



North Stand Project, Manchester
Planning Statement

APRIL 2023

Contents

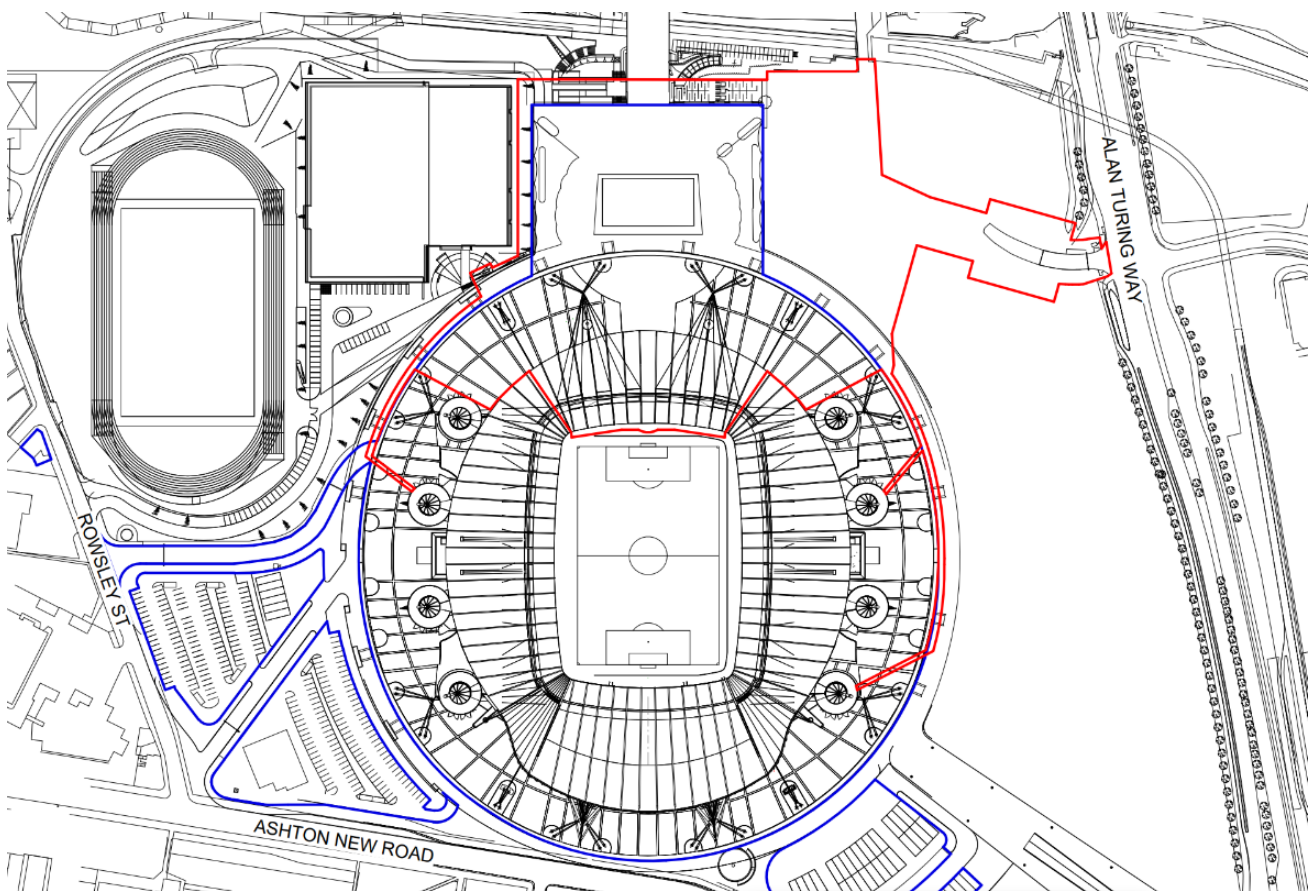
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1. Introduction

Introduction

- 1.1. This Planning Statement (the “Statement”) accompanies an application for Full Planning Permission submitted to Manchester City Council (MCC) for the expansion of the North Stand at the Etihad Stadium, East Manchester.
- 1.2. The Applicant is Manchester City Football Club Limited (the “Applicant”).
- 1.3. The application site (the “Site”) comprises 3.5ha. and is shown in **Figure 1.1**. In addition, a full description of the Site is provided in Section 3 of this Statement.

Figure 1.1 Red Line Boundary of the Proposed Development (Populous 2023)



- 1.4. The Proposed Development would provide a further £300m+ investment in East Manchester over the next 3 years, building upon the remarkable transformational regeneration of the area over the last 30 years.
- 1.5. The application proposals comprise several interrelated elements as follows. These are collectively designed to create a best-in-class fan experience and year-round entertainment and leisure destination at the Etihad Stadium (the “Proposed Development”).

- Expansion of the Etihad Stadium North Stand to provide an additional net capacity of 7,910 and an increase in the overall stadium capacity of up to 61,958 and noting that this capacity figure is within the ambit of an extant Planning Permission for expansion of the Stadium (62,170), including its North Stand, which was granted in 2014.
- Associated hospitality and concourse facilities and an ancillary TV Studio.
- Creation of a roof walk attraction comprising walkways and platforms on the roof of the Etihad Stadium North Stand.
- A nine-storey, 391-bed hotel, with a restaurant at Level 1 and a further 10 suites within the proposed expanded North Stand which are flexible for use as hotel or hospitality space.
- A further eight storey-building comprising:
 - A new club shop and ticket office at Ground Floor and Level 1;
 - A museum at Level 2 which links directly into the proposed North Stand;
 - An interactive visitor experience venue at Level 3; and,
 - 4,000 sq. m. of workspace at Levels 4, 5, 6 and 7.
- City Square, a significant new covered outdoor fan zone and flexible event space, located between the proposed hotel and the further eight-storey building, with year-round food and beverage (F&B) facilities provided at the ground and first floor of the proposed North Stand and interrelated adjoining buildings.
- Creation of new public realm, including a mix of both hard and soft landscaping, with places to sit and dwell alongside planters and trees.
- Other associated works, including the creation of a new tree lined access road which will be provided to service the Proposed Development via an existing junction with Alan Turing Way, and a pick-up and drop-off area northeast of the hotel.

1.6. The description of the Proposed Development as detailed within the Application Form is as follows:

“Alterations to the Etihad Stadium North Stand and adjoining land to provide an overall increase in Stadium capacity, hospitality, and concourse facilities available for use both during and outside of event days, an ancillary TV Studio (Sui Generis), a Roof-Walk Attraction (Use Class F1(c)) and the following 3 interrelated building components:

- 1. Construction of a new 9-storey 391 bed hotel (Class C1) with a further 10 suites provided within the North Stand of the Etihad Stadium for hotel or hospitality space (Class C1 / Sui Generis); and a restaurant at Level 1 (Class C1 / Class E).*
- 2. Construction of an 8-storey building comprising: a new Club Shop and Ticket Office (Class E) at Ground and Level 1, City Museum at Level 2, Leisure Attraction at Level 3 (Class F1(c)); and workspace (Class E) at Levels 4, 5, 6 and 7.*
- 3. A new covered City Square fan zone and flexible event space.*

Ground Floor commercial, leisure, food and drink use (Class E and/ or drinking establishment (Sui Generis)) will be provided within each of the interrelated buildings adjoining the proposed square. The proposals include landscaping and public realm works, servicing and access arrangements, and other associated works.”

1.7. Accompanying the application for Planning Permission is an application for Consent to Display Advertisements. This covers proposals for three large LED screens, one on each of the gable ends

of the hotel and commercial buildings, and a further screen proposed on the east elevation of the hotel building.

1.8. In terms of the planned delivery programme and proposed timeline- the current plan is as follows:

- A Planning Application was submitted in December 2022 for Site Improvement Works on land to the north of the Etihad Stadium (Ref. 135764/FO/2022) and at the time of submission, a decision is expected imminently. These comprise: (1) site investigation and remediation activity in respect of historic coal mining activity, including trial piling, and grouting of coal seams; (2) demolition of the club shop; (3) service and drainage diversions; and (4) associated temporary works to maintain safe access around the stadium.
- Subject to planning, the Proposed Development would commence on site in November 2023 with the North Stand targeted to be completed and operational for the beginning of the 2025/26 football season i.e., August 2025.
- The hotel, workspace and public realm works, including City Square, are targeted to subsequently complete by mid-2026.

Pre-Application Consultation

1.9. Pre-application stakeholder engagement has been undertaken with MCC officers, the Local Planning Authority (LPA), Local Ward Councillors, Etihad Campus partners, Historic England, Greater Manchester Police (GMP) Secure by Design team, Greater Manchester Archaeological Advisory Service (GMAAS), MCC Highways, Transport for Greater Manchester (TfGM), MCC Environmental Health, Manchester City Football Club fans including City Matters, local residents, businesses, and the general public.

1.10. Two principal stages of consultation have taken place prior to the submission of the application:

Stage 1

- 1.11. The first stage of consultation with local residents, businesses and Manchester City Football Club fans took place from 12 December 2022 to 9 January 2023. This consultation process explained that the Applicant was undertaking feasibility studies to explore concepts that could form part of a future stadium development, consistent with the long-held vision to establish the Etihad Campus and the wider area as a place to drive forward the development of a globally competitive sport, leisure, and entertainment offer.
- 1.12. The process invited comments on what people would like to see at the Etihad Stadium and welcomed feedback about the established framework principles that have been used to guide investment and development across the Etihad Campus over the past decade and beyond.
- 1.13. In total, 434 responses were received. 79% of comments either specifically voiced support for the framework principles and feasibility studies, or positively contributed ideas and opportunities for us to consider as part of our formal proposals and plans.
- 1.14. Feedback received from the first phase of consultation was used to inform the design and development of concept proposals for the North Stand project.

Stage 2

- 1.15. The second stage of consultation reflected on feedback received during Stage 1 and sought further feedback on the Applicant's concepts for a best-in-class fan experience and year-round entertainment and leisure destination at the Etihad Stadium, inviting fans and the local community to share their feedback. This took place between 27 February 2023 and 26 March 2023.

- 1.16. Stage 2 comprised an online website, in addition to drop-in consultation events taking place at the Etihad Stadium both during match-days (manned) and outside of match-days (unmanned), and also in community venues near to the Site in each of the three Wards.
- 1.17. In total, 1,212 consultation responses were received, including 829 online, 377 from the Etihad Stadium drop-in venue and a further 6 from the community drop-in events. 94% of all respondents supported the proposals, which can be broken down as follows:
- 4 out of 6 respondents from the community consultation events support the proposals, with one person not responding to the question and one respondent not supportive.
 - Out of the 332 respondents at the Etihad Campus drop-in venue who answered the question about whether they support the proposals, 86% were in support and only 3 respondents were not supportive. 31 respondents identified as a local resident, of which 26 expressed support, 4 did not answer and only one was not supportive.
 - Of the 829 online respondents (7% of whom are local residents), 93% of people expressed support for the proposals.
- 1.18. Further information on the consultation process, the methods for advertising the consultation, and details of how the Applicant has considered the feedback received can be found within the Statement of Consultation submitted in support of this planning application.

Supporting Application Documentation

- 1.19. The proposals have been the subject of detailed feasibility studies, as well as technical due diligence and detailed pre-application consultation. On this basis, the application is supported by the following extensive suite of information, as outlined in **Table 1.1**.

Table 1.1 List of Application Documents

Document	Prepared by
Application Forms and Covering Letter	Deloitte
Site Location Plan	Populous
Full suite of existing and proposed plans, sections, and elevations, including landscaping plans and Accommodation Schedule	Populous
Design and Access Statement (Including Signage Strategy and Landscaping and Public Realm Strategy)	Populous
Planning Statement	Deloitte
Archaeological Desktop Report	Salford Archaeology
Archaeological Watching Brief	
Statement of Consultation	Deloitte
Crime Impact Statement	GMP
Crowd Modelling	Movement Strategies
Daylight/Sunlight Assessment	Buro Happold
Ecology including the Preliminary Ecological Assessment	Helen Hamilton Ecology
Heritage Statement	Deloitte

Document	Prepared by
Operating Schedule / Event Management Strategy	Manchester City Football Club
Sustainability Statement including the following technical appendices:	Buro Happold
1. Green and Blue Infrastructure Statement	Deloitte
2. BREEAM Pre-Assessment	ME Engineers
3. Energy Statement	ME Engineers
4. Whole Life Carbon Assessment	ME Engineers
5. Local Labour Agreement	Manchester City Football Club
6. Social Value Toolkit	Deloitte
7. Economic Impact Assessment	Amion
Topographical Survey	Survey Operations
TV Reception Survey	ME Engineers
Ventilation, Extraction and Odour	ME Engineers
Waste Management Strategy	Buro Happold
Environmental Impact Assessment	
<u>Volume 1 – Environmental Statement</u>	
• Introductory Chapters	Deloitte
• Construction Management and Phasing	Proposed Contractors
• Air Quality	BuroHappold
• Climate Change	BuroHappold
• Water Quality, Drainage and Flood Risk	BuroHappold
• Ground Conditions	BuroHappold
• Human Health	Enfusion
• Townscape and Visual Impact	Planit-ie
• Traffic and Transport	Arup
• Wind Microclimate	BuroHappold
• Lighting	ME Engineers
• Socio-Economic	Deloitte
• Summary of Cumulative Effects	Deloitte
• Type 1 Cumulative Effects	Deloitte
Volume 2: Technical Appendices	Technical Consultants
Volume 3: Non-Technical Summary	Deloitte

- 1.20. A number of these studies have been preceded and informed by the following Etihad Campus wide strategies and studies (listed in **Table 1.2**). The documents were prepared prior to the submission of the application for the Co-op Live application to ensure those proposals were considered in the context of plans for the future comprehensive regeneration of the Etihad Campus as a whole, in line with the established regeneration objectives for the area that are cemented in both planning policy and successive versions of the Eastlands Regeneration Framework. These documents were produced to set out the Campus strategies for at least the next decade. In the case of the Etihad Campus Sustainability Framework, a periodic review has been undertaken in 2023 to establish the progress by all stakeholders against the principles set out in the Framework. These are submitted to the Local Planning Authority for reference purposes only and do not form part of the formal submission.

Table 2.2: Supporting Etihad Campus Strategies (submitted for reference purposes only)

Document	Prepared by
The Etihad Campus Strategic Sustainability Framework (2020)	Hillbreak
The Etihad Campus Strategic Sustainability Framework Periodic Review (2023)	Hillbreak
Etihad Campus Strategic Vision: Movement and Transport (2020)	Arup
Etihad Campus Movement and Transport Strategy: Transport Assessment (28 February 2020)	Arup

Structure of Statement

- 1.21. This Statement considers the Proposed Development in its strategic, as well as local urban and environmental, context and assesses its acceptability in the context of the Local Development Plan and other material considerations, such as the National Planning Policy Framework (NPPF) and relevant guidance.
- 1.22. The remainder of this Statement is structured as follows:
- Section 2 – provides a description of the Site and its surrounding area.
 - Section 3 - establishes the regeneration and planning history context for the Site and the Etihad Campus.
 - Section 4 - describes the form of the Application and the Proposed Development.
 - Section 5 – sets out the planning policy and guidance relevant to the Proposed Development.
 - Section 6 – provides a planning assessment of the proposals against the Development Plan and other material considerations.
 - Section 7 - concludes by summarising the case for the grant of Planning Permission.

2. Site Description and Surroundings

- 2.1. This Section provides a site description and a description of the surrounding area.

Site Description

- 2.2. The Site comprises 3.5 hectares and is located at the heart of the Etihad Campus in East Manchester.
- 2.3. It encompasses the North Stand of the Etihad Stadium and the land immediately to the north.
- 2.4. The current gross capacity of the Etihad Stadium is 54,048 seats. The Site currently benefits from the following extant consent (Ref. 105367/JO/2014/N2), for the expansion of the Etihad Stadium, for which only the expansion of the South Stand has been implemented. Further information is provided for the Site's planning history later in this section.
- 2.5. The land immediately to the north of the Etihad Stadium includes the structural supports for the Etihad Stadium, a fan zone with canopies and F&B provision, a club shop, hardstanding, and surface car parking to the east, some of which is currently occupied as a site compound for the construction of Co-op Live, which is under construction to the north of the Ashton Canal.
- 2.6. The fan zone with canopies and F&B provision are also to be dismantled and removed from the Site in accordance with the conditions and expiration of the relevant temporary planning consents.
- 2.7. The Site connects to Alan Turing Way to the east, at an existing entry/egress point to the surface car park and site compound.
- 2.8. The Etihad Campus Tram Stop queue zones form part of the Site to the north whilst there is a small section of landscaped land, immediately adjacent to the National Squash centre, which forms part of the Site to the West.
- 2.9. A servicing route loops around the Etihad Stadium, crossing the Site east to west. There are 16 sheffield cycle hoops within the Site.

Site and Surroundings

- 2.10. The Site is bounded by Joe Mercer Way and the Etihad Campus Metrolink Stop to the north, the National Squash Centre to the west and the Co-op Live construction site compound and Alan Turing Way to the east. The remainder of the existing Etihad Stadium is to the south.
- 2.11. The Etihad Campus Metrolink Stop and tram lines to the north of the Site are on the Ashton-under-Lyne to Eccles/MediaCityUK Metrolink line, a high frequency service that also connects the Site with the City Centre and into the Metrolink network as a whole.
- 2.12. Beyond this and further to the north is the Ashton Canal, which comprises towpath and cycle path routes linking the Etihad Campus to Manchester City Centre, together with other areas elsewhere in East Manchester and further afield in the other (eastwards) direction.
- 2.13. Joe Mercer Way provides a key pedestrian route immediately north of the Site, over the Metrolink line and the Ashton Canal towards Sportcity Way and the surface car parks to the north of the Etihad Campus.

- 2.14. It also links to Co-op Live, the indoor arena to the north-east of the Site, which was granted Planning Permission on 23 Oct 2020 and is currently under construction, scheduled to be operational in 2024 (Ref. 126431/FO/2020).
- 2.15. The Manchester Tennis and Football Centre is located further to the north-west of the Site, beyond the Ashton Canal.
- 2.16. A large surface car park for the Etihad Campus occupies the land to the north, between the former gasholder and Sportcity Way, the road which provides access to Alan Turing Way. An additional gasholder is located further west of the Site and the railway line. Beyond the gasholder to the north, the raised railway line acts to separate the residential neighbourhood in Miles Platting from the Etihad Campus and also the industrial uses to the east of Alan Turing Way and north of Philip's Park Cemetery.
- 2.17. Given the nature of the former use of these gasholders, they did historically have Control of Major Accident Hazards Regulations (COMAH) zones associated with them. It has been confirmed that they will not be brought back into active use in the future, so the COMAH zones associated with the two gasholders have been removed, following confirmation from the Secretary of State.
- 2.18. Alan Turing Way to the east of the Site comprises a four-lane boulevard with segregated cycle lanes. To the east of Alan Turing Way are two nine storey residential apartment buildings, with a number of two-storey residential properties located beyond this in Clayton. The National Cycling Centre is located adjacent to these properties.
- 2.19. The Eastlands District Centre is located further to the south-east, adding a positive contrast and supporting the clusters of sports and entertainment facilities in this area. Philips Park, with Philips Park Cemetery located to the north of the Park, are located to the north-east of both the Site and Alan Turing Way.
- 2.20. The National Squash Centre is located immediately to the west of the Site and is also home to a number of National Governing Bodies (NGB's) including England Basketball, England Lacrosse, GB Taekwondo, England Squash, Greater Sport, and Rugby Football League.
- 2.21. Beyond the National Squash Centre is the Manchester Regional Arena, with the railway line segregating this from the industrial estate further to the west.
- 2.22. The Site is restricted to the south by the Etihad Stadium, but Ashton New Road bounds the Etihad Campus to the south, with the area beyond this comprising a number of residential properties in Bradford and Beswick.
- 2.23. The Site is located within the Ancoats and Beswick Ward. The Clayton & Openshaw Ward is located to the east of the Site along Alan Turing Way, whilst the Miles Platting & Newton Heath Ward is located circa 400m to the north of the Site. The two key City Centre Wards comprise Deansgate Ward and the Piccadilly Ward.

Site Specific Environmental Designations

Air Quality

- 2.24. The Site is not located within the Greater Manchester Air Quality Management Area (AQMA), albeit Alan Turing Way, to which the Site connects to, is within the AQMA and is located to the east of the Site.

Ecology

- 2.25. A Preliminary Ecological Appraisal is submitted in support of this Application. This included an Extended Habitat Survey on the Site. The findings for the Site are summarised below.

- 2.26. The Site comprises buildings, hardstanding, and some localised scrub and ephemeral short perennial vegetation. There are no protected or priority species identified within or immediately adjacent to the Site, whilst the Site was considered unsuitable for most protected and priority terrestrial species. No invasive species were noted.
- 2.27. There are also no SSSI's within 1 km of the Site, the nearest being the Rochdale Canal SSSI. No National Nature Reserves were located within 1km of the Site. Clayton Vale Local Nature Reserve is situated 734 m to the east of the Site.
- 2.28. The Ashton Canal Site of Biological Importance (SBI) is located approximately 50m north of the Site and is a 'Grade B' SBI. The Canal is an important wildlife corridor, linking Ashton with Manchester via Openshaw and provides an important accessible natural greenspace in an otherwise urban landscape. The Canal supports a range of aquatic and marginal vegetation, especially the European Protected Species floating water-plantain and the 'endangered' 1 grass-wrack pondweed. Both plants are Priority Species for biodiversity on Section 41 of England's NERC Act 2006.
- 2.29. There are no existing trees located on the Site.

Flood Risk

- 2.30. The Site is located in Flood Zone 1 and therefore has a low probability of flooding. As with the majority of the Regional Centres, the Site is located within the Conurbation Core Critical Drainage Area, as defined in the Manchester, Salford, Trafford Strategic Flood Risk Assessment (SFRA).
- 2.31. Multiple areas of the Site are at risk from surface water flooding as per EA Flood Risk from Surface Water Mapping. These areas include the radial road and footway around the Etihad Stadium and the proposed access at the Gibbon Street/Alan Turing Way junction. However, the vast majority of the flooding extent is considered low risk, with an annual chance of occurring between 1 in 100 and 1 in 1000. The surface water flooding risk can be managed by the provision of suitable surface water drainage systems.
- 2.32. The nearest watercourses to the Site are the Aston Canal, approximately 35m to the north of the Site and the River Medlock, approximately 170m to the northwest, which is designated as a Main River. The River Medlock is culverted below the car parks on the opposite side of the canal to the north of the Site.

Coal Mining

- 2.33. The Site is located within the Central Manchester Coalfield (CMC) and has a long history of coal mining. Early mine workings date as far back as the 1590s, where shallow coal was extracted from thin seams via a method known as 'bell pits'. Eight main coal seams sub-crop across the wider Sportcity area, from the southwest: the Openshaw, Charlotte (Lower Leaf and Upper Leaf), Bradford Three Quarter, Bradford Four Foot, Smut, New Coal, and the Yard.
- 2.34. The Site has been well characterised by numerous previous investigations and has been subject to remediation (both contamination and geotechnical related) over the past two decades. Further site improvement works are proposed at the Site under the separate Site Improvement Works Application (submitted in December 2022 and at the time of submission, a decision is expected imminently) prior to any construction works associated with this Proposed Development commencing on site.
- 2.35. A Coal Mining Risk Assessment, Generic Quantitative Risk Assessment, Groundwater Risk Assessment, Ground Engineering Desk Study, and Factual Ground Investigation Report were prepared in support of the Site Improvement Works Application and are re-submitted for information in support of this Planning Application (within Volume 2 of the Environmental Statement).

