



Collar Site, Etihad Campus

Planning Statement
(incorporating Statement of Community Involvement)

March 2026

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1. Introduction

- 1.1. This Planning Statement (the ‘Statement’) accompanies an application for Full Planning Permission for a three-storey approx. 600 capacity entertainment venue (Sui Generis), associated infrastructure, access, servicing, management, and public realm improvements (the “Proposed Development”).
- 1.2. The Applicant is Manchester City Football Club (“MCFC” / the “Applicant”).
- 1.3. The formal description of the Proposed Development as set out within the Application Forms is set out below:
“Full Planning Application for creation of a three-storey entertainment venue (Sui Generis), associated infrastructure, ,access, servicing, management, and public realm improvements.”
- 1.4. The term “Proposed Development” used within this Statement refers to all stages of construction and operation of the development.
- 1.5. This Statement considers the Proposed Development in its strategic and local context and assesses its acceptability in the context of the Local Development Plan and other material considerations such as the National Planning Policy Framework (NPPF) and relevant guidance.
- 1.6. This Statement also includes a summary of all pre-application engagement activities conducted for the Proposed Development (Section 4 of this Statement). Combining this into a single Statement has been agreed as an approach with the Local Planning Authority.

The Site

- 1.7. The Site is circa. 0.63ha and currently used as a temporary construction compound for the North Stand Expansion scheme at the Etihad Stadium (Ref: 136763/FO/2023).
- 1.8. The Site is bound by the Metrolink line to the north, Alan Turing Way to the east, Gibbon Street to the south, and Loverose Street to the west.
- 1.9. The Site is within the Etihad Campus in East Manchester, and forms part of the Ancoats and Beswick Ward. The Site is located within the Eastlands Regeneration Framework (2017) (the “ERF”) area and is identified as the “Collar Site”.
- 1.10. For the location of the Site, please refer to drawing Ref: A3421-PRP-ZZ-ZZ-DR-A-02000-P01 prepared by PRP Architects, submitted in support of this Application.

The Proposed Development

- 1.11. The Applicant has partnered with PopHouse (an entertainment company) to bring Mamma Mia! The Party (MMTP) – an immersive theatrical dining experience created by Björn Ulvaeus – to Manchester. The overarching intention is that guests will be seated within a “Greek taverna” for a meal whilst a live theatrical performance of Mamma Mia! take place around them.
- 1.12. This new venue is the next exciting step in the Etihad Campus's journey, building on its success as a global hub for sport and entertainment. The immersive events space will enhance its offering and further cement the campus as a premier destination for unparalleled entertainment 24/7, day and night.
- 1.13. Full detail of the Proposed Development is discussed within the Design and Access Statement prepared by PRP Architects submitted in support of this Application.

EIA

- 1.14. Following an assessment against the requirements set out in Schedules 1 and 2 of the Town and Country Planning (Environmental Impact Assessment) Regulations 2017, it is considered that an Environmental Statement is not required in respect of the Proposed Development. Further details are provided in this regard within the application cover letter.

Structure of the Planning Statement

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

- Section 2 – Regeneration Context
- Section 3 – Site Context
- Section 4 – Statement of Community Involvement
- Section 5 – The Proposed Development
- Section 6 – Planning Assessment
- Section 7 – Public Benefits
- Section 8 – Conclusion

This Statement includes the following supporting appendix:

- Appendix A – A schedule of supporting information.

2. Regeneration Context

- 2.1. This Section provides an overview of the strategic context within which the Proposed Development is brought forward, with reference to the documents which capture Manchester's strategic priorities with respect to the Site and the Proposed Development.

Eastlands Regeneration Context

- 2.2. East Manchester has witnessed a remarkable transformation in the 20+ years since the Commonwealth Games were held at the City of Manchester Stadium (now the Etihad Stadium) in 2002. The Etihad Stadium now stands proudly as a beacon of community achievement and development. It is an economic engine for Manchester, for the benefit of the city region and nationally.
- 2.3. That transformation was led by MCC with the active support of the Government, NGBs, the private sector and Manchester City Football Club with its owners, City Football Group (CFG). Over £1bn of private sector investment has been made over the last 20 years, either directly by CFG, or through partner working with other private and public sector organisations.
- 2.4. In 2014, CFG invested £200m in the 80-acre redevelopment of the former Clayton Aniline Chemical Works, creating the City Football Academy – a youth development and first team training centre for men's and women's teams.
- 2.5. The Beswick Hub was also opened in 2014, comprised of:
- East Manchester Leisure Centre, part funded by CFG;
 - Connell Sixth Form College, both of which were built on 5.5 acres of land owned by CFG and with many of the College's sports courses benefiting from the use of Manchester City Football Club coaches and facilities; and,
 - Manchester Institute of Health & Performance (MIHP), founded by MCC, Sport England and CFG.
- 2.6. In addition to being the home of Manchester City Football Club, the Etihad Campus includes the National Cycling Centre, National Taekwondo Centre, National Squash Centre and the Manchester Tennis and Football Centre. It is home to a range of NGB's including England Basketball, England Lacrosse, GB Taekwondo, England Squash, Greater Sport, and Rugby Football League. As such, it is a unique sports and entertainment destination, like no other location.
- 2.7. The legacy from the success of the 2002 Commonwealth Games has significantly strengthened the City's elite talent base and established a strong reputation for sporting and live entertainment excellence at both the Etihad Campus and in Manchester more widely.
- 2.8. The Etihad Campus continues to develop on this critical role and has consistently been a major economic driver in its own right within the city region and national context. It is recognised in the Eastlands Regeneration Framework (ERF), that the Etihad Campus is a place to drive forward the development of a globally competitive sport, leisure and recreation offer.
- 2.9. The Etihad Campus forms a key part of the Regional Centre, and its economic success is also key to the long-term success of the City Centre. Its future development is linked to continuing its achievement of being a world class entertainment district, anchored by the Stadium and a range of other sports, leisure and entertainment opportunities. Unique opportunities exist to develop its employment base and continue to support a visitor infrastructure to meet these distinctive demands.

