners, including TfGM, to encourage integrated ticket packages that include sustainable and public transport travel.
The Impact of Event Scheduling on Transport	
There was much concern that existing infrastructure, including roads as well as public transport, would not cope with the increased demand from additional events/venue in the area. There was particular concern that the networks would not cope when events overlapped. There was comment that there didn't appear to be a linkup between event timetables and increased transport capacity.	As part of the planning process there will be detailed modelling on the impact on the existing network. Events will be coordinated, and efforts made to avoid clashes or to manage entry times and event start times. Active messaging and communication will promote public transport and sustainable journeys to the site.
Specific Problem Areas Raised	
Specific areas of concern for local residents included: The junction between Briscoe Lane and Alan Turing Way where one resident thought that this area would cause big issues for local residents.	The following measures are proposed to minimise congestion in this area - Modifications to the existing junction to the far north of the site (Gate 1 junction with Alan Turing Way), to allow left-in left-out traffic movements, improved cycle facility and a dedicated widened pedestrian provision, together with dedicated route for service vehicle access and car access and egress. - New emergency vehicle access from Alan Turing Way including localised modifications to existing pedestrian footway and access to the canal, to allow emergency vehicle to cross the footway and cycleway in the event of an emergency.
Jobs, Skills and Training	
Many people commented on jobs, skills and training in relation to the construction and operation of the proposed new arena.	The new venue would provide 3,344 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. OVG has identified a preferred contractor to deliver the proposals. The contractor has committed to the
Many of the respondents stated that jobs, skills and training should be invested in, with many saying that opportunities should be created for <u>local</u> people. It was requested that these opportunities should be guaranteed for local people.	

There were requests made that jobs, skills and training opportunities should be created for specific demographics within the community (such as people in semi-retirement, mums who are coming back to work after having children, young people, etc.). It was requested that the opportunities are created across a wide range of sectors.	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). • 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. • 70 site visits for students and community groups. 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% In addition to the direct employment generated by the Proposed Development itself, there will be an increase in local employment, including in the Core Growth Area, 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). 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. It is estimated that the Proposed Development will support approximately 47 FTE positions and 1,038 part time event-based jobs each year. This equates to 566 FTE jobs based on a ratio of two part time jobs per FTE. This estimation is based on the first 20 years of the operational phase. OVG are 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).
--	--

	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 that 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. 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. This strategy will include an apprenticeship programme, local jobs and careers fairs, and a specific programme to help those who want to get back into work.
A request was made for contractors to abide by KPIs that were set and monitored.	This will be considered within the operational Local Benefits Proposal which will be agreed via a planning condition.
A request was made for contractors to keep people in employment after the construction period had ended.	
Parking	
Good parking management was often mentioned by respondents as a way of contributing to a well-managed arena.	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. Arena visitors would be targeted with information and advice relating to sustainable travel to and from the Etihad Campus first. On-site parking for the Arena would be limited and would not be released until shortly before the event (likely to be some time after event tickets are released) due to the potential for a football match to be rescheduled at short notice. Arena visitors would therefore be encouraged to make alternative arrangements in the meantime and advised on the public transport, and active travel options available. Once on-site parking becomes available, it is therefore likely that many visitors will have already made alternative travel arrangements using sustainable

	transport or off-site parking located outside the surrounding area (e.g. City Centre or Park & Ride). Discussions are currently on going in relation to the use of controlled parking zones and how these can be used to improve the amenity for local residents.
It was widely noted by respondents that parking is an existing problem in the local area. Many commented on the current parking situation not being acceptable with many already stating they have trouble parking in the area, or their visitors have trouble parking in the area. One commented on parked cars on pavements causing obstructions for pedestrians.	A resident parking scheme operates within the area surrounding the Etihad Campus on Stadium event days. 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. As detailed in the Transport Assessment, an enhanced parking strategy is proposed.
Suggestions were made by some respondents which included ways to help manage parking well going forward. These included: • Increasing enforcement / parking wardens. • Provide adequate provision. • Encouraging sustainable transport by enhancing cycling and walking routes. • Discouraging the use of the car. • Include a multi-story car park. • Management of on street parking.	Further discussions with the local community are being held in relation the current permit scheme and enforcement measures. Therefore, it is not appropriate to comment at this time. In addition, the Applicant is committed to introducing a package of mitigation measures, including promoting the use of sustainable transport and reducing the car mode share of visitors. Walking routes between the City Centre and the Etihad will be improved: notably the Ashton New Road Route, the City Link Route and the Ashton Canal Towpath Route. 240 additional cycle parking spaces will be provided to supplement the existing spaces at the Campus. Improvements will also be made on the campus to assist with the relief of congestion before and after events and reduce potential for conflicts between vehicles and pedestrians.
There were a number of comments stating that more parking was needed in the area, with one stating that construction workers occupy many of the parking spaces in the area.	A Construction Management Plan will be prepared which outlines the detailed parking arrangements for construction workers, who will also be encouraged to use sustainable transport modes.
There were multiple comments relating to the need for better/more enforcement, as well as restrictions such as double yellow lines, in the area to better manage parking.	Further discussions with the local community are being held in relation the current permit scheme and enforcement measures. Therefore, it is not appropriate to comment at this time.
There were numerous suggestions of increasing dedicated parking through allocated car parks or multi-story car parks within the responses. Some suggested that parking at these dedicated car parks should be cheap/free. Others suggested that car parks around the city should be utilised such as at Metrolink stations or Trafford Centre and/or the stadium.	A geographical expansion of the parking scheme is considered appropriate for the area around the Etihad Campus, the details of which are currently being explored with Manchester City Council. Surveys have been undertaken to identify the extent of existing on-street parking in order to help inform the potential expansion of the resident parking scheme. Based on this, areas to the north-west and south-east of the Etihad Campus have been identified as being potentially suitable for consideration in any expansion. Care would need to be taken with regards to displacement effects on existing parking within these

	areas, as well as the requirements of local residents and businesses potentially affected by any changes. In addition to enhancements to the resident parking scheme, there will be opportunities to refine the operation and management of the scheme through the introduction of new technologies and infrastructure over time. Particular enhancements could include the use of mobile technology to make it easier for residents to register for and amend visitor pass vehicle registrations, thereby making it easier for those residents and visitors who do not have the necessary access to technology or IT skills required to use the system. Technological advancements may also help with regards to enforcement and management of the scheme.
One respondent stated that: "We are a business on Lord North St, M40 8HT. We'd like yellow lines (8am-5pm, Mon-Fri) on that street please."	Further discussions with the local community are being held in relation the current permit scheme and enforcement measures. Therefore, it is not appropriate to comment at this time.
One respondent stated that Briscoe Lane / Riverport Road needs to be addressed. It is used as a free car park.	Further discussions with the local community are being held in relation the current permit scheme and enforcement measures. Therefore, it is not appropriate to comment at this time.
Parking Zone	
With regard to the 365-parking zone, there was a mixed opinion: - Some didn't want change stating that it worked well at the moment, they didn't want further rules and change could cause more problems than it resolves. One stated that increasing the permit scheme could increase 'drop-offs/pick-ups' in the area increasing the number of vehicles. - Others stated that the 365-parking zone was a good idea and welcomed the possibility.	
Many offered opinion on how the parking zone could be changed for the better: - Easy access to permits for residents and their visitors. - No restriction on number of visitor permits. - Reduced fees / free permits for residents/their visitors who are not attending events. - Request for no additional costs incurring on own business parking and mitigation methods businesses need to implement to prevent event attendees from parking in business parking. - Extending it so that it covers main roads / a wider area.	Further discussions with the local community are being held in relation the current permit scheme and enforcement measures. Therefore, it is not appropriate to comment at this time.

• Good signage and/or barriers.	
Problems with the existing permit schemes mentioned in feedback included: • Problems when there is more than one visitor. • Currently, there is abuse of the system. • Problems if residents don't own computer as scheme is accessed online.	
Investing in the local area	
Investing in community facilities was listed as a key priority within the feedback forms as an area that should be considered as an area of importance by the team.	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. 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. 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). The arena will be a key part of the local community providing employment, skills and training and supporting community and social events (4/5 a week). 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.
Some respondents expressed support for investment in the area, welcoming the new arena as a result of this: • One person stated that the arena should improve prospects for local people. • One person reflected that the developments in the area have already brought benefits (such as facilities, entertainment; exercise, higher wages) and they expected the new arena to further improve this. Additional benefits will be better public transport which results from the higher demand this proposal will generate.	OVG agree and support the comments made.
In response to the question 'how best to invest' one person stated that this development was a 'ludicrous' idea and would negatively impact on lives.	As set out in the 'Economic Impact of Two Arenas in Manchester' and 'UK Large Arena Market and Growth Scenarios 2018-2040' it is considered that the

This included concern regarding employment moving out of the area.	Proposed Development is likely to bring significant economic and employment benefits to the local area and also to Manchester. This is further emphasised in the Environmental Statement Chapter 'Socio Economic Issues' which outlines the major benefits the Proposed Development will bring.
One person suggested that affordable homes in the area should be invested in as part of this development.	Any developer contributions will be discussed and agreed with the Local Planning Authority.
Respondents wanted to see community activities (e.g. outdoor, sports), community facilities (e.g. ice rink, health centres) and cultural venues (e.g. museums, cinemas, theatres) invested in, as well as independent shops, bars and restaurants in the local area.	
Nearby green spaces (e.g. park, cemetery) were suggested as places to invest in, alongside sufficient management.	
Social enterprises and groups were also mentioned by a respondent as a suggestion for investment.	
Partnerships with local educational facilities and venues to support meanwhile use were highlighted as an opportunity for investment.	
Some respondents stated that they wanted the team to invest, not just in the arena but also retail in the local area.	
A well-managed arena	
Noise	
Noise was listed as something that respondents considered to be managed well. Suggestions for managing this included: • Sound proofing. • Management of noise of people attending events, as well as traffic from large volumes through the area. • Management of noise through construction.	The Noise associated with the Proposed Development has been assessed in detail in the Environmental Statement. Details of the proposed mitigation measures are set out within Appendix 16.1 of the Environmental Statement. Overall the Proposed Development will not lead to adverse environmental impacts in relation to noise.
Litter	
There were several mentions of litter management within the responses as way of ensuring a well-managed arena.	A Waste Management Strategy has been prepared in support of the application – this should be considered in conjunction with Operational Management Strategy whereby there is a commitment to carry out clear-up operations after events.
Concern was raised about the volume of litter considering that there is already a problem with litter/vermin after events.	
There were suggestions of measures of how to ensure that litter was managed well. These included:	

• More bins. • Regular litter picks, particularly after events. • More staff to support keeping the area clean. • Recycling facilities on walking routes to and from the arena. • One respondent asked for commitment from the team to keep the streets clean. • Litter was mentioned by some as a problem that is already present in the area.	
Toilets	
There were several mentions of toilets within the responses to ensure a well-managed arena. There was a request for more in the area.	A Waste Management Strategy has been prepared in support of the application – this should be considered in conjunction with Operational Management Strategy whereby there is a commitment to carry out clear-up operations after events.
Communication	
There were a number of requests to ensure that communication with residents was good during the planning process by communicating timescales, during the construction process, as well as ahead of events in the future. Suggestions for how good communication could be achieved included: • Producing brochures, websites and holding meetings with local people. • There was a specific request that the team talk to members of the community about the existing problems experienced. • A request was made for a community reference group for the project. • Notification of events.	An Events Management Plan and Operational Management Plan will be submitted which details the operation of the Proposed Development. The Applicant is committed to ensuring that local residents are well informed of the activities at the Proposed Development and are eager to engage with the local community.
Security	
Security was listed as something that respondents considered to contribute to the running of a well-managed arena. Suggestions for achieving this included: • CCTV. • Measures to promote safe walking routes e.g. adequate lighting. • Policing / security guards outside, primarily to prevent ASB.	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.
There were requests that the arena has adequate security to cope with crime or terrorism.	Essential to understanding the latest crime information, the identification of appropriate design measures has been the continued consultation with the Counter

Concern was raised about the conduct / ASB of people who currently attend events in the area and those who will come along as a result of the new arena being built.	Terrorist Security Advisors (CTSA) and the Architectural Liaison Officer for Greater Manchester Police (GMP). 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. 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. 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.
People Management	
Management of people was deemed to be key by some respondents. Suggestions for good people management included: • Managing movement, perhaps through stewards. • Good signage to better the flow of people, as well as ensure safety. • Crowd control.	A detailed Crowd Modelling Exercise was undertaken by BuroHappold and has been fully considered throughout the design process. The Framework Travel Plan sets out a number of protocols which will be in place to ensure people movement is well-managed including the use of stewards and additional signage.
Scheduling	
Respondents mentioned that avoiding clashes with events at venues nearby, as well as planning for coterminous events, would contribute to a well-managed arena. In addition, finish times of before 10pm were mentioned by one. There was a request for the events to be well-publicised.	An Events Management Plan and Operational Management Plan will be submitted which details the operation of the Proposed Development. The intention is that, where possible, events will be scheduled so as to avoid concurrent events at the Proposed Development and the Etihad Stadium.
Health and Safety	
Questions were raised about how this is going to be managed considering the numbers of people in the area if there are multiple events on.	An Events Management Plan will be submitted to ensure that health and safety is prioritised at all times.
Environment / Sustainability	
Requests were made for a high standard of sustainability. There were requests that the sustainability is considered through the design process as well as during operation e.g. re-using rainwater from	A detailed Sustainability Statement has been prepared by BuroHappold as part of the planning application. The Sustainability Statement sets out the initiatives which will be applied including the use of photo-voltaic,

the roof, using solar panels, considering non-plastic items and recyclable products when selecting vendors.	heat source pumps, recycling and waste minimisation, and low-flow water fixtures.
Questions were raised about the impact that over 20,000 people will have on carbon emissions and how this relates to the climate emergency.	The Environmental Statement considers the environmental impact of the Proposed Development, including the impact of the Proposed Development in relation to climate change and carbon emissions.
Design / Appearance of the Arena	
A few people mentioned the design and appearance of the new arena, making suggestions such as: - Some asked for the team to ensure the design high-quality. - One respondent mentioned that they would like the team to ensure that the design stands the test of time, including being able to withstand variable weather conditions. - A request was made for an iconic building. - Another requested that the design was 'clad in glass' as this would add architecturally to the area.	The design of the Proposed Development has been carefully considered by Populous who has extensive experience with delivering these kind of projects. The Proposed Development is of high-architectural quality and utilises durable materials. The design is considered to be iconic and will create a new landmark which is striking and easily recognisable. The use of glass is not suitable for the Proposed Development due to the need to meet acoustic values and also to ensure the arena is suitably enclosed as it would not be viable to have the stage visible from external views. The materiality is considered to respond to the local context and pays homage to the industrial past of the area.
Requests were made for a high-tech arena.	The Proposed Development is designed to be best-in-class, as set out in detail in the Design and Access Statement. Specific technologies to be used within the Area will be developed as the design progresses.
Some respondents raised their opposition to the current design. These included: One commented that it "stands out as an intrusive block. The façade and roof treatments should be made more fluid as the design progresses."	The Proposed Development has been carefully designed to respond to the surrounding context and also the operational needs of an arena. The strong linear form is distinctive and responds to the linear nature of the canal whilst providing an attractive contrast to the more fluid Etihad Stadium.
Question were raised about the capacity of the arena. One respondent suggested that this should be a mid-sized one like the NIC in Nottingham.	The Arena will have a maximum capacity of 23,500 spectators.
Requests were made for the design of the arena and surrounding area to be enhanced to attract business to the area.	The Proposed Development will enhance the areas by transforming an overspill car park into a landmark destination drawing approximately 1 million visitors per year. As part of the transformation of the Site will be an extensive public realm scheme which seek to enhance the experience of the area. The Proposed Development is therefore anticipated to deliver significant regeneration benefits to the local area to the benefit of local businesses.
City Centre Businesses	
A request was made by a couple of people that this proposal does not impact on city centre businesses.	A detailed assessment of the impact of the Proposed Development has been carried out and is submitted as part of the planning application. These are: 'Economic Impact of Two Arenas in Manchester' and 'UK Large

There was concern raised that trade would be split 50/50 between city centre and new site.	Arena Market and Growth Scenarios 2018-2040'. These documents robustly set out the analysis and justification for the Proposed Development.
Local Businesses	
Requests were made that the development supports local businesses and the increase in footfall.	The Proposed Development is anticipated to generate significant footfall and therefore increase the number of visitors to the area. It is estimated that this could be up to 1 million people per year and generate additional local spending. The Proposed Development is estimated to generate an additional £36 million per year in direct annual local spending, benefiting shops, restaurants, cafes and bars and the hotel and accommodation sector.
Respondents suggested the types of amenities they would like to see in the local area as places that local people and visitors could use but also so that more jobs would be created. They included: • Amenities around the arena that are in use all the time, not just events e.g. coffee shops. • A farmer's market / food hall. • A hotel.	The Proposed Development includes amenity facilities that will be operational on event and non-event days to generate activity all year round. As detailed elsewhere, it is considered that the proposed arena use is suitable for the site and meets the aspiration of the Council to regenerate the area including with leisure uses.
Use of the Arena	
Requests for the arena to be used for sporting events such as ice hockey and basketball teams.	The Proposed Development is capable of being used for a wide range of activities including sporting events.
Construction	
Requests were made for local companies to be used during the construction process.	The Applicant is committed to utilising the local supply chain throughout the construction of the arena; however, the contractor is yet to be confirmed.
Requests were made that strict working hours were adhered to during the construction process.	This can be agreed via suitably worded planning condition.
Demand	
Questions were raised about the need for another arena/venue in Manchester.	A detailed assessment of the impact of the Proposed Development has been carried out and is submitted as part of the planning application. These are: 'Economic Impact of Two Arenas in Manchester' and 'UK Large Arena Market and Growth Scenarios 2018-2040'. These documents robustly set out the analysis and justification for the Proposed Development.
A request was made to find another location for a new arena, including a suggestion of outside of the city.	A Sequential Assessment has been undertaken as part of the application which demonstrates that the site is the most suitable to accommodate the Proposed Development. The process involved looking at over 73 other development sites, of which 63 were discounted as there were unable to accommodate an arena. The remainder were discounted for a series of reasons set out within the Sequential Assessment. Furthermore, the site has been long earmarked for redevelopment for a leisure use and therefore the

	Proposed Development is considered to be in line with the Council's vision for the area.
Misc.	
Impacts/benefits on local residents	
A couple of requests were made asking that local people benefit from the arena. Suggested benefits included: • Tickets for residents. • Possibility of local residents hiring rooms at the venue.	The Applicant is committed to ensuring benefits of the Proposed Development is felt most by the local community. A detailed Local Benefit Proposal and a Social Value Toolkit has been submitted with the Application which sets out that: • Over 2,000 new jobs will be created by the Proposed Development. The Applicant 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). • The Applicant will use their resources and networks to bring the world of live entertainment to the young people of Eastlands, through school visits, tours and outreach activities. In our other locations, we 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. • The Applicant and partners will work closely with local schools and develop a school leaver programme to ensure that we provide a pathway for local school leavers to find employment • The Applicant and partners will work with the Council and local Ward Councillors to identify any skills gaps that are needed to fill employment opportunities and will provide courses and opportunities to be employment ready Additional benefits to the local community such as tickets for residents will be explored by the Applicant.
Concern was raised that this addition to Manchester will have a negative effect on local residents comes at the expense of local residents, with one saying that the benefits do not outweigh the costs.	As above.
There was a request for long term monitoring of the development in terms of disruption/impact on local residents.	Long-term monitoring of the impact of the Proposed Development will be in place including via an Operational Management Plan and a Travel Plan. The Applicant is keen to ensure the Proposed Development and local residents can have a harmonious relationship and will seek to mitigate impacts or disruption.
A couple of requests were made for the development to be built somewhere else.	A Sequential Assessment has been undertaken as part of the application which demonstrates that the site is the most suitable to accommodate the Proposed Development.

	Furthermore, the site has been long earmarked for redevelopment for a leisure use and therefore the Proposed Development is considered to be in line with the Council's vision for the area.
Concern that taxes in the local area would increase.	This is not within the remit of the planning application.
Analysis	
One respondent wanted the team to ensure there was a robust analysis and justification.	A detailed assessment of the impact of the Proposed Development has been carried out and is submitted as part of the planning application. These are: 'Economic Impact of Two Arenas in Manchester' and 'UK Large Arena Market and Growth Scenarios 2018-2040'. These documents robustly set out the analysis and justification for the Proposed Development.
A request was made for the team to work to ensure that the development is aligned to other strategic projects in the city, including expanding LTE's Openshaw campus and city centre campus, as well as providing joined up thinking on training provision.	The Applicant is committed to providing long term benefits for the local community including joined-up training provision through ongoing dialogue with Manchester's Work and Skills Team. The long-term strategic nature of the Etihad Campus in conjunction with other strategic projects in the area is considered as part of the 2019 Eastlands Regeneration Framework.
Land Use	
A request was made for the land to be used for something that local resident 'need'.	The site has long been established as suitable for regeneration, and more specifically as appropriate for leisure use. As set out in Core Strategy Policy EC 7 Eastlands is considered suitable for a major sports and leisure visitor destination with complementary commercial, retail and hotels. 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. This Policy therefore sets the principle of further leisure development within Eastlands. Further to the adopted Core Strategy, the 2017 Eastlands Regeneration Framework specifically identified the Site as being in an area where development should encourage activity all-year round through uses such as retail and hotels and uses which may also serve the evening economy. In the 2019 update to the Eastlands Regeneration Framework the Site was again identified for regeneration, in particular for a leisure use with a new indoor arena and a multi-plex cinema. It is considered that a large-scale leisure use would bring many benefits to the local area including employment and local expenditure, and the redevelopment of a longstanding regeneration site. In addition, the location of the Site in proximity to the Etihad Arena and other sporting uses, as well as the

	previous Gas Works and Mining Operations in the area make an arena, a less sensitive use, an ideal use. For these reasons it is considered that the Proposed Development is a preferred use for the Site.
Other	
Concern that Clayton Lane South access from Ashburys station has become a fly tipping zone.	This is not within the remit of the planning application.
One respondent thought that the consultation would have little bearing on whether the arena went ahead or not.	This is not within the remit of the planning application.
Concern was raised about the ability to sell properties as a result of the development.	This is not within the remit of the planning application.
A request was made to give as much notice as possible of drop-in sessions to ensure local people were able to attend.	This has been taken onboard by the Applicant and consultation team.

7 Phase Two Consultation

7.1 Introduction and aims of consultation process

The phase two public consultation period ran from Wednesday 13 November to Monday 16 December 2019.

Following the first phase of consultation, the second phase was intended to present more developed proposals for the development, whilst looking to address priorities expressed during the previous round of consultation. This included the need for an arena to provide benefits for local people and the need for a robust transport plan.

Plans presented during the phase two consultation included.

- Visualisations of the potential building design along with the design response to the site and its wider surroundings.
- Details on the potential building façade design and materials.
- Details on the creation of walking and cycling routes, along with the creation of a new canal side space next to the arena building.
- More details on progress with the Applicant's sustainable transport strategy, and the intention to develop this further via discussions with wider stakeholders.
- Potential benefits for the local community, including the potential to provide over 1,000 jobs.

Efforts were made to raise awareness of the second phase of consultation among local representatives, local organisations, nearby businesses and local residents, as detailed in the sections below.

7.2 Publicising the Community Consultation

7.2.1 Consultation Postcard

Consultation postcards were distributed on Wednesday 13 November 2019 to all residential and business properties located within the agreed distribution area as set out in **Section 3.1.4** and shown in **Figure 3**.

The phase two consultation postcard informed people of the commencement of the second phase of consultation. It also included information on the common themes of feedback provided during phase one consultation and invited people to provide feedback on the more developed plans, which could be submitted via the same communication channels. The postcard also invited people to attend the consultation drop-in sessions, which are detailed in **Section 7.3**.

A copy of the consultation postcard for phase two is provided as **Appendix 7**.

7.2.2 Community Access Points

To increase the awareness of the phase two consultation, posters were distributed to a number of publicly accessible locations within the vicinity of the proposed development on Wednesday 13 November 2019. These posters included information about the more developed proposals, the phase two consultation drop-in sessions and the communication channels and is provided as **Appendix 8**.

Following the phase one consultation, the Applicant sought to publicise the events further and increase awareness of the proposals amongst members of the local community.

The following CAP Sites were issued with posters about the consultation. These sites are shown visually in **Figure 19**.

The following community hubs were issued with posters about the consultation along with consultation postcards for visitors to take away:

- The Manchester College*
- The Bridge College
- Church of England School of Resurrection*
- St Brigid's RC Primary School

- Connel Co-op Colle*
- Seymour Road Academy*
- St Willibrords Catholic Primary School*
- Clayton Methodist Church*
- Park View Community School
- Hope Mill Theatre
- St Anne's RC Primary School*
- St Anne's RC Primary School
- Beswick Library
- The East Manchester Academy
- McDonalds, 2 Gibbon Street
- The Grange Community Resource Centre*
- ASDA Sportcity
- HSBC UK National Cycling Centre
- Wells Centre*
- Church of the Apostles*
- Miles Platting Community Library*
- The New Roundhouse*

**the marked venues also agreed to share the poster electronically on their social networking site and/or through email*

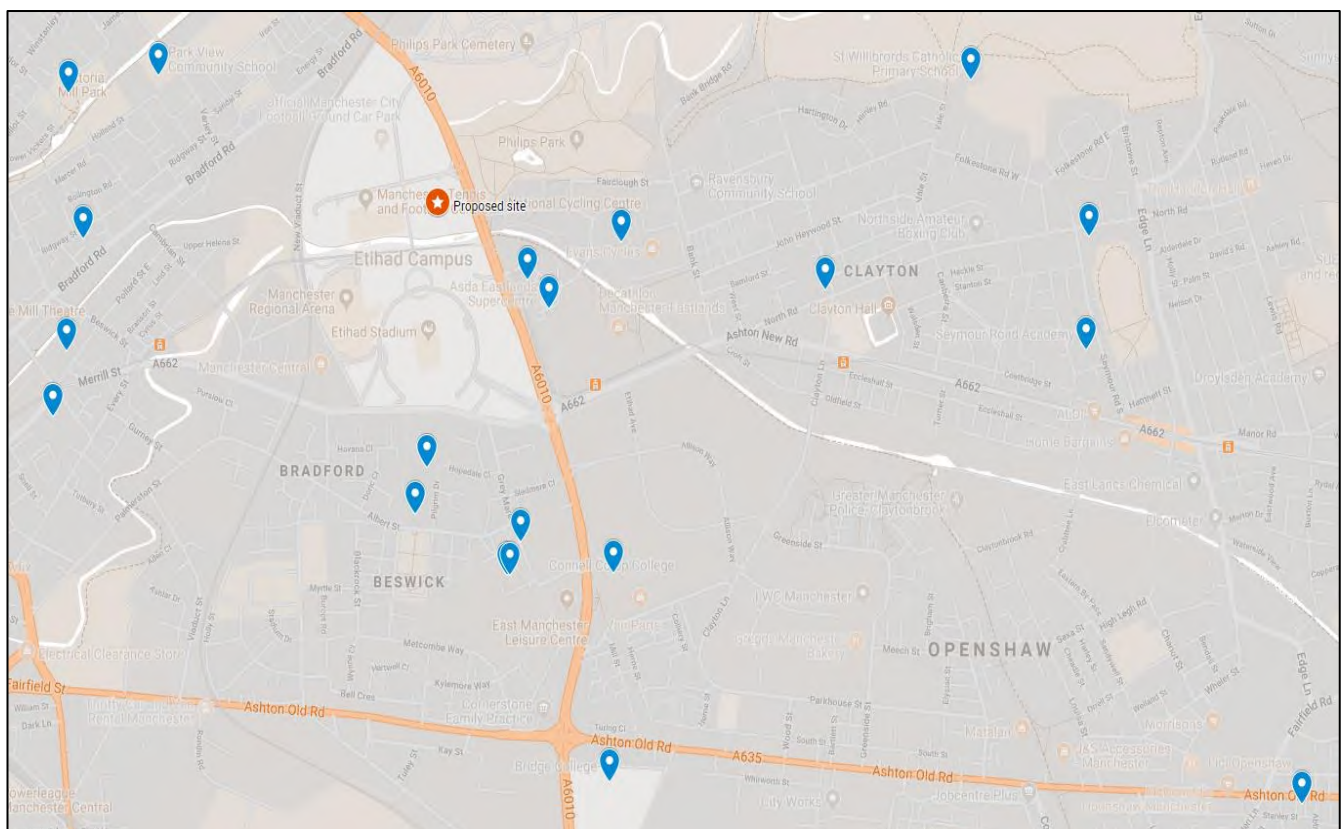


Figure 19: Locations of phase two CAP Sites in relation to proposed development site



Figure 20: Posters and consultation postcards on display at Beswick Library

7.2.3 Consultation Website

The dedicated project consultation website (www.eastlandsarena-consult.com) was updated to coincide with the distribution of postcards on Wednesday 13 November 2019 to inform visitors of the second series of drop-in sessions.

To coincide with the start of the week of phase two community consultation drop-in sessions, further information was added to the website about the proposals. This additional information included a pdf of the drop-in session displays for those who could not attend the events.

A link was provided to an online feedback form where visitors to the website could provide feedback and have their say on the proposals.

Figure 21 provides a selection of screenshots taken of the consultation website following the update at the start of the week of phase two consultation drop-in sessions.

7.2.4 Emails and letters

During Phase One, 90 people requested to be kept up to date. As a result, people were sent a covering email, letter and electronic version of the consultation postcard on Wednesday 13 November 2019 to inform them of the start of the phase two consultation period and publicity with local residents and businesses.

Emails and letters were sent to key stakeholders, including phase one event attendees, political representatives, local interest groups, and CAP Sites, as identified in **Section 7.2.2**.

The covering email and letter are provided as **Appendix 9**.

7.2.5 Media

7.2.5.1 Online Media

A press release was issued by the Applicant to a number of local media outlets on Tuesday 26 November 2019 which publicised the launch of the phase two consultation and opening of the second round of consultation drop-in session on Thursday 28 November 2019. The press release also provided details of the latest proposals and encouraged further feedback and inputs from local residents and businesses.