Heritage

2.36. The Site does not contain any listed buildings and is not located within a Conservation Area. There are a number of listed structures within a 500 metre and 1km radius of the Site, as shown in Figure 2.1 below and listed below:

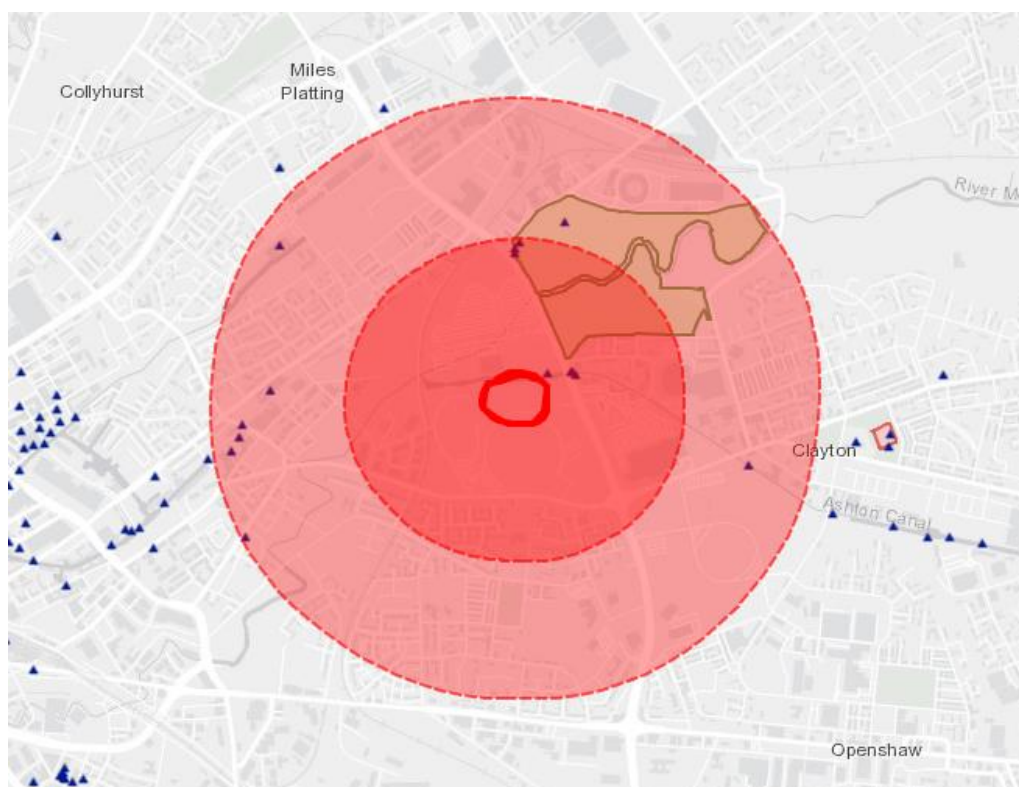
Listed Buildings:

- Ashton Canal Lock Keepers Cottage on Southside of Lock Number 7 of Ashton Canal – Grade II;
- Ashton Canal Lock Number 7 with Roving Bridge Immediately East of Mill Street Bridge – Grade II;
- Ashton Canal Lock Number 6 Immediately East of Forge Lane – Grade II;
- Victoria Mill – Grade II*;
- Entrance Lodge to Main Entrances of Phillips Park Cemetery – Grade II;
- Cemetery Office at Phillips Park Cemetery – Grade II;
- Gates and Railings to the Main Entrance of Phillips Park Cemetery – Grade II;
- Cemetery Chapel at Phillips Park Cemetery – Grade II;
- Ashton Canal Bridge Number 9 Over Ashton Canal (Mill Street Bridge) at West End of Lock Number 7 – Grade II;
- Ashton Canal Lock Number 8 – Grade II;

Registered Parks and Gardens:

- Phillips Park – Grade II; and
- Phillips Park Cemetery – Grade II.

Figure 2.1 Search the List - Map Search (Source: Historic England, 2023) of both 1km and 500m radii shown



Connectivity and Accessibility

Public Transport

- 2.37. The Site is highly accessible by public transport with Metrolink, bus and heavy rail all serving it. Significant investment has been made in the Metrolink network since the 2002 Commonwealth Games, including the opening of the Etihad Campus Metrolink Stop in 2013, which has acted to further enhance the Etihad Campus as a sustainable destination.
- 2.38. The Etihad Campus Metrolink stop is located immediately to the north of the Site. The Metrolink stop is on the Ashton-under-Lyne to Eccles/MediaCityUK Metrolink line, which currently has a timetabled 12-minute frequency (i.e., five trams per hour) in both directions. These services call at key City Centre stops including Piccadilly (8 minutes from the Site), Piccadilly Gardens, St Peter's Square and Deansgate Castlefield. Interchange onto all other Metrolink lines is possible at these City Centre stops.
- 2.39. Three Park and Ride facilities are located on the line providing a total of 845 parking spaces at Ashton West (195 spaces), Ashton Moss (200 spaces) and Ladywell (450 spaces). Other Park and Ride facilities are located across the Metrolink network, providing a further total of over 2,300 spaces.
- 2.40. TfGM operates enhanced timetabled Metrolink services on match days and to serve other major events at the Etihad Campus. This enhanced service is tailored to the requirements of each event based on TfGM intelligence, previous experience and anticipated demand. Typically, it is intended to operate such that the service frequency is increased to every 6 minutes in each direction and trams operate as 'double units' (i.e. two connected tram units) (subject to vehicle availability) during the peak demand period before and after the event.
- 2.41. Multiple bus stops are also located within five minutes' walk of the Site. It is understood that Stagecoach currently operates enhanced services to serve football matches and other major events at the Etihad Campus on a commercial basis. This effectively increases bus frequencies along the existing Manchester to Ashton-under-Lyne 216 route for a period on these days.
- 2.42. Following events at the Stadium, a 'shuttle-bus' service is operated by Stagecoach to transport passengers into the City Centre, with services stopping in Piccadilly Gardens. This service is operated on a commercial basis and typically consists of 10-15 buses (subject to anticipated demand), which are boarded at a managed boarding point on Ashton New Road.
- 2.43. Other key transport interchanges can also be accessed on foot from the Etihad Campus. These include the following locations:
- Ashton Old Road bus corridor – approximately 900m south of the Etihad Campus – accessed directly along Alan Turing Way/Pottery Lane. Controlled crossing facilities are provided at the main junctions with Ashton New Road and Ashton Old Road.
 - Oldham Road bus corridor – approximately 1,100m north of the Etihad Campus – accessed directly along Alan Turing Way/Hulme Hall Lane. Controlled crossing facilities are provided at the main junctions with Bradford Road and Oldham Road.
 - Ashburys Station – approximately 1,100m south of the Etihad Campus – accessed directly along Alan Turing Way/Pottery Lane. Controlled crossing facilities are provided at the main junctions with Ashton New Road and Ashton Old Road.
 - Central Park Metrolink stop – approximately 2km north of the Etihad Campus - accessed along Briscoe Lane and Ten Acres Lane. This stop is on the Rochdale-East Didsbury line. Controlled crossing facilities are provided at the main junctions with Briscoe Lane and Oldham Road; and,

- Queens Road Metrolink stop – approximately 2.5km north-west of the Etihad Campus - accessed along Hulme Hall Lane. This stop is on the Bury-Altrincham line. Controlled crossing facilities are provided at the main junctions along the route.

- 2.44. The ability to increase the number of supporters travelling to the Etihad Campus by public transport and then walking the final part of their journey is dependent upon both the accessibility, affordability and reliability of public transport services to the key transport nodes within a walking distance of the Etihad Campus (including those within the City Centre); and, upon the accessibility and attractiveness of walking routes from those nodes to the Etihad Campus.
- 2.45. The Etihad Campus has limited direct control over the former of these but has well-established structures in place that enable it to work alongside the authorities and operators to ensure that public transport and walking is promoted and encouraged as a key mode of transport for supporters. The walking routes to and from the Etihad Campus are more directly under the influence of the Etihad Campus and significant work has been undertaken in recent years (and continuing forward) to improve the matchday experience of using these routes.
- 2.46. In recent months, Etihad Campus management arrangements, ahead of Co-op Live commencing operations, have translated into an active resilient partnership for the Etihad Campus, with an inclusive governance structure to enable all Campus Stakeholders to work with city authorities and transport operators to holistically deliver Transport and Movement improvements.
- 2.47. In the coming years, a key focus of this multi-agency group (i.e. the Campus working group with full support from transport stakeholders / operators) will be placed on promoting timetabled and consistently delivered public transport to get to the City Centre. Then, through multi-agency work, improvements to the promotion, signalling, lighting, security and activation of routes from the City Centre to the Campus will be delivered. As planned regeneration takes place in this part of the city, these routes will become part of the fabric of the built environment.
- 2.48. Furthermore, the ten-year proposals for Greater Manchester to create an integrated, modern and accessible public transport system, as set out in the Our Network plan for Greater Manchester and the Strategic Transport Plan for the North, will also act to increase the accessibility of Manchester and further improve public transport connectivity to the Etihad Campus from a wider catchment.

Active Transport

Walking Network

- 2.49. In addition to the at-grade pedestrian crossings at the junction of Alan Turing Way/Ashton New Road, a pedestrian overbridge provides connectivity between the Etihad Campus, City Football Academy, and the communities to the south and east.
- 2.50. The Ashton Canal Towpath provides connections to the communities east and west of the Etihad Campus. Joe Mercer Way provides a grade-separated crossing of the canal itself to allow internal north-south movements within the Etihad Campus. To the west of the Etihad Campus, Philips Park Road/Rowsley Street and the City Link connection provides pedestrian connectivity over and under (respectively) the potential barrier to movement posed by the railway corridor.
- 2.51. There are a number of alternative walking routes available from the city centre. The most direct route, known as the 'City Link' is via the A662 Pollard Street/Merrell Street/Ashton New Road. The 'City Link' was initially developed for the 2002 Commonwealth Games. This route is signed between the Etihad Campus and the City Centre and is lit with footways on either side and controlled crossings at junctions with major roads of which there are only two (Carruthers Street and Every Street). A branch of this route connects from Every Street to the centre of the Etihad Campus via a traffic-free route.

- 2.52. An alternative traffic-free walking route between the City Centre and the Etihad Campus is available via the Ashton Canal towpath. This route takes approximately 20-minutes to walk to the City Centre (as defined by Great Ancoats Street). This route passes beneath Great Ancoats Street alongside the canal.

Cycling Network

- 2.53. National Cycle Route 60 runs adjacent to the Site along Alan Turing Way. This route starts in North Manchester and then runs along Queens Road/ Hulme Hall Lane/Alan Turing Way before joining the Ashton Canal east of Alan Turing Way and travelling south to join the Fallowfield Loop in South Manchester. Adjacent to the Site, the route is a combination of on-street segregated and unsegregated cycle lanes.
- 2.54. Regional Route 86 is a largely traffic-free route that runs east-west through the Site. It connects from Ducie Street within the City Centre and runs along the Ashton Canal towpath, through the Etihad Campus and then through Philips Park. A branch of this route runs south from the Etihad Campus, running alongside the River Medlock down to Ashton Old Road and Pin Mill Brow. There are also cycle lanes on Ashton New Road, from a point close to the entrance to the City Football Academy through to Holt Town. These lanes are on-street and not segregated from traffic.

Vehicle Accessibility

- 2.55. The Site is well situated to the 'A' road network, with onward connections to the strategic road network; namely the orbital M60 route to the east. The area is surrounded by a number of routes including:
- A62 Oldham Road – a single-carriageway four-lane road that connects Manchester to the M62 motorway, passing through Failsworth and Oldham. It intersects the A6010, which bounds the Site at the east;
 - A6010 Queens Road – a dual-carriageway two lane road that connects Higher Broughton to Chorlton-cum-Hardy, passing through Bradford, Gorton and Rusholme. It bounds the Site at the east;
 - A662 Ashton New Road – a single-carriageway two-lane road, that connects Manchester to Audenshaw, passing through Droylsden. It bounds the Site at the south;
 - A635 Ashton Old Road – a single-carriageway four-lane/ dual-carriageway two-lane road, that connects Manchester to Doncaster, passing through Stalybridge, Holmfirth, and Barnsley. It is parallel to the A662 and intersects the A6010; and,
 - New Viaduct Street – a single-carriageway two-lane road, that between its junction with Broxton Street and its junction with Philips Park Road bounds the Site at the west.
- 2.56. The routes link the Site to the Strategic Road Network (M60), Manchester City Centre and the Inner Ring Road, with radial connections from the City Centre towards other regional destinations. The local area is also comprised of a number of residential areas, served by more lightly trafficked local distributor roads and access roads. Furthermore, there are commercial interests in the surrounding communities, including warehousing, industrial sites local shops and services.

3. Regeneration Context and Site Planning History

- 3.1. East Manchester has witnessed a remarkable transformation in the 20 years since the Commonwealth Games were held at the City of Manchester Stadium (now the Etihad Stadium) in 2002. The Etihad Stadium now stands proudly as a beacon of community achievement and development. It is an economic engine for Manchester, for the benefit of the city region and nationally.
- 3.2. That transformation was led by MCC with the active support of the Government, NGBs, the private sector and Manchester City Football Club with its owners, City Football Group (CFG). Over £1bn of private sector investment has been made over the last 20 years, either directly by CFG, or through partner working with other private and public sector organisations.
- 3.3. In 2014 CFG invested £200m in the 80-acre redevelopment of the former Clayton Aniline Chemical Works, creating the City Football Academy – a youth development and first team training centre for men’s and women’s teams.
- 3.4. The Beswick Hub was also opened in 2014, comprised of:
 - East Manchester Leisure Centre, part funded by CFG;
 - Connell Sixth Form College, both of which were built on 5.5 acres of land owned by CFG and with many of the College’s sports courses benefiting from the use of Manchester City Football Club coaches and facilities.
 - Manchester Institute of Health & Performance (MIHP), founded by MCC, Sport England and CFG.
- 3.5. The South Stand of the Etihad Stadium was subsequently expanded in 2015, whilst the Co-op Live indoor arena, a 23,500-capacity live entertainment and sports arena, was granted Planning Permission in 2020 and is scheduled to be fully operational in 2024.
- 3.6. In addition to being the home of Manchester City Football Club, the Etihad Campus includes the National Cycling Centre, National Taekwondo Centre, National Squash Centre and the Manchester Tennis and Football Centre. It is home to a range of NGB’s including England Basketball, England Lacrosse, GB Taekwondo, England Squash, Greater Sport, and Rugby Football League, who recently decided to relocate its headquarters to the Etihad Campus. As such, it is a unique sports destination, like no other location.
- 3.7. The legacy from the success of the 2002 Commonwealth Games has significantly strengthened the City’s elite talent base and established a strong reputation for sporting excellence at both the Etihad Campus and in Manchester more widely.
- 3.8. The Etihad Campus continues to be a critical location for sports excellence and has consistently been a major economic driver in its own right within the city region and national context. It is recognised in the Eastlands Regeneration Framework (ERF), as described further in Section 5, that the Etihad Campus is a place to drive forward the development of a globally competitive sport, leisure and recreation offer.
- 3.9. The Etihad Campus forms a key part of the Regional Centre and its economic success is also key to the long-term success of the City Centre. Its future development is linked to becoming a world

class entertainment district, anchored by the Stadium and a range of other sports, leisure and entertainment opportunities. Unique opportunities exist to develop its employment base and create a visitor infrastructure to meet these distinctive demands.

Etihad Stadium and Extant Expansion Consent

- 3.10. The Etihad Stadium, known at the time as The City of Manchester Stadium, was granted Planning Permission (Ref. 056711/VO/NORTH2/99) in October 1999, with construction completed in time to host the Commonwealth Games in 2002.
- 3.11. Following Manchester City Football Club's occupation of the Etihad Stadium in 2003 and subsequent investment in the Club in 2008 by the Abu Dhabi United Group, Planning Permission (Ref. 105367/JO/2014/N2) was subsequently granted in February 2014 for the expansion of the Etihad Stadium.
- 3.12. The 2014 Planning Permission comprised alterations to the Etihad Stadium, including increasing the overall height of the South and North Stands and associated elevational alterations, to allow each stand capacity to be increased by up to 6,250 seats and up to 2,000 additional pitch side seats, creating a total match day capacity of up to 62,170 seats (from 47,670). It also included for the expansion of concourse facilities, alterations to the public realm including changes to car parking layout, landscaping and boundary treatments, as well as associated infrastructure works.
- 3.13. The Planning Permission included the potential for both the North Stand and the South Stand to be delivered as one phase of construction, but also the scenario where construction of the South Stand would take place first (Phase 1), with the North Stand expansion (Phase 2) taking place at a later date.
- 3.14. The Applicant proceeded with the construction of Phase 1 first and the South Stand expansion works were completed in 2015. This included the construction of a third tier and roof to the South Stand, increasing overall capacity to up to 54,048.
- 3.15. As it stands, the South Stand expansion works (Phase 1) remains the only phase implemented since the approval of the previous Planning Permission and the North Stand remains unaffected. Nonetheless, Planning Permission Ref. 105367/JO/2014/N2 remains extant, and it would thus remain possible to implement Phase 2 of this Permission.
- 3.16. The Proposed Development would result in an expanded Stadium capacity that is both within the parameters previously assessed and approved as part of the extant Stadium Expansion plans approved in 2014, and again as part of the Etihad Campus Movement and Transport Strategy: Transport Assessment, which was considered immediately in advance of the Co-op Live proposals to ensure that the wider expansion and regeneration of the Etihad Campus was future proofed. Additionally, the North Stand Development fully addresses the Etihad Campus Strategic Vision for Movement and Transport, which was also prepared in advance of the Co-op Live application.

Co-op Live

- 3.17. On 23 Oct 2020, Planning Permission was granted for Co-op Live (Ref. 126431/FO/2020), a 23,500-capacity arena at the Etihad Campus and located to the north-east of the Site. Co-op Live is currently under construction and will be fully operational next year.
- 3.18. The £365m Co-op Live is brought forward through a joint investment with internationally renowned arena developer and operator Oak View Group (OVG).
- 3.19. The new arena will deliver the 'best in class' artist and fan experience and will have the flexibility to hold multiple event types, in addition to large international touring shows, which would enable Manchester to host a broader range of music, sports and entertainment events. It provides a major boost to the Etihad Campus and Manchester as a whole, as well as East Manchester's ongoing regeneration.

- 3.20. Conceived and executed during the global pandemic, its advent represents a steadfast confidence in the realism of the shared vision to create a globally competitive entertainment district at the Etihad Campus, building upon football and sport as the Etihad Campus' natural anchor.
- 3.21. Once operational, Co-op Live will deliver circa 120 events each year and will act to diversify the pattern of uses at the Etihad Campus. It will create a wider profile of activity day by day and all the year round, fully exploiting the latent economic capacity of the Etihad Campus as a whole. In doing so, Co-op Live will support the destination role of the Etihad Campus and drive investment and job creation, not only for East Manchester but for the City and Greater Manchester. It will significantly contribute to the delivery of a globally competitive sport, leisure and recreation offer at the Etihad Campus.

Etihad Campus Sustainability Priorities

- 3.22. Prior to the planning application for Co-op Live being brought forward, the Etihad Campus Strategic Sustainability Framework (2020) was established which provides an over-arching direction for the development and stewardship of the Campus and the key principles for embedding sustainability into every aspect of it. It is the lead sustainability framework document for the Etihad Campus, acting as an umbrella for all other strategies and proposals and intended to cover the period to 2040.
- 3.23. The Framework's key principles provide a comprehensive analysis of the various elements which go to the heart of what a transformative zero carbon place should address, whilst embracing the opportunity to deliver locally inclusive, globally competitive economic growth. It supports the opportunity for the Campus to exemplify sustainable development and act as a pioneer for the whole of Manchester. This analysis is broader than the design of places and buildings, requiring positive behavioural shifts also.
- 3.24. All partners are expected to adopt these key principles, so that a positive contribution can be demonstrated to Manchester's Social Value Framework and Net Zero Carbon goals. As such, Co-op Live committed to adopting these key principles and will provide one of the most sustainable arenas in the world. In addition, future development proposals at the Etihad Campus, including the Proposed Development, are equally required to commit.
- 3.25. Co-op Live was also brought forward following the establishment of an Etihad Campus Strategic Vision for Movement and Transport and the Etihad Campus Movement and Transport Strategy (Transport Assessment) (2020). As referenced earlier in this section, these studies were prepared and assessed on the basis of the expanded Stadium capacity approved in 2014, the parameters of which the current North Stand capacity proposals fall within. These documents identify further actions required to shift from "business as usual" to new and progressive ways of operation. These actions will respond to the changing demands and expectations required to underpin the long-term environmental sustainability and success of the Etihad Campus, as a place which supports the economic success of the wider City and the well-being of residents and communities in East Manchester.

Transport Improvements

- 3.26. Matchday transport and travel is an important topic for both fans and the local community.
- 3.27. As described in Section 2, the Site is highly accessible by public transport with Metrolink, bus and heavy rail all serving the Site. In addition, the ability to increase the number of supporters travelling to the Etihad Campus by public transport and then walking the final part of their journey is dependent upon both the accessibility, affordability and reliability of public transport services to the key transport nodes; and, upon the accessibility and attractiveness of walking routes from those nodes to the Etihad Campus.

- 3.28. The Etihad Campus has limited direct control over the former of these but has well-established structures in place that enable it to work alongside the authorities and operators to ensure that public transport and walking is promoted and encouraged as a key mode of transport for supporters. The walking routes to and from the Etihad Campus are more directly under the influence of the Etihad Campus and significant work has been undertaken in recent years (and continuing forward) to improve the matchday experience of using these routes.
- 3.29. In recent months, Etihad Campus management arrangements, ahead of Co-op Live commencing operation, have translated into an active resilient partnership for the Etihad Campus, with an inclusive governance structure to enable all Campus Stakeholders to work with city authorities and transport operators to holistically deliver Transport and Movement improvements.
- 3.30. In the coming years, a key focus of this multi-agency group (i.e., the Campus working group with full support from transport stakeholders / operators) will be placed on promoting timetabled, consistently delivered public transport to get to the City Centre. Then, through multi-agency work, improvements to the promotion, signalling, lighting, security and activation of routes from the City Centre to the Campus will be delivered. As planned regeneration takes place in this part of the city, these routes will become part of the fabric of the built environment.
- 3.31. It should also be noted that the 2014 Planning Permission for the Etihad Stadium expansion was supported by a Transport Assessment and Staff Travel Plan, which considered the baseline travel patterns and modal splits, future targets and measures required to deliver on these targets. With regard to the latter, packages of interventions were agreed to be delivered on completion of the South Stand expansion and North Stand expansion by way of mitigation of any potential impacts. Although the expansion of the North Stand has not yet been implemented, all of the Applicant's commitments relating to these packages of interventions have since been funded and/or delivered.
- 3.32. The transport strategy that underpins both the 2014 consent for the Etihad Stadium expansion and the Etihad Campus Movement and Transport Strategy (Transport Assessment) (2020) are based upon a modal shift away from the car and in which any trips that are new to the network will be encouraged to use sustainable modes of transport, such as public transport, walking, and cycling by a variety of measures and interventions.
- 3.33. Surveys undertaken as part of this work, supported by data from previous studies, indicates that this modal shift is being achieved and, since the surveys undertaken as part of the 2014 application, recorded car numbers at the Etihad Campus on matchdays have reduced.
- 3.34. This shift in behaviour is as a direct result of initiatives that Manchester City Football Club have supported and, in some cases, pioneered including:
- Promotion of active and sustainable modes of transport, including walking and cycling routes, cycle parking, park and ride facilities, Metrolink, and bus services.
 - Implementing enhanced Metrolink services during matches and events.
 - Provision of TfGM Cycle Hire Bikes at the Etihad Campus.
 - Bus queue facilities upgraded.
 - Pre-booked, pre-paid Etihad Stadium event day parking with auto-number plate recognition entry to ensure parking spaces are limited and monitored effectively.
 - Variable messaging signs used in public highways in the build up to events to advise attendees about pre-booked parking and to discourage unplanned trips by car.
- 3.35. Further improvements at the Etihad Campus are to be implemented this year, including:
- 240 new cycle stands.

- Works to the three primary walking and cycling routes between the Etihad Campus and the City Centre – City Link, Ashton New Road and the Ashton Canal towpath – to improve the accessibility, wayfinding, and attractiveness of these routes.
- Shuttle buses are being privately trialled to offer fans an efficient service to travel from a variety of transport hubs to the Etihad Stadium.
- The Applicant is also continuing discussions with TfGM to review the frequency of trams and an improved service provision. Successful modal shift of visitors, away from the car, will need to be supported by a consistent public transport offer.

3.36. A number of further measures are also proposed as part of the Proposed Development to make long-term sustainable improvements to transport, as described within Section 6 of this Statement.

MCC's Eastlands Residents' Parking Scheme

- 3.37. In 2020, the Etihad Campus Movement and Transport Strategy was produced, to plan transport and movement to, from and around all of the future development outlined in the Eastlands Regeneration Framework. This Strategy included for further expansion of the Etihad Stadium (as defined by the capacity expansion permitted by the extant _Planning Permission from 2014), the Co-op Live arena and the other use classes now included within this Application. A key recommendation of the Strategy in 2020 was that the existing 'event day' Resident's Parking Schemes should be extended in area and operate on all days to protect resident's parking and support the development of the Campus. Its expansion was secured in association with the Co-op Live planning permission.
- 3.38. MCC is now in the final stages of legal consultation for the implementation of an expanded Residents' Parking Scheme, which will be in operation before the Co-op Live Arena holds its first event and will ensure that local residents, businesses, and their visitors can park at their homes and properties when events are taking place.
- 3.39. The implementation of MCC's Eastlands Residents' Parking Scheme will act to further support this modal shift to more sustainable modes of transport to the Etihad Campus. By constraining parking capacity and therefore the ability of visitors to park either on-site or on the surrounding streets, the strategy will discourage people from travelling to the Etihad Campus by car on a matchday. This is, and will continue to be, supported by communication from the Club that all matchday on-site parking must be pre-booked, that there is a revised Residents' Parking Scheme in operation and directing people to the alternative sustainable transport modes available. These alternative choices for visitors will include active travel options and reliable public transport services, consistently delivered to timetable and promoted through the work of the active resilient partnership between key Campus Stakeholders and the relevant authorities for the Etihad Campus.