Eastlands Regeneration Framework (2017)

- 2.10. The development of the Etihad Campus has been guided by the Eastlands Regeneration Framework (ERF) adopted by MCC, following extensive engagement with residents and other key stakeholders, including CFG. The ERF was originally endorsed in 2011 and was subsequently updated in 2017.
- 2.11. The ERF sets out environmental, social, design and economic objectives which are relevant to the attainment of the regeneration of the East Manchester area which is supported by existing planning policy. It is not a planning policy document, and it is not a site allocations document. As such this document has the status of a “Local Development Document” but not a “Development Plan Document” and should not be considered or viewed as formal planning policy and does not set out a series of tests to be passed.
- 2.12. The role of the ERF has been to seek to guide the content of planning applications so that they have in mind the objectives for East Manchester. Throughout the various iterations of the ERF, and through the thirty-year journey of transformation of East Manchester, the Etihad Campus has consistently been a major economic driver in its own right within a city region and national context. Successive Regeneration Frameworks have identified the Etihad Campus as a place to drive forward the development of a globally competitive sport, leisure and recreation offer. Over the last ten years’ significant new investment has been made to deliver new facilities that benefit the community with new local leisure and educational developments being part of an integrated approach to the transformation of the area.
- 2.13. The broad vision for Eastlands has remained consistent for nearly twenty years – it is to become a place which is attractive for people to live, work and to visit; an area which builds upon its assets to provide a distinctive contribution to the overall success of the city region; and crucially to be a place where all residents are able to share in the long-term success of the area.
- 2.14. Specifically, the ERF (2017) endeavour to introduce sustained year-round activities into the Etihad Campus on non-match days in addition to existing activities at the Etihad Stadium on match days.
- 2.15. As such, the Etihad Campus is envisaged to be:
- The home of a new destination leisure and recreation complex where residents and visitors will come to spend their time on leisure and recreation related activities, all year round.
 - The home of global and national sports organisations which can thrive and develop global best practice. In doing so the Etihad Campus can become the home to new sports related businesses in a new “Sports-Tech” cluster for the city-region; and,
 - The home of a Manchester exemplar in seeking to achieve zero carbon outcomes, stimulating a change in behaviours towards the zero-carbon agenda, creating employment opportunities for local people and driving innovation and economic growth across the City.

The Etihad Stadium

- 2.16. The Etihad Stadium, known at the time as The City of Manchester Stadium, was granted Planning Permission (Ref. 056711/VO/NORTH2/99) in October 1999, with construction completed in time to host the Commonwealth Games in 2002.
- 2.17. Following Manchester City Football Club’s occupation of the Etihad Stadium in 2003 and subsequent investment in the Club in 2008 by the Abu Dhabi United Group, Planning Permission (Ref. 105367/JO/2014/N2) was subsequently granted in February 2014 for the expansion of the Etihad Stadium.
- 2.18. The 2014 Planning Permission comprised alterations to the Etihad Stadium, including increasing the overall height of the South and North Stands and associated elevational alterations, to allow each stand capacity to be increased by up to 6,250 seats and up to 2,000 additional pitch side seats, creating a total match day capacity of up to 62,170 seats (from 47,670). It also included for the expansion of concourse facilities, alterations to the public realm including changes to car parking layout, landscaping and boundary treatments, as well as associated infrastructure works.
- 2.19. The Planning Permission included the potential for both the North Stand and the South Stand to be delivered as one phase of construction, but also the scenario where construction of the South Stand would take place first (Phase 1), with the North Stand expansion (Phase 2) taking place later.

- 2.20. The Applicant proceeded with the construction of Phase 1 and the South Stand expansion works were completed in 2015. This included the construction of a third tier and roof to the South Stand, increasing overall capacity to up to 54,048.
- 2.21. The North Stand expansion (ref. 136763/FO/2023) was approved on 23 October 2023. The proposals involve a comprehensive redevelopment of the Etihad Stadium's North Stand and adjacent land, aiming to significantly increase stadium capacity and hospitality facilities for both event and non-event days. This expansion includes the addition of an ancillary TV Studio and a Roof-Walk Attraction.
- 2.22. In addition to the stadium expansion and new attractions, the proposals include a substantial new hotel development, a multi-functional 8-storey building offering retail, cultural, leisure, and workspace facilities, and a covered fan zone with integrated commercial and leisure amenities (Medlock Square), all supported by significant public realm and infrastructure improvements. As of March 2026, construction is still ongoing and is due to open later in 2026.

The Co-op Live Arena

- 2.23. On 23 October 2020, Planning Permission was granted for Co-op Live (Ref. 126431/FO/2020), a 23,500-capacity arena at the Etihad Campus and located to the north-east of the Site. The Arena opened in early 2024.
- 2.24. The new arena delivers the 'best in class' artist and fan experience with the flexibility to hold multiple event types, in addition to large international touring shows, which enables Manchester to host a broader range of music, sports and entertainment events. It provides a major boost to the Etihad Campus and Manchester as a whole, as well as East Manchester's ongoing regeneration.
- 2.25. In February 2026, the Co-op Live Arena welcomed The Brits Awards Ceremony, its first time taking place outside of London in the Brits Awards' 47 years of history. This is evidential of new events coming into Manchester which would not have been possible without a venue of this nature.
- 2.26. This arena represents a steadfast confidence in realising the shared vision to create a globally competitive entertainment district at the Etihad Campus, building upon football and sport as the Etihad Campus' natural anchor.