Coverage of this press release was provided by a number of outlets, including IQ magazine online and PanStadia and arena management, both of which published the story on Tuesday 26 November 2019.

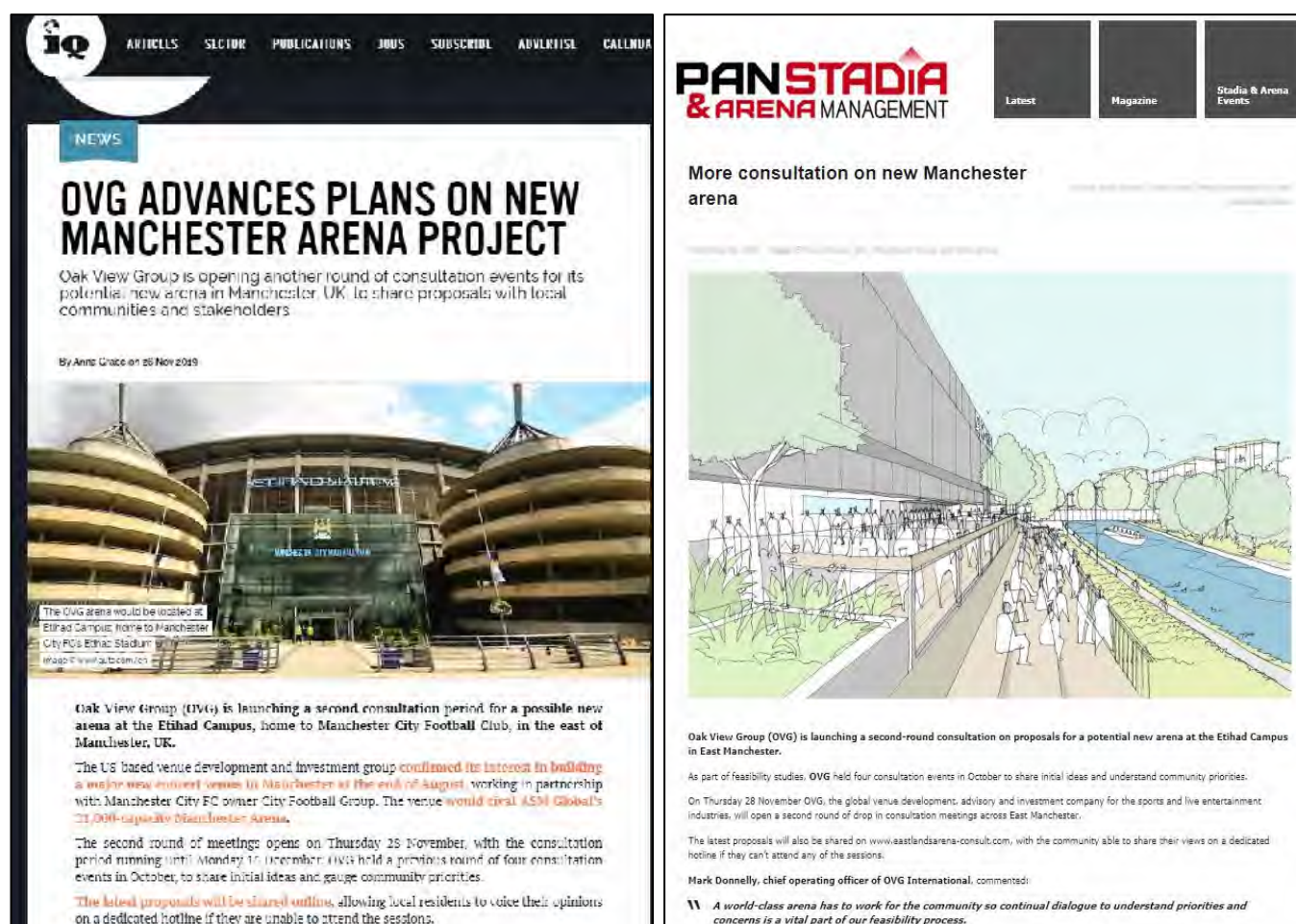


Figure 22: Screenshots of IQ magazine online and PanStadia and arena management articles published on Tuesday 26 November 2019

7.2.5.2 Social Media

To support the second phase of consultation, a series of social media activities were planned by the Applicant to promote the consultation drop-in sessions.

The Applicant publicised the consultation via a series of Tweets, Facebook and Instagram posts from its 'Eastlands Arena' social media accounts. This included prior to the first phase two consultation drop-in session, along with reminders to submit feedback prior to the close of the consultation period on Monday 16 December 2019.

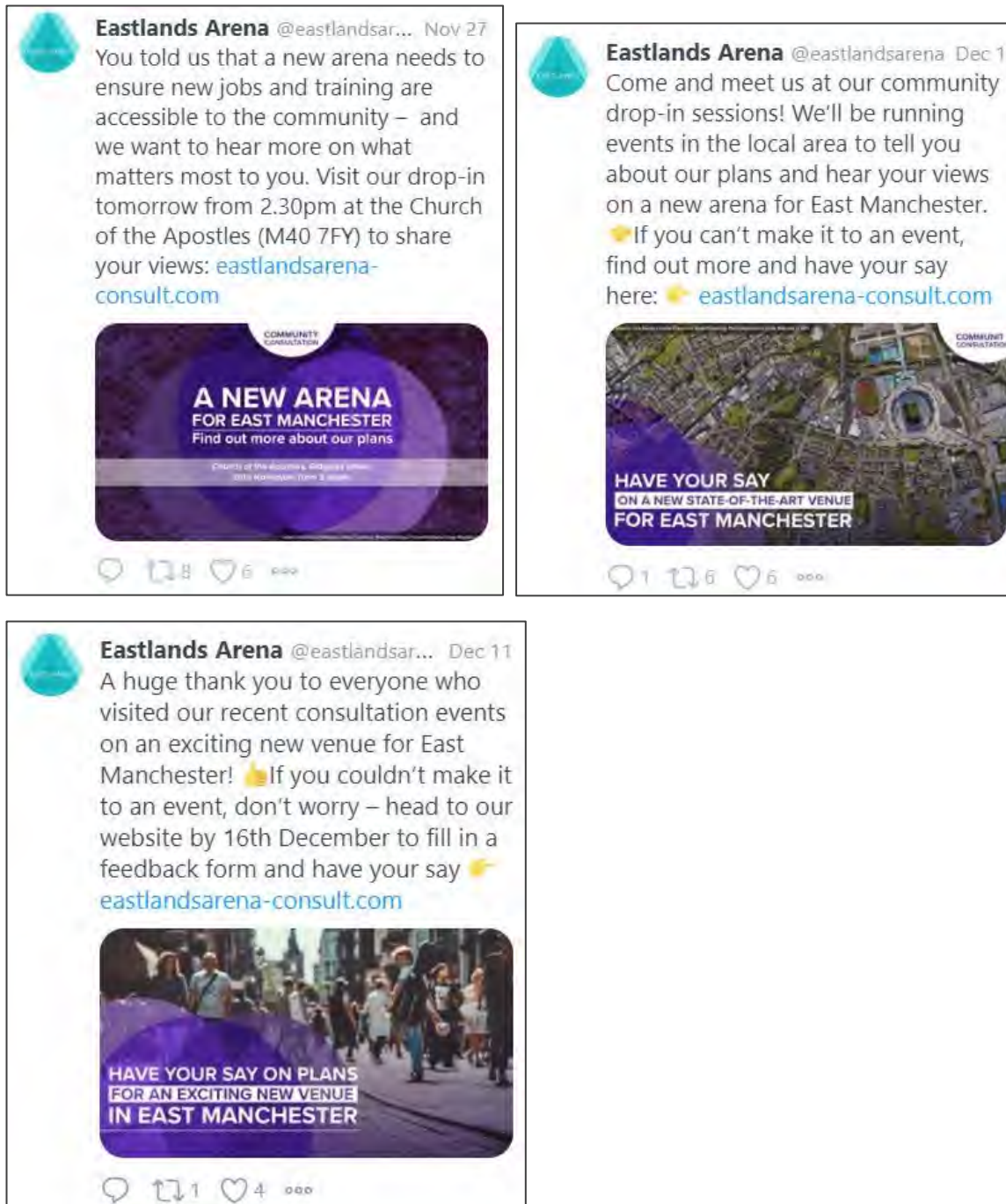


Figure 23: Example Tweets from the Applicant's 'Eastlands Arena' (@eastlandsarena) Twitter account to publicise the phase two consultation

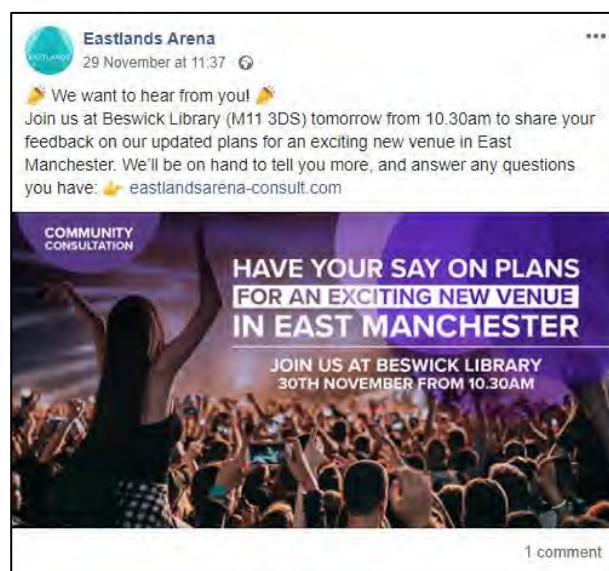


Figure 24: Example Facebook posts from the Applicant's 'Eastlands Arena' (@eastlandsarena) Facebook account to publicise the phase two consultation

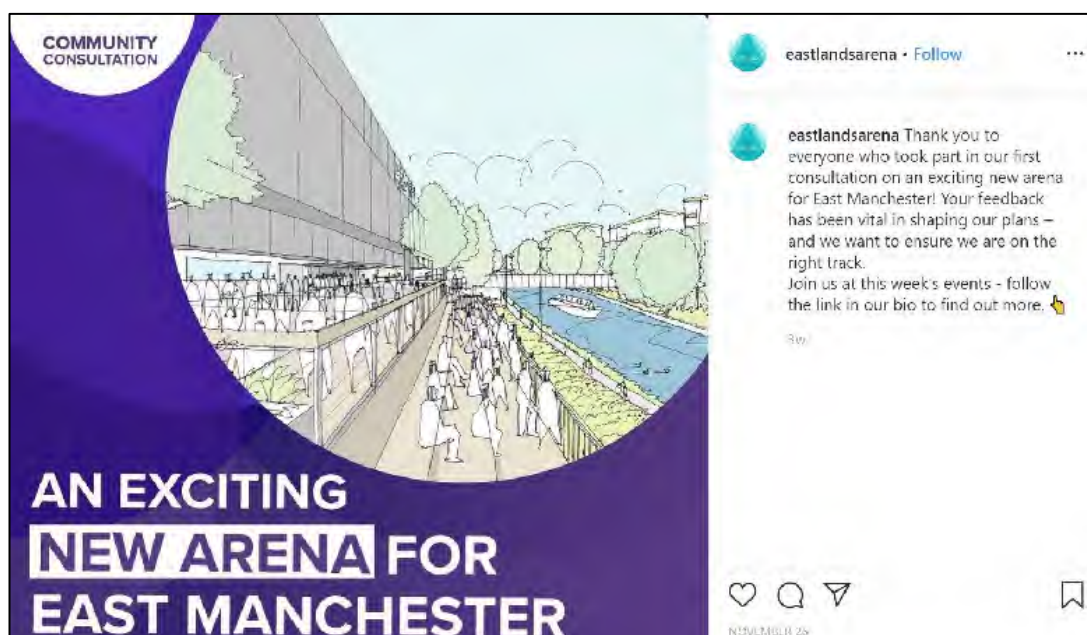


Figure 25: Example Instagram post from the Applicant's eastlandsarena Instagram account to publicise the phase two consultation

The Applicant recognised that these accounts originally had no followers so sought to boost the visibility of the posts with targeted social media campaign for the phase two consultation. A postcode targeted approach was undertaken to ensure content reached relevant stakeholders who reside in the surrounding areas of the consultation events. Notably, the campaign targeted people who live in the M40, M11, M35, and M43 postcodes.

7.2.5.3 Online and Social media results

During the phase two consultation period there was a total of 1,474 visitors to the project website, of which 1,388 were unique visitors. As shown in **Figure 26**, there was a clear spike in visitors prior to and during the week of the phase two consultation drop-in sessions, with 183 people visiting the site on 26 November 2019.



Figure 26: Graph showing total visits to the project website during the phase two consultation period (13 November – 16 December 2019)

In addition to this, **Table 4** provides a breakdown of the location of web visitors from within the UK, of which there was a total of 1,376 unique visitors (93.4% of total visitors globally), 35.3% of which were based in Manchester with a number of others from surrounding areas.

Table 4: Breakdown of the location of visitors to the project website (eastlandsarena-consult.com/) in the UK during the phase two consultation period

Location	Total number of visits	Percentage (of visitors from UK)
Manchester	486	35.3%
Oldham	61	4.4%
Stockport	47	3.4%
Westminster	29	2.1%
Trafford	23	1.7%
Salford	12	0.9%
Other	658	47.8%
Total UK visits	1,376	

In addition to this, traffic to the website was primarily driven by social media activity with there being 46.8% of visits via social media, with 32.6% visiting the website directly. The sources of website traffic are shown in **Table 5** and **Figure 27** overleaf.

Table 5: Breakdown of total visits to the project website (eastlandsarena-consult.com/) during the phase two consultation period

	Total number of visits	Percentage
Social Media	690	46.8%
Twitter	418	
Facebook	261	
Instagram	11	
Direct	481	32.6%
Referral	243	16.5%
Forums.blumoon-mcfc.co.uk	184	
Skyscrapercity.com	46	
Stadia-magazine.com	6	
Other	7	
Search via internet browser	59	4%
Email	1	0.07%

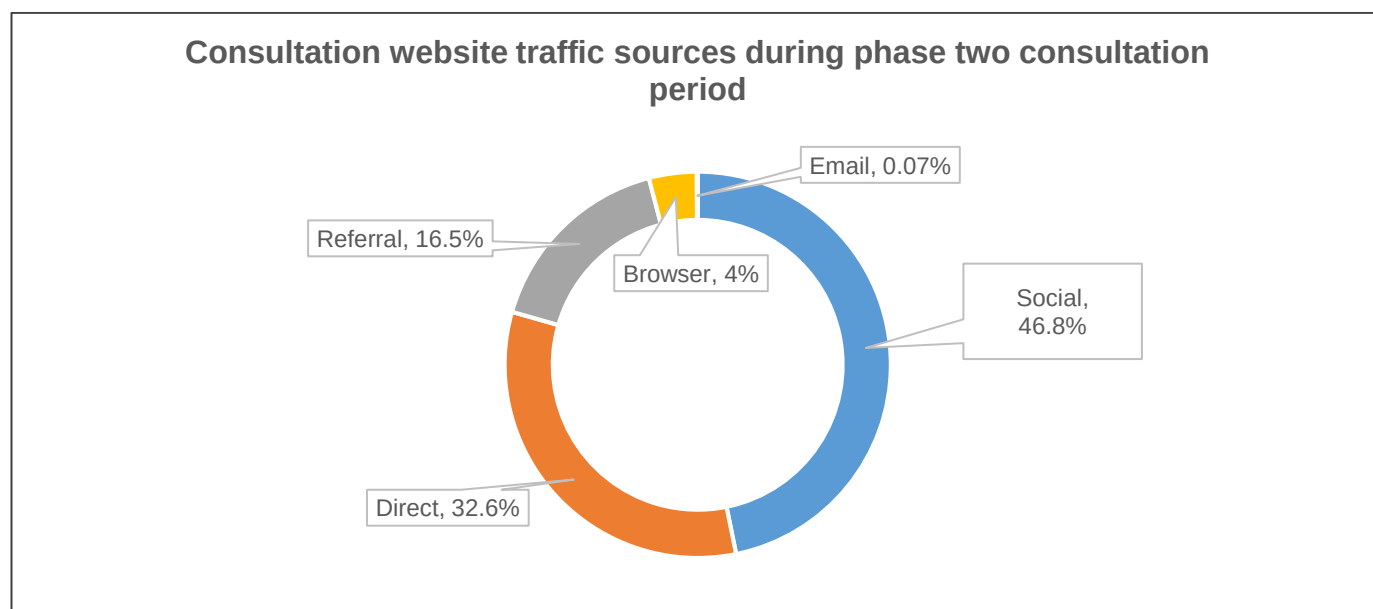


Figure 27: Chart showing sources of website traffic during the phase two consultation period

Table 6 shows the engagement statistics taken from the target social media campaigns around the consultation drop-in sessions (26 November – 03 December 2019). This increase in awareness of the events is reflected in these statistics with high impression figures across the campaign, along with notable engagements from local stakeholder groups.

Table 6: Social media results for paid campaign during time of consultation drop-in sessions (26 November – 03 December 2019)

Social media results for paid campaign during time of consultation drop-in sessions	
Twitter	
Results (impressions)	72,743
Total Engagements (including clicks)	1,857
Likes	40

Retweets	11
Replies	4
New Twitter followers during this period	88
Facebook/Instagram	
Results (reach)	76,672
Total Engagements (including clicks)	751
Reactions	9
Shares	9
Comments	6
New Facebook followers during this period	19
New Instagram followers during this period	3

Table 7 shows the engagement statistics taken from the targeted social media campaigns across the three social media platforms, taken from two consultation posts which ran from Thursday 12 December and concluded on Monday 16 December 2019. Whilst not as high as the campaign during the time of the consultation drop-in sessions, these figures still show a high level of engagement of posts during this period.

Table 7: Social media results for paid campaign (between Thursday 12 December and Monday 16 December 2019)

Social media results	
Twitter	
Results (impressions)	16,123
Total Engagements (including clicks)	377
Likes	14
Retweets	1
Total Twitter account followers	107
Facebook/Instagram	
Results (Reach)	26,216
Total Engagements (including clicks)	62
Reactions	5
Comments	2
Total Facebook account followers	22
Total Instagram Followers	6

7.2.5.4 Conclusions

In summary, the social media campaign helped to further raise awareness of the consultation among members of the local community.

7.3 Phase two consultation drop-in sessions

6.4.1 Events overview

A total of five drop-in sessions were held across the phase two consultation period, selected based on proximity to the development site and accessibility. As shown in **Figure 28**, the venues were selected in the areas of Beswick, Miles Platting and in Sportcity.



Figure 28: Locations of the phase two community consultation drop-in sessions in relation to the potential site location

The details of the phase two community consultation drop-in sessions were as follows:

- **Thursday 28 November 2019 from 2.30pm to 7:30pm** at Church of the Apostles, Ridgway Street, Miles Platting, M40 7FY
- **Saturday 30 November 2019 from 10:30am to 3pm** at Beswick Library, 60 Grey Mare Lane, M11 3DS
- **Monday 2 December 2019 from 2:30pm to 5pm** at Ravensbury Community School, Tartan Street, Clayton, M11 4EG
- **Monday 2 December 2019 from 6pm to 8pm** at The Foyer at the HSBC National Cycling Centre, Stuart Street, M11 4DQ
- **Tuesday 3 December 2019 from 3:30pm to 8pm** at The East Manchester Academy, 60 Grey Mare Lane, M11 3DS

During the phase two community consultation, five drop-in sessions took place in different locations near to the development site.

At the drop-in sessions, more developed proposals were on display. This included:

- A summary of feedback gathered during the phase one consultation.
- More detailed information of the design of the arena, including response to the characteristics of the site and its wider surroundings, and the arena's density and form.
- Presentation of key principles that have guided the façade design.

- Information on the sustainability of design.
- Plans for investment in walking and cycling infrastructure, including proposals for a new canal side space
- Information on the sustainable transport strategy and how this will be developed further.
- Information on job opportunities and benefits for local people.

Throughout the consultation drop-in sessions, the Applicant and members of the project team were on hand to talk people through the proposals and answer any questions. The event display boards are provided as **Appendix 10**.

Hard copies of the feedback forms and postcards were also brought along to the events, where visitors were encouraged to provide feedback.

6.4.2 Event attendees

Overall, across the five drop-in sessions, 53 people attended. This number included the following groups of stakeholders within the immediate vicinity of the development site and beyond:

- Local residents
- Local business owners
- Political representatives
- Representatives from key local institutions such as schools and community groups

People were given the opportunity to sign-up to keep-in-touch with the latest proposals for the development, such as via sign-in sheets at the drop-in sessions and via feedback forms. In total, 21 people asked to be kept up to date about the proposals.

In addition to this, event attendees were also encouraged to share their postcode. **Figure 29** shows the spread of event attendees during the phase two community consultation drop-in sessions, indicating attendees from within the vicinity of the proposed site location, along with a number of different communities, including Beswick, Clayton, and Miles Platting.

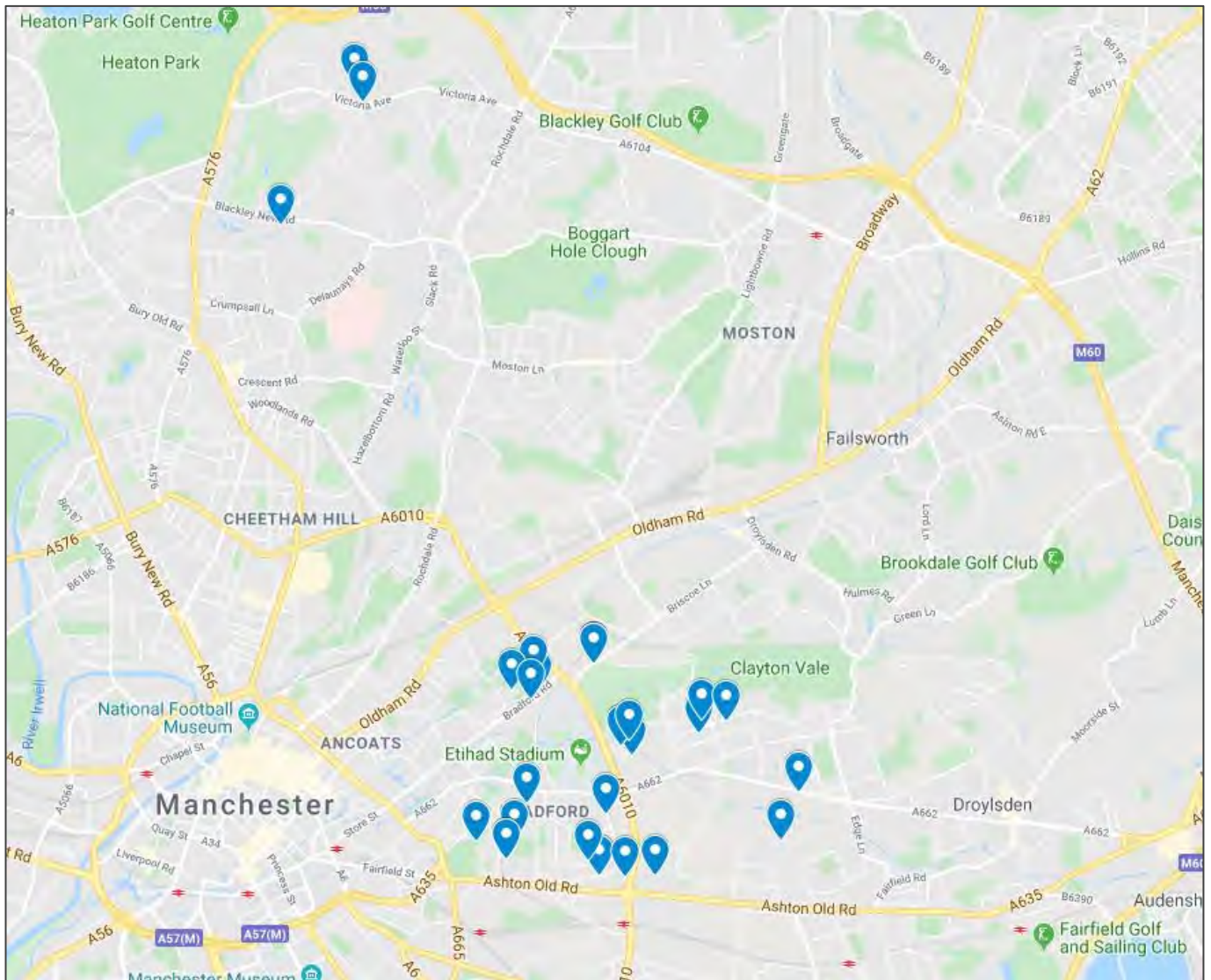


Figure 29: Location of event attendees during the phase two community consultation drop-in sessions

Church of the Apostles

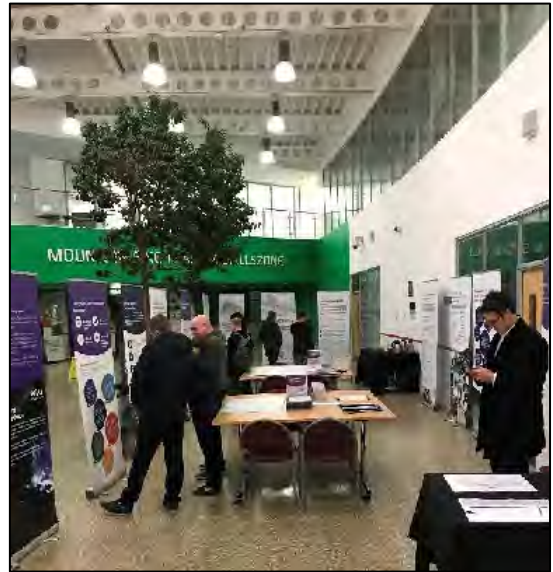
Beswick Library



Ravensbury Community School



HSBC UK National Cycling Centre



The East Manchester Academy



Figure 30: Photographs from the phase two consultation drop-in sessions

8. Phase Two Community Consultation Feedback

8.1 Summary of Feedback Received

Throughout the phase two community consultation, the same channels were made available for people to ask questions and provide feedback. To summarise, these were:

- The Freephone information line (0808 196 2008).
- The enquiries email address (info@eastlandsarena-consult.com).
- A hard copy of the feedback form available at the five community drop-in sessions, with an opportunity to return feedback forms via post.
- An electronic copy of the feedback form available on the project.

In total, 48 responses to the second phase of pre-application community consultation were received. These are categorised below depending on the channels through which the feedback was given.

Table 8: Number of consultation responses received through each of the consultation channels for phase two consultation

Consultation Responses Received	Total
Hard copy feedback form from the drop-in sessions	22
Online feedback form	21
Email	5
Phone	0
Total	48

All the responses received during the pre-application public consultation period have been logged and every comment has been considered by the project team ahead of the submission of the planning application.

8.2 Analysis of Feedback Forms

The feedback form sought to obtain thoughts on a number of key issues associated with the updated proposals, which included four key sections:

- About you – Questions regarding the respondent and how they are classified (e.g. local residents or business owner).
- About Today's Event – Question regarding how informative the consultation drop-in sessions were.
- Your Views Matter – Questions requesting comments and suggestions on the more developed plans and area design, as well as on a number of key issues, including: the emerging arena design and management of visitors; contributing to campus-wide improvements and encouraging sustainable travel; and parking.
- Your Priorities, Our Priorities – Prioritisation of a number of issues listed, with identification of respondents' top three issues.

The feedback forms included a mix of multiple-choice questions and open questions about the updated proposals, inviting further comments about the plans. The feedback form is provided as **Appendix 11**. To ensure full accessibility to a wide range of stakeholder, including those who were unable to attend the drop-in sessions, the feedback form was also provided online on the consultation website.

The following section of the report provides a summary of the answers and comments received through the multiple-choice questions asked as part of the feedback forms, both online and at the drop-in sessions. For the use of analysis, the below Figures provide an overview of responses to both offline and online methods.

Comments received through open questions in the feedback forms from the public drop-in sessions and by email are summarised and addressed in the table in **Section 8.2.2**.

8.2.1 Responses to multiple questions within the feedback form

Question 1: How would you describe yourself?

Overall, out of the 43 completed feedback forms either at the drop-in sessions online, 35 people described themselves as a local resident.

