



North Stand Project, Manchester Statement of Consultation

April 2023

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Executive Summary

This Statement is submitted in support of 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 (the “Proposed Development”). It summarises the extensive stakeholder engagement undertaken by Manchester City Football Club Ltd (the “Applicant”) in advance of the submission of this application.

The Proposed Development comprises several interrelated elements that are collectively designed to create a best-in-class fan experience and year-round entertainment and leisure destination at the Etihad Stadium, 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 nationally significant and globally competitive sport, leisure, and entertainment offer for Manchester.

The expansion of the North Stand of the Etihad Stadium includes: a hotel; a commercial building including a new club shop and ticket office, museum, interactive visitor experience and workspace; a roof walk visitor attraction; improved public realm including City Square, a significant new outdoor fan zone and flexible event space and ground floor food and beverage (F&B) facilities. Associated works include 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.

As has been the case with all developments at the Etihad Stadium and Etihad Campus since 2008, the Proposed Development creates a broad range of employment, skills, training and community opportunities to maximise the benefits for the surrounding community, the city of Manchester and the wider region.

The process has sought to ensure that the objectives and details of the Proposed Development have been clearly communicated and discussed with statutory consultees and other stakeholders, and to ensure that feedback has been fully considered as the proposals for the Proposed Development have evolved.

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), Greater Manchester Ecology Unit (GMEU), MCC Highways, Transport for Greater Manchester (TfGM), Lead Local Flood Authority, the Coal Authority, MCC Environmental Health, Environment Agency, United Utilities, Manchester City Football Club fans, local residents, businesses, and the general public.

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

1. 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 the 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.

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. 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 the Applicant to consider as part of their

formal proposals and plans. Feedback received from the first stage of consultation was used to further inform the design and development of concept proposals for the North Stand project.

2. 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.

Stage 2 comprised an online website, in addition to drop-in consultation events taking place both at the Etihad Stadium during match-days (manned) and outside of match-days (unmanned), and in community venues near to the Site in each of the three local Wards. In total, 1,212 consultation responses were received (829 online, 377 from the Etihad Stadium drop-in venue and a further 6 from the community drop-in events). In total, the overwhelming majority of respondents (94%) support the Proposed Development, which can be broken down as follows:

- 4 out of 6 respondents from the community consultation events supported the proposals, with one person not responding to the question.
- Out of the 332 respondents at the Etihad Campus drop-in venue who answered the question, 98% 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.

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 this Statement of Consultation submitted in support of the planning application.

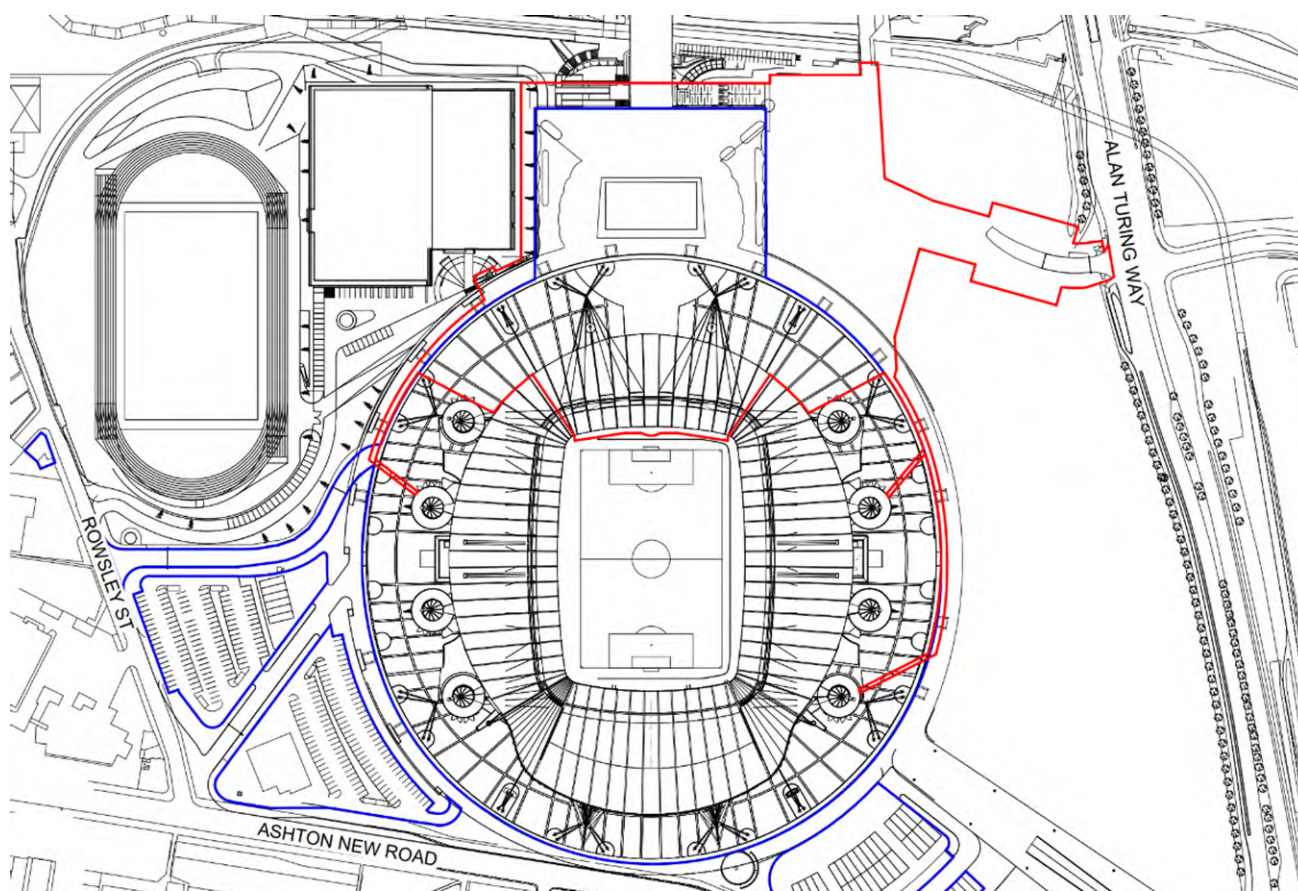
1. Introduction

- 1.1. This Statement of Consultation forms part of a suite of documents, prepared on behalf of Manchester City Football Club Limited (the “Applicant”) to accompany an application for Full Planning Permission, submitted to Manchester City Council (MCC), for the expansion of the North Stand at the Etihad Stadium to create a best-in-class fan experience and year-round entertainment and leisure destination.
- 1.2. It explains the extremely robust approach to consultation that has been adopted and how that has been designed to reflect guidance within Manchester City Council’s adopted Statement of Community Involvement (2018) and the National Planning Policy Framework (NPPF) (2021). It goes on to summarise the feedback received during the different stages of the process and how that feedback has been considered and addressed where appropriate within the application submission.

Site Description

- 1.3. The Site comprises 3.5 hectares and is located at the heart of the Etihad Campus in East Manchester, as defined in Figure 1.1 overleaf.
- 1.4. It 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 as well as Alan Turing Way to the east. The remainder of the existing Etihad Stadium is to the south.
- 1.5. The application (red line) site boundary encompasses the existing North Stand of the Etihad Stadium and the land immediately to the north. The current capacity of the Etihad Stadium is 54,048 seats reflecting the previous expansion of its south stand; however, it currently benefits from an extant consent for its further expansion to 62,170 seats under planning permission (Ref. 105367/JO/2014/N2).
- 1.6. The land immediately to the north of the Etihad Stadium includes the structural supports for the Etihad Stadium, a fan zone with canopies as well as food and beverage provision, a club shop, hardstanding and surface car parking to the east, some of which is currently occupied as a site construction compound for the Co-op Live Arena which is currently being built to the north of the Ashton Canal. This latter part of the site also connects to Alan Turing Way which provides an existing vehicular access / egress point.
- 1.7. The Etihad Campus Tram Stop queue zones form part of the Site to the north. In addition, there is a small section of landscaped land immediately adjacent to the National Squash Centre, which forms part of the Site to the West.
- 1.8. A servicing route loops around the Etihad Stadium, crossing the Site east to west. There are currently also 16 sheffield cycle hoops within the Site.

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



- 1.9. Planning Permission Ref. 135764/FO/2022 was submitted in December 2022 for site improvement works within the Site comprising: (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. These works are scheduled to commence imminently, subject to achieving planning permission.

The Proposed Development

- 1.10. The Proposed Development comprises several interrelated elements that are collectively designed to create a best-in-class fan experience and year-round entertainment and leisure destination at the Etihad Stadium. These include:
- Expansion of the Etihad Stadium North Stand capacity to provide an additional net increase 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, 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 the creation of a mix of both hard and soft landscaping, including places to sit and dwell alongside planters and trees; and
- 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.

1.11. 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.

1.12. Further details can be found within the submitted Planning Statement prepared by Deloitte, and the Design and Access Statement prepared by Populous.

Report Structure

1.13. The remainder of this Statement is structured as follows:

- **Section 2** – sets out the relevant planning policy and requirements.
- **Section 3** – details the relevant stakeholders and key local audiences who were engaged with during the pre-application consultation.
- **Section 4** – discusses the direct engagement made with MCC, political representatives and Etihad Campus partners.
- **Section 5** – details the first stage of public consultation undertaken, summarises the feedback received and provides a response where relevant.
- **Section 6** – details the second stage of consultation undertaken, summarises the feedback received and provides a response where relevant.
- **Section 7** – provides details of consultation undertaken with Statutory and Non-Statutory Consultees
- **Section 8** – presents the summary and conclusions.

2. Approach to Consultation

Policy Objectives

- 2.1. Guidance and policy requirements with regard to consultation and pre-application engagement is set out at both the national and local level in this section.

National

Localism Act

- 2.2. The Localism Bill was introduced to Parliament on 13 December 2010, and was given Royal Assent on 15 November 2011, becoming an Act (“the Act”).
- 2.3. The main aim of the Act is to shift power from Central Government back into the hands of individuals, communities and Councils. It includes five key measures as follows:
- Community rights.
 - Neighbourhood planning.
 - Housing.
 - General power of competence.
 - Empowering cities and other local areas.
- 2.4. Part 6 of the Act specifically deals with planning and Chapter 4 sets out requirements in relation to consultation before applying for Planning Permission.
- 2.5. Section 122 of the Act amends the Town and Country Planning Act 1990 to include a new section 61W that sets out a requirement to carry out pre-application consultation as follows:
- 1 Where—
- a) a person proposes to make an application for planning permission for the development of any land in England, and
- b) the proposed development is of a description specified in a development order, the person must carry out consultation on the proposed application in accordance with subsections (2) and (3).
- 2.6. Subsections (2) and (3) state:
- 2 The person must publicise the proposed application in such manner as the person reasonably considers is likely to bring the proposed application to the attention of most of the persons who live at, or otherwise occupy, premises in the vicinity of the land.
- 3 The person must consult each specified person about the proposed application.
- 2.7. Subsection (4) outlines the requirements regarding publicity of applications:
- 4 Publicity under subsection (2) must—
- a) set out how the person (“P”) may be contacted by persons wishing to comment on, or collaborate with P on the design of, the proposed development, and
- b) give such information about the proposed timetable for the consultation as is sufficient to ensure that persons wishing to comment on the proposed development may do so in good time.

- 2.8. The Act also sets out a duty to take account of the responses to consultation. Section 61 requires a developer to have regard to any comments or responses generated by the consultation undertaken in accordance with section 61W, when deciding whether to make any changes to proposals before submitting a planning application.
- 2.9. Section 61Y enables the Secretary of State to set out further provisions as to how the consultation required under new section 61W should be undertaken in practice.

National Planning Policy Framework (NPPF) (2021)

- 2.10. The Department for Communities and Local Government published the amended NPPF in July 2018, February 2019, and most recently in July 2021. The document sets out the Government's planning policies for England and how these are to be applied. It requires planning policies to meet objectively assessed needs, with sufficient flexibility to adapt to rapid change.
- 2.11. Paragraphs 39 to 46 address pre-application engagement and front-loading. Paragraph 39 observes that early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. It goes on to state that good quality pre-application discussion enables better co-ordination between public and private resources and improved outcomes for the community.
- 2.12. Paragraph 40 directs local planning authorities to encourage any applicants who are not already required to do so by law to engage with the local community, where they think this would be beneficial, and, where relevant with statutory and non-statutory consultees, before submitting applications.
- 2.13. Similarly, paragraphs 124 to 129 set out how Local Planning Authorities should have regard to early, proactive and positive engagement with the local community and their views, as well as addressing any comments received from design review panels.
- 2.14. The NPPF also promotes the use of the Local Planning Authority Pre-Application Service to encourage a partnership approach to applications. It is considered that early engagement with the Local Planning Authority is often conducive to the best result for the application, as it highlights where further work is required.

Local

MCC Statement of Community Involvement (SCI)

- 2.15. MCC adopted a refreshed SCI in June 2018. The SCI sets out how and when MCC will involve the community in relation to the preparation and revision of the Local Development Documents and in the process of making decisions on planning applications. Appendix 1 of the SCI provides guidance on developer-led early engagement.
- 2.16. The SCI states that early engagement has significant benefits by improving the efficiency and effectiveness of the planning system for all parties. Therefore, developers are encouraged to consult before submitting a planning application.
- 2.17. The SCI encourages developers to consult with the public and various parties, which could include equalities groups, as well as with specific infrastructure and service providers who can advise developers on any need for increased provision of services.

- 2.18. Consultations should be inclusive, transparent, clear and understandable. Additionally, developers are encouraged to submit a record of the consultation that took place with their planning submission, which is detailed within Section 3 of this Statement.

Pre-Application Consultation Process and Objectives

- 2.19. The Applicant has sought to undertake a transparent and meaningful consultation process for the Proposed Development. As such, an extensive process of stakeholder engagement has taken place to ensure that the project objectives, its evaluation criteria, and latterly the emerging proposals have been clearly communicated with meaningful opportunities provided to engage with the Applicant, provide feedback and therefore contribute to their evolution over time.
- 2.20. The consultation strategy reflects MCC's policy and best practise guidance in relation to community consultation. The approach has been shared with MCC Planning Officers and Elected Members and subsequently informed through the feedback that was received.
- 2.21. Throughout the pre-application consultation, the Applicant has ensured that the identified communities and stakeholders:
- have appropriate access to relevant information;
 - have opportunities to actively participate by putting forward their own ideas and are reassured that there is a transparent process through which their feedback will be considered and will influence the proposals; and,
 - can obtain feedback, be kept informed of the progress of the proposals and be updated on the outcomes of consultation.
- 2.22. All feedback received has been fully digested by the project team and considered as the Proposed Development has developed in advance of this application submission.
- 2.23. To date, two principal stages of consultation have been undertaken, as described further in Section 5 and 6 of this Statement.

Stage 1 – Feasibility Studies (December 2022 – January 2023)

- 2.24. The first stage of consultation took place online in the form of a consultation website from 12 December 2022 to 9 January 2023. A copy of the website is provided within Appendix 2.
- 2.25. It explained that the Applicant was undertaking feasibility studies to explore the 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.
- 2.26. The process also invited comments on what people would like to see at the Etihad Stadium and also feedback on the established principles that have been used to guide investment and development across the Etihad Campus over the past decade and beyond.

Stage 2 – Concept Proposals (February – March 2023)

- 2.27. 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. It took the form of a further online consultation website but also included three separate drop-in events, to provide appropriate coverage across the consultation zone (one event in each of the three relevant Wards: Ancoats and Beswick; Clayton and Openshaw; and Miles Platting and Newton Heath), as follows:
- Beswick Library – Thursday 9 March 2023, 3pm to 6:30pm
 - The Foyer at the National Cycling Centre – Monday 13 March 2023, 3pm to 7pm
 - Church of the Apostles – Wednesday 15 March 2023, 3:30pm to 6:30pm
- 2.28. A further drop-in exhibition venue was provided at the Etihad Stadium, which was open from Saturday 4 March to Sunday 26 March 2023, from 9am to 6pm Monday to Saturday and 10am to 4pm on Sunday. The Exhibition Venue was open on three of the Manchester City home matchdays on 4, 14 and 19 March 2023.

3. Community and Stakeholder Mapping

3.1. This section provides an overview of the key stakeholders that have been consulted in relation to the Proposed Development. Prior to the start of the consultation, an extensive community and stakeholder mapping exercise was undertaken to identify which individuals and groups would likely be interested in the proposals. These were set across six separate audience groups and/or individuals:

- Manchester City Council (MCC);
- Elected Political Representatives;
- Etihad Campus Occupiers;
- Local Organisations;
- Local Residents and Businesses; and,
- Other relevant stakeholders and statutory consultees.

MCC

3.2. The following stakeholders at MCC have been engaged throughout the consultation process:

- MCC LPA Officers – David Roscoe and Jennifer Atkinson;
- MCC senior officers, including:
 - Joanne Roney – CEO;
 - Neil Fairlamb – Strategic Director of Neighbourhoods;
 - Rebecca Heron – Strategic Director of Growth and Development;
 - Richard Cohen – Strategic Lead of Growth and Development (South and East);
 - Shefali Kapoor - Head of Neighbourhood Management;
 - Alison Bacon – Strategic Lead for Neighbourhoods (North);
- MCC Highways;
- MCC Environmental Health;
- MCC Lead Local Flood Authority; and,
- MCC Etihad Campus Estate Assistant Manager

Elected Political Representatives

3.3. The following key political representatives as detailed in Table 3.1 have been engaged throughout the consultation process:

Table 3.1 List of political representatives consulted with during pre-application consultation

Position	Name
Leader of Manchester City Council	• Councillor Bev Craig
Ancoats and Beswick	• Councillor Majid Dar • Councillor Irene Robinson • Councillor Alan Good
Clayton and Openshaw Ward Councillors	• Councillor Donna Ludford • Councillor Sean McHale • Councillor Thomas Frederick Robinson
Miles Platting and Newton Heath Ward Councillors	• Councillor John Flanagan • Councillor June Hitchen (Chair of Communities and Equalities Scrutiny Committee) • Councillor Carmine Grimshaw (Chair of Licensing Committee and Licensing and Appeals Committee)

Etiihad Campus Stakeholders

3.4. The following stakeholders, comprised mostly of organisations and NGBs at the Etiihad Campus have been engaged during the pre-application period:

- Etiihad Campus staff and visitors
- Basketball England
- British Cycling
- British Taekwondo
- English Institute of Sport
- England Athletics
- England Lacrosse
- England Netball
- England Squash
- Etiihad Campus Shadow ManCo
- Greater Sport
- Manchester Football Association
- Nuffield Health
- GLL – including Centre Managers of:
 - Manchester Tennis and Football Centre
 - National Cycling Centre
 - National Squash and Regional Arena
- Manchester Active
- Rugby Football League
- UK Sport

Local Organisations

3.5. The following key local organisations have been engaged during the pre-application period, to raise awareness of the proposals and provide an opportunity to feedback:

- Asda Eastlands Supercentre
- Ashbury Meadow Primary School
- Beswick Library
- Bridge 5 Mill
- Church of St Cross, Clayton
- Church of the Apostles
- Clayton Hall
- Clayton Methodist Church
- Connell Co-op College
- East Manchester Leisure Centre
- Queensferry Tenants' and Residents' Association
- Ravensbury Community School
- Clayton Methodist Church
- Revive (Beswick)
- St Anne's RC Primary School
- St Brigid's RC Primary School
- St. Anne's RC Church
- St Willibrords Catholic Primary School
- Seymour Road Academy

- Friends of Philips Park Cemetery
- Hope Mill Theatre
- One Manchester
- Park View Community School
- The Resonance Centre
- Church of England School of Resurrection
- East Manchester Academy
- The Grange Community Resource Centre
- Troydale Tenants' and Residents' Association

Manchester City Fans, and Local Residents and Businesses

- 3.6. Manchester City Fans including Season Ticket and Matchday Members, as well as City Matters (the Club's elected fan network), local residents and businesses have been directly engaged throughout the consultation process, through the use of consultation websites with feedback forms and email contacts, telephone lines, leaflets and events.
- 3.7. Consultation has been extensively publicised through a range of physical and digital methods as described later in this section. This included leaflet drops across a consultation zone, established in consultation with MCC, and as shown in Appendix 1.

Other Statutory and Non-Statutory Consultees

- 3.8. The following statutory and non-statutory consultees have been consulted prior to the submission of this planning application.
- Historic England;
 - Greater Manchester Police (GMP) Secure by Design team;
 - Greater Manchester Archaeological Advisory Service (GMAAS);
 - Greater Manchester Ecology Unit (GMEU);
 - MCC Highways;
 - Transport for Greater Manchester (TfGM);
 - Lead Local Flood Authority;
 - The Coal Authority;
 - Environment Agency; and
 - United Utilities.

4. Consultation with MCC, Political Representatives, and Etihad Campus Stakeholders

- 4.1. This section describes the early engagement which took place with MCC officers, Elected Members and Etihad Campus stakeholders prior to the start of each stage of public consultation.

MCC

Ward Councillors and Local Leadership

Stage 1

- 4.2. The Applicant entered early discussions with MCC Elected Members and senior officers in December 2022, prior to the Stage 1 public consultation process.
- 4.3. An initial meeting took place with Councillor Bev Craig – Leader of Manchester City Council – followed up by a further meeting also attended by local Councillors for the Ancoats and Beswick, Miles Platting and Newton Heath, and Clayton and Openshaw Wards.
- 4.4. These briefings provided an opportunity to discuss the project ambitions, feasibility studies and to discuss the established framework principles which formed the criteria against which the feasibility studies would be evaluated (Appendix 2). The meetings also provided an opportunity to understand local priorities further and to seek feedback on the proposed engagement strategy.
- 4.5. Alongside the Applicant, the following Ward Councillors and MCC senior officers attended:
- Cllr Bev Craig – Leader of the Council;
 - Cllr Majid Dar Robinson (Ancoats and Beswick);
 - Cllr John Flanagan (Miles Platting and Newton Heath);
 - Cllr June Hitchin (Miles Platting and Newton Heath);
 - Cllr Thomas Robinson (Clayton and Openshaw); and
 - Alison Bacon – Strategic Lead – Neighbourhoods (North), MCC.
- 4.6. Table 4.1 below outlines the comments raised by MCC senior officers and Ward Councillors and the Applicant's response during Stage 1.
- 4.7. A follow-up email was sent to attendees on 16 December 2022 which provided further online information on the early-stage feasibility proposals and Etihad Campus framework principles.

Stage 2

- 4.8. A second meeting was set up on 23 February 2023, prior to the commencement of Stage 2. Alongside the Applicant, the following Ward Councillors and MCC senior officers in attendance:

- Cllr Bev Craig – Leader of the Council
- Cllr Irene Robinson (Ancoats & Beswick)
- Cllr June Hitchin (Miles Platting & Newton Heath)
- Cllr Thomas Robinson (Clayton & Openshaw)

4.9. In addition to the above briefing, Councillors Irene Robinson and Alan Good attended the North Stand Community Exhibition at Beswick Library on 9 March 2023.