Site Improvement Works

- 3.40. As previously referenced, further Site Improvement Works are proposed at the Site under the separate Site Improvement Works Application (an application was submitted in December and at the time of submission is due to be issued imminently) prior to any construction works associated with this Proposed Development commencing on site. These works are required in order to validate previous remediation activity on the Site, ensuring that any outstanding risks associated with the historic coal mining activity have been identified and fully addressed.
- 3.41. The Site Improvement Works Application also includes for the decommissioning of an existing substation and diversion of existing services and drainage provisions. It also includes for the careful removal of existing structures, including the existing Club Shop.

- 3.42. Temporary works are proposed to be implemented to maintain safe access around the work area and to all Campus venues whilst the Site Improvement Works take place. Proposals for a temporary replacement Club Shop will be brought forward via a separate application for Planning Permission.
- 3.43. The proposed 2023 Site Improvement Works follow a series of previous remediation and coal mine grouting activity at the Etihad Campus. In January 1999, Planning Permission Ref. 055791/VO/NORTH2/98 approved enabling works including the grouting of coal seams, mineshaft capping and trial piling prior to the Stadium's original construction.
- 3.44. Subsequently, in 2000 and as part of the Stadium development, further grouting works were concentrated around the Charlotte Coals and the Openshaw seams,
- 3.45. A further programme of investigation and remediation was undertaken in 2010, under Planning Permission Ref. 092380/FO/2010/N2 for works including the removal of underground structures, processing and treatment of excavated material and site works including installation of water attenuation tanks, archaeological works, new boundary fencing and demolition of the existing visitors' centre.

Other Relevant Planning History

- 3.46. Temporary Planning Permission was granted in January 2022 for 34 catering/retail/activation units around the ring road of the Etihad Stadium, as well as in the City Square area to the North of the stadium, for a period of 5 years (Ref. 132161/FO/2021).
- 3.47. The Site is also subject to a number of further temporary planning permissions for a fan zone, associated canopies, and catering units (Refs. 109476/FO/2015/N2; 093509/FO/2010/N2; and 092547/FO/2010/N2). These temporary permissions have now expired, and the associated structures will shortly be dismantled.

Social Value Enrichment

Etihad Campus

- 3.48. A key theme of the Campus Strategic Sustainability Framework (2020), which underpins the future vision for the sustainable development of the Etihad Campus, is as follows: *"Vibrant and Inclusive - the Campus works for everyone and provides unrivalled education, training and employment opportunities for local residents."*
- 3.49. A Review of Progress against the strategic pillars within the Strategic Sustainability Framework has been measured and published in April 2023 by its lead consultant Hillbreak. Positive actions against the *"Vibrant and Inclusive"* pillar, since 2020, have been identified as follows:
 - Manchester City Football Club has, through the City Football Academy development programme, achieved >80% of its overall supply chain expenditure within Greater Manchester.
 - 280 apprenticeships and traineeships have been created.
 - The Campus partners have begun to facilitate the transfer of apprenticeships between projects, thereby deepening and extending the impact of these opportunities.
 - Extensive engagement has taken place with 361 local residents on major initiatives, including plans to manage and mitigate matchday parking from neighbouring areas.
 - Ongoing quarterly engagement takes place with local businesses and regular engagement by Manchester City Football Club through the Man City Neighbourhood Forum (MCNF) takes place as part of its commitment to delivering social value in the community. The has been a longstanding commitment with the 20th anniversary Neighbours' Meeting being held in October 2021.

Manchester City Football Club

- 3.50. Since 2004, Manchester City Football Club and City Football Group have actively collaborated with the local community to measure its social, environmental, and economic impact and the Club has worked closely with city officials, residents, and businesses to transform its stadium into a positive landmark and symbol of regeneration in the area.
- 3.51. Manchester City Football Club has prioritised respecting local tradition and heritage while promoting enthusiasm for a better future through sustainable transport initiatives, promoting access to local services and amenities, supporting local economic development, and community involvement in local decision-making. Manchester City Football Club's commitment to sustainability and community engagement has helped build a positive legacy for the Club and the wider community.
- 3.52. The development of East Manchester to date has not only delivered significant physical regeneration but has also created significant socio-economic value to the local area.
- 3.53. The existing economic impact of the stadium and Manchester City Football Club is considered within the Economic Impact Assessment by Amion, submitted in support of this application. This estimates that the current City Football Group operations at the Campus supports 2,776 jobs including full time, part time and casual work. This equates to around 1,100 FTE jobs.
- 3.54. The report also estimates that through taking account of existing on-site employment; off-site visitor expenditure employment; indirect supply chain employment; and induced employment, it is estimated that Manchester City Football Club's existing operations already support 4,180 full time equivalent jobs within Greater Manchester (or 7,400 full time, part time and casual jobs).
- 3.55. In addition to these employment impacts, together with their partners, Manchester City Football Club and City Football Group have also led a number of initiatives which have delivered significant socio-economic value to the local area:
- Beswick Hub - together with their partners, City Football Group supported on the delivery of Beswick Hub, which supports 100 FTE jobs across the three facilities within the Hub (in addition to 2,000 construction phase jobs). The facilities perform a vital role for the local community as follows:
 - The East Manchester Leisure Centre is a state-of-the-art and affordable community facility with a gym, fitness class studio and two swimming pools. The East Manchester Leisure Centre helps over 1,500 Adults and Children learn to love the water each week on the Swim School Programme. It is also home to the City of Manchester Water Polo Team, Manchester Sharks LGBTQ Polo Team and is used as the main training facility for the GB National Water Polo Squad.
 - MIHP was founded by Manchester City Council, Sport England and City Football Group, and is operated by Nuffield Health. The partnership brings together leaders from both elite and community sport, healthcare and local government to deliver cutting-edge facilities to the local community. MIHP provides access to Nuffield Health's network of leading consultants to benefit from their expertise and experience in fitness and sport.
 - Connell Co-op College is a successful and very popular option for many Manchester students. In total, 92% of Connell's students are from Manchester postcodes - and 73% have gone straight to university. Manchester City has supported the learning aims of the College including sustainable futures events and careers.

- Sporting achievements – There are many examples of local young people being helped on their way to achieving global sporting accolades who have benefited from access to facilities across the Etihad Campus. The Regional Athletics Arena has trained athletes who have competed on the world stage, including at the Birmingham Commonwealth Games, the European Championships in Munich, the World Championships in Oregon, and the Tokyo Olympics 2021.
- City in the Community – Manchester City Football Club’s charity has worked with close to 20,000 local people of all ages throughout the 2021/22 season, empowering healthier lives through football, totalling over 22,000 community sessions and averaging 29 hours per participant. Manchester City Football Club continue to support local people to develop core skills that will help their future careers.
- ‘Marketplace’ – A major jobs fair hosted at the Etihad Stadium by Manchester City Football Club and Manchester City Council, working with over 170 organisations to match local people with job opportunities and showcase routes into new careers and training courses. Over 260 people were offered immediate job opportunities as a direct result of attending the event.
- Playing a role in Manchester’s emergency response to the Covid pandemic – under the Club’s stewardship, the Etihad Campus was transformed to provide space for the training of nursing staff and a rest and relaxation centre for NHS staff. The Etihad Campus was also used as a testing centre and a Covid vaccination centre, supporting thousands of Greater Manchester residents.

3.56. As established above, the Applicant is a key part of the local community. City in the Community is the Applicant’s charity, supporting people across Greater Manchester by empowering healthier lives through football.

3.57. Between 2018 and 2022, City in the Community has delivered 11,273 hours of programmes (7,002 from the City Football Academy and 4,271 from the Etihad Stadium) to 78,488 participants, together with outreach activities in Greater Manchester schools.

3.58. Youth-led programmes place physical and mental wellbeing at their core, whilst also creating healthy future and healthy communities:

- The ‘Primary Stars’ programme is delivered in schools across Greater Manchester and is designed to increase teachers’ confidence and competence when delivering PE and School Sport, and to increase children’s engagement and enjoyment in this area.
- Pathways to employment include the ‘City Inspires’ which aims to support secondary school learners who are at risk of not reaching their potential and ‘City Careers’ an eight-week employability programme working on employability skills and with the opportunity to gain qualifications.
- The BTEC scheme which offers places to male and female participants without trials, and the Foundation and BSc in Community Football Coaching is delivered in partnership with Manchester Metropolitan University.
- In partnership with Hays, 92:30 is a long-term Volunteer Programme providing skills, experiences, qualifications, and pathways into employment both within City in the Community and across its network of partner organisations.

3.59. In addition to the learning, skills and capacity building programmes outlined above, City in the Community offer a range of programmes which are designed to encourage and support all those who wish to participate:

- ‘City Play’ is a bespoke nursery programme for children aged between 2 and 5 years, augmented by ‘City Play Together’ which encourages parents to join in towards a healthier and active lifestyle.

- The 'City Girls' project aims to provide safe spaces for girls to improve their physical and mental wellbeing and develop their leadership skills.
- 'Soccer Schools' participants are provided with free full day structured coaching sessions as well as free food provision at all sites to tackle holiday hunger in the most deprived areas of the city.
- 'Kicks' is an outreach programme which provides free evening, weekend and school holiday provision for those living in areas of social deprivation, whilst providing positive activities where there is a gap in provision.
- 'Kicks Targeted' delivered bespoke mentoring for young people between 8-19 years who are at risk of being affected by Serious Youth Violence.
- 'One City Disability' provides opportunity for participants to take part in free football and sporting provision relevant to their specific disability.
- In partnership with the NHS, 'City Thrive' embeds a mental health curriculum across all City in the Community programmes.
- The 'Military Vets' project helps armed forces personnel stay active during and after transition to civilian life.
- City in the Community provides two free Walking Football sessions per week aimed at engaging older participants in regular activity.
- 'Reminiscity' was launched to create a dementia safe environment for participants to enjoy social and physical activity, through the conduit of football and Manchester City Football Club, to promote active and engaged lifestyles in the face of the challenges dementia can bring.

3.60. In addition, there are many examples of local young people being helped on their way to achieving global sporting accolades who have benefited from access to the world-leading co-location of facilities at the Etihad Campus, together with the educational and physical activity pathways offered by the key stakeholder. These include:

- Jona Efoloko is a member of Sale Harriers and a former Loreto High School student. His junior achievements include World U20 Champion and European U18 Champion in 200m. In 2022 he won gold medals for 100m relay at the European Championships in Munich and the Commonwealth Games in Birmingham before achieving a bronze in the same event at the World Championships in Eugene Oregon. Previously a keen footballer, Jona's talent was spotted at school, and he was then invited to train with Sale Harriers at the Regional Arena at the Etihad Campus.
- Abigail Irozuru is a member of Sale Harriers who specialises in Long Jump. Manchester born and raised, she began participating in athletics as a 14-year-old, leading to an invitation to start training at the Regional Arena on the Etihad Campus. Her most recent achievements include competing at the Tokyo Olympics in 2021, where she placed 9th.

Co-op Live

3.61. CFG is a major stakeholder in Co-op Live, which is scheduled to be operational in 2024. Co-op Live is estimated to deliver the following for the benefit of the local community:

- 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 through the preferred contractor, our Supply Chain and Manchester GTA.
- 400 Training weeks through a proposed training academy with Unite.

- 2,800 Apprenticeship and trainee weeks will be collated through the biometric system, M-Site.
- 50 Education activities by linking up with: St Barnabas, St Brigid's and Ashbury Meadow Primary Schools, The East Manchester Academy, Connell Sixth Form College, and the Manchester College.
- 50 Work experience placements through the preferred contractor and Supply Chain for students, long-term unemployed, ex-offenders, NEETS, veterans, and those experiencing homelessness.
- 50 Community activities with £100k worth of materials and labour for community projects such as: Justlife, Victoria House, Oasis Centre, Revive, Walking with the Wounded, Crossley House Youth Centre.
- 70 site visits for students and community groups.
- It is targeted that 25% of employment generated by the construction of Co-op Live would be provided to residents in Manchester, with a further 60% of employment for Greater Manchester residents. 20% of labour in the supply chain is also aimed to deliver employment for Manchester residents and 60% of it for Greater Manchester residents.

4. The Proposed Development

- 4.1. This section summarises the Proposed Development. Further information can be found within the Design and Access Statement submitted in support of this Planning Application.

North Stand Development Vision and Objectives

Vision

- 4.2. Manchester City Football Club competes in the Premier League and the UEFA Champions League, the top-flight of English and European football respectively. It has seen considerable success since Abu Dhabi United Group's investment in the Club in 2008. Manchester City Football Club have won the Premier League six times since, in addition to other domestic trophies including the FA Cup in 2011 and the FA Community Shield, EFL Cup and FA Cup in 2019.
- 4.3. The success on the pitch has created significant growth over the years in the Manchester City Football Club fanbase, which is predicted to keep growing year on year. There is therefore a requirement to ensure that the Etihad Stadium is keeping pace with this increasing fanbase and associated growth in ticket demand and fan expectations. The Etihad Stadium is fundamentally the platform for driving wider change across the area. Investment in Manchester City Football Club's facilities ensures that it can continue to perform this role to its maximum potential, keeping Manchester City Football Club operating in the best way for Manchester and in line with its peers in international football, many of whom are also considering major investments in their own stadia and the capacity for further added value uses in recognition of the role that such significant infrastructure can play in the creation of value and in supporting public benefits across a broad range of environmental, social and economic objectives. Indeed, if starting again, it could be argued that any organisation looking at the design for a new stadium would be including wider uses, rather than just a stadium used solely on match days and therefore intermittently throughout the year. Maximising the use of major new stadia and their capacity to support inclusive growth and regeneration objectives, particularly where they are supported by significant levels of sustainable transport infrastructure as is the case at the Etihad Campus, is an inherently sustainable proposition.
- 4.4. At the heart of the next generation of investment within the Etihad Campus lies the opportunity to capitalise upon CFG and Manchester City as the anchor and its position as a major global football brand.
- 4.5. The Proposed Development will build on the significant progress to date and act as an important next step in the delivery of the Etihad Campus vision, which includes the creation of an Etihad Campus sports, leisure and entertainment destination of national significance.
- 4.6. The Applicant has developed a distinctive North Stand Development proposition, that will affirm the Etihad Campus' positioning as an icon of global excellence in sports and entertainment, where all Manchester residents can share in its success. It has carefully examined its fan and amenity offering and identified where it can create new opportunities for work and leisure provision, leveraging its enormous brand power, that simply cannot be provided anywhere else.
- 4.7. The Applicant's proposals reflect a series of shared ambitions, with Manchester City Council, that have been consistently articulated in adopted planning policy and successive versions of the Eastlands Regeneration Framework. They will establish an agglomeration of outstanding facilities that are intended to be owned and operated by City Football Group, offering a unique set of experiences that are distinctive to the Etihad Campus. They will significantly improve the fan

experience and, in creating a destination that appeals to a broad audience on both match and non-match days, also enliven the Etihad Campus all-year round and therefore support its long-term success as a major destination centre.

- 4.8. The Proposed Development will not only increase the overall capacity of the Etihad Stadium but will also deliver workspace and various amenities and leisure and visitor facilities to the Etihad Campus in East Manchester, including F&B provision, Museum, improved Club Shop, an interactive visitor experience, roof walk visitor attraction, space for conferences and events, a covered fan-zone / entertainment area, and a hotel to support all of this.

Strategic Objectives

- 4.9. All aspects of the Proposed Development are required to respond to a number of strategic objectives, designed to create a world class proposition and aligning to the long-established framework principles for assessing proposals at the Etihad Campus, as consulted upon during December 2022:
1. New employment opportunities arising from the North Stand Development must be accessible to East Manchester residents in particular and also support the retention and attraction of talent to the city.
 2. The Proposed Development must deliver improved social and economic outcomes through specific implementation plans.
 3. The iconic Etihad Campus anchor, the Etihad Stadium, should be the catalyst for the expansion of a world-class sports and entertainment destination and the creation of a global exemplar.
 4. The Proposed Development must be entirely distinctive in its offering, and only capable of being located at the Etihad Campus.
 5. The Proposed Development must fundamentally accord with the Etihad Campus Strategic Sustainability Framework 2020, and actively contribute towards CFG's stated intention to be net zero carbon by 2030 and crucially therefore to MCC's aim to be net zero carbon by 2038.
 6. The Proposed Development fully addresses the Etihad Campus Strategic Vision for Movement and Transport, whilst creating the conditions whereby dwell times on match days are increased, both pre- and post-game, smoothing out peak travel flows and demands on the transport network.
 7. The Proposed Development will create a distinctive sense of place.

Evolution of the Proposed Development

- 4.10. The Proposed Development has been designed with acknowledgement for the surrounding sport and entertainment masterplan parameters and the existing nearby residential and commercial areas.
- 4.11. The Applicant recognises that the Etihad Stadium is a major landmark for the district and an iconic Manchester building. It is therefore acknowledged that the Proposed Development should protect this identity, whilst delivering a design that seeks to create an even more iconic destination and brings life to the Etihad campus all year round.
- 4.12. The Design and Access Statement submitted with the application details how the design of the Proposed Development has been formulated.
- 4.13. The proposals brought forward are of the highest architectural quality. An extensive team of the world's leading stadium designers have been brought together to deliver world-class development proposals for Manchester. The facilities aim to be the best in class across all areas of the design and to deliver unique experiences for everyone who visits the venue.

- 4.14. The design of the Proposed Development is striking, with a design that provides an attractive elevational approach on all sides, and which is also seamlessly integrated into the existing Etihad Stadium.

Consultation

- 4.15. As introduced in section one of this statement, the approach from the outset has been to undertake a comprehensive and far-reaching pre-application community consultation process, which builds upon Manchester City Football Club's close connections with the local community, as well as drawing on lessons learnt in the past and best practice.
- 4.16. Local people have been involved in shaping the Proposed Development from the initial feasibility stage. The consultation strategy was developed to provide meaningful opportunities for local people to engage with the Applicant and shape the development proposals, as well as what they mean to the local area. Therefore, owing to the scale of the Proposed Development and the desire to begin discussions with members of the local community as early in the process as possible, the Applicant undertook a four-month period of consultation, from mid-December 2022 to end of April 2023, which included ongoing engagement with local stakeholders and two phases of community consultation.
- 4.17. Two stages of public consultation have taken place to ensure that local people have had the opportunity to comment on the development proposals at the formative stages of establishing the framework principles which then informed the development proposals, through to the development of concept designs, enabling community views to make a meaningful contribution.
- 4.18. 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.
- 4.19. As part of the continuous dialogue that has taken place with fan and community representatives over many years, the Applicant has worked hard to ensure that all relevant local priorities have continued to be addressed. Following the consultation events, key issues have been identified and addressed through the design evolution process, as indicated in the description of the proposals within the remainder of this section.
- 4.20. The Proposed Development has also evolved through consultation with various key stakeholders including: MCC officers, the Local Planning Authority (LPA), Local Ward Councillors, Etihad Campus partners, Historic England, Greater Manchester Police (GMP) Secure by Design team, Greater Manchester Archaeological Advisory Service (GMAAS), MCC Highways, Transport for Greater Manchester (TfGM), MCC Environmental Health, Manchester City Football Club fans including City Matters, local residents, businesses and the general public.
- 4.21. A Statement of Consultation has been prepared in support of the application. This document details the comprehensive programme of public and stakeholder consultation that has been undertaken, along with the feedback that has been received and how that has been addressed in the application proposals.

Use and Amount

- 4.22. Table 4.1 below outlines the use and quantum of different components of the Proposed Development, described in overview within Section 1 of this Statement.

Table 4.1: Quantum of the Proposed Development

Parameter	Proposed Development
Site Area (Hectares)	3.5

Parameter	Proposed Development
Height (storeys)	Commercial: 8 (Ground plus 7) Hotel: 9 (Ground plus 8)
Height AOD (m)	North Stand: 124.59 Commercial: 91.05 Hotel: 92.55
Floor Space (NIA) (sq. m)	North Stand: 13,786 Commercial building Total: 7,149 comprising: • Club Shop Level 00 and 01: 1,332 • Ticket Office Level 00; • Museum Level 02: 642 • Leisure Experience Level 03: 996 • Workspace Levels 04, 05, 06 and 07: 3,936 • Back of House, Plant and Storage: 243 Hotel: 12,394 Flexible Hotel / Hospitality Suites: 349 City Square fan zone and flexible event space: 2,778
North Stand Capacity	Existing gross capacity: 54,048 Net additional seats: 7,910 Total seating within Etihad Stadium: 61,958
Hotel Rooms	391 guest rooms 10 further flexible hotel / hospitality suites within the North Stand.

Layout

4.23. The following Section summarises the layout of the connected facilities forming the Proposed Development, including the North Stand expansion, City Square, the hotel, and the commercial building, all of which are fully integrated into the stadium and are centred around an expanded Etihad Stadium North Stand.

4.24. The proposed layout of the North Stand expansion is shown below in Figure 4.1 overleaf.

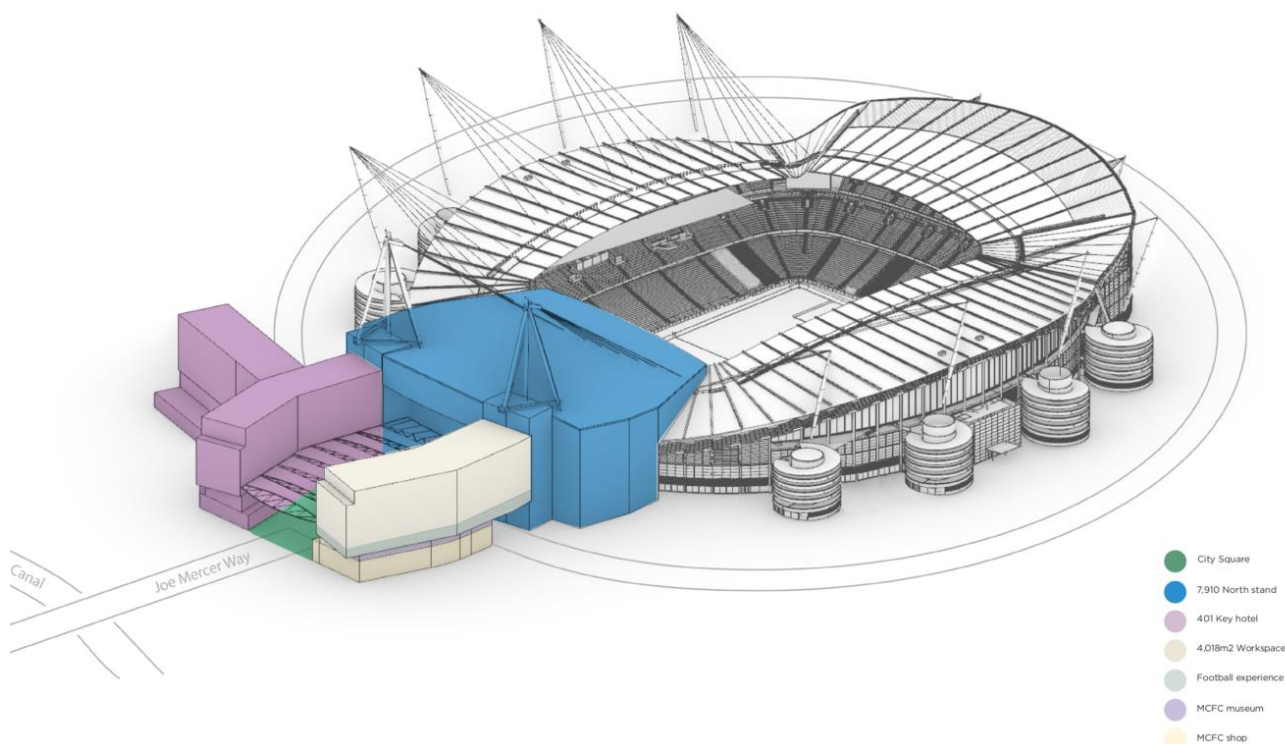
North Stand Expansion

Capacity

4.25. Central to the Proposed Development is the expansion of the existing North Stand of the Etihad Stadium.

4.26. The existing total seating capacity for the Etihad Stadium as a whole is 54,048. The Proposed Development will expand this capacity by providing a net increase of 7,910 and creating a gross capacity of 61,958. As previously noted, this figure falls within the approved capacity of 62,170 under the extant 2014 planning permission.

Figure 4.1 – Proposed layout of the North Stand Expansion (Populous, 2023)



Tier Layout

- 4.27. It is understood from pre-application engagement that there is a desire to maximise atmosphere and Stadium acoustics through the North Stand expansion. An extended larger tier was the preference of a majority of fans, with potential for rail seating to be available.
- 4.28. The Applicant has fully explored multiple options for the layout, which has included testing the feasibility for a large single-tiered home end, however, the creation of a single tier was proven not to be viable as a result of the stadium's current design and configuration.
- 4.29. In line with the Applicant's ambition to create a destination with multiple facilities and factoring in the current configuration and design of the stadium, the Applicant has worked closely with architects to propose the development of a larger upper tier, with a steeper gradient than the existing lower tier, which provides optimum sight lines for all, whilst grouping fans together to build atmosphere.
- 4.30. The North Stand will be acoustically optimised to create an 'electric' atmosphere. Enclosed sides and the roof form will retain and maximise the noise from the stand, projecting this onto the field and enabling fans to best support the team's performance.