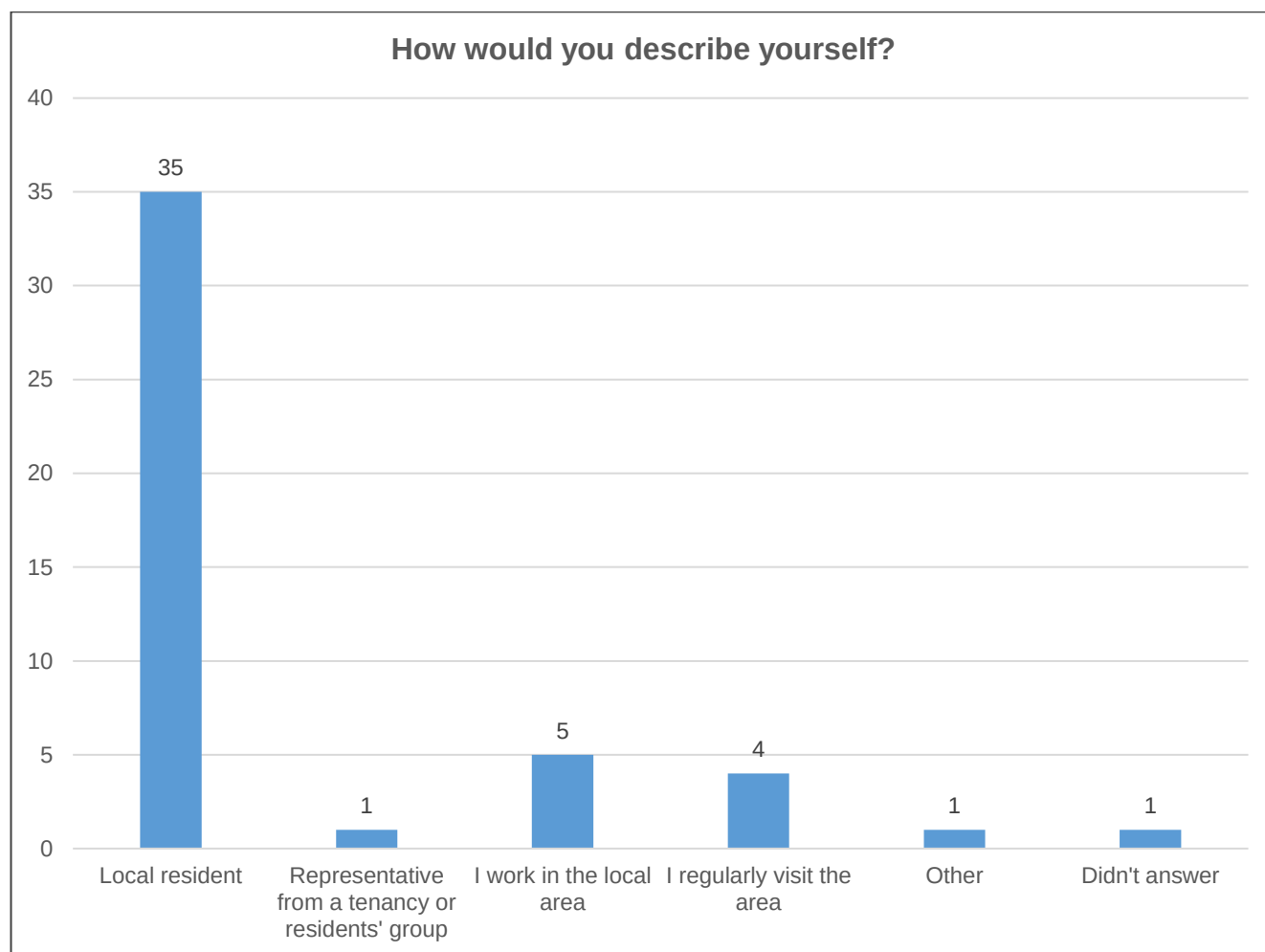


Figure 31: Graph showing how respondents to the online and drop-in session feedback forms responded to the question 'how would you describe yourself?'.

*Some respondents answered this question with more than one answer, hence why the total number of responses shown in the graph for this question is more than the number of response forms received.

Question 2: How did you find out about today's consultation drop-in session?

This question was only available for those filling out the feedback form at the drop-in sessions to answer. Out of the 22 responses received to this question, 13 people stated that they found out about the events having received a consultation postcard.

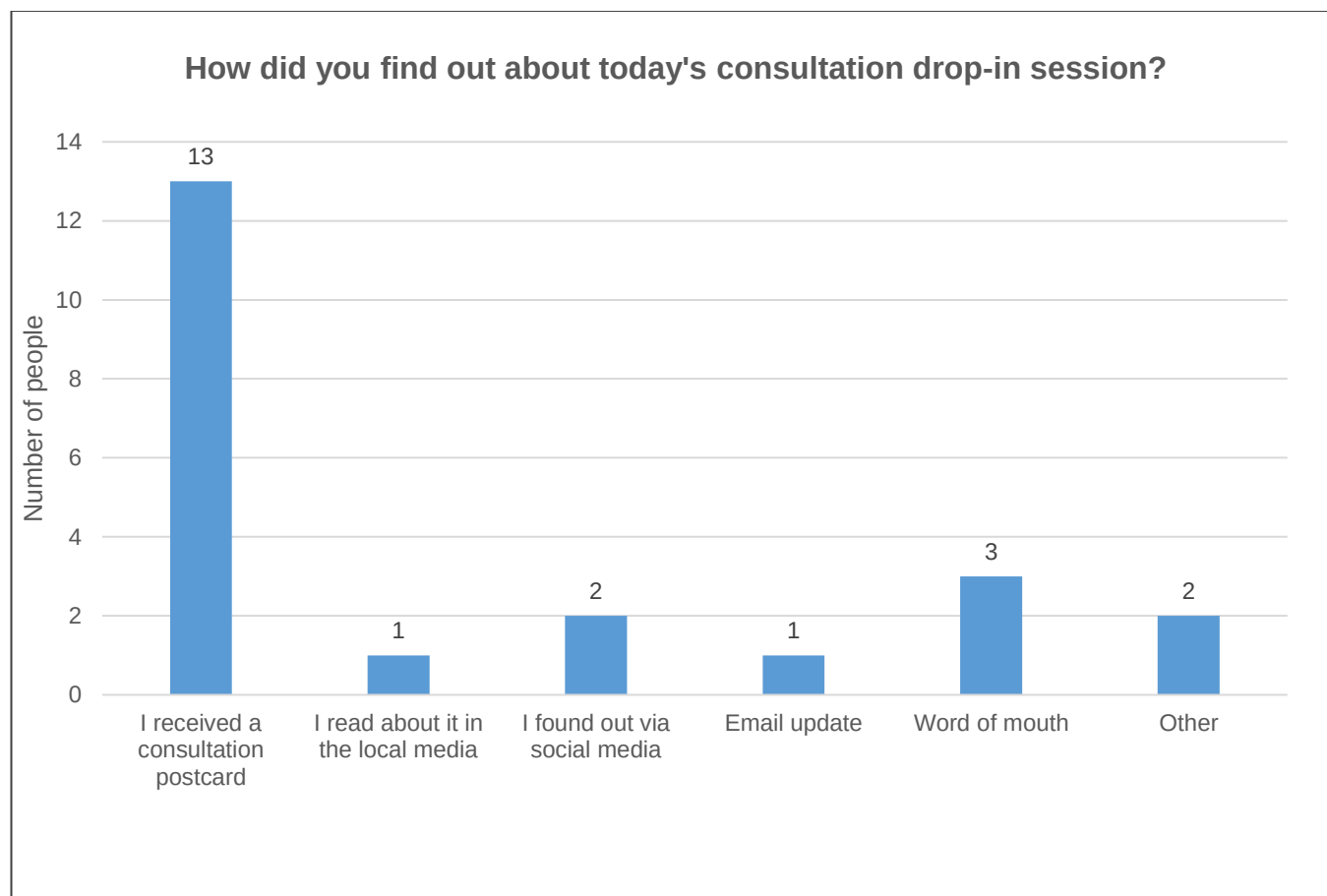


Figure 32: Graph showing how respondents to the drop-in session feedback forms responded to the question 'how did you find out about today's consultation drop-in session?'.

*Some respondents answered this question with more than one answer, hence why the total number of responses shown in the graph for this question is more than the number of response forms received.

Question 3: How informative did you find today's consultation drop-in session?

This question was only available for those completing a feedback form at one of the drop-in sessions. Out of the 22 feedback forms submitted, 73% of respondents thought the session was 'very informative' and 27% of people thought the session was 'quite informative'.

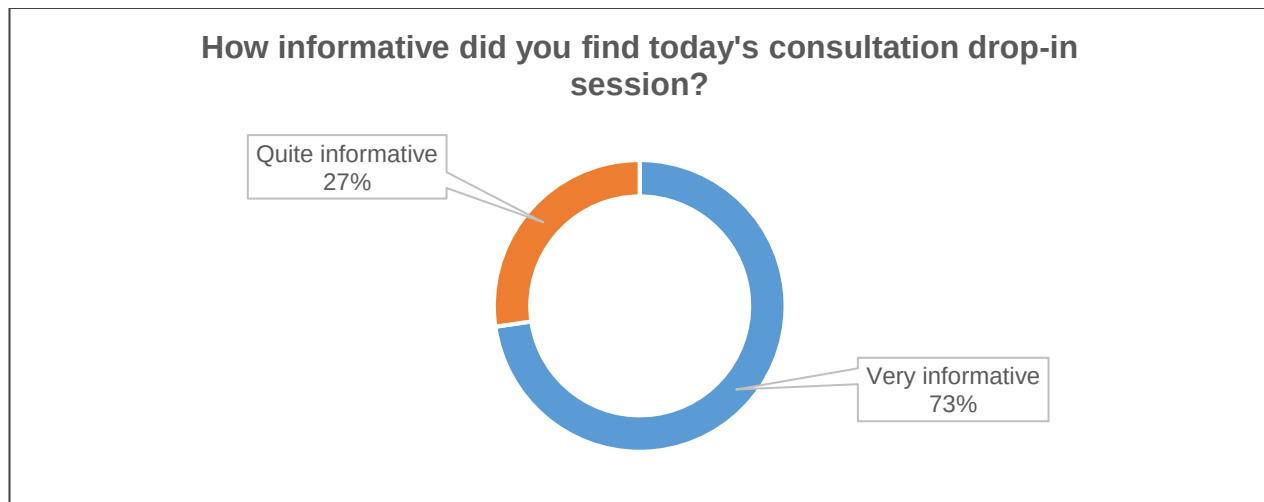


Figure 33: Chart showing how respondents to the drop-in session feedback forms responded to the question 'how informative did you find today's consultation drop-in session?'.

Question 4: Contributing to Campus-wide improvements and encouraging sustainable travel: Do you agree with this approach of creating new canal side space?

Overall, out of the 38 responses to this question, 87% of respondents agreed with the approach of creating new canal side space, as laid out in the explanatory text in the feedback form and event displays.

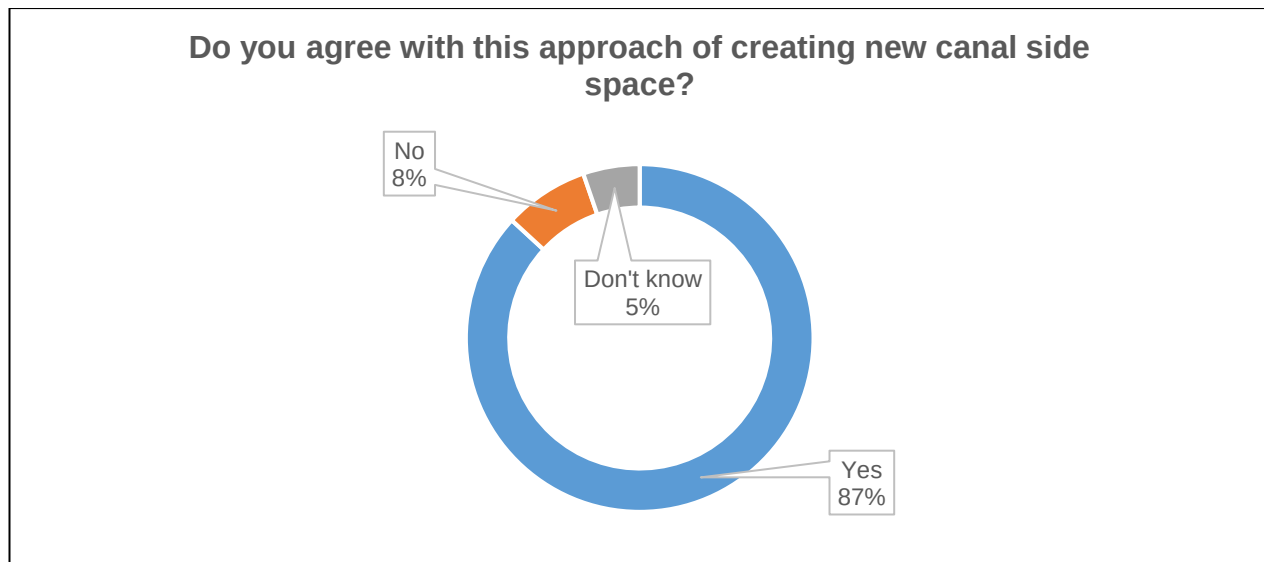


Figure 34: Graph showing how respondents to the drop-in session and online feedback forms responded to the question 'Do you agree with this approach of creating new canal side space?'.

Question 5: Contributing to Campus-wide improvements and encouraging sustainable travel: Do you agree with this approach of improving opportunities for walking and cycling?

Overall, out of the 37 responses to this question, 84% of respondents agreed with the approach of improving opportunities for walking and cycling, as laid out in the explanatory text in the feedback form and event displays.

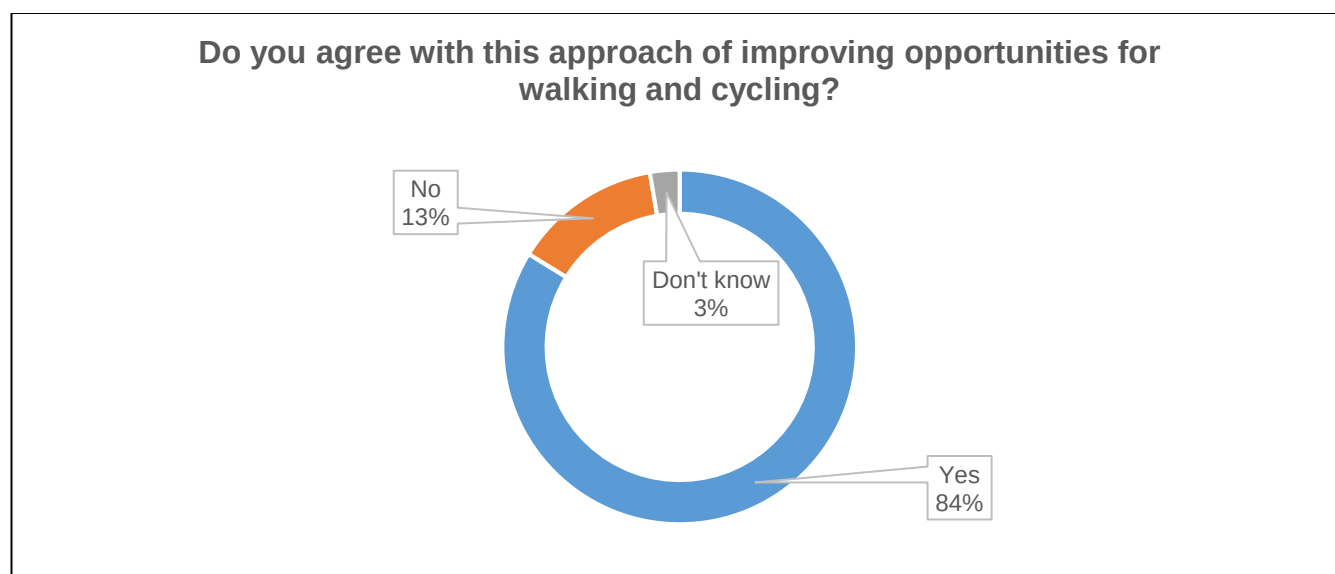


Figure 35: Graph showing how respondents to the drop-in session and online feedback forms responded to the question 'Do you agree with this approach of improving opportunities for walking and cycling?'.

Question 6: Contributing to Campus-wide improvements and encouraging sustainable travel: 'Do you agree with this approach to sustainable transport?'

Overall, out of the 35 responses to this question, 77% of respondents agreed with the approach to sustainable transport/travel, as laid out in the explanatory text in the feedback form and event displays.

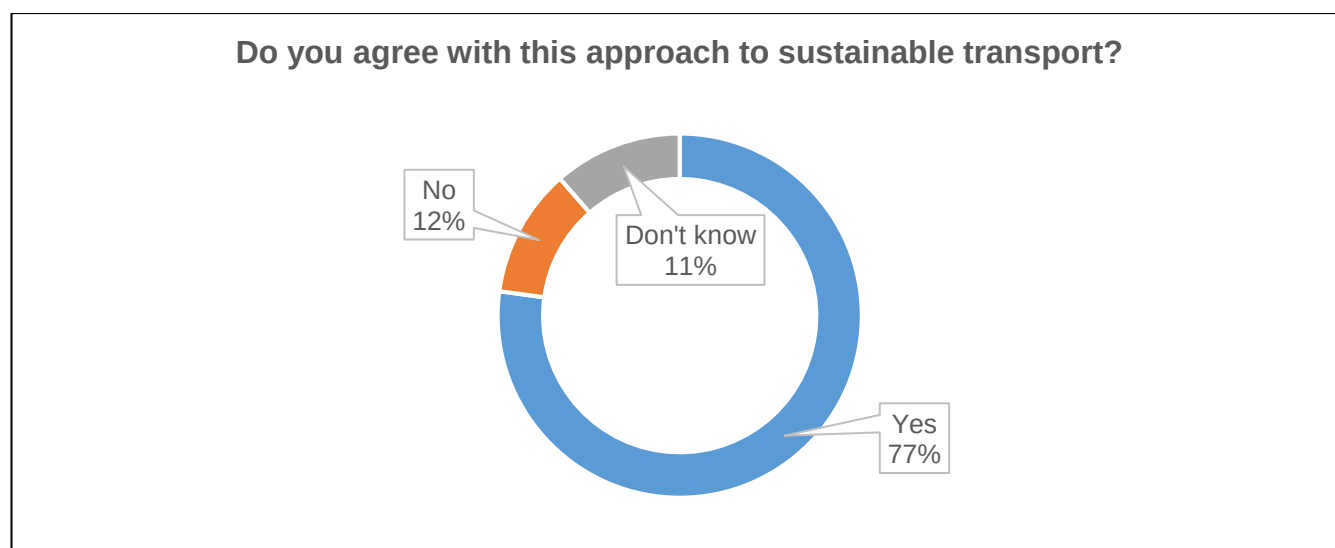


Figure 36: Graph showing how respondents to the drop-in session and online feedback forms responded to the question "Do you agree with this approach to sustainable transport?".

Question 7: Parking: 'Do you agree with this approach to enhanced parking zones?'

Overall, out of the 37 responses to this question, 78% of respondents agreed with the approach to enhanced parking zones, as laid out in the explanatory text in the feedback form and event displays.

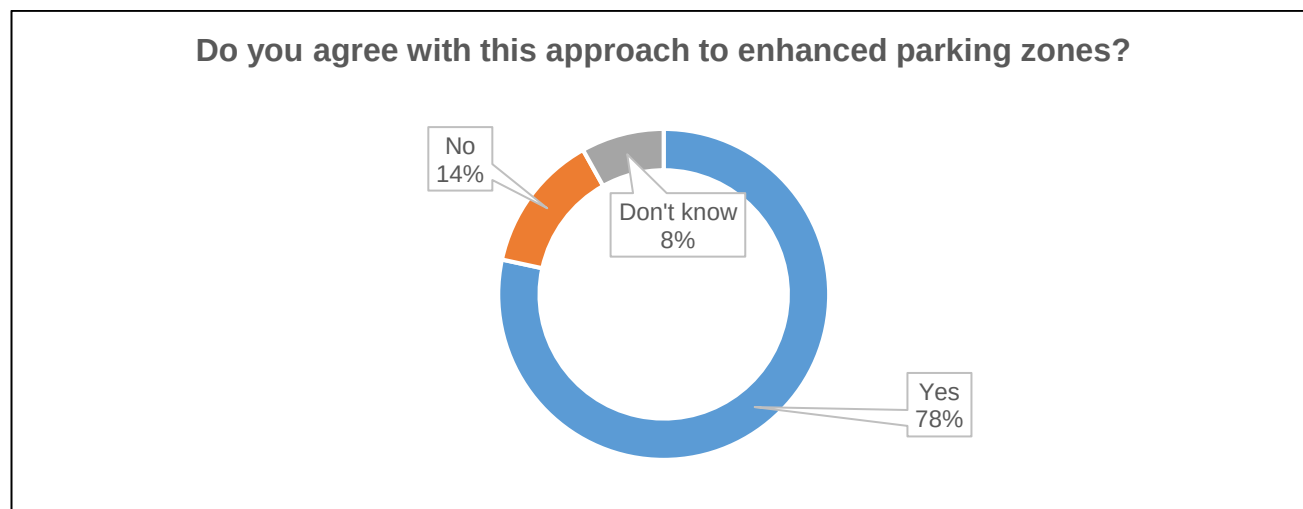


Figure 37: Chart showing how respondents to the drop-in session and online feedback forms responded to the question 'Do you agree with this approach to enhanced parking zones?'.

Question 8: Your Priorities, Our Priorities. We want to understand what is important to you. Please look at the list below and rank your Top 3 priorities (1 being the most important; 3 being the least important). If your priority is not listed, you can add it to the list below.

Respondents were asked to rank the top three issues that should be prioritised when considering proposals for a new arena in Manchester. The options provided are not an exhaustive list but were selected to provide a general overview of common issues and topics raised in early discussions with key stakeholders.

At the consultation drop-in sessions and online, respondents chose to either tick or rank issues that were important to them. **Figure 38** therefore provides an overview of issues identified as important (either ticked and ranked) and **Figure 39** illustrates data from respondents who chose to rank their top three priorities. From this data, the project team have been able to infer the most important issues and those that should be prioritized whilst developing the proposals further.

As shown in **Figure 39** 'new job opportunities' was selected most frequently by respondents, on 22 occasions, with 'enhanced walking and cycling routes' (16) and 'improved public transport' (15) also frequently selected.

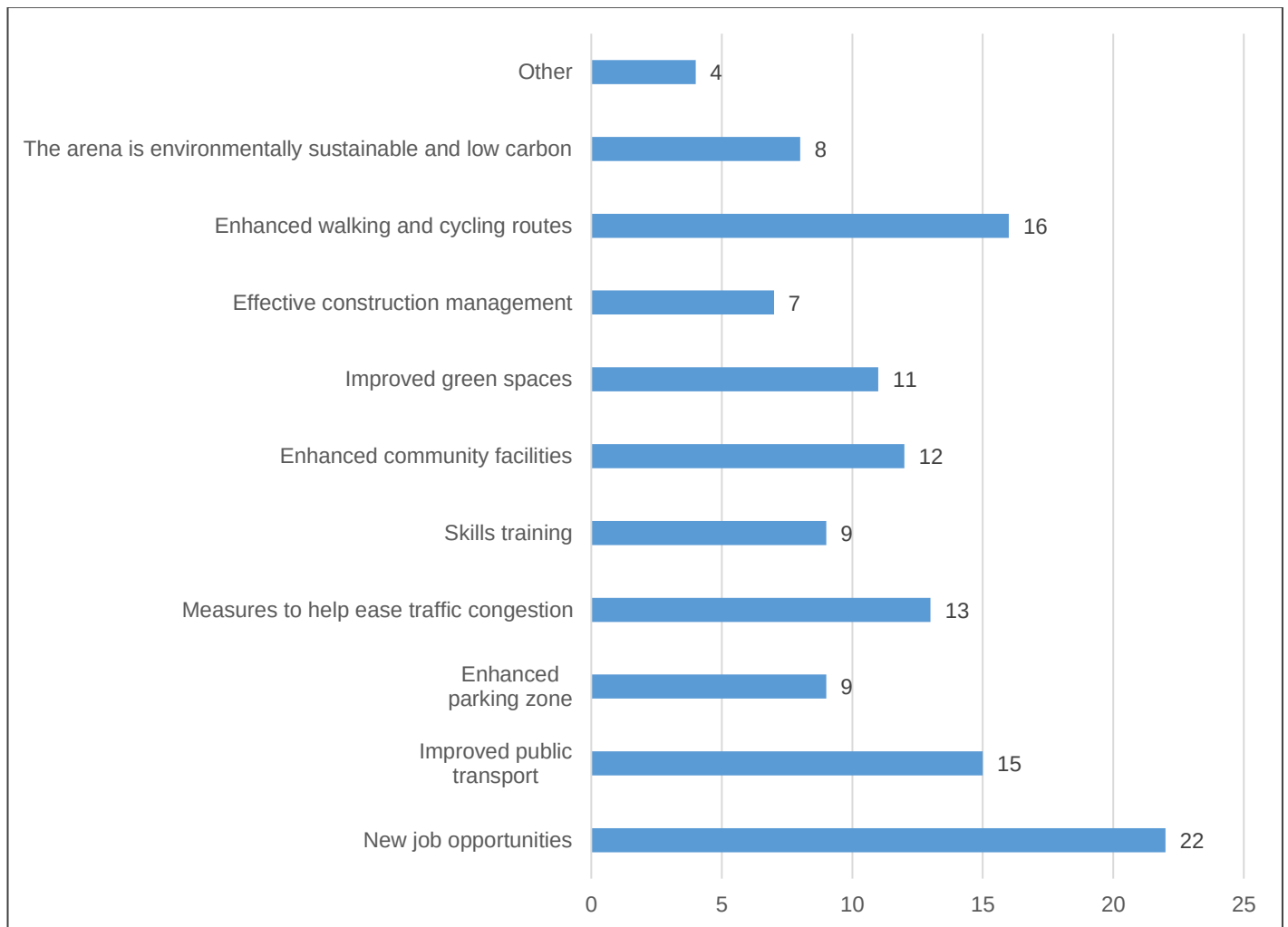


Figure 38: Graph showing the number of times each priority was selected (either ticked or ranked) for Question 8

Of those who ranked their priorities for the local area, 'improved public transport' was most frequently ranked as a top three issue, on 19 occasions, closely followed by 'Skills training to improve job chances of employment for local people' (14), 'measures to help ease traffic congestion' (14), 'new job opportunities' (13) and enhanced community facilities (12).

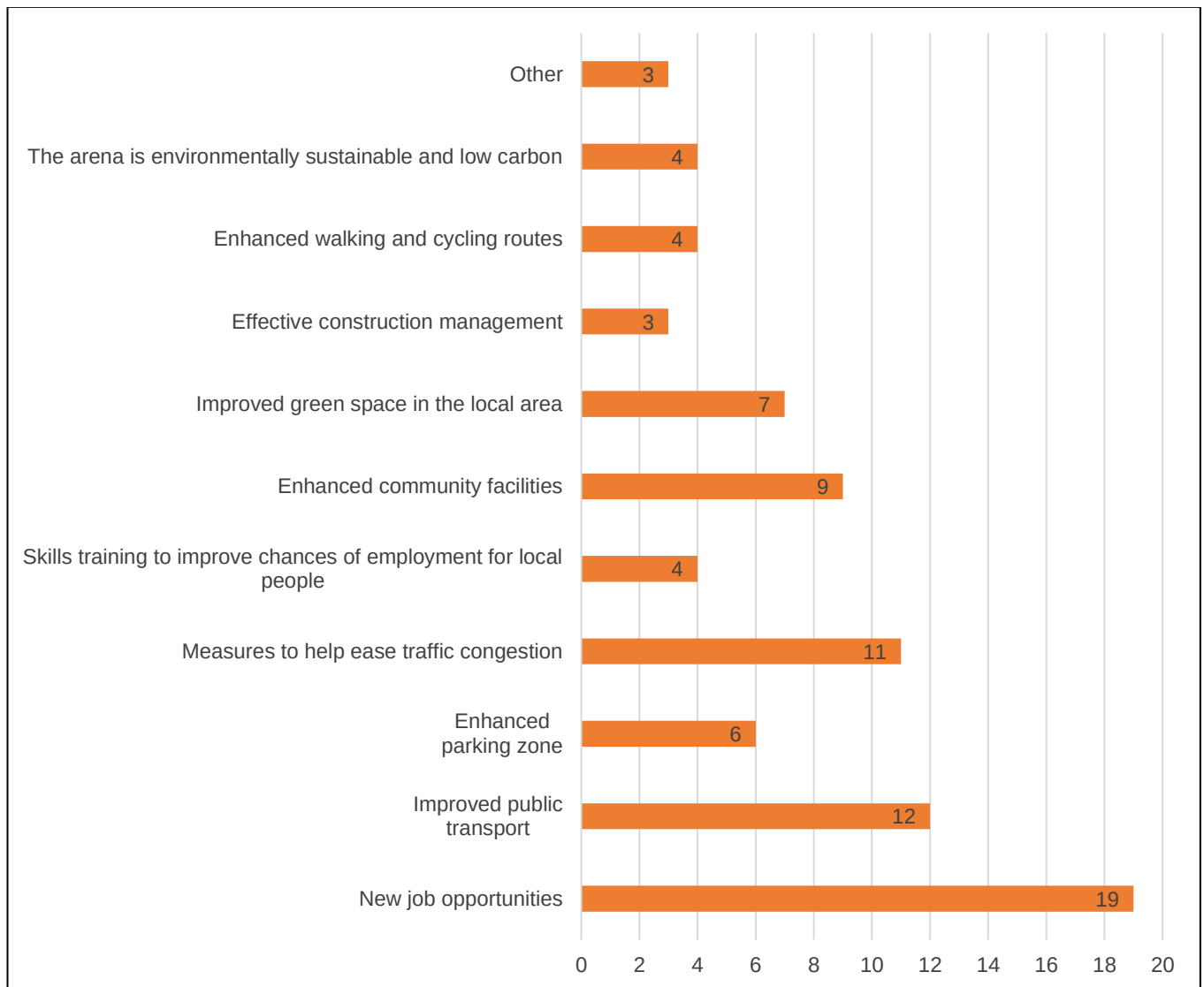


Figure 39: Graph showing the number of times topics were raised as part of respondents' top three priorities (1 being the most important; 3 being the least important).

Where respondents specified 'Other', and commented on topics that were not included as part of the list, they mentioned the following:

- "I would prefer it if the arena wasn't built at all."
- "Amazing building."

8.3 Main Findings and Consideration of Issues

This section provides an extension summary of the issues raised by respondents via the open-questions and free-form responses, both via the feedback forms and alternative feedback methods during the phase two consultation. **Table 9** also includes responses to concerns/issues raised by respondents.