Table 4.1: MCC Leadership and Ward Councillor Feedback

Comments	Applicants Response
Stage 1	
Access to jobs and training is very important.	The Proposed Development would represent a major construction project that would take up to three years to complete, offering over 2,670 jobs, prioritised for people from Greater Manchester, as a requirement of any planning permission. The construction activity could also provide between 7,000 and 7,500 person weeks of training and up to 78 apprenticeship opportunities over the course of the construction phase. Further information can be found within the Social Value Toolkit, in Appendix 6 of the Sustainability Statement submitted in support of the application. The Etihad Stadium currently employs a large workforce to support its operation, however a large proportion of these jobs are temporary and mostly associated with match and event days at the Etihad Campus. The Proposed Development provides an opportunity – in conjunction with partners - to increase the role of the Etihad Campus as a major employer of permanent jobs. It estimated that 602 full time equivalent jobs will be created on-site (1,131 when part time and casual workers are taken into account). The Applicant has also committed to providing a range of employment, skills, and training initiatives to maximise the accessibility of employment opportunities to local residents within the City. As part of the Proposed Development, plans for a 'Service Sector Training and Skills Academy' are being explored, working in partnership with MCC and an education provider.

Comments	Applicants Response
Queries on whether the F&B offer would be available for use by the local community outside of match and event days.	Consistent with the longstanding ambition to evolve the Etihad Campus into a truly year-round destination, the proposed ground floor F&B facilities and City Square will be accessible for Etihad Campus visitors on both matchday and non-matchday and will be open to members of the general public, local residents and campus visitors.
Support for uses that ensure people can stay and spend more time at the Etihad Campus.	This is a key ambition of the Proposed Development. The Proposed Development aims to create 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. The Proposed Development will also provide year-round football outside of match days helping to create a distinctive and vibrant destination with amenities and facilities open for the local community and others to use all year round. Through helping to create this destination the Proposed Development will also increase dwell times for other Etihad Campus events, smoothing out peak flows and demands on the transport network.
Highlighted the importance of addressing littering and ensuring street cleaning is undertaken.	The Applicant is committed to addressing and minimising impacts on the local community, including noise, on-street parking and littering. The Proposed Development will be brought forward with full consideration for these potential impacts, seeking to minimise these through design where possible. An Operational Management Strategy, prepared by the Applicant, is already in place at the Etihad Stadium, which has been updated to reflect the Proposed Development. This 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. An Operational Waste Management Strategy has also been prepared by Buro Happold and is submitted in support of the proposed North Stand Manchester development, which details arrangements for the management of waste and litter at the Site.

Comments	Applicants Response
	Furthermore, Manchester City Football Club currently undertake a post-match neighbourhood street clean after every match and major event at the Etihad Stadium. This process will continue during construction and on operation of the Proposed Development. The Applicant is also committed to continue positive and ongoing dialogue with local residents through regular meetings with local community groups to ensure that any issues are identified early and addressed. This process will continue throughout the construction and operational stages of the Proposed Development, allowing operational issues and potential nuisance issues to be raised, discussed, and resolved.
It was requested that printed leaflets are issued to local residents in order to inform them of the Stage 1 public consultation.	Leaflets advertising the consultation website were issued accordingly to the agreed consultation zone (Appendix 1).
Stage 2	
Comments that tram services are poor during matches.	The Applicant proposes to establish more active partnerships with providers such as TfGM to strengthen network resilience to changing demands, including ensuring timetabled frequencies are consistently delivered and network capacity managed effectively. Critically, the proposed plans for an entertainment destination at the Etihad Campus would create more opportunities for fans and visitors to stay longer at the Etihad Stadium on both matchday and non-matchday, thereby smoothing out peak travel movements, reducing congestion and demand on public transport networks.

Local Planning Authority

- 4.10. Fortnightly meetings have taken place with MCC's LPA prior to the submission of this application between October 2022 and April 2023. These meetings covered all aspects of the application proposals and submission materials including in relation to the site improvement works, pre-application community consultation strategy, design development, sustainability strategy, highways and transportation matters, social value, landscaping and biodiversity.
- 4.11. Feedback received from engagement with the LPA has helped to shape the design of the Proposed Development and has informed the scope of the information and technical assessments submitted in support of this planning application.

Etihad Campus Stakeholders

- 4.12. Briefings with Etihad Campus key stakeholders, as identified in Section 3 of this report, were arranged during both stages of consultation.
- 4.13. The Stage 1 briefing took place at City Football Academy on 14 December 2022, where several key representatives attended from various organisations:
- British Cycling
 - British Taekwondo
 - Etihad Campus Shadow ManCo
 - GB Taekwondo
 - GLL
 - Manchester Active
 - MCC
 - Manchester FA
 - Nuffield Health
- 4.14. Those unable to attend were also sent an email providing relevant information about the proposed feasibility studies and the consultation process. The information also included a link to the consultation website and associated feedback form.
- 4.15. The second briefing took place at the City Football Academy on 8 March 2023. Representatives from the following organisations were in attendance:
- Basketball England
 - British Cycling
 - British Taekwondo
 - England Netball
 - England Squash
 - Etihad Campus Shadow ManCo
 - GB Taekwondo
 - GLL
 - Manchester Active
 - MCC
 - Manchester FA
 - Nuffield Health
- 4.16. Across both Stage 1 and Stage 2 briefings, the general sentiment was that the majority of organisations were highly supportive of the continued investment into the Etihad Campus and the socio-economic benefits the Proposed Development would deliver in terms of increased visitor attraction and greater jobs and learning opportunities.

5. Stage 1 Community Consultation

- 5.1. This initial stage of consultation announced that the Applicant was undertaking feasibility studies to explore the concepts that could form part of a future stadium development. The process invited comments on what people would like to see at the Etihad Stadium and welcomed feedback about the established framework principles (summarised below) that have been used to guide investment and development across the Etihad Campus over the past decade.
- 5.2. The framework principles are organised around the following seven priorities:
1. Maximise opportunities that support the social and economic role of the area through the provision of new employment opportunities and investment that is accessible to East Manchester residents and otherwise supports the retention and attraction of talent to the City.
 2. Deliver improved social and economic outcomes through project specific implementation plans.
 3. Expansion of a world-class sports destination and creation of a global exemplar.
 4. Provision of distinctive destination leisure and recreation attractions and associated amenities.
 5. Embed Manchester's zero-carbon targets into the Etihad Campus, in line with the Etihad Campus Sustainability Strategy.
 6. Connect the Etihad Campus – both within and beyond.
 7. Create a distinctive sense of place.
- 5.3. This initial consultation process was undertaken online and provided opportunities to feedback over a period of 3.5 weeks between 12 December 2022 and 9 January 2023. A copy of the website for Stage 1 is provided within Appendix 2. It included an online free-form feedback form enabling respondents to provide their views in an open format, as extracted below in Figure 5.1.

Figure 5.1: Stage 1 Feedback Form

Fans and the community are welcome to share any initial views about the project and the framework principles, including what they would like to see at the Etihad Stadium in the future, or any matters they would like the Club to address.

Feedback will be carefully reviewed and considered in advance of formal consultations in early 2023.

Before you add your comments, please provide the following information:

Name.....

Email.....

Supporter Number (if known).....

Please use the space below to share your views.....

- 5.4. Respondents were also able to respond to the Stage 1 consultation by other means including telephone, email and by post to enable equal opportunities for all to comment:
- A dedicated consultation email address (mancity@mancity.com) was set up for respondents to request information and to provide their feedback.
 - The opportunity to present written feedback was provided as respondents were able to send through their comments by post, addressed to [Etihad Stadium Consultation, FREEPOST NWW3611A, Etihad Stadium, Manchester, M11 3BR](#).

Publicising the Consultation Process

- 5.5. The Applicant used several methods to publish and advertise the consultation among local representatives, local organisations, local businesses and residents, the wider Manchester community, and Manchester City Football Club fans.

Consultation Leaflet

- 5.6. A total of 11,200 leaflets were distributed on 12 December 2022 to local residents and businesses within the agreed consultation zone (shown in **Appendix 1**) in order to notify them of the first stage of consultation.
- 5.7. The leaflet detailed the purpose of the consultation process, alongside the details of the consultation webpage and the different means of providing feedback (i.e., consultation webpage, email address and mail address).

Manchester City Football Club

- 5.8. The launch of the Stage 1 consultation was advertised across the Manchester City Football Club 'Club News' and 'Hub' website pages providing a summary of the purpose and content of the consultation and a direct link to the website. As detailed above, it was also shared across the Manchester City Football Club Twitter and Facebook social media accounts.
- 5.9. An 'All Staff' email was issued alongside an email sent directly to all Season Ticket Holders, Matchday Members and Seasonal Hospitality members (approximately 89,000 fans / email recipients) again providing details of the purpose and content of the consultation process and how fans could find out more and provide their comments via the consultation website, post or email.

Media Coverage

Online Media

- 5.10. The Applicant also published a press release which created traction across a number of wide reaching, mainstream news sources. A summary of the key media coverage for the Stage 1 consultation is provided below, which created subsequent traction across social media as outlined underneath:
- | | |
|---------------------------|----------------|
| • BBC Sport | • Independent |
| • Manchester Evening News | • Football365 |
| • The Guardian | • RTE |
| • Mail Online | • The National |
| • Bloomberg | |

- Front Office Sports and World Soccer Talk
- Yahoo
- PlaceNorth West
- Insider Media
- Times Series
- About Manchester
- Construction Management
- Sportspro
- Metro
- I-News

Social Media

5.11. The proposals received coverage on social media, with posts published by a number of popular social media accounts on Twitter, Facebook and Instagram as summarised below:

- Manchester City Twitter and Facebook
- Manchester City News
- Manchester Evening News (MEN)
- BBC North West
- BBC Sport Manchester
- Sports News Trending
- The Business Desk NW
- Joe Bray
- BBC Sport

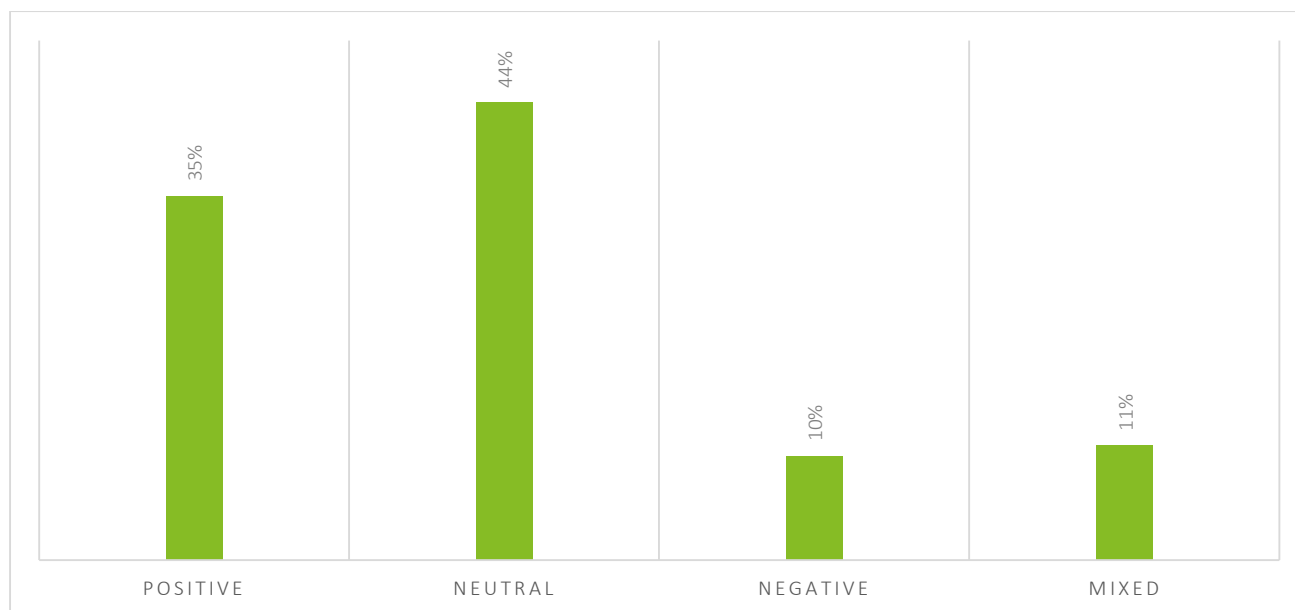
Stage 1 Consultation Feedback

Stage 1 Feedback Summary

5.12. A total of 434 responses were received during the first stage of consultation. Overall, the announcements were positively received with 79% of comments either specifically voicing support or responding as neither positive or negative but providing positive ideas and opportunities for us to consider as part of our formal proposals and plans. Only 10% responded negatively with the remaining 11% expressing mixed sentiment, the latter generally characterised by positive comments, albeit combined with potential concerns regarding potential effects of the project on local transportation and traffic.

5.13. This general sentiment is illustrated in **Figure 5.2** below:

Figure 5.2 – Overall Sentiment (Stage1 Public Consultation)



Applicant's Response to Consultation Feedback

5.14. **Table 5.1** below consolidates and responds to the open-questions and free-form responses in a representative manner.

Table 5.1 – Stage 1 Consultation Feedback Summary and Applicant's response.

Comment	Response
Stadium Design and Capacity	
The Etihad Stadium needs modernisation. An expanded and modernised Stadium is befitting of the Club's global stature and that the Etihad Stadium needs to meet the benchmarks that the Club sets on the pitch. The Stadium Expansion would provide further opportunities to buy season tickets and attend more games, whilst bringing new people to the Club. Conversely, it was also queried whether an expansion of the Etihad Stadium to increase capacity is needed.	The emerging proposals have ultimately been subject to in-depth demand analysis. Fundamentally, success on the pitch has created significant growth over the years in Manchester City Football Club's fanbase which is predicted to keep growing year on year. There is a need to ensure that the Etihad Stadium is keeping pace with the increasing fanbase, associated ticket demand and fan expectations. Continued investment in Manchester City Football Club's facilities will ensure that the club continues to perform its role as a fundamental driver of positive change in East Manchester, to its maximum potential. It will allow Manchester City Football Club to operate in the best way for Manchester whilst keeping pace with its peers in international football, many of whom are currently making major investments in their own stadia in recognition of the role that such significant infrastructure can play in supporting wider beneficial uses and the creation of value. The Applicant has developed a distinctive North Stand Development proposition that will create an agglomeration of outstanding facilities that are intended to be owned and operated by City Football Group, leveraging their enormous brand power and offering a unique set of uses and experiences that are distinctive to the Etihad Campus and which support its long-term success as a major destination centre on both match day and non-match days. The proposals 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.
The Stadium Expansion represents a great opportunity to create improved atmosphere. A single tiered home end is the preference for the North Stand, with an allocation of safe standing.	The Proposed Development has been designed specifically to add to the atmosphere for Manchester City Football Club fans both inside and outside of the Etihad Stadium during, before and after matches and events. The Applicant has fully explored multiple options for the layout which has included testing the feasibility for a large single tier; however, as reported in the Stage 2 consultation, the creation of a single tier is not achievable as a result of the stadium's current design and configuration. 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 a development of a large upper tier with a steeper gradient than the existing lower tier. This option provides optimum viewing distances for all whilst grouping fans together and generating atmosphere. The North Stand will be acoustically optimised. 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.

Comment	Response
	This planning application proposals support future flexibility around the inclusion of safe standing / rail seating such that the Applicant can further engage with fans in relation to those options both during and, if approved, following determination of the planning application.
Travel and Transportation	
Addressing travel and transportation to the Site was a key consideration for respondents, with 41% of comments related to this. There was a general concern that the existing transport infrastructure is unable to cope with additional matchday visitation. The most common topics are as follows: a) Need for improved Metrolink service including more trams, larger trams and direct service to/from the city centre. b) Improved car parking facilities, better management of egress post-game, and more parking provision in the local area. c) Suggestions for the inclusion of park and ride services, shuttle buses to the city centre and improved train links to the campus via Ashbury Station. d) Improved secure cycle parking and cycling routes.	The proposals for the expansion of the Etihad Stadium North Stand sit within a wider movement and transport strategy for the future development of the Etihad Campus: Etihad Campus Strategic Vision: Movement and Transport 2020. This strategy seeks to make better use of existing transport infrastructure and promote any additional trips generated to be undertaken by sustainable transport modes. 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 on a matchday. Also, an enhanced Residents' Parking Scheme, as recommended in the Etihad Campus-Movement & Transport Strategy (Transport Assessment) 2020 will be implemented ahead of the Co-op Live Arena holding its first event, that operates every day, for longer periods and covering an increased geographic area. This Application is supported by a Transport Assessment prepared by ARUP. This document fully assesses the potential impacts of the Proposed Development on traffic and transport during both the construction and operational stages. Critically, the increased capacity at 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. 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 smoothen out peak travel movements and thus reduce the intensity of transport demand, congestion and local community impacts arising from match-day traffic. Nonetheless, the following initiatives form part of the transport mitigation and strategy for the Proposed Development to mitigate against any potential impacts on transport and highways: • Providing a further 200 covered cycle parking spaces to the southeast of the Etihad Stadium, adjacent to Sir Howard Bernstein Way, bringing the campus total up to 712 cycle parking spaces as the Etihad Campus works towards the future target of 1,000 spaces. • Establishing more active partnerships to strengthen network resilience to changing demands, including ensuring timetabled frequencies are consistently delivered and network capacity managed effectively. The Applicant has established a working group with the other Etihad Campus stakeholders to specifically monitor, plan and recommend transport improvement initiatives at the Etihad Campus to the Etihad Campus

Comment	Response
	Management Company Board. A current recommendation of this group is that a Transport Improvement Fund is established at the Etihad Campus (to which the Applicant expects to contribute and which can capture other partner contributions) to support the ongoing review, planning and improvement of practical transport improvements at and around the Etihad Campus. • Enhancing and expanding Metrolink queue facilities, safely separating queues from circulating crowds. • Implementing pilots of increased capacity shuttle bus services - and post-match and ongoing engagement with TfGM to explore franchising/longer-term opportunities. The Applicant will work with TfGM and other shuttle-bus operators and coach providers to discuss optimum use of electrified vehicles as they come into service, to support the Club in working towards their targets for net zero carbon by 2030. • Working with supporter's clubs to review the number of coach services and destinations served. • Increasing the prominence of on-site bus stops as hubs within the Etihad Campus and enhancing the quality of facilities. • Promoting existing sustainable modes of transport to the Site, including additional stewarding and active promotion of enhanced walking routes from city centre. • Disseminating and promoting the enhanced Eastlands Residents' Parking Scheme will discourage drivers from trying to park within zone. • Working alongside car park owners and managers to offer initiatives to utilise available city centre parking and walk to the Etihad Campus. • Reviewing and enhancing matchday traffic management operations on an ongoing basis. • Continuing to review and improve taxi and private hire operations at the Etihad Campus as part of matchday transport strategy. • The Applicant will also continue to manage existing car parking through pre-booking systems so that fans and visitors avoid making unnecessary trips when car parks are full. No new car parks will be developed as a result of the Proposed Development and no existing car parking spaces will be lost at the Etihad Campus. • Further electric vehicle charging points are proposed. • 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. These initiatives evidence that the Applicant is dedicated in promoting active travel and discouraging the use of private cars to access the Etihad Campus.
F&B	
Respondents excited by the prospect of a better visitor and F&B experience at the Etihad Stadium that offers more choice, better facilities and fast service. Respondents were optimistic that the variety and choice will grow, and that service will improve.	A range of F&B establishments and hospitality facilities are proposed within and outside of the Etihad Stadium, including improved concourses for visitors on each level of the expanded North Stand and within the public realm. Acting as a central component to the North Stand expansion will be 'City Hall', a new, large, double-heightened atrium located within the centre of the North Stand expansion on the Ground Floor and providing amenities to match-day and event-day visitors. The space will benefit from a high-quality F&B offer and will have capacity for up to 1,800 standing visitors on a matchday or event-day. It has been designed to have the ability to accommodate multiple

Comment	Response
Respondents suggested the following measures to improve the experience: a) Increased variety of food outlets with wider selection of cuisines, more healthier options, local suppliers and more affordable options. b) Improved facilities in the form of more seating and larger concourses. c) Pre- and post-game fan venues i.e., on-site drinking establishments to meet friends and family. d) Broader selection of food and drink.	purposes including conferences and events, helping to ensure year-round use of the Etihad Stadium. City Square, a significant new covered outdoor fan zone and flexible event space located between the proposed hotel and the further eight storey building, will also provide year-round F&B facilities. The exact tenants have not been secured and therefore the details of each new F&B offer cannot be confirmed at this stage. The Applicant however acknowledges the respondents desire to provide a variety of options, including healthier and more affordable choices with a preference for local vendors and will consider this when selecting future tenants.
Other Considerations	
The plans will significantly regenerate East Manchester, creating jobs and bringing more people to the area.	The Proposed Development will support the transformation of 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. It will 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, creating significant additional economic, and social benefits to the local area and the wider region. 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 6 of the Sustainability Statement prepared by BuroHappold), submitted as part of this Application. The Social Value Toolkit outlines how the Proposed Development responds to MCC's social value objectives for its residents and many neighbourhoods. In summary, a large range of jobs and training opportunities will be created as a result of the Proposed Development both during the construction and operational stage. See Table 4.1 for further info.
Respondents also made additional suggestions for the proposed expansion: a) Retractable roof b) Larger Manchester City store c) More toilet facilities within the campus that are available pre-post game and on non-match days d) Increased capacity for charging electric vehicles at on-site car parks	Whilst a retractable roof was explored by the Club, this was not considered feasible to take forward as a design concept. The Proposed Development includes the provision of a new Club Shop and Ticket Office at Ground Floor and Level 1 of the proposed commercial building element of the Proposed Development. The new Club Shop will provide a larger and much improved dedicated retail experience for fans and visitors to the Etihad Campus. As part of the Proposed Development, four new 22kw electric vehicle chargers will be provided within the Etihad Campus. In addition, a further four 22kw chargers will replace existing 7kw chargers, which will be moved

Comment	Response
e) Additional bag storage facilities, including solutions for larger items such as prams f) Provision of secure cycle storage facilities	elsewhere within the Etihad Campus. This represents an increase of eight electric vehicle charging spaces. The Club currently operates bag drop facilities on matchday and will increase storage provision both on matchday and non-matchday. The Proposed Development includes for a further 200 covered cycle parking spaces to the southeast of the Etihad Stadium, adjacent to Sir Howard Bernstein Way, bringing the campus total up to 712 cycle parking spaces as the Etihad Campus works towards the future target of 1,000 spaces.

6. Stage 2 Consultation Strategy and Responses

Aims and Objectives

- 6.1. The Applicant received lots of valuable feedback during the initial stage of consultation which helped inform a further Stage 2 round of consultation, where the Applicant unveiled concepts for a best-in-class fan experience and year-round entertainment and leisure destination at the Etihad Stadium.
- 6.2. The second stage of consultation presented the emerging proposals for the Proposed Development, whilst also looking to respond to priorities expressed during the previous round of consultation. The overarching objectives for the second stage of consultation were as follows:
 1. To clearly present and outline Manchester City Football Club's proposals for an entertainment destination.
 2. To raise awareness of Manchester City Football Club's consultation and the opportunities for engagement.
 3. To encourage participation in the process, through the completion of the questionnaire and/or attendance at meetings and events to gather valuable feedback to consider prior to the submission of this planning application.
- 6.3. In order to provide more detailed information about how the proposals have been shaped since the first stage of consultation, the following information was made freely available:
 - Summary of feedback from the first stage of consultation.
 - The physical and socio-economic regeneration context to date at the Etihad Campus.
 - Aims and ambitions of the Proposed Development, including developing a best-in-class fan experience and year-round entertainment and leisure destination at the Etihad Stadium.
 - Details of the key elements of the Proposed Development, including the North Stand expansion proposed configuration, and other elements to create a distinctive destination on match-day and beyond, including City Square, Club Shop and Museum, Hotel, and workspace. Sketches and a site plan were included of the concept design.
 - Information on the intention to create jobs and training opportunities for the local people both during construction and operation.
 - The Proposed Development's contribution towards the net zero carbon agenda and the Etihad Campus Strategic Sustainability Framework and Etihad Campus Movement and Transport Strategy (Transport Assessment) 2020, alongside measures to improve access to the Etihad Campus.
 - Information of dates, location, and timing of consultation events and the drop-in venue at the Etihad Stadium and how to provide feedback.