Hospitality

- 4.31. As part of the range of ticket options available, the Proposed Development will deliver new, high-quality hospitality offerings for the Etihad Stadium at levels 2, 4 and 5
- 4.32. A sky bar will be located at the top level within the North Stand, offering a double aspect for the greatest pitch and city skyline views. Within the sky bar, a total of 456 VIP seats plus 4 wheelchair positions are provided, creating a space suitable for larger bookings, which will be served by a premium bar offer. Two balconies are also provided at each end as additional opportunities to catch the full atmosphere during games.

- 4.33. The sky bar will have direct access into the hotel, via the link at Level 4.
- 4.34. A further hospitality offering is proposed on Level 4 which is referred to as the Suites. A total of 10 bespoke, high-quality suites are proposed within this area, with a capacity of c.12 individuals each. The Suites will benefit from expansive pitch views and direct dedicated bowl seating.
- 4.35. An additional flexible hospitality VIP suite is located at this level, which will be used by the roof walk experience on non-matchday. This suite has no dedicated seating associated with it in the bowl, however, it has access to a balcony on Level 5.
- 4.36. A dedicated TV Studio on Levels 4 and 5 will accommodate the media operations and will have direct views out onto the pitch.
- 4.37. At the Club Level, there is the capability to serve the existing middle tier and a portion of the proposed extension of the tier. F&B offerings and WCs will be provided. At Upper Concourse Level, a more modern approach to concourse F&B offerings will be adopted, with island bars and smaller dining areas.
- 4.38. A hospitality area is located at Level 2, central to the new stand, with capacity for circa 600 people (416 seats at high tables / bar and 184 standing at drink shelving).
- 4.39. All hospitality offerings will be supported by high quality facilities including bars, catering, cloakrooms and WC's.

City Hall and Other Amenities

- 4.40. Acting as a central component to the North Stand expansion will be 'City Hall'. It comprises a new, large, double-height atrium, located within the centre of the North Stand expansion on the Ground Floor and providing amenities to match-day and event-day visitors.
- 4.41. The space will have capacity for up to 1,800 standing visitors on a matchday or event-day and will provide direct access between the main entrance of the North Stand and the ground floor F&B uses within City Square.
- 4.42. City Hall will benefit from a high-quality F&B offer, comprised of two double-fronted bars serving into City Hall and City Square, in addition to two further internal F&B offerings to the east and west of the space.
- 4.43. WCs are proposed within both City Hall and City Square.
- 4.44. City Hall has been designed to have the ability to accommodate multiple purposes, helping to ensure year-round use of the Etihad Stadium. The space will therefore be able to accommodate up to 1,200 participants for conferences / events, and 800 participants for banquets. Furniture storage areas are therefore proposed next to City Hall.
- 4.45. With this in mind, access into City Hall from the main entrance will be able to sufficiently facilitate large volumes of fans during events, as well as for vehicles when required.

City Square and F&B

- 4.46. The central focus of the Proposed Development for fans arriving at the Etihad Campus from the north will be City Square, a fan zone and outdoor covered entertainment area, providing dwell-space for visitors to the Etihad Campus and providing direct access into City Hall and the Etihad Stadium.
- 4.47. Capable of accommodating up to 3,000 fans on a matchday, and open to the general public on non-match days, City Square would provide a range of F&B and experiential offerings, providing a diverse range of leisure and entertainment options that will bring everyday life and activity to the Etihad Campus.

- 4.48. City Square enables fans the opportunity to arrive early or stay after events in a covered outdoor space and make more of their visit to the Etihad Stadium. The Club Shop and a range of F&B concessions surround the perimeter, creating a lively atmosphere that will transcend from here into the Stadium. Screens and a live entertainment stage will enliven the space, which will be capable of hosting the screening of other major sporting events on non-match days to a collective crowd.
- 4.49. City Square is proposed to improve the amenity offer for all visitors to the Etihad Campus and will be open for use outside of event-days. It has therefore been designed to be capable of hosting other sporting and community events on non-matchdays.
- 4.50. The broadening out of the F&B hospitality offer beyond match days is an important component of the emerging destination location of the Etihad Campus, particularly as Co-op Live opens.

Hotel

- 4.51. The hotel is directly linked into the Etihad Stadium North Stand and located within the eastern wing of the North Stand expansion, rising to nine storeys. It comprises 391 rooms and offers a wide range of room types – standard, deluxe, suites and accessible rooms, as well as an additional 10 flexible use Etihad Stadium Suites that overlook the pitch for an exceptional match-day experience. These 10 suites can be flexibly used as hotel rooms or hospitality space.
- 4.52. The hotel entrance is provided at Ground Floor from the northeast of the building and away from City Square. Three F&B units are proposed at Ground Floor to provide amenities for Etihad Campus visitors, including a large F&B unit facing into City Square. These are large plate units which can be adapted to meet the needs of future tenants.
- 4.53. At Level 1 will be an All-Day Dining offer for use by all visitors to the Etihad Campus, as well as providing dining opportunities for hotel visitors. This will include a terrace which overlooks City Square. A gym / fitness studio is also proposed on Level 1 and will be open to hotel guests only. Back of house facilities include kitchen, WC and staff facilities.
- 4.54. Level 2 to Level 8 comprises hotel rooms. At Level 8 a link is provided between the North Stand and the hotel in the form of a dedicated doorway providing direct access to the hospitality suites. One large Presidential Suite is also proposed across part of Levels 7 and 8.
- 4.55. An area to the north of the hotel will provide high quality public realm that includes dedicated space for drop off and pick up.
- 4.56. The hotel is proposed to be owned by City Football Group, to provide a hotel proposition that is unique to the Proposed Development and thus not a branded hotel offering. This allows for the control of the offer and of service levels, commensurate with the aspirations of City Football Group to create a destination that represents excellence in all its forms – sporting, events, community participation, experience, and customer service.

Commercial

- 4.57. The commercial building is directly linked into the Etihad Stadium North Stand and located within the western wing of the North Stand expansion. It includes a Club Store and Ticket Office at Ground Floor and Level 1, a Museum at Level 2 with direct access into the Etihad Stadium, an interactive visitor experience at Level 3, and workspace at Levels 4 to 7.

A New Club Shop

- 4.58. A new and improved Club Shop and Ticket Office is proposed at the Ground Floor and Level 1 of the commercial building. The Club Shop can be accessed from within City Square or from the west. The Ticket Office faces away from City Square and is accessed from the west.
- 4.59. The Club Shop will include glazing facing both west and into City Square.

- 4.60. The new Club Shop will provide a larger and much improved dedicated retail experience for fans and visitors to the Etihad Campus.

Leisure and Entertainment

- 4.61. A Manchester City Museum is proposed on Level 02 of the commercial building, which will be directly linked to the Club Store. It includes a terrace at Level 2 looking out into City Square.
- 4.62. The Museum has been specifically designed to enable seamless integration and direct links into the Etihad Stadium, for Etihad Stadium tours at Level 2 General Admission. The tours are proposed to terminate at the Museum.
- 4.63. An interactive visitor experience is proposed on Level 03, which will comprise a leisure / entertainment destination for use all year round. This is envisaged to be complemented by a small F&B offering and WC provision.
- 4.64. To further improve the stadium as a major tourism destination, a roof walk is proposed which could include opportunities for climbing, walking and abseiling.
- 4.65. Entry to the roof walk facilities will be from the west at the Ground Floor of the Etihad Stadium North Stand expansion. Upon entry, visitors would then head-up to Level 4, to the briefing room. From here they would proceed to the Level 5 balcony and then the roof gantry.

Workspace

- 4.66. Across Level 4, 5, 6 and 7 will be 4,000 sq. m (GIA) of Grade A workspace. The modest workspace is designed to respond to the opportunity to attract small scale start-ups and incubator businesses who want to work with CFG (a global organisation headquartered in East Manchester), its sponsors, or other partners on the Etihad Campus, across a variety of sectors such as sports performance, data collation and application, creative industries, and event management.
- 4.67. An appropriate level of floorspace is proposed, offering flexible leasing strategies that will support the growth of the economic base of the area and address the target market of start-ups, scale-ups and SMEs. These businesses are attracted and will in turn be propelled by City Football Group's network of relationships which generate demand from sponsors, service providers and group companies, or businesses looking to be associated with Manchester City Football Club, City Football Group, or indeed wider Etihad Campus partners including OVG and those partners who are looking to share ideas and innovate.
- 4.68. An ecosystem of occupiers can be supported by City Football Group, as sector leaders in sport and the use of sports technology and data. CFG intend to operate the workspace themselves, applying the same ethos to this element of the North Stand Development as to the hotel – maintaining control of the product, the service offering and fostering a culture of sectoral excellence. City Football Group is also pioneering an investment fund for new emerging sports business, creating opportunity and supporting enterprise.
- 4.69. As businesses establish a foothold, successfully grow and indeed flourish at the North Stand Development, and the need for grow-on space or larger expansion plans becomes apparent, so the opportunity arises for future phases of development at the Etihad Campus, or elsewhere in East Manchester.
- 4.70. OBI Property was asked in 2022 to confirm that the North Stand Development workspace proposition would likely achieve its objective and successfully attract the tenant profile envisaged. They concluded: "We believe City Square (North Stand Development) will be a dynamic environment, being located adjacent to the (Etihad) Stadium. The building should aim to create an ecosystem of occupiers, focussing on start-ups, scale-ups and SMEs, supported by complementary workspace solutions. We do not envisage the City Square development being an HQ building for a single workspace occupier. Smaller businesses will be more willing to embrace the bustling and

dynamic environment of match days and when large live events are being hosted at the Co-op Live arena.”

- 4.71. The location’s excellent connectivity was cited as a major value-add to potential occupiers, as was the ability to locate within a mixed-use destination with an increasing range of amenity, in close proximity to the creative, tech and digital hubs across Ancoats, as well as Campus partners themselves. Sector clustering was confirmed as a major attractor with “the presence of the Etihad Stadium and the power of Manchester City Football Club business and brand should not be underestimated. Manchester City Football Club can leverage their relationships with partner organisations to stimulate demand for the workspace at the Etihad Campus.”
- 4.72. The workspace offering will be a net contributor to the economic base of the Regional Centre.

Scale and Massing

- 4.73. The Proposed Development has been designed to be commensurate with the scale and massing of the existing Etihad Stadium and other buildings at the Etihad Campus and immediate surrounding area.
- 4.74. Currently, the roof of the Etihad Stadium North Stand rises to 94.5m (AOD) at its tallest point, with the supporting architectural masts rising to 115m (AOD). The North Stand expansion increases the roof height modestly to 99.6 m (AOD), an overall increase of only 5.1m (AOD). The supporting architectural masts will rise to 124.5m (AOD).
- 4.75. The hotel is proposed to rise to nine storeys in height, whilst the commercial building will rise to eight storeys. Neither will protrude above the roof of the Etihad Stadium North Stand. The hotel and commercial buildings are proposed as ‘wings’ which connect directly into the Etihad Stadium for functional purposes and are separated to deliver a massing suitable for the Site’s context and a key focal point and entertainment space in-between.
- 4.76. The proposed massing and layout of the Proposed Development takes cues from the Manchester City logo, with the two wings reflective of the ship’s hull and sails and the roof supports depicting the sail masts.

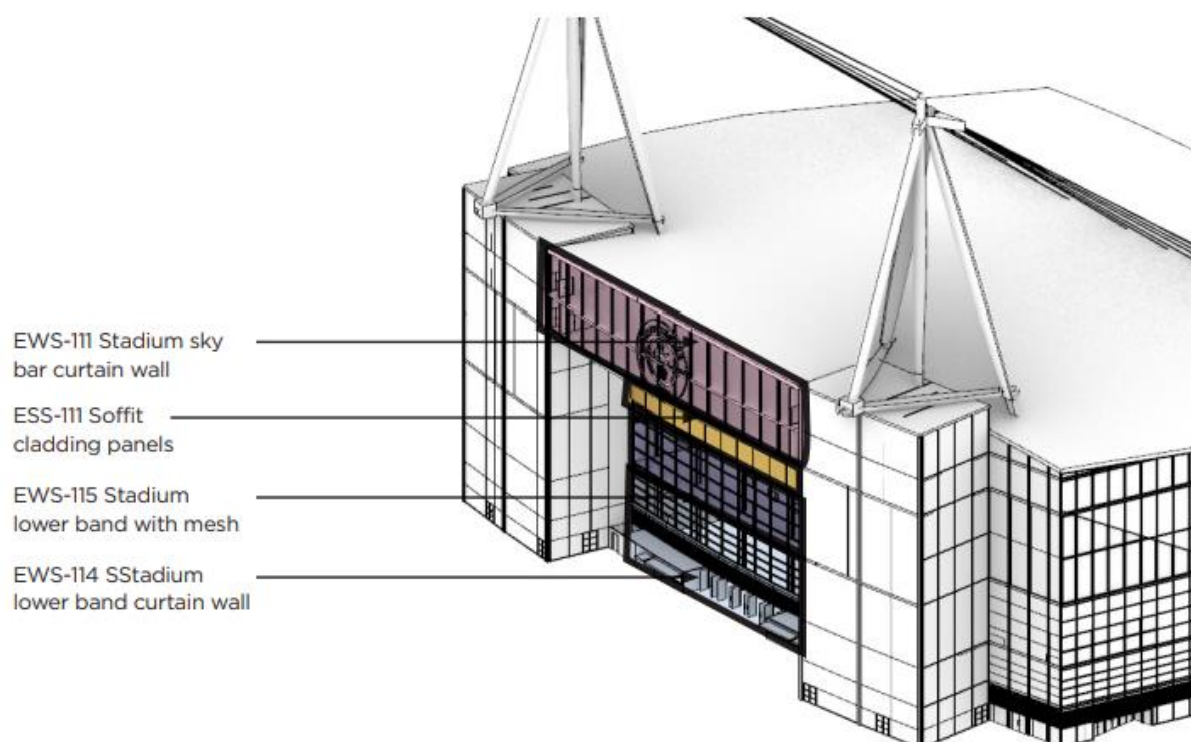
Appearance and Materiality

- 4.77. The Proposed Development has been designed to be in keeping with the existing Etihad Stadium in terms of materiality and the verticality and horizontality of the façade design.
- 4.78. The existing Etihad Stadium expresses verticality on its main mass and the spiral cores show strong hints of horizontality. The vision for the North Stand expansion is to celebrate verticality, while the commercial and hotel facades combine both these expressions.

North Stand

- 4.79. The North Stand expansion is wrapped in the materiality of the existing stadium, ensuring a visual conformity. The iconic Etihad Stadium masts are also part of the proposals, helping to maintain the architectural prowess of the structure.
- 4.80. Curtain wall glazing is proposed facing over City Square, with larger elements of glazing at the sky bar level. Soffit panels and curtain wall louvres will provide relief between the glazed areas and tie in seamlessly with the existing materiality of the Etihad Stadium.
- 4.81. Care has been taken with the design of the side elevations, to ensure a seamless transition between the original Etihad Stadium structure and the proposed expansion.
- 4.82. The vertical circulation cores are proposed to be clad in a grey cladding, to demarcate the threshold between the Etihad Stadium and the ancillary commercial and hotel blocks.

Figure 4.2 – Proposed Façade Materials of North Stand Expansion (Populous, 2023)



Hotel and Commercial Building

- 4.83. The façades of the hotel and commercial Buildings respond to the respective design requirements of their functional programmes, whilst retaining a unified aesthetic alongside the Etihad Stadium. This is achieved through subtle variations in the fins. Whilst the gable ends provide activity to the public realm through the provision of LED screens. The façade design again draws on cues from the Manchester City logo and the nautical themes within this, in relation to Manchester's three rivers and shipping heritage.
- 4.84. The hotel and commercial Buildings are situated upon a masonry plinth which is a direct reference to the Mancunian industrial heritage of the area. Brick pillars between curtain wall glazing create a rhythm to the plinth elevations, whilst creating grand facades at pedestrian level.
- 4.85. Rib-shaped brick pillars on the City Square elevations of the hotel and commercial buildings create visual interest and are reflective of the structure of a ship's hull. LED strip lighting will further highlight these elements.
- 4.86. On the upper levels, above the City Square roof and lower plinth, the hotel and commercial buildings are proposed to feature powder coated spandrel panels and curtain wall glazing, which sit behind powder coated aluminium fins projecting from the façade.
- 4.87. The fins are proposed to connect to mullions via brackets and protrude from the elevation to create depth and to reflect the nautical heritage of Manchester's waterways. They will also provide solar shading and architectural interest to the facades.
- 4.88. The gable ends of the commercial and hotel buildings are also proposed to include two large LED screens facing onto Joe Mercer Way. A third LED screen is proposed on the east elevation of the hotel, as described further in the relevant section below. A further LED screen is also proposed to the lower elevation of the North Stand expansion, facing into City Square.

- 4.89. An ETFE (Ethylene Tetrafluoroethylene) canopy will cover City Square, providing protection from the elements whilst allowing sun light to penetrate the public space.

Figure 4.3 – CGI of the Proposed Development when viewed from North facing south (Populous, 2023)



Landscaping and Public Realm

- 4.90. The Proposed Development includes public realm designed to interface effectively with that which exists at the Etihad Stadium and the wider Etihad Campus. The Proposed Development provides an attractive and safe pedestrian environment, whilst maintaining effective circulation for visitors and those attending matches and events.
- 4.91. The Proposed Development will therefore provide a mix of both hard and soft landscaping, including places to sit and dwell alongside planters and trees.
- 4.92. A principal focus of the public realm and landscaping is City Square, which provides a key arrival point for pedestrians arriving from the north of the Site.
- 4.93. The functional requirements of City Square as a fan zone and outdoor covered entertainment area, capable of accommodating up to 3,000 fans on a matchday and with the flexibility required to host other sporting and community events, dictates the form of this central spacious square.
- 4.94. Alongside perimeter seating, six trees are proposed underneath the canopy, three either side of the central space, to act as a natural barrier between the Square and the surrounding buildings, but still allowing effective circulation.

- 4.95. Hard landscaping in City Square is proposed, featuring a striped pattern reflective of the construction of a boat's hull frame. This pattern makes note of Manchester's shipping history and references the ship on Manchester City Football Club's crest.
- 4.96. Beyond City Square the public realm serves an important function, to enable effective circulation for crowds attending events at the Etihad Campus and facilitating safe access and egress from the Metrolink, the pedestrian routes and the car parking areas to the north of Joe Mercer Way. As such, the Applicant has fully crowd modelled the public realm and intentionally ensured that areas to the north of the Site are free of furniture, trees and other obstacles.
- 4.97. To the northeast of the hotel, the public realm has been designed to enable effective and safe pick-up and drop-off facilities adjacent to the hotel entrance. Landscaped areas, which include trees and shrubs will help to shape this area and provide an attractive arrival space.
- 4.98. A tree lined boulevard is proposed to lead from Alan Turing Way, providing an attractive and safe pedestrian and vehicular route towards the Proposed Development. Planted screening is proposed to visually screen the proposed water tank enclosure in this location.
- 4.99. The new access road will enable managed access for vehicles to the hotel pick-up and drop-off area and to the servicing loop which is retained around the Etihad Stadium.
- 4.100. Car park access gates are proposed to the north and south of this boulevard, to provide monitored, access-controlled entrance / egress to the existing car parks.
- 4.101. The operational management of vehicular access to the Proposed Development is summarised within the following section.
- 4.102. In total 36 trees are proposed as part of the landscaping.

Figure 4.4 – Landscaping General Arrangement (Populous, 2023)



Pedestrian and Vehicular Access

- 4.103. The Proposed Development is brought forward in the context of a wider transport and movement strategy for the Etihad Campus. This strategy seeks to make better use of existing transport infrastructure and promote any additional trips generated to be undertaken by sustainable transport modes.

- 4.104. Fundamental to the strategy is the principle that there will be no increase in parking on the Site and no measures that would be likely to encourage greater car use to access the Etihad Campus and the surrounding area. The Proposed Development therefore does not propose any further car parking.
- 4.105. Visitors will be encouraged to use existing sustainable modes of transport to access the Proposed Development.
- 4.106. Site access to the hotel and the rest of the North Stand development will be via the existing routes; the Metrolink, local bus services and pedestrian routes from all directions as described in the Transport Assessment.

When there are no major events at the Etihad Campus, taxis, coaches and private vehicles carrying guests for the hotel will be permitted to drop-off and pick up in the designated area near the hotel entrance. During major events at the Etihad Campus, a different regime will be in place, with all drop-offs stationed further away from the hotel entrance, to allow appropriate space for safe and efficient management of crowds. During major events at the Etihad Campus, electrical buggies will also be utilised to transport partially ambulant persons to and from the hotel entrance. The 'Blue light' emergency access route to the hotel is to be via the existing 'ringway' service road, as well as around the perimeter of the Proposed Development, with additional access now being available via the proposed service road from Alan Turing Way.

- 4.107. The Alan Turing Way junction is a 4-arm signal-controlled junction with pedestrian phases to its northern and eastern arms (A6010 Alan Turing Way and Gibbon Street, respectively). No changes to the junction are proposed as part of the Proposed Development.
- 4.108. As part of the Proposed Development, the Etihad Campus Metrolink queue zones are proposed to be extended to the east to significantly improve egress from the Etihad Campus to public transport after events.

Cycle Parking

- 4.109. Acknowledging that there will be a range of uses at the Etihad Campus, with varying opening hours, the demand for cycle parking spaces across the campus will be dynamic and is expected to fluctuate according to the day, week, and season. The Etihad Campus Movement and Transport Strategy therefore recommends that the requirements for cycle parking are addressed holistically, for the Etihad Campus as a whole.
- 4.110. Currently, there are 272 cycle parking spaces at the Etihad Campus, with an additional 240 spaces shortly to be installed as part of the Co-op Live development which is scheduled to be fully operational in 2024.
- 4.111. As part of the Proposed Development the Applicant is proposing a further 200 covered spaces to the southeast of the Etihad Stadium, adjacent to Sir Howard Bernstein Way, bringing the campus total up to 712 cycle parking spaces.
- 4.112. Further to these cycle spaces, there is also a Bee Bike docking station located at the Etihad Campus to the west on Rowsley Street. A further docking station is proposed under Sir Howard Bernstein Way and other locations are being discussed to further support the cycle provision at the Etihad Campus.

Waste and Servicing

- 4.113. Deliveries to and servicing of the Etihad Stadium would remain as per the existing arrangements, with the circular route around the Etihad Stadium being retained to enable use by delivery and service vehicles. The Proposed Development will also use this existing route. Controlled access will be facilitated via the existing control systems at Gate 11 off Ashton New Road.

- 4.114. Controlled access for servicing and deliveries to the hotel would be via Gate 3 off Alan Turing Way, with a dedicated service yard provided to the east of the hotel. All servicing would be remote from the public highway.

Application for Advertisement Consent

- 4.115. Accompanying the application for Full Planning Permission is an application for Consent to Display Advertisements. This covers signage proposals for three LED screens, one on each of the gable ends of the hotel and commercial buildings, and a further screen proposed on the east elevation of the hotel building.
- 4.116. The screen illumination is to be adaptable, serving multiple potential functions, which could include displaying operational, travel and safety information, Club and other commercial advertising, information about current and future matches / events and public information.
- 4.117. It is proposed that the screens would provide both static images and moving videos and will be visible to some road users in proximity of the Site. As such a Highways Safety Assessment has been undertaken by Curtins.
- 4.118. This type of content is an integral part of any major entertainment destination. They are integral to the design and architectural appearance of the Proposed Development and are fully in keeping with the current and future character of the area.
- 4.119. Further details on the specification, design and location of the signage being proposed can be found on the enclosed plans, application form and supporting documents. For completeness, the details and dimensions of the LED Screens are summarised in Table 4.2.

Table 4.2: Signage Specifications – LED screens

Criteria	LED Screens
Plan Reference:	NSE-POP-ZZ-ZZ-DR-A-000025 NSE-POP-ZZ-ZZ-DR-A-000271 NSE-POP-ZZ-ZZ-DR-A-000325
No.	Three screens as follows: Screen A: northern gable end of commercial building; Screen B: northern gable end of hotel building; and Screen C: eastern gable end of hotel building.
Height from the ground to the base of the advertisement(s) (m)	Screen A: 10.2m Screen B: 10.2m Screen C: 10.2m
The dimensions of the proposed advertisements (h x w x d)	Screen A: 17.3m x 19.4m x 300mm Screen B: 17.3m x 16.9m x 300mm Screen C: 20.4m X 16.9m x 300mm

Criteria	LED Screens
The maximum height of any individual symbols and letters (m)	Screen A: 17.3m Screen B: 17.3m Screen C: 20.4m
The colour of the text and background of signs	Colour of advertisement varies.
Proposed material	LED displays within Black metal panel cases
The maximum projection of the advertisement from the face of the building (mm)	Screen A: 500mm Screen B: 500mm Screen C: 500mm
Internal / External Illumination	Internal
Illumination levels (cd/m)	All signs will be limited to 300 cd/m ²
Static or intermittent	Intermittent
Hours of use	The screens are likely to be in use between 07:00am and 00:00am, with increased activation during pre- and post-event.