The Collar Site

- 2.27. The Site of this Application is also known as the "Collar Site", referenced by the Manchester Core Strategy (2012) and its Addendum (2024) and subsequently by the ERF (2017), further site context is included within Section 3 of this Statement.
- 2.28. MCC Core Strategy Policy EC7 (Eastlands Strategic Employment Location) envisions the Eastlands as a major sports and leisure visitor destination complemented by commercial, retail, and hotel uses. Specifically, Policy EC7 notes "the "Collar Site" provides an opportunity for a leisure, recreation and entertainment visitor attraction of national significance." The Policy specifies that the scale of regeneration within the Eastlands Strategic Employment Location will utilise the development potential of the Collar Site.
- 2.29. This notion is further re-affirmed and resonated by the ERF (2017), where the Site falls under the Commercial Zone of the Etihad Campus that encourages development proposals that build on the existing sports and recreation offerings at the Etihad Campus whilst introducing sustained activities into the Campus all year round.

Etihad Campus Sustainability Priorities

- 2.30. Prior to the planning application for Co-op Live being brought forward, the Etihad Campus Strategic Sustainability Framework (2020) was established which provides an over-arching direction for the development and stewardship of the Campus and the key principles for embedding sustainability into every aspect of it. It is the lead sustainability framework document for the Etihad Campus, acting as an umbrella for all other strategies and proposals and intended to cover the period to 2040.
- 2.31. The Framework's key principles provide a comprehensive analysis of the various elements which go to the heart of what a transformative zero carbon place should address, whilst embracing the opportunity to deliver locally inclusive, globally competitive economic growth. It supports the opportunity for the Campus to exemplify sustainable development and act as a pioneer for the whole of Manchester. This analysis is broader than the design of places and buildings, requiring positive behavioural shifts also.

- 2.32. All partners are expected to adopt these key principles, so that a positive contribution can be demonstrated to Manchester's Social Value Framework and Net Zero Carbon goals. As such, the Applicant is committed to adopting these key principles. These key principles are at the core of the Proposed Development.
- 2.33. These documents identify further actions required to shift from "business as usual" to new and progressive ways of operation. These actions will respond to the changing demands and expectations required to underpin the long-term environmental sustainability and success of the Etihad Campus, as a place which supports the economic success of the wider City and the well-being of residents and communities in East Manchester.
- 2.34. MCFC is actively pursuing its commitment to achieve net carbon zero by 2030 through a multi-faceted sustainability strategy.
- 2.35. The Club has made significant strides in Energy and Water management. Its City Football Academy (CFA) now generates over 1MW of renewable energy from its solar programme, complementing the 100% renewable electricity used across its operations. Gas consumption has been reduced by 160,000 kWh and diesel fuel by 350 litres, contributing to a 182-tonne CO₂ reduction. Water usage has decreased by 123,149 cubic metres, with over 80% of water now recycled, thanks to enhanced rainwater harvesting, attenuation systems, and new rain gardens.
- 2.36. In terms of Transport and Travel, MCFC promotes sustainable fan journeys. The Matchday Bus Network has expanded to 15 routes, serving 1,580 fans per matchday, alongside a successful Express Bus Service trial. Walking to matches has increased by 16% overall, with a 24% rise from Manchester city centre, supported by upgrades to the City Link walking route.
- 2.37. The Club demonstrates strong commitment to Waste Reduction, having cut overall waste by 123 tonnes in the past year. It achieves zero landfill status, with 71% of waste recycled and 29% recovered. MCFC has also successfully eliminated single-use plastics and PET and processes all compostable waste on-site for reuse across CFA landscapes.
- 2.38. Furthermore, MCFC is dedicated to Impactful Biodiversity. The CFA adheres to L.E.E.D. gold standards, supporting 575 recorded species, including rare finds. The Mancgroves initiative actively enhances biodiversity and CO₂ sequestration around the Etihad Campus.

Wider Culture, Leisure and Tourism Context

- 2.39. Culture, leisure, and tourism play an increasingly important role in driving the Manchester economy. This highlights the significance of the City's existing and expanding asset base in these sectors. The diverse range of cultural offerings, leisure activities, and tourist attractions in Manchester contribute to its economic growth and attractiveness as a destination for visitors.
- 2.40. The City's investment in developing and promoting its cultural and leisure assets further reinforces their importance in driving economic prosperity. In recent years, this has been boosted by significant investment in new world class facilities and event spaces, such as the Whitworth Art Gallery, Aviva Studios (home of Factory International) in St John's, and the Co-op Live Arena at the Etihad Campus as outlined previously in this Section.
- 2.41. Through sustained investments, Manchester has expanded its presence in domestic and overseas markets. This has solidified the City's status as the third most visited city in the UK by international visitors, following London and Edinburgh. This reflects the City's appeal as a vibrant and culturally rich destination, attracting visitors from around the world. The investments made in the cultural, leisure, and tourism sectors have undoubtedly contributed to Manchester's rise as a sought-after location for both domestic and international tourists.

Market Proposition

- 2.42. Manchester boasts a vibrant and diverse leisure and entertainment scene. The overarching trend is geared towards experiential offerings that draws in visitors and increase dwell time in the City by having a wide range of leisure and entertainment options. There is a strong focus on quality, authenticity, and unique concepts to stand out in the competitive market.
- 2.43. The main current offerings in the City can be categorised into the followings:
- **Live music** – The City has a legendary music heritage and continues to be a major hub for live music, from grassroots venues to large arenas.