Consultation Methods

Consultation Webpage

- 6.4. During the second stage of consultation, a consultation website was live for a period of 4 weeks between 27 February and 26 March 2023, which provided the information listed above and included an online feedback form.
- 6.5. An extract of the full consultation webpage for the stage two consultation can be found within Appendix 4.

Community Drop-in Events

- 6.6. Three in-person consultation events took place during March 2023 as summarised below. This comprises one event in each of the three relevant Wards: Ancoats and Beswick; Clayton and Openshaw; and Miles Platting and Newton Heath. These events were attended by the Applicant and members of the project team, in order to be on hand to answer any questions:
- **Beswick Library** – Thursday 9 March 2023, 3pm to 6:30pm
 - **The Foyer at the National Cycling Centre** – Monday 13 March 2023, 3pm to 7pm
 - **Church of the Apostles** – Wednesday 15 March 2023, 3:30pm to 6:30pm

Etihad Stadium Drop-in Exhibition

- 6.7. In addition to the three in-person consultation events, a drop-in exhibition venue was provided at the Etihad Stadium, which was open from Saturday 4 March to Sunday 26 March 2023, from 9am to 6pm Monday to Saturday and 10am to 4pm on Sunday.
- 6.8. The exhibition venue was also open on three of the Manchester City Football Club home matchdays on 4, 14 and 19 March 2023.
- 6.9. The exhibitions were manned during matchdays. Outside of these hours, the drop-in venue was unmanned but open to all to provide the opportunity to view the proposals and provide feedback. The attendees were provided with the opportunity to leave comments through a written questionnaire.

Methods for Obtaining Feedback

- 6.10. The feedback was provided online, at the Etihad Stadium Exhibition Venue and at the community drop-in events and enabled people to provide their feedback on the concept designs for the Proposed Development. A full list of the questions proposed within the feedback form for the second stage of public consultation are shown below in Figure 6.1 and the paper copy of the Feedback Form is provided in Appendix 6.

Figure 6.1: Stage 2 Consultation Feedback Form

Question 1:

1a - How would you describe yourself? (Please tick/select more than one if applicable) (see Appendix 6 for details).

1b – If you are a Manchester City fan... which, if any, of the following memberships do you have with Manchester City?

1c - How many of Manchester City's home matches do you attend in total each season?

Question 2: How old are you?

Question 3: What is the first part of your home postcode? (Please provide the first three or four characters e.g., M11, M40)

Question 4: We want to understand what is most important to you. Please look at the list below and let us know your priorities.

- Effective construction management
- Skills and training opportunities for local people
- More areas to socialise with other fans before and after a match
- Creating new jobs
- Overnight accommodation at the Etihad Stadium
- Environmentally friendly and sustainable development
- Activities at the Etihad Stadium outside of matchday
- Improved walking and cycling routes to and from the Etihad Stadium
- Improved public transport to and from the Etihad Stadium
- More food and drink options
- New activities to extend my matchday at the Etihad Stadium

An Expanded North Stand: Our concepts are centred around an expanded North Stand with one larger, single upper tier above the existing lower tier. 7,700 seats would be added to the North Stand, increasing capacity to over 60,000.

Question 5: Do you agree with this approach?

Question 6: During the Club's feasibility studies, fans told us that they would like rail seating to be considered within an expanded North Stand.

Do you agree that rail seating should be considered as part of this development?

Question 7: Please share any further thoughts related to stadium expansion.

Creating a destination on matchdays and beyond: A key objective of our proposals is to create a distinctive destination at the Etihad Stadium that provides fantastic experiences for fans and visitors on matchdays and non-matchdays. Our plans include a covered City Square fan zone with a capacity of 3,000, with a wide range of food and drink outlets; a new club shop; a new Manchester City museum; an integrated hotel; and a modest workspace of around 4,000 sq. m.

Question 8: Do you agree with this approach?

Question 9: Do you have any thoughts or suggestions for us to consider in relation to improving facilities at the Etihad Stadium?

Travel and Transport: Matchday transport and travel is an important topic for both fans and our local community, and we are committed to working with partners from across the city to enhance existing services, as well as offering new ways for people to make more sustainable travel choices. Our proposed plans would create more opportunities for fans and visitors to stay longer at the stadium on both matchday and non-matchday, thereby smoothing out peak travel movements, reducing congestion and demand on public transport networks.

Question 10: Do you agree with this approach?

Question 11: Do you have any thoughts or suggestions for us to consider in relation to travel and transport?

Jobs and Skills: We are committed to ensuring that any new facilities create jobs, training and social opportunities for the local community in East Manchester. Our proposals provide an opportunity - in conjunction with partners - to transform the Etihad Campus into a major location of permanent jobs. As part of our proposed development, plans for a 'Service Sector Training and Skills Academy' are being explored.

Question 12: Do you agree with this approach?

Question 13: Do you have any thoughts or suggestions for us to consider in relation to skills, training and jobs and how we can best invest in the local area?

Your overall opinion

Question 14: Based on what you've seen so far, do you support our proposals?

Question 15: Finally, if you would like to, please use the space below to explain your response to the previous question or provide any other comments you would like to make.

- 6.11. In addition to the online feedback form, respondents were able to comment on the proposals by other means including telephone, email and by post:
- A dedicated consultation email address (mancity@mancity.com) was set up for respondents to provide their feedback.
 - A dedicated information line ([+44 \(0\)161 444 1894](tel:+441614441894)) was also utilised for the public consultation, with an answer phone.
 - Respondents could also provide feedback by post, addressed to [Etihad Stadium Consultation, FREEPOST NWW3611A, Etihad Stadium, Manchester, M11 3BR](#).
- 6.12. The above alternative options for providing feedback were presented on the consultation leaflets as well as on the consultation webpage so that respondents were presented equal opportunities to comment.

Publicising the Stage 2 Consultation Process

Consultation Leaflet

- 6.13. A total of 11,200 leaflets were distributed on 27 February 2023 to local residents and businesses within the agreed consultation zone (shown in **Appendix 1**) in order to notify them of the second stage of consultation.
- 6.14. The leaflet detailed the purpose of the consultation process, alongside the details of the consultation webpage and the different means of viewing the proposals and providing feedback (i.e., consultation webpage, drop-in events and Etihad Stadium exhibition, an email address and mail address).
- 6.15. A copy of the consultation leaflet for Stage 2 can be found in **Appendix 3**.

Direct Invitations

- 6.16. Direct invitations to the community exhibitions and a link to the consultation website were sent via email to the local organisations listed in Section 3.

Manchester City Football Club

- 6.17. The launch of the second stage of consultation was advertised across the Manchester City Football Club 'Club News'¹ and 'Hub'² website pages providing a summary of the purpose and content of the consultation and a direct link to the website. As detailed above, it was also shared across the Manchester City Football Club's Twitter and Facebook social media accounts.

¹ <https://www.mancity.com/news/club/manchester-city-north-stand-expansion-63813100>

² <https://www.mancity.com/etihad-stadium-consultation>

- 6.18. An 'All Staff' email was issued alongside an email sent directly to all Season Ticket Members, Matchday Members and Seasonal Hospitality Members again providing details of the purpose and content of the consultation process and how fans could find out more and provide their comments. Information was also published in the Manchester City Football Club newsletter issued to UK Members.
- 6.19. Posters were set up across the walls of the Etihad Stadium concourses which presented a QR code that provided a direct link to the consultation webpage in conjunction with flyers that were provided within the City Store.
- 6.20. The Etihad Stadium screens, and PA system provided information about the stage 2 consultation process and how to find further information and provide feedback. It was also covered as part of the Manchester City Football Club Matchday Live shows, published in the Manchester City Football Club match programmes and posted on the Official Supporters' Club Portal.

Media Coverage

Online Media

- 6.21. The Applicant also issued a press release which created traction across a number of wide reaching, mainstream news sources. A summary of the key media coverage for the second stage of consultation is provided below, which created subsequent traction across social media as outlined underneath.

- | | |
|---------------------------|------------------------------|
| • BBC Sport | • About Manchester |
| • Daily Mail | • FC Business |
| • Mail Online | • Mail Plus |
| • Manchester Evening News | • The Stadium Business |
| • The Times | • Insider Media |
| • ITV | • Spylax Media |
| • The i | • Construction Enquirer |
| • Daily Star | • Construction Wave |
| • Talksport | • Inside World Football |
| • The National | • Building |
| • The Manc | • Sports Venue Business |
| • Sports Bible | • SoccerEx |
| • Sky Sports News | • New Civil Engineer |
| • Manchester World | • PlaceNorth West |
| • GiveMeSport | • International Construction |
| • Football Addict | • New Civil Engineer |
| • Forbes | • Construction Review |
| • Secret Manchester | |

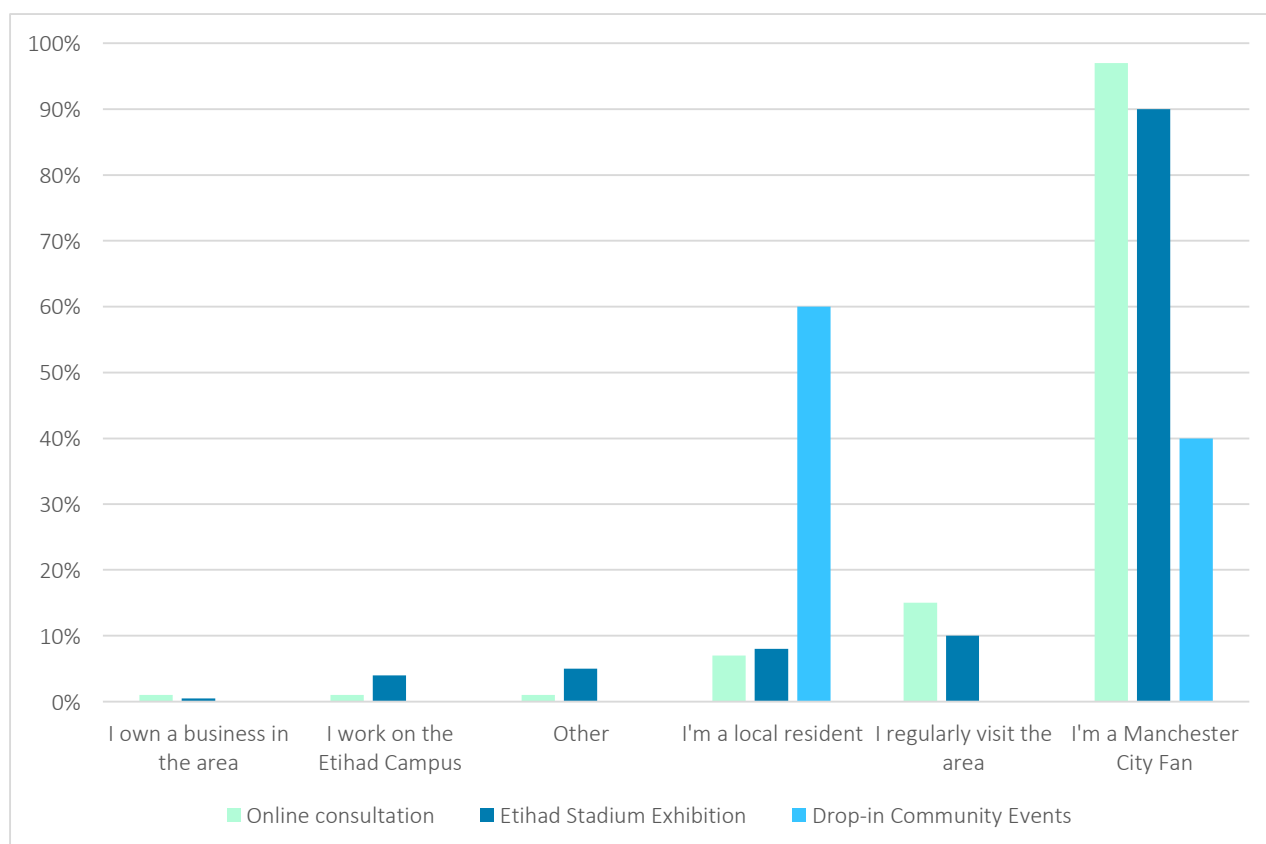
Social Media

- 6.22. The proposals received coverage on social media, with posts published using the Applicant's own social media accounts, including Twitter (@ManCity) and City Square Live (@CitySquareLive), Facebook (Manchester City) and Instagram (ManCity) to provide more regular updates and publicity regarding the proposals and to reach a wider audience. As an extension to their Twitter account, a separate Twitter account (@ManCityHelp) was used to respond comments and direct users to further information on the proposals where required.
- 6.23. A number of posts were also published by several popular social media accounts on Twitter, Facebook and Instagram on the back of Manchester City Football Club's social media posts and the various press media outlined in the previous section.

Stage 2 Consultation Feedback

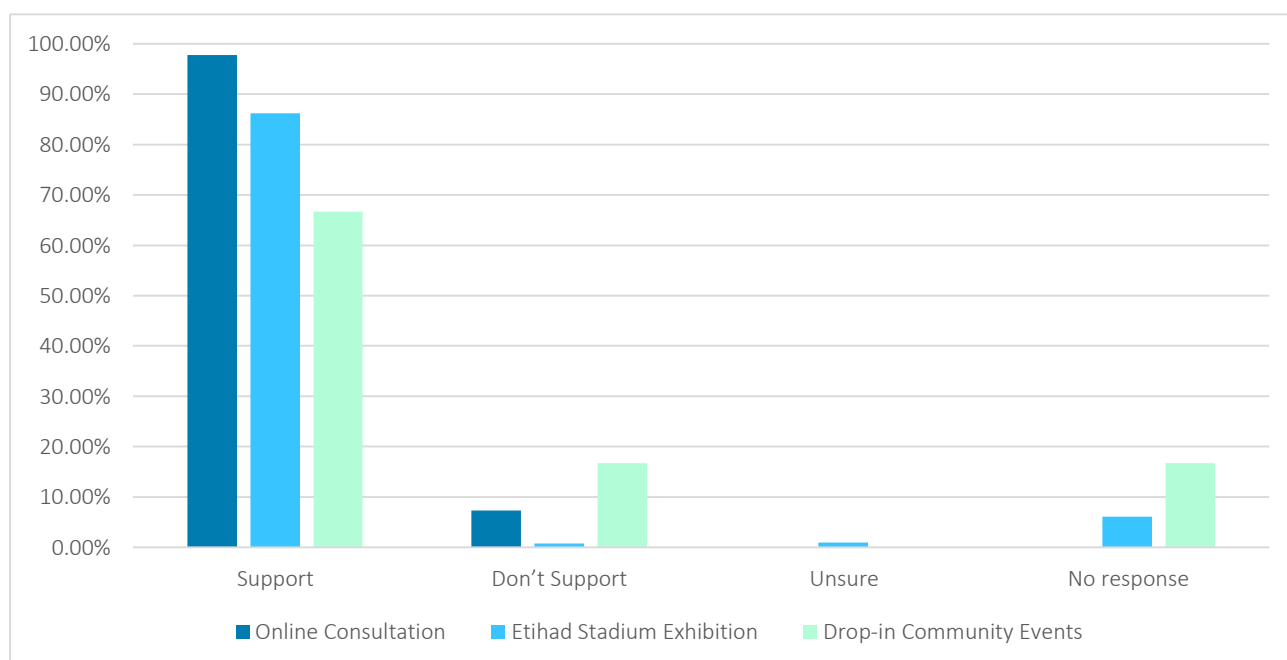
- 6.24. During the 4-week second stage consultation period, a total of 1,212 formal feedback responses were collected including 829 online, 377 from the Etihad Stadium drop-in venue and a further 6 from the community drop-in events.
- 6.25. The majority of respondents were local to Greater Manchester but were also located across various other locations within the UK, demonstrating the wide reach of the public consultation. As shown in Figure 6.2 the majority of respondents were Manchester City fans, but there were also a number of respondents who were local residents and those who regularly visit the area.

Figure 6.2: How respondents describe themselves for each method of consultation (NOTE: respondents were able to choose more than one category)



6.26. In total, the overwhelming majority of respondents (94%) support the Proposed Development. The level of support broken down for each consultation method is shown in Figure 6.3 below.

Figure 6.3: Level of support for the Proposed Development for each method of consultation



6.27. All comments have been reviewed, collated and responded to by theme within Table 6.1 later in this section.

Online Feedback

6.28. In total 829 online feedback forms were received via the consultation website, of which 93% expressed support for the proposals.

6.29. A vast majority of the respondents to the online consultation process identified as Manchester City Fans (97%), followed by regular visitors to the area (15%) and local residents (7%).

Community Exhibitions

6.30. In total, 28 people attended the three events within the local community held during March 2023, which includes 6 visitors at Beswick Library, 8 at the National Cycling Centre, and 14 at the Church of Apostles.

6.31. Six feedback forms were collected, where 4 out of 6 respondents from the community consultation events indicated that they support the Proposed Development, with one person not responding to the question and one respondent not supportive.

6.32. Whilst only six formal feedback forms were collected, further verbal feedback provided was generally supportive for the Proposed Development.

Manchester City Exhibitions

6.33. In total 4,518 people attended the drop-in exhibition venue at the Etihad Stadium. The majority attended either before or after the three Manchester City home matches on 4, 14 and 19 March 2023.

- 6.34. In total, 377 people provided their written feedback on the proposals when visiting the exhibition space.
- 6.35. Out of the 332 respondents who answered the question about whether they support the proposals, 86% were in support, whilst 1% was unsure and 6% of people did not provide an answer. Only 3 respondents were not supportive.
- 6.36. 31 respondents identified as local residents, of which 84% were supportive of the Proposed Development and only one person was not.
- 6.37. Overall, there was a good level of engagement at the Etihad Stadium Exhibition venue with the overwhelming majority of feedback being supportive of the Proposed Development, including that received by fans and local residents.

Main Findings

- 6.38. This subsection provides an overview of the responses that were received to the second stage of consultation.

Question 4: Your Priorities

- 6.39. Respondents were asked to select their key priorities relevant to the Proposed Development, which included a list of responses and a free-form box to provide anything not covered.
- 6.40. As shown by Figure 6.4 overleaf, improving public transport links to/from Etihad Stadium was the online respondent's highest priority, followed by an improved F&B experience.
- 6.41. As shown in Figure 6.5 overleaf, this was echoed across the feedback from the Etihad Stadium Exhibition Venue followed shortly by environment and sustainability, creating new jobs and improving walking and cycling routes.

Figure 6.4: Key priorities that are very important or somewhat important to respondents from online consultation