Table 9: A table summarising topics raised by consultation respondents (through all feedback methods) during phase two consultation

General opinion	
Comment	Applicant response
Concern that events may clash with match days	The OVG Arena would be operational all year round, with event numbers at around 120 in year 1 and expected to increase to 180 over four years. The ancillary commercial uses (food and beverage and retail units) could be open at the same time as an arena event and on non-event days. It is anticipated that there would be between 10 and 15 OVG Arena events a year that coincide with matches at the Etihad Stadium. Events at the OVG Arena would be scheduled where possible to ensure that they do not coincide with events at the Etihad Campus. On days where a concert is scheduled in the stadium, it is likely that the arena will not schedule events, at least in the early years of operating, until a pattern is established, and live data can be analysed. Should this occur, detailed planning sessions with the club, local authority, police and other stakeholders will take place to ensure suitable plans are in place and all parties are comfortable that the event can take place safely.
Concern during the operation of the arena and problems associated with anti-social behavior, littering, noise and drunkenness after events	Litter bins will be easily visible and be placed at frequent intervals across the Site. They will be concentrated more densely at key waste generation hotspots (e.g. places where people are likely to congregate). The site team will also regularly service the litter bins and undertake litter picks to ensure that waste does not become an environmental or visual nuisance. An Operating Schedule and Event Management Plan has been submitted as part of the application. It sets out that an Operations Manual will be submitted in due course which outlines the basis for the operation of the arena, supported by an Event Management Plan. It will detail the security and staffing requirements to minimise issues associated with anti-social behavior with those attending the OVG Arena. In addition, it will detail the appropriate cleaning and waste operations to be put in place to maintain a pleasant environment. OVG also plans to maintain communication with the local community throughout the construction and operational phases of the project. There will be open

	days, access to tickets and a direct phone and email address for anyone who wishes to contact OVG.
A number of respondents registered their support for the wider development of the Etihad Campus, along with possibility of further hospitality offering, such as hotels.	The Applicant welcomes the support for the ongoing regeneration for the Etihad Campus. Any future development within the Etihad Campus will be subject to separate planning applications.
One responded suggested that the new arena should provide a wider choice of food and drink offerings. Fans groups and representatives are currently talking to the football club about better provisions.	The OVG Arena goes beyond that which might be typically found in an arena to deliver a best in class venue, creating destination spaces. These destination spaces include a range of food and beverage opportunities in order to provide an area in which people can spend time before or after events, and also on non-event days. Overall this destination spaces extends to over 15,000 sq.m of retail floor space contained within the OVG Arena.
Design	
Comment	Applicant response
Regularly, respondents registered support for the current proposed design of the arena. One important consideration should be the heritage of East Manchester, which should be included in some way into the design. There was also belief that the design should include an iconic building of strong architectural design.	The Proposed Development takes cue from the previous heavy industry of the area. The grey materiality and strong linear form exude a quasi-industrial feel which complements the surrounding 1990s regeneration and the remaining Bradford Gas Holders. The stepped massing and façade treatment ensure that the Proposed Development is instantly recognisable and its use as an Arena easily understood.
Other opinions thought that although designs are preliminary, they lack a 'wow factor'.	As above, the Proposed Development is considered an iconic design which responds to its surrounding context whilst also meeting the functional requirements of an Arena of the desired capacity. 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. The LED screens will also act to animate the building, drawing the audience in from all approaches.
Potential lost opportunity to build a more modern arena, something like the Edmonton Rogers arena. It doesn't look like it can flexibly accommodate sporting events such as ice hockey.	The Arena has been designed to facilitate a wider range of diverse events. The ability to hold a wide range of events is in part due retractable seating and the shape of the Arena. The potential configurations are set out in Section 3 of the Design and Access Statement with examples such as Boxing, Tennis and Family Spectaculars (e.g. Disney on Ice and Walking with Dinosaurs). The arena is designed to accommodate a standard ice hockey pad sized floor.
Traffic/Parking	
Comment	Applicant response
Regularly, respondents raised the issue of car parking in the area, with particular concern should events be held on the same day as events at the Etihad stadium.	A package of transport mitigation measures is proposed for the OVG Manchester arena and for the Campus, which will be set out in the following the

	Transport Assessment. These measures are aimed at promoting sustainable travel and reducing the car mode share of visitors. In particular 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. It is proposed that 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 the initial cost of provision and the cost of ongoing operations.
Continued concern that a new arena will bring more congestion. It will become increasingly difficult to plan around events happening on the Etihad campus.	The Applicant is committed to introducing a package of mitigation measures, including promoting the use of sustainable transport and reducing the car mode share of visitors. Walking routes between the City Centre and the Etihad will be improved: notably the Ashton New Road Route, the City Link Route and the Ashton Canal Towpath Route. 240 additional cycle parking spaces will be provided to supplement the existing spaces at the Campus. Improvements will also be made on the campus to assist with the relief of congestion before and after events and reduce potential for conflicts between vehicles and pedestrians. A range of Operational Transport Interventions are also proposed by the transport strategy. These include an Arena Travel Plan 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. Park and Ride options will be promoted, and the Applicant will work with TfGM to plan and promote enhanced Metrolink services. Shuttle bus services will be provided between the Etihad Campus and the City Centre. On occasions when arena events coincide with stadium events, or other significant events a comprehensive range of measures are proposed to be implemented on the Campus.
Local residents highlighted the importance of notification of events much further in advance.	The Applicant will maintain communication with the local community throughout the build and operational phases of the project. Part of this communication will be providing advance notification of events, as to be agreed via an Operating Schedule and Event Management Plan.
Mixed feedback regarding the effectiveness of the current parking permit scheme, including: • Belief that the simple permit system for residents and their visitors should be maintained.	Further discussions with the local community are being held in relation the current permit scheme and therefore it is not appropriate to comment at this time.

- The permit scheme needs to be more user friendly. - The renewal period needs to last longer 12 months along with reminders for renewals. - Paper tickets should be more introduced, as residents can't tell who has the right to park. The Council are not always on hand to contact.	
Concern regarding the management of event/match footfall on event days, with people showing no respect to traffic. There needs to be something done about keeping people away from main routes and sticking to designated walking routes.	The Applicant will establish a Transport Management Group with key stakeholders including MCC, TfGM, the Police, local public transport operators and other Travel Plan Coordinators in the area (including Manchester City Football Club) to help develop ideas, overcome barriers and share best practice with regard to sustainable travel at Etihad Campus and in relation to this Arena Travel Plan. The Travel Plan will be in place to ensure users are aware of the appropriate routes to use during event days, including the use of stewards.
One respondent highlighted the need for more clarity on drop-off and collection points for taxis and cars, as surrounding roads are already extremely busy post-event.	This will be clearly communicated through the Travel Plan. In addition, there will be a new drop-off facility for VIPs to the front of the arena, through closure of lanes and provision of a temporary u-turn facility. This is implemented for event ingress and egress. Marshalling dedicated coach, taxi/private hire and private car pick up and drop off facilities, will be facilitated 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.
Sustainable transport options	
Comment	Applicant response
There were a number of comments highlighting the opportunities for the Applicant to work with local authorities to provide an integrated tram/bus/venue ticket that can be used across the city on event days. Belief that the current ticketing system is inefficient and costly.	The Applicant will establish a Transport Management Group with key stakeholders including MCC, TfGM, the Police, local public transport operators and other Travel Plan Coordinators in the area (including Manchester City Football Club) to help develop ideas, overcome barriers and share best practice with regard to sustainable travel at Etihad Campus and in relation to this Arena Travel Plan which may include improving integration with the wider sustainable transport network.
Concern regarding congestion on public transport, especially following events, when everyone leaves at once. There are currently match-goers who leave early in order to avoid this rush. The proposals need to address this.	A range of supporting operational interventions have already been identified and investigated by the Applicant to influence travel behaviour and encourage spectators/visitors towards specific travel modes depending upon the specific event and the individual needs and circumstances of the visitor. This would start from the point of ticket-purchase and would

	include live transport information within the proposed Arena, which alongside potential pre and post event catering offers would seek to encourage a more staggered arrival/departure profile. This will be monitored through a Travel Plan.
A number of respondents emphasised the need to improve connectivity between the area and neighbouring towns. There was a suggestion for dedicated trams from each Manchester district town.	This is not within the remit of the planning application.
Respondents were pessimistic about traffic calming measures, especially along Ashton New road, which is especially chaotic during event days.	Noted.
One respondent suggested a new local train station and park and ride scheme to help with traffic flow in the area.	Three Park and Ride facilities are also located on the line that serves the Site at Ashton Moss (200 spaces), Ashton West (195 spaces), Ladywell (450 spaces). In addition, there are a total of over 2,300 further Park and Ride spaces located across the remainder of the Metrolink Network. A Travel Information Pack and website information will include details on local Park & Ride facilities that are available on event days and non-event days. The Applicant will investigate discounts with local Park and Ride operators for employees and visitors. In addition, shuttle bus services will be provided between the Etihad Campus and the City Centre.
Concern was raised regarding accessibility and how the current transport system does not cater for residents at the moment, especially for disabled members of the community.	The Metrolink trams and stops are accessible for all and each stop has access ramps or lifts, tactile paving, high visibility handrails, disabled boarding points and help points. In addition, Manchester Piccadilly station provides accessible facilities for the disabled and/or mobility impaired, which is 8-minutes journey time via Metrolink from Etihad Campus station. The Proposed Development forms part of the Etihad Campus whereby there is capacity for approximately 3,700 on-site car parking spaces. Disabled parked spaces will form part of these 3,700 spaces.
Operation of the arena	
Comment	Applicant response
Suggestion that the arena would become attractive if it was to incorporate enough space to include an indoor athletics track. The proposed arena is planned to be located next to the Manchester Regional Indoor Athletics Arena. The arena should be flexibly designed to accommodate this, enabling world-class events to be hosted there.	OVG has flexibly designed the arena to include a number of different options, however, it will not have the space to accommodate an indoor athletics track.

More clarity is required on who will be running the arena and the creative aims of the venue. Fear that it will only be crowd-pulling cash generating bands that mean high ticket prices which will be commercially, rather than community driven.	OVG will run the arena and it is expected to stage a wide range of international and world class events. The venue will also be a community asset and will invest in improving the public realm environment around the arena and providing spaces that can be opened on non-event days. There will also be community events delivered by partners of the arena on non-event days.
More clarity needed on the exact capacity of the new area and how this will compare to other arenas in the UK. Hope that the structure and capacity will eclipse that of the O2 in London.	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 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. 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. The capacity of the OVG Arena will depend upon the layout for the specific event, as set out in Section 3 of the Design and Access Statement. The compact, adaptable and acoustically exceptional auditorium has been designed to cater for all event configurations, with flexibility and scalability built into the design to allow for a multitude of different modes to ensure the venue is used all year round. In providing a comparison of UK arena capacities, the Arenas in UK with the largest capacities are as follows: • Manchester Arena – 21,000 • O2 Arena in London - 20,000 • Arena Birmingham – 15,800 • Birmingham Resorts World Arena – 15,685 • Leeds First Direct Arena - 13,780 Although the Manchester Arena currently has the UK's largest official capacity at 21,000, this is rarely achieved in practice owing to the reduced flexibility of the venue layout due to its original design as a sporting venue.
Sustainability	

Comment	Applicant response
There needs to be more clarification on plans for planting and greenery surrounding the arena, in line with Manchester's wider ambitions. The drawings currently present a very grey/dull image.	The Application is supported by a detailed landscaping strategy in Section 5 of the Design and Access Statement. The landscaping proposals include both hard and soft landscaping elements. The extent of the hard landscaping is partially dictated by the circulation space required for pedestrians visiting the Arena and vehicular access. The materiality of the hard landscaping has been carefully chosen to represent the colour of coal; a material fundamental to the historical identity of the locality. There is also extensive soft landscaping, which includes the provision of a range of planting including through raised planters, tree planting, green screens and wildflower planting, primarily focused along the perimeter of the Site, fronting the canal tow path. The planting palette has been specifically chosen to encourage biodiversity as well as variations with the seasons. The location of the soft landscaping along the canal towpath and overlooking terraces will help bring activity and animation to the canal towpath – a key asset of Manchester's blue and green infrastructure.
Enhanced walking/cycling routes	
Comment	Applicant response
Support for intention to enhance walking and cycling routes from the city centre. Canal side routes should be enhanced with paving, lighting and fencing, as well as the widening of footpaths along Ashton New Road.	Walking routes between the City Centre and the Etihad will be improved: notably the Ashton New Road Route, the City Link Route and the Ashton Canal Towpath Route. 240 additional cycle parking spaces will be provided to supplement the existing spaces at the Campus.
Suggestion that walking/fitness should be promoted on event days. Walking tours of the arena and surrounding space could also be considered, including walking marshals.	The Applicant will establish a Transport Management Group with key stakeholders including MCC, TfGM, the Police, local public transport operators and other Travel Plan Coordinators in the area (including Manchester City Football Club) to help develop ideas, overcome barriers and share best practice with regard to sustainable travel at Etihad Campus and in relation to this Arena Travel Plan. The Travel Plan will also ensure that any travel information available through the website for spectators (and/or phone app where appropriate) actively discourages the use of the car and encourages spectators and visitors to use sustainable travel modes. Walking steward will also be in place during event days.
Respondents also highlighted the importance of cycling safety and ensuring new cycling routes consider safety measures. Enhanced walking and cycling routes also need to be wheelchair friendly.	The Applicant is also committed to improving existing walking/cycling route (s) between the City Centre (Great Ancoats Street) and the Etihad Campus as outlined below: <u>Ashton New Road Route</u>

	• Use paint, graphics and lighting on lamp posts to create markers which clearly designate routes and give information about walking distances and incentivise active travel. • Locally reconfigure pavement / lane relationship at current '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 and actively support future maintenance in conjunction with relevant stakeholders. <u>Citylink Route</u> • Use paint, graphics and lighting on lamp posts to create markers which clearly designate routes and 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/repair fencing, as necessary, to improve walking/cycling environment and close off hiding places adjacent to bridge abutments. • Art / Lighting improvements where route passes beneath railway bridges. • Remove scrub / vegetation beneath existing trees to improve sightlines, provide groundcover / wildflower planting beneath trees to improve ecology and improve attractiveness of route. Actively support future maintenance in conjunction with relevant stakeholders. • 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 Etihad Campus. <u>Ashton Canal Towpath Route</u> • Install a channel alongside the existing steps between Joe Mercer Way and the towpath to allow people to walk their bicycle up or down the stairway. • Use paint, graphics and lighting on lamp posts to create markers which clearly designate routes and 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. The Applicant will also be providing showers, lockers and changing facilities for employees at the proposed Arena. The travel plan co-ordinator (TPC) will monitor cycle parking at the Etihad Campus, in discussion with the Applicant, to ensure that there are adequate cycle parking facilities provided, including for any future increases anticipated over the lifetime of the Travel Plan. The TPC will investigate the creation of a Bicycle User Group (BUG) for employees at the site, to provide the opportunity for cyclists to meet informally and discuss cycling related issues.
One respondent suggested that cycle lanes should be segregated, as they are commonly done across the Netherlands.	The Proposed Development is not including the provision of new cycle routes; however, these are being considered as part of the Bee Line proposals.
One respondent noted that routes presented on the displays at the events seem to concentrate on routes back to Piccadilly and the City Centre, but there needs to be a good case for a route back to other stations such as Victoria, or the proposed bus/Metrolink interchange at Sandhills. There is a seemingly much underused Metrolink station at Central Park (Gateway) and that station was built with the possibility of a future railway station on that site.	The £4.2 million 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. The route will connect the neighbourhoods of Ancoats, New Islington, New Cross, New Town, Redbank and the Green Quarter by creating a high-quality, continuous east-west walking and cycling route for the north and east City Centre fringe. This will provide improved connectivity between the City Link route and these areas and towards Victoria Station. Challenge Fund investment for an £11.6 million Piccadilly - 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.
Canal side space	
Comment	Applicant response
Regularly, respondents registered support for the proposed restaurant and eating/drinking facilities that look out onto the canal.	The Proposed Development has been designed to encourage animation overlooking the Ashton Canal, with the inclusion of an external seating area overlooking the canal. Furthermore, the provision of an 'up and over' bi-fold shutter, backed by a long double-sided bar, located on the southern façade of the

	proposed arena, in addition to the allocated areas for pop-up stalls will add vibrancy to the public realm.
One respondent suggested consideration of gifts and souvenirs into the food and drink offering to attract further visitors to the canal side space.	Amenity facilities will be available within the Proposed Development and there are allocated areas within public realm for pop-up stalls.
Delivery of the arena needs to match the ambition, thinking about local people, not just profit.	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. The Arena will be a key part of the local community providing employment, skills & training through construction and operation and the Applicant is committed to ensuring that employment is sought from the local community where possible. A Local Labour Agreement is submitted in support of this planning application to secure this assurance. The arena will also provide 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. 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. The Arena 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.
A number of respondents suggested that the canal side space should be used both on event days and non-event days so that it benefits the wider community, not just those attending events. It should be focused on the local community, not for visitors, including the inclusion of allotments and gardens.	The OVG Arena has been specifically designed as a destination that goes beyond an event space. This is achieved through the extensive destination spaces including food and beverage which will be open to visitors on both event and non-event days.
Local stakeholders requested wider collaboration with Canal and Waterways Trusts on maintaining tow paths and maintenance of the canal. Wardens should be in operation to check the area regularly and crime/anti-social behavior should be managed along the canal.	The Applicant has engaged with Canal and Rivers Trust and are in ongoing discussions in relation to the maintenance of the tow path and the Canal infrastructure. A detailed Events Management Plan will be submitted which set out how anti-social behaviour will be actively managed.

Construction methods	
Comment	Applicant response
Hope that construction and operation of the new area considers the effect of pollution and noise	The Application is submitted with a suite of detailed technical documents including an Environmental Statement which considers environmental impacts during both the construction and operational phases. Specifically, it includes information on Construction Phase Methodology (Chapter 5), Air Quality (Chapter 6) and Noise (Chapter 10).
Local benefits	
Comment	Applicant response
Respondents suggested that the new arena should provide free passes for young people or family tickets to encourage wider community involvement.	The arena works with promoters and event organisers to stage these events. Ultimately the decision on pricing and distribution of these tickets is a matter for the event owner rather than the arena. We will work with our partners to try to ensure tickets are available to local residents.
Question about whether it is possible to introduce a ticket purchase window for local communities closest to the arena, which could be in the form of a pre-sale purchase date with a cap on tickets per household before the tickets go on general sale. This would garner further support from the local community.	We will work with our partners and event owners to try to introduce some opportunities for the local community to purchase tickets for events.
Consideration whether promotions and discounts could be available to Manchester City Football Club supporters. The club have local Mancunians along with worldwide fans that come and support the team. This would be an opportunity to deepen the relationship with Manchester communities.	We will work with the football club and the event owners to look at possible collaborations that could offer access or offers to members of the local community and the football club.
Rent control needs to be considered to ensure that local people are not driven out of the area during the increased living costs.	This is not within the remit of the planning application.
Job opportunities	
Comment	Applicant response
Concern that the new arena will cause the loss of jobs of several people in central Manchester as there is no need for a second area.	The Proposed Development, located in East Manchester, will generate significant regeneration benefits for the City and the City-Region through employment and economic growth, instead of causing any loss to jobs. A detailed response to the impact on the existing Arena and Manchester City Centre is considered in the accompanying 'Economic Impact of Two Arenas in Manchester' Report and the 'UK Large Arena Market and Growth Scenarios 2018-2040' Report.

	The new venue would provide 3,344 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. OVG has identified a preferred contractor to deliver the proposals, who has also committed to a number of employment and training targets for the construction phase and is committed to employing people from the local area. In addition to the direct employment generated by the Proposed Development itself, 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). 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. It is estimated that the Proposed Development will support approximately 47 full time equivalent positions and 1,038 part time event-based jobs each year. This equates to 566 full time equivalent (FTE) jobs based on a ratio of two part time jobs per FTE. This estimation is based on the first 20 years of the operational phase. OVG are 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). 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. This strategy will include an apprenticeship programme, local jobs and careers fairs, and a specific programme to help those who want to get back into work.
--	--

9. Influence of Consultation on Proposals

Feedback from the pre-application consultation has been considered by the Applicant on an ongoing basis to ensure that the issues raised could be addressed during the development of the proposals. The multi-phase approach to consultation ensured that feedback was received at a time when it could meaningfully contribute to the direction of several key elements of the project.

Most significant was the identification of jobs and skills as one of the most important priorities for members of the local community. The fact that a new arena would create jobs was welcomed, but the consultation responses highlighted the importance of working to ensure that these job opportunities would be genuinely accessible to members of the local community, through measures including training, working with local education providers and engaging with initiatives to get people back into work. The Applicant is committed to putting in place a comprehensive local employment and skills strategy to ensure that job opportunities are genuinely accessible to the local community and would like to work further with Manchester City Council in developing this strategy.

The other key priority area raised by consultation respondents was the issue of transport and movement. The strong encouragement of sustainable transport was welcomed, but local people were clear to say that improvements to public transport and walking and cycling routes would need to be made to ensure that visitors to the arena use sustainable transport modes, and that existing members of the local community are still able to make their day to day journeys. The transport strategy was always going to be a key part of the proposals for the arena, but the 'on the ground' feedback from members of the local community has been fundamental to the development of this strategy.

The Applicant is committed to ongoing consultation and dialogue with the local community as the planning process continues. An additional community engagement event was held on Monday 2 March 2020 to provide an update on the final proposals just ahead of the planning submission. The consultation website remains in place which will contain further details of the Proposed Development as they are made available.

The Applicant is grateful to members of the local community for contributing their views during the pre-application consultation and looks forward to further constructive dialogue throughout the development process.

Appendices

List of Appendices

Appendix 1 – Phase one consultation postcard.....	3
Appendix 2 – Phase one consultation stakeholder brochure.....	5
Appendix 3 – Phase one consultation poster.....	14
Appendix 4 – Phase one consultation event displays.....	15
Appendix 5 – Phase one feedback form	20
Appendix 6 – Breakdown of phase one consultation feedback	24
Appendix 7 – Phase two consultation postcard	42
Appendix 8 – Phase two consultation poster	45
Appendix 9 – Phase two consultation covering letter and email.....	46
Appendix 10 – Phase two consultation event displays	48
Appendix 11 – Phase two consultation feedback form	55
Appendix 12 – Breakdown of phase two consultation feedback.....	59

Appendix 1 – Phase one consultation postcard

Introducing Proposals for a Potential New Arena in East Manchester

Consultation Phase One Invitation – Have Your Say

Oak View Group, supported by City Football Group, is working to develop proposals for a potential new arena at the Etihad Campus in East Manchester.

We know that local people will be very interested in these plans, which are still at an early, feasibility stage. Over the next few months, we will be asking you to help shape our plans, before we think about submitting a planning application.

During our first phase of consultation, we will share our vision and explain our commitment to ensure that this development significantly supports the local community. We will share our initial ideas and ask for your thoughts on the key issues we need to address as we develop our proposals further.

A planned second consultation, later this year, would ask for feedback on our more detailed plans.



OVG
International

Come and meet us

We would like to invite you to one of our community consultation drop-in sessions to meet us and find out more about our early stage plans.

Date	Location
Monday 14 October 2019, 2:30pm to 8pm	The Foyer at the HSBC UK National Cycling Centre, Stuart Street, Manchester, M11 4DQ
Tuesday 15 October 2019, 2:30pm to 7pm	Bridge 5 Mill, 22A Beswick Street, Manchester, M4 7HR
Wednesday 16 October 2019, 10:30am to 1pm	Miles Platting Community Library, Victoria Mill Community Centre, Lower Vickers Street, Manchester, M40 7LJ
Thursday 17 October 2019, 2:30pm to 7pm	Beswick Library, 60 Grey Mare Lane, Manchester, M11 3DS

If you can't make any of our events but would like to find out more and provide your feedback, you can visit our consultation website or contact us directly:

Website: www.eastlandsarena-consult.com **Phone:** 0808 196 2008

Email: info@eastlandsarena-consult.com

The deadline for feedback as part of our phase one consultation is 25 October 2019.

Return address if undelivered:
5th Floor, St. James House, Vicar Lane, Sheffield S1 2EX

RE: Consultation on early stage proposals for a new arena in East Manchester

Wednesday 9 October 2019

Dear Sir/Madam,

I would like to take this opportunity, on behalf of Oak View Group (OVG) International, to introduce our early stage proposals for a new arena on the Etihad Campus.

The enclosed Stakeholder Brochure introduces OVG and explains more about our approach to creating world-class arenas. We are truly excited about the opportunity that Manchester presents and the potential to create a destination which will be a point of pride for the people of the city.

We believe that a new arena on the Etihad Campus would deliver significant benefits to East Manchester and provide exciting opportunities for the surrounding communities. We want to work with local communities over the coming months as we develop our proposals further.

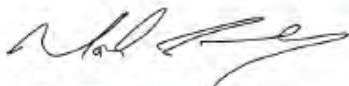
We have begun publicising our forthcoming round of public consultation events, which we would like to make you aware of. The events will be held on:

- **Monday 14 October**, The Foyer at the HSBC UK National Cycling Centre, Stuart Street, Manchester, M11 4DQ, from 2:30pm to 8pm
- **Tuesday 15 October**, Bridge 5 Mill, 22A Beswick Street, Manchester, M4 7HR from 2:30pm to 7pm
- **Wednesday 16 October**, Miles Platting Community Library, Victoria Mill Community Centre, Lower Vickers Street, Manchester, M40 7LJ, from 10:30am to 1pm
- **Thursday 17 October**, Beswick Library, 60 Grey Mare Lane, Manchester, M11 4DQ, from 2:30pm to 7pm

We welcome you and members of your organisation to attend our events. However, as a key organisation in the local area, we would also be very happy to organise to meet with you separately to discuss our proposals.

If you would welcome the opportunity to meet, or should you have any questions or queries about our proposals, please do not hesitate to contact me or a member of our team by using the details provided below.

Yours sincerely,



Mark Donnelly
Chief Operating Officer
OVG International



55 NEW BOND STREET
LONDON W1S 1DG ENGLAND

1



Introducing proposals for a new arena in East Manchester

Consultation Phase One Stakeholder Brochure

September 2019



Introduction

Oak View Group (OVG), supported by City Football Group, is undertaking feasibility studies for a potential new arena at the Etihad Campus in East Manchester.

We are committed to ensuring that an arena on the Etihad Campus would deliver significant value to East Manchester and provide exciting opportunities for the wider communities. As part of that process, we are having numerous conversations with local communities and stakeholders to inform our plans.

During this Phase One consultation, which starts now, our goal is to introduce OVG, share our vision for delivering one of the world's best arenas, and explain our commitment to operating any new arena in a community-minded way.

The main focus at this first stage of consultation is what we need to do to support job creation, and to make sure a new arena works for the community. We are also keen to seek views on transportation and parking priorities for local residents, among other issues.

We are keen to hear potential concerns around a project of this nature so that we can either provide reassurances now, or ensure we address them as we advance our feasibility works.

Please do participate, challenge us in our thinking and help make this a truly transformational project for Manchester.

Oak View Group – bringing the world's best arenas to the world's greatest cities

OVG was founded in 2015 by Tim Leiweke and Irving Azoff, two of the live entertainment industry's most influential executives, to change the way business is done in the music, sports, and live entertainment industry.

At the heart of every project is local insights and local talent. We combine this with our global expertise and unique venue and live event offering in some of the world's most iconic cities.

Our leadership and investors give OVG International and our partners the agility to get ahead of the trends which shape the entertainment potential in the world's fastest growing and most exciting cities.

We are currently leading arena development projects in New York, Milan, Seattle, Austin Texas and Palm Springs, California.



Why we're excited by Manchester

Over the last two decades, Manchester has consistently ranked in the top five global cities for arena events. It is a city with a proud music and sporting history and a huge appetite for live entertainment.

Our early studies that informed our decision to proceed to feasibility suggest Manchester would see substantial benefits from a second and new arena, which would contribute to the expanding music eco-system in the city and complement the city's growing cultural offer which is extending the visitor market.

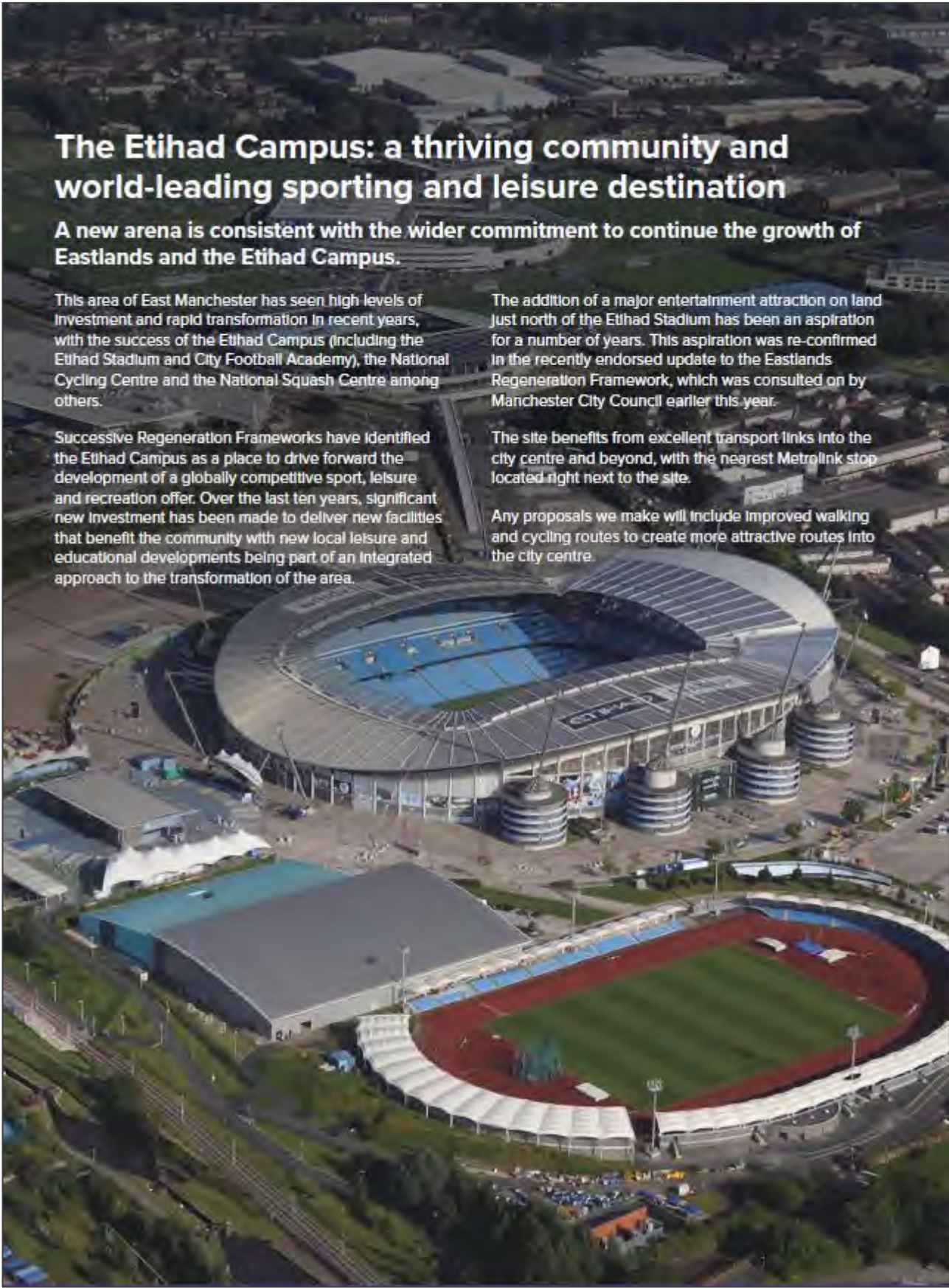
Our studies also indicated that a new, large arena at the Etihad Campus would co-exist with the existing arena and other venues in the city centre and across the wider North West, and significantly strengthen Manchester and the North West's role as a leading music, sporting and live entertainment market globally.