5. Planning Policy and Guidance

- 5.1. This Section of the Statement outlines the planning policy framework and relevant guidance which forms the basis for the consideration of the development proposals.
- 5.2. Section 38(6) of the Planning and Compulsory Purchase Act 2004 states: “If regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise”.

Development Plan

Adopted Manchester Local Development Plan

- 5.3. The Local Development Framework is a collection of statutory Development Plan Documents (DPDs) that together set out the vision and spatial strategy for the future development of Manchester. Within this context the adopted Local Plan for Manchester comprises:
- Saved Policies of the Manchester Unitary Development Plan (2005) (“the UDP”);
 - Manchester Core Strategy (2012);
 - Manchester Proposals Map (2012);
 - Greater Manchester Joint Waste Development Plan Document (2012); and,
 - Greater Manchester Joint Minerals Plan (2013).

Saved Policies of the UDP (1995)

- 5.4. The UDP was adopted in July 1995. Coinciding with the adoption of the Core Strategy in 2012 significant proportions of the UDP have been replaced, however, a number of policies were saved on 11 July 2012 and remain extant.

Policy EM11 – Sportcity

- 5.5. Sportcity (also known as the Etihad Campus) is at the heart of the East Manchester regeneration area; its aim to create a conglomerate of activity in East Manchester is pivotal to the regeneration of the wider area.
- 5.6. In planning policy terms, the Site is already identified in Manchester’s UDP (1995) – Sub Area 7 – Sportcity Saved Policy EM11 as: *“a major focus for regeneration activity on previously developed land. It is located in a strategic position at the heart of East Manchester with excellent infrastructure and proposed infrastructure links to the City Centre, adjacent areas and the national motorway network.”* It goes on to state that: *“the area fronting the Alan Turing Way is suitable for a mix of uses including a hotel, leisure and other commercial uses.”*
- 5.7. The Policy outlines the type of development permitted in Sportcity as follows:
- International sports facilities and mixed-use development;
 - Retail, residential, community facilities, and mixed-use developments in District Centre within Sportcity;
 - Further commercial development to complement the nature and scale of facilities and their accessibility;
 - Provision of pedestrian and cycle links to the surrounding areas;

- Residential and mixed-use development adjacent to the Ashton Canal;
- Provision of public art in prominent locations; and,
- Provision of two Metrolink stops.

Manchester Core Strategy (2012)

- 5.8. The Core Strategy was adopted on 12 July 2012. It sets the overall strategic direction for planning in Manchester over the plan period from 2012 to 2027. The policies of the Core Strategy establish where major development and other forms of investment should be located in order to be sustainable, meet local needs and take full advantage of opportunities.
- 5.9. In regard to the local economy, the Core Strategy emphasises that the economic priorities for Manchester are to increase productivity, grow the market and labour force, attract investment, improve skills, and support businesses. This is identified by Strategic Objective 2 which states:
- SO2. Support a significant further improvement of the City's economic performance and spread the benefits of this growth across the City to reduce economic, environmental and social disparities, and to help create inclusive sustainable communities.
- 5.10. The relevant Core Strategy policies are identified and assessed fully within Section 6 of this Planning Statement. Policy EC7 relevant to Eastlands Strategic Employment Location is summarised below.

Policy EC7 – Eastlands Strategic Employment Location

- 5.11. The Eastlands Strategic Employment Location lies within East Manchester, the heart of which is the Etihad Stadium, the Eastlands District Centre, and the Velodrome, but also includes the Openshaw West site and surrounding environs. It is in excess of 80 hectares and will accommodate 40-45 hectares of new development.
- 5.12. Manchester's Core Strategy (2012) builds on UDP Saved Policy EM11 as Policy EC7 specifically identifies the Etihad Campus as a location *"suitable for a major sports and leisure visitor destination with complementary commercial, retail and hotels."*
- 5.13. The vision is to broaden the activities in the area to ensure development opportunities secure the wider regeneration of the surrounding area and deliver maximum benefits for the community. Although it is anticipated further sites will come forward over the plan period, currently there are two sites which are identified as a focus for development.
- 5.14. Out of the two sites, the Site comprises 'Land around the City of Manchester Stadium, including the "Collar Site" to the east and further land to the north and west'. The Policy reads:
- "The "Collar Site" provides an opportunity for a leisure, recreation and entertainment visitor attraction of national significance. A landmark design will be key to delivering such a prestigious development which, together with the existing developments within Eastlands, will not only provide a sense of place but will also ensure integration with the surrounding community. Developments that are predominantly tourism / leisure based, including hotels and food and drink will be appropriate together with ancillary retail required to support the principal uses. On development sites to the north and west of the stadium, development of complementary commercial uses will be supported, particularly to accommodate economic activities associated with the growth of Manchester City Football Club."*

Greater Manchester Joint Waste Development Plan (2012)

- 5.15. The Waste Plan was adopted in April 2012. The purpose of which is to set out a waste planning strategy to 2027 which enables the adequate provision of waste management facilities in

appropriate locations for municipal, commercial, and industrial, construction and demolition and hazardous wastes.

Greater Manchester Joint Minerals Plan (2013)

- 5.16. The Minerals Plan was adopted in March 2013. The Plan reflects and provides guidance on sustainably planning for minerals, the main aims of the Plan are to provide a clear guide to minerals operators and the public about:
- The locations where mineral extraction may take place;
 - The safeguarding of sensitive environmental features and of mineral resources with potential for future extraction; and,
 - All aspects of environmental amenity and resource protection including the sustainable transportation of minerals.

National Planning Policy and Guidance

National Planning Policy Framework

- 5.17. The NPPF (revised version published July 2021), sets out the government's planning policies for England and how these are expected to be applied.
- 5.18. At the heart of the NPPF lies the 'presumption' in favour of sustainable development; the golden thread running through plan-making and decision taking (paragraph 11). The NPPF notes there are three dimensions to sustainable development; economic, social, and environmental.
- 5.19. Firstly, the economic role should contribute to sustainable development by building a strong, responsive, and competitive economy and ensuring the sufficient amount of and right type of development to support growth. Secondly, the social role is required to support communities by creating well-designed, beautiful, and safe places, with accessible local services to reflect the needs of the community. Lastly, the environmental role should protect and enhance the natural, built, and historic environment.

National Design Guide

- 5.20. The National Design Guide was published by the Ministry of Housing, Communities and Local Government in 2019. This document forms part of the governments planning practice guidance and was created to outline key characteristics that make well-designed places.

Other Planning Policy and Guidance

Local Supplementary Planning Documents and Guidance

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

- 5.21. The Guide to Development in Manchester - Supplementary Planning Document and Planning Guidance (SPD) was originally adopted on 11 April 2007. The document reflects and provides guidance on the importance of creating attractive, well-designed, well-maintained neighbourhoods. It includes a set of reasoned principles which will guide developers, designers, and residents to the sort of development which is anticipated in Manchester.
- 5.22. In addition, technical guidance for developers was published in December 2015. It is composed of two documents, GD03 Environmental Protection, GD04 Waste Storage and Collection Guidance for New Developments and GD05 Planning and Noise. The Planning and Noise technical guidance was later updated in June 2022 by MCC.

Design for Access 2 (2003)

- 5.23. The Design for Access 2 Manual was published in January 2003, it provides a practical guidance to inclusive design. It requires developments to be fully inclusive and accessible and the Council's vision is for Manchester to be recognised as the most accessible City in Europe. MCC recognises that inclusive design needs to take account of cross-impairment and community-based issues.
- 5.24. The Council will expect developers to comply with the standards detailed in its 'Design for Access 2' Manual, and to produce an access statement, which identifies the philosophy and approach to inclusive design. However, this should also be balanced against new guidance and give consideration of buildings regulations.
- 5.25. Information of how the Proposed Development has been designed to respond to the requirements of Design for Access 2 is contained within the DAS submitted in support of this planning application.

Manchester's Green and Blue Infrastructure (G&BI) Strategy (2022)

- 5.26. Manchester's Great Outdoors: A Green Infrastructure Strategy for Manchester was originally approved by Manchester City Council in 2015. The strategy consisted of three documents – an overarching strategic narrative, a detailed technical report providing a baseline assessment and strong body of evidence, and a ten-year Implementation Plan identifying specific headline actions that could and would realise the strategy's objectives.
- 5.27. The Strategy was subsequently refreshed in 2022 in recognition of significant changes, challenges and opportunities that have emerged since its fruition. The new Strategy highlights new projects and approaches that reinforce the city's commitment to put Green Infrastructure (GI) and Nature Based Solutions (NBS) at the heart of decision-making and place-making.
- 5.28. The strategy continues to underpin major citywide environmental improvements. Over the next five years it is estimated that over £150million will be invested in GI-related projects in the city.
- 5.29. In total, it is estimated that over £250million will have been invested in GI-related environmental improvements over the lifetime of the strategy and Implementation Plan, reinforcing the value placed on delivering Nature Based Solutions to help make Manchester a world-class, climate-resilient city.
- 5.30. The Strategy sets a vision is for a climate-resilient Manchester that will see all stakeholders enhance the capacity of the entire city – its buildings, infrastructure, green and blue spaces, businesses, and people – to adapt to future climate shocks and stresses.
- 5.31. A set of core principles will underpin this vision for Progressive Resilience, including: To embed and enhance green and blue infrastructure to support climate resilience and adaptation. The Strategy highlights that Manchester's green and blue spaces serve a vital purpose not only in assisting with climate mitigation and adaptation, but in improving the liveability and the health and wellbeing of the city. The importance of both protecting the climate functionality of these existing spaces and ensuring that new spaces that embrace climate resilience are appropriately integrated into the city.
- 5.32. A summary of how the Proposed Development responds to the strategy is provided in Appendix A of the Sustainability Statement.

Manchester Climate Change Framework 2020-25 (2022)

- 5.33. The Climate Change and Low Emissions Implementation Plan (2016-2020) is Greater Manchester's Whole Place Low Carbon Plan. It sets out the steps that will be taken to become energy-efficient and investing in the natural environment to respond to climate change and to improve quality of life.

- 5.34. On 13th March 2019, MCC fully endorsed the Zero Carbon Framework 2020-2038, outlining how Manchester can meet its aim to be a zero-carbon city by 2038. Areas for action in the Manchester Zero Carbon Framework (2020-2038) include improving the energy efficiency of local homes; generating more renewable energy to power buildings; creating well-connected cycling and walking routes, public transport networks and electric vehicle charging infrastructure; plus, the development of a 'circular economy', in which sustainable and renewable materials are reused and recycled as much as possible.
- 5.35. In addition, the Council developed a Climate Change Action Plan 2020-2025 to ensure that all aspects of the Climate Emergency Declaration were converted into clear actions with tonnes of CO2 savings included where applicable.
- 5.36. In August 2021 the Manchester Climate Change Partnership adopted and endorsed a roadmap to net zero carbon for new buildings within Manchester. The Partnership is a task force made up of private, public and third sector representatives and has been developed collaboratively with MCC. The roadmap sets out that all new buildings in the City should be net zero carbon from 2023. Whilst the roadmap is not planning policy, it has been indicated by MCC that the roadmap may be considered as part of the new Local Plan.

Our Manchester Strategy Forward to 2025

- 5.37. The Strategy sets out the long-term vision for Manchester's future. It details the priorities that the whole city – public, private, voluntary and community organisations and our residents – will work on together to put Manchester in the top-flight of world cities by 2025.

Regional Supplementary Planning Documents and Guidance

The Greater Manchester Strategy

- 5.38. The Greater Manchester Strategy ('GMS') was originally prepared in 2009 as a response to the MIER – the most robust analysis ever undertaken of a city, led by global experts – before being updated again in 2013. It identified priorities to enable the Manchester City Region to pioneer a new model for sustainable economic growth based around a more connected, talented, and greener City Region where the prosperity secured is enjoyed by many.
- 5.39. Since the 2013 publication, significant changes happened in the city that needed further renewed analysis of progress and priorities. This led to the most recent refresh of the GMS in October 2017 which sets out a very clear vision for the city-region, stating that:
- "Our vision is to make Greater Manchester one of the best places in the world to grow up, get on and grow old: A place where all children are given the best start in life and young people grow up inspired to exceed expectations. A place where people are proud to live, with a decent home, a fulfilling job, and stress-free journeys the norm. But if you need a helping hand, you'll get it. A place of ideas and invention, with a modern and productive economy that draws in investment, visitors and talent. A place where people live healthy lives and older people are valued. A place at the forefront of action on climate change with clean air and a flourishing natural environment. A place where all voices are heard and where, working together, we can shape our future."*
- 5.40. In order to successfully achieve the vision as set out above, which is in nature people-centric, ten priorities for the region have been identified. These can broadly be placed within a number of themes including supporting young people and children from an early age, providing good jobs that support a dynamic local economy, creating stronger and healthier communities, providing good quality housing, creating an age-friendly city-region, delivering a green city-region with a high-quality culture and leisure offer, and continuing to develop world-class connectivity within Greater Manchester.

- 5.41. The GMS provide a high-level framework for action based on a robust evidence base and the results of public consultation. More detailed plans as identified below, have been developed and led by city-region-wide partnerships, and set out the specific actions, interventions and investment required to deliver the GMS strategic priorities and achieve the GMS vision. These plans are set out as follows:

Greater Manchester's Five-Year Environment Plan

- 5.42. The plan addresses the challenges and opportunities faced by the Greater Manchester region in the environmental sense. The 5 overarching principles of the plan includes:
- Making sure the plan is for every stakeholder in the region, setting out the importance of collective actions;
 - Focussing on the immediate future, setting out the urgent actions needed now and over the 5 years period of the plan;
 - Setting out a long-term vision for the environment;
 - Reflecting on the scale of challenge we face; and,
 - Stressing the importance of reporting on progress and on an annual basis on behalf of the city region.

Emerging Wider GM Planning Policy

Places for Everyone Plan (2021) (Draft)

- 5.43. The plan is a joint development plan for nine of the ten GM districts (excluding Stockport) which will determine the kind of development that takes place in their boroughs, maximising the use of brownfield land and urban spaces while protecting Green Belt land from the risk of unplanned development. It will also ensure all new developments are sustainably integrated into Greater Manchester's transport network or supported by new infrastructure.
- 5.44. The plan is the result of a process that began as the Greater Manchester Spatial Framework (GMSF) in 2014 and has been informed by the feedback received from residents, businesses, and the development industry to previous consultations on that Plan.
- 5.45. The Places for Everyone Joint Development Plan sets out 10 strategic objectives:
- Meeting our housing need;
 - Create neighbourhoods of choice;
 - Playing our part in ensuring a thriving and productive economy in all parts of Greater Manchester;
 - Maximise the potential arising from our national and international assets;
 - Reduce inequalities and improve prosperity;
 - Promote the sustainable movement of people, goods, and information;
 - Playing our part in ensuring that Greater Manchester is a more resilient and carbon neutral city-region;
 - Improve the quality of our natural environment and access to green spaces;
 - Ensure access to physical and social infrastructure; and,
 - Promote the health and wellbeing of communities.

- 5.46. A period of public consultation has closed with regards to the Draft 'Places for Everyone' Plan which ran between 9 August 2021 and 3 October 2021. The Plan was submitted to the Secretary of State for examination on 14 February 2022 with all the supporting documents / background evidence and any representations received during this final stage of consultation. An Inspector was appointed to undertake an independent examination of the plan and the examination is now underway. It is expected that the plan will be adopted by the local authorities during the remainder of 2023.
- 5.47. Whilst the plan has not been adopted, as it is currently subject to ongoing examination, matters against which objections have not been raised do carry some weight in the determination of planning applications.

Eastlands Regeneration Framework

- 5.48. The development of the Etihad Campus has been guided by long term Regeneration Frameworks adopted by MCC, following extensive engagement with residents and other key stakeholders, including CFG.
- 5.49. The ERF was originally endorsed in 2011, which shaped and guided investment and development in East Manchester. It was subsequently updated and approved in 2017.
- 5.50. For clarification, the ERF sets out environmental, social, design and economic objectives which are relevant to the attainment of the regeneration of the East Manchester area which is supported by existing planning policy. It is not a planning policy document, and it is not a site allocations document. As such this document has the status of a "Local Development Document" but not a "Development Plan Document" and should not be considered or viewed as formal planning policy and does not set out a series of tests to be passed.
- 5.51. The role of the ERFs has been to seek to guide the content of planning applications so that they have in mind the objectives for East Manchester. Throughout the various iterations of the ERF, and through the thirty-year journey of transformation of East Manchester, the Etihad Campus has consistently been a major economic driver in its own right within a city region and national context. Successive Regeneration Frameworks have identified the Etihad Campus as a place to drive forward the development of a globally competitive sport, leisure and recreation offer. Over the last ten years' significant new investment has been made to deliver new facilities that benefit the community with new local leisure and educational developments being part of an integrated approach to the transformation of the area.
- 5.52. The fully endorsed 2017 ERF has been prepared principally to encourage the next phases of identified projects and development activity in and around the Etihad Campus as well as the westward expansion of activity along the Ashton Canal Corridor, joining up with the eastward expansion of the City Centre taking place in Ancoats and New Islington.
- 5.53. The two iterations of the ERF have been supplemented by other frameworks which have been essential to guide development and operational activities: The Etihad Campus Strategic Sustainability Framework and the Etihad Campus Movement and Transport Strategic Vision identified the actions required to shift from "business as usual" to new and progressive ways of operation. Both documents were prepared in advance of the Co-op Live Arena application and factor in the expanded capacity for the Etihad Campus, as approved in 2014 under planning permission ref. 105367/JO/2014/N2. The application proposals fall within the parameters of this expanded capacity.
- 5.54. These actions will respond to the changing demands and expectations required to underpin the long-term environmental sustainability and success of the Etihad Campus, as a place which supports the economic success of the wider City and the well-being of residents and communities in the East Manchester area.

- 5.55. The broad vision for Eastlands has remained consistent for nearly twenty years – it is to become a place which is attractive for people to live, work and to visit; an area which builds upon its assets to provide a distinctive contribution to the overall success of the city region; and crucially to be a place where all residents are able to share in the long-term success of the area.
- 5.56. As such the Etihad Campus will be:
- The home of a new destination leisure and recreation complex where residents and visitors will come to spend their time on leisure and recreation related activities;
 - The home of global and national sports organisations which can thrive and develop global best practice. In doing so the Etihad Campus can become the home to new sports related businesses in a new “Sports-Tech” cluster for the city-region; and,
 - The home of a Manchester exemplar in seeking to achieve zero carbon outcomes, stimulating a change in behaviours towards the zero-carbon agenda, creating employment opportunities for local people and driving innovation and economic growth across the City.

6. Planning Assessment

- 6.1. This Section assesses the proposals against the Development Plan and other material considerations.

Principle of Development

Relevant policies, material considerations and guidance:

- **Development Plan**
 - Core Strategy Policy SP1 – Spatial Principles
 - Core Strategy Policy EC1 – Employment and Economic Growth in Manchester
 - Core Strategy Policy EC3 – The Regional Centre
 - Core Strategy Policy EC5 – East Manchester
 - Core Strategy Policy EC7 – Eastlands Strategic Employment Location
 - Saved UDP Policy EM11 – Sportcity
- **Other Planning Policy and Guidance:**
 - NPPF
 - Places for Everyone Plan
 - The ERF (2017)

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- 6.2. The Proposed Development, alongside the Co-op Live Arena, will transform the Etihad Campus into an all-year-round destination. It will present a distinctive combination of uses, which could only be accommodated at the Etihad Campus, (i.e., there could be no alternative sites), and which are essential to the long-term development of the Etihad Campus as well as the ongoing regeneration of East Manchester. The Etihad Campus's economic development will also help to underpin the long-term success of the City Centre.
- 6.3. The Proposed Development delivers on the vision for the Etihad Campus as set out within UDP Saved Policy EM11, Core Strategy Policy EC7, and within the ERF (2017). Building on the significant progress to date including the Co-op Live Arena, which is due to become operational in 2024, the Proposed Development enhances the Etihad Campus' reputation as a sports and leisure visitor destination of national significance, providing supplementary commercial, retail, and hotel offerings that will act as a catalyst for the expansion of a year-round world-class sports and entertainment destination.
- 6.4. The Etihad Stadium is within a highly sustainable location, easily accessible by sustainable modes of transport. It is fundamentally the platform for driving wider change across the area. Investment in its facilities therefore ensures that it can continue to perform this role to its maximum potential, keeping Manchester City Football Club operating in the best way for Manchester and in line with its peers in international football.
- 6.5. The Proposed Development will significantly improve the experience of fans, visitors and local residents. It will create a destination that appeals to a broader audience on both match and non-match days including the provision of a wider amenity offering that cannot be delivered elsewhere. On match days, the Proposed Development will support extended dwell times at the Etihad Stadium, both before and after the game, helping to smooth out peak travel movements and thus helping to reduce the peak intensity of transport demand, congestion and local community impacts arising from match-day traffic. Equally, the broadening out of the F&B and hospitality offering beyond match days is an important component of the emerging destination location of the Etihad Campus, particularly as Co-op Live completes.
- 6.6. With regard to the proposed mix of uses, alongside the proposed stadium expansion and ancillary hospitality, which is at a level falling within the ambit of the extant 2014 Planning Permission, the

proposed development will deliver workspace, hotel accommodation, a club shop, museum, modestly scaled leisure experience that is almost certainly linked to sport including football (996 sq. m) and an enhanced food and drink offer.

- 6.7. In relation to the Development Plan, the Proposed Development falls within the Regional Centre, as defined by Policy EC3 of the Manchester Core Strategy.
- 6.8. Firstly, with regard to the proposed workspace, Policy EC3 states that: *“Within the Regional Centre development for employment generating uses including offices and other commercial development will be encouraged. Office developments will be appropriate providing that: a) They are in locations which are well connected by sustainable transport to both the City Centre and residential areas; and b) the scale and type of office development does not undermine delivery of employment space within the City Centre.*
- 6.9. In this regard, the Etihad Campus is situated in a location that is well connected both to the City Centre and to residential areas via public transport. This is a fact that is clearly described within section 2 and section 3 of this document. With regard to part b) of the policy reference, the proposed workspace is designed in response to the opportunity to attract small scale start-ups and incubator businesses who want to work with CFG (a global organisation headquartered in East Manchester), Manchester City Football Club and their sponsors, as well as alongside the agglomeration of Sport National Governing Bodies and other partners in this location.
- 6.10. Additionally, City Football Group has global reach and investment capability in innovation which they are committed to leveraging in support of local business development. This, in turn, will assist in business formation which over time can assist in demand for floorspace in East Manchester and the City more generally.
- 6.11. The location’s excellent connectivity is a major value-added point for potential occupiers, as is the ability to locate within a mixed-use destination with an increasing range of amenities. Also, being in close proximity to the creative, tech and digital hubs across Ancoats, as well as Campus partners themselves, the workspace proposals will support an agglomeration of businesses, across sectors, within East Manchester.
- 6.12. The workspace offering will be a net contributor to the economic base of the Regional Centre and is also directly supported within UDP Saved Policy EM11 and Core Strategy Policy EC7.
- 6.13. With regard to the other uses provided within the scheme, Policy EC3 goes on to state that: *“The Regional Centre is an appropriate location for large scale leisure uses, for which City Centre sites are unsuitable.”*
- 6.14. The proposed development does not include any large-scale leisure uses and therefore this part of the policy does not apply. Policy EC3 also states that: *“Proposals for other town centre uses will be assessed in accordance with policies C1 and C9, unless included in an allocation or the uses are ancillary to the main employment use.”* (underlining is our emphasis).
- 6.15. As referenced in Section 5, Core Strategy Policy EC7 states that the *Eastlands Strategic Employment Location* (within which the Etihad Campus falls) is suitable for a major sports and leisure visitor destination with complementary commercial, retail and hotels. It goes on to state, with regards to the Collar Site (and again with our emphasis): *“The “Collar Site” provides an opportunity for a leisure, recreation and entertainment visitor attraction of national significance. A landmark design will be key to delivering such a prestigious development which, together with the existing developments within Eastlands, will not only provide a sense of place but will also ensure integration with the surrounding community. Developments that are predominantly tourism / leisure based, including hotels and food and drink will be appropriate together with ancillary retail required to support the principal uses. On development sites to the north and west of the stadium,*

development of complementary commercial uses will be supported, particularly to accommodate economic activities associated with the growth of Manchester City Football Club.”