- **Small scale experiential leisure** – There is a growing trend for venues to offer activities like escape rooms, mini golf, darts, bowling, and axe throwing, focusing on interactive, group-based leisure activities.
- **Theatre and performing art** – Manchester has a rich theatrical tradition, hosting traditional West End productions, independent plays, dance, and opera.
- **Cultural attraction** – Museums, art galleries, and cultural centres provide educational and enriching experiences in Manchester.
- **Nightlife** – Manchester enjoys a vibrant club and bar scene caters to various tastes.

2.44. Recognising Manchester's already-diverse leisure and entertainment offerings, they are mainly offerings of a relatively traditional sense e.g. theatres, live music, cultural attractions, etc. Whilst Manchester remains a competitive market, it represents a capacity in the City to accommodate a highly unique entertainment opportunity that generally conform to the following criteria:

- **Novelty** – Manchester's population, particularly its large student and young professional base, is constantly seeking new and exciting ways to spend their leisure time. There is a high willingness to try novel experiences.
- **Strong tourist market** – The City attracts significant domestic and international tourism, with visitors often looking for distinctive experiences that capture the essence of Manchester or one-of-a-kind leisure activities.
- **Growth in experiential leisure** – The success of existing experiential socialising and immersive venues e.g. darts, bowling demonstrates a clear demand for entertainment that goes beyond traditional passive consumption.
- **Cultural openness** – Manchester has a history of embracing creativity and innovation, making it receptive to new artistic and entertainment forms.

Manchester City Council Strategic Context

2.45. Key documents and priorities that are relevant to the consideration of the proposals are set out below:

Inclusive Growth and Economic Opportunity

2.46. Our Manchester Strategy – Forward to 2025 (2022) emphasises inclusive economic growth, high-quality employment, and leveraging investment for community benefit. Proposals should demonstrate how they contribute to these goals.

Sustainability and Zero Carbon Transition

2.47. Manchester Climate Ready: The Plan 2025-30 and the GMCA's Net Zero Guidance mandate sustainable practices. Proposals must align with these, showcasing energy efficiency, waste reduction, and a commitment to a zero-carbon future.

Health and Wellbeing

2.48. Our Manchester Strategy – Forward to 2025 (2022) and the Manchester Climate Ready: The Plan 2025-30 highlight the importance of health and wellbeing. Proposals should consider how they contribute to a healthy environment, including access to green spaces and promoting active lifestyles.

Biodiversity and Green Spaces

2.49. The Biodiversity Strategy and Action Plan 2022-30 – the City of Manchester's Nature Recover and Great Outdoors: A Green and Blue Infrastructure Strategy for Manchester 2015-25 underscore the importance of integrating nature. Proposals should demonstrate consideration for biodiversity, green infrastructure, and access to green spaces.

2.50. Additionally, proposals should consider:

- Integration with the surrounding community and contribution to their economic and social wellbeing.
- Minimising environmental impact and aligning with Manchester's sustainability goals.

- Enhancing the visitor experience and contributing to the vibrancy of the area.

Summary

- 2.51. The Proposed Development at the Site aligns with Manchester's strategic vision for inclusive growth, sustainability, and enhanced wellbeing. Building on the legacy of the 2002 Commonwealth Games and significant investments, including the successful Co-op Live Arena and the highly anticipated North Stand Expansion scheme at the Etihad Stadium, the Etihad Campus has become a world-class sports and entertainment destination. These proposals aim to further enhance this status by diversifying its world-class sports and entertainment offering.
- 2.52. By introducing a unique, bespoke year-round immersive entertainment experience, it will contribute to inclusive growth through job creation in the hospitality, entertainment and retail sectors, attracting a broader demographic of visitors and stimulating the local economy.
- 2.53. Furthermore, the Proposed Development supports the sustainability of the Campus as a vibrant economic and cultural hub by ensuring continuous visitor engagement beyond major event days. A detailed assessment of these public benefits is provided in Section 7.

3. Site Context

Surrounding Area

- 3.1. Building upon the site description in the introduction, the Site is located within Ancoats and Beswick Ward, in East Manchester.
- 3.2. Given its location within the Etihad Campus, the surrounding of the Site comprises buildings within the Campus:
- The Co-op Live Arena to the north of the Site.
 - Medlock Square (plaza between the Etihad Stadium and the Etihad Campus Metrolink stop) and the House of Sport to the west of the Site.
 - The Etihad Stadium to the southwest of the Site. In particular, the Site is adjacent to the hotel building approved as part of the North Stand Expansion scheme.
- 3.3. To the east of the Site sits Alan Turing Way – a dual carriageway that forms part of Manchester Inner Ring Road. Further, sits the residential-led neighbourhood within the Clayton and Openshaw Ward with a mix of commercial and institutional use e.g. retail park, velodrome, etc.

Planning History

- 3.4. A review of the Site's planning history on Manchester City Council Public Access website has been carried out.
- 3.5. There is no planning record that has direct relevance to the Site.

Site Specific Environmental Designations

Site Allocation

- 3.6. Under the provision of the MCC Proposals Map (2012), the Site is allocated to be within:
- The Regional Centre.
 - East Manchester.

Air Quality

- 3.7. The Site is located within the Greater Manchester Air Quality Management Area (AQMA).