We also know that Manchester has a significant workforce who would be able to participate in a new arena through the significant numbers of skilled jobs for the community, apprenticeship and training programmes.

We are now undertaking detailed market analysis, which will be critical in the decision around whether to proceed to planning.

The arena itself would be entirely privately financed and would not seek any public subsidy.





The Etihad Campus: a thriving community and world-leading sporting and leisure destination

A new arena is consistent with the wider commitment to continue the growth of Eastlands and the Etihad Campus.

This area of East Manchester has seen high levels of investment and rapid transformation in recent years, with the success of the Etihad Campus (including the Etihad Stadium and City Football Academy), the National Cycling Centre and the National Squash Centre among others.

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.

The addition of a major entertainment attraction on land just north of the Etihad Stadium has been an aspiration for a number of years. This aspiration was re-confirmed in the recently endorsed update to the Eastlands Regeneration Framework, which was consulted on by Manchester City Council earlier this year.

The site benefits from excellent transport links into the city centre and beyond, with the nearest Metrolink stop located right next to the site.

Any proposals we make will include improved walking and cycling routes to create more attractive routes into the city centre.

What makes a world-class arena?

Across the world, new arenas, with world-leading technology, help to grow the overall entertainment market within cities, and attract a wider range of larger and more impressive live events.

The creators of sports, music and other entertainment are responding to this market growth and increased consumer demand, pushing the boundaries to create more incredible, transformational and immersive event experiences.

Equally, the expectation of consumers is for quality customer experience and comfortable, connected and ethically responsible facilities.

Meeting these expectations revolves around the use of technology, sustainability and the capacity to cater for a wide range of event types.

To assist us in our feasibility work, we are working with Populous, the global architectural design firm specialising in creating environments and venues that draw communities and people together. Populous have helped create some of the most exciting new venues in recent years, including the 2012 London Olympic Stadium, the newly-opened Tottenham Hotspur Stadium and The O2.

Arenas have evolved rapidly in recent years, with built-in design features now expected as standard, providing excellent customer facilities and experience, the ability to manage noise issues, enhance security and manage the flow of visitors.

We are still at the early concept stage for the potential new arena at Eastlands, however, our ambition is for a large enclosed venue which makes use of cutting-edge design and technology, as well as first-class customer service to provide a truly outstanding event experience for a multitude of events.

Should feasibility studies be successful, and we proceed to planning, we will make sure that what we deliver in Manchester creates significant opportunity for the community, is a point of pride for Manchester, and one of the best arenas in the world. We will share detailed plans with residents before any planning application is submitted.



Developing our proposals with local communities in mind

We want to work closely with local communities over the coming months as we develop our proposals for a new arena for Manchester. During this Phase One consultation, we want to understand from you the types of issues we need to consider and address as we move forward.

These issues are central to our thinking already:



Transport and movement

We understand there will be concerns about the issues of traffic congestion, parking and public transport capacity. The proposals we will bring forward will be based on the following key principles:

- The creation of an integrated and sustainable transport and movement strategy including public transport, and improved walking and cycling routes.
- An enhanced parking strategy, both at the Etihad Campus and within the surrounding neighbourhoods which local residents, businesses and the Council will not be required to pay for or subsidise. Ease of use and ease of movement will be central to the development of this strategy.
- A shift from the current residents' parking zone which operates only on match and event days, towards a controlled parking zone which operates 365 days per year.
- An agreed engagement and consultation process with local councillors, neighbourhoods and other stakeholders to work through options to establish how an enhanced parking zone will be operated together with the overall transport and movement arrangements for the Etihad Campus.

On most days, an event at the arena would not coincide with an event at the Etihad Stadium. There would be times, however, which we do not expect to be significant in number, when all the facilities at the Campus would need to operate at the same time. These occasions would require special operating arrangements. Our proposals will therefore include and explain additional measures for these occasions.

At this first phase of consultation, we want to understand residents' and businesses' needs and views on these key principles.



Being a good neighbour

The Etihad Campus is located close to established residential and business communities. We understand the importance of establishing positive working relationships with these local communities and addressing any areas of concern they have about a new arena. Our experience from other cities is that a robust Operations Management Plan can ensure issues such as noise and anti-social behaviour are managed effectively.

Manchester City Football Club has worked hard to engage with local communities and show that the presence of a world-leading facility in your neighbourhood can offer positive opportunities. We intend to follow their lead.



Supporting city centre businesses

We are confident that a new arena at the Etihad Campus will benefit the whole of Manchester and the North West, including Manchester city centre. Whenever big sporting or music events are held at the Etihad Campus – or at Old Trafford – city centre hotels, restaurants, bars and shops experience a huge increase in footfall and custom.



Jobs, skills and investment

The new arena would create thousands of skilled jobs, apprenticeship and training programmes. We would look to develop a wider package of community initiatives aimed to support Manchester's grass-roots music scene, cultural initiatives and local community programmes. As part of this Phase One consultation, we would like to hear your thoughts on what our community initiatives should include.

Our consultation process

This briefing document has been produced at the start of a wide-ranging public consultation to seek feedback on these important proposals.

Over the next few months, we will undertake a comprehensive programme of public consultation before we look to submit a planning application. This consultation will provide a platform for members of the local communities to have their views heard and help to shape the final proposals.

Our **Phase One Consultation**, starting in late September and running through to late October, will introduce the project vision and share initial ideas about the design of the arena. We will set out the key issues we know we need to address – especially transport, parking and operational issues – and ask for initial feedback on these.

Our **Phase Two Consultation** will take place towards the end of the year. At this point, we will share our more developed proposals and invite more specific feedback on our plans, prior to finalising our proposals and submitting a planning application.

We will publicise our consultation using a range of methods, including sending consultation postcards directly to around 8,600 properties surrounding the Etihad Campus who are likely to be interested in our plans.

Our dedicated consultation website – www.eastlandsarena-consult.com – will be regularly updated over the coming months to provide more information about our proposals. Anyone who is unable to attend one of our community consultation drop-in events will be able to access information on our website and provide their feedback following the events.

Phase One Community Consultation Events

We are hosting four community drop-in events as part of our Phase One consultation. These events will be an opportunity for members of the local communities to meet us, discuss our initial plans and provide feedback.

Date	Location
Monday 14 October 2019, 2:30pm to 8pm	The Foyer at the HSBC UK National Cycling Centre, Stuart Street, Manchester, M11 4DQ
Tuesday 15 October 2019, 2:30pm to 7pm	Bridge 5 Mill, 22A Beswick Street, Manchester, M4 7HR
Wednesday 16 October 2019, 10:30am to 1pm	Miles Platting Community Library, Victoria Mill Community Centre, Lower Vickers Street, Manchester, M40 7LJ
Thursday 17 October 2019, 2:30pm to 7pm	Beswick Library, 60 Grey Mare Lane, Manchester, M11 3DS

Next steps

Our consultation channels will remain open over the next few months and we will be happy to meet with interested parties and members of the local community throughout this time.

Our team will digest the feedback we have received as part of our Phase One Consultation and demonstrate how this has been considered during our Phase Two Consultation, on our more detailed plans, later in the year.

We will share detailed plans with residents before any planning application is submitted should our feasibility studies confirm our commitment to proceed with proposals.

Seven



Contact us

To request further information or provide feedback as part of our Phase One Consultation, you can contact our dedicated Consultation Team:

Website: www.eastlandsarena-consult.com

Email: info@eastlandsarena-consult.com

Phone: 0808 196 2008



Introducing Proposals for a Potential New Arena in East Manchester

Consultation Phase One Invitation – Have Your Say

Oak View Group, supported by City Football Group, is working to develop proposals for a potential new arena at the Etihad Campus in East Manchester.

We know that local people will be very interested in these plans, which are still at an early, feasibility stage. Over the next few months, we will be asking you to help shape our plans, before we think about submitting a planning application.

During our first phase of consultation, we will share our vision and explain our commitment to ensure that this development significantly supports the local community. We will share our initial ideas and ask for your thoughts on the key issues we need to address as we develop our proposals further.

A planned second consultation, later this year, would ask for feedback on our more detailed plans.

Come and meet us

We would like to invite you to one of our community consultation drop-in sessions to meet us and find out more about our early stage plans.

Date	Location
1 Monday 14 October 2019, 2:30pm to 8pm	The Foyer at the HSBC UK National Cycling Centre, Stuart Street, Manchester, M11 4DQ
2 Tuesday 15 October 2019, 2:30pm to 7pm	Bridge 5 Mill, 22A Beswick Street, Manchester, M4 7HR
3 Wednesday 16 October 2019, 10:30am to 1pm	Miles Platting Community Library, Victoria Mill Community Centre, Lower Vickers Street, Manchester, M40 7LJ
4 Thursday 17 October 2019, 2:30pm to 7pm	Beswick Library, 60 Grey Mare Lane, Manchester, M11 3DS

Image courtesy of Google Earth

Website: www.eastlandsarena-consult.com
 Email: info@eastlandsarena-consult.com
 Phone: 0808 196 2008

OVG
International

Appendix 4 – Phase one consultation event displays

Welcome

Thank you for attending today's event.

Oak View Group, supported by City Football Group, is considering options for a potential new arena at the Etihad Campus in East Manchester.

We are ensuring that conversations with local communities and stakeholders happen right from the very start of the process, so that those conversations can form the foundation of our plans.



Introducing Oak View Group

Oak View Group (OVG) was founded in 2015 by Tim Leiweke and Irving Azoff, two of the live entertainment industry's most influential executives, to create a positive disruption to business as usual in the music, sports and live entertainment industry.

We are currently leading arena development projects in New York, Milan, Seattle, Austin Texas and Palm Springs, California.

Our strategy in each of these iconic cities is to apply global expertise hand in hand with local talent and insight and always with community at the heart of the design.



Why we're excited by Manchester

Over the last two decades, Manchester has consistently ranked in the top five global cities for arena events. It is a city with a proud music and sporting history and a huge appetite for live entertainment.



Manchester is the birthplace of internationally successful bands and underground music movements. It hosts more gigs per person than anywhere else in the UK and supports a thriving variety of venues, record labels and music shops.



Both internationally and in the UK, the live entertainment market is set to continue its historic growth trend. People are increasingly deciding that live entertainment is what they want to spend their money on.



A new arena, with world-leading technology, would help to grow the overall entertainment market within Manchester, and attract a wider range of larger and more impressive live events.



Other major cities in the UK and worldwide are successfully supporting two or more large-scale entertainment arenas. Our studies indicate that a new, large arena at the Etihad Campus would co-exist with the existing arena and other venues in the city centre and across the wider North West.



A new arena would significantly strengthen Manchester and the North West's role as a leading global centre for music, sport and live entertainment.

“

Manchester kids have the best record collections.

Tony Wilson

”



The Etihad Campus: a thriving community and world-leading sporting and leisure destination

A new, state-of-the-art arena is consistent with the wider commitment to continue the growth of Eastlands and the Etihad Campus.

This area of East Manchester has seen high levels of investment and rapid transformation in recent years, with the success of the Etihad Campus (including the Etihad Stadium and City Football Academy), the HSBC National Cycling Centre and the National Squash Centre among others.

The addition of a major entertainment visitor attraction on land adjacent to the Etihad Stadium has been an aspiration for many years and is identified within Manchester's Development Plan. In addition, the opportunity for a new large indoor arena at the Etihad Campus was identified in the 2019 update to the Eastlands Regeneration Framework, which was consulted on earlier this year.



Aerial image showing the proposed location of the potential new arena.



What makes a world-class arena?

The creators of sports, music and other entertainment are pushing the boundaries to create more incredible, transformational and immersive event experiences.

Equally, the expectation of consumers is for quality customer experience and comfortable, connected and ethically responsible facilities.

Meeting these expectations revolves around the use of technology, sustainability and the capacity to cater for a wide range of event types.

Arenas have evolved rapidly in recent years, with built-in design features now expected as standard to manage noise issues, enhance security and manage the flow of visitors.



A very early stage indicative sketch of what a new arena at the Etihad Campus could look like.

We are still at the early concept stage for the potential new arena at the Etihad Campus. However, our ambition is for a large, enclosed venue which makes use of cutting-edge design and technology, as well as first-class customer service to provide a truly outstanding event experience for a multitude of events.



Transport and movement

We want to make sure that residents don't experience problems with traffic congestion, parking or capacity on public transport, and that people have a good experience getting to and from a new arena.

Our starting point is to create a transport and movement strategy that makes sustainable transport choices the quickest, easiest and most pleasant way to access the arena and actively discourages use of the car. This sustainable transport strategy would be based on the following key principles:

- Making use of the nearest Metrolink stop, which is located right next to the site. We are working with Transport for Greater Manchester (TfGM) with a view to increasing Metrolink capacity, as well as capacity on the local bus network.
- Investigating the potential for Park and Ride schemes from different geographical areas, as well as providing dedicated event shuttle buses.
- Providing improved walking and cycling routes around the Etihad Campus and into the city centre, including the use of marshalled walking routes on major event days.
- Investigating dedicated drop and collection points in appropriate locations.
- Promoting sustainable transport choices through ticketing and sales activity, making sure information is clear and simple and that the benefits of leaving the car at home are powerfully presented.

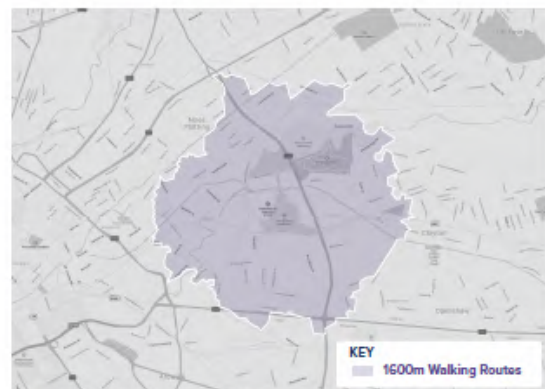


An enhanced parking strategy

While encouraging sustainable transport choices is a key part of our strategy, we know that we must also tackle the issue of parking head-on.

It is likely that a new arena would require changes to the current residents' parking zone. At this first phase of consultation, we want to share the key principles that are being considered:

- An enhanced parking strategy, both at the Etihad Campus and within the surrounding neighbourhoods which local residents, businesses and the Council will not be required to pay for or subsidise. Ease of use and ease of movement will be central to the development of this strategy.
- A shift from the current residents' parking zone, which operates only on match and event days, towards a controlled parking zone which operates 365 days per year.
- An agreed engagement and consultation process with local councillors, neighbourhoods and other stakeholders to work through options to establish how an enhanced parking zone would be operated, together with the overall transport and movement arrangements for the Etihad Campus.



Indicative plan – shaded area showing locations within a 20 minute walking distance of the arena.

On most days, an event at the arena would not coincide with an event at the Etihad Stadium. There would be times, however, which we do not expect to be significant in number, when all the facilities at the Etihad Campus would need to operate at the same time. These occasions would require special operating arrangements. Our proposals will therefore include and explain additional measures for these occasions.

At this first phase of consultation, we want to understand your needs and views on these key principles.

What could a new arena deliver for the communities of East Manchester?



Our consultation process

Thank you for attending the Consultation Phase One event today.

We are undertaking a full and open consultation process with local people to listen to feedback and take on board people's views and suggestions. The timeline below sets out the anticipated consultation timeline.



“A city that thinks a table is for dancing on.”

Mark Radcliffe

”

Thinking about carbon

We take our responsibilities to the environment seriously and are committed to playing our part in Manchester's commitment to being carbon neutral by 2038.

We have brought together a world-class team to explore how we can help Manchester to deliver a low carbon future as part of our proposals.

Environmental and climate considerations will shape the design and operation of the new arena but will also feed into the work that is underway across the broader Etihad Campus.

As part of our feasibility studies, we are looking at how we ensure a new arena would support a range of active travel choices, including safe walking and cycling, as well as utilising the strong public transport links in the area.

We are also committed to ensuring a new arena would improve sustainable travel choices for local residents.

As our work around sustainable design, construction, operations and transport progresses, we will share our ideas and ambitions with stakeholders and communities.

Like many across the city, we want to contribute to making a zero-carbon Manchester a reality.

Thank you for coming to see us

Today's event is for local residents and businesses to find out more about our proposals.

We expect there to be a lot of interest in the proposals and are expecting a good number of visitors.

Please have a look around at the event displays for more information. You can also fill in a feedback form.

If you would like to ask specific questions, then members of our team are here to talk you through our initial plans.

You can also get in contact with us using the following details:

Website: www.eastlandsarena-consult.com

Email: info@eastlandsarena-consult.com

Phone: 0808 196 2008



Appendix 5 – Phase one feedback form



Proposals for a potential new arena in East Manchester

Consultation Phase One Feedback Form, October 2019

About You

1. How would you describe yourself?

- | | | | |
|--|---|--|--|
| ☐ Local resident | ☐ Representative from a tenancy or residents' group | ☐ Political representative | ☐ I work in the local area |
| ☐ I own a business in the area | ☐ I belong to another type of local interest group | ☐ I regularly visit the area | ☐ Other |

2. How did you find out about today's consultation drop-in session?

- | | | | |
|--|--|--|-------------------------------------|
| ☐ I received a consultation postcard | ☐ I read about it in the local media | ☐ I found out via social media | ☐ Word of mouth |
| ☐ Other | | | |

About Today's Event

3. How informative did you find today's consultation drop-in session?

- | | | | |
|--|---|---------------------------------------|----------------------------------|
| ☐ Very Informative | ☐ Quite Informative | ☐ Not Informative | ☐ No opinion |
|--|---|---------------------------------------|----------------------------------|

4. Your Views Matter

We are carrying out detailed work to shape our proposals. Our discussions with local groups and politicians have already told us the following issues are really important.

Your views really matter. We would like to hear your comments and suggestions. Your feedback will help to ensure a potential new arena has a positive impact on local communities.

Investing in the local economy and jobs

We want to invest in the local area and in local people. We want to hear your ideas on how best to invest money in the local area, including into skills training and jobs. Please write your thoughts below.

Ensuring the arena is well managed

The reputation of our venues and our relationships with local communities is extremely important to us. How can we be a good neighbour and ensure that the events held at our proposed new arena have as little impact on local people as possible? Please write your thoughts below.

Transport

It is important to us that residents do not experience problems with traffic congestion, parking or public transport, and that people have a good experience getting to and from the proposed new arena.

How can we make it as easy as possible to travel to and from the new arena and minimise impact on local communities? Please write your thoughts below.

Parking

It is likely that a new arena would require changes to the current residents' parking zone, with ease of use and ease of movement central to an enhanced parking strategy.

How do you think we could enhance the residents' parking zone? Please write your thoughts below.

5. Your Priorities, Our Priorities

We want to understand what is also important to you. Please look at the list below and rank your Top 3 priorities (1 being the most important; 3 being the least important). If your priority is not listed, you can add it to the list below.

☐ New job opportunities	☐ Improved public transport	☐ Enhanced parking zone	☐ Measures to help ease traffic congestion
☐ Skills training to improve chances of employment for local people	☐ The arena is environmentally sustainable and low carbon	☐ Enhanced community facilities	☐ Improved green space in the local area
☐ Effective construction management	☐ Enhanced walking and cycling routes	☐ Other, please specify	
☐ Other, please specify		☐ Other, please specify	

6. As the team develops these proposals further, are there any other topics or issues you think we need to consider and address?

7. If you would like to be kept up-to-date with information about these development proposals and informed about our phase two consultation activities, please provide your contact details below.*

I can confirm I am happy for you to contact me by

Email: ☐ Yes ☐ No

Post: ☐ Yes ☐ No

Text Message: ☐ Yes ☐ No

Title First name Surname

Email Address

Postal Address

Postcode Mobile Phone Number

Your data will be stored in accordance with GDPR and not passed on to any third parties.

Please hand your completed form to a member of the project team. Alternatively, you can fill this out and email it to us at info@eastlandsarena-consult.com

The deadline for the submission for feedback is **25 October 2019**.

*You do not have to supply personal details. However, it will help us to work towards meeting the needs of the public during the consultation period and will enable us to contact you with updates on the scheme. Your personal details will be stored in compliance with the GDPR by Counier Context acting on behalf of OVG Europe Limited.

As part of a planning application, OVG Europe Limited may submit to the Local Planning Authority a complete copy of all correspondence received (including any details such as your name, address and email where you have provided them). This ensures all your comments are available to the Council during the consideration of an application and shows who we have consulted.

Contact us

To request further information, or provide feedback as part of our Phase One Consultation, you can contact our dedicated Consultation Team:

Website: www.eastlandsarena-consult.com

Email: info@eastlandsarena-consult.com

Phone: 0808 196 2008



Appendix 6 – Breakdown of phase one consultation feedback

Investing in the local economy and jobs We want to invest in the local area and in local people. We want to hear your ideas on how best to invest money in the local area, including into skills training and jobs. Please write your thoughts below.		
Stakeholder ID	Feedback	Please write your thoughts below.
EFF001	Questionnaire	It's a good idea however, outdoor activities such as sports should be made affordable to enable all parents to take their children to sessional activities.
EFF002	Questionnaire	A museum about the area history to attract visitor. Cinema theatre.
EFF003	Questionnaire	Don't build an arena. Fix the problem, don't add to it.
EFF004	Questionnaire	Open green areas to avoid building a concrete jungle in the area, although it would be difficult to manage the potential of it turning into a hangout area for youths etc. It might also be nice for the younger generation to have access to after school hour activities, so they have something to do e.g. free boxing classes etc.
EFF005	Questionnaire	I like the proposal. The more investment in the area the better. More leisure facilities such as bars and restaurants would be great.
EFF006	Questionnaire	Investment is welcome as long as it doesn't impact negatively on residents.
EFF007	Questionnaire	Transport to and from venue needs to be a priority (not enough trams). More jobs - i.e. restaurant/bars/coffee shops/eateries (team deliveries). Training of local people for many of the jobs created. Environmentally clean.
EFF008	Questionnaire	Not effected.
EFF009	Questionnaire	This development will naturally create a lot for the local area and people in it. I think all the opportunities on the build and then the service side should be geared towards local people.
EFF010	Questionnaire	N/A
EFF011	Questionnaire	It will be a good project to invest in local economy of course.
EFF012	Questionnaire	I run a local business in the area. Main fear would be loss of staff.
EFF013	Questionnaire	N/A
EFF014	Questionnaire	Support local people to develop skills and confidence to apply for new jobs. Support people in their new employment.
EFF015	Questionnaire	N/A
EFF016	Questionnaire	N/A
EFF017	Questionnaire	N/A
EFF018	Questionnaire	Ensure local residents are given information about the jobs available. Consider investing in the park / cemetery as it has historical value and nature.
EFF019	Questionnaire	N/A

EFF020	Questionnaire	A local job fair would be great.
EFF021	Questionnaire	OAP opportunities - will be retiring within next 2/3 years and part time opportunities would be nice.
EFF022	Questionnaire	No need for another arena in the area.
EFF023	Questionnaire	Providing jobs and training would be very positive. Also invest in local social enterprises and groups.
EFF024	Questionnaire	I am highly concerned that local people will not end up with the jobs available due to their current capacity. This will mean the arena is not valuable in economic terms to local people. Potentially good quality, inclusive long-term training programmes / apprenticeships would be of use to ensure local people really get the jobs.
EFF025	Questionnaire	Anything that benefitted the local community regarding jobs, training, use of facilities, etc, would be welcomed I'm sure.
EFF026	Questionnaire	Recruiting a local and diverse workforce, especially at operational stage; long term opportunities to work with schools and colleges; supporting community projects including meanwhile space.
EFF027	Questionnaire	Giving young people in the area a chance to learn a trade or an apprenticeship
EFF028	Questionnaire	(unreadable) staffed as practically possible by local residents supporting local employment. Ensure employment from these areas is sustained.
EFF029	Questionnaire	I see the new arena generating new job opportunities and further enhance the community estates in East Manchester. This could be one by tailoring investment in a community project. People and facilities building construction linked to the arena.
EFF030	Questionnaire	Ensure employment opportunities for local residents - apprentices, construction through to professionals.
EFF031	Questionnaire	We support local people into local jobs. All connections to the opportunities would be welcomed.
EFF032	Questionnaire	N/A
EFF033	Questionnaire	N/A
EFF034	Questionnaire	Priority should be given to the local residents for jobs. Maybe training can be provided as well, mainly for women who have taken a career break and want to join back.
EFF035	Questionnaire	Jobs given to local people. Working alongside local residents.
EFF036	Questionnaire	Maybe set up apprentice schemes throughout the whole project process, specifically related to the area. For example, tradesmen, security, planning etc.
EFF037	Questionnaire	Jobs for local people. Education for local people. Training for local people.
EFF038	Questionnaire	Thoroughly approve. This is one of the economically less well-developed areas of the city and it should improve prospects for many local residents. Hopefully skills can be developed for opportunities in the construction industry as well as opportunities in the event management and hospitality sector.
EFF039	Questionnaire	Housing
EFF040	Questionnaire	Skills, training and jobs.
EFF041	Questionnaire	I believe a new arena where planned is a BAD idea. We already have difficulties when a match is on or a concert. The traffic is horrendous preventing local people being able to live normal life regarding using bus-tram-car/cycles because of the crowded roads. People cannot get out and about as normal. This invade their normal lives.
EFF042	Questionnaire	People within 2 miles don't work in the stadium. Agency staff based in from around Manchester. Local people want bar/restaurant, family places, retail park. Not drunks turning up for a concert, get enough in June with the football.

EFF043	Questionnaire	This is clearly a good thing; however, would this be during construction? 'Local' as in the East Manchester, Greater Manchester or North West? I am assuming the contractor will have to abide by KPIs – who will these be dictated by? Any apprenticeships that come about as a part of the development, can the winning contractor or their subcontractor guarantee to keep these individuals in employment when the arena is completed?
--------	---------------	--

Ensuring the arena is well managed

The reputation of our venues and our relationships with local communities is extremely important to us. How can we be a good neighbour and ensure that the events held at our proposed new arena have as little impact on local people as possible? Please write your thoughts below.

Stakeholder ID	Feedback	Please write your thoughts below.
EFF001	Questionnaire	N/A
EFF002	Questionnaire	More cleaning contracts. High percentage of work task to be given to the local residents.
EFF003	Questionnaire	Toilets. More bins for littering. Parking control.
EFF004	Questionnaire	Transport management and reducing traffic if there is a city match and event on the arena. E.g. increase parking wardens, offering incentives for using public transport/trams etc. Also ensure regular communication is set out to the local residents to update us on plans. Also, regular litter picks after an event would be ideal to keep the area clean.
EFF005	Questionnaire	Already the area is affected by litter. A commitment to keep the streets around the venue clean would help, especially after events.
EFF006	Questionnaire	Ensure that traffic problems that already exist on match days at the Etihad Stadium are addressed and parking zone is extended to include main roads in the area.
EFF007	Questionnaire	Litter management. Security - CCTV. Transport to and from venue. Safe walking routes through local areas adequate lighting.
EFF008	Questionnaire	More bins. More toilets. More designated drop-off and pick up. Early finish times (not 10pm and after)
EFF009	Questionnaire	Encouraging not traveling by car will be key, from a sustainability and space point of view. Ensure routes into are safe. Ensure management teams are in place to regularly keep the urban realm a clean and inviting space to be and live.
EFF010	Questionnaire	N/A
EFF011	Questionnaire	N/A
EFF012	Questionnaire	Communication in advance of planned events. Expected number / ticket sales.
EFF013	Questionnaire	N/A
EFF014	Questionnaire	Local employment. Community events. Minimise adverse impacts.
EFF015	Questionnaire	N/A
EFF016	Questionnaire	N/A
EFF017	Questionnaire	N/A
EFF018	Questionnaire	Traffic management. Talk to local people about the negative impact already faced.
EFF019	Questionnaire	N/A
EFF020	Questionnaire	After the events the local area needs policing to stop and ASB. Tickets to be made available to local residents.