- 6.16. UDP Policy EM11 further supports complementary commercial development and mixed-use development within the area, supported by excellent access to infrastructure, existing and proposed.
- 6.17. Taking each further use in turn, the proposed hotel use is specifically identified in Policy EC7 and is supported by EM11. This is also the case in relation to the food and drink offer that is proposed, which will indeed be largely ancillary to the principal sports and entertainment uses provided at the Etihad Campus. Policy EC7 states that tourism / leisure-based developments are appropriate and therefore the proposed museum and leisure experience are fully supported.
- 6.18. Each of these uses will only work in combination with the Stadium which is the essential platform for these proposals to come forward. The leisure experience will almost certainly linked to sport including football and at less than 1,000 sq. m could not reasonably be argued as large scale and therefore the reference to ‘large scale leisure uses’ identified in Policy EC3 is not relevant in this case.
- 6.19. The Club Shop is also arguably part of the overall leisure experience. Moreover, it represents an enhanced reprovision of the existing use on the Site. It is of a scale that is well below the 2,500 sq. m threshold for sequential testing as referenced in Paragraph 90 of the NPPF, and, in any case a club shop of this nature significantly relies on match day footfall and could not therefore viably be located in any other location. It is also an essential component of the match day experience for many football fans.
- 6.20. The Eastlands Regeneration Framework is of further relevance in relation to the above analysis. Further versions of the Eastlands Regeneration Framework have steadfastly maintained the consistency and appropriateness of the Development Plan in respect of Eastlands, considering other material considerations including changes in national policy.
- 6.21. Whilst it is not considered that sequential test requirements apply, given the directly relevant Development Plan allocations, in any case, there can be no other sequentially preferred location given that the proposals are intrinsically connected to the expansion of the Etihad Stadium. In addition, given the Site’s excellent connectivity to the City Centre and across the broader Regional Centre, the proposed development will provide a significant boost to the local tourism economy through off-site visitor expenditure.
- 6.22. The proposed hotel is expected to be operated by the Applicant and is required to support the principal use of the Etihad Stadium and other uses at the Etihad Campus, including Co-op Live; to meet existing and future demand. In addition, it is driven by its own distinctive demand generators. With stadium capacity increasing by 7,910 seats, annual matchday and Etihad Stadium concert attendance could increase from 1.66m to 1.91m (250,000 additional). Furthermore, it is estimated that an additional 20,000 people will attend conferences, functions and events in the new events venue, City Hall. In total therefore, a typical season would see approximately 1.93m visitors to the Etihad Stadium (an increase of 270,000, generating a net additional £35.8m of off-site visitor expenditure each year). It is estimated that 30% will arrive from Greater Manchester (all day visitors); 50% will arrive from the rest of UK (80% day visitors and 20% staying overnight); and 20% from overseas (all staying overnight).
- 6.23. Construction on the new £365 million Co-op Live Arena is scheduled to become fully operational in 2024. It will provide 23,500 seat capacity and will include a mixture of bars, restaurants, lounges, and club spaces and it is estimated that it will bring an extra 120 events and 1.3 million visitors to Manchester annually.

- 6.24. Furthermore, CFG is a global business headquartered in East Manchester and with a regular flow of international business travellers for day-to-day business activities. Expansion of the area's visitor infrastructure, including the hotel, will meet their demands as well as those of the other sports headquartered at the Etihad Campus.
- 6.25. Manchester has a central role in the UK's 'levelling up' agenda which seeks a more balanced distribution of economic growth and prosperity throughout all parts of the UK. The Proposed Development is positioned within a highly sustainable location, and it enjoys huge potential in maximising its socio-economic contribution to the Etihad Campus' development, and the overall development of East Manchester and Manchester more widely.
- 6.26. The Proposed Development will deliver significant direct socio-economic benefits and value for the local community, Manchester, and Greater Manchester residents through the delivery of employment, training, and community opportunities both during the construction and operational phase. It will also deliver further significant indirect benefits for the local community, Manchester and Greater Manchester communities supporting the wider regeneration of area.
- 6.27. The Proposed Development would also deliver a significant boost to the City Centre through additional visitors and spending, critically linked to the Etihad Campus being well-connected by public transport to the City Centre and beyond.
- 6.28. In summary, the Proposed Development will fuel the momentum of the sustainable physical, social, and economic regeneration of East Manchester by delivering a visitor destination of national significance on the Site and building on the success of the Manchester City Football Club. The principle of the Proposed Development is therefore considered to be in accordance with relevant planning policy and guidance when taken as a whole.

Contribution to Regeneration

Relevant policies and guidance:

- **Development Plan**
 - Core Strategy Policy EC1 – Employment and Economic Growth in Manchester
- **Other Planning Policy and Guidance:**
 - Manchester Work and Skills Strategy 2022-2027

- 6.29. The Proposed Development will transform the Etihad Campus into a year-round entertainment and leisure destination through providing facilities for use for fans, visitors, and the local community to use on matchday and non-matchdays.
- 6.30. In doing so, it will create additional economic, and social benefits to the local area and the wider region, building on those delivered to date across other projects at the Etihad Campus.
- 6.31. Drawing from the success of creating greater sustainability value in the Etihad Campus, in support of the Proposed Development, the Applicant has prepared a Social Value Toolkit (appendix F of the Sustainability Statement prepared by Buro Happold), submitted as part of this Application and informed by an Economic Impact Assessment prepared by Amion. The Social Value Toolkit outlines how the Proposed Development responds to MCC's social value objectives for its residents and many neighbourhoods, as summarised below for both the construction and operational phases.

Temporary Construction Phase Impacts

Gross Employment

- 6.32. Total project costs of £217.8m have been estimated by the project cost consultants (Turner and Townsend) and are based on plans and specifications provided by the design team. This estimated

project expenditure has been used as the basis for calculating the number of temporary construction jobs by applying labour coefficients used in the 2015 HCA best practice note.¹

- 6.33. The construction project could support 2,678 person years of construction related employment (the equivalent of 2,678 people being employed on a full-time basis for 12 months). With a construction period of approximately three years (albeit phased to allow for the North Stand to be completed by August 2025 and the hotel, public realm, food & beverage and workspace development to follow a year later) this could equate to c.890 people employed full time for three years. On the basis of the standard convention that each permanent job equates to ten person years of temporary employment, this would be equal to 268 *permanent* full-time equivalent (FTE) jobs.

Net Additional GVA

- 6.34. To estimate the net additional impact during the construction phase, an allowance has been made for leakage, displacement and multiplier effects. The proposals could lead to some displacement of construction activity elsewhere in Manchester and Greater Manchester and a displacement rate of 20% and 30% has been applied respectively.
- 6.35. Not all of the construction workers will come from Greater Manchester. Data from the Office of National Statistics (based on census data) shows that 62% of workers in Manchester come from outside of the Manchester local authority and 16% of workers travel in from outside of Greater Manchester. It is therefore assumed that leakage is 62% at the Manchester level and 16% at the Greater Manchester level.
- 6.36. In addition, there will be additional rounds of employment through indirect and induced effects. To take account of these effects, a multiplier of 1.25 has been applied at the Manchester level and 1.46 at the Greater Manchester level which is informed by national guidance and benchmarks including the HCA's Additionality Guide and reflects the structure of the local economy.
- 6.37. After adjusting for displacement and multiplier effects, it is estimated that the project would support the creation of 2,299 net additional person years of construction employment in Greater Manchester (1,018 in Manchester).
- 6.38. Data provided by Experian² suggests that the GVA per full time equivalent employee in the construction sector in Greater Manchester was £83,138 in 2022 which would provide a temporary GVA impact of £191.1m to Greater Manchester over the course of the three-year project (£84.6m in Manchester).

Other impacts from the construction of the project

- 6.39. Alongside directly supporting employment through the construction works, the project will also create supply chain opportunities for businesses within Greater Manchester including through, for example, the purchase of construction equipment and supplies. The adjacent Co-op Live arena is targeting 43% of its budget with local suppliers and when MCFC developed the City Football Academy, MCFC exceeded its target of retaining 43% of supply chain expenditure within Greater Manchester.
- 6.40. With this project, MCFC expects it will spend circa 50% of its construction budget locally in line with these other projects. With a total project cost of £217.8m, it is expected that a minimum of £108.9m local supply chain expenditure will be created during the construction period.
- 6.41. The construction activity from the implementation of the project also provides a real opportunity to increase skills in the area. Based on the anticipated construction spend and assumptions relating

¹ HCA (now Homes England), Calculating Cost Per Job: Best Practice Note, 2015. Expenditure uplifted to account for inflation.

² Experian Regional Planning Service – based on ONS data.

to labour costs, average wages and new entrants, it is estimated that between 7,000 and 7,500 person weeks of training could be provided.

- 6.42. In terms of apprenticeships, it is expected that approximately 78 apprentices could be engaged during the project.

Operation

On Site Employment

- 6.43. City Football Group is already a significant employer in Manchester with approximately 2,776 people employed directly or indirectly in a variety of full-time, part-time, casual and matchday support roles. Based on information provided by MCFC, it is estimated that current operations support 1,100 full time equivalent jobs (FTE) on site (including through third party providers). It is also estimated that the on-site operations of the Co-Op Live Arena will support 586 FTE jobs.
- 6.44. As a result of the North Stand Development, new on-site employment will be created. Based on information supplied by MCFC, its consultant teams and AMION projections, it estimated that 602 full time equivalent jobs will be created on-site (1,131 when part time and casual workers are considered) including:
- 223 full time equivalent jobs created in the 4,180 sqm of new commercial workspace (based on typical employment densities for co-working and managed workspaces);
 - 133 full-time equivalent jobs created in the new 401-bed hotel (based on typical employment densities in mid-scale hotels);
 - 92 full-time equivalent jobs created in the 2,300 sqm of new food and beverage units (based on typical employment densities for restaurants and cafes);
 - 85 full time equivalent jobs created within MCFC's back-office functions (operations, legal, HR, finance, marketing etc.) based on an assumed 10% increase of existing CFG employment;
 - 38 full time equivalent jobs created within the Etihad Stadium on catering, stewarding, security and car parking based on a 15% increase in overall stadium capacity and requiring around 285 additional people on any given matchday/event night;
 - 11 full time equivalent jobs created in the new Etihad Stadium events space (City Hall) based on trading projections provided by MCFC;
 - 9 full time equivalent jobs created in the new interactive visitor attraction based on employment levels at other similar venues (The O2, ArcelorMittal Orbit and Cutty Sark);
 - 7 full time equivalent jobs created in the new 1,408 sqm shop which is additional to existing employment within the club's retail operations (based on typical employment densities in retail); and
 - 4 full time equivalent jobs created in the new 480 sqm museum which is additional to existing employment within the museum (based on typical employment densities within visitor attractions).
- 6.45. Upon completion of this phase of work and once fully operational, it is estimated that the site will support a total of 2,288 full time equivalent jobs (including existing employment and Co-Op Live). However, the number of actual jobs created will be higher once part-time and casual workers are considered and is likely to be in the order of 5,000 jobs.

Indirect employment from off-site visitor expenditure

- 6.46. In addition to the onsite employment that will be created as a result of the new development, the site will generate further economic impact by attracting additional visitors to the area who will go on to spend with other businesses which in turn will create and support employment.
- 6.47. With stadium capacity increasing by 7,910 seats, annual matchday and concert attendance could increase from 1.66m to 1.91m (250,000 additional).
- 6.48. Furthermore, it is estimated that an additional 20,000 people will attend conferences, functions and events in the new events venue, City Hall.
- 6.49. In total therefore, a typical season would see approximately 1.93m visitors to the Etihad Stadium (an increase of 270,000).
- 6.50. Data from Visit Britain³ suggests that day visitors to Manchester spend £43.07 per head whilst overnight leisure visitors spend an average of £228.25 per trip. Meanwhile, ONS⁴ data suggests that overseas visitors to Manchester spend an average of £430.56 per trip.
- 6.51. In estimating off-site visitor expenditure, it has been assumed that:
- the number of season ticket holders will not increase but that the additional capacity will be taken by home supporting 'match-by-match' fans;
 - the geographic profile of these additional visitors will reflect the existing profile of home-supporting match-by-match ticket buyers (30% Greater Manchester, 50% rest of UK, 20% from overseas);
 - all visitors from Greater Manchester are day visitors;
 - 80% of visitors from the rest of UK are day visitors and 20% stay in Manchester; and
 - all visitors from overseas stay in Manchester.
- 6.52. It is estimated that the 270,000 additional visitors to the Etihad Stadium will generate £35.8m of off-site visitor expenditure each year. This £35.8m of additional off-site visitor expenditure has been converted to FTE jobs by employing a metric derived from a Deloitte study⁵ on behalf of Visit Britain in 2013 which asserts that £54,000 of visitor expenditure is required to support 1 FTE job. After inflating this figure to 2022 prices, it is estimated that visitors to the Etihad Stadium will support an additional 550 full time equivalent jobs in the Greater Manchester visitor economy (hotels, taxis, transports, parking, bars, retail and restaurants).
- 6.53. Taking account of existing activity and including Co-Op Live, off-site visitor expenditure associated with visitors will support 2,710 full time equivalent jobs (c.4,065 jobs when part time employment is taken into consideration).

Indirect and induced employment

- 6.54. In buying-in goods and services from the wider supply chain, MCFC and its partners on-site will contribute to further rounds of indirect employment. In addition, employees use their wages and salaries to purchase additional goods and services which creates further rounds of employment. This is known as the induced effect.
- 6.55. To take account of the indirect and induced effects, a composite multiplier is applied to the employment figures set out above. A multiplier of 1.56 has been applied at the Greater

³ Great Britain Day Visitor Survey 2019 and Great Britain Tourism Survey 2019

⁴ International Passenger Survey 2019

⁵ The economic contribution of the tourism economy in the UK, Deloitte and Oxford Economics for Visit Britain, 2013

Manchester level which takes account of national guidance and benchmarks and specifically the HCA Additionality Guide which provides specific figures for recreation projects.

Wider Social Value

- 6.56. MCFC and City Football Group have created significant landmark facilities and delivered extensive community, sport and health programmes outside of the Etihad Stadium. The City Football Academy has been built on a polluted, former industrial site adjacent to the Stadium. As part of the joint venture between MCFC and the Council, 2.2 hectares (5.5 acres) of this land was donated for public use and is now home to the East Manchester Leisure Centre, Connell Co-op College and the MIHP.
- 6.57. City in the Community is MCFC's charity, which supports people across Greater Manchester by empowering healthier lives through football. Between 2018 and 2022, it has delivered 11,273 hours of programmes (7,002 from the City Football Academy and 4,271 from the Etihad Stadium) to 78,488 participants, together with outreach activities in Greater Manchester schools across its Healthy People, Healthy Futures, and Healthy Communities programmes.
- 6.58. The MIHP is a world-class healthcare facility, combining modern diagnostic technology, sport medicine and education. It was founded by Manchester City Council, Sport England and City Football Group, and is operated by Nuffield Health. The partnership brings together leaders from both elite and community sport, healthcare and local government to deliver cutting-edge facilities to the local community. It has delivered a wide range of community outreach activities, including the Joint Pain Programme and Talk & Share, a mental health community café. In addition, it undertakes research and applied activities, such as the Major Trauma Enhanced Rehab project.
- 6.59. The world-leading co-location of facilities at the Etihad Campus, together with the educational and physical activity pathways offered by the key stakeholders, has made a huge impact on young Manchester athletes including, Jona Efoloko, Abigail Irozuru, and Aimee Pratt.

Design and Visual Amenity

Relevant policies and guidance:

Development Plan:

- Core Strategy Policy EC7 – Eastlands Strategic Employment Location
- Core Strategy Policy EN1 – Design Principles and Strategic Character Areas
- Core Strategy Policy EN2 – Tall Buildings
- Core Strategy Policy DM1 – Development Management

Other Planning Policy and Guidance:

- NPPF Chapter 12 – Achieving well-designed places
- MCC Guide to Development
- The ERF (2017)
- NPPG: Design, Process and Tools

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- 6.60. The architect, Populous, is a highly experienced architecture practice that has delivered a wide range of high-quality Stadium developments across the world, including associated public realm design. They are an established and world-renowned expert in designing major sports and entertainment venues.
- 6.61. The Proposed Development is of high architectural quality. The scale and massing of the Proposed Development provides a high-quality architectural response to the Applicant's brief and the functional requirements to be connected and provide direct links into the Etihad Stadium.

- 6.62. The design seeks to complement the existing surroundings and the emerging context of East Manchester, responding sensitively to the Site's context and to the relevant policy and guidance, the vision and objectives of the framework and the ERF.
- 6.63. The Proposed Development is designed with acknowledgement that the Etihad Stadium is a major landmark for the district and an iconic Manchester building. Alongside being designed to sit harmoniously with the existing Etihad Stadium, the design seeks to protect this identity whilst delivering an even more iconic destination that brings life to the Etihad Campus all year round.
- 6.64. The proposed roof, whilst taller than that currently existing, would not be significantly taller than the existing Etihad Stadium and ties in neatly with the frame of the other stands. Furthermore, the proposed commercial and hotel elements have been specifically designed to work with the scale of the Etihad Stadium to ensure it maintains its prominence.
- 6.65. The architectural response provides a distinctive building form which responds to its prominent position within the Etihad Campus.
- 6.66. The siting and form respond to Joe Mercer Way, Alan Turing Way, Sportcity Way and the Ashton Canal. This takes advantage of the key pedestrian approach from the north, allowing smooth access into and out of the Proposed Development and with the circulation having been robustly tested to ensure safe movement of crowds. It also provides efficient vehicular access for servicing vehicles.
- 6.67. The façade approach references Manchester's industrial heritage and shipping industry through the use of architectural fins and a brick plinth representative of Manchester's warehouses and providing a solid base to the Proposed Development.
- 6.68. The commercial and hotel façades respond to the respective functional requirements, whilst retaining a unified and high-quality design aesthetic. This is achieved through subtle variations in the fins. Whilst the gable ends anchor the Proposed Development through the addition of LED screens.
- 6.69. LED screens are proposed only in key locations facing north on the commercial and hotel buildings and to the eastern gable of the hotel to provide activity to these facades and to directly address the main pedestrian approach from the north towards the Etihad Stadium and from Alan Turing Way. The palette of materials would ensure that the architecture would be high quality with or without illumination.
- 6.70. The proposed materials have been a key consideration in ensuring that the design responds to the Site's context and the existing Etihad Stadium. It delivers a thoughtful and impactful design that is high quality, viable and durable. To ensure this, the Proposed Development reflects the existing materiality in part, whilst providing new materials and glazing that provide a greater level of architectural interest and activity. The commercial and hotel façades are proposed to comprise a composite of glass and powder coated aluminium, providing a consistency with the existing Etihad Stadium.
- 6.71. The final proposals have been costed and fully tested for viability and the Applicant is keen to commence work on site as soon as possible.
- 6.72. The quality of the proposed design and how this has responded to the local and city-wide context is explained in detail in the submitted Design and Access Statement and Landscape Plans prepared by Populous. The heritage impacts of the Proposed Development have also been fully considered and are described in the relevant sections below.
- 6.73. It is expected that a condition would be included in any subsequent planning permission which requires agreement to samples and specifications of materials prior to commencing works on site. This will include a requirement for a full Materials Schedule and for MCC to view and agree the content of a mock-up sample panel on-site.

Townscape and Visual Impact Assessment (TVIA)

- 6.74. As part of the process of formulating the proposals, the Proposed Development's impact on key views has been carefully considered through a TVIA, included in Chapter 11 of the Environmental Statement, undertaken by Planit-ie. A Heritage Statement prepared by Deloitte is also submitted as part of this Application.
- 6.75. The Assessment provides a comparison of the impact of the scheme against the current situation, including the setting of listed buildings.
- 6.76. In terms of townscape effects, the Assessment predicts that there will be moderately beneficial effects during the operational phase on townscape character, urban grain, land use, building heights and site character. The Assessment finds that the Proposed Development reinforces the townscape characteristics of the Site and promotes the Etihad Stadium as a key landmark sporting venue.
- 6.77. No views were predicted to experience adverse effects during the operational phase. This was due to the careful massing and visual 'fit' with the existing Etihad Stadium.
- 6.78. Temporary moderately adverse effects on townscape character and visual impact are predicted during the construction phase on two of the key views.
- 6.79. For further details, please refer to the TVIA prepared by Planit-ie, included in Chapter 11 of the Environmental Statement.

Impact on the Historic Environment and Archaeology

Relevant policies and guidance:

Development Plan:

- Core Strategy Policy CC9 – Design and Heritage
- Core Strategy Policy EN2 – Tall Buildings
- Core Strategy Policy EN3 – Heritage
- Core Strategy Policy DM1 – Development Management
- Saved UDP Policy DC20 – Archaeology

Other Planning Policy and Guidance:

- NPPF
- Advice Note 4
- The ERF
- MCC Guide to Development

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- 6.80. There are no World Heritage Sites, Scheduled Ancient Monuments, Registered Parks and Gardens, Registered Battlefields or Protected Wrecks identified on the Site or within its immediate vicinity. The Site is not located within or adjacent to a sensitive area (such as a conservation area).
- 6.81. There are no listed buildings within the Site; however, there are a number of listed buildings/structures within the vicinity of the Etihad Campus, as outlined within Section 2 of this Statement and within the Heritage Statement prepared by Deloitte and submitted with this Application.
- 6.82. The Heritage Statement has been prepared in-line with national and local planning legislation, policy, and guidance. It first details the baseline heritage significance of the Site and its surroundings, and details key views from which the heritage impact of development should be assessed. This baseline significance and these key views were agreed with MCC via the formal Scoping Opinion.

- 6.83. In summary, the design of the Proposed Development has considered its context and the relationship with the historic environment, in consultation with Historic England. The Proposed Development will provide continuity of scale and massing with the local context.
- 6.84. The Heritage Assessment concluded that the residual effects on heritage assets range between no harm to less than substantial harm. As set out in NPPF paragraph 202, this harm should be weighed against the public benefits of the proposal and it is concluded that the public benefits outweigh the 'no harm/less than substantial harm' created by the Proposed Development, as referenced throughout this Section and summarised in Section 7.
- 6.85. In relation to archaeology, there has been a long history of archaeological assessment on the Site, dating back to 2000, in support of the ongoing regeneration of the area.
- 6.86. As part of the 2013 application to extend the Etihad Stadium, an Archaeological Desktop Assessment was prepared by Oxford Archaeology and subsequently a watching brief was put in place during the remediation of the Etihad Stadium expansion site. During these remediation works it was found that a few sites to the north are considered to be of local or even borough importance, which may merit preservation by record should they be damaged or destroyed by future development. In particular, any buried remains of mid-nineteenth-century back-to-back dwellings situated adjacent to the North Stand would potentially be of archaeological interest, as they represent late examples of this type of domestic building in the Manchester area.
- 6.87. A Watching Brief, which included a Written Scheme of Investigation (WSI) was subsequently submitted to Manchester City Council on the 24 January 2014, in relation to a programme of archaeological works for the expanded stadium. It was later agreed and confirmed with GMAAS and MCC that the works in relation to the South Stand do not need to be watched and this work was therefore never undertaken.
- 6.88. As part of the current Site Improvement Works application (submitted in December 2022), a WSI was prepared and submitted to MCC in response to comments from GMAAS. This WSI proposes a programme of archaeological monitoring via a watching brief during groundworks at the north side of the stadium, followed by the production of a report and archive. Both documents have been resubmitted in support of this application.
- 6.89. It is expected that a condition would be applied to any subsequent consent, which requires works to be undertaken in compliance with the agreed WSI. A report outlining validation of the works would then be agreed with MCC upon completion of the works.