Ecology

- 3.8. A Preliminary Ecological Appraisal is submitted in support of this Application. This included an Extended Habitat Survey on the Site. The findings for the Site are summarised below.
- 3.9. The Site comprises a temporary site compound related to the North Stand Redevelopment at the Etihad Stadium and mainly consists of hardstanding, there is negligible scattered ruderal vegetation. There are no protected or priority species identified within or immediately adjacent to the Site, whilst the Site was considered unsuitable for most protected and priority terrestrial species. No invasive species were noted.
- 3.10. There are also no SSSI's within 1 km of the Site, the nearest being the Rochdale Canal SSSI. No National Nature Reserves were located within 1km of the Site. Clayton Vale Local Nature Reserve is situated approx. 720m to the east of the Site.
- 3.11. The Ashton Canal Site of Biological Importance (SBI) is located approximately 50m north of the Site and is a 'Grade B' SBI. The Canal is an important wildlife corridor, linking Ashton with Manchester via Openshaw and provides an important accessible natural greenspace in an otherwise urban landscape. The Canal supports a range of aquatic and marginal vegetation, especially the European Protected Species floating water-plantain and the 'endangered' 1 grass-wrack pondweed. Both plants are Priority Species for biodiversity on Section 41 of England's NERC Act 2006.
- 3.12. There are no existing trees located on the Site.

Flood Risk and Drainage

- 3.13. The Site is located in Flood Zone 1 and therefore has a low probability of flooding. As with the majority of the Regional Centre, the Site is located within the Conurbation Core Critical Drainage Area, as defined in the Manchester, Salford, Trafford Strategic Flood Risk Assessment (SFRA).
- 3.14. In terms of surface water flooding, the Site has a low probability of surface water flooding (1 in 1,000 annual likelihood).
- 3.15. Notwithstanding, just outside of the Site to the south in the entry area into Alan Turing Way, there are areas affected by surface water flooding however it has been confirmed by the drainage consultant – Calibre - that their occurrence is isolated and does not impact the access point of the Site.

Heritage

- 3.16. The Site does not contain any listed buildings, nor is it within a Conservation Area.
- 3.17. There are 5no. designated heritage assets within 250-metre buffer zone, listed as follows:

Heritage Assets

- Ashton Canal Lock Number 7 with Roving Bridge Immediately East of Mill Street Bridge – Grade II – List Entry: 1197831
- Ashton Canal Lock Number 6 Immediately East of Forge Lane – Grade II – List Entry: 1207666
- Ashton Canal Lock Number 9 over Ashton Canal (Mill Street Bridge) at West End of Lock Number 7 – Grade II – List Entry: 1279613
- Ashton Canal Lock Keepers Cottage on South Side of Lock Number 7 of Ashton Canal – Grade II – List Entry: 1283049

Registered Park

- Philips Park – Grade II – List Entry: 1001531

Connectivity and Accessibility

- 3.18. The Site is in a sustainable and highly accessible location within the Etihad Campus in East Manchester.
- 3.19. A summary of the connectivity to the existing site by each mode of transport is set out below.

Active Transport

Walking Network

- 3.20. The Ashton Canal Towpath provides connections to the communities east and west of the Etihad Campus. Joe Mercer Way provides a grade-separated crossing of the canal itself to allow internal north-south movements within the Etihad Campus. To the west of the Etihad Campus, Philips Park Road/Rowsley Street and the City Link connection provide pedestrian connectivity over and under (respectively) the potential barrier to movement posed by the railway corridor.
- 3.21. There are a number of alternative walking routes available from the City Centre. The most direct route, known as the “City Link” is via the A662 Pollard Street/Merrell Street/Ashton New Road. The “City Link” was initially developed for the 2002 Commonwealth Games. This route is signposted between the Etihad Campus and the City Centre and is lit with footways on either side and controlled crossings at junctions with major roads of which there are only two (Carruthers Street and Every Street). A branch of this route connects from Every Street to the centre of the Etihad Campus via a traffic-free route. More recently, extensive investment has been put to introduce enhancement works including the introduction art installations to the “City Link” to promote the uptake of this route (under Planning Permission Refs: 139256/AOH/2024 and 139236/FO/2024).
- 3.22. An alternative traffic-free walking route between the City Centre and the Etihad Campus is available via the Ashton Canal towpath. This route takes approximately 20-minutes to walk to the City Centre. This route passes beneath Great Ancoats Street alongside the canal.

Cycling Network

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

Public Transport

- 3.26. The Site is well-connected by means of public transportation.

Rail

- 3.27. The nearest railway station is Manchester Piccadilly Railway Station, approximately 2-kilometres to the southwest of the Site. Manchester Piccadilly Railway Station is one of the busiest railway stations in the country, offering regional and national services with international connections.

Metrolink

- 3.28. The Etihad Campus Metrolink Stop is the closest Metrolink stop to the Site (approximately 175-metres from the Site), providing frequent links across Greater Manchester.
- 3.29. The Metrolink stop is on the Ashton-under-Lyne to Eccles/MediaCityUK Metrolink line, which currently has a timetabled 12-minute frequency (i.e., five trams per hour) in both directions. These services call at key City Centre stops including Piccadilly (8 minutes from the Site), Piccadilly Gardens, St Peter's Square and Deansgate Castlefield. Interchange onto all other Metrolink lines is possible at these City Centre stops.

Bus Network

- 3.30. There are multiple bus stops located within 15 minutes' walk from the Site including Etihad Campus station on Ashton New Road and Etihad Stadium station on Alan Turing Way, offering a wide range of bus services across the City and Greater Manchester.