EFF021	Questionnaire	Traffic obviously is a big factor e.g. road closures post concerts.
EFF022	Questionnaire	Sort out traffic, noise, litter, people movement.
EFF023	Questionnaire	managing visitors and encouraging good behaviour as they leave the arena and enter the local area. Help keep the local area clean and tidy.
EFF024	Questionnaire	Noise levels must be managed during evening and weekdays. Sufficient sound proofing is key. Whilst parking is an issue, I think that enhancing sustainable transport / active travel options are essential - enhanced cycle routes and facilities, walking routes etc. More car traffic will be a serious problem and on street parking.
EFF025	Questionnaire	
EFF026	Questionnaire	
EFF027	Questionnaire	Plenty of stewards keeping the area clear and tidy during and after events. Keeping local residents informed about up and coming events.
EFF028	Questionnaire	Consideration and robust analysis and justification. Traffic = event day congestion. Acoustics etc. Potential anti-sound, behaviour, possible section log to local residential neighbourhoods to entrance. Existing fabric - parks, roads etc.
EFF029	Questionnaire	The 365-day parking for residents is certainly a good idea. An option is to possibly offer discounts to local residents for arena events. Offer options on resident's room hire at the arena for local events. (I would also consider look at Manchester City Fixtures to avoid clashes taking into account fixture chances due to TV)
EFF030	Questionnaire	Good estate management. Local engagement. Actually, seek to attract local residents in.
EFF031	Questionnaire	If the community feel engaged and supported either through funding, freebies or jobs, any disruption tends to feel less invasive.
EFF032	Questionnaire	Parking is already an issue so making sure it does not add to this.
EFF033	Questionnaire	N/A
EFF034	Questionnaire	Provide adequate parking, ensure there is enough security.
EFF035	Questionnaire	Jobs given to local people. Working alongside local residents.
EFF036	Questionnaire	Improve local green space and ensure there is sufficient management in place to keep it maintained (to protect from damage, rubbish etc.) Ensure adequate (and aesthetically pleasing) noise barriers are provided to block the traffic and pedestrian noise.
EFF037	Questionnaire	Traffic is a headache at moment. Maybe police at end of concert. Clean up after.
EFF038	Questionnaire	There is clearly a need, jointly with MCFC and MCC, to improve the infrastructure to support events at both venues. Walking into and out of the city centre is not (<i>unreadable</i>) unduly arduous, but would benefit from improved walking and cycling links, (<i>unreadable</i>) of footpaths and towpaths (with canal side railings" a new pedestrian bridge over the railway (event a station! I wish"
EFF039	Questionnaire	Scrap this idea.
EFF040	Questionnaire	Litter can be a huge problem whenever large groups of people are present. It would be helpful to have plenty of litter bins in place and rapid clean-up after concerts and events. Good signage is vital both for flow of traffic and for pedestrians to get to and from the arena safely. Noise pollution from the more enthusiastic groups ought to be monitored.
EFF041	Questionnaire	N/A
EFF042	Questionnaire	No helicopters flying in the stars. Communication on timelines – building shows Traffic is a nightmare with Velodrome, Philips park, BMX, Football, Asda, other sporting events so why add more + road closures. You try getting a taxi after a show 10.45 no chance

EFF043	Questionnaire	I don't think this is possible when you're having three events per week make the arena viable. With MCFC holding their matches sometimes 1-2 times per week depending on the season, you will make an already bad situation worse. MCFC have been approached multiple times about provide bins to the local area and have declined to do this. The mess in the local area after an event is disgusting; fans seem to be unable to use bins or take their rubbish home. Hopefully you will provide toilets as I don't think MCFC do – man fans seem to have no choice but to urinate up the cemetery walls or when the cemetery is open, go inside and urinate in the bushes. This is both vile and disrespectful. You need to be seeing what in the areas are affected most on match days. From what I understand, City were monitoring the situation when the City of Manchester Stadium first opened, and this has now tailed off. How long will Oak View Group monitor the situation of disruption to the local area before you decide it's no longer financially beneficial? I'm struggling to understand why this is a big deal for you and not MCFC when you're funded by the same holding company. Perhaps Manchester City Council need to make it a condition that for the lifetime of the arena this is monitored.
--------	---------------	---

Transport

It is important to us that residents do not experience problems with traffic congestion, parking or public transport, and that people have a good experience getting to and from the proposed new arena. How can we make it as easy as possible to travel to and from the new arena and minimise impact on local communities? Please write your thoughts below.

Stakeholder ID	Feedback	Please write your thoughts below.
EFF001	Questionnaire	I think there should be frequent public buses and wider pavements.
EFF002	Questionnaire	Increase number of local buses to cope with visitors.
EFF003	Questionnaire	The issue isn't with people trying to get to the event. Local residents are suffering and having to arrange their days around events to avoid being stuck in. Being told this could happen up to three times a week is unacceptable.
EFF004	Questionnaire	Implementing incentives to use the trams/buses more such as reduced tickets prices if people are attending an event/concert.
EFF005	Questionnaire	Is there an opportunity for a new railway station on the site? A rail line goes through it.
EFF006	Questionnaire	Better public transport is needed.
EFF007	Questionnaire	More trams / more buses. More safe walk/cycle routes.
EFF008	Questionnaire	Better / cheaper on-site parking. Designated drop-off and pick up points. Get visitors out of the area as soon after the event as possible (not just off site).
EFF009	Questionnaire	Increase public transport. Can you work this into price of ticket? Make walk routes safe and inviting - particularly from city centre. Create a destination. More lighting, signage, green space,
EFF010	Questionnaire	Ban all cars in a 5-mile radius around the arena.
EFF011	Questionnaire	With good proposals of course will need to ensure working with council with regard to transport.
EFF012	Questionnaire	More transport available when events are on. Shuttle buses to the event to reduce use of cars.
EFF013	Questionnaire	N/A

EFF014	Questionnaire	Be realistic about what will really increase capacity of public transport. Invest in rail. Plan for multiple major events. Q
EFF015	Questionnaire	N/A
EFF016	Questionnaire	N/A
EFF017	Questionnaire	N/A
EFF018	Questionnaire	Parking is already an issue. Traffic flow already an issue. Residents 'coned' into their homes already and issue. All will only get worse.
EFF019	Questionnaire	N/A
EFF020	Questionnaire	Better use of the tram network (more double trams) make sure all stops stay open. Designated taxi rank with marshals.
EFF021	Questionnaire	
EFF022	Questionnaire	Stop all of arena parking in the area.
EFF023	Questionnaire	Improve walking routes from stations and area local amenities such as pubs and shops. Free Shuttle buses from town.
EFF024	Questionnaire	As above.
EFF025	Questionnaire	The main issue would be ensuring that traffic issues are minimised, by means of increased public transport. (E.g. park and ride schemes, all-in transport and venue tickets, improved walkway along the canal.)
EFF026	Questionnaire	
EFF027	Questionnaire	By putting on additional buses, additional Metrolink services, having entrances and exits well signposted. Having stewards directing people.
EFF028	Questionnaire	Notification and informing residents of events. Road closures during events to minimise inconvenience to local residents.
EFF029	Questionnaire	The Metrolink options are a great idea and park and ride options. There could also be an introduction of public transport special buses on arena event days.
EFF030	Questionnaire	365 car park zone is a good idea. Improve public transport. Trams need to have increased capacity.
EFF031	Questionnaire	The Metrolink service to the Etihad could be improved. There seems to be little link up between demand and service frequency during events. There are major queues at Piccadilly outgoing and up to an hour's queue after events. Car parking locally is expensive and leaving the area is always congested.
EFF032	Questionnaire	N/A
EFF033	Questionnaire	N/A
EFF034	Questionnaire	Same as above.
EFF035	Questionnaire	Police overseeing first 1/2 hour of people leaving. Parking wardens / people for security of vehicles.
EFF036	Questionnaire	Additional trams (maybe improved network) and park and ride. Obvious things are additional bus services. Detailed traffic assessment. Detailed assessment of pedestrian routes for safety issues... especially at crossing points.
EFF037	Questionnaire	Would it be possible to have parking wardens? Security guards outside after. Pay people to clean up after.
EFF038	Questionnaire	As above, development of hotel, multi-storey car park, additional turn back facilities for trams, shuttle buses to city centre and other central parking areas.
EFF039	Questionnaire	This will bring terrible congestion to the area. Local A-Roads and public transport will not cope with the volume of people at leaving time.

EFF040	Questionnaire	Tram links and frequency of trams is already good and frequency during events is increased. Buses around the area seem to be adequate; although on Sundays this isn't the case and could be vastly improved. Also, the highways department need to be aware, residents going about their business get very frustrated when the traffic flow is interrupted. After football matches, the traffic lights in the immediate area are altered to allow the football stadium to empty quickly, although residents understand the reason for this, they feel that the traffic lights shouldn't be altered as there are instances when this has impacted on their lives when trying to attend family emergencies.
EFF041	Questionnaire	I believe you should find another area perhaps outside city limits.
EFF042	Questionnaire	Not enough traffic wardens currently, my street fills up with disable blue badge. We can hardly cope with current 62000 ppl so how on earth, the trams can't be increased as GMPTE cant increase the power, they informed me, hence why every other tram is a single.
EFF043	Questionnaire	How does having an excess of 20,000 people travelling to a new arena up three time a week (not including match days) contribute to Manchester City Councils commitment for Manchester to be a zero carbon city by 2038? You need to be encouraging people to use public transport. Is CFG or MCC going to be investing in the public transport to contribute in reducing emissions and improve air quality? Travel plans and transport assessment to be carried out on match / event days. Particularly in locations where there will be massive issues for local residents, i.e. the junction between Briscoe Lane and Alan Turing Way.

Parking

It is likely that a new arena would require changes to the current residents' parking zone, with ease of use and ease of movement central to an enhanced parking strategy. How do you think we could enhance the residents' parking zone? Please write your thoughts below.

Stakeholder ID	Feedback	Please write your thoughts below.
EFF001	Questionnaire	By not restricting the number of resident parking tickets and having allocated car parks.
EFF002	Questionnaire	more parking space needed.
EFF003	Questionnaire	A good idea but needs more thought. Will only increase the number of 'drop-offs' on events and match days. This will bring even more traffic and confusion as these people will also return to 'pick up'! Imagine the number of cars in the area trying to park to pick someone up.
EFF004	Questionnaire	Additional visitor parking permits required for residents. We currently only have one allocated to us which is not ideal if we have more than one visitor, especially if the permits are required 24/7.
EFF005	Questionnaire	Make it easy for the residents to acquire their permits.
EFF006	Questionnaire	Extend area and stop parking on the main roads.
EFF007	Questionnaire	If there were more places to eat and drink - many of the cars wouldn't leave at the same time. (Most congestion at football matches is caused by everyone having to leave the area at the same time)
EFF008	Questionnaire	Keep parking on site by providing cheap or even free parking.
EFF009	Questionnaire	N/A
EFF010	Questionnaire	Converting residents parking zone to a 365 days per year could cause people more problems than it solves. Keeping vehicles outside the area on event days only would be better.
EFF011	Questionnaire	As long as we have access to own residents parking. My only concern if we have problem with visitor parking.
EFF012	Questionnaire	N/A

EFF013	Questionnaire	N/A
EFF014	Questionnaire	Residents based.
EFF015	Questionnaire	We are a business on Lord North St, M40 8HT. We'd like yellow lines (8am-5pm, Mon-Fri) on that street please.
EFF016	Questionnaire	N/A
EFF017	Questionnaire	N/A
EFF018	Questionnaire	Briscoe Lane / Riverport Road needs to be addressed. It is used as a free car park. Residents in the cemetery are not thought of. Fire station wall is the main 'pick up / drop off' point.
EFF019	Questionnaire	Parking permits for residents, double trams on event days.
EFF020	Questionnaire	A zero tolerance on parking needs to be applied. I see traffic wardens walk away from vehicles because notes are left in windows.
EFF021	Questionnaire	I have a parking space, also a visitor's parking spaces are available, only 8 in total. Residents having reduced fees for visitors who are not attending any events, just visiting.
EFF022	Questionnaire	Move the arena to a different area. Stop parking on double yellow lines (blue badge holders). Stop people opening companies to (<i>unreadable</i>) in the area.
EFF023	Questionnaire	Needs to be easy for local residents to register their cars and also visitors' cars.
EFF024	Questionnaire	Already construction workers park all around this area, creating congestion and preventing
EFF025	Questionnaire	I'm sure that making residents' parking schemes 365 days a year and 24 hours a day would be appreciated and beneficial.
EFF026	Questionnaire	
EFF027	Questionnaire	Not a local resident so not sure.
EFF028	Questionnaire	Permits are free to residents and this would be extended to visitors. Residents would also be able to potentially have a route that would allow access by car whilst event in progress
EFF029	Questionnaire	You could utilise existing parking used by a Manchester City on non-match days and consider new parking at Metrolink stations where currently not in place to reduce parking at the arena.
EFF030	Questionnaire	365 parking zone.
EFF031	Questionnaire	Residents should be given priority.
EFF032	Questionnaire	N/A
EFF033	Questionnaire	Create more spaces
EFF034	Questionnaire	Provide special parking zones, at low cost / or inclusive in arena tickets like Trafford centres.
EFF035	Questionnaire	Ditto. Leave it as it is.
EFF036	Questionnaire	Ensure adequate no parking zones around residents' areas. Not just with signage but with physical barriers / strategies. Entrance local residents current parking zones.
EFF037	Questionnaire	Leave it as it is. We have permits and don't want any more headaches.
EFF038	Questionnaire	Prevent attendees attending either venue from parking on event days. Presumably the local schools will be available for parking 20,000 is a lot less than 55,000.
EFF039	Questionnaire	The present scheme is open to abuse. Vehicles park everywhere on Etihad event days. I can't see a way for you around this.

EFF040	Questionnaire	The parking scheme in the area is already causing a concern and frustration with residents. Since the on-line scheme was introduced many people have been unhappy with it. Not everyone has access to a computer and although there is help at the library, people are still struggling with it. The residents parking element of the scheme seems to be ok; however, the visitors permits are causing problems with genuine visitors receiving parking fines, because apparently even if four cars are registered as visitors, only two show up on the handset of the parking enforcement officers. So, it seems that residents are supposed to know in advance which visitors are coming (this isn't always possible) and then to alter to the registrations of the visitor's cars show they show up on the handsets. The paper permits were better for honest residents however more dishonest people abused the scheme. There seems to be adequate parking at the football stadium, I think the only sensible solution would be for whoever runs the car park to greatly reduce the price of parking there. Or for the city council to build a multi storey car park again at a reasonable cost to the customer.
EFF041	Questionnaire	We already have trouble - people parking on pavement making it impossible to pass without stepping on to the road - dangerous for all ages. Especially bad for children - elderly - disabled - blind.
EFF042	Questionnaire	I have a courtyard plus space @ the front, but I don't drive so I'm ok. But I know in Stuart street things would need to be changed. Extra signature as Velodrome don't inform local residents of event which is annoying.
EFF043	Questionnaire	This does not affect me, so I am not in a position to give my opinion.

As the team develops these proposals further, are there any other topics or issues you think we need to consider and address?		
Stakeholder ID	Feedback	Please write your thoughts below.
EFF001	Questionnaire	Crimes in the area, cleanliness, more speed ramps to ensure resident safety.
EFF002	Questionnaire	N/A
EFF003	Questionnaire	If it's going to be done no matter our input, don't hold 'consultations'. Think of how you can help us 'little people' manage with the added noise, traffic, trash etc. and show it.
EFF004	Questionnaire	Environmental factors such as increased litter within the area if there are more events/crowds within the area.
EFF005	Questionnaire	Can it be possible for discounts / offers for local residents to attend the new venue?
EFF006	Questionnaire	N/A
EFF007	Questionnaire	Security with regard to crime / terrorism.
EFF008	Questionnaire	All the above.
EFF009	Questionnaire	On the boards it discusses a lot about having cutting edge Tech and being environmentally friendly - I think this development needs to break the mould and really go after these points and be s 'best in class' and example for future developments across the country.
EFF010	Questionnaire	N/A
EFF011	Questionnaire	N/A
EFF012	Questionnaire	N/A
EFF013	Questionnaire	N/A
EFF014	Questionnaire	Plans to support coterminous major events.
EFF015	Questionnaire	N/A
EFF016	Questionnaire	N/A
EFF017	Questionnaire	N/A

OVG Manchester, Statement of Community Involvement

EFF018	Questionnaire	The negative impact on residents. The project is always going to be more important than the residents and that's not acceptable.
EFF019	Questionnaire	Places for drive thru's, coffee shops etc creating more jobs.
EFF020	Questionnaire	A strict policy on building work needs to be in place e.g. no work to be carried out after agreed time.
EFF021	Questionnaire	N/A
EFF022	Questionnaire	Litter. People movement (get them out of the area as soon as possible). Toilets in area. Traffic management in the area.
EFF023	Questionnaire	N/A
EFF024	Questionnaire	Environmental sustainability is key in terms of build and ongoing management / maintenance. Using higher standards (Breeam) than currently required by law would be a good example XXX Greater Manchester - especially as we are in a climate emergency.
EFF025	Questionnaire	I wouldn't want any new arena to distract from the number of visitors to city centre bars, restaurants, shops, etc. As long as the new arena generally brought additional business to the city rather than splitting the existing businesses 50/50. I would have few concerns about the effect on city centre business.
EFF026	Questionnaire	
EFF027	Questionnaire	The only issues are additional traffic congestion. Not sure if the team can do anything about that. That's more down to the Council and TFGM to sort out.
EFF028	Questionnaire	
EFF029	Questionnaire	Timelines of construction with local resident's communication brochure to local community. Website to include emails on community thoughts on project / resident meeting cycle from beginning to end of construction.
EFF030	Questionnaire	
EFF031	Questionnaire	Noise will be a factor. Careful stewarding to ensure quick access in and out of the arena.
EFF032	Questionnaire	N/A
EFF033	Questionnaire	N/A
EFF034	Questionnaire	near
EFF035	Questionnaire	Keeping area/s around arena well 'kept'.
EFF036	Questionnaire	The current proposal (I accept its early stages) stands out as an intrusive block. The façade and roof treatments should be made more fluid as the design progresses.
EFF037	Questionnaire	Keep clean. Hope my poll tax doesn't go up. Keep us informed at all times.
EFF038	Questionnaire	I would like to see an iconic building, clad in glass, which adds architecturally to the area and NOT a big tin shed which resembles a warehouse on an industrial estate. The current arena, while perfectly functional, is pretty average in appearance. Please make an effort to actually make it and the surroundings look nice. It will enhance the business and the area.
EFF039	Questionnaire	Build it somewhere else.
EFF040	Questionnaire	Initially, the effective construction management is the priority but in the long term all the above would be ideal. As a long term resident, I would hope that the actual finished building is not only of a high standard but good to look at; not only when it is bright shiny and new but when they have been subject to either conditions and pollution that comes in a built up area. Some modern buildings in the area look as though they've been there for 100 years when in fact they haven't, I am thinking in particular of the block of apartments opposite the stadium. They have the steel girders around them and wooden cladding (which looked bad enough when it was new, now it has been weathered it looks absolutely terrible). I am a regular theatre and concert

		attender; so, for me to have the new arena almost on my doorstep so to speak would be wonderful.
EFF041	Questionnaire	N/A
EFF042	Questionnaire	Why Manchester we have enough venues Policing Security / . Terrorism No benefit to locals @ all, unless they give 50% discount off Can the concert Hall, be a cinema @ times?
EFF043	Questionnaire	I think you need to consider is there really a demand for another venue in Manchester. Why is this location and why next to a football stadium? Because it is being funded by City football Group, the holding company for MCFC? The following are already established venues on the area: Manchester Arena / Old Trafford / Etihad Stadium / O2 Apollo / Manchester Academy 1,2 and 3 / The Ritz, Emirates Old Trafford, Heaton Park, Bridgewater hall / Depot (Mayfield) The Eastland Regeneration Framework (2019 update) states 'Manchester as a music industry centre underlines this potential. There is also very strong international interest in the UK market for sports and entertainment-based activities (including Manchester). Experience elsewhere also suggests that if Manchester is to fully achieve its potential as a world class venue...' Is this a necessary target at the expense of local residents? I don't think it matters what the feedback is, the arena will go ahead. I can see that main contractors are already looking to tender for it. Oak View Group will do what they need to get planning approval and the arena will be built and those opposing, ignored. All seems a bit fishy when it's connected to the Manchester Life Development Company (Manchester Life) - a partnership between MCC and Abu Dhabi United Group. Oak View Group are supported by City Football Group which in turn are 87% owned by Abu Dhabi Group. When I asked at the consultation, "Are MCC supporting this?" I was told they hadn't been approached yet. This was, of course, a lie.

Investing in the local economy and jobs

We want to invest in the local area and in local people. We want to hear your ideas on how best to invest money in the local area, including into skills training and jobs. Please write your thoughts below.

Stakeholder ID	Feedback	Please write your thoughts below.
OFF014	Online feedback	We appreciate that you are still conducting market analysis to gauge demand for an arena on the Etihad campus and that this will form part of the planning authority's consideration of any future application, together with consideration of any impact on existing venues. As Greater Manchester's largest provider of higher technical and technical/vocational education – and an organisation located right in the heart of the Etihad's local community – we want to understand how this development could benefit skills training and jobs. We would want to ensure that it is aligned to other strategic projects in the city, including our £140m investment in expanding our Openshaw campus and a new city-centre campus, with support from partners including GMCA and Manchester City Council. It is crucial that skills training is not duplicated and that there is a holistic view of post-16 provision across Manchester. The Manchester College is rated Good by Ofsted and number one for achievement in Greater Manchester. Our Openshaw campus on Ashton Old Road provides technical education of the highest standard to students of all ages from some of the most deprived wards in Manchester, including those in the communities neighbouring the Etihad stadium. We have extensive experience of working with students from the local area and are investing £140m in developing centres of excellence on our Openshaw campus and our new city-centre campus. This includes a £30m investment at Openshaw to develop Centres of Excellence in Construction & Logistics, and in Sports, Health & Wellbeing in partnership with the region's employers. The development is strongly aligned to the Eastlands regeneration plans, the GM and Manchester industrial strategies and GM's skills needs. The curriculum offer at Openshaw is specifically designed to align to the existing and planned developments at the Etihad, along with construction and residential development in the wider Eastlands area. Our new city-centre campus will be a Centre of Excellence in the Creative & Digital sector, including events management, theatre & stagecraft, media make-up, music production, catering and hospitality. We also deliver a wider curriculum for people who have not yet chosen an area of specialisation or who are keen to improve their basic skills. This includes young people at risk of becoming NEETs (not in education, employment or training), recent migrants and speakers of other languages, older people keen to reskill, ex-offenders, and those who have been out of the work for some time through ill health, disability or unemployment.
OFF013	Online feedback	Provide what people actually want - leisure activities and restaurants of a lower key nature which do not involve 20,000 attendees
OFF012	Online feedback	I think that the developments at and around the Etihad stadium have already brought great benefits to the local community, providing beautiful facilities, entertainment & exercise on our doorstep and providing good jobs that pay decent wages. This further development will take the benefits to the next level as it should ensure more regular use of the site so more regular trams and buses. Public transport

		needs demand to be efficient and the more the demand the more the public transport system becomes more regular and more reliable.
OFF011	Online feedback	
OFF010	Online feedback	Any investment in the local area is a great thing. The arena would be good for the area and improve it. Hop6its a green arena using solar panels and reusing the rainwater from the roof etc. Hopefully the arena will employ locals with ongoing training and fair wages. Be good if the arena is home to ice hockey and basketball teams. Be good if a public ice rink could be built too.
OFF009	Online feedback	1/ Create on the job training opportunities for people of all ages e.g. a mix of working and studying. 2/ Commit to making a percentage of the jobs for people living within a mile of the arena 3/ Create opportunities for those on long term unemployment- support them to ups. 4/ Promote from within where possible.
OFF008	Online feedback	Any proposal which brings with it the potential to create local jobs is great. We owe it to the younger people to provide an opportunity for them to get a leg up in life. Whilst a proposal such as an arena will bring with it a lot more congestion, but I believe it is a healthy trade off when we factor in job creation and skills development.
OFF007	Online feedback	
OFF006	Online feedback	
OFF005	Online feedback	
OFF004	Online feedback	The area needs affordable homes, health centres and more independent shops, we do not need 22 thousand strangers walking through our neighbourhoods.
OFF003	Online feedback	Create jobs for local residents Partnership with local school
OFF002	Online feedback	What I would like to see more of is high level transferable skills that allow people to enter the workforce with the ability to ask for higher wages e.g. managerial, high level administrative etc not just menial low wage work.
OFF001	Online feedback	how best to invest' would be for you all to forget this ludicrous idea. You'll make our lives hell.

Ensuring the arena is well managed

The reputation of our venues and our relationships with local communities is extremely important to us. How can we be a good neighbour and ensure that the events held at our proposed new arena have as little impact on local people as possible? Please write your thoughts below.

Stakeholder ID	Feedback	Please write your thoughts below.
OFF014	Online feedback	We would recommend the creation of a community reference group for the project, involving local residents and key organisations in the area. It would be a vehicle for engaging the community and developing positive relationships as well as dealing with any concerns. The existing facilities at the Etihad campus are mainly used during the daytime and evenings. An entertainment arena will presumably mainly be used at night. Local residents may therefore have concerns about noise as people leave the arena and the risk of antisocial behaviour, littering etc.

OFF013	Online feedback	Don't hold them here? Seriously though, this is going to have a huge impact on local residents through noise and congestion
OFF012	Online feedback	I think that there are bound to be some compromises needed in terms of parking, but parking will become less of an issue as the public transport expands to meet the increased demands from the area.
OFF011	Online feedback	
OFF010	Online feedback	Good traffic management and public transportation
OFF009	Online feedback	Have plans to deal with and take action on 1/ Potential increase in anti-social behaviour. 2/ Likely increase in litter and rubbish being thrown. The above should not create further burdens on an already stretch Council budget.
OFF008	Online feedback	Please use the area effectively by planning multi story parking and additional lanes to increase the flow of traffic. When there is an event at the City stadium there are a lot of coaches parked on the roads which add to traffic woes. Please provide additional coach parking. Please work with Manchester council to increase the size of platforms at Holt town, Velopark, Clayton Hall, New Islington and encourage people to get down and walk from these stations.
OFF007	Online feedback	
OFF006	Online feedback	
OFF005	Online feedback	
OFF004	Online feedback	The proposed site is in the middle of the main arteries of roads which are already very congested there is no way local residents would not be affected with increased numbers in the area. Traffic buses and trams already full on match days and to add to this with extra events at an arena would mean no respite from this issue as it would impact on local area every day/evening of the week.
OFF003	Online feedback	Create parking spaces and improve transport links. Make events accessible to local community at a reduced price
OFF002	Online feedback	Crowd control moved very quickly in and out of the area with minimal disruption. Rubbish control monitored and cleaned up with facilities to recycle rubbish all along the route, not just around the arena. Insisting your own and outside vendors use as many nonplastic items and recycled products as much as possible.
OFF001	Online feedback	Don't build the arena, do something with the land that we actually NEED. Manchester already has an arena.

Transport

It is important to us that residents do not experience problems with traffic congestion, parking or public transport, and that people have a good experience getting to and from the proposed new arena. How can we make it as easy as possible to travel to and from the new arena and minimise impact on local communities? Please write your thoughts below.

Stakeholder ID	Feedback	Please write your thoughts below.
OFF014	Online feedback	Public transport to and from the Etihad campus is already extremely busy on match days and the Metrolink system will be at full capacity in the city centre when the Trafford Park extension opens. We have particular concerns that the public transport network may not be able to cope if arena events were to coincide or overlap with matches at the Etihad Stadium. Road traffic and

		congestion also needs to be considered. The speed and volume of traffic down Ashton Old Road is already a concern, and the safety of students and other pedestrians/cyclists must be taken into account in transport planning for any future development.
OFF013	Online feedback	Again, that's impossible. Events at the Etihad Stadium prove that. Roads are closed, roads are congested, even the trams are completely rammed full. Invite 20,000 people here for an event and it will have a huge impact that cannot be minimised.
OFF012	Online feedback	Provided that events are well publicised, as they always have been, there are no problems because I can plan my journeys around them. Traffic is generally busier in the hours before an event, the roads are empty during an event and it's very busy for about 40 minutes afterwards. What's difficult about that?
OFF011	Online feedback	
OFF010	Online feedback	More buses, trams, safe walk and cycle routes.
OFF009	Online feedback	I struggle to see you can do regarding transport. The road network is already at capacity and there is little scope for change. If you really want to be radical and get people to use public transport, simply don't offer any parking. How about looking at the canal as a means to access the arena. Have even more cars on the road is the main reason I am against the arena. After a long day's work, I want to get home.
OFF008	Online feedback	Increase the size of neighbouring tram stops and provide well-lit and well signposted walkways so people use trams instead of cars
OFF007	Online feedback	
OFF006	Online feedback	More car parks are needed nit everyone will want to use public transport
OFF005	Online feedback	
OFF004	Online feedback	More buses, more trams, bigger car parks = more pollution. Do not put arena in a residential area, an arena is not for the use of local people.
OFF003	Online feedback	More public transport
OFF002	Online feedback	I am struggling to be convinced that despite your newly proposed travel and walking ideas that an additional arena will NOT create even more traffic congestion, parking issues and have the ability to travel on public transport without hassle. The road system and public transport is already under major strain on regular days and I can only say a total nightmare when football matches, concerts and other events are held at the Etihad Stadium. I am already having to plan my life around these events which is a total inconvenience as I work in Manchester city centre, using public transport (trams) and have to travel past the stadium nearly seven days a week.
OFF001	Online feedback	Don't build it. Use the land for something else instead which is needed.

Parking

It is likely that a new arena would require changes to the current residents' parking zone, with ease of use and ease of movement central to an enhanced parking strategy. How do you think we could enhance the residents' parking zone? Please write your thoughts below.

Stakeholder ID	Feedback	Please write your thoughts below.
OFF014	Online feedback	There is already antisocial car parking on roads in Openshaw, and the Clayton Lane South access from Ashburys station has become a fly tipping zone. The parking strategy needs to consider the impact on local businesses and organisations, as well as residents. It is likely that people visiting the arena will look for places nearby that they can park.

		Neighbouring organisations mustn't incur additional costs for securing their own parking in order to protect it from being used by arena visitors.
OFF013	Online feedback	I dislike the current parking zone so would not welcome even more draconian controls. We have random professionals visit our house for our disabled son, we have to arrange this on non-event days due to the parking permit scheme which is inflexible for random visitors.
OFF012	Online feedback	I think the parking zones work well at the moment and I can't imagine that a music venue would draw in more cars / parking issues than a football match attended by 55,000. Maybe days and durations might be affected but nothing beyond that.
OFF011	Online feedback	
OFF010	Online feedback	Not sure
OFF009	Online feedback	Unclear what an enhanced parking strategy brings. The existing arrangements when enforced. This sounds like it will create issues when friends and family visit. More details required on what this actually looks like.
OFF008	Online feedback	Yes, please look at increasing the residents parking zones around the stadium. Extend double yellow lines and stop parking abuse
OFF007	Online feedback	
OFF006	Online feedback	
OFF005	Online feedback	
OFF004	Online feedback	Local residents and businesses already have major issues with parking. I have no idea how to resolve this as there will be so many extra visitors
OFF003	Online feedback	None
OFF002	Online feedback	
OFF001	Online feedback	We don't NEED another Arena. Manchester Arena already exists.

