



RETAIL AND COMMERCIAL STRATEGY

Co-op Live will host over 120-130 major ticketed events a year in the main arena bowl. Music concerts will be the primary type of events, alongside Comedy, Sport, Special Events and Family Entertainment.

Outside of the major arena bowl ticketed events, Co-op Live has a number of event spaces that will host various event specifications as well as provide some space for the local community use which will be addressed via the submission of a separate strategy for the use of ancillary spaces to be agreed with the Local Planning Authority via a Minor-Material Amendment.

This strategy details specifically how the ancillary F&B spaces at Co-op Live will be used on non-arena event days.

Co-op Live – F&B Spaces – Floor plans and Images in appendix

- Canalside Concourse (Internal) - 745sqm
 - 1,800 capacity
 - Existing concession provision including daytime offerings, Retail and Merchandise Sales – casual seating and standing environment
 - Likely Use types: Public access for ad-hoc meetings, work space, general access for community use
- Canalside (External) – 4,490sqm
 - 11,000 capacity
 - External facing F&B concession opening out from the concourse to the canalside. Temporary pop up F&B concessions may be placed in this space., Merchandise & Retails pop-ups. Casual seating and standing environment
 - Likely Use types: General access for public and community use.

Access & Security

Access to the above spaces will be as per the plans in the Appendix of this document.

When the internal Canalside Concourse is open, access will normally be via one or both of the Canalside doors leading in from the external podium. Once inside the concourse, access and circulation will be restricted to the south zone. This will be secured by using electronic access control on the doors within the space.

When the external Canalside is open, access will be from Joe Mercer Way, Forge Lane Bridge and Alan Turing Way access points. Although Alan Turing Way will not be signposted, some customers may use this location.

The 24/7 Security Control Centre will at all times be proactively monitoring these spaces. There will be a risk assessment in place whenever these spaces are in operation and a suitable level of staff, which may include stewards, security officers, medics and fire marshals, will be deployed.

Operational Tenancy Times

The F&B spaces will operate as per the below hours.

Monday – Sunday – Thursday: 09:00 – 00:00

‘Extended Hours’ may apply, extending the terminal hour until a maximum of 09:00 on a maximum of 25 occasions per annum.

Types of Events held at Co-op Live

Co-op Live will focus on attracting a variety of events including corporate internal events e.g AGM’s Award nights, Conference, Production / Promotion Launches, Social Parties, Team building activities, exclusive VIP events including drink receptions, product launches, networking opportunities, and VIP after parties.

In conjunction with City Football Group, we will support in Pre and Post match opportunities, Manchester City screenings and investigate best use of the external plaza / Kiosk side of Co-op Live. These could include screenings, outside networking events, DJ, partner events, dwelling area on events, wellbeing / yoga space.

Our spaces are flexible and versatile allowing Co-op Live to target annual special televised events examples include The BRITs, MTV EMAS, The Soap Awards, BAFTA Film Awards, Pride of Britain Awards and National Television Awards.

Co-op Live will build relationships with a wide range of clientele including Co-op Live Partners, external Corporate clients locally, nationally and globally, local community including local bars restaurants, retail clients, Hotels, City Football Group, Manchester City Council, Marketing Manchester and all venues throughout the city to ensure we are well connected and weaved into the rich fabric of Manchester’s event community.

Co-op Live Building Access

Co-op Live has a full operational team that covers all aspects of event planning and delivery. The team will work in partnership with City Football Club and Etihad Campus to ensure all events are well planned operationally for smooth logistics access in and out of the venue and surroundings.

Appendix - Floor plans