Vehicle Accessibility

- 3.31. The Site is well situated to the 'A' road network, with onward connections to the strategic road network; namely the orbital M60 route to the east. The area is surrounded by a number of routes including:
- A62 Oldham Road – a single-carriageway four-lane road that connects Manchester to the M62 motorway, passing through Failsworth and Oldham. It intersects the A6010, which bounds the Site at the east.
 - A6010 Alan Turing Way – a dual-carriageway two lane road that connects Higher Broughton to Chorlton-cum-Hardy, passing through Bradford, Gorton and Rusholme. It bounds the Site at the east.
 - A662 Ashton New Road – a single-carriageway two-lane road, that connects Manchester to Audenshaw, passing through Droylsden. It is located south of the Site.
 - A635 Ashton Old Road – a single-carriageway four-lane/ dual-carriageway two-lane road, that connects Manchester to Doncaster, passing through Stalybridge, Holmfirth, and Barnsley. It is parallel to the A662 and intersects the A6010
- 3.32. The routes link the Site to the Strategic Road Network (M60), Manchester City Centre and the Inner Ring Road, with radial connections from the City Centre towards other regional destinations. The local area is also comprised of a number of residential areas, served by more lightly trafficked local distributor roads and access roads.

4. Statement of Community Involvement

Pre-Application Stakeholder Engagement

Manchester City Council

Local Planning Authority

- 4.1.
- The Proposed Development has been developed in close consultation and collaboration with Manchester City Council as the Local Planning Authority (the “LPA”).
- 4.2.
- Pre-application meetings have taken place with the LPA between November 2025 to March 2026 to discuss the principle of the Proposed Development, as well as its scale and massing, and materiality. The form and scope of the Application was also discussed.

Local Ward Councillors

- 4.3.
- Seeking to maintain ongoing engagement with Councillors across the four local wards surrounding the application site has been a key component of the engagement process. The wards and their respective Councillors are listed below:

Cllr Alan Good	Ancoats & Beswick
Cllr Chris Northwood	Ancoats & Beswick
Cllr Irene Robinson	Ancoats & Beswick
Cllr Donna Ludford	Clayton and Openshaw
Cllr Sean McHale	Clayton and Openshaw
Cllr Thomas Robinson	Clayton and Openshaw
Cllr Amna Saad Omar Abdullatif	Ardwick
Cllr Tina Hewitson	Ardwick
Cllr Abdigafar Mohamed Muse	Ardwick
Cllr John Flanagan	Miles Platting & Newton Heath
Cllr Carmine Grimshaw	Miles Platting & Newton Heath
Cllr June Hitchen	Miles Platting & Newton Heath

- 4.4.
- The Applicant regularly holds quarterly meetings with local Councillors. At the quarterly meeting held on 10 February 2026, the proposals were discussed. In attendance at this meeting were:
 - Councillor Donna Ludford (Clayton and Openshaw Ward).
 - Councillor Sean McHale (Clayton and Openshaw Ward).

- Councillor Thomas Frederick Robinson (Clayton and Openshaw Ward).

4.5. Councillor Thomas Frederick Robinson noted that the Proposed Development is aligned with aspirations for the wider Etihad Campus masterplan. It was also noted that the Proposed Development should strive to maximise social value creation, and that the Proposed Development would need to be accessible to local residents.

4.6. Subsequently, a further briefing session has taken place between the Applicant and Councillor Irene Robinson (Ancoats and Beswick Ward) on 13 February 2026. Prior to the submission of this application, a final email will be issued to all Councillors providing an update on the proposals.

Manchester City Council Senior Executive Officers

4.7. Prior to the session with Ward Councillors, the Applicant held a meeting with the following senior executive officers at Manchester City Council:

- Neil Fairlamb (Strategic Director of Neighbourhoods).
- Rebecca Heron (Strategic Director of Growth and Development).
- Richard Cohen (Strategic Lead - Development (South and East)).

4.8. At the meeting, the officers expressed agreement in principle to the Proposed Development. However, they have expressed the need for a robust social value strategy and sought further information on the car parking approach.

4.9. Furthermore, and subsequently, the Applicant has also engaged with Councillor Bev Craig (Leader of Manchester City Council) who in turn has expressed agreement in principle to the Proposed Development whilst seeking a better understanding of the Proposed Development's role in the wider masterplan development of the Etihad Campus.

Other Statutory Consultee Engagement

Greater Manchester Police (GMP)

4.10. GMP, including members from the Counter Terrorism Team, were consulted on the Proposed Development as part of the preparation of a Crime Impact Statement in support of the Application, with a meeting taking place on 4 March 2026.

Other Statutory Consultees

4.11. As part of the pre-application preparation stage, various statutory consultees were consulted via respective technical consultants, this includes MCC Highways Department, Transport for Greater Manchester, MCC Environmental Health. Details of feedback received is contained within the relevant technical reports.

Community Engagement

4.12. At the time of writing further public engagement in respect of the proposals is planned as follows:

- A briefing email issued to circa. 45 local residents who are regularly engaged by the Applicant on 5 March 2026.
- Flyer drop to 11,500 residents in the local communities on 6 – 7 March 2026.
- Engagement website <https://www.mancity.com/immersive-venue-feedback> and social media launch on 6 March 2026.
- In-person drop-in event on 24 March 2026.

4.13. The above activities are planned to encourage engagement with the proposed planning application proposals and to support the formal consultation exercise that will be progressed by the Local Planning Authority as part of the planning application process.