Traffic, Transport, and Accessibility

Relevant policies and guidance:

Development Plan:

- Core Strategy Policy EC3 – The Regional Centre
- Core Strategy Policy EC5 – East Manchester
- Core Strategy Policy EC7 – Eastlands Strategic Employment Location
- Core Strategy Policy CC5 – Transport
- Core Strategy Policy T1 – Sustainable Transport
- Core Strategy Policy T2 – Accessible Areas of Opportunity and Need
- Core Strategy Policy DM1 – Development Management

Other Planning Policy and Guidance

- NPPF
- The ERF
- MCC Guide to Development

- 6.90. The Proposed Development is brought forward in the context of a wider transport and movement strategy for the Etihad Campus. This strategy seeks to make better use of existing transport infrastructure and promote any additional trips generated to be undertaken by sustainable transport modes.
- 6.91. In response to this Strategy, the Proposed Development has been designed from the outset to address the following points:
- Plan effectively in relation to existing and proposed patterns of movement considering existing streets and connections, parking, and the promotion of sustainable transport modes.
 - The strategy for the Etihad Campus and for the Proposed Development has been very clearly identified as giving priority first to pedestrian and cycle movements, and second to facilitating access to high quality public transport.
 - The Proposed Development and its entire access and movement strategy have been designed with the needs of people with disabilities and reduced mobility fully in mind, in relation to all modes of transport. This is clearly set out within the Transport Assessment and Design and Access Statement which form part of this submission.
 - The proposed access and egress arrangements have been specifically designed to minimise the scope for conflicts between pedestrians, cyclists and vehicles and ensure that the Etihad Campus and its surrounding environs are a safe, secure, and attractive place. There is no unnecessary street clutter.
- 6.92. This Application is supported by a Transport Assessment prepared by ARUP and ES Chapter 12, which fully assesses the potential impacts of the Proposed Development on traffic and transport during both the construction and operational phases.
- 6.93. Critically, the increased capacity of the Etihad Stadium as part of the Proposed Development has been previously assessed and approved as part of the extant Stadium Expansion plans approved in 2014, and again as part of the Etihad Campus Movement and Transport Strategy (Transport Assessment) (2020), which was considered immediately in advance of the Co-op Live proposals, to ensure that the wider expansion and regeneration of the Etihad Campus was future proofed from a movement and transport perspective.
- 6.94. The main emphasis of the Transport Assessment work is to demonstrate the Etihad Campus's excellent accessibility by a range of sustainable transport modes and its high levels of connectivity to the City Centre and adjoining communities. The assessment shows that the Site is extremely well-connected by a range of public transport modes, including buses and the Site is served by a dedicated Metrolink stop. It sets target modal shifts for encouraging greater use of sustainable modes of transport to the Site.
- 6.95. The ability to increase the number of supporters travelling to the Etihad Campus by public transport and then walking the final part of their journey is dependent upon both the accessibility, affordability and reliability of public transport services to the key transport nodes; and, upon the accessibility and attractiveness of walking routes from these nodes to the Etihad Campus.
- 6.96. The Etihad Campus has limited direct control over the former of these but has well-established structures in place that enable it to work alongside the authorities and operators to ensure that public transport and walking is promoted and encouraged as a key mode of transport for supporters. The walking routes to and from the Etihad Campus are more directly under the influence of the Etihad Campus and significant work has been undertaken in recent years (and continuing forward) to improve the matchday experience of using these routes.
- 6.97. In recent months, Etihad Campus management arrangements ahead of Co-op Live commencing operations have translated into an active resilient partnership for the Etihad Campus with an

inclusive governance structure to enable all Campus Stakeholders to work with city authorities and transport operators to holistically deliver Transport and Movement improvements.

- 6.98. In the coming years, a key focus of this multi-agency group (i.e., the Campus working group with full support from transport stakeholders / operators) will be placed on promoting timetabled, consistently delivered public transport services to get to the City Centre. Then, through multi-agency work, improvements to the promotion, signalling, lighting, security and activation of routes from the City Centre to the Campus will be delivered. As planned regeneration takes place in this part of the city, these routes will become part of the fabric of the built environment.
- 6.99. Vehicular access to the Proposed Development for the purpose of servicing would be via the existing Gate 3 access and no changes to the junction are proposed as part of the Proposed Development. As such, no mitigation is considered to be required on the surrounding highway network.
- 6.100. A key objective of the Proposed Development is to create the conditions for extended dwell times at the Etihad Stadium, both before and after the game, to help mitigate peak travel movements and the intensity of transport demand, congestion and local community impacts arising from match-day traffic. In addition, the following initiatives form part of the transport mitigation and strategy for the Proposed Development:

Public transport and walking

- Promotion of existing excellent public transport accessibility to city centre from across Greater Manchester and beyond.
- An Etihad Campus Working Group involving all stakeholders has recently been established. This Group will work with authorities in coming years (with full support from transport stakeholders / operators) to promote public transport to get to the city centre, then multi-agency work to improve promotion, signalling, lighting, security and activation of routes from city centre to the Etihad Campus. As planned regeneration takes place in this part of the city, these routes will become part of the fabric of the built environment.
- Additional stewarding and active promotion of enhanced walking routes from city centre.

Park and walk (from outside Residents' Parking Scheme area)

- The Etihad Campus Working Group will work with authorities in coming years (with full support from transport stakeholders / operators) to promote managed parking opportunities (Park & Ride / city centre car parks) where visitors can park easily, without contributing to congestion around the Etihad Campus. Etihad Campus events in evenings and at weekends often take place at times when these car parks have lots of capacity. Multi-agency group to then work to improve promotion, signalling, lighting, security and activation of routes from these spaces to the Etihad Campus. As planned regeneration takes place in this part of the city, these routes will become part of the fabric of the built environment.
- Additional stewarding, pop-up activities and promotion of enhanced walking routes from city centre.
- Working alongside existing car park owners and managers to offer initiatives for supporters to utilise available city centre parking and walking to the Etihad Campus.

Park and walk (within Residents' Parking Scheme area)

- Currently, a number of unofficial off-site car parks spring up on parcels of land in the vicinity of the Etihad Campus on an event day. Egress from these spaces after events is often unmanaged, meaning large numbers of cars can emerge from them onto areas of the highway network which are not designed to receive them. These cars then contribute significantly to local congestion as a result.
- The recently established Etihad Campus Working Group will work with authorities in coming years (Authorities with full support from Etihad Campus Working Group) to identify, control and manage operation of off-site car parks within Residents' Parking Scheme area. The Club propose to explore with authorities / landowners how these sites can be properly managed, so they interface properly with the Etihad Campus access/egress strategy to reduce congestion.

Walk entire journey

- Opportunity to increase this mode is limited by where matchday attendees live. Community-based initiatives led by the Applicant may help to increase accessibility/attendance for local residents.

Metrolink

- Currently, Metrolink services around events do not always achieve timetabled frequencies. This causes longer queues to manage on the Etihad Campus and can erode passenger confidence for repeat visits to the Etihad Campus using this mode.
- The Proposed Development has been designed to encourage longer arrival/dwell time at the Etihad Stadium (i.e., arriving earlier and/or departing later on a matchday) by providing more facilities for supporters to use at the Etihad Campus. This will help to maximise the ability to draw on the enhanced matchday Metrolink service capacity over a longer period Improved queuing facilities at Etihad Campus stop.
- The recently established Etihad Campus Working Group will work with authorities in coming years (TfGM with full support from Campus Working Group) to strengthen network resilience to changing demands, including ensuring timetable frequencies are consistently delivered and network capacity managed effectively, to enable visitors to stay longer at the Etihad Campus after events, with confidence about travelling home.

Bus

- Implementing pilots of increased capacity shuttle services to public transport hubs pre- and post-match.
- Increasing the prominence of on-site bus stops as hubs within the Etihad Campus and enhancing quality of facilities provided.
- Work alongside TfGM to explore franchising/longer-term opportunities.

Coach

- Working with supporter's clubs to review the number of coach services and destinations served.

Taxi

- Unmanaged pick-up and drop-off on public highways surrounding the Campus, followed by U-turns in busy traffic currently contributes significantly to traffic congestion, prolonging disruption in local neighbourhoods.

- The recently established Etihad Campus Working Group will work with authorities in coming years (Authorities with full support from Campus Working Group) to plan, manage and enforce taxi and private hire operations at the Etihad Campus and in neighbouring streets.

Drop-off

- The recently established Etihad Campus Working Group will work with authorities in coming years (Authorities with full support from Campus Working Group) to plan, manage and enforce drop off operations at the Etihad Campus and in neighbouring streets.

Cycling

- Provision of 200 additional cycle parking spaces at the Etihad Campus.
- Continued work with Beryl bike hire scheme to firmly embed the Etihad Campus within the city centre cycling network.
- Promotion of cycle parking facilities at the Etihad Campus (recognising that cycling is unlikely to be a major contributor to matchday mode shift).

Park on-site

- Providing no additional on-site parking capacity as part of the development proposals.
- Continued and enhanced promotion of messaging not to arrive at Etihad Campus by car unless tickets are pre-booked.
- Management of car parking/access on matchdays to minimise delays on the wider network.

- 6.101. A Framework Travel Plan has also been prepared and is submitted in support of this Application to identify measures and monitor travel patterns to the Site.
- 6.102. These initiatives evidence that the Applicant is dedicated in promoting active travel and discouraging the use of private cars to access the Etihad Campus.
- 6.103. Considering the outcomes of this Transport Assessment and the Applicant's wider movement strategy and initiatives and the mitigation set out above, it is considered that the Proposed Development would not have an unacceptable impact on highway safety and the residual cumulative impacts on the road network would not be severe.

Waste Management and Servicing

Relevant policies and guidance:

Development Plan:

- Core Strategy Policy DM1 – Development Management
- Core Strategy Policy EN19 – Waste

Other Planning Policy and Guidance:

- GD04 Waste Storage and Collection Guidance for New Developments
- Greater Manchester Draft Policy JP-S 7

Waste

- 6.104. A Waste Management Strategy has been prepared by Buro Happold and is submitted in support of the Application. This details the level of waste generated by the Proposed Development and the arrangements for servicing and collection of waste. The Transport Assessment, prepared by Arup also considers the delivery and servicing strategy for the Proposed Development and the associated impact on vehicle trip generation.

- 6.105. First and foremost, the strategy is to minimise the amount of waste that is generated. Any waste that is generated will be segregated at source into a number of streams.
- 6.106. The supporting documentation provides evidence that there is adequate provision for the storage of waste at the Proposed Development and suitable arrangements are in place for the recycling of waste in accordance with guidance.
- 6.107. The provision of intermediate waste storage rooms in various locations across the Proposed Development will provide resilience and also improve the efficiency of waste management operations. These rooms have been located in close proximity to those areas that generate the most significant quantities of waste (i.e., the GA concourses), and will enable waste to be held locally until the fan circulation areas are less congested. Once fans have exited the Etihad Stadium, bins will be transferred from the interim waste stores to one of the stadium's existing designated collection points. General waste and recycling will be moved to the compactors in the Etihad Campus' central waste compound, while organics and glass waste will be collected from the stadium's B gate, as per existing operations.

Servicing

- 6.108. Deliveries and servicing of the Etihad Stadium would remain as per the existing arrangements with the circular route around the stadium being used for delivery and service vehicles. Access would be controlled through the existing control systems and gates that are already used for Etihad Stadium access via Gate 11 off Ashton New Road.
- 6.109. Servicing and deliveries to the hotel would be via Gate 3 off Alan Turing Way, with a dedicated service yard provided to the east of the hotel. All servicing would be remote from the public highway.
- 6.110. The Transport Assessment, prepared by Arup, details the measures that are required to be implemented to reduce vehicle trips and the impact of deliveries on the local environment.
- 6.111. It is expected that a compliance condition would be applied to the consent requiring the development to be carried out in accordance with the Operational Waste Management Strategy, with details implemented prior to first use and maintained thereafter.
- 6.112. A further compliance condition is expected to state that (excluding vehicle activity associated with the operation of events at the development, and movement of waste within the Etihad Campus between the development and the existing Etihad Campus Waste Compound) deliveries, servicing and collections including waste collections shall not take place outside the hours stipulated in the Waste and Servicing strategies.
- 6.113. In summary, the proposed strategies for the management of waste and servicing for the Proposed Development take an integrated approach to ensure resource and operational efficiency.

Inclusive Design

Relevant policies and guidance:

Development Plan:

- Core Strategy Policy CC10 – Places for Everyone

Other Planning Policy and Guidance:

- NPPF Section 12 - Achieving well-designed places
 - Design for Access 2
 - MCC Guide to Development
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- 6.114. The Design and Access Statement which accompanies this Application includes information on how the Proposed Development has been designed to address the needs of disabled people. In summary, the building is designed to be inclusive in terms of access with step-free, level access and wide entrances and DDA compliant lifts on all floors. The Proposed Development is designed to the highest quality and will be easy to navigate and accessible by users with mobility, hearing, and visual impairments.
- 6.115. Several new universally accessible positions are proposed within the North Stand expansion. The hotel also includes for several universally accessible rooms.
- 6.116. The Proposed Development has been specifically designed to enable level access across the Site and to minimise clutter to ensure safe and effective access for all around the Site.
- 6.117. Electric buggies will be positioned at appropriately located stations on site to transport partially ambulant persons to and from the hotel entrance as needed.
- 6.118. The Proposed Development, whereby approved, would need to be carried out in accordance with the Design and Access Statement submitted in support of the planning application, which will be secured through an appropriately worded condition requiring compliance with approved plans and documents.

Public Realm, Ecology and Biodiversity Net Gain

Relevant policies and guidance:

Development Plan:

- Core Strategy Policy EN9 – Green Infrastructure
- Core Strategy Policy EN15 – Biodiversity and Geological Conservation

Other Planning Policy and Guidance:

- NPPF Chapter 15
- Manchester Green and Blue Infrastructure Strategy (2022)
- Places for Everyone Plan

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- 6.119. A Preliminary Ecological Assessment, including a preliminary bat roost assessment, prepared by Helen Hamilton Ecology is submitted in support of this Application and is summarised in Section 2 of this Statement.
- 6.120. The Site comprises previously developed land, all of which is in current use and ecological habitats on-site are therefore very limited, with the Site comprising mostly of buildings and hardstanding, and some localised scrub and ephemeral short perennial vegetation. There are no existing trees on the Site.
- 6.121. The assessment of buildings on site for their potential to host bat roosts found all structures to have ‘negligible’ potential, therefore no further action is needed regarding bats or other protected species.
- 6.122. The report also assesses the potential impact of the proposed advertisement screens on ecology. It finds that the Site is already highly urban, with the Co-op Live adjacent and street lighting all around. Animals in the locality are already likely to be habituated to elevated urban light levels. Overall, although the screens may increase light levels along the canal, the Proposed Development is not expected to cause any significant increase.
- 6.123. The Assessment therefore concludes that there are no environmental designations and ecological impacts generated by the Proposed Development.
- 6.124. Opportunities to enhance the Site’s biodiversity value are incorporated into the design of the Proposed Development including the provision of landscaping, including ornamental planting,

green screens, and the planting of 36 trees in total. A biodiversity net gain will be provided across the Site.

- 6.125. The proposed public realm landscaping has been designed to a high-quality, including through the use of materials, a robust public realm, suitable to deliver a hub of year-round activity onsite.
- 6.126. The public realm design seeks to carefully direct crowd flows, but also create a strong sense of place, improve the biodiversity value of the Site and deliver an environment which is suitable for both event days and non-event days. Further information about the landscaping strategy can be found in the Design and Access Statement submitted with this planning application.
- 6.127. It is also recognised that biodiversity is not simply delivered at the end of construction but is something that is nurtured over time to ensure wildlife can flourish. The Etihad Campus management team are already engaged in a number of habitat monitoring initiatives across the Etihad Campus.
- 6.128. Staff will be encouraged to volunteer time to support the ongoing Campus biodiversity outreach work with local schools and community groups.
- 6.129. In summary, the Proposed Development is considered to have a negligible impact on ecology and a number of design measures will actively seek to enhance the biodiversity value of the Site.

Advertisements and Wayfinding

Relevant policies and guidance:

Local and National Policy

- UDP Saved Policy DC15 (Advertisements, Hoardings and Posters)

Other Planning Policy and Guidance:

- NPPF Paragraph 136
- MCC Guide to Development
- The ERF

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- 6.130. The Proposed Development includes for three LED screens in key locations facing north on the commercial and hotel buildings and to the eastern gable of the hotel to provide activity to these facades and to directly address the main pedestrian approach from the north towards the Etihad Stadium and from Alan Turing Way. The proposed LED screens and architectural lighting are designed to be simple, efficient, and effective, integrating sensitively into the design of the Proposed Development. The palette of materials would ensure that the architecture would be high quality with or without illumination.
 - 6.131. A separate Application for Advertisement Consent is submitted alongside this Application. Further applications for advertisement consent would be submitted for additional wayfinding across the Proposed Development at a later stage.
 - 6.132. The proposed advertisements will provide activity to the façade elevations and the Etihad Campus and will support crowd and pedestrian movement within the public realm. The requirement for the proposed screens is driven by the following two key factors:
 - 1. Supporting the Operational Management of the Etihad Campus
 - The screens will assist in animating the fans arrival at the Etihad Stadium and their experience within the reimagined City Square and will be inherently capable of being used in multiple ways during different parts of the day / night and throughout the week so that there are no sterile, single-use zones and maintaining activation of the facades.

- The screens would offer the potential to provide information to support the operational management of the Etihad Stadium and the wider Etihad Campus. This includes providing:
 - directional information for safe access and egress around and into the Stadium and around the wider Etihad Campus – supporting the management of large numbers of pedestrians, particularly on event days at the Etihad Stadium and Co-op Live;
 - information in relation to encouraging the use of sustainable modes of transport to and from the Etihad Campus and promotion of walking routes;
 - safety information and announcements to ensure the secure operation of the Etihad Stadium and wider Etihad Campus; and,
 - for broader Club and commercial advertising purposes.

2. Delivering a world-class destination for sports, leisure, entertainment, and business

- The Etihad Stadium and wider campus is a key world class sporting destination within Manchester's administrative area. The Proposed Development builds on the existing Etihad Campus to deliver a sports, leisure, entertainment, and business destination of national and international significance, that is animated all year round throughout the day and night-time.
- The Proposed Development will also deepen Manchester City Football Club's presence on the Etihad Campus, as anchor to the entire area and assist it leveraging the global reach of Manchester City Football Club / CFG in order to attract international investment which will significantly add to the local business base in and around the Etihad Campus.
- In addition to supporting the delivery of a distinctive destination at the Proposed Development, the proposed screens would support and promote existing facilities including Co-op Live and other facilities and events at the Etihad Campus.
- The Proposed Development will act as a catalyst to support the significant future development and regeneration potential of the Campus as identified in planning policy and successive versions of the Eastlands Regeneration Framework

- 6.133. Effective precedents for the inclusion of similar LED screen displays can be found at other world class stadia.
- 6.134. There is already a precedent for screens of this nature, as well as the proposed range of operational content, at the Etihad Campus, with the adjacent Co-op Live (currently under construction) including three 9.5x33m LED screens integrated into the façade. These are capable of providing both static and moving images at varying levels of illumination and were accepted as an integral part of any major entertainment venue, a definition which also applies to the Etihad Stadium.
- 6.135. In consideration of relevant planning policy and guidance, particular consideration has been given to issues of design and visual amenity as well as highways safety as a result of the proposed advertisements.
- 6.136. The siting and orientation of the two screens on the northern gable ends of the commercial and hotel buildings means that they will largely be visible from within the Etihad Campus itself to assist in animating the fans arrival at the Etihad Stadium. The screen on the eastern gable end of the hotel will be a significant distance from the neighbouring properties east of Alan Turing Way. At the closest point, the proposed screens are located circa 170m from the closest window of the nearest residential block.
- 6.137. A Lighting Impact Assessment has been prepared and is submitted in support of the Planning Application, to consider and assess any potential impact of the Proposed Development, including the LED screens, on these nearby sensitive receptors and to outline any proposed mitigation

measures where required. The illumination of the screens will be no more than 300 cd/sqm in accordance with the Institute of Lighting professional's Professional Lighting Guide PLG05 [2014] 'The Brightness of Illuminated Advertisements' and other mitigation measures including limited hours of operation are proposed to ensure light pollution is mitigated.

- 6.138. The impact on amenity as a result of the proposed advertisements illumination is considered within the following section, whilst the highways and townscape impacts are considered above.
- 6.139. It is therefore considered that the design and nature of the proposed advertisements are suitable for the Site's setting and that amenity and highways safety will not be significantly adversely affected. The inclusion of the screens in the Proposed Development and the separate Application for Advertisement Consent therefore satisfies the requirements of planning policy in this respect.
- 6.140. An appropriately worded condition will be applied to the subsequent planning consent and consent to display advertisements which requires the development to be carried out in compliance with the approved plans and documents.
- 6.141. It is expected that the following further conditions would be applied to the subsequent Advertisement Consent:

1) *"No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission. No advertisement shall be sited or displayed so as to:*

(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity."

2) *"Prior to the first use of the building advertisement scheme hereby approved, as indicated on drawings NSE-POP-ZZ-ZZ-DR-A-000025, NSE-POP-ZZ-ZZ-DR-A-000271 and NSE-POP-ZZ-ZZ-DR-A-000325 stamped as received by the City Council, as Local Planning Authority, on the [insert date], full details of the 3 x LED building signage shall be submitted for approval in writing by the City Council, as Local Planning Authority. For the avoidance of doubt, this scheme shall include the following:*

- That no individual advertisements displayed on the screens shall contain any images (including moving images, animation, video or full motion images) that resemble road signs, traffic lights or traffic signs;*
- That no individual advertisements shall be displayed for a duration of less than 10 seconds;*
- Details of controls to ensure smooth uninterrupted transition of images*
- Details of a light sensor in order to adjust the brightness of the signs in ambient light levels.*
- Details of a defaults black screen in the event of malfunctioning to avoid any flashing error messages or pixilation;*

- That the maximum luminance level of the advertisements displayed on the screen shall not exceed 300 cd/m² during non-daylight hours / inclement weather; and
- Details to prevent any upward light spill.

The 3 x LED building signs shall be implemented in full in accordance with the approved details and thereafter retained and maintained in situ for as long as the signs remain in use."

- 3) Prior to the first use of the 3 x LED building signage as indicated on drawings NSE-POP-ZZ-ZZ-DR-A-000025, NSE-POP-ZZ-ZZ-DR-A-000271 and NSE-POP-ZZ-ZZ-DR-A-000325 as received by the City Council, as Local Planning Authority, on the [insert date], a verification report shall be submitted for approval in writing by the City Council, as Local Planning Authority. This shall confirm that the signs have been installed in line with the scheme approved. Any instances of non-conformity with the scheme installed and approved shall be detailed together with measures to ensure compliance, including timescales for the implementation of any additional agreed measures. Any additional agreed measures shall then be implemented in accordance with the agreed timescales and thereafter retained and maintained in situ for as long as the signs remain in use.

Effects on Local Environment and Amenity

Relevant policies and guidance:

Development Plan:

- Core Strategy Policy DM1 – Development Management
- Core Strategy Policy EN2 – Tall Buildings
- Core Strategy Policy EN16 – Air Quality
- Core Strategy Policy EN17 – Water Quality
- Core Strategy Policy EN19 – Waste
- Core Strategy Policy PA1 – Developer Contribution
- UDP Citywide Development Control Saved Policy 26 (Noise and Vibration)

Other Planning Policy and Guidance:

- NPPF Chapter 12 - Achieving well-designed places
- Planning and Noise Technical Guidance (October 2022)
- Air Quality and Planning Technical Guidance (August 2022)

Air Quality

- 6.142. An Assessment of Air Quality has been undertaken by Buro Happold, and the results are set out at Environmental Statement Chapter 5 and accompanying appendices.
- 6.143. This report has assessed the impact of the Proposed Development on air quality for surrounding receptors, as well as the exposure of future Site users to air pollution. Both construction and operational phases of the Proposed Development have been considered in the assessment.
- 6.144. Local authority air quality monitoring indicates that baseline air pollutant concentrations exceed national air quality objectives at several roadside locations. The main source of pollution in the area is road traffic emissions. Although the majority of the Site is not located within the AQMA, a small eastern portion of the Site is located within the AQMA declared along Alan Turing Way A6010 and Ashton New Road A662.
- 6.145. The Assessment finds a medium risk of dust soiling could result from earthworks and construction, albeit these are temporary in nature. Applying the proposed mitigation techniques defined in the Construction Management Plan (CMP) submitted in support of the Application ensure that emissions during the construction phase are minimised. An appropriately worded condition will be applied to the subsequent planning permission which requires the development to be carried out

in compliance with the approved CMP and the associated mitigation measures contained within this.

- 6.146. The Proposed Development's heating and hot water demand will be met predominantly by emission-free heat pumps, which will not impact local air quality. While a number of emergency diesel generators are proposed, owing to their limited hours of operation, any impact on air quality is likely to be negligible.
- 6.147. The impact of operational traffic associated with the Proposed Development is also predicted to be negligible. As such, with the implementation of the traffic and transport mitigation and associated Travel Plan, there is no requirement for further mitigation during operation of the Proposed Development due to the air quality impacts being not significant.
- 6.148. It is therefore considered that the Proposed Development will not have any significant impacts on air quality.

Noise and Vibration

- 6.149. An Assessment of Noise and Vibration has been undertaken by Buro Happold, and the results are set out at Environmental Statement Chapter 10 and accompanying appendices.
- 6.150. The Proposed Development has been assessed with respect to the potential effects caused by noise and vibration associated with its construction and operation. It also sets target noise levels for any new external fixed plant.
- 6.151. The assessment of noise and vibration has demonstrated that no significant or otherwise adverse effects are expected from either construction or operation of the Proposed Development.
- 6.152. The Proposed Development is predicted to result in significant beneficial residual effects due to the reduction of event noise from use of the sheltered fan zone at the north of the Etihad Stadium. In both cases, this is due to the increased screening from the new structures to be constructed.
- 6.153. While the need for any specific mitigation measures has not been identified, construction noise and vibration will be mitigated and minimised as far as is practicable using methods such as the selection of quieter items of plant and localised screening around noisier activities where possible, as detailed within the CMP submitted in support of the application. An appropriately worded condition will be applied to the subsequent planning consent which requires the development to be carried out in compliance with the approved CMP and the associated mitigation measures contained within this.
- 6.154. It is therefore considered that the Proposed Development will not have any significant impacts on noise and vibration.