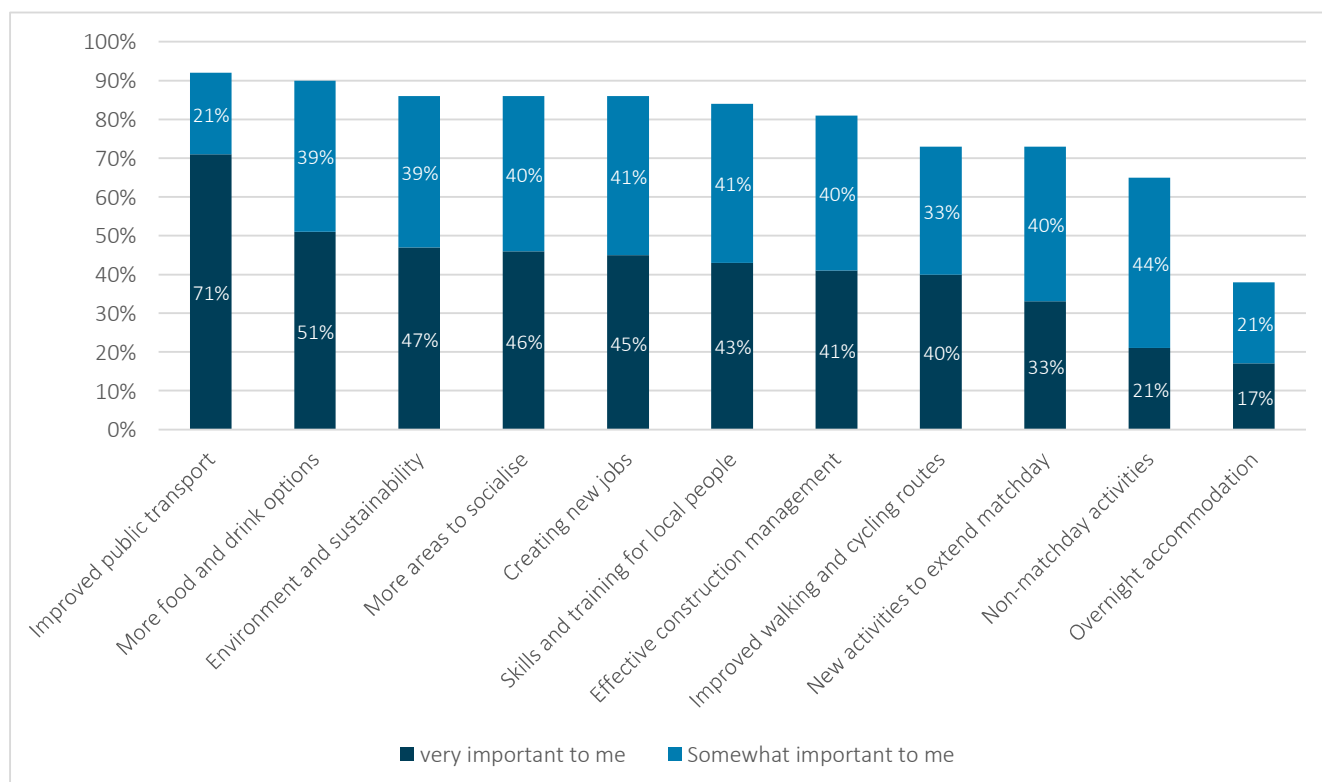
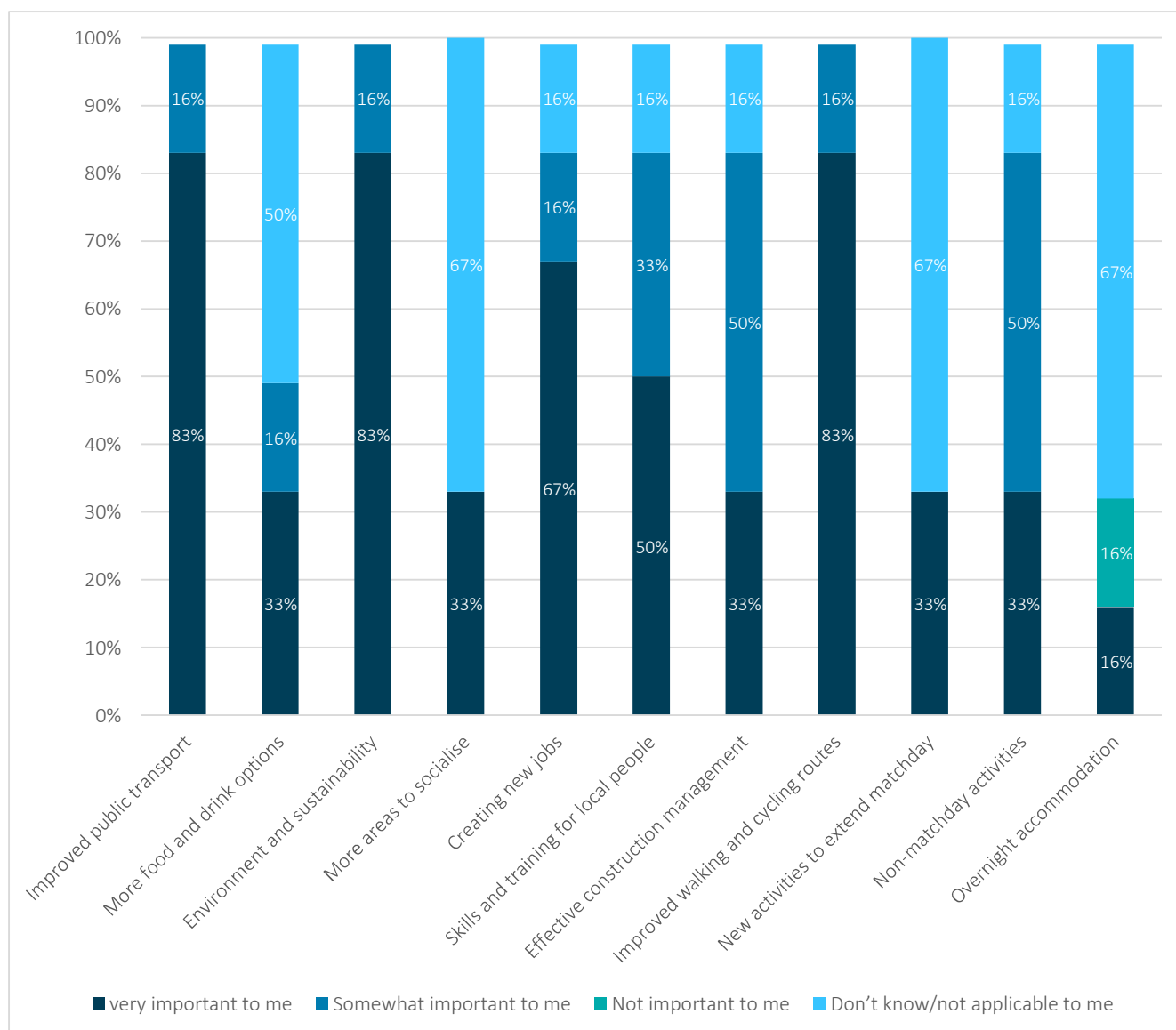
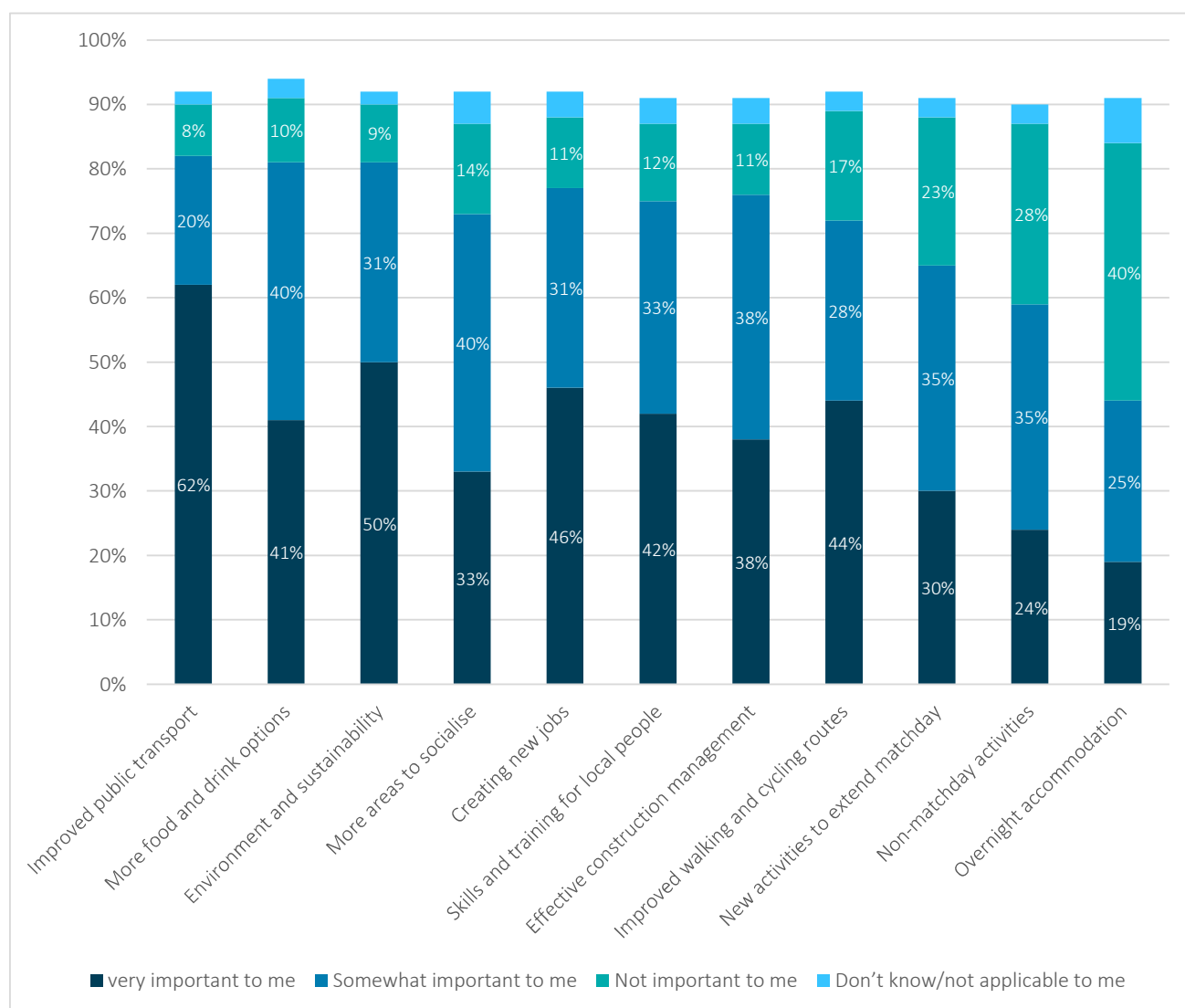


Figure 6.5: Key priorities for respondents from the Etihad Stadium Exhibition Venue



- 6.42. Figure 6.6 below indicates the nature of feedback in relation to the key priorities from the community drop-in events. This again indicates that improving public transport links to/from Etihad Stadium remains a key priority for those attending the drop-in community venue, on par with improvements to walking and cycling routes and environment and sustainability.
- 6.43. Creating new jobs and providing skills and training opportunities were also a key priority for those attending the community drop-in events.

Figure 6.6: Key priorities for respondents from community drop-in events



An Expanded North Stand: Question 5, 6 and 7

- 6.44. When asked whether they agreed with the concepts being centred around an expanded North Stand with one larger, single upper tier above the existing lower tier, 89% of online respondents and 85% of respondents at the Etihad Stadium Exhibition venue were supportive. Only four people out of 377 people who provided feedback at the Etihad Stadium Exhibition venue did not support this. The majority of respondents at the community drop-in events were also supportive, with only one comment against this concept.
- 6.45. When asked about whether they agree with rail seating being considered within the expanded North Stand, 84% of respondents to the online consultation were in favour, 9% were unsure and only 7% did not support this. 64% of Etihad Stadium Exhibition Venue respondents were also in favour, with only 7% not supporting this. Of the six respondents to the community drop-in events only one-person thought the question was applicable to them and expressed support for this initiative.

- 6.46. The thoughts and suggestions provided in response to this question are considered within Table 6.1 below.

Creating a destination on matchdays and beyond: Questions 8 and 9

- 6.47. When asking respondents whether they agree with the key objective to create a distinctive destination at the Etihad Stadium that provides fantastic experiences for fans and visitors on matchdays and non-matchdays, 93% of online feedback and 78% of the Etihad Stadium Exhibition venue feedback was supportive, with only one respondent at the Exhibition venue not supportive.
- 6.48. The thoughts and suggestions provided in response to this question are considered within Table 6.1 below.

Travel and Transport: Questions 10 and 11

- 6.49. The consultation asked people whether they agree with the proposed plans to create more opportunities for fans and visitors to stay longer at the stadium on both matchday and non-matchday, thereby smoothing out peak travel movements, reducing congestion and demand on public transport networks.
- 6.50. 88% of online respondents, 74% of Etihad Stadium Exhibition Venue respondents, and 83% of community event respondents agreed with this approach.
- 6.51. The thoughts and suggestions provided in response to this question are considered within Table 6.1 below.

Jobs and Skills: Questions 12 and 13

- 6.52. The consultation asked people whether they agree with the proposed plans to transform the Etihad Campus into a major location of permanent jobs alongside the plans for a 'Service Sector Training and Skills Academy' which are being explored.
- 6.53. 97% of online respondents, 75% of Etihad Stadium Exhibition Venue respondents, and 4 out of 6 of the community event respondents agreed with this approach and two were unsure.
- 6.54. The thoughts and suggestions provided in response to this question are considered within Table 6.1 below.

Consideration of Feedback

- 6.55. The following table summarises all the stage 2 consultation feedback received across the various methods public consultation and provides the Applicant's response to how the feedback has been considered as part of the evolution of the Proposed Development. It has consolidated the open-questions and free-form responses and has provided a direct response to each from the Applicant, categorised by respective themes.

Table 6.1: Stage 2 Consultation Feedback Summary and Applicant's response.

Comment	Response
Traffic and Transport	
One of the most frequently occurring themes is traffic and transport. We received comments expressing concern that there is not enough car	Please refer to response to traffic and transport comments in Table 5.1.

Comment	Response
parking, and an increased capacity would need to be met by improved public transport infrastructure and secure cycle parking facilities to avoid increases in congestion. A park and ride/ shuttle bus facility for visitors who travel long distances to attend matchdays was specifically requested.	
Some local residents highlighted how the increased capacity would lead to more individuals parking outside the Eastlands Residents Parking Zone (RPZ). A suggestion was made to increase the level of parking by replacing surface car parks with multi-storey car parks.	MCC is in the final stages of legal consultation for the implementation of an expanded Eastlands Residents Parking Scheme which will be in operation before Co-op Live holds its first event. It will ensure that local residents, businesses and their visitors can park at their homes and properties when events are taking place but will deter those attending matches and events at the Etihad Stadium from parking on nearby streets. The scope of the Eastlands Residents Parking Scheme was planned from the outset to account for an expansion of the Etihad Stadium (planning application approved in 2014) as well as the Co-op Live arena and a wide range of other sporting, leisure and entertainment uses which may be developed at the Etihad Campus in the future. As mentioned above, a key objective of the Proposed Development is to create the conditions for extended dwell times at the Etihad Stadium, both before and after events, to smoothen out peak travel movements and thus reduce the intensity of transport demand, congestion and local community impacts arising from match-day traffic. The aim being, alongside the list of other interventions to encourage attendees to travel by sustainable modes of transport listed above, that there is an overall reduction in people relying on private vehicles to access the Etihad Campus, certainly as part of the last stage of their journey. Alongside the RPS which has been thoroughly and separately consulted on, the proposed transport strategy aims to reduce the impact of parking to local residential streets. Principally, to align to the Applicants ambitions to be net zero carbon by 2030 and Manchester's own targets for 2038, and to minimise any impact on the local highways network, no further car parking is proposed as part of this Proposed Development.
It was highlighted that the existing trams could be more frequent and could also extend to different areas other than just the City Centre (i.e., Ashton). It was also suggested that the public transport should be electric in order to be better for the environment.	TfGM currently operate an enhanced timetabled services on the Metrolink to serve football matches and other major events at the Etihad Campus. This enhanced service is specifically tailored to the requirements of each event based on TfGM intelligence, previous experience and anticipated demand. It is typically 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) for a period before and after the event. The Applicant will continue to work with TfGM to strengthen network resilience to changing demands, including ensuring timetabled frequencies are consistently delivered and network capacity managed effectively. CFG

Comment	Response
	proposes that a Transport Improvement Fund be established and managed collaboratively by the Campus Management Company Board, which can capture contributions to support the delivery of imaginative but practical programmes to facilitate further improvements to public transport. TfGM's fleet of trams are fully electric, and 62% of this comes from energy produced by the wind. The rest is from other environmentally friendly sources like recycling waste, water power and burning natural fuel like woodchips and grass. The Applicant does not own or operate the shuttle bus or coach services. Nonetheless, the Applicant will work with TfGM and other shuttle-bus operators and coach providers to discuss optimum use of electrified vehicles as they come into service to support the Club in working towards their targets for net zero carbon by 2030.
Suggestion that Joe Mercer Way should be an uninterrupted pedestrian boulevard as it currently crosses roads and brings pedestrians into conflict with cars.	The movement hierarchy for the proposed development is to prioritise pedestrian and cycle movements in the first instance with facilitating access to high quality public transport as a second priority. The majority of Joe Mercer Way is a vehicle-free route, protected by bollards as it joins Sportcity Way. Nonetheless, it is acknowledged that access is required for vehicles along Sportcity Way for the Tennis and Football Centre and to the surface car parks, which could create conflicts between vehicles and pedestrians where Joe Mercer Way crosses Sportcity Way. Currently, the football club successfully manage the crossing of pedestrians and vehicles at the Sportcity Way/Joe Mercer Way interface by alternating vehicle and pedestrian flow with a team of marshals. However, as part of the Co-op Live development, a pedestrian corridor is to be created linking Joe Mercer Way to Alan Turing Way junction at the far northern side of the surface car parks, which is proposed to reduce vehicle conflicts in this location. The footway to the north of the Co-op Live and south of Sportcity Way will also be widened to provide more space for pedestrians.
Queries on whether the ingress / egress strategy is being improved to allow for better crowd flow at peak times before and after Etihad Stadium events / matches.	The Proposed Development has been carefully designed, and crowd movement has been robustly tested, to ensure safe movement of pedestrians both around the public realm and to access and egress the Etihad Stadium North Stand. To further support the access and egress of people leaving the Etihad Campus, extended Metrolink queue facilities are proposed as part of this Proposed Development.
Requests for more electric vehicle charging points and secure cycle parking.	Currently, there are approximately 272 cycle parking spaces at the Etihad Campus, with the addition of 240 spaces to be included as part of the Co-op Live Arena development towards the end of 2023. As part of the overall aspiration for the Etihad Campus, there are plans to create a total of 1,000 cycle parking spaces within the Campus.

Comment	Response
	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 as the Etihad Campus works towards the future target of 1,000 spaces. Further to these figures, there is also a Bee Bike docking station located at the Etihad Campus to the west on Rowsley Street. Further docking stations are proposed under Sir Howard Bernstein Way and other Campus locations are being explored to further support the cycle parking provision at the Etihad Campus. Further electric vehicle charging is also proposed to a number of the existing car parking spaces at the Etihad Campus as part of this Proposed Development.
It was suggested that the Proposed Development should provide a greener environment at the Etihad Campus.	The Proposed Development includes public realm designed to interface effectively with that existing at the Etihad Stadium and the wider Etihad Campus. It is important to note that the public realm serves an important function to enable effective circulation for crowds attending events at the Etihad Campus and to ensure suitable and safe access and egress from the Metrolink, the pedestrian routes, and the car parking areas to the north of Joe Mercer Way. Thus, there is a requirement to ensure that the public realm is free of clutter and comprises a robust and hard wearing material for regular footfall. Nonetheless, opportunities to 'green' the Site and 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.
Requests for enhancements to the Ashton Canal pedestrian route.	Improvements are already planned to the Ashton Canal pedestrian route as part of the Co-op Live development. Regular dialogue is taking place with the Canal and River Trust to roll out the improvements before the first event at the arena.
Design Quality	
Support expressed for the Proposed Development creating a more desirable destination and environment. Some respondents expressed that the design did not match with the existing stadium.	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. A Design and Access Statement has been prepared by Populous and is submitted in support of the application. It details the design and rationale, evidencing that the Proposed Development is of high architectural quality. The scale, massing of the Proposed Development provides an iconic architectural response to the Applicant's brief and the functional requirements to be connected and provide direct links into the Etihad Stadium.

Comment	Response
	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. 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. 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 ensure the Etihad Stadium maintains its prominence, whilst providing a high-quality architectural response.
Suggestion for more cover from rain.	The central focus of the Proposed Development for visitors arriving at the Etihad Campus from the north will be City Square, a fan zone and outdoor entertainment area providing dwell-space for visitors to the Etihad Campus and providing direct access into City Hall and the Etihad Stadium. The design has included for City Square to be completely covered so that fans and visitors are protected from the elements whilst they enjoy using the space.
Ticket Options and Etihad Stadium Facilities	
Many respondents expressed that a single tier would provide the opportunity for an improved atmosphere, alongside support for rail seating. Various suggestions were made for where the rail seating should be provided within the North Stand expansion. Some respondents believed this should be at the lower level, whilst others believed it should be higher into the stand. It is mentioned that where rail seating is proposed, a location for families and elderly people should be considered.	See response in Table 5.1.
Requests for affordable ticket options for 'ordinary people'.	No proposals relating to ticketing and pricing have been prepared at this time; however, and in line with the Applicant's current approach, they will continue to offer a range of prices to suit all budgets stadium wide.
The Etihad Stadium lifts are currently slow for those requiring an accessible space and disabled people would	The building has been designed to be inclusive in terms of access with step-free, level access and wide entrances and DDA compliant lifts on all floors. New dedicated seating for disabled users is also proposed which are in close

Comment	Response
benefit greatly from sufficient time and assistance to locate their seating before the match. Improved accessible toilets are also suggested.	proximity to the lifts and accessible WCs on every level. Further details are provided within the Design and Access Statement prepared by Populous and submitted in support of the application.
Comments that more toilets should be provided in multiple locations and that they should be open 24/7.	Improved WC provision is included throughout the Proposed Development on every level, which includes WCs accessed from the public realm. These ground floor WC's access from the public realm will be open during operation of the commercial and F&B units which are expected to be open outside of just event / match days.
Suggestions for TV screens internally	Internal TV screens are proposed to the corners of the North Stand expansion. Screens are also proposed within the City Square fan zone to provide activation. Externally, LED screens are also proposed outside of the Etihad Stadium 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. These screens will provide activity to these facades and directly address the main pedestrian approaches. This type of content is an integral part of any major entertainment destination.
Ecology and Sustainability	
Queries on the ecological impact on local wildlife and what the proposals were doing in terms of sustainability.	A Preliminary Ecological Assessment is submitted to support the application. The assessment concluded that there are no environmental designations or ecological impacts generated by the Proposed Development. Opportunities to enhance the Site's biodiversity value are incorporated into the landscaping design of the Proposed Development, including ornamental planting, green screens, and the planting of 36 trees in total. With regard to sustainability, the Applicant's brief is to maximise opportunities to reduce the energy consumption of the buildings from initial design stages through to occupation. A Sustainability Statement, which includes a number of appendices, is submitted in support of this application. The Statement and associated appendices evidence that the Proposed Development includes extensive measures to reduce energy consumption and associated CO2 emissions of the buildings at all stages as it supports the Applicant in their accelerated target to be net zero by 2030. The energy strategy, as detailed in the Energy Statement appended to the Sustainability Statement submitted in support of this application, 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. The energy assessments results show that all buildings comply with Part L 2021 energy performance requirements based on the building elements performance requirements.

Comment	Response
Comments around need for greater drainage in the public realm.	A Flood Risk Assessment (FRA) and Drainage Strategy are submitted in support of this application, 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. During construction, all effects are deemed to be negligible or minor adverse and mitigation measures during the construction stage shall be implemented as detailed within the Construction Management plan (CMP). During the operation stage 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. The Proposed Development has therefore been designed to ensure appropriate drainage of the Site.
Jobs and Skills	
Support expressed for the Applicant's ambitions in relation to providing new jobs, skills and training opportunities. Suggestions made for training initiatives and job fairs, which should be publicised through the post, flyers or posters. Suggestions for job opportunities for younger people and those starting new careers and those with disabilities, such as apprenticeships.	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 stage. It will also deliver further significant indirect benefits for the local community, Manchester and Greater Manchester communities supporting the wider regeneration of area. A Social Value Toolkit, in Appendix 6 of the Sustainability Statement, is submitted in support of the planning application which details the jobs, training and apprenticeship opportunities which the Proposed Development will deliver in both the construction and operational stage. It is anticipated that the construction stage will provide over 2,670 gross jobs, a large percentage of which will be targeted for local people. The construction activity could also provide between 7,000 and 7,500 person weeks of training and up to 78 apprentice opportunities over the course of the construction phase. It will also inject £191.1m of GVA into the Greater Manchester economy over the course of three years. During operation, the Proposed Development will directly create 602 full time equivalent jobs on-site (1,131 when part time and casual workers are taken into account) and a further 1,795 full time equivalent indirect jobs (2,925 once part-time and casual work is taken into account) across Greater Manchester. The Applicant has also committed to providing a range of employment, skills, and training initiatives to maximise the accessibility of employment opportunities to local residents within the City. As part of the Proposed Development, plans for a 'Service Sector Training and Skills Academy' are being explored, working in partnership with MCC and an education provider.

Comment	Response
	The Applicant will also continue to host the 'Marketplace' careers jobs fair at the Etihad Stadium working with over 170 organisations to match local people with job opportunities and showcase routes into new careers and training courses.
Construction Impact	
Queries on whether matches would be on during construction and if so, how this would impact them.	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. Matches and events would continue to be held at the Etihad Stadium during the construction period and a temporary club shop and fan zone would be opened. The North Stand's current capacity would be temporarily reduced while construction is taking place. Although they are unable to confirm how many seats would be impacted at this time, the Applicant would endeavour to keep this to a minimum and do not anticipate this exceeding the low thousands, as was the case when South Stand was expanded in 2014. A Detailed CMP will be prepared which will outline the mitigation measures implemented in order to minimise impacts during match days.
Other	
Suggestion that the increased capacity would add pressure onto the local businesses and could create further waste and anti-social behaviour.	It is anticipated that the number of visitors to the Etihad Stadium would increase as a result of the Proposed Development. With this however, it is expected that there would be an additional £35.8m of off-site visitor expenditure each year. A portion of this is likely to be taken by businesses within the local area. It is recognised that with additional visitors comes a need for even greater operational management to mitigate the risks of litter and anti-social behaviour. Manchester City Football Club is committed to addressing and minimising impacts on the local community, including the potential for anti-social behaviour and crime and other impacts on amenity such as noise, on-street parking, and littering. Any future proposals at the Etihad Campus will be brought forward with full consideration for these potential impacts, seeking to minimise these through design where possible. An Operational Management Strategy, prepared by the Applicant, is already in place at the Etihad Stadium, which has been updated to reflect the Proposed Development. This is submitted as part of this Application. An Operational Waste Management Strategy has also been prepared by Buro Happold and is submitted in support of the proposed North Stand Manchester development, which details arrangements for the management of waste and litter at the Site.