5. The Proposed Development

The Concept

- 5.1. The Applicant has partnered with PopHouse, an entertainment company, to bring Mamma Mia! The Party (MMTP) – an unforgettable and immersive theatrical dining experience created by Björn Ulvaeus – to Manchester. At MMTP, guests will be seated within a 'Greek taverna' to enjoy a Mediterranean meal as a live theatrical performance of Mamma Mia! unfolds around them, encouraging guests to dance and sing along to their favourite ABBA hits.
- 5.2. This Proposed Development is designed to significantly enhance the Etihad Campus's year-round entertainment offering by introducing a unique, bespoke immersive experience. MMTP will provide guests with a full-course dining experience integrated with live theatrical performances, complemented by a merchandise shop. Its vision is to cultivate a vibrant atmosphere and elevate the overall visitor experience at the Etihad Campus, thereby solidifying its position as a comprehensive destination for leisure and cultural engagement.
- 5.3. The Proposed Development offers a fully immersive, themed entertainment and dining experience. The core concept is to transport guests into a specific narrative world, allowing them to become active participants rather than passive observers. It seamlessly blends culinary enjoyment with live performance to create a celebratory and engaging atmosphere. This unique offering allows patrons to enjoy a multi-course meal whilst the cast delivers a live show that integrates music and storytelling across multiple areas of the venue, fostering audience interaction and participation.
- 5.4. Since its debut in Stockholm in 2016 and in London in 2019, Mamma Mia! The Party has garnered strong critical acclaim and demand. The Applicant is therefore excited to introduce this highly successful dining show to Manchester and, more widely, Northern England for the first time. In addition to local residents, it is anticipated that the Proposed Development will attract visitors from across the UK and internationally, mirroring the success experienced by the existing London operation.
- 5.5. This new venue represents an important next step in the Etihad Campus's journey, building on its success as a global hub for sport and entertainment. The immersive events space will significantly enhance its offering and further cement the campus as a premier destination for unparalleled entertainment, operating day and night.

The Proposed Development

Use and Amount

- 5.6. The quantum and uses of the Proposed Development are set out in
- 5.7. Table 1.

Table 1 Quantum and Uses of the Proposed Development

Description / Element	Quantum
Site Area	0.63ha
Total Floorspace GIA	GIA total = 3,117.6 sq. m 1,681sqm (Ground floor) 718.3sqm (First floor) 718.3sqm (Second floor)
Cycle parking	Patrons will be able to utilise more than 300no. cycle parking space already in-situ at the Etihad Campus.

Description / Element	Quantum
Car parking	The Proposed Development does not include provision of new car parking.

Operating Hours

5.8. The expected typical operating hours of the Proposed Development are as shown in Table 2 below:

Table 2: Anticipated Operating Hours

Day	Matinee Doors	Matinee Show	Evening Doors	Evening Show	Dispersal From	Close
Mon-Thurs			6:30pm - 7.30pm	6:30pm - 11.30pm	10:30pm	1:00am
Friday	12:00pm - 1:00pm	1:00pm - 4:30pm	6:30pm - 7.30pm	6:30pm – 12:00 am	10:30pm	2:00am
Saturday	12:00pm - 1:00pm	1:00pm - 4:30pm	6:30pm - 7.30pm	6:30pm – 12:30 am	10:30pm	2:00am
Sunday			6:30pm - 7.30pm	6:30pm – 11:30 am	10:30pm	1:00am

5.9. These hours will be kept under review and any deviation to the hours set out below would be agreed with the Local Planning Authority.

Scale and Massing

- 5.10. The Proposed Development, designed by the award-winning PRP Architects, takes the form of a highly functional 'black box' performance space, incorporating architectural distinctiveness that enhances the eclectic character of the Etihad Campus. Utilising a modular construction system for expedited delivery, its scale and massing are carefully considered to integrate within site constraints.
- 5.11. Standing at 16.2 metres in height, the building is demonstrably subservient to surrounding structures such as Co-op Live (24m), the Stadium's North Stand Hotel (approx. 35m), and residential towers on Alan Turing Way (approx. 27m). The internal design features a clear central volume with an 8.2-meter 'performance' ceiling to accommodate the high-level acrobatics integral to the Mamma Mia! The Party show, alongside flexible commercial floor plates.
- 5.12. The cuboid massing is articulated by a single-storey base of black composite cladding and a lighter, perforated rainscreen upper section. A 3-meter parapet effectively screens rooftop plant and equipment, ensuring visual amenity and acoustic control and this parapet may provide an opportunity for future illuminated 'ticker tape' signage, a feature ubiquitous with performance venues. The main west-facing façade includes a splayed, picture-frame surround for a billboard that advertises the show, enhancing its visual appeal. This design ensures both optimal functionality for MMTP and futureproofing for other immersive leisure shows, contributing positively to the area's visual appeal and vibrancy. For further details on the scale and massing, please refer to the Design and Access Statement prepared by PRP Architects. Internal Layout
- 5.13. The building's layout is designed for an immersive experience, featuring a simple plan across each storey with a large central event space flanked by support areas. Vertical circulation is facilitated by strategically located fire escape stairwells in the four corners, which also serve as general circulation, and adjacent combined passenger and goods lifts, ensuring accessibility to all floors

- 5.14. On the Ground Floor, the west wing functions as the Front-of-House (FOH) area, incorporating a covered canopy, extensive internal queuing, a Box Office, merchandise shop, accessible restroom, and cloakroom, all themed as a Greek Taverna with a prominent winding staircase leading to the first floor. This connects to the expansive, high-volume Main Performance Space, also Greek-themed, which includes a stage and elevated viewing areas designed for optimal sightlines for approximately 600 guests in multi-level cabaret-style seating. The east wing comprises the Back-of-House (BOH) area, restricted to authorised personnel, accommodating staff and cast facilities, including a catering kitchen strategically located adjacent to the service delivery road. The overall internal layout is meticulously crafted to create a fully immersive experience, complemented by foyer areas, bars, dressing rooms, and administrative offices.