As the team develops these proposals further, are there any other topics or issues you think we need to consider and address?		
Stakeholder ID	Feedback	Please write your thoughts below.
OFF014	Online feedback	
OFF013	Online feedback	You are minimising the impact that the increased traffic - car, bus, tram and foot - will have on local residents. Please give this SERIOUS consideration. The benefits do not outweigh the cost.
OFF012	Online feedback	
OFF011	Online feedback	
OFF010	Online feedback	Just local based companies during the construction. There are too many construction companies based elsewhere in the UK and one such local company (heyrod construction ltd) who did all the concrete work on the main stadium, they are not winning much work now and having to lay people off because other national companies are putting daft bids in and winning.
OFF009	Online feedback	How to deal with potential increase crime and disorder.
OFF008	Online feedback	Please don't just stop at the arena. To improve the quality of life in the area and to get more resident support, please plan retail offering which encourages the use of the space around the stadium and arena on a daily basis rather than just during events. Please consider developing a local farmers market/food hall / small retail units along with office blocks to encourage a permanent presence and footfall. If the arena could be

OVG Manchester, Statement of Community Involvement

		developed as a multiplex cum arena, then it would encourage regular use of the venue.
OFF007	Online feedback	
OFF006	Online feedback	
OFF005	Online feedback	
OFF004	Online feedback	
OFF003	Online feedback	
OFF002	Online feedback	You have not indicated the capacity of the stadium and how often you would be holding events and when, I am assuming this will be all year round? It is also very concerning that some may conflict with football matches which will be a nightmare to travel in.
OFF001	Online feedback	We don't NEED another Arena. Manchester Arena already exists.

Stakeholder ID	Feedback	Response
E001	Freeform response - email	Hi there just received your card about the plans for a potential new arena We do not need another arena The traffic increase in this area would be horrendous plus the noise it is bad enough now with concerts football we have the Manchester arena that is enough!!
E002	Freeform response - email	Not a good idea. Local Residents not happy at all, it's gridlocked on Matchdays with Traffic problems. I live on Bamford street and work in the Ancoats area 1:6miles away to do this journey home takes me 40 minutes, YES 40 MINUTES. Once Home Cannot get in any of my Local Shops or Food outlets without Queuing for quite a while when I walk round there is absolutely Madness. What do we gain from this? Reduced Council Tax Rates? (I doubt it) Many of my Neighbours feel the same way even the ones that don't Drive. We won't in favour of this unless we can get something to reward us. (I will struggle to sell my property also) We have Campus across the road (Women's Football) The Velodrome at the end of my street (Cycling) Not to mention The Etihad late Concerts (crazy idea)
E003	Freeform response - email	Can't you just do a mid-capacity arena with availability for ice hockey instead? Much like the NIC in Nottingham?
E004	Freeform response - email	Hi there, Thank you for the card dropped through my letterbox at 2B The Waterfront. Unfortunately, I'm unable to attend the events coming up next week regarding the proposed arena at the Etihad Campus site. However, I just wanted to drop you an email to say how positive this news is for the area. I hope all residents back your proposals. In my opinion, the more regeneration at Eastlands, the better. This would create more visitors to the area, more business and therefore make it a more attractive place to live. Good luck with the plans and I hope you're not met with too much animosity. This is about building for the future, not remaining in the past!

		Thanks
E005	Freeform response - email	Hello I write with regard to your invite, Tues at Bridge Mill, Beswick Street. Sorry I can't make it but I would like to say: will you build a multi-car park to cope with the increased traffic in the area? I really don't know why Etihad didn't build such a car part as the parking and traffic is always an unwelcome nuisance. Now your new build will make this an added problem. With kind regards
E006	Freeform response - email	Hi unfortunately I am unable to attend your drop-in sessions on the above proposal due to prior commitments. Could I feedback that earlier notice of these sessions are provided going forward, I have however completed the online survey. Could you also provide details of the following as they were omitted from your online presentation: How large the venue will be and what are the crowd capacity numbers? How often you will be holding events e.g. every week, all year round? The types of events you will be having, is it just music or other things? Are other facilities open to the public when events are not being held or will it just be open during events? Thank you

E008	Freeform response - email	I was not able to attend one of the consultation sessions, but I have some serious concerns with regards to your plans for a potential new area in the area I call home. Please see below: Noise pollution - This comes in 3 forms, firstly noise from the area itself during the sound checks and concerts. Concerts are very loud with music and crowd noise. Will the arena be 100% soundproof for local residents? Secondly, noise directly linked to the new arena. Currently when the Etihad Stadium holds concerts it generates a lot of noise before and after the event. This noise is generated from significant increased levels of traffic and loud concert goers who do not and will never respect local residents. How are you going to address this? Finally, the noise pollution linked to the construction of the arena. How do you plan to construct the area and not disrupt local residents? Volume of people – the Etihad campus has been designed to manage 55,000 people. What is your plan to deal with the additional 21,000 people around the arena so there are no health and safety risks? Transport: Road - the Etihad campus is well linked to the city centre currently by road, tram and footpaths. However, these routes are already very busy. Congestion from the city centre to Etihad campus on a weekday between 4pm-7pm is a big problem when there is no event on. When there is an event it is untenable. It can take over an hour to travel from the city to the Etihad campus. What are you going to do to the road network to ease congestion? Tram – the Ashton – Eccles tram line is the busiest tram route in Manchester currently. Trams run up to every 6 minutes to try and ease congestion on this route. However, when there is an event on, it cannot cope. The proposed arena will have events on during the week, so at peak times, when you have trams already overcrowded with commuters, how are you planning to transport your 21,000 spectators to your proposed new arena? Part of the tram route is on those congested roads, so the trams cannot keep moving. They get stuck in the road traffic. What is your plan for this? Walking and cycle routes - Your plans for walking and cycling routes are poor. These routes already exist and are not used because they are not well lit, not wide enough and not signposted well enough. How do you plan to address this? Litter & Vermin – due to this area's proximity to the canal, there is a problem with vermin. After a concert this area is a mess with litter which exacerbates the vermin issue. As this litter is caused by your arena, what is your plan to prevent litter and vermin? I look forward to your reply
------	---------------------------	---

Appendix 7 – Phase two consultation postcard

OVG Manchester, Statement of Community Involvement

Consulting you on proposals for a new arena in East Manchester

Consultation Phase Two Invitation – Have Your Say

Thank you to everyone who participated in the first phase of consultation on our proposals for a new arena at the Etihad Campus in East Manchester.

You told us that a new arena needs to provide genuine benefits for local people and that we should focus on ensuring new jobs and training can be accessible to the community. You also told us that we need to have a robust transport plan, which would allow people to travel to the arena with minimised impact on surrounding communities.

We are now working hard to ensure a new arena would address these priorities. This is at the heart of our commitment to building a world-class new arena that puts the local community first.

We are now preparing to ask for your views on our more developed plans, as part of our next stage of consultation.



Come and meet us

We would like to invite you to one of our phase two community consultation drop-in sessions to meet us, find out about our more detailed plans and provide your feedback.

Date	Location
Thursday 28 November 2019 2.30pm to 7.30pm	Church of the Apostles, Ridgway Street, Miles Platting, M40 7FY
Saturday 30 November 2019 10.30am to 3pm	Beswick Library, 60 Grey Mare Lane, M11 3DS
Monday 2 December 2019 2.30pm to 5pm	Ravensbury Community School, Tartan Street, Clayton, M11 4EG
6pm to 8pm	The Foyer at the HSBC UK National Cycling Centre, Stuart Street, M11 4DQ
Tuesday 3 December 2019 3.30pm to 8pm	The East Manchester Academy, 60 Grey Mare Lane, M11 3DS

If you can't make any of our events, but would like to find out more and provide your feedback, you can visit our consultation website or contact us directly:

Website: www.eastlandsarena-consult.com **Phone:** 0808 196 2008
Email: info@eastlandsarena-consult.com

The deadline for feedback as part of our phase two consultation is **16 December 2019**.

Return address if undelivered:
5th Floor, St. James House, Vicar Lane, Sheffield S1 2EX

Consulting you on proposals for a new arena in East Manchester

Consultation Phase Two Invitation – Have Your Say

Thank you to everyone who participated in the first phase of consultation on our proposals for a new arena at the Etihad Campus in East Manchester.

You told us that a new arena needs to provide genuine benefits for local people and that we should focus on ensuring new jobs and training can be accessible to the community. You also told us that we need to have a robust transport plan, which would allow people to travel to the arena with minimised impact on surrounding communities.

We are now working hard to ensure a new arena would address these priorities. This is at the heart of our commitment to building a world-class new arena that puts the local community first.

We are now preparing to ask for your views on our more developed plans, as part of our next stage of consultation.

Come and meet us

We would like to invite you to one of our phase two community consultation drop-in sessions to meet us, find out about our more detailed plans and provide your feedback.

Date	Location
 Thursday 28 November 2019 2.30pm to 7.30pm	Church of the Apostles, Ridgway Street, Miles Platting, M40 7FY
 Saturday 30 November 2019 10.30am to 3pm	Beswick Library, 60 Grey Mare Lane, M11 3DS
 Monday 2 December 2019 2.30pm to 5pm	Ravensbury Community School, Tartan Street, Clayton, M11 4EG
 6pm to 8pm	The Foyer at the HSBC UK National Cycling Centre, Stuart Street, M11 4DQ
 Tuesday 3 December 2019 3.30pm to 8pm	The East Manchester Academy, 60 Grey Mare Lane, M11 3DS



Website: www.eastlandsarena-consult.com
 Email: info@eastlandsarena-consult.com
 Phone: 0808 196 2008

OVG
 OAK VIEW GROUP

Consulting you on proposals for a new arena in East Manchester

Dear Sir/Madam,

We are getting in touch because you asked to be kept updated on the proposals for a potential new arena at the Etihad Campus in East Manchester. Thank you again for your interest in these proposals.

Input from the community ensures that any plans we bring forward factor in local priorities. We are grateful to all those who got in touch with their feedback and insights as part of our Phase One consultation.

This week, we are starting to publicise our second phase of consultation. During this next stage of consultation, we will be sharing more detailed plans with local residents and businesses for further feedback.

Please find enclosed our latest consultation postcard, which provides all the details for our next set of consultation events. We would be very pleased to welcome you to one of these events, where you can meet us, find out more about our more detailed plans and provide your feedback.

In the meantime, if you would like to find out more about the project, please visit www.eastlandsarena-consult.com. The information we share at our upcoming consultation events will also be uploaded to our website, along with an online feedback form, during the week that our first event takes place.

You can also reach us on 0808 196 2008 between 9am-5pm, Monday to Friday, if you would like to discuss the proposals in more detail.

Please do feel free to circulate this information to people in your network who may be interested in these proposals.

Best wishes,

Eastlands Arena Engagement Team

Website: www.eastlandsarena-consult.com

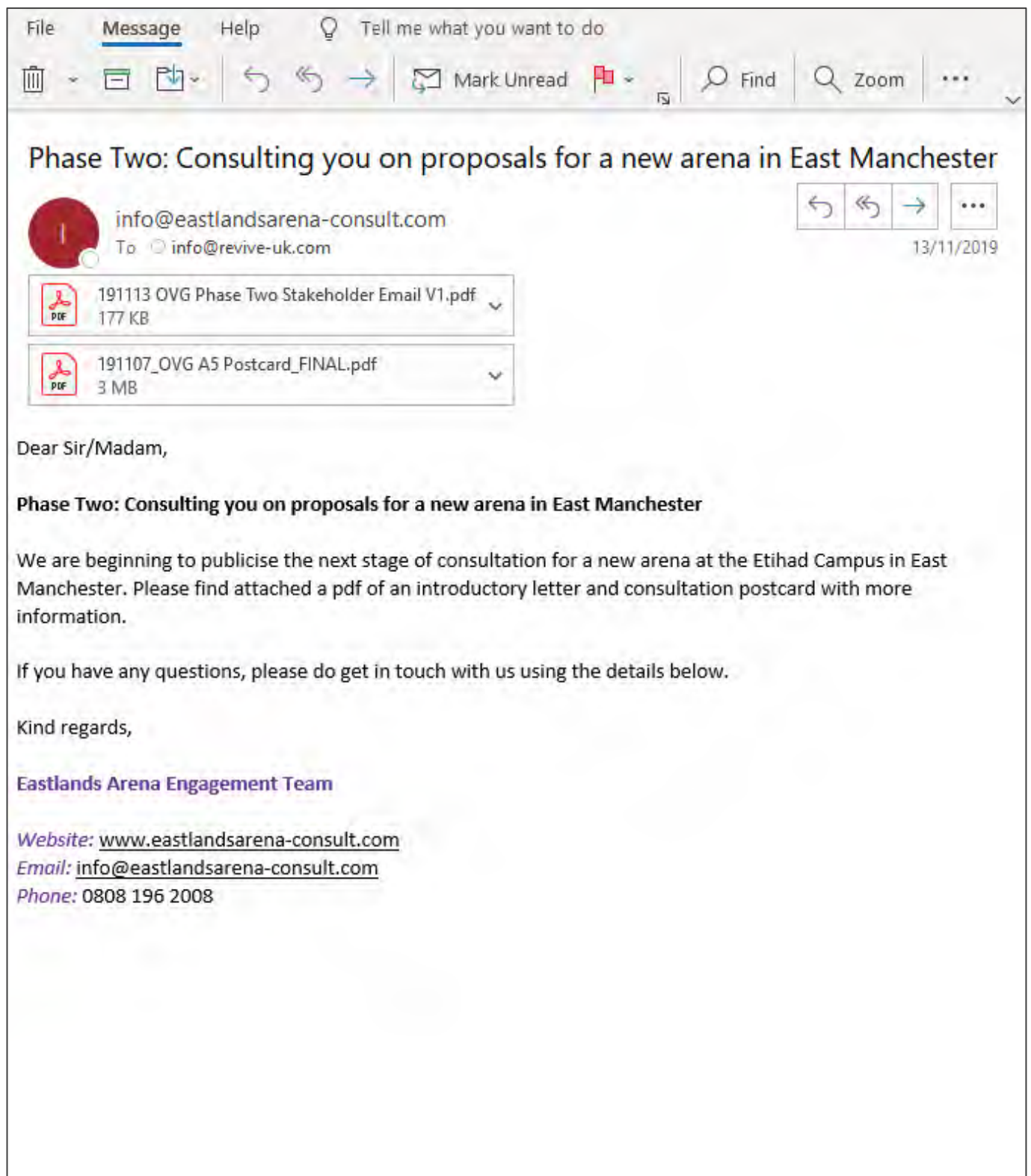
Email: info@eastlandsarena-consult.com

Phone: 0808 196 2008



55 NEW BOND STREET
LONDON W1S 1DG ENGLAND

1



Appendix 10 – Phase two consultation event displays

Welcome

Thank you for attending today's event.

Oak View Group, supported by City Football Group, is developing proposals for a new arena at the Etihad Campus in East Manchester.

Thank you to everyone who participated in our first phase of consultation. We enjoyed talking to local people and received many helpful comments. We have been working hard to respond to these questions and suggestions.

At this second phase of events, we are sharing our more developed plans and asking for your views.



Introducing Oak View Group

Oak View Group (OVG) was founded in 2015 by Tim Leineweber and Irving Azoff, two of the live entertainment industry's most influential executives, to create a positive disruption to business as usual in the music, sports and live entertainment industry.

We are currently leading arena development projects in New York, Milan, Seattle, Austin Texas and Palm Springs, California.

Our strategy in each of these iconic cities is to apply global expertise, hand in hand with local talent and insight and always with community at the heart of the design.



Why we're excited by Manchester

Over the last two decades, Manchester has consistently ranked in the top five global cities for arena events. It is a city with a proud music and sporting history and a huge appetite for live entertainment.



Manchester is the birthplace of internationally successful bands and underground music movements. It hosts more gigs per person than anywhere else in the UK and supports a thriving variety of venues, record labels and music shops.



Both internationally and in the UK, the live entertainment market is set to continue its historic growth trend. People are increasingly deciding that live entertainment is what they want to spend their money on.



A new arena, with world-leading technology, would help to grow the overall entertainment market within Manchester, and attract a wider range of larger and more impressive live events.



Other major cities in the UK and worldwide are successfully supporting two or more large-scale entertainment arenas. Our studies indicate that a new, large arena at the Etihad Campus would co-exist with the existing arena and other venues in the city centre and across the wider North West.



A new arena would significantly strengthen Manchester and the North West's role as a leading global centre for music, sport and live entertainment.

“

Manchester kids have the best record collections.

Tony Wilson

”



Our phase one consultation summary



4 community consultation events



109 event attendees



63 formal responses



Over 1,000 people viewed our website

What did local people tell us?

We received many thoughtful comments and suggestions, including these headline priorities, which have fed into our continued design development:

Jobs and skills:
Ensure local people are made aware of job opportunities and training. Start working with the local community early, so that as many jobs as possible can go to local people.

Good management:
There must be effective management of noise, litter and the flow of people, with plenty of signage, plenty of bins and recycling facilities. Scheduling should be managed to try to avoid clashes with events at venues nearby.

Public transport improvements:
Make improvements to public transport to help reduce the traffic impacts of the arena in the local area. Provide more frequent buses/shuttles/buses, park & ride schemes, and more capacity on the Metrolink.

Sustainability:
This should be a central feature of the design but also the operation of the arena, e.g. discouraging plastic use, encouraging recyclable products when selecting vendors, and make recycling easy. Consider using solar panels and invest in green spaces.

Parking:
Although the emphasis should be on discouraging the use of the car, parking does need to be well managed. There is a need for better enforcement, as well as restrictions such as more double yellow lines. If there is a move to a permanent Controlled Parking Zone, there must be easy access to permits for residents and visitors.

Encourage walking and cycling:
Improve walking and cycling routes in the local area. The safety of these routes should be a big priority – either through design or the use of marshals.

The Etihad Campus: a thriving community and world-leading sporting and leisure destination

A new, state-of-the-art arena is consistent with the wider commitment to continue the growth of Eastlands and the Etihad Campus.

This area of East Manchester has seen high levels of investment and rapid transformation in recent years, with the success of the Etihad Campus (including the Etihad Stadium and City Football Academy), the HSBC National Cycling Centre and the National Squash Centre among others.

The addition of a major entertainment visitor attraction on land adjacent to the Etihad Stadium has been an aspiration for many years and is identified within Manchester's Development Plan. In addition, the opportunity for a new large indoor arena at the Etihad Campus was identified in the 2019 update to the Eastlands Regeneration Framework, which was consulted on earlier this year.



Aerial image showing the proposed location of the potential new arena.



Developing a world-class arena design

Our vision is to create the best arena in Europe, bringing the world's top events to East Manchester.

To deliver this vision, these are the key ingredients that have been at the heart of our design:

Proximity

A design ethos that seeks to bring everyone closer to the stage.

Inclusivity

An incredible event experience for all. Design features for those with additional needs are not an add-on, but have been built into the design from the start.

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.

Immersive

The quality of the audio and visual experience will provide an unrivalled experience.

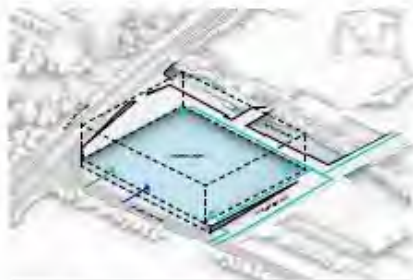
Example venue modes



These diagrams show examples of the wide range of possible layouts to accommodate a huge variety of different events, providing something for all ages and interests.

Site response

From very early in the design process, we identified the key characteristics of the site and its wider surroundings. Our design response not only relates to the site today, but considers how we can make a positive contribution to the future plans for the Etihad Campus.



— Spectator Entrance
— Hospitality Entrance
— Service Vehicle Entrance

• Our plans reinforce the significance of Joe Mercer Way as a key route through the Campus and maintain separation between walking and cycling.

• All servicing would be fully enclosed, to mitigate potential noise breakout, and located away from pedestrian entrances.

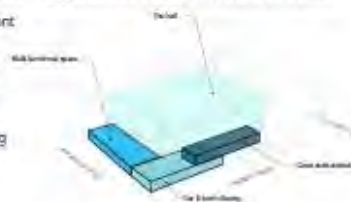
• Our proposals positively engage with and activate the canalside environment, introducing green space and enhancing security, visibility and natural surveillance.



Form and materials

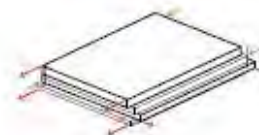
There are a number of different experiences the arena needs to deliver:

- An incredible live entertainment experience in the main hall.
- A high-quality food and drink offer and socialising spaces.
- Seamless systems for entering and leaving the building.



But equally important is the potential for the arena to be available on non-event days and offer facilities to the local community.

From these functional requirements and the site context, we have developed a building design with a simple but distinctive form that will be instantly recognisable as an Eastlands landmark.



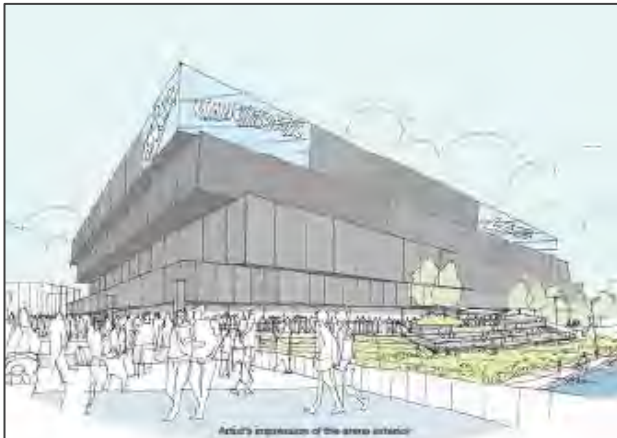
Façade design and materials

The following key principles have guided the façade design:

- It must be appropriate for Manchester and Eastlands.
- It must respond to the local neighbourhood and carefully consider impacts.
- It must appear architecturally beautiful during the day and at night.
- It must also be practical and deliverable.
- The design of the façade and public realm must complement each other.
- External lighting proposals must be seamlessly integrated with the façade.
- Façade lighting proposals must be flexible and simplify the identity of the building.

Our proposed design provides a contemporary architectural response and creates a compelling building form on event and non-event days.





A sustainable arena

We are looking to raise the bar on sustainable design, ensuring that iconic architecture is matched by our commitment to deliver a low carbon future.

In response to Manchester's Zero Carbon 2038 commitments, the arena design will include a suite of sustainability features:



Healthy

- Drinking water refill points.
- Healthy and local food provision.
- No adverse impact on local air quality.
- Safe & secure venue and surrounding access.
- Promoting active travel (walking and cycling) to events.



Inclusive

- Best in class inclusive design standards, including Changing Places provision.
- Striving for Attitude is Everything Gold Status.
- Local labour partnerships and apprenticeships.
- Local supply chains.



Low Carbon

- Energy efficient building design and management, ready to be net zero carbon by 2038.
- Local and responsibly sourced construction materials.
- Rainwater harvesting and water efficient catering and bathrooms.
- Encouraging sustainable choices through signage and climate literacy programmes.
- Encouraging public transport at the point of booking tickets.



Low Waste

- Early supply chain engagement to reduce avoidable packaging and waste.
- Eliminate avoidable single-use plastic.
- Food donation programmes.
- Aspiration for zero waste to landfill.



Creating safe and attractive spaces to encourage walking and cycling

You told us, as part of our first phase of consultation, that we need to invest in walking and cycling routes to encourage active travel, and also to improve the area for local people.

A number of existing routes link the Campus with the city centre and surrounding communities. We will work to promote and improve key routes, so they are better signalled and better lit. During events, our stewarding team will be positioned on these routes to help and welcome visitors.

We have started conversations with teams developing walking and cycling initiatives elsewhere in the city, to ensure that our routes link to the wider planned 'Bee Network' of cycle routes.



We have carefully considered the way that visitors will access the arena on foot, to ensure that crowds and queues can be effectively managed around the Campus. The main entrances will be from Joe Mercer Way, in the centre of the Campus. These entrances will be away from traffic, away from surrounding communities and visible when getting off the tram at the Etihad Campus stop. The entrances will also be very visible for those walking to the arena along the marshalled routes from the city centre.

Adjacent to the arena building, a new canal side space, linking directly with other pedestrian routes on the Campus, will create a welcoming area for people to walk, sit and relax while overlooking the water. This will be a new space for people to enjoy, both on event days and non-event days.

Our sustainable transport strategy

As we set out in our first phase of consultation, we plan to create a transport and movement strategy that makes sustainable transport choices the quickest, easiest and most pleasant way to access the arena and actively discourages use of the car. Your responses to our consultation reinforced this priority.

The first part of our strategy will start when our visitors buy their event ticket – many of them will be travelling from other cities and may not know Manchester well. We will therefore communicate with them to advise on the best way to travel to and from the venue, encouraging public transport choices.

We plan to make our arena a welcoming venue, with attractive spaces for people to meet, eat and drink before and after events. This way, our visitors will naturally arrive and leave over a longer period, putting less pressure on public transport.

As we develop our sustainable transport strategy further:

- We are talking to Transport for Greater Manchester (TfGM) about making best use of Metrolink capacity and shuttle buses at peak times on event days.
- We are exploring the best locations for dedicated drop and collection points, for private cars and taxis. These will be marshalled, to minimise queues and help cars to disperse after an event.



An enhanced parking strategy

In surrounding communities, we are committed to working alongside Manchester City Council to deliver enhanced car parking zones, which respond to the needs of local people. We will be exploring how these zones can be signalled and managed, so they are obvious, clear and easier to understand and use for those living within the area.

What type of job opportunities would the arena create?

A new arena on the Etihad Campus would provide over 1,000 jobs, with a wide range of job roles:

- Customer service
- Event management
- Technical engineers
- Facilities management
- Stewarding
- Hospitality
- Catering
- Cleaning
- Management
- Marketing
- Sales
- Operations

The arena would also 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.



Opening up opportunities for local people

We want the arena to be rooted in the local community and agree that it needs to provide genuine benefits for local people. We are committed to making a positive contribution to the local community by providing employment, skills and training opportunities, and supporting community and social activities.

Inspiring young people

Having world-class acts and performances on the doorstep provides an outstanding opportunity to introduce young people to performing arts, music and dance.

We will use our resources and networks to bring the world of live entertainment to the young people of Eastlands, through school visits, tours and outreach activities. In our other locations, we 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.

Direct job opportunities and training

We can start working now to ensure that as many as possible of the 1,000+ operational jobs at the arena can go to local people. We are already in discussions with Manchester City Council, but 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
- Local jobs fairs
- Specific skills training in partnership with local education providers
- Measures to encourage people getting back into work

Construction job opportunities

The three to four-year construction period for the arena is expected to support around 3,350 construction jobs.

Construction companies will only be considered where they can demonstrate their track record and commitment to targeting local employment and skills training, as well as their buy-in to local work and skills initiatives.

Greater Manchester has a well-developed system for supporting apprenticeships and strong Further Education Colleges able to support off-the-job training. Over the four years, 100 apprentices would benefit from the construction activity.



What could a new arena deliver for the communities of East Manchester?



Thank you for coming to see us

Today's event is for local residents and
businesses to find out more about our proposals.

We expect there to be a lot of interest in the proposals and are
expecting a good number of visitors.

Please have a look around at the event displays for more information.
You can also fill in a feedback form.

If you would like to ask specific questions, then members of our team
are here to talk you through our initial plans.

You can also get in contact with us using the following details:

Website: www.eastlandsarena-consult.com

Email: info@eastlandsarena-consult.com

Phone: 0808 196 2008



Proposals for a potential new arena in East Manchester

Consultation Phase Two Feedback Form, November - December 2019

About You

1. How would you describe yourself?

- | | | | |
|--|---|--|--|
| ☐ Local resident | ☐ Representative from a tenancy or residents' group | ☐ Political representative | ☐ I work in the local area |
| ☐ I own a business in the area | ☐ I belong to another type of local interest group | ☐ I regularly visit the area | ☐ Other |

2. How did you find out about today's consultation drop-in session?

- | | | | |
|--|--|--|-------------------------------------|
| ☐ I received a consultation postcard | ☐ I read about it in the local media | ☐ I found out via social media | ☐ Word of mouth |
| ☐ Other | | | |

About Today's Event

3. How informative did you find today's consultation drop-in session?

- | | | | |
|--|---|---------------------------------------|----------------------------------|
| ☐ Very Informative | ☐ Quite Informative | ☐ Not Informative | ☐ No opinion |
|--|---|---------------------------------------|----------------------------------|

4. Your Views Matter

The feedback provided by members of the local community during our first phase of consultation has fed directly into our design process, especially in the key area of transport planning. We would now like to hear your comments and suggestions on our more developed plans and the arena design. Your feedback will help to ensure a potential new arena has a positive impact on local communities.

The emerging arena design and management of visitors

Do you have any comments or suggestions on the emerging arena design and the locations of entrances?

Contributing to Campus-wide improvements and encouraging sustainable travel

We plan to invest in the canal side space next to the arena to create a welcoming area for people to sit, walk and relax. This would be a new space for people to enjoy, both on event days and non-event days. There could be access to some of the food and drink outlets within the arena from this canal side space, on non-event days as well as event days.

Do you agree with this approach of creating new canal side space?

Yes ☐ No ☐ Don't know ☐

Do you have any further suggestions for how this canal side space is used?

Our proposals are based on a 'sustainable travel first' approach. We aim to make a positive contribution to the local area by improving key walking and cycling routes, so that they are better signalled and better lit. We are also working to ensure that our routes link into the wider planned 'Bee Network' of cycle routes.

Do you agree with this approach of improving opportunities for walking and cycling?

Yes ☐ No ☐ Don't know ☐

Do you have any further comments on this area or specific suggestions for us in relation to walking and cycling?