Comment	Response
	Furthermore, Manchester City Football Club currently undertake a post-match neighbourhood street clean after every match and major event at the Etihad Stadium. This process will continue during construction and on operation of the Proposed Development. The Applicant is also committed to continue positive and ongoing dialogue with local residents through regular meetings with local community groups to ensure that any issues are identified early and addressed. This process will continue throughout the construction and operational stages of the Proposed Development, allowing operational issues and potential nuisance issues to be raised, discussed, and resolved. Appropriate facilities to collect and manage waste are also provided at the Site as part of the Proposed Development as detailed within the Waste Management Strategy submitted in support of this application.

7. Statutory and Non-Statutory Consultee Responses

- 7.1. This section describes the consultation undertaken with statutory and non-statutory consultees prior to the submission of the planning application.
- 7.2. An EIA Screening and Scoping Report was prepared by Deloitte with input from the technical consultant team for the project. The EIA Screening and Scoping Report was submitted to MCC as the LPA on 6 March 2023 and statutory consultees were consulted in relation to the proposed content of the EIA and the scope of the associated EIA assessments. A formal scoping opinion was received on 12 April 2023 (see Appendix 2.3 of the ES).

MCC Highways and TfGM

- 7.3. The transport consultant, Arup, has undertaken scoping discussions with both MCC Highways and TfGM in preparation of the submitted Transport Assessment and ES Chapter. These meetings ran from October 2022 to February 2023.
- 7.4. Through these meetings the proposed scope of the Transport Assessment and ES Chapter have been agreed with MCC and TfGM as well as the initial findings of the Transport Assessment. The responses gathered from these meetings has been summarised within Table 1 and 2 of the Transport Assessment.

Environmental Health

- 7.5. Buro Happold has consulted with the Environmental Health team at MCC in regard to the Noise Impact and Air Quality Assessments. The discussions sought agreement with Environmental Health on the proposed scope of the assessments including intended receptors, methodology and structure of the reports. With the details provided through these discussions, Environmental Health confirmed their agreement with the scope of the assessments which are being submitted with the application.

Environment Agency

- 7.6. Throughout the ongoing determination period of the Site Improvement Works application (Appl. Ref. 135764/FO/2022), a series of meetings were held between Buro Happold (Ground Conditions) and the Environment Agency in December 2022 and again in early 2023. The meetings were to discuss the initial results on ongoing ground (controlled waters) investigations associated with preparatory (remediation and void grouting as necessary) and investigation works (suitable foundation/piling locations).

- 7.7. Buro Happold also consulted with the Environment Agency in regard to water resources. Pre-application advice was sought from the Environment Agency and a formal response was received on 21 October 2022. The response confirms that the Site is located within Flood Zone 1 and is therefore considered by the Environment Agency to be at low risk of flooding. No particular areas of concern were identified. The Environment Agency also provided links to the Government's 'Open Data' for access to flood risk information.

Lead Local Flood Authority and United Utilities

- 7.8. Buro Happold have engaged with the Lead Local Flood Authority and United Utilities with regards to the proposed discharge rates for surface water and foul water drainage. The rates are therefore agreed and considered acceptable.

Historic England

- 7.9. Deloitte has undertaken consultation with Historic England which has included an email brief outlining the proposals, followed by an online meeting in March 2023 with Richard Broadhead where the project architects and team walked through the proposals in further detail.
- 7.10. Historic England welcomed the proposals and noted Historic England have no major concerns. Historic England noted how the proposals sit comfortably within the Etihad Campus and saw the benefits to the City and Etihad Stadium. Historic England noted opportunities for high quality, modern architecture, noting the canal as an important element to Manchester's heritage.

Coal Authority

- 7.11. The Coal Authority were engaged as a statutory consultee as part of the Site Improvement Works application ref. 135764/FO/2022) in relation to the content of the Coal Mining Risk Assessment which was submitted as part of this application.

GMAAS

- 7.12. Deloitte contacted Greater Manchester Archaeological Advisory Service (GMAAS) via email on 7 December 2022 to inform them of the proposed site improvement works to the Etihad Campus.
- 7.13. The email had explained that as part of the 2013 application to extend the Etihad Stadium an Archaeological Desk Top Assessment was prepared by Oxford Archaeology, and subsequently a watching brief was in place during the remediation of the Etihad Stadium expansion site. During these remediation works it was found that a few sites 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.
- 7.14. It was explained that a Watching Brief, which included a Written Scheme of Investigation was subsequently submitted to MCC on the 24 January 2014, in relation to a programme of archaeological works for the south stand stadium. It was found that there was no buried archaeological remains during the south stand works.
- 7.15. GMAAS responded on 7 December 2022 and stated that there was no record of a Watching Brief having taken place for the Site. On this basis, GMAAS requested that a Written Scheme of Investigation should be submitted for consideration and that a Watching Brief be conditioned to the site improvement works application.

GMEU

- 7.16. Helen Hamilton Ecology consulted with GMEU Local Records Centre to request details of protected and notable species and locally designated sites up to 1km from the site (NGR SJ 86774 98682) on 27th October 2022, with data returned on 3 November 2022. This information was then used to inform the Ecological Assessment submitted with the application.

GMP and Counter Terrorism

- 7.17. A meeting was held with GMP and the Counter Terrorism Unit on 14 December 2022 at the pre-application stage, to inform their preparation of a Crime Impact Statement for the Proposed Development. A full presentation of the Proposed Development showing the Site location, layout, floorplan and elevations to GMP was provided. Overall, GMP were supportive of the of the scheme and the benefits it will bring in terms of activity to the area, natural surveillance and better lit pedestrian pathways across the wider area.
- 7.1. A Crime Impact Statement (CIS) was therefore prepared by GMP which concludes that having assessed the Proposed Development using principles of 'Crime Prevention through Environmental Design', the report highlights that no major design changes are required.
- 7.2. The CIS outlines a number of elements of the Proposed Development which are likely to promote public safety and deter crime and disorder.
- 7.3. 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. The Applicant agrees with the recommendation from GMP that should the application be approved then a planning condition will be applied in order to safeguard the recommended measures being implemented as part of the development.

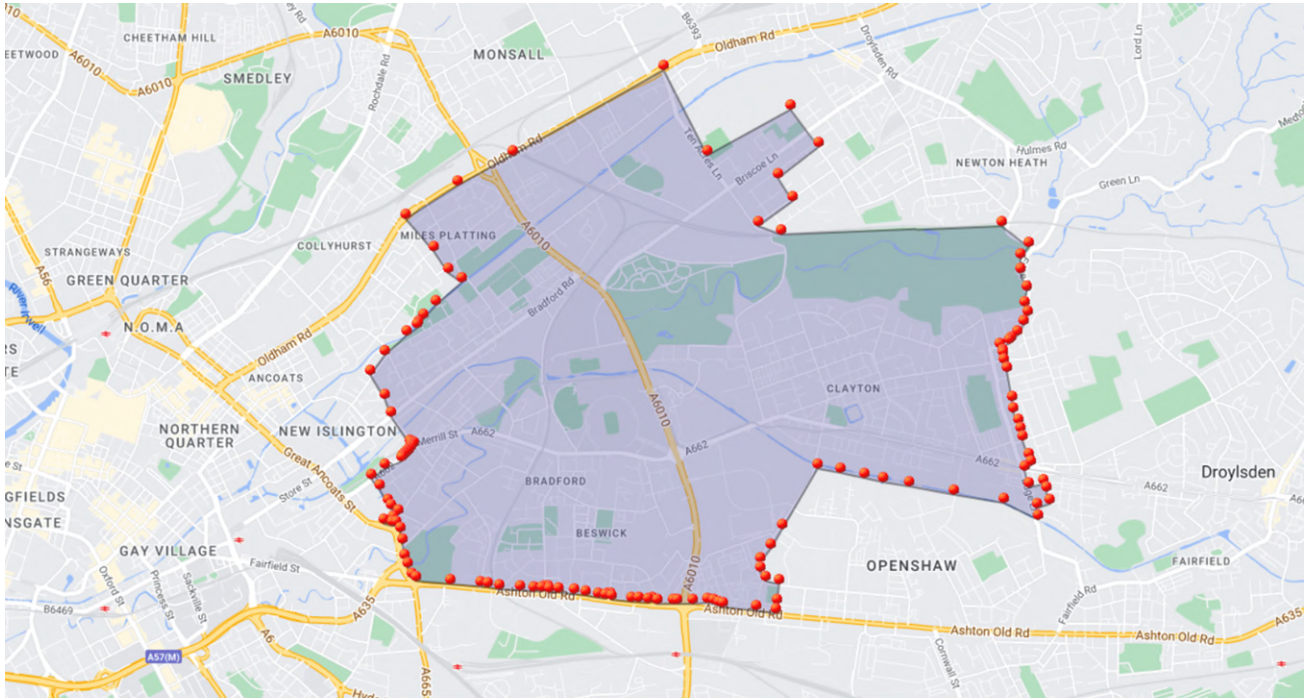
Manchester Airport Group

- 7.4. Given that the proposed North Stand expansion would sit at over 90m in height, Manchester Airport Group (MAG) was informed of the proposals by email on 8 February 2023. Details of the building's overall scale, height and massing were provided in order to help inform MAG to assess the scheme for any potential risk to aviation. MAG responded by email on 2 March 2023, confirming that MAG have reviewed the details provided and have concluded that there is no objection to the proposal.

8. Summary and Conclusions

- 8.1. The Applicant has undertaken a comprehensive and far-reaching consultation process over the past seven months which builds upon their close connections with the local community, as well as drawing on lessons learnt in the past and best practice.
- 8.2. This consultation has sought to ensure that the objectives and details of the Proposed Development have been clearly communicated and discussed with statutory consultees and other stakeholders, and to ensure that feedback has been fully considered as the proposals for the Proposed Development have evolved.
- 8.3. Pre-application stakeholder engagement has been undertaken with MCC officers, the LPA, Elected Members, Etihad Campus partners, statutory and non-statutory consultees, Manchester City Football Club fans, local businesses and the local community.
- 8.4. Local people and fans 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 public consultation, from mid-December 2022 to end of March 2023, which included ongoing engagement with local stakeholders and two stages of community consultation.
- 8.5. 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 that inform the development proposals through to the development of concept designs, enabling community views to make a meaningful contribution.
- 8.6. 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.
- 8.7. 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, as indicated in this Statement.
- 8.8. Overall, the process of consultation has demonstrated an overwhelming majority of support for the Proposed Development.

Appendix 1 – Agreed Consultation Zone



Appendix 2 – Stage 1 Consultation Website



NEWS VIDEO ▾ FIXTURES ▾ TICKETS ▾ SHOP PLAYERS HELP CLUB ▾ MORE ▾

FEASIBILITY STUDIES FOR DEVELOPMENT OF ETIHAD STADIUM ENTERTAINMENT DESTINATION ARE UNDERWAY





What's happening?

Manchester City announced on 12th December 2022 that it is undertaking feasibility studies to develop a best-in-class fan experience and a year-round entertainment and leisure destination at the Etihad Stadium.

The studies consider several connected elements, central to which is an expanded North Stand, which could increase capacity of the Etihad Stadium to over 60,000.

Alongside this, the study is assessing the feasibility of an expanded and covered 'City Square' fan zone with food and drink outlets, a new club shop and museum, workspace and an onsite hotel.

Identifying opportunities to introduce new entertainment experiences - both on matchday and non-matchday - is a key component of the study, building on the Club's ongoing commitment to invest in and develop its facilities for the benefit of its fans and visitors.

Fans and the local community will be invited to share their priorities and feedback on concepts in early 2023, before the project advances to planning.

However, in advance of consultations next year, fans and the community are

principles below.

Once feasibility assessments have been completed and these are successful, further consultation will be undertaken when fans and local residents will be invited to share their views on concept proposals for the site.

Aligning with local priorities

The feasibility studies are aligned with the Eastlands Regeneration Framework and an ambition to develop East Manchester into a world-leading sport, leisure, and entertainment destination.

A core principle of this is to ensure that Etihad Campus facilities are a significant source of community, employment, and economic opportunity for the local community and Manchester.

Manchester City's local recruitment and supply chain policies would apply to all aspects of any potential development works, should the project be taken forward.

The potential increase in Etihad Stadium capacity for the North Stand is within the 2014 approval for the South Stand expansion. Recent transport modelling for Co-op Live and the resulting local traffic and transport measures also included this maximum capacity.

An expanded Residents' Parking Scheme and improvements to the Metrolink are currently being implemented.

centre.

Building on previous investment

Since 2008, City Football Group has overseen over £700m of investment into the Etihad Campus and East Manchester.

This investment has supported thousands of jobs, with CFG and its partners delivering a range of facilities, including City Football Academy, the CO-OP Connell Sixth Form College, the Manchester Institute of Health & Performance, and Co-op Live, the UK's biggest and most sustainable arena opening in December 2023.

Framework Principles

The potential expansion of the North Stand is in accordance with Manchester City Football Club and Manchester City Council's ongoing ambition to establish destination leisure and recreational facilities of national significance at the Etihad Campus.

As North Stand Feasibility Studies progress, the proposals will be developed and evaluated against long-established regeneration principles.

Any new facilities must collectively complement and differentiate from the city centre by providing a unique and world-class content experience.

A key measure is effectively activating the Etihad Campus and improving the visitor experience on both event days and as a destination year-round to support

The proposals must also protect the long-term expansion potential of the Etihad Campus and encourage further investment into the wider East Manchester area.

The full set of framework principles can be downloaded below, which are organised around the following seven priorities:

- 1. Maximise opportunities that support the social and economic role of the area through the provision of new employment opportunities and investment that is accessible to East Manchester residents and otherwise supports the retention and attraction of talent to the City.**
- 2. Deliver improved social and economic outcomes through project specific implementation plans.**
- 3. Expansion of a world-class sports destination and creation of a global exemplar.**
- 4. Provision of distinctive destination leisure and recreation attractions and associated amenities.**
- 5. Embed Manchester's zero-carbon targets into the Etihad Campus, in line with the Etihad Campus Sustainability Strategy.**
- 6. Connect the Etihad Campus – both within and beyond.**
- 7. Create a distinctive sense of place.**

SHARE YOUR VIEWS

This form is now closed.

Your feedback will be carefully reviewed and considered in advance of formal consultations in early 2023. Thank you

ADDITIONAL DOCUMENTS

 **North Stand Feasibility
Studies and Framework
Principles**
(pdf, 131.00 KB)



NORTH STAND FEASIBILITY STUDIES

Strategic Context



EASTLANDS VISION

Since the Commonwealth Games in 2002, the broad vision for Eastlands has remained consistent for decades – to become an attractive place for people to live, work and visit – to benefit the local population and the city-wide and regional economy.

Manchester City Council, through successive Regeneration Frameworks, has identified the Etihad Campus as the place to drive forward Eastlands regeneration via a globally competitive sport, leisure and recreation offer.

Since 2008, City Football Group and partners have overseen over £700m of investment into the Etihad Campus and East Manchester.

This investment and the broad range of participants have enabled the Etihad Campus to become a primary economic driver and anchor for significant regeneration that has taken place across East Manchester.

Today, the Etihad Campus is no longer just the home for one of the most successful global football brands.

It has become a beacon of community achievement and development and an economic engine for Manchester for the benefit of the wider region and nationally.

Local people, alongside elite athletes, develop their sporting skills, receive care, and innovate in some of the best facilities in the world.

The community has access to new education, leisure facilities, and other public services around the Etihad Campus.

Crucially, it is a place where all residents can share in the area's long-term success.

Around the Etihad Campus, new local leisure and educational developments are part of an integrated approach to the area's transformation, which has supported approximately 14,000 jobs since 2008.

Today, the Etihad Campus has the capacity and momentum to respond to and host significant new opportunities for a globally competitive leisure and recreation offer.

In accordance with the long-held vision for Eastlands, this offer can advance the vision for the Etihad Campus, create sustained employment opportunities for the local community, and deliver against recognised regeneration priorities.

DEVELOPMENTS ON THE ETIHAD CAMPUS SINCE 2008

The Etihad Stadium's occupation by Manchester City Football Club and the subsequent investment in its training facilities and south stand expansion strengthened the footballing anchor of the Etihad Campus.

The City Football Academy transformed 80 acres of reclaimed land into the world's leading training ground and expanded the Etihad Campus.

Significant progress around the focus on sport has also been made, including the development of the Beswick Hub and the Manchester Institute of Health & Performance, and an increasing collection of National Governing Bodies of Sport, with Rugby Football League recently relocating its headquarters here.

Active discussions are underway to bring a Higher Education sports science presence to the Etihad Campus, which could use the ecosystem of facilities already operational and enhance research activities.

Co-op Live, a joint venture between City Football Group and the Oak View Group, will see the UK's biggest and most sustainable arena opening in December 2023.

ETIHAD STADIUM ENTERTAINMENT DESTINATION FEASIBILITY STUDIES

The potential expansion of the North Stand is aligned to Manchester City Football Club and Manchester City Council's ongoing ambition to establish destination sport, leisure and entertainment facilities of national significance at the Etihad Campus.

Any new facilities must collectively complement the city centre by providing a unique and world-class content experience.

A key measure is effectively activating the Etihad Campus and improving the visitor experience on both event days and as a destination year-round to support additional economic activity and attract more visitors to Manchester.

The proposals must protect the long-term expansion potential of the Etihad Campus and create a platform for further investment into the wider East Manchester area.

The feasibility studies will consider several connected elements, central to which is an expanded North Stand, which would increase the capacity of the Etihad Stadium to over 60,000.

Alongside this, the study will assess the feasibility of an expanded and covered 'City Square' fan zone with food and drink outlets, a new club shop, museum and workspace, together with an onsite hotel.

Identifying opportunities to introduce new entertainment experiences – both on matchday and non-matchday – will be a key component of the study, building on the Club's ongoing commitment to invest in and develop its facilities for the benefits of its fans and visitors.

The concept is aligned with the Eastlands Regeneration Framework and an ambition to develop East Manchester into a world-leading sport, leisure and entertainment destination. A core principle of this is to ensure that Etihad Campus facilities are a significant source of community, employment and economic opportunity for the local community and Manchester.

As North Stand feasibility studies progress, the proposals will be developed and evaluated against long-established framework principles below:

1. Maximise opportunities that support the social and economic role of the area through the provision of new employment, learning and development opportunities and investment that is accessible to East Manchester residents and supports the retention and attraction of talent to the City.

- Generate full-time, secure employment as the Etihad Campus evolves from a matchday focused location to a 365-day destination.
- Ensure full-time employment opportunities for local people to benefit from the future success of the Etihad Campus.
- Ensure these opportunities are accessible to Manchester residents, grow skills development, connect talent to jobs, support graduate retention and attract talent to the city.
- Address the opportunities to establish a Higher Education presence at the Etihad Campus, linked to sports-related activities and performance.
- Strengthen the business base of the Etihad Campus, drawing upon the strengths of the wider East Manchester area, which is increasingly recognised as a hub for innovation, creativity and high levels of economic output.
- Within the Etihad Campus area specifically, opportunities to create larger premises should be considered as part of a wider employment and innovation ecosystem that would support the creation of new employment opportunities.
- The global reach of City Football Group, headquartered in East Manchester and with worldwide clubs, should be leveraged in order to attract international investment. Investment may range from international experiential entertainment brands, for example, through to tech-based companies, to significantly add to the local business base in and around the Etihad Campus.

2. Deliver improved social and economic outcomes through project specific implementation plans.

- Ensure the Etihad Campus is an aspirational employment destination for young people in the local community by providing training and development opportunities. This should apply to the build phase and on an ongoing basis.
- Construction partners will be required to create a range of training and apprenticeship programmes for residents in the local community.
- Partners will support the empowerment of existing community and third sector organisations to drive and lead service delivery that will improve economic and social outcomes for East Manchester residents.
- Connect local schools and residents to a high-quality sports and leisure offer in order to improve health and wellbeing outcomes.
- Support local employment, active recruitment, training initiatives and apprenticeships, which deliver enhanced pathways to new jobs.
- Utilise local procurement and authentic, sustainable supply chains.

3. Expansion of a world-class sports destination and creation of a global exemplar.

- Support the successful operation and retention of existing facilities and events, ensuring that access and egress arrangements on events days are maximised.
 - Seek to expand or attract new leading-edge sports facilities and events, both spectator and participation, to East Manchester.
 - Support the expansion of opportunities for the training of high-performance athletes whilst increasing the provision and availability of community assets which support the broadest possible access to sports facilities.
 - Create the conditions to expand and enliven participation in sport at the Etihad Campus.
 - New proposals should protect the long-term expansion potential of the Etihad Campus and create a platform for further investment into the wider East Manchester area.
-

4. Provision of distinctive destination leisure and recreation attractions and associated amenities.

- Proposals should be differentiated in their offer from the city centre, providing complementary experiences and setting new standards in terms of content.
 - They should be fully inclusive, catering for all.
 - Create an enhanced experience for fans on match days, promoting greater dwell time and assisting in smoothing out the flow of people into and out of the Etihad Campus at peak times.
 - Further establish the Etihad Campus as a destination of national and international significance that is animated all year round, throughout the day and night-time, and generates a significant number of additional visitors each year.
 - In so doing, capture latent demand from visitors and address gaps in provision within the wider area in order to support it as a place for healthy living, work and spending leisure time.
 - Capitalise on regeneration investment to date, as well as City Football Group's considerable global reach and the benefits of agglomeration through the growing number of sports, health, tech, fashion and creative industries in the area.
-

5. Embed Manchester's Net Zero by 2038 target into the Etihad Campus, in line with the Etihad Campus Sustainability Strategy.

- Climate & Nature Positive: Act as a beacon of Manchester's rapid transition to a zero-carbon city, rich with wildlife and green infrastructure.
- Vibrant & Inclusive: Work for everyone, with all users of the Etihad Campus making a positive difference to the needs and priorities of the local community.
- Healthy & Active: Be a world-class destination for sport, performance and leisure that inspires healthy lifestyles and workplaces.
- Open & Connected: Be fully integrated into the fabric of the City, taking full advantage of the area's excellent accessibility to public transport.

6. Connect the Etihad Campus – both within and beyond.

- Proposals should offer a choice of mobility, with pedestrian and cycle provision as a priority, through the creation of excellent pedestrian and cycling connections and associated cycling amenities.
 - Maintain the existing car parking provision and delivery of existing transport plans including agreed measures to protect residential amenity.
-

7. Create a distinctive sense of place.

- Provide a network of public spaces that functionally manage the large number of pedestrians, particularly on event days at the Etihad Stadium and Co-op Live, and which are inherently capable of being used in multiple ways at different times.
- Ensure there are no sterile or single-use zones within the Etihad Campus.
- Ensure a high-quality and multi-functional public realm network with appropriate landscaping and streetscape works that define a distinctive character for the Etihad Campus occupiers, visitors and the surrounding communities.
- Establish an Etihad Campus environment that is lively at all times of the day and evening through active site and event management.
- Celebrate the area's natural and heritage assets where opportunities exist.
- Sit within a clearly established urban movement hierarchy capable of supporting new users and facilitating access to the area's existing transport assets.
- Address opportunities to introduce public art to reinforce the Etihad Campus' unique identity within East Manchester and Manchester

Appendix 3 – Stage 2 Consultation Leaflet

CONSULTING YOU ON OUR PROPOSALS FOR AN EXPANDED NORTH STAND AT THE ETIHAD STADIUM

We want to hear your views on our plans

Manchester City Football Club is developing exciting plans for an expanded North Stand at the Etihad Stadium, with a vision to create a best-in-class fan experience and a year-round entertainment and leisure destination.

In December last year, we announced that we were starting to explore concepts that could form part of a future stadium development and asked our fans and neighbours for their thoughts and ideas. We received lots of valuable feedback and have used this to help shape our plans. We are now ready to share our concepts and designs for people to view and comment on.