Wind Microclimate

- 6.155. A Wind Microclimate Assessment (CFD Assessment) has been undertaken by Buro Happold, and the results are set out at Environmental Statement Chapter 13 and accompanying appendices.
- 6.156. A quantitative study has been undertaken to predict and analyse wind conditions for the Proposed Development. The baseline model was produced to determine the reference conditions on the Site and against that context, the Proposed Development's wind effects were analysed by performing a Computational Fluid Dynamics study. The new activities introduced to the Site by the Proposed Development have also been considered in the assessment.
- 6.157. The criteria used in this study was based on the LDDC (London Docklands Development Corporation) version of the Lawson Criteria which is used as a measure of appropriate pedestrian comfort and safety levels. The results show that wind conditions on the Site are suitable for the intended activities in most areas, and no safety concerns/failures were found within the Proposed Development.

- 6.158. There is a marginal safety exceedance to the southwest of the stadium, this is considered to be a minor adverse effect. This exceedance also affects the baseline scenario but is marginally increased in terms of the area affected. Notwithstanding, this affects a very small area (approximately 2 sqm) where the safety criteria is predicted to exceed 15 m/s for 2.0 hours per year, against the target threshold of 1.9 hrs. In either case, it is highly unlikely that this exceedance would occur at a time corresponding with when there are likely to be people in this area. As such, Buro Happold's assessment concludes that mitigation is not required.
- 6.159. There were no cumulative schemes identified within the area assessed, therefore no cumulative assessment was required.
- 6.160. All other areas within the Proposed Development and surrounding areas have been assessed to be suitable for the planned activities and mitigation is not required. The residual effects predicted are minor adverse, with suitable conditions for the planned activities within the public realm. The addition of the proposed landscaping is also likely to improve conditions within the public realm areas of the Proposed Development.
- 6.161. Overall, it is concluded that the Proposed Development will not have any significant impacts on wind.

TV/FM & DAB Reception

- 6.162. ME Engineers has produced a TV/FM & DAB Reception Survey Report in support of the Application to assess the potential impact of the Proposed Development on local television and radio signal.
- 6.163. One potential impact zone for terrestrial television reception is highlighted. The shadow zone created by the Proposed Development from the Winter Hill transmitter covers an area extending to the southeast. As a result of the Proposed Development, there will be a reduced television signal, however this mostly covers areas of roadways and parking and the Etihad Campus training facilities and as such no residential properties should be affected by the introduction of the Proposed Development.
- 6.164. For Satellite reception there were no satellite dishes observed during the survey that were close enough to be affected. FM & DAB signals were also recorded, and it is anticipated that these will not be significantly impacted.
- 6.165. It is therefore considered that the Proposed Development will not have any significant impacts on TV/FM & DAB Reception. An appropriately worded condition will be applied to the subsequent planning permission which requires the development to be carried out in compliance with the approved Survey Report and within one month of the practical completion, or at any other time during the construction of the development if requested in writing by MCC, a study shall identify such measures necessary to maintain at least the pre-existing level and quality of signal reception identified in the survey carried out above. The measures identified must be carried out either before the building is first used or within one month of the study being submitted to the City Council as local planning authority, whichever is the earlier.

Ventilation

- 6.166. A Ventilation Statement has been prepared by ME Engineers and is submitted in support of the Proposed Development, which provides information on proposed plant and ventilation arrangements for City Hall, North Stand concourses, front of house, hospitality, storage and plant rooms, support kitchens, the commercial building, and the hotel.
- 6.167. This details that the heating and cooling demand throughout the building will predominantly be met by the provision of Air Source Heat Pump (ASHP) technologies. For City Hall, this technology shall take the form of Air Handling Units (AHUs) with an integral reversible ASHP that utilises the City Hall exhaust air as a heat source or heat sink, as required.

- 6.168. The ASHP AHUs serve to provide heating and cooling to temper the air from external conditions to meet the internal comfort criteria within City Hall.
- 6.169. Variable Refrigerant Flow / Volume (VRF / V) ASHPs provide the heating and cooling to the remainder of the areas within each of the buildings, with the ventilation requirements to each space met by local MVHR units.
- 6.170. The majority of air-side plant within the Proposed Development shall discharge within the Level 03 plant area. The plant area shall be bounded by an open mesh façade to facilitate air exchange between the ventilation systems and atmosphere. Air-side plant within the commercial and hotel buildings shall discharge locally through the building façade.

Daylight and Sunlight

- 6.171. An Assessment of Daylight and Sunlight has been undertaken by Buro Happold in support of this Application.
- 6.172. The Assessment covers sunlight access to amenity spaces provided as part of the landscaping design within the Proposed Development. The resulting conclusions are:
- The impact of the Proposed Development on City Square is minor adverse
 - The impact of the Proposed Development on landscaped areas adjacent to the hotel entrance and access road is negligible; and,
 - The cumulative impact of the Proposed Development and future developments on the assessed open spaces is negligible.

Lighting

- 6.173. The Proposed Development includes new lighting and three external advertisement screens. In designing the lighting, consideration has been given to existing legislation, policies and guidance and the surrounding environment during construction and operation.
- 6.174. A Lighting Impact Assessment has been prepared by ME Engineers and is submitted in support of the planning application to consider and assess any potential impact of the Proposed Development, including the LED screens, on these nearby sensitive receptors and to outline any proposed mitigation measures where required.
- 6.175. The Assessment finds that the Site is located in an industrial urban area, which is surrounded by well-lit roads and existing lit structures (e.g., Etihad Stadium). The pathway along Ashton Canal is also lit by lighting columns.
- 6.176. It concludes that the amount of spill light and light trespass to sensitive receptors can be suitably controlled. The lighting installation is designed following relevant lighting standard and guidance to provide sensitive and appropriate lighting techniques and luminaire selections. The proposed installation of a lighting control system that will allow the lighting to dim depending on daylight availability and set-dim with timeclock functionality, will minimise any potential effect.
- 6.177. It is therefore considered that the Proposed Development will not have any significant impacts from lighting.
- 6.178. An appropriately worded condition will be applied to the subsequent planning permission which requires the development to be carried out in compliance with the illumination limits detailed in Section 4 of this Statement and the associated mitigation measures contained within the Lighting Assessment.

Flood Risk and Drainage

Relevant policies and guidance:

Development Plan:

- Core Strategy Policy EN14 – Flood Risk
- Core Strategy Policy EN17 – Water Quality
- Core Strategy Policy DM1 – Development Management

Other Planning Policy and Guidance:

- NPPF Chapter 14 – Meeting the challenge of climate change, flooding, and coastal change

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- 6.179. An assessment of Flood Risk and Drainage has been undertaken by Buro Happold, and the results are set out at Environmental Statement Chapter 7 and accompanying appendices. The Assessment evaluates the potential water impacts of the Proposed Development and what measures can be undertaken to mitigate anticipated negative impacts. A Flood Risk Assessment (FRA) and Drainage Strategy have been prepared, which provide detailed information on how surface water and foul water will be managed to ensure that water quality, flood risk and sewerage infrastructure capacity are not compromised.
- 6.180. During construction, all effects are deemed to be negligible or minor adverse and mitigation measures during the construction phase shall be implemented as detailed within the CMP.
- 6.181. During the operation phase of the Proposed Development, a surface water drainage scheme shall be implemented based on best practice, in which the entirety of the proposed impermeable surfaces is to be captured and positively drained through an appropriate Sustainable Drainage System. This, alongside the proposed foul water strategy, is set out within the Drainage Strategy.
- 6.182. Based on this approach, there are no significant impacts on water quality, foul water discharge, surface water drainage capacity and flood risk.
- 6.183. Notwithstanding this Drainage Strategy, it is expected that MCC will attach a condition to the subsequent consent requiring a final detailed surface water drainage strategy to be agreed with MCC prior to commencement of construction.

Climate Change, Sustainability, and Energy Efficiency

Relevant policies and guidance:

Development Plan:

- Core Strategy Policy EN4 – Reducing CO2 Emissions by Enabling Low and Zero Carbon Development
- Core Strategy Policy EN6 – Target Framework for CO2 reductions from low or zero carbon energy supplies
- Core Strategy Policy EN8 – Adaptation to Climate Change
- Core Strategy Policy EN9 – Green Infrastructure
- Core Strategy Policy DM1 – Development Management

Other Planning Policy and Guidance:

- NPPF Chapter 14 – Meeting the challenge of climate change, flooding, and coastal change
 - MCC Guide to Development
 - The ERF
 - The Etihad Campus Strategic Sustainability Framework (2020)
 - Etihad Campus Strategic Vision: Transport and Movement (2020)
 - Manchester Climate Change Framework 2020-25 (2022)
 - Zero Carbon Framework (2020-2038)
 - Climate Change Action Plan 2020-2025
 - Places for Everyone Plan (2021) (Draft)
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Relevant policies and guidance:

- Greater Manchester's Five-Year Environment Plan
- The GMS

- 6.184. The sustainability credentials of the Proposed Development have been central to the design from the initial stages. Initial design development was undertaken with full input from Buro Happold and ME Engineers to ensure a design focussed approach to the Energy Strategy of the building.
- 6.185. In response to MCC's declaration of a Climate Emergency and associated Zero Carbon Strategies, the Proposed Development responds to the over-arching direction for the development and stewardship of the Campus and the key principles for embedding sustainability into every aspect of it, as outlined within The Etihad Campus Strategic Sustainability Framework (2020).
- 6.186. The Applicant's brief is to maximise opportunities to reduce the energy consumption of the buildings from initial design stages through to occupation. The Proposed Development includes extensive measures to reduce energy consumption and associated CO₂ emissions of the buildings at all stages.
- 6.187. The Proposed Development has therefore been designed with consideration of embodied energy and its energy in use performance. The client brief is to deliver a building that is best in class for sustainability and tenant wellbeing.
- 6.188. The energy strategy firstly seeks to effectively reduce the energy demand of the new buildings, through the application of multiple energy conservation measures (ECMs) such that the buildings will have less carbon emissions than the baseline building without onsite renewable energy generation.
- 6.189. The results show for all buildings that the energy conservation measures at the Be-lean stage is effective for the building to comply with the new part L emissions and primary energy rate targets.
- 6.190. The second step of the strategy is to increase the carbon reduction through the use of low and zero carbon technologies. Based on the feasibility assessment conducted for these systems the following systems will be adopted:
- A decentralized HVAC system approach based on VRF systems have been adopted for all elements in the development with the advantage of having higher efficiency and modularity that gives higher resilience.
 - The hot water generation for all high demanding application is based on ASHP for hot water generation. Wherever the demand for hot water is expected to be low, electric water heaters are proposed.
 - Photovoltaics on the buildings' roof. In principle any PV area added will further increase the carbon emissions reduction.
- 6.191. The Energy assessments results show that all buildings comply with Part L 2021 energy performance requirements based on the building elements performance requirements.
- 6.192. For BREEAM, the Energy Statement details that the commercial building and the North Stand will be assessed in one Bespoke Assessment. Accordingly, an energy assessment has been undertaken combining the North Stand and the commercial building in one model. The energy assessment results shows that the combined North Stand and commercial building achieves the targeted 3 energy conservation credits as part of ENE 01.
- 6.193. The hotel will have a separate BREEAM assessment under the Residential Institution Scheme, excluding the shell core F&B units in the podium. The Energy Statement details that the hotel-only energy assessment achieves the targeted energy conservation credits.

- 6.194. An Energy Statement prepared by ME Engineers and appended in the Sustainability Statement prepared by Buro Happold has been submitted in support of this Application. This sets out the planned energy reduction measures for the Proposed Development and how the Proposed Development complies with the requirements of the local policies identified in this section.
- 6.195. An appropriately worded condition will be applied to the subsequent planning consent, which requires the development to be carried out in compliance with the approved Sustainability Statement. A post construction review certificate / statement shall then be submitted for approval, within a timescale to be agreed with MCC.

Designing out Crime

Relevant policies and guidance:

Development Plan:

- Core Strategy Policy DM1 – Development Management

Other Planning Policy and Guidance:

- NPPF Chapter 8 – Promoting healthy and safe communities
- MCC Guide to Development

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- 6.196. Greater Manchester Police (GMP) has prepared a Crime Impact Statement (CIS). Overall, having assessed the Proposed Development using principles of ‘Crime Prevention through Environmental Design’, the report highlights that no major design changes are required.
- 6.197. The CIS outlines a number of elements of the Proposed Development which are likely to promote public safety and deter crime and disorder.
- 6.198. The CIS states a number of recommendations for further consideration during detailed design which have been fully considered by the Applicant and are addressed within the Design and Access Statement, prepared by Populous, and submitted in support of the Application.
- 6.199. An appropriately worded condition will be applied to the subsequent planning permission which requires the development to be carried out in compliance with the approved CIS. The development will then not be occupied or used until MCC has acknowledged in writing that it has received written confirmation of a Secured by Design accreditation.

Ground Conditions

Relevant policies and guidance:

Development Plan:

- Core Strategy Policy EN18 – Contaminated Land and Ground Stability
- Core Strategy Policy DM1 – Development Management

Other Planning Policy and Guidance:

- NPPF Chapter 15 - Conserving and enhancing the natural environment
- Manchester City Council Contaminated Land Strategy - 2020 to 2025
- Planning & Contaminated Land Technical Guidance (February 2021)

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- 6.200. A Planning Application was submitted in December 2022 for Site Improvement Works on land to the north of the Etihad Stadium (Ref. 135764/FO/2022) and at the time of submission, a decision is expected imminently.
- 6.201. The Site Improvement Works are required in order to validate previous remediation activity on the Site, ensuring that any outstanding risks associated with the historic coal mining activity have been identified and fully addressed.

- 6.202. The Site has been well characterised by numerous previous investigations and has been subject to remediation (both contamination and geotechnical related) over the past two decades. Further site improvement works are proposed at the Site under the separate Site Improvement Works Application (once this is determined) prior to any construction works associated with this Proposed Development commencing on site.
- 6.203. A Coal Mining Risk Assessment, Generic Quantitative Risk Assessment, Groundwater Risk Assessment, Ground Engineering Desk Study, and Factual Ground Investigation Report were prepared in support of the site improvement works application and are re-submitted for information in support of this Planning Application (within Volume 2 of the Environmental Statement). No Remediation Strategy is required for these site improvement works.
- 6.204. It is therefore considered that previous remediation and coal mining mitigation activity at the Site and the Site Improvement Works to be undertaken shortly, address any potential risk associated with ground conditions.

Construction Management

Relevant policies and guidance:

Development Plan:

- Core Strategy Policy DM1 – Development Management
- Core Strategy Policy EN16 – Air Quality
- UDP Citywide Development Control Saved Policy 26 (Noise and Vibration)

Other Planning Policy and Guidance:

- Planning and Noise Technical Guidance (October 2022)
- Air Quality and Planning Technical Guidance (August 2022)

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- 6.205. An Outline CMP has been prepared and is submitted in support of this Application. It outlines the demolition and construction processes, including measures to minimise the impact on the environment and residential amenity. The CMPs have informed the content within Chapter 5 of the ES, which details the proposed construction methodology and potential programme for the Proposed Development, and the assessments within the various ES technical chapters
- 6.206. The construction programme for the building will span a period of approximately three years, based on normal construction working hours in line with MCC guidance, to protect residential amenity.
- 6.207. Any potential impacts on amenity during construction will be temporary in nature. Nonetheless, in accordance with the planning policy and guidance, mitigation will be implemented in line with the recommendation set out by the transport and traffic, noise, and air quality assessments supporting this Application; to minimise any effects on amenity, crime, refuse management and vehicular access and servicing.
- 6.208. An appropriately worded condition will be applied to the subsequent planning consent which requires the development to be carried out in compliance with the approved CMPs. The contractors will also be required to adhere to the Considerate Contractors initiative.

Operational Management

Relevant policies and guidance:

Development Plan

- Core Strategy Policy DM1 – Development Management
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- 6.209. An Operational Management Strategy, prepared by the Applicant, is submitted as part of this Application. It contains operational management strategies covering event activities, cleaning and waste management, smoking, an event management plan, accessibility, crowd management, and transport management on the Etihad Campus.
- 6.210. The Applicant is dedicated to maintaining open communication with the local community at all times through regular meetings with local community groups. This process will continue throughout the construction and operational phases of the Proposed Development, allowing operational issues and potential nuisance issues to be raised, discussed and resolved.

Summary

- 6.211. This Section of the Statement provides a summary of how the Proposed Development has been comprehensively assessed in relation to the Development Plan and other material considerations. This has taken place during an extensive process of pre-application consultation and technical due diligence including the preparation of an EIA and other technical reports. The conclusion of that process is that the proposals are in accordance with the Development Plan when taken as a whole and positively address the material planning considerations such that they merit the support of the Local Planning Authority.

7. Summary and Conclusion

- 7.1. Deloitte has prepared this Planning Statement in support of an application by Manchester City Football Club Limited for Full Planning Permission submitted to Manchester City Council (MCC) for the expansion of the North Stand at the Etihad Stadium, East Manchester. It follows a Planning Application which was submitted in December 2022 for Site Improvement Works on land to the north of the Etihad Stadium (Ref. 135764/FO/2022). At the time of submission, a decision is expected imminently on this earlier application.
- 7.2. The Etihad Campus forms a key part of the Regional Centre, and its economic success is also key to the long-term success of the City Centre. Its future development is linked to becoming a world class entertainment district, anchored by the Stadium and a range of other sports, leisure and entertainment opportunities with unique opportunities to develop its employment base and the creation of a visitor infrastructure to meet these distinctive demands.
- 7.3. The Proposed Development would provide a further £300m+ investment in East Manchester over the next 3 years, building upon the remarkable transformational regeneration of the area over the last 30 years. It acts as an important next step in the delivery of the Etihad Campus vision.
- 7.4. The Proposed Development aims to become one of the best stadia in the world. It is fundamentally the platform for driving wider change across the area and investment in its facilities ensures that it can continue to perform this role to its maximum potential, keeping Manchester City Football Club operating in the best way for Manchester and in line with its peers in international football.
- 7.5. Upon completion of the project, activity at new world class entertainment district will support a total of 12,300 jobs in the Greater Manchester economy (7,141 full time equivalents). This represents an increase of 2,925 jobs (1,795 full time equivalents) in Greater Manchester with 1,112 jobs taken by residents of Manchester (682 full time equivalents).
- 7.6. The number of visitors to the destination will increase from a baseline of 2.66m (including Co-Op Live) to 2.93m and the additional visitors will spend an extra £35.8m within Greater Manchester's visitor economy each year.
- 7.7. Overall, it is estimated that the project will inject an additional £71.7m of GVA into the Greater Manchester economy each year.
- 7.8. It builds upon that which will be achieved at Co-op Live and the circa 120 events taking place at the Etihad Campus each year to further act to diversify the pattern of uses at the Etihad Campus and create a wider profile of activity day by day and all the year round. In doing so, the Proposed Development, in combination with Co-op Live will fully exploit the latent economic capacity of the Etihad Campus as a whole and will support the destination role of the Etihad Campus, driving investment and job creation not only for East Manchester but for the City and Greater Manchester. This is critically linked to the Etihad Campus being well-connected by public transport to the City Centre and beyond.
- 7.9. The increased capacity at the Etihad Stadium as part of the Proposed Development has been previously assessed under the extant Etihad Stadium Expansion plans approved in 2014, and again as part of the Etihad Campus Movement and Transport Strategy (Transport Assessment) (2020), which was considered immediately in advance of the Co-op Live proposals, to ensure that the wider expansion and regeneration of the Etihad Campus was future proofed from a movement and transport perspective. The promotion of sustainable travel to the Campus is already an important part of Manchester City Football Club's operational plan and further initiatives are proposed to further enhance access to the Site.

- 7.10. In recent months, Etihad Campus management arrangements, ahead of Co-op Live commencing operations, have translated into an active resilient partnership for the Etihad Campus, with an inclusive governance structure to enable all Campus Stakeholders to work with city authorities and transport operators to holistically deliver Transport and Movement improvements.
- 7.11. In the coming years, a key focus of this multi-agency group (i.e., the Campus working group with full support from transport stakeholders / operators) will be placed on promoting timetabled and consistently delivered public transport to get to the City Centre. Then, through multi-agency work, improvements to the promotion, signalling, lighting, security and activation of routes from the City Centre to the Campus will be delivered. As planned regeneration takes place in this part of the city, these routes will become part of the fabric of the built environment.
- 7.12. A key objective of the Proposed Development is to create the conditions for extended dwell times at the Etihad Stadium, both before and after the game, to mitigate peak travel movements and the intensity of transport demand, congestion and local community impacts arising from match-day traffic.
- 7.13. The Proposed Development also comes forward in the context of the Etihad Campus Strategic Sustainability Framework 2020, prepared prior to the submission of the application for Co-op Live, which ensures the comprehensive sustainable regeneration of the Etihad Campus as a whole. The Proposed Development will therefore actively contribute towards CFG's stated intention to be net zero carbon by 2030 and crucially therefore to MCC's aim to be net zero carbon by 2038.
- 7.14. The Proposed Development delivers on the vision for the Regional Centre and Etihad Campus as set out within UDP Saved Policy EM11, Core Strategy Policies, EC3 and EC7, as well as within the ERF (2017). Building on the significant progress to date and that to be realised in 2024 through Co-op Live commencing operation, the Proposed Development enhances the Etihad Campus' reputation as a sports and leisure visitor destination of national significance, providing supplementary commercial, retail, and hotel offerings that will act as a catalyst for the expansion of a year-round world-class sports and entertainment destination.
- 7.15. The Proposed Development presents a unique case of uses at the Etihad Campus that are entirely distinctive in their offering and which are essential for the success of the Etihad Campus and East Manchester. The Proposed Development will significantly improve the fan experience and, in creating a destination that appeals to a broad audience on both match and non-match days, it will enliven the Etihad Campus all-year round.
- 7.16. The proposed hotel is expected to be operated by the Applicant and is required to support the principal use of the Etihad Stadium and other uses at the Etihad Campus, including Co-op Live, national sports organisations, and CFG's global headquarters; to meet existing and future demand. The workspaces will attract small scale start-ups and incubator businesses and will support the development of SMEs in East Manchester by forming an agglomeration of businesses, across sectors, within East Manchester. It enables CFG to utilise its global reach and investment capability in innovation and commitment to support local business development. Furthermore, the broadening out of the F&B and hospitality offering beyond match days is an important component of the emerging destination location of the Etihad Campus, particularly as Co-op Live completes.
- 7.17. The approach from the outset has been to undertake a comprehensive and far-reaching pre-application community consultation process which builds upon Manchester City Football Club's close connections with the local community and longstanding commitment to consultation, as well as drawing on lessons learnt in the past and best practice.
- 7.18. Local people and fans have been involved in shaping the Proposed Development from the initial feasibility stage. The Applicant undertook a four-month period of consultation, from mid-December 2022 to the end of March 2023, which included ongoing engagement with local stakeholders and two phases of community consultation.

- 7.19. The Applicant has worked hard to ensure that local priorities have been addressed, so far as possible. Following the consultation events, key issues have been identified and addressed through the design evolution process, building on previous consultation and regeneration at the Etihad Campus.
- 7.20. The Proposed Development will deliver significant direct socio-economic benefits and value for the local community, Manchester, and Greater Manchester residents through the delivery of employment, training, and community opportunities both during the construction and operational phase. It will also deliver further significant indirect benefits for the local community, Manchester and Greater Manchester communities supporting the wider regeneration of the area.
- 7.21. In addition to the aforementioned operational added value effects, the construction project will inject £191.1m of GVA into the Greater Manchester economy over the course of three years (£84.6m into Manchester) and could provide 2,678 gross jobs. This is the equivalent of 890 people being employed full time for three years.
- 7.22. MCFC will encourage its construction partners to use a significant amount of local labour, engage with well-established local supply chains and create meaningful apprenticeships and training opportunities for local people.
- 7.23. The construction activity from the implementation of the project also provides a real opportunity to increase skills in the area and could provide between 7,000 and 7,500 person weeks of training. In terms of apprenticeships, the construction project could result in up to 100 apprenticeship opportunities over the course of the construction phase.
- 7.24. Furthermore, the Proposed Development will also significantly improve the area, providing year-round footfall, helping to create a distinctive and vibrant destination with amenities and facilities open for the local community and others to use all year round.
- 7.25. In summary, a detailed assessment of the proposals has been undertaken against planning policy at all levels as set out within the body of this report. It is further supported by the assessment of other material considerations, including the NPPF and the ERF (2017).
- 7.26. In summary, the Proposed Development will effectively fuel the momentum of the sustainable physical, social and economic regeneration of East Manchester by delivering a visitor destination of national significance on the Site and building on the success of Manchester City Football Club. It is therefore considered to be in accordance with relevant planning policy and guidance when taken as a whole.



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