We know that we need to make sustainable transport choices more appealing. We are talking to Transport for Greater Manchester (TfGM) about making best use of Metrolink capacity and shuttle buses at peak times on event days. We are also exploring the best locations for dedicated drop and collection points, for private cars and taxis. These would be marshalled, to minimise queues and help cars to disperse after an event.

Do you agree with this approach?

Yes ☐ No ☐ Don't know ☐

Do you have any further comments on this area or specific suggestions for us in relation to sustainable transport?

Parking

In surrounding communities, we are committed to working alongside Manchester City Council to deliver enhanced car parking zones, which respond to the needs of local people. We will be exploring how these zones can be signalled and managed, so they are obvious, clear and easier to understand and use for those living within the area.

Do you agree with this approach?

Yes ☐ No ☐ Don't know ☐

Do you have any further comments on this area or specific suggestions for us in relation to parking?

5. Your Priorities, Our Priorities

We want to understand what is also important to you. Please look at the list below and rank your Top 3 priorities (1 being the most important; 3 being the least important). If your priority is not listed, you can add it to

☐ New job	☐ Improved public	☐ Enhanced	☐ Measures to help ease traffic congestion
☐ Skills training to improve chances of employment for	☐ The arena is environmentally sustainable and low	☐ Enhanced	☐ Improved green space in the local area
☐ Effective construction management	☐ Enhanced walking and cycling routes	☐ Other, please specify	
☐ Other, please specify		☐ Other, please specify	

6. As the team develops these proposals further, are there any other topics or issues you think we need to consider and address?

.....

.....

.....

.....

7. If you would like to be kept up-to-date about these development proposals and informed about the submission of our planning application, please provide your contact details below.*

I can confirm I am happy for you to contact me by

Email:

☐

Yes

☐

No

Post:

☐

Yes

☐

No

Text Message:

☐

Yes

☐

No

Title First name Surname

Email Address

Postal Address

Postcode Mobile Phone Number

Your data will be stored in accordance with GDPR and not passed on to any third parties.

Please hand your completed form to a member of the project team. Alternatively, you can fill this out and email it to us at info@eastlandsarena-consult.com

The deadline for the submission for feedback is **16 December 2019**.

*You do not have to supply personal details. However, it will help us to work towards meeting the needs of the public during the consultation period and will enable us to contact you with updates on the scheme. Your personal details will be stored in compliance with the GDPR by Counter Context acting on behalf of OVG Europe Limited.

As part of a planning application, OVG Europe Limited may submit to the Local Planning Authority a complete copy of all correspondence received (including any details such as your name, address and email where you have provided them). This ensures all your comments are available to the Council during the consideration of an application and shows who we have consulted.

Contact us

To request further information, or provide feedback as part of our Phase Two Consultation, you can contact our dedicated Consultation Team:

Website: www.eastlandsarena-consult.com

Email: info@eastlandsarena-consult.com

Phone: 0808 196 2008



Appendix 12 – Breakdown of phase two consultation feedback

The emerging arena design and management of visitors Do you have any comments or suggestions on the emerging arena design and the locations of entrances?		
Stakeholder ID	Feedback	Do you have any comments or suggestions on the emerging arena design and the locations of entrances?
EFF001	Questionnaire	The current design is excellent I would like to see the heritage of East Manchester included in some way into the design of the new arena.
EFF002	Questionnaire	
EFF003	Questionnaire	Nope
EFF004	Questionnaire	No
EFF005	Questionnaire	I appreciate that current designs are 'preliminary' but there doesn't appear to be as much of a 'wow factor' to the building as anticipated. Happy with 'visitor management' proposals as displayed & discussed.
EFF006	Questionnaire	Worried about transport and car parking, especially if you have it on match days.
EFF007	Questionnaire	Look ok.
EFF008	Questionnaire	Would like to see enhanced walking + cycling routes from the city centre, enhancing the Canalside routes with paving, lighting + fencing as well as widening the footpaths along Ashton New Road.
EFF009	Questionnaire	Looks great
EFF010	Questionnaire	Looks like a masterpiece, hope it considers the effect of pollution and noise?
EFF011	Questionnaire	Free passes for young children or family tickets
EFF012	Questionnaire	I think it is going to be a nice arena
EFF013	Questionnaire	Needs to be a showcase building rather than a dull box
EFF014	Questionnaire	As a local resident I feel this new Arena will just bring more congestion, antisocial behaviour to our area, also it is a nightmare having to plan around events already going on at the Etihad without the arena adding to these problems.
EFF015	Questionnaire	No
EFF016	Questionnaire	No, I think it is fairly well designed around the space available
EFF017	Questionnaire	Transport solutions for visitors. Integrate tram/ bus / venue tickets
EFF018	Questionnaire	
EFF019	Questionnaire	The entrances look well thought out and easily accessible.
EFF020	Questionnaire	Not really, Joe Mercer Way is pretty accessible from the A6010
EFF021	Questionnaire	Concerned about amount of traffic as already feel trapped in on a match day. Public transport stops for local people on a match day. Elderly can't get anywhere.
EFF022	Questionnaire	

Contributing to Campus-wide improvements and encouraging sustainable travel		
Do you have any further suggestions for how this canal side space is used?		
Stakeholder ID	Feedback	Do you have any further suggestions for how this canal side space is used?
EFF001	Questionnaire	You could consider gifts and souvenirs into the food and drink offering to promote the arena further to visitors to the canal space.
EFF002	Questionnaire	
EFF003	Questionnaire	No
EFF004	Questionnaire	No
EFF005	Questionnaire	
EFF006	Questionnaire	
EFF007	Questionnaire	
EFF008	Questionnaire	Restaurant + eating / drinking facilities looking out on to the canal seems like a good idea.
EFF009	Questionnaire	Canal route to city centre - cafés, bars & restaurant.
EFF010	Questionnaire	
EFF011	Questionnaire	Delivery needs to match the ambition. Think about local people and not just profit.
EFF012	Questionnaire	If the canal side space is used during event days and non-event days, it would be really nice.
EFF013	Questionnaire	Quite happy.
EFF014	Questionnaire	It would be nice to see the canal side cleaned up and more usable even without the arena being built.
EFF015	Questionnaire	Would advise on event days only.
EFF016	Questionnaire	Definitely a good idea
EFF017	Questionnaire	
EFF018	Questionnaire	
EFF019	Questionnaire	Maybe a public house (pub) with restaurant facilities.
EFF020	Questionnaire	
EFF021	Questionnaire	
EFF022	Questionnaire	

Do you have any further comments on this area or specific suggestions for us in relation to walking and cycling?		
Stakeholder ID	Feedback	Do you have any further comments on this area or specific suggestions for us in relation to walking and cycling?
EFF001	Questionnaire	You could build a walking fitness promotion on event days and non-event days. Walking tours of the arena space and surrounding areas you could consider (walking marshals)
EFF002	Questionnaire	
EFF003	Questionnaire	No
EFF004	Questionnaire	No
EFF005	Questionnaire	
EFF006	Questionnaire	
EFF007	Questionnaire	
EFF008	Questionnaire	See question 4 response.
EFF009	Questionnaire	Security / safety to be addressed.

EFF010	Questionnaire	
EFF011	Questionnaire	Cycling routes are really important to improve safety and stop people being knocked off their bikes.
EFF012	Questionnaire	
EFF013	Questionnaire	Could be improved
EFF014	Questionnaire	Traffic is already congested, and cycle / walking routes could do with improving.
EFF015	Questionnaire	Lighting required on all routes
EFF016	Questionnaire	Just to make sure the routes are wheelchair friendly as well would be a great help.
EFF017	Questionnaire	
EFF018	Questionnaire	Not many people are going to cycle to the arena if they live outside of the city centre
EFF019	Questionnaire	
EFF020	Questionnaire	There's already a walking route from Piccadilly to the Stadium but anything that brightens it up is welcome. Also, could do with better access at the Manchester end.
EFF021	Questionnaire	Better lighting and flooring.
EFF022	Questionnaire	

Do you have any further comments on this area or specific suggestions for us in relation to sustainable transport?		
Stakeholder ID	Feedback	Do you have any further comments on this area or specific suggestions for us in relation to sustainable transport?
EFF001	Questionnaire	Considerations must be given to have dedicated trams from each Manchester district towns. To be used like a mini express service consideration is needed for separate taxi bay for private and black cab taxis as well as private cabs.
EFF002	Questionnaire	
EFF003	Questionnaire	
EFF004	Questionnaire	No
EFF005	Questionnaire	I believe there is a "usable" railway line nearby. If there are wider future plans for the arena then maybe the possible use of this could be looked at, together with the council.
EFF006	Questionnaire	
EFF007	Questionnaire	
EFF008	Questionnaire	Although logistically don't know how this can be achieved. Ashton New Road is chaotic after matches. It may be possible to have access inside the campus for arena only events, but it both venues are in use on the same day...!!!
EFF009	Questionnaire	New local train station required.
EFF010	Questionnaire	
EFF011	Questionnaire	Very supportive of park and ride
EFF012	Questionnaire	
EFF013	Questionnaire	
EFF014	Questionnaire	Yes, public transport definitely needs improving and also made cheaper with or without the arena being built.

EFF015	Questionnaire	Taxi's need keeping in order. Uber dropping off "willie nillie" causing havoc at most events
EFF016	Questionnaire	It at all possible it could be better if the entrance for the dedicated drop off & collection point was not at the crossroads next to McDonalds.
EFF017	Questionnaire	Tram needs to do this this as it doesn't on match day.
EFF018	Questionnaire	
EFF019	Questionnaire	
EFF020	Questionnaire	Need to sort out the trams, which aren't adequate for the current football crowds. Should run shuttle buses from N. Quarter / Victoria well as Piccadilly. (See Liverpool's soccer bees for example)
EFF021	Questionnaire	Only issue with tram + busses is as I previously stated. Needs to consider local residents on event day. System doesn't cater for us at the moment.
EFF022	Questionnaire	

Do you have any further comments on this area or specific suggestions for us in relation to parking?		
Stakeholder ID	Feedback	Do you have any further comments on this area or specific suggestions for us in relation to parking?
EFF001	Questionnaire	I would consider resident zones parking permits and coned off areas for residents in the terms of the event parking utilise parking space used on match days.
EFF002	Questionnaire	
EFF003	Questionnaire	No
EFF004	Questionnaire	No
EFF005	Questionnaire	
EFF006	Questionnaire	You can't move for traffic on match day never mind another 25,000 people. There's a perfectly good arena in Manchester no need for another one.
EFF007	Questionnaire	Yes, parking permits for the residents & their visitors needs to be looked if the parking is 365 days.
EFF008	Questionnaire	A simple permit system for residents + their visitors should be maintained.
EFF009	Questionnaire	If transport (public) as walk, cycle park is addressed more things as well to do. There will have to be a lot of parking - (This will also help climate change).
EFF010	Questionnaire	Local residents should be given the opportunity to register their vehicles online to avoid harassment from traffic wardens
EFF011	Questionnaire	Can you do deals with businesses that use their car parks during the day but could use them for events in the evening and weekends?
EFF012	Questionnaire	
EFF013	Questionnaire	
EFF014	Questionnaire	As a local resident these parking permits are a total nightmare already without the new arena. It dictates to us when we can have visitors.
EFF015	Questionnaire	Council need to be proactive with residents if parking scheme is required.
EFF016	Questionnaire	
EFF017	Questionnaire	
EFF018	Questionnaire	

EFF019	Questionnaire	As a resident of this area I would lie to stress the importance of making the parking permit scheme more user friendly we also need the renewal to last longer than 12 months and reminders for renewals !!!
EFF020	Questionnaire	
EFF021	Questionnaire	Bring back paper ticket, residents can't all access internet or library. Residents can't tell who has the right to park now. Can't contact MCC at weekend or evening.
EFF022	Questionnaire	

As the team develops these proposals further, are there any other topics or issues you think we need to consider and address?		
Stakeholder ID	Feedback	As the team develops these proposals further, are there any other topics or issues you think we need to consider and address?
EFF001	Questionnaire	None
EFF002	Questionnaire	
EFF003	Questionnaire	Would the events ever clash with the football, might make it chaos
EFF004	Questionnaire	Yes - improve local trams by making sure they are not overcrowded on event days.
EFF005	Questionnaire	I have an elderly relative who's a local resident. She is mostly concerned about rowdy behaviour, litter-dropping, noise, drunkenness etc after events have finished. She asks if some kind of tidying- up patrol could go around the local affected streets each morning.
EFF006	Questionnaire	
EFF007	Questionnaire	
EFF008	Questionnaire	I would like to see an iconic building of strong architectural design. Some of the described lighting suggestions sound positive, would be concerned about a watered-down, value engineered outcome.
EFF009	Questionnaire	Security and site management 24/7
EFF010	Questionnaire	Give local businesses the 1st priority and protect local heritage.
EFF011	Questionnaire	Would support more hotels being built on or near the campus.
EFF012	Questionnaire	No
EFF013	Questionnaire	Design, increased and improved tram numbers, frequency, price.
EFF014	Questionnaire	Please consider the disruption it will bring to local people's lives through congestion, antisocial behaviour, pressure on public transport. We already have to plan our lives around events at the Etihad.
EFF015	Questionnaire	Basically, is this arena really needed?
EFF016	Questionnaire	Wheelchair access from the canal as at the moment there is only steps at the stadium bridge.
EFF017	Questionnaire	
EFF018	Questionnaire	
EFF019	Questionnaire	Hopefully to have the safety of the residents on the event days as a priority, also the management of traffic and rubbish clear-up if needed.

EFF020	Questionnaire	Food & drink provision. We are (Jangroup) currently talking to Manchester City about better provisions so there are clear synergies.
EFF021	Questionnaire	Litter that will be generated (Biffa are useless) Noise pollution by event goers, car horns, doors slamming, people shouting late at night (on a school night) people peeing up residents' property.
EFF022	Questionnaire	

The emerging arena design and management of visitors Do you have any comments or suggestions on the emerging arena design and the locations of entrances?		
Stakeholder ID	Feedback	Do you have any comments or suggestions on the emerging arena design and the locations of entrances?
OFF021	Online feedback	
OFF020	Online feedback	Looks good
OFF0019	Online feedback	I do not want a second arena in the area. The traffic is bad enough when current events at the Etihad finish. Moreover, especially after football matches, people show no respect to local residents and are very loud at night and often cause damage to local property. I am tired of not being able to park outside my own house on my own street because people attending events at the Etihad are always parking their cars there and then walking up to the arena. I have 2 3-month-old babies, and this is especially a problem now
OFF018	Online feedback	
OFF017	Online feedback	Traffic and pedestrians not obeying road rules on match days is already a huge problem (trying to drive down Ashton New Rd on a match day will show you how hundreds of football fans just step into the road whenever and wherever they like, causing drivers to have to slam on brakes). What will you do to keep customers of the arena away from the main roads to limit these situations?
OFF016	Online feedback	My concern are traffic management and parking enforcement. Event days are horrid Ashton old road is above capacity at peak times and when it's event days it takes me an extra 30 minutes to get home coming out of Manchester. Ashton old road needs making into two lanes for private traffic not another bus lane. I live in the E1 district and the parking on event days currently is not enforced. The attendees are parking on residential streets without a permit. Following the game, a normally quiet street has cars with engines running trying to take short cuts sat in traffic following the event for 30 minutes which is usually past 10pm.
OFF016	Online feedback	Seems fine to me and should fit in with the existing Etihad Stadium access and transport
OFF015	Online feedback	Don't need Arena
OFF014	Online feedback	Looks amazing ignore the Mcr Arena complaints let's have a world class venue in East Mcr
OFF013	Online feedback	The proposed venue is planned to be located next to Manchester Regional Indoor Athletics Arena, one of only two indoor 200m athletics centres in the North of England and five in the UK. If the design of the new East Manchester Arena considered the incorporation of enough space and flexibility to accommodate a demountable indoor 200m track (as at the Barclaycard Arena in Birmingham) then Manchester would become a really attractive venue, with the warm up track located at the athletics centre next door) to be able to host really world class indoor

		athletics events such as the British Grand Prix or European or World Indoor Championships. With Manchester due to host the English Schools Championships in 2020 as well as the 2020 Olympic Trials, 2021 European Trials and 2022 World Trials there is momentum behind athletics in the region and such high-profile indoor events being facilitated here would be hugely beneficial.
OFF012	Online feedback	Just concerned about traffic after events
OFF011	Online feedback	The entrance locations make sense but the designs not so much. I was looking forward to the news arena being built as was hoping for a more modern arena something like Edmonton Rodgers place arena. Maybe 25000+ seat with double tiers of suites etc (get the largest indoor arena again back in Manchester) But just read an article saying this is a new type of arena mainly for concerts. So i take it, it won't be used as a new for the new home of the Manchester ice hockey or basketball ball teams? I'm very disappointed at the potential lost opportunity here as this is the sport city complex after all. Looking at your consultation boards the shape of the bowl doesn't look great for sporting events but does for concerts. Was hoping on something like O2 in London internally. The external look of the building looks poor was hoping for a wow factor like t mobile arena in Las Vegas. Have glass wall on the south and west elevations to have views of the stadium and city skyline.
OFF010	Online feedback	No
OFF009	Online feedback	
OFF008	Online feedback	The city does not need another arena, if it did, this is not the right location being away from amenities and major transport hubs
OFF007	Online feedback	You are going to cause the loss of jobs of several people in central Manchester as there is no need for two arenas in such a small area. The Manchester evening news arena would almost certainly be unviable. Local hoteliers have already said they are against it, as are the Manchester chamber of commerce, so why are city football group being allowed to influence Manchester city council in this way, has Richard Leese a city season ticket holder, and Howard Bernstein ex city chairman and now works for a dug been calling the shots , it stinks.
OFF006	Online feedback	
OFF005	Online feedback	It's just going to look like every other arena. The entrances are going to have to be accessed by the main roads, so peoples head done in yet again.
OFF004	Online feedback	
OFF003	Online feedback	no
OFF002	Online feedback	I hope the proposal of the new arena will see the light very soon as part of regeneration despite the scare mongering led by the owner of current arena in Manchester. Of course, the site is very suitable on main road and with the need for multiple entries to accommodate the huge turn up customers on events held there.
OFF001	Online feedback	Drawings may misrepresent it, but it looks very grey. Against dull skies in Manchester this is not uplifting. Also, can't see or read about vegetation. What are the intentions for this? Most developments in Manchester pay lip service to greenery, calling it "public realm" and putting a token pot or two of something spindly.

Do you have any further suggestions for how this canal side space is used?		
Stakeholder ID	Feedback	Do you have any further suggestions for how this canal side space is used?
OFF021	Online feedback	
OFF020	Online feedback	Could you consider developing the back routes of the canal
OFF0019	Online feedback	
OFF018	Online feedback	
OFF017	Online feedback	Make it for the community who live here, not for the visitors. Allotments, gardens, things of actual benefits to our lives
OFF016	Online feedback	Park that is maintained and well managed
OFF016	Online feedback	Not sure that a lot would be needed as the area is very quiet other than on Etihad football / concert days
OFF015	Online feedback	
OFF014	Online feedback	No looks amazing
OFF013	Online feedback	
OFF012	Online feedback	The suggestions sound good, but we need to learn from City square. Too cold & wet on most occasions so roofs & some warmth are important
OFF011	Online feedback	N/A
OFF010	Online feedback	
OFF009	Online feedback	
OFF008	Online feedback	No
OFF007	Online feedback	That is for the city council, you are a football club NOT the council even though you might think you are.
OFF006	Online feedback	
OFF005	Online feedback	There are already cycle paths here plus Philips Park for walking and riding. Your plans seem to be efforts to soft soap locals in to agreeing to an unwanted annoyance.
OFF004	Online feedback	
OFF003	Online feedback	
OFF002	Online feedback	In such circumstances I think CCTV and speed cameras are needed to keep road rules well enforced
OFF001	Online feedback	Collaborate with Canal & Waterways Trust on maintaining tow paths and cleaning detritus from canal. Light it properly and safely! Ensure that a warden checks the area regularly for drug users or loiterers especially in undergrowth or under bridges. Collaborate with local crime enforcement agencies to deter pick pockets and bike thieves/vandals during crowded times.

Do you have any further comments on this area or specific suggestions for us in relation to walking and cycling?		
Stakeholder ID	Feedback	Do you have any further comments on this area or specific suggestions for us in relation to walking and cycling?
OFF021	Online feedback	
OFF020	Online feedback	no
OFF0019	Online feedback	Turning the local area into "residents only" parking would help improve walking facilities as it would reduce the number of cars using are roads to park on whilst attending events

OFF018	Online feedback	
OFF017	Online feedback	You need segregated cycle lanes. Paint lines do not protect cyclists and you are proposing increasing both cycle and motor traffic. Look at what the Netherlands do, and actually implement it.
OFF016	Online feedback	Walking I agree with but not sure what can be improved. Cycling isn't an issue... Who will cycle to a music event? It would be a very minority considering most attending will likely not be local...
OFF016	Online feedback	Will be difficult to widen the canal side paths as there are three established bridges adjacent to the proposed site.
OFF015	Online feedback	
OFF014	Online feedback	
OFF013	Online feedback	
OFF012	Online feedback	
OFF011	Online feedback	Plenty of cctv
OFF010	Online feedback	
OFF009	Online feedback	
OFF008	Online feedback	No
OFF007	Online feedback	That is for the city council, you are a football club NOT the council even though you might think you are.
OFF006	Online feedback	
OFF005	Online feedback	There are already cycle paths here plus Philips Park for walking and riding. Your plans seem to be efforts to soft soap locals in to agreeing to an unwanted annoyance.
OFF004	Online feedback	
OFF003	Online feedback	
OFF002	Online feedback	In such circumstances I think CCTV and speed cameras are needed to keep road rules well enforced
OFF001	Online feedback	Collaborate with Canal & Waterways Trust on maintaining tow paths and cleaning detritus from canal. Light it properly and safely! Ensure that a warden checks the area regularly for drug users or loiterers especially in undergrowth or under bridges. Collaborate with local crime enforcement agencies to deter pick pockets and bike thieves/vandals during crowded times.

Do you have any further comments on this area or specific suggestions for us in relation to sustainable transport?		
Stakeholder ID	Feedback	Do you have any further comments on this area or specific suggestions for us in relation to sustainable transport?
OFF021	Online feedback	
OFF020	Online feedback	no
OFF0019	Online feedback	
OFF018	Online feedback	
OFF017	Online feedback	As a local resident, on match days getting the tram is a horrendous experience. I am disabled, and due to Metrolink staff purposely overcrowding match day trams, I have been injured in several occasions.

		There needs to be separate trams for match day people only, so that locals are not out in dangerous situations as they are now.
OFF016	Online feedback	Free trams to the major rail stations with an event ticket to cut pollution and traffic
OFF016	Online feedback	Not sure where drop and collection points could be located as the surrounding roads are already very busy especially post event.
OFF015	Online feedback	
OFF014	Online feedback	
OFF013	Online feedback	
OFF012	Online feedback	Traffic is a real problem because the police close Akan Turing way after football. This causes such congestion it makes no sense. Please don't do this at the new arena.
OFF011	Online feedback	
OFF010	Online feedback	
OFF009	Online feedback	
OFF008	Online feedback	Major venues need to be sited next to major railway stations, not miles away from the city centre
OFF007	Online feedback	Already gridlocked
OFF006	Online feedback	
OFF005	Online feedback	I drive in already very busy traffic every morning and evening around this area, made a million times worse on match days so I definitely don't want any extra traffic.
OFF004	Online feedback	
OFF003	Online feedback	
OFF002	Online feedback	
OFF001	Online feedback	Make parking really expensive to deter. Put on electric/hybrid shuttles. Pressure TfGM to make an Oyster-style card reality NOW so locals and Greater Manchester residents alike can use reasonably-priced public transport for ALL their journeys including the proposed arena.

Do you have any further comments on this area or specific suggestions for us in relation to parking?		
Stakeholder ID	Feedback	Do you have any further comments on this area or specific suggestions for us in relation to parking?
OFF021	Online feedback	
OFF020	Online feedback	no
OFF0019	Online feedback	
OFF018	Online feedback	
OFF017	Online feedback	We live in a resident parking zone at the moment, and the 'match day' event signs are usually only updated LESS THAN 12 HOURS before the event.

		This is unacceptable. Residents need to be informed of these dates MUCH further in advance.
OFF016	Online feedback	Parking should be considered before the venue is built it needs to be directly at the venue low costs and easy access. Currently parking is a free for all on match days and not managed. Card park in residential zones and nothing is done about it.
OFF016	Online feedback	All the surrounding residential streets are already permit controlled on event days and the existing parking arrangements seem to work.
OFF015	Online feedback	
OFF014	Online feedback	
OFF013	Online feedback	
OFF012	Online feedback	Car parking should be limited to £5
OFF011	Online feedback	
OFF010	Online feedback	
OFF009	Online feedback	
OFF008	Online feedback	No
OFF007	Online feedback	Local people have enough event days to put up with already, we are sick of it as it stands now.
OFF006	Online feedback	
OFF005	Online feedback	Why don't you look at an out of town venue and use your parking and travel ideas to bus customers to the venue and give us locals a break.
OFF004	Online feedback	
OFF003	Online feedback	
OFF002	Online feedback	As I am local resident, we need residence car permit for parking in our streets and visitors should only park in paid designated car parks spaces, of course parking enforcement officers should be available in event days to ensure rules respected
OFF001	Online feedback	Residents MUST be able to park close to their homes and not be blighted by visitors' parking so a free permit application scheme (like in George Leigh Street, M4) RED lines to deter the abysmal and selfish parking habits of some (on pavement, across drives and doorways, at crossroads - just drive around Ancoats and Miles Platting!) Parking fines for ALL who "try it on" and clamps/removal for the "that doesn't mean me" brigade

As the team develops these proposals further, are there any other topics or issues you think we need to consider and address?		
Stakeholder ID	Feedback	As the team develops these proposals further, are there any other topics or issues you think we need to consider and address?
OFF021	Online feedback	
OFF020	Online feedback	no

OFF0019	Online feedback	We do not want a 2nd arena in the area!
OFF018	Online feedback	
OFF017	Online feedback	Yes - rent control. What are you going to do to ensure that your development will not drive my rent up, forcing local people who have lived here their entire lives out of the area?
OFF016	Online feedback	Ashton old road junction from (PC world) Fairfield street to Rylance street to develop two lanes to keep traffic flowing out of the city to help congestion on event days.
OFF016	Online feedback	
OFF015	Online feedback	
OFF014	Online feedback	Just ignore Mcr Arena complaints - There's room for TWO Arena's in Mcr and it will give the. Some well needed competition!
OFF013	Online feedback	
OFF012	Online feedback	
OFF011	Online feedback	The bowl seating effect hoping to be more like O2 in London but larger. Would 25000 seats make it the largest arena in Europe again?
OFF010	Online feedback	
OFF009	Online feedback	
OFF008	Online feedback	Rescind proposals
OFF007	Online feedback	Yes, the refusal of this proposal
OFF006	Online feedback	
OFF005	Online feedback	Have a think about how much time you will be taking from people who already have a bad commute which is about to be made worse. Why can't you build this out of town then you have a blank canvas to encompass all your ideas.
OFF004	Online feedback	
OFF003	Online feedback	
OFF002	Online feedback	No
OFF001	Online feedback	Who will be running the arena? What will be the creative aims of the venue? My fear is that it will only be crowd pulling, cash generating bands, high ticket prices and commercial over community drive How much diversity and innovation will there be for culture in the space - pop up exhibits, local artists, multi-cultural/generational participative events (thinking of London's South Bank complex)

Stakeholder ID	Feedback	Response
E001	Freeform response - email	I have a few questions regarding the new arena below; what Capacity is the new venue looking to have? Will it be able to host ice hockey games in the future? Will there be additional bus routes made to help with the arena as there is not many bus routes at the moment.
E002	Freeform response - email	I have recently seen your proposals for the Eastlands Arena and would like to add some comments and questions about the transport solutions. As a regular match-goer to the Etihad, the difficulty in the egress of fans after the game is a known bugbear for many of us and some people are required to leave games early to avoid missing connecting trains and so on. The current tram solution is overwhelmed with passengers and the combination of pedestrians and cars is dangerous to say the least. With that in mind the options of improved walking and cycling routes is a welcome solution. However, the diagrams in the latest proposals appear to concentrate on routes back to Piccadilly and the city centre, which is good because the routes need upgrading, but there also seems to be a good case for a route back to the other train station at Victoria, or the proposed bus/Metrolink interchange at Sandhills. The distances are comparable to the route back to Piccadilly but are equally unappealing at the moment due to busy road junctions, poor lighting and lack of facilities. Additionally, there is a seemingly much underused Metrolink station at Central Park (Gateway) and that station was built with the possibility of a future railway station on that site. To me it seems that dispersing fans in different directions as they do at Wembley would help future proof any development, reduce costs needed to concentrate resources on handling the Piccadilly solutions and provide opportunities to businesses on each of the walking routes.
E003	Freeform response - email	With regards to my visit to the second consultation event at the Church of The Apostles, earlier today for the planned new arena in East Manchester. Please see listed a further suggestion for your consideration which I did not include in my original questionnaire during my visit. Community Tickets for Arena Events • When concerts and events are arranged at the new arena would it be possible to introduce a local communities nearest to the arena ticket purchase window. This could be in the form a pre-sale purchase date with a cap on tickets per household along with a gross cap allocation for this promotion, before the concert event tickets go on general sale. This I feel would further support kudos with the local community on the benefits the arena will bring to the community as a whole.
E004	Freeform response - email	To complement my additional suggestion I forwarded yesterday, could I also suggest if not already considered to offer promotions and possible discounts for events and concerts at the new arena to Manchester City Football Club supporters. Manchester City not only have local Mancunians who support the team but fans who come from all over the UK and well as from abroad and already have a fantastic relationship with the Manchester communities.

E005	Freeform response - email	Although it's early days I, like a lot of people, am excited by the prospects of a new arena. My main question concerns the use of the arena for regular sports events, particularly ice hockey. As I am sure you are aware, we currently have The Manchester Storm (currently playing in Altrincham ice arena), along with the 2nd tier Altrincham Aces. Is ice hockey a consideration, either for The Storm or a new team?
------	---------------------------	---