Our proposals include several connected elements:

- The expansion of the North Stand to create a larger, single upper tier above the existing lower tier, providing over 7,000 new seats.
- An expanded and covered City Square fan zone with a wide variety of food and drink outlets.
- An integrated hotel.
- A new Manchester City museum, club shop and modest workspaces.

As with all phases of development at the Etihad Campus, our central priority is to ensure that these new facilities bring jobs, training and social opportunities to the local community in East Manchester.

CONSULTATION EVENT LOCATIONS



Courtesy of Google Maps



HAVE YOUR SAY



During this period of consultation, we want to share our plans and receive your feedback.

You can find out more about our plans on our website, where you can also provide your feedback: mancity.com/etihad-stadium-consultation

Come and meet us

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

Date	Location
Thursday 9 March 2023 3pm to 6:30pm	Beswick Library, 60 Grey Mare Lane, M11 3DS
Monday 13 March 2023 3pm to 7pm	The Foyer at the National Cycling Centre, Stuart Street, M11 4DQ
Wednesday 15 March 2023 3:30pm to 6:30pm	Church of the Apostles, Ridgway Street, Miles Platting, M40 7FY

If you can't make these events, please feel free to visit our temporary exhibition space located in City Square North Stand, at the Etihad Stadium. The exhibition will be open from **Saturday 4 March to Sunday 26 March 2023**, from 9am to 6pm Monday to Saturday and 10am to 4pm on Sunday.

Our consultation is open until 26th March 2023.

If you have any questions about our consultation process or need any help to participate, please call us on **0161 444 1894 (option 5)** and we will be happy to help.



Appendix 4 – Stage 2 Consultation Website



OUR CONCEPTS

We are delighted to unveil our 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 follows our announcement in December last year that feasibility studies were underway 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

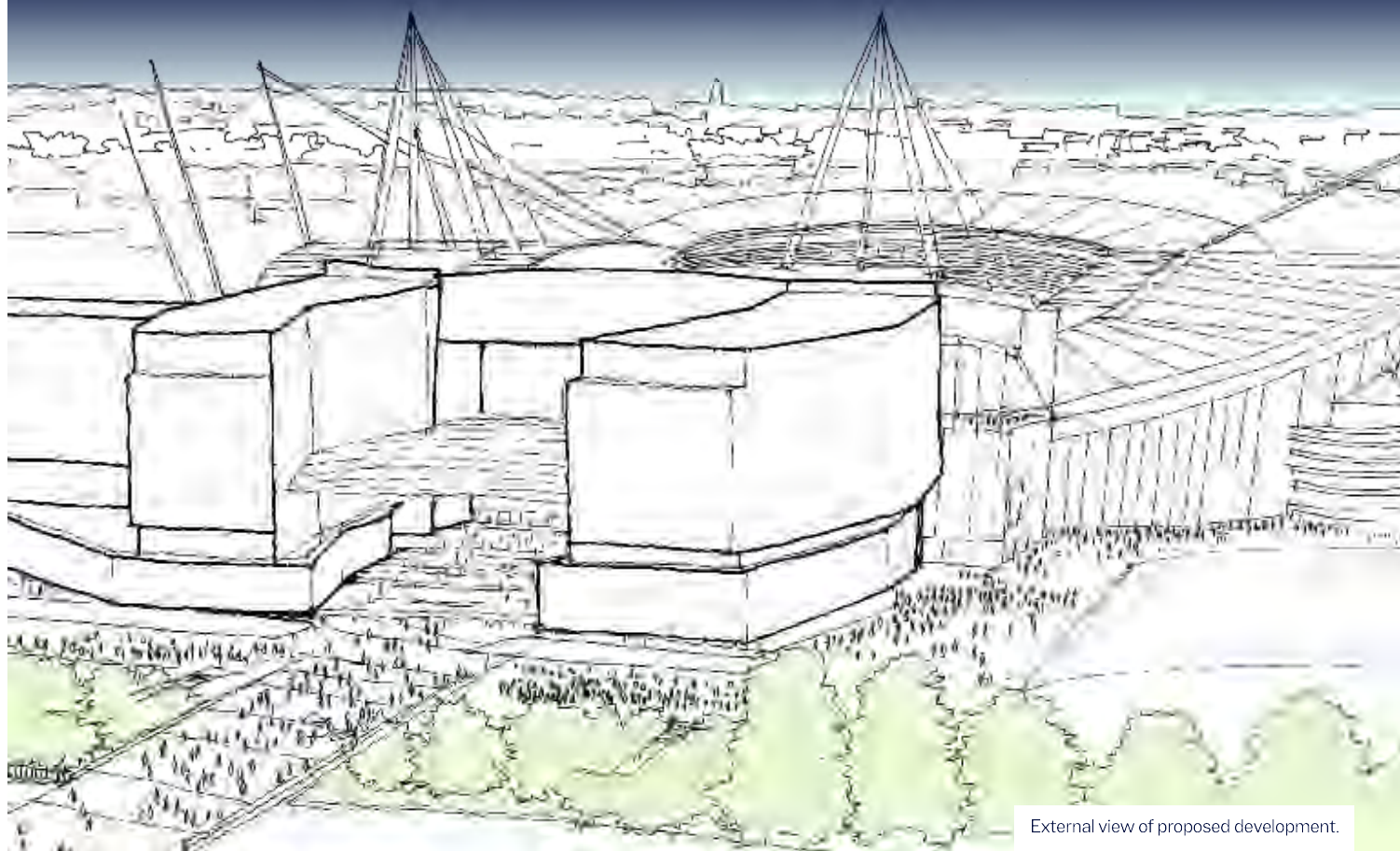
development of a globally competitive sport, leisure and entertainment offer.

At that time, you were invited to share any initial views that you had, including what you would like to see at the Etihad Stadium in the future.

We also welcomed your feedback on the established framework principles that have been used to guide investment and development across the Etihad Campus over the past decade.

These established framework principles were organised around the following seven priorities and published on the Club's website:

- Maximise opportunities that support the social and economic role of the area through the provision of new employment, learning and development opportunities and investment that is accessible to East Manchester residents and supports the retention and attraction of talent to the city.
- Deliver improved social and economic outcomes through project specific implementation plans.
- Expansion of a world-class sports destination and creation of a global exemplar.
- Provision of distinctive destination leisure and recreation attractions and associated amenities.
- Embed Manchester's Net Zero by 2038 target into the Etihad Campus, in line with the Etihad Campus Sustainability Strategy.
- Connect the Etihad Campus – both within and beyond.
- Create a distinctive sense of place.



External view of proposed development.



STUDIES

Your feedback

12th December 2022 - 9th January 2023

434 formal responses

I thank you to everyone who took the time to share their initial views and comments with the Club during our period of feasibility studies.

We have been through all the comments received and have used them to help inform our plans.

WHAT DID OUR FANS AND THE LOCAL COMMUNITY TELL US?

Overall, the concepts we started to outline were positively received with 79% of comments either specifically voicing support or positively contributing ideas and opportunities for us to consider as part of our formal proposals and plans.

Based on the comments received, the following areas were identified: **Stadium Expansion; Improved Facilities; Transport; and Jobs and Skills** as discussed further below.

STADIUM EXPANSION

“THIS IS AS EXCITING AS WINNING TROPHIES FOR ME BECAUSE IT MEANS THAT THE CLUB IS GROWING. THE NUMBER OF MATCH-DAY SUPPORTERS IS REALLY IMPORTANT.”

“GREAT AND EXCITING PLANS VERY MUCH IN KEEPING WITH THE CLUB PHILOSOPHY OF EXCELLENCE.”

Responses to the concept of expanding the North Stand were positive. Expansion was seen as a further step in Manchester City's growth, creating an opportunity to improve the fan experience. An extended larger tier was the preference of a majority of fans, with rail seating available.

IMPROVED FACILITIES

“ALLOW FOR A MORE VARIED CATERING OFFERING, MORE TABLE AREAS TO CONSUME FOOD AND IF POSSIBLE, SOME SEATING AND MUCH BETTER VIDEO AND TV SCREENS.”

“AT PRESENT THERE ARE NO SIT-DOWN RESTAURANTS AVAILABLE TO NON-HOSPITALITY SPECTATORS. ONLY STAND UP 'BURGER' OR EQUIVALENT EITHER INSIDE OR OUTSIDE.”

A broader range of food and drink options as well as faster service and better facilities, including pre and post-match areas where fans could sit down were requested.



OUR FEASIBILITY STUDIES

TRANSPORT

People asked whether existing transport infrastructure would be able to support increased visitor numbers and shared their concerns about this.

Some people said that more capacity is required on Metrolink with longer trams and direct services to and from the city centre.

People wanted to see more use of public transport, more park and ride services, shuttle buses and better cycle facilities.

As well as requesting improvements to public transport, better management of car parks was referenced.

JOBS AND SKILLS

People wanted to know that the plans would build on the Club's work to continue to regenerate East Manchester, creating jobs and new opportunities for local people.

OTHER IDEAS WERE ALSO SUGGESTED, INCLUDING:



**A LARGER
CLUB SHOP**



**MORE TOILET FACILITIES
AROUND THE ETIHAD CAMPUS**



**SECURE BICYCLE
STORAGE**



**MORE ELECTRIC
VEHICLE CHARGING**





A CLUB AT THE HEART OF EAST MANCHESTER

2023 marks the 20th anniversary of our move to the then City of Manchester Stadium following the Commonwealth Games. Since this time, East Manchester has witnessed an amazing transformation, supported by over £700m of private sector investment, either directly by City Football Group, or through working in partnership with other private and public sector organisations:



CITY FOOTBALL ACADEMY OPENED IN 2014

80 acres of former chemical works transformed into youth and elite training facilities - for men's and women's teams - with a dedicated community pitch and 7,000 capacity stadium.

THE BESWICK HUB CREATED NEW FACILITIES FOR THE COMMUNITY

The East Manchester Leisure Centre

A community facility with 70-station gym, fitness class studio and two swimming pools, including a full-length 25m pool.

The Manchester Institute of Health & Performance (MIHP)

Operated by Nuffield Health and providing world-leading healthcare facilities for use by elite athletes and the local community. The MIHP is also a centre for research in modern diagnostics technologies, sports medicine and sports education.

The Connell Co-op College

A Sixth Form College for students aged 16-19. It is currently Manchester's top performing A-Level provider with a 99% pass rate on all courses in summer 2022.



EXPANSION OF SOUTH STAND OF ETIHAD STADIUM IN 2015

The expansion of the South Stand increased overall capacity of the stadium to 54,500. Planning permission for an expanded North Stand was also granted at this time.

CO-OP LIVE WILL BE THE UK'S FIRST PURPOSE-BUILT MUSIC VENUE WITH A CAPACITY OF 23,500

A joint investment between City Football Group and internationally renowned arena developer and operator, Oak View Group.





A CLUB AT THE HEART OF EAST MANCHESTER

KEY OUTPUTS AND ACHIEVEMENTS

The Etihad Campus now stands as a beacon of community achievement and development and an economic engine for Manchester, for the benefit of the city region and nationally. Together with our partners we deliver a range of initiatives.



‘Marketplace’ – A major jobs fair hosted at the Etihad Stadium by the 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.



Health initiatives – The Manchester Institute of Health and Performance provides health checks, screening clinics, Covid rehab clinics, and joint pain programmes for local people.



Playing a role as part of 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.



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 – The Club’s charity 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. We continue to support local people to develop core skills that will help their future careers.

DEVELOPING A BEST-IN-CLASS FAN EXPERIENCE AND YEAR-ROUND ENTERTAINMENT AND LEISURE DESTINATION AT THE ETIHAD STADIUM

OVERVIEW

We are planning to develop a **best-in-class fan experience** and year-round entertainment and leisure destination at the Etihad Stadium.

Any facilities that are developed would be **available** for fans and visitors to **use** on matchday and non-matchday.

This would not only create more great days out for our fans, but at the same time bring lots of additional benefits for the local area and its ongoing regeneration.

NORTH STAND

The concepts, which include several connected facilities fully integrated into the stadium, are centred around an expanded North Stand with one larger, single upper tier above the existing lower tier.

7,700 seats would be added to the North Stand, increasing stadium capacity to over 60,000.



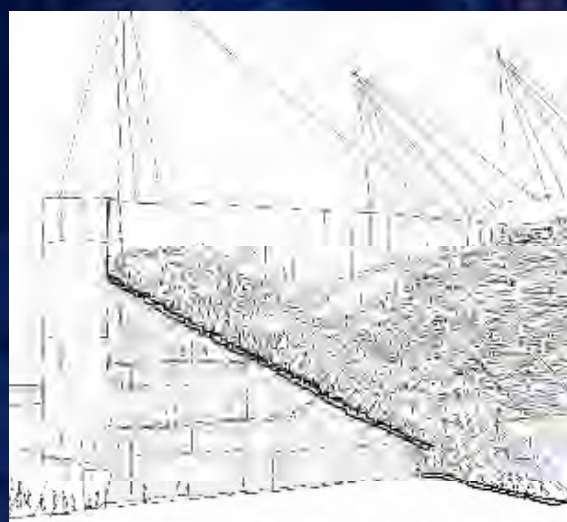
internal view from the halfway line facing towards North Stand.

STAND CONFIGURATION

In line with our ambition to create a destination with multiple facilities and factoring in the current configuration and design of the stadium, we have worked closely with architects to propose the development of a larger upper tier with a steeper gradient than the existing lower tier.

Rail seating is currently installed in the South Stand of the Etihad Stadium. During the Club's feasibility studies, fans told us that they would like rail seating to be considered within an expanded North Stand.

We would like to hear views from more of our fans on this topic.



internal view of North Stand's design.



MATCH DAY AND BEYOND

OVERVIEW

A key objective of our proposals is to create a distinct destination at the Etihad Stadium that provides fantastic experiences for fans and visitors both on matchday and beyond.

We believe that providing more facilities, that would not only serve the expanded North Stand but also Co-op Live and the wider Campus, will help us to do this.

Modest workspace has also been proposed for use by start-up and medium-sized organisations looking to co-locate and collaborate with the Club and Etihad Campus partners. Alongside attracting new organisations, we are incredibly excited to explore opportunities to deepen and strengthen relationships with a whole host of companies we currently work with.

Our proposed development would be accessible to our wider community and other campus stakeholders, including other sports bodies, to support their events and initiatives.

OUR PLANS INCLUDE

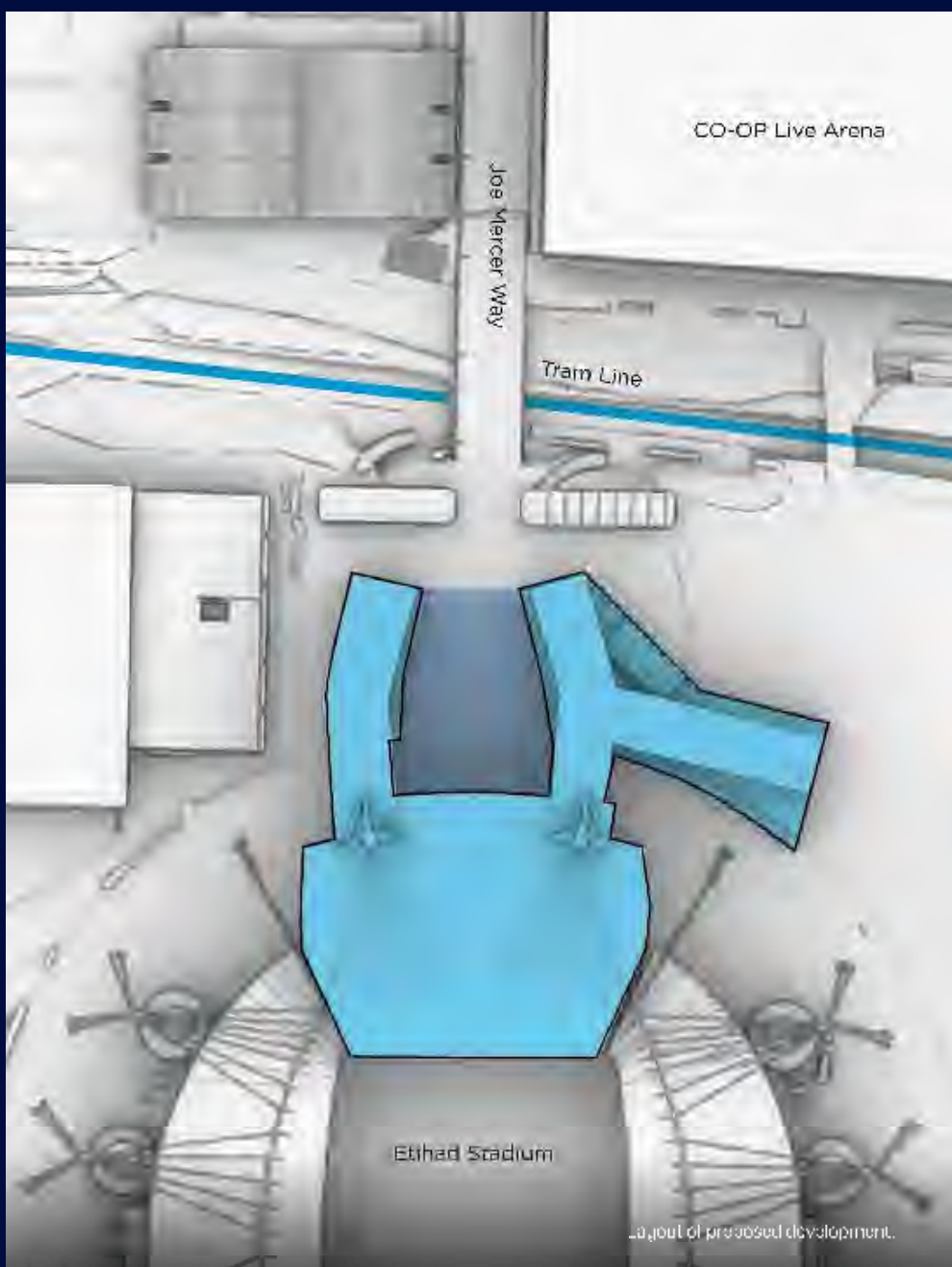
A COVERED CITY SQUARE
FAN ZONE WITH A
CAPACITY OF 3,000, WITH
A WIDE RANGE OF FOOD
AND DRINK OUTLETS

A NEW CLUB SHOP

A NEW MANCHESTER
CITY MUSEUM

AN INTEGRATED HOTEL

MODEST WORKSPACE OF
AROUND 4,000 SQ. M.





MATCH DAY AND BEYOND

CITY SQUARE

Capable of accommodating up to 3,000 fans on matchday, and open to the general public on non-match days, our new covered City Square would provide a range of food and drink options alongside live entertainment.

City Square would be open all day on matchday giving fans the opportunity to arrive early or stay after the match to make more of their visit to the stadium. In addition, other sporting and community events would be held at the venue on non-matchdays.

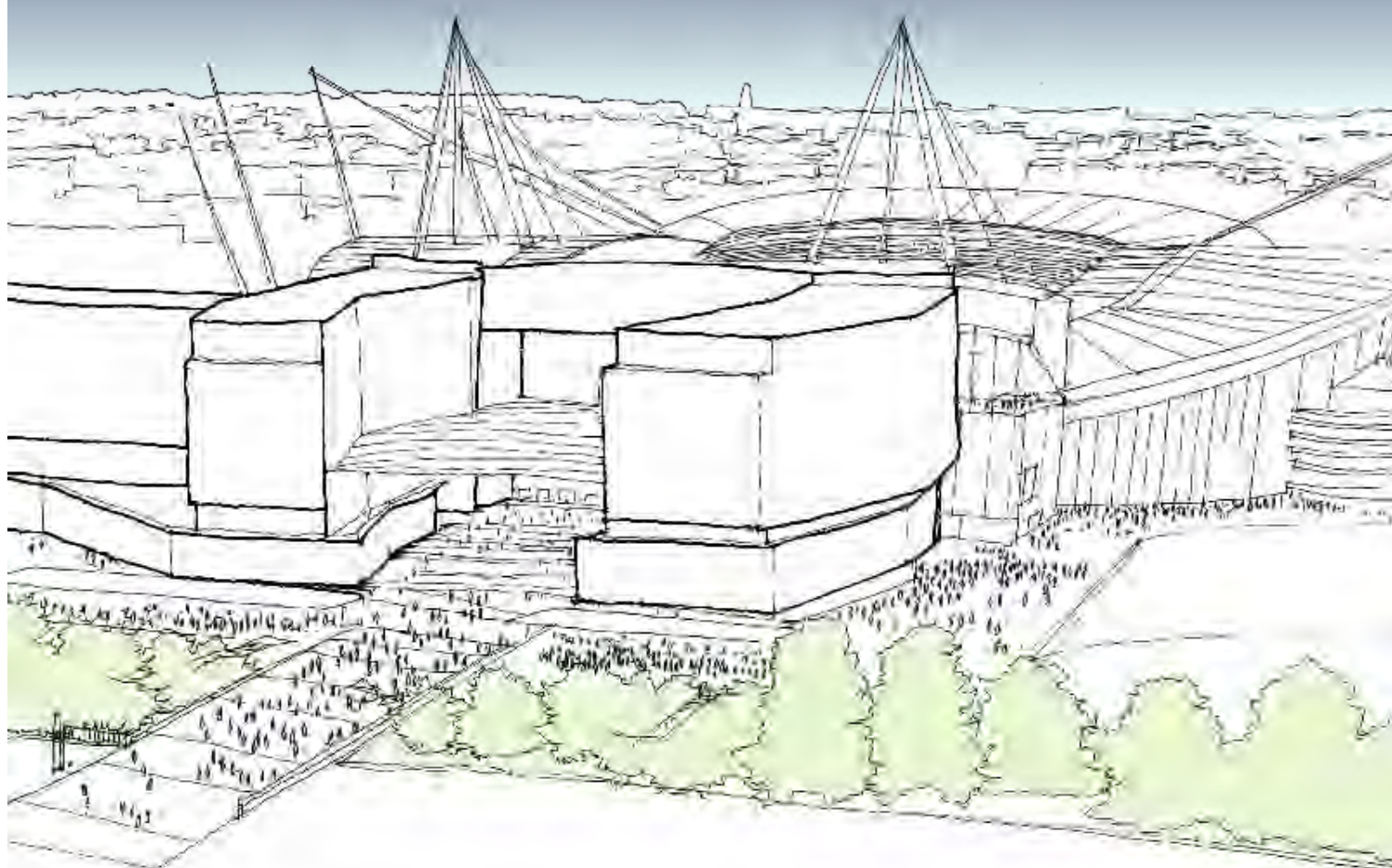
Providing more facilities, that can be used by visitors to Co-op Live and the wider Campus sporting venues, will play a key role in the development of the Etihad Campus as a destination.

We anticipate that a broader range of activities offered to fans on matchday, and a covered venue where fans can spend more time, would smooth out peak travel movements and reduce congestion and demand on public transport.

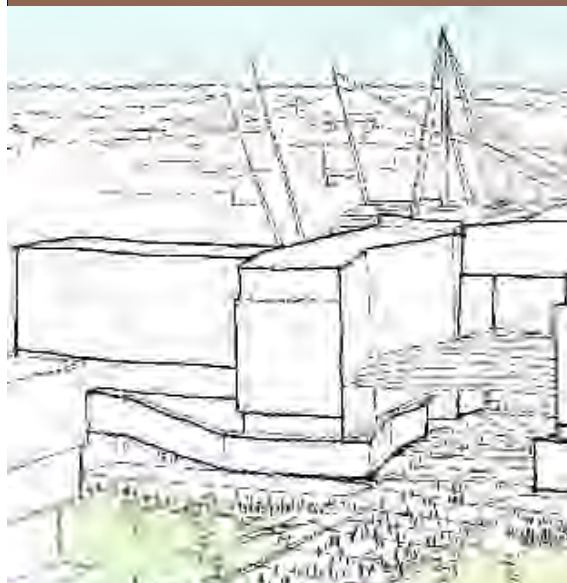
CLUB SHOP AND MUSEUM

Relocation of the City Store would help to establish a much more enjoyable arrival experience from Joe Mercer Way and the Metrolink, opening up a direct visual connection with the stadium, with the North Stand and a new covered City Square acting as a focal point. This is a design move that has influenced overall form and layout.

The Club currently has a museum and exhibition space located on the first floor of the City Store. As part of our plans, we would create a new Manchester City museum experience.



External view of proposed development.



AN INTEGRATED HOTEL

There is currently no on-site overnight accommodation at the Etihad Campus. We are therefore proposing a large hotel for use by fans and visitors both on matchdays and throughout the week.

In addition to fans who would like to book rooms at the hotel, hospitality and ticket packages could be offered to an increasing number of Etihad Stadium and Etihad Campus visitors.



DRIVERS OF HOTEL DEMAND

- Football match attendees – home and away fans for men's and women's teams.
- One-off stadium events and concerts.
- An enhanced Museum and Etihad Stadium tour generating up to 250,000 visitors per year.
- Co-op Live – with a planned 120 events each year and a capacity of up to 23,500.
- Etihad Campus business base including City Football Group and sports National Governing Bodies.
- MIHP and world-renowned sports rehabilitation.
- Manchester Active venues – athletics, squash, cycling tennis, football.



MODEST WORKSPACE OF AROUND 4,000 SQ. M.

In response to the opportunity to attract small scale start-ups and incubator businesses who are known to want to work with City Football Group, modest workspace has been proposed.

- Start-ups, scale-ups and small and medium sized enterprises, establishing an ecosystem of organisations looking to share ideas and innovate.
- Placed in a highly accessible location with an increasing range of amenities and proximity to creative, tech and digital hubs across Ancoats.
- Creating an opportunity for more organisations to collaborate with Manchester City Football Club, City Football Group and other Etihad Campus partners.



CREATING JOBS AND TRAINING OPPORTUNITIES FOR LOCAL PEOPLE

In line with our development of City Football Academy and the expansion of the South Stand, ensuring that any new facilities create jobs, training and social opportunities for the local community in East Manchester remains a key priority.

A combination of training, recruitment and employment policies would be applied and prioritised for local people.

The Etihad Stadium currently employs a large workforce to support its operation, however the majority of these jobs are temporary and mostly associated with match and event days at the Etihad Campus.

Our proposals provide an opportunity - in conjunction with partners - to transform the Etihad Campus into a major employer of permanent jobs. For the hotel and our new food and drink operators, this would include:

CATERING AND SERVICE

HOSPITALITY

EVENT MANAGEMENT

CUSTOMER CARE

CLEANING

STEWARDED AND SECURITY

FACILITIES MANAGEMENT

HOTEL MANAGEMENT

We would ensure that new employment opportunities arising from our proposed development are accessible to East Manchester residents and support the retention and attraction of talent to the city.

The proposed workspace would offer flexible leases to support the growth of the companies looking to start-up, as well as the more established companies looking to scale-up. Attracting these new organisations would provide a basis for future growth in jobs.

In addition, construction partners would be obliged to commit to a legally binding Local Employment Proposal setting minimum targets for local employment.





CREATING JOBS AND TRAINING OPPORTUNITIES FOR LOCAL PEOPLE

As part of our proposed development, plans for a 'Service Sector Training and Skills Academy' are being explored. It would be our intention to deliver this in partnership with Manchester City Council and an education provider.

At present, formal education routes available for people who aspire to build a career in the hospitality sector, particularly those which offer real life practical experience as part of gaining qualifications, are low in number.

Our plans would ensure that the hospitality sector expertise required to manage our entertainment destination would be drawn from local neighbourhoods. We would support the development of skilled and qualified local people, who would be empowered to create an exceptional fan and visitor experience at the Etihad Campus, adopting hospitality as a career of choice.

By offering distinctive learning and training opportunities connected to Manchester City Football Club and City Football Group, there is a huge opportunity to encourage and inspire people of all ages.

In addition to young people who would like to start their career journey, we believe there would be many opportunities for people of all ages to retrain and enter the profession at other levels.





CONTRIBUTING TO THE NET ZERO CARBON AGENDA

With a stated commitment to being net zero carbon by 2030, we are working hard to support Manchester City Council's target of becoming a net zero-carbon city by 2038, some 12 years ahead of the UK Government's target of 2050.

In 2022, we published our 18th annual sustainability and impact report entitled 'Game Plan' which explains what the Club is doing, as it works towards being credibly net zero carbon by the end of this decade.

These measures include - but are not limited to - zero waste to landfill, rainwater harvesting, enhancing biodiversity, use of local suppliers and service providers, local healthy ethical food at outlets, and encouraging the use of sustainable and active travel.

For all new projects, embedding zero-carbon targets is a key priority. This is guided by an overarching Etihad Campus Strategic Sustainability Framework as well as project specific sustainability proposals.





THE ETIHAD CAMPUS STRATEGIC SUSTAINABILITY FRAMEWORK

The Etihad Campus Strategic Sustainability Framework sets a number of overarching principles, which our proposed development would positively contribute to.



VIBRANT & INCLUSIVE:

Work for everyone, with all users of the Etihad Campus making a positive difference to the needs and priorities of the local community.

Our proposals would provide an opportunity - in conjunction with partners - to transform the Etihad Campus into a major employer of permanent jobs. We are also committed to delivering a 'Service Sector Training and Skills Academy', located at the Etihad Campus.



HEALTHY & ACTIVE:

Be a world-class sport, performance and leisure destination that inspires healthy lifestyles and workplaces.

The Club's charity, City in the Community (CITC) worked with close to 20,000 local people of all ages throughout the 2021/22 season, empowering healthier lives through football. Together with CITC, we want our proposals to continue to support local people to develop core skills that will help their future careers.



OPEN & CONNECTED:

Be fully integrated into Manchester's fabric and take full advantage of the area's excellent accessibility to public transport.

We are committed to working with our partners across the city to create long-term sustainable transport solutions. As part of our proposals, we are exploring opportunities to improve walking and cycling routes that can be used on both matchday and non-matchday.



CLIMATE & NATURE POSITIVE:

Act as a beacon of Manchester's rapid transition to a zero-carbon city, rich with wildlife and green infrastructure.

The ecology and biodiversity of the Etihad Campus is vital in our ongoing work to mitigate the impact of CO2 emissions. We have planted over 2,500 mature trees, hedgerow and many acres of wild flower and wild grass meadows at City Football Academy. Our proposals would build on our work to date to improve the public realm, creating more soft landscaping and increasing biodiversity-value across the Etihad Campus year-on-year.

A Sustainability Statement will be submitted in support of any future planning application to demonstrate how the proposal responds to the Etihad Campus Strategic Sustainability Framework and best practice across the entire project life cycle.



OUR SUSTAINABLE TRANSPORT STRATEGY

Matchday transport and travel is an important topic for both fans and our local community and we are committed to working with partners from across the city to enhance existing services, as well as offering new ways for people to make more sustainable travel choices.

As part of our long-term plan, we would like as many people as possible to arrive by modes of transport other than private car. So alongside our current promotion of active and sustainable modes of transport, including walking and cycling and using public transport - both Metrolink and bus services - we are proposing the following:

Further improvements at the Etihad Campus will 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 – to improve the accessibility, wayfinding and attractiveness of these routes.
- Shuttle bus trials to offer fans an efficient service to travel from transport hubs in the city centre to the Etihad Stadium.
- We will continue our discussions with Metrolink to review frequency of trams and improved service provision.

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- Enhanced and expanded Metrolink queue facilities, safely separating queues from circulating crowds.
- Provision of more electric vehicle charging points.
- Further improvements as required to walking and cycling routes.

We will continue to manage existing car parking through pre-booking systems so that fans and visitors avoid making unnecessary trips when car parks are full. No new car parks will be developed as a result of any stadium development and no existing car parking spaces will be lost at the Etihad Campus.

Our proposed plans for an entertainment destination would create more opportunities for fans and visitors to stay longer at the stadium on both matchday and non-matchday, thereby smoothing out peak travel movements, reducing congestion and demand on public transport networks.



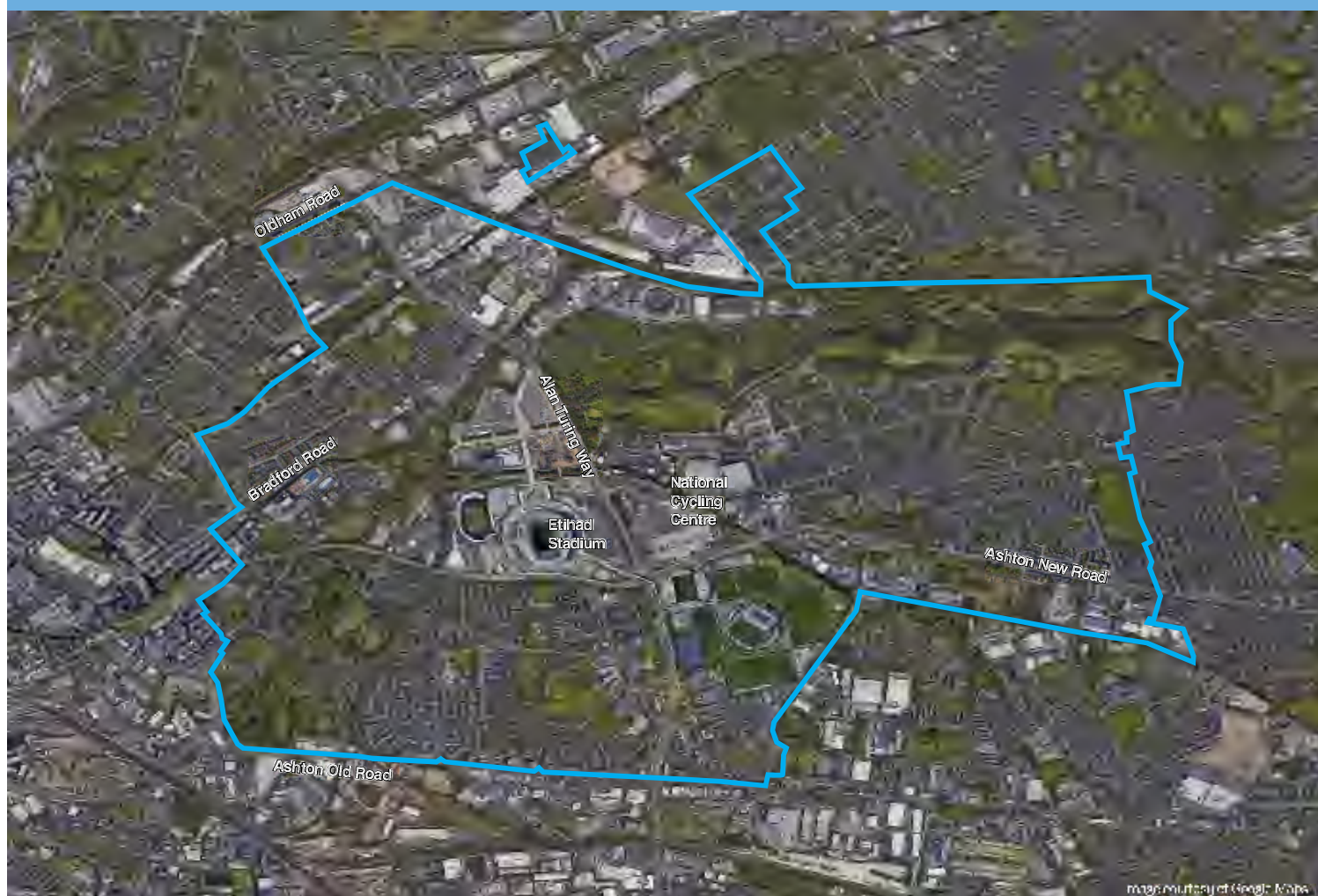


EASTLANDS RESIDENTS PARKING SCHEME

Manchester City Council's Eastlands Residents Parking Scheme

Manchester City Council is in the final stages of legal consultation for the implementation of an expanded Residents Parking Scheme which will be in operation before Co-op Live 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.

The scope of the Eastlands Residents Parking Scheme was planned from the outset to account for an expansion of the Etihad Stadium (planning application approved in 2014) as well as the Co-op Live arena and a wide range of other sporting, leisure and entertainment uses which may be developed at the Etihad Campus in the future.



The boundary of the expanded Eastlands Residents Parking Scheme.



MANCHESTER
CITY COUNCIL



MANAGING CONSTRUCTION IMPACTS

As with the Club's previous infrastructure developments across the Etihad Campus, most notably City Football Academy and the expansion of the Etihad Stadium's South Stand, managing construction impacts on our local community and minimising disruption is our priority.

Our proposals would represent a major construction project that would take up to three years to complete, offering over 2,600 jobs prioritised for people from Greater Manchester. The project would represent over £300m investment in East Manchester.

Subject to the Club submitting a planning application and receiving approval, it is anticipated that a main construction contract would be awarded in September 2023.

The construction period would be carefully planned around the football season to minimise the potential for disruption as a result.

As such, it is anticipated that main construction works would likely commence on-site in November 2023 so the North Stand itself would be complete and open for the beginning of the 2025/26 football season i.e. August 2025.

The hotel, workspace and public realm works, including City Square, would subsequently complete by mid-late 2026.

Temporary fan zones would be in operation on matchday until the Club's expanded and covered City Square was opened. During the construction period, access to the stadium, other Etihad Campus facilities and the Metrolink would all be maintained.

A Construction Management Plan (CMP) would be prepared, for agreement with Manchester City Council. As part of this plan, we would carefully plan construction sequencing to ensure that safe access into and out of the stadium is maintained.

How will the potential construction impacts on local residents be managed?

The CMP would consider and seek to mitigate the potential impacts arising from construction, including working hours, noise and vibration, air quality and dust, construction traffic and highways, and access arrangements around the Etihad Campus and stadium.

Generally, it is expected that construction activity will be carried out in accordance with Manchester's standard construction site hours, which are 07:30 to 18:00hr during the week and 08:00 to 14:00hr on Saturdays.

Construction partners would also be required to create a range of training and apprenticeship programmes for residents in the local community through a legally binding Local Employment Proposal.





We are incredibly excited with the concepts that we have brought forward for an entertainment destination and we thank you for taking the time to read through all of the information we have shared with you.

Our consultation closes on 26th March 2023 and you can have your say by completing a feedback form online at:



mancity.com/etihad-stadium-consultation

Alternatively, you can complete a paper feedback form at any of our drop-in locations or email, telephone and write to us at:



Email: mancity@mancity.com with the subject line 'Etihad Stadium Consultation'



Telephone: +44 (0)161 444 1894, option 5



Write to us: Etihad Stadium Consultation, FREEPOST NWW3611A, Etihad Stadium, Manchester, M11 3BR

Any feedback you share will be carefully reviewed by the Club.

The outcome of the consultation, as it relates to our proposal, will be documented within a Statement of Consultation, provided as part of any future planning application.

Should a planning application be submitted to Manchester City Council you will have a further opportunity to share your views. As part of the process for considering any future application, the local planning authority will notify surrounding residents and businesses in line with its statutory consultation process and invite comments.

CONSULTATION DROP-IN LOCATIONS AND OPENING HOURS

Date	Location
Saturday 4th March – Sunday 26th March 2023. Monday – Saturday Sunday 9am – 6pm 10am – 4pm Open on matchday from 9am – 1 hour after full time.	City Square, North Stand, Etihad Stadium.
Thursday 9th March 2023 3pm – 6:30pm	Beswick Library, 60 Grey Mare Lane, M11 3DS
Monday 13th March 2023 3pm – 7pm	The Foyer at the National Cycling Centre, Stuart Street, M11 4DQ
Wednesday 15th March 2023 3:30pm – 6:30pm	Church of the Apostles, Ridgway Street, Miles Platting, M40 7FY

Appendix 5 – Stage 2

Consultation Event Boards



OUR CONCEPTS

We are delighted to unveil our 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 follows our announcement in December last year that feasibility studies were underway 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

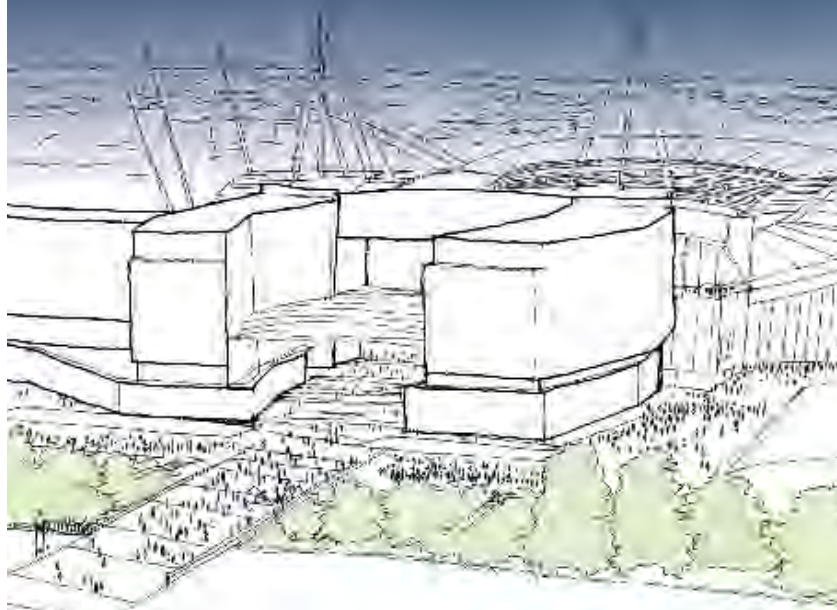
drive forward the development of a globally competitive sport, leisure and entertainment offer.

At that time, you were invited to share any initial views that you had, including what you would like to see at the Etihad Stadium in the future.

We also welcomed your feedback on the established framework principles that have been used to guide investment and development across the Etihad Campus over the past decade.

These established framework principles were organised around the following seven priorities and published on the Club's website:

- Maximise opportunities that support the social and economic role of the area through the provision of new employment, learning and development opportunities and investment that is accessible to East Manchester residents and supports the retention and attraction of talent to the city.
- Deliver improved social and economic outcomes through project specific implementation plans.
- Expansion of a world-class sports destination and creation of a global exemplar.
- Provision of distinctive destination leisure and recreation attractions and associated amenities.
- Embed Manchester's Net Zero by 2038 target into the Etihad Campus, in line with the Etihad Campus Sustainability Strategy.
- Connect the Etihad Campus – both within and beyond.
- Create a distinctive sense of place.



External view of proposed development.

**SECTION GOES INTO UNIT
AND WILL BE NOT BE VISIBLE**



OUR FEASIBILITY STUDIES

Your feedback

12th December 2022 - 9th January 2023

434 formal responses

Thank you to everyone who took the time to share their initial views and comments with the Club during our period of feasibility studies.

We have been through all the comments received and have used them to help inform our plans.

WHAT DID OUR FANS AND THE LOCAL COMMUNITY TELL US?

Overall, the concepts we started to outline were positively received with 79% of comments either specifically voicing support or positively contributing ideas and opportunities for us to consider as part of our formal proposals and plans.

Based on the comments received, the following areas were identified: **Stadium Expansion; Improved Facilities; Transport; and Jobs and Skills** as discussed further below.

STADIUM EXPANSION

“THIS IS AS EXCITING AS WINNING TROPHIES FOR ME BECAUSE IT MEANS THAT THE CLUB IS GROWING. THE NUMBER OF MATCH-DAY SUPPORTERS IS REALLY IMPORTANT.”

“GREAT AND EXCITING PLANS VERY MUCH IN KEEPING WITH THE CLUB PHILOSOPHY OF EXCELLENCE.”

Responses to the concept of expanding the North Stand were positive. Expansion was seen as a further step in Manchester City's growth, creating an opportunity to improve the fan experience. An extended larger tier was the preference of a majority of fans, with rail seating available.

IMPROVED FACILITIES

“ALLOW FOR A MORE VARIED CATERING OFFERING, MORE TABLE AREAS TO CONSUME FOOD AND IF POSSIBLE, SOME SEATING AND MUCH BETTER VIDEO AND TV SCREENS.”

“AT PRESENT THERE ARE NO SIT-DOWN RESTAURANTS AVAILABLE TO NON-HOSPITALITY SPECTATORS. ONLY STAND UP ‘BURGER’ OR EQUIVALENT EITHER INSIDE OR OUTSIDE.”

A broader range of food and drink options as well as faster service and better facilities, including pre and post-match areas where fans could sit down were requested.

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OUR FEASIBILITY STUDIES

TRANSPORT

People asked whether existing transport infrastructure would be able to support increased visitor numbers and shared their concerns about this.

Some people said that more capacity is required on Metrolink with longer trams and direct services to and from the city centre.

People wanted to see more use of public transport, more park and ride services, shuttle buses and better cycle facilities.

As well as requesting improvements to public transport, better management of car parks was referenced.

JOBS AND SKILLS

People wanted to know that the plans would build on the Club's work to continue to regenerate East Manchester, creating jobs and new opportunities for local people.

OTHER IDEAS WERE ALSO SUGGESTED, INCLUDING:



A LARGER
CLUB SHOP



MORE TOILET FACILITIES
AROUND THE ETIHAD CAMPUS



SECURE BICYCLE
STORAGE



MORE ELECTRIC
VEHICLE CHARGING



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A CLUB AT THE HEART OF EAST MANCHESTER

2023 marks the 20th anniversary of our move to the then City of Manchester Stadium following the Commonwealth Games. Since this time, East Manchester has witnessed an amazing transformation, supported by over £700m of private sector investment, either directly by City Football Group, or through working in partnership with other private and public sector organisations:



CITY FOOTBALL ACADEMY OPENED IN 2014

80 acres of former chemical works transformed into youth and elite training facilities - for men's and women's teams - with a dedicated community pitch and 7,000 capacity stadium.

THE BESWICK HUB CREATED NEW FACILITIES FOR THE COMMUNITY

The East Manchester Leisure Centre

A community facility with 70-station gym, fitness class studio and two swimming pools, including a full-length 25m pool.

The Manchester Institute of Health & Performance (MIHP)

Operated by Nuffield Health and providing world-leading healthcare facilities for use by elite athletes and the local community. The MIHP is also a centre for research in modern diagnostics technologies, sports medicine and sports education.

The Connell Co-op College

A Sixth Form College for students aged 16-19. It is currently Manchester's top performing A-Level provider with a 99% pass rate on all courses in summer 2022.

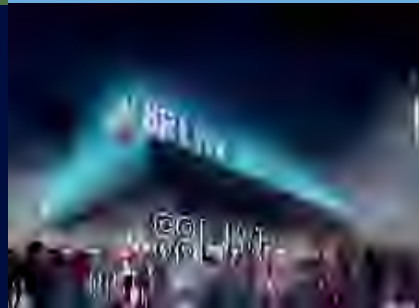


EXPANSION OF SOUTH STAND OF ETIHAD STADIUM IN 2015

The expansion of the South Stand increased overall capacity of the stadium to 54,500. Planning permission for an expanded North Stand was also granted at this time.

CO-OP LIVE WILL BE THE UK'S FIRST PURPOSE-BUILT MUSIC VENUE WITH A CAPACITY OF 23,500

A joint investment between City Football Group and internationally renowned arena developer and operator, Oak View Group.



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A CLUB AT THE HEART OF EAST MANCHESTER

KEY OUTPUTS AND ACHIEVEMENTS

The Etihad Campus now stands as a beacon of community achievement and development and an economic engine for Manchester, for the benefit of the city region and nationally. Together with our partners we deliver a range of initiatives.



'Marketplace' – A major jobs fair hosted at the Etihad Stadium by the 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.



Health initiatives – The Manchester Institute of Health and Performance provides health checks, screening clinics, Covid rehab clinics, and joint pain programmes for local people.



Playing a role as part of 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.



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 – The Club's charity 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. We continue to support local people to develop core skills that will help their future careers.

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DEVELOPING A BEST-IN-CLASS FAN EXPERIENCE AND YEAR-ROUND ENTERTAINMENT AND LEISURE DESTINATION AT THE ETIHAD STADIUM

OVERVIEW

We are planning to develop a best-in-class fan experience and year-round entertainment and leisure destination at the Etihad Stadium.

Any facilities that are developed would be available for fans and visitors to use on matchday and non-matchday.

This would not only create more great days out for our fans, but at the same time bring lots of additional benefits for the local area and its ongoing regeneration.

NORTH STAND

The concepts, which include several connected facilities fully integrated into the stadium, are centred around an expanded North Stand with one larger, single upper tier above the existing lower tier.

7,700 seats would be added to the North Stand, increasing stadium capacity to over 60,000.



Internal view from the halfway line facing towards North Stand.

STAND CONFIGURATION

In line with our ambition to create a destination with multiple facilities and factoring in the current configuration and design of the stadium, we have worked closely with architects to propose the development of a larger upper tier with a steeper gradient than the existing lower tier.

Rail seating is currently installed in the South Stand of the Etihad Stadium. During the Club's feasibility studies, fans told us that they would like rail seating to be considered within an expanded North Stand.

We would like to hear views from more of our fans on this topic.



Internal view of North Stand side on.

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MATCH DAY AND BEYOND

OVERVIEW

A key objective of our proposals is to create a distinct destination at the Etihad Stadium that provides fantastic experiences for fans and visitors both on matchday and beyond.

We believe that providing more facilities, that would not only serve the expanded North Stand but also Co-op Live and the wider Campus, will help us to do this.

Modest workspace has also been proposed for use by start-up and medium-sized organisations looking

to co-locate and collaborate with the Club and Etihad Campus partners. Alongside attracting new organisations, we are incredibly excited to explore opportunities to deepen and strengthen relationships with a whole host of companies we currently work with.

Our proposed development would be accessible to our wider community and other campus stakeholders, including other sports bodies, to support their events and initiatives.

OUR PLANS INCLUDE

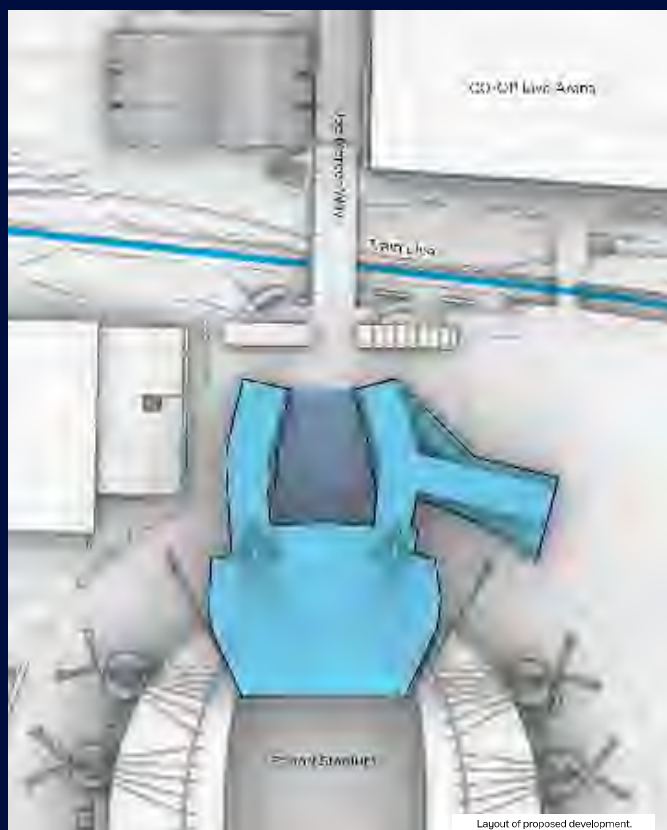
A COVERED CITY SQUARE
FAN ZONE WITH A
CAPACITY OF 3,000, WITH
A WIDE RANGE OF FOOD
AND DRINK OUTLETS

A NEW CLUB SHOP

A NEW MANCHESTER
CITY MUSEUM

AN INTEGRATED HOTEL

MODEST WORKSPACE OF
AROUND 4,000 SQ. M.



Layout of proposed development.

SECTION GOES INTO UNIT
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MATCH DAY AND BEYOND

CITY SQUARE

Capable of accommodating up to 3,000 fans on matchday, and open to the general public on non-match days, our new covered City Square would provide a range of food and drink options alongside live entertainment.

City Square would be open all day on matchday giving fans the opportunity to arrive early or stay after the match to make more of their visit to the stadium. In addition, other sporting and community events would be held at the venue on non-matchdays.

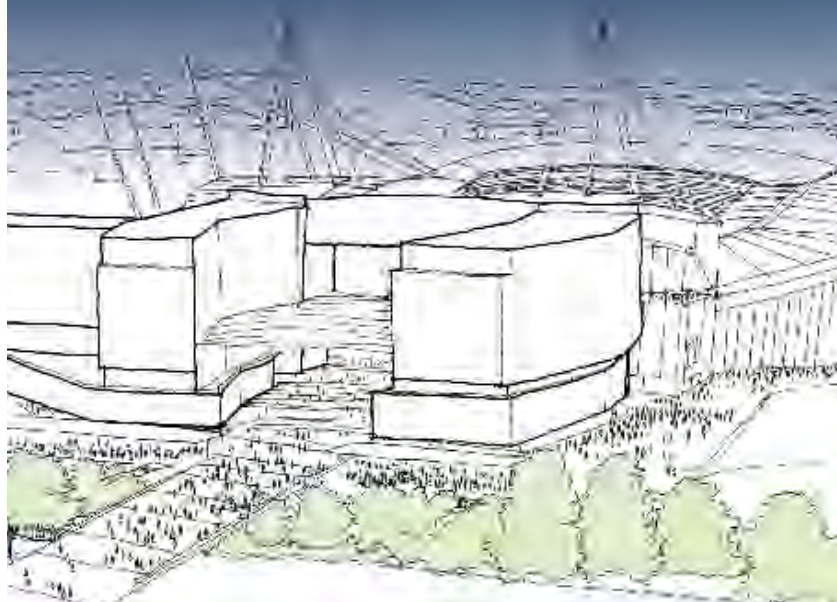
Providing more facilities, that can be used by visitors to Co-op Live and the wider Campus sporting venues, will play a key role in the development of the Etihad Campus as a destination.

We anticipate that a broader range of activities offered to fans on matchday, and a covered venue where fans can spend more time, would smooth out peak travel movements and reduce congestion and demand on public transport.

CLUB SHOP AND MUSEUM

Relocation of the City Store would help to establish a much more enjoyable arrival experience from Joe Mercer Way and the Metrolink, opening up a direct visual connection with the stadium, with the North Stand and a new covered City Square acting as a

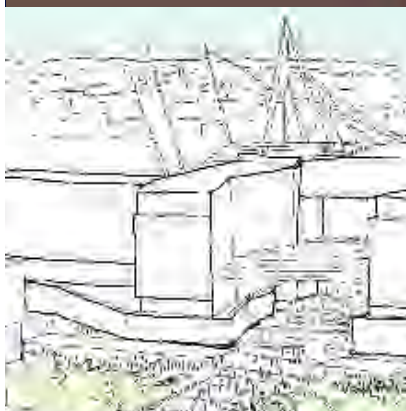
focal point. This is a design move that has influenced overall form and layout. The Club currently has a museum and exhibition space located on the first floor of the City Store. As part of our plans, we would create a new Manchester City museum experience.



**SECTION GOES INTO UNIT
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MATCH DAY AND BEYOND



AN INTEGRATED HOTEL

There is currently no on-site overnight accommodation at the Etihad Campus. We are therefore proposing a large hotel for use by fans and visitors both on matchdays and throughout the week.

In addition to fans who would like to book rooms at the hotel, hospitality and ticket packages could be offered to an increasing number of Etihad Stadium and Etihad Campus visitors.



DRIVERS OF HOTEL DEMAND

- Football match attendees – home and away fans for men's and women's teams.
- One-off stadium events and concerts.
- An enhanced Museum and Etihad Stadium tour generating up to 250,000 visitors per year.
- Co-op Live – with a planned 120 events each year and a capacity of up to 23,500.
- Etihad Campus business base including City Football Group and sports National Governing Bodies.
- MIHP and world-renowned sports rehabilitation.
- Manchester Active venues – athletics, squash, cycling tennis, football.



MODEST WORKSPACE OF AROUND 4,000 SQ. M.

In response to the opportunity to attract small scale start-ups and incubator businesses who are known to want to work with City Football Group, modest workspace has been proposed.

- Start-ups, scale-ups and small and medium sized enterprises, establishing an ecosystem of organisations looking to share ideas and innovate.
- Placed in a highly accessible location with an increasing range of amenities and proximity to creative, tech and digital hubs across Ancoats.
- Creating an opportunity for more organisations to collaborate with Manchester City Football Club, City Football Group and other Etihad Campus partners.

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CREATING JOBS AND TRAINING OPPORTUNITIES FOR LOCAL PEOPLE

In line with our development of City Football Academy and the expansion of the South Stand, ensuring that any new facilities create jobs, training and social opportunities for the local community in East Manchester remains a key priority.

A combination of training, recruitment and employment policies would be applied and prioritised for local people.

The Etihad Stadium currently employs a large workforce to support its operation, however the majority of these jobs are temporary and mostly associated with match and event days at the Etihad Campus.

Our proposals provide an opportunity - in conjunction with partners - to transform the Etihad Campus into a major employer of permanent jobs. For the hotel and our new food and drink operators, this would include:

CATERING AND SERVICE

HOSPITALITY

EVENT MANAGEMENT

CUSTOMER CARE

CLEANING

STEWARDEDING AND SECURITY

FACILITIES MANAGEMENT

HOTEL MANAGEMENT

We would ensure that new employment opportunities arising from our proposed development are accessible to East Manchester residents and support the retention and attraction of talent to the city.

The proposed workspace would offer flexible leases to support the growth of the companies looking to start-up, as well as the more established companies looking to scale-up. Attracting these new organisations would provide a basis for future growth in jobs.

In addition, construction partners would be obliged to commit to a legally binding Local Employment Proposal setting minimum targets for local employment.



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CREATING JOBS AND TRAINING OPPORTUNITIES FOR LOCAL PEOPLE

As part of our proposed development, plans for a 'Service Sector Training and Skills Academy' are being explored. It would be our intention to deliver this in partnership with Manchester City Council and an education provider.

At present, formal education routes available for people who aspire to build a career in the hospitality sector, particularly those which offer real life practical experience as part of gaining qualifications, are low in number.

Our plans would ensure that the hospitality sector expertise required to manage our entertainment destination would be drawn from local neighbourhoods. We would support the development of skilled and qualified local people, who would be empowered to create an exceptional fan and visitor experience at the Etihad Campus, adopting hospitality as a career of choice.

By offering distinctive learning and training opportunities connected to Manchester City Football Club and City Football Group, there is a huge opportunity to encourage and inspire people of all ages.

In addition to young people who would like to start their career journey, we believe there would be many opportunities for people of all ages to retrain and enter the profession at other levels.



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CONTRIBUTING TO THE NET ZERO CARBON AGENDA

With a stated commitment to being net zero carbon by 2030, we are working hard to support Manchester City Council's target of becoming a net zero-carbon city by 2038, some 12 years ahead of the UK Government's target of 2050.

In 2022, we published our 18th annual sustainability and impact report entitled 'Game Plan' which explains what the Club is doing, as it works towards being credibly net zero carbon by the end of this decade.

These measures include - but are not limited to - zero waste to landfill, rainwater harvesting, enhancing biodiversity, use of local suppliers and service providers, local healthy ethical food at outlets, and encouraging the use of sustainable and active travel.

For all new projects, embedding zero-carbon targets is a key priority. This is guided by an overarching Etihad Campus Strategic Sustainability Framework as well as project specific sustainability proposals.



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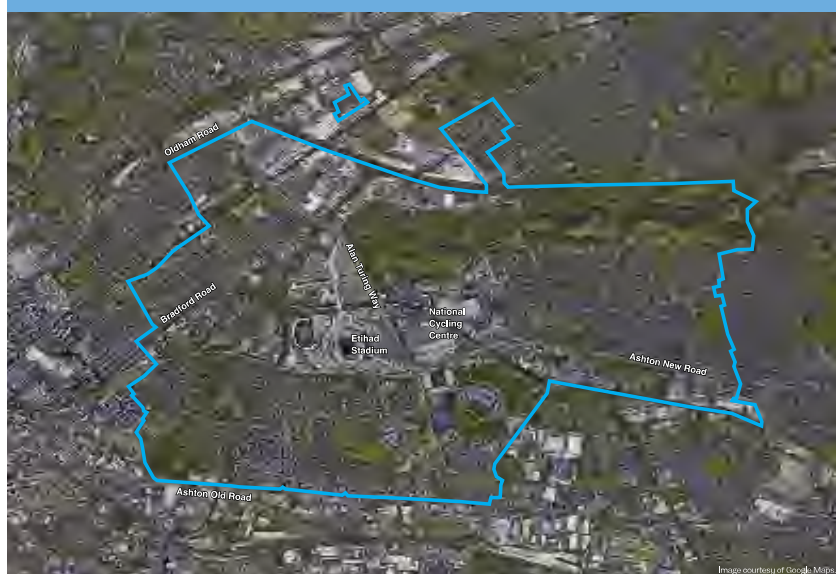


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As with the Club's previous infrastructure developments across the Etihad Campus, most notably City Football Academy and the expansion of the Etihad Stadium's South Stand, managing construction impacts on our local community and minimising disruption is our priority.

Our proposals would represent a major construction project that would take up to three years to complete, offering over 2,600 jobs prioritised for people from Greater Manchester. The project would represent over £300m investment in East Manchester.

Subject to the Club submitting a planning application and receiving approval, it is anticipated that a main construction contract would be awarded in September 2023.

The construction period would be carefully planned around the football season to minimise the potential for disruption as a result.

As such, it is anticipated that main construction works would likely commence on-site in November 2023 so the North Stand itself would be complete and open for the beginning of the 2025/26 football season i.e. August 2025.

The hotel, workspace and public realm works, including City Square, would subsequently complete by mid-late 2026.

Temporary fan zones would be in operation on matchday until the Club's expanded and covered City Square was opened. During the construction period, access to the stadium, other Etihad Campus facilities and the Metrolink would all be maintained.

A Construction Management Plan (CMP) would be prepared, for agreement with Manchester City Council. As part of this plan, we would carefully plan construction sequencing to ensure that safe access into and out of the stadium is maintained.

How will the potential construction impacts on local residents be managed?

The CMP would consider and seek to mitigate the potential impacts arising from construction, including working hours, noise and vibration, air quality and dust, construction traffic and highways, and access arrangements around the Etihad Campus and stadium.

Generally, it is expected that construction activity will be carried out in accordance with Manchester's standard construction site hours, which are 07:30 to 18:00hr during the week and 08:00 to 14:00hr on Saturdays.

Construction partners would also be required to create a range of training and apprenticeship programmes for residents in the local community through a legally binding Local Employment Proposal.



**SECTION GOES INTO UNIT
AND WILL BE NOT BE VISIBLE**



HAVE YOUR SAY

We are incredibly excited with the concepts that we have brought forward for an entertainment destination and we thank you for taking the time to read through all of the information we have shared with you.

Our consultation closes on 26th March 2023 and you can have your say by completing a feedback form online at:



mancity.com/etihad-stadium-consultation

Alternatively, you can complete a paper feedback form at any of our drop-in locations or email, telephone and write to us at:



Email: mancity@mancity.com with the subject line 'Etihad Stadium Consultation'



Telephone: +44 (0)161 444 1894, option 5



Write to us: Etihad Stadium Consultation, FREEPOST NWW3611A, Etihad Stadium, Manchester, M11 3BR

Any feedback you share will be carefully reviewed by the Club.

The outcome of the consultation, as it relates to our proposal, will be documented within a Statement of Consultation, provided as part of any future planning application.

Should a planning application be submitted to Manchester City Council you will have a further opportunity to share your views. As part of the process for considering any future application, the local planning authority will notify surrounding residents and businesses in line with its statutory consultation process and invite comments.

CONSULTATION DROP-IN LOCATIONS AND OPENING HOURS

Date	Location
Saturday 4th March – Sunday 26th March 2023. Monday – Saturday 9am – 6pm Sunday 10am – 4pm Open on matchday from 9am – 1 hour after full time.	City Square, North Stand, Etihad Stadium.
Thursday 9th March 2023 3pm – 6:30pm	Beswick Library, 60 Grey Mare Lane, M11 3DS
Monday 13th March 2023 3pm – 7pm	The Foyer at the National Cycling Centre, Stuart Street, M11 4DQ
Wednesday 15th March 2023 3:30pm – 6:30pm	Church of the Apostles, Ridgway Street, Miles Platting, M40 7FY

SECTION GOES INTO UNIT
AND WILL BE NOT BE VISIBLE

Appendix 6 – Stage 2 Feedback Form

PROPOSALS FOR THE DEVELOPMENT OF AN ENTERTAINMENT DESTINATION AT THE ETIHAD STADIUM

CONSULTATION FEEDBACK QUESTIONNAIRE



FEBRUARY - MARCH 2023

Manchester City has unveiled concepts for a best-in-class fan experience and year-round entertainment and leisure destination at the Etihad Stadium.

This follows the Club's announcement in December last year that feasibility studies were underway to explore concepts that could form part of a future stadium development.

We would now like to hear your comments and feedback on our concepts and designs.

About You

1a. How would you describe yourself? (Please tick/select more than one if applicable)

- | | | | |
|--|--|---|--|
| ☐ I'm a Manchester City fan | ☐ I'm a local resident | ☐ I work on the Etihad Campus | ☐ I work in the wider local area |
| ☐ I own a business in the area | ☐ I regularly visit the area | ☐ Other | |

If you're a Manchester City fan...

1b. Which, if any, of the following memberships do you have with Manchester City?

- | | | | |
|-------------------------------------|--|--|-------------------------------------|
| ☐ Season Ticket | ☐ Cityzens Matchday Membership | ☐ Cityzens Official Membership | ☐ None of these |
|-------------------------------------|--|--|-------------------------------------|

1c. How many of Manchester City's home matches do you attend in total each season?

- | | | | |
|-----------------------------|----------------------------------|---------------------------|----------------------------|
| ☐ None | ☐ 1-2 | ☐ 3-6 | ☐ 7-10 |
| ☐ 11-15 | ☐ 16 or more | | |

2. How old are you?

- | | | | |
|--------------------------------|-----------------------------|-----------------------------|---|
| ☐ Under 18 | ☐ 18-24 | ☐ 25-34 | ☐ 35-54 |
| ☐ 55-64 | ☐ 65-74 | ☐ 75+ | ☐ Prefer not to say |

3. What is the first part of your home postcode? (Please provide the first three or four characters e.g. M11)

Your priorities

4. We want to understand what is most important to you. Please look at the list below and let us know your priorities.

	Very important to me	Somewhat important to me	Not important to me	Don't know / Not applicable to me
More areas to socialise with other fans before and after a match	☐	☐	☐	☐
More food and drink options	☐	☐	☐	☐
New activities to extend my matchday at the Etihad Stadium	☐	☐	☐	☐
Activities at the Etihad Stadium outside of matchday	☐	☐	☐	☐
Overnight accommodation at the Etihad Stadium	☐	☐	☐	☐
Skills and training opportunities for local people	☐	☐	☐	☐
Creating new jobs	☐	☐	☐	☐
Improved public transport to and from the Etihad Stadium	☐	☐	☐	☐
Improved walking and cycling routes to and from the Etihad Stadium	☐	☐	☐	☐
Environmentally friendly and sustainable development	☐	☐	☐	☐
Effective construction management	☐	☐	☐	☐

	Very important to me	Somewhat important to me	Not important to me	Don't know / Not applicable to me
Other				
.....	☐	☐	☐	☐
.....				
.....				

An expanded North Stand

Our concepts are centred around an expanded North Stand with one larger, single upper tier above the existing lower tier. 7,700 seats would be added to the North Stand, increasing capacity to over 60,000.

5. Do you agree with this approach?

☐ Yes
 ☐ No
 ☐ Unsure
 ☐ Not applicable to me

6. During the Club's feasibility studies, fans told us that they would like rail seating to be considered within an expanded North Stand. Do you agree that rail seating should be considered as part of this development?

☐ Yes
 ☐ No
 ☐ Unsure
 ☐ Not applicable to me

7. Please share any further thoughts related to stadium expansion:

.....

.....

.....

.....

.....

.....

.....

Creating a destination on matchdays and beyond

A key objective of our proposals is to create a distinctive destination at the Etihad Stadium that provides fantastic experiences for fans and visitors on matchdays and non-matchdays.

Our plans include a covered City Square fan zone with a capacity of 3,000, with a wide range of food and drink outlets; a new club shop; a new Manchester City museum; an integrated hotel; and a modest workspace of around 4,000 sq. m.

8. Do you agree with this approach?

☐

Yes

☐

No

☐

Unsure

☐

Not applicable to me

9. Do you have any thoughts or suggestions for us to consider in relation to improving facilities at the Etihad Stadium?

Travel and transport

Matchday transport and travel is an important topic for both fans and our local community and we are committed to working with partners from across the city to enhance existing services, as well as offering new ways for people to make more sustainable travel choices.

Our proposed plans would create more opportunities for fans and visitors to stay longer at the stadium on both matchday and non-matchday, thereby smoothing out peak travel movements, reducing congestion and demand on public transport networks.

10. Do you agree with this approach?

☐

Yes

☐

No

☐

Unsure

☐

Not applicable to me

11. Do you have any thoughts or suggestions for us to consider in relation to travel and transport?

Jobs and skills

We are committed to ensuring that any new facilities create jobs, training and social opportunities for the local community in East Manchester. Our proposals provide an opportunity - in conjunction with partners - to transform the Etihad Campus into a major location of permanent jobs. As part of our proposed development, plans for a 'Service Sector Training and Skills Academy' are being explored.

12. Do you agree with this approach?

☐

Yes

☐

No

☐

Unsure

☐

Not applicable to me

13. Do you have any thoughts or suggestions for us to consider in relation to skills, training and jobs and how we can best invest in the local area?

Your overall opinion

Yes

No

Unsure

Not applicable to me

[illegible]



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