Appearance and Materiality

- 5.15. The external appearance of the building is meticulously designed to create a dynamic and immersive experience, expressing its function primarily through its façades rather than its simple cuboid form. The design prioritises a controlled internal environment, precluding the need for natural light through glazing.
- 5.16. A key feature is the prominently framed main entrance on the west elevation, which acts as a critical threshold, building anticipation for the internal experience. This entrance is marked by a splayed, picture-frame surround, a backlit billboard advertising the show, and a projecting 'ticker tape'-style entrance canopy with orthogonal downlights, referencing historical performance venues. The east-facing elevation will feature a similar static billboard.
- 5.17. The building's envelope employs a modular build system with a standardised grid. The lower base will be clad in black composite material, visually grounding the structure and providing material continuity with the adjacent Co-op Live arena, with discreetly blended fire escape and staff access doors. Above this, a lighter-coloured, decorative cladding will appear to 'float', establishing a unique identity.
- 5.18. The preferred decorative façade is a perforated rainscreen with a silver anodised finish. This secondary façade, offset from the main building, will create a dynamic surface that reflects its surroundings and the interplay of light and shadow. It will also accommodate continuous downlighting from the parapet, illuminating the void between the façades, creating a "top-lit stage curtain" effect that reinforces the sense of performance and is highly visible from a distance. Concealed lighting will also illuminate the principal west entrance.
- 5.19. Overall, the design focuses on a dynamic daytime presence through high-quality, reflective materials and an evolving character from day to night, enhanced by adaptable lighting solutions and subtle, performance-inspired detailing. Complementary landscaping will ensure seamless integration with surrounding green spaces.

Landscaping and Public Realm

- 5.20. A detailed landscaping strategy has been developed by Planit-ie, submitted in support of this Application.
- 5.21. Landscaping is generally proposed in the following areas:
- Along Alan Turing Way – Buffer planting is proposed to enhance the visual connection from Alan Turing Way into the Site and complement the existing trees. Planting will be used to help screen the back of house facilities.
 - Along Gibbon Street – Increased planting is proposed along Gibbon Street to complement the existing pallet.
 - Arrival Plaza (area facing the Etihad Stadium) – Different surface material (compared to what is there as exist) is proposed to denote the arrival space for the Site. Use of the existing trees and planting would frame the Arrival Plaza and detailed banding within the surface material indicates the front entrance to the Proposed Development.

Hardworks Strategy

- 5.22. The hardworks palette and design is proposed to be in keeping with the existing and surrounding surface materials. Design language is reflective of the North Stand Expansion Scheme but equally boasts its own identity.

- 5.23. Mirroring the banding pattern on the North Stand Expansion Scheme, bands of pre-cast concrete have been proposed within in-situ concrete. Future opportunities for artwork could be integrated into the pre-cast concrete banding.

Softworks Strategy

- 5.24. The softworks strategy aims to enhance the existing planting along Gibbon Street and elevate the greenery along the gateway to the Site and the Etihad Stadium. Tree planting alongside Alan Turing Way will help improve the visual connection from the road through to the Site whilst screening the back-of-house facilities of the Proposed Development.

Level Strategy

- 5.25. The Site is designed to be step-free with accessible access points into the Proposed Development.
- 5.26. For further information in relation to the Proposed Development's landscape and public realm, please refer to Design and Access Statement prepared by PRP Architects, submitted in support of this Application.

Accessibility

Car Parking

- 5.27. The Proposed Development is proposed to be car-free. Notwithstanding, ample parking is available at the Etihad Campus as part of its current multi-purpose offer, and in line with the ERF (2017). In line with the existing Etihad Campus parking strategy, car parking provision for the Proposed Development will be located in the Orange car park, to the south of the site, including accessible parking.

Cycle Parking

- 5.28. Patrons will be able to utilise more than 300no. cycle parking space already in-situ at the Etihad Campus.

Sustainable Travel

- 5.29. The Applicant is dedicated to promoting sustainable travels. It is expected that in terms of trip generation, a majority of trips will be done on foot / by public transport (approx. 65% of all journeys), with car journeys accounting for 20% of journeys and private hire vehicles at 15%.
- 5.30. The Application is further supported by a Framework Travel Plan prepared by Arup which sets out measures to encourage people to adopt sustainable and active modes of transports, including the recommendation of appointing a travel plan coordinator who would take responsibility in developing and managing the framework travel plan and ensure its successful delivery.
- 5.31. Given the Site's highly accessible nature and well connected to sustainable transport options, reliance on car journeys is expected to decrease, and that the Proposed Development is expected to have a negligible impact on the surrounding transport network.

Ingress / Egress

Pedestrian Access

- 5.32. Pedestrian ingress / egress is arranged to be via the main entrance on the western façade of the Proposed Development, facing Medlock Square.
- 5.33. Admission to all audience and staff areas will be controlled by a comprehensive access control system.

Access for Disabled People

- 5.34. In terms of access for disabled people, the Proposed Development will be a fully accessible building, allowing users level threshold and step-free access into most of the ground floor areas. The main entrance doors will be powered, sliding doors to provide unrestricted covered access to visitors with limited mobility. The Front of House (FOH) area is a generously sized open-plan space with good lines of sight and visual wayfinding legibility. Access to the upper floors and Back of House (BOH) areas is provided via staircases and 13- and 21-person passenger lifts in the western and eastern sections of the building.

- 5.35. All door clear openings, corridor widths, stair designs, and the building controls will be designed in accordance with Approved Document M of the Building Regulations.

Crowd Management

- 5.36. Cognisant the Proposed Development is likely to increase visitor number to the Etihad Campus, and that may have impact on the local pedestrian network. A Crowd Movement Impact Studies has been prepared by GHD (submitted in support of this Application) to assess the level of impact on pedestrian movement caused by the Proposed Development.
- 5.37. A number of scenarios have been assessed to demonstrate that the Proposed Development is unlikely to cause any significant impact on the local pedestrian network even when there are coincidental events taking place at other venues e.g. Co-op Live Arena, Etihad Stadium, etc.
- 5.38. For details, please refer to Crowd Movement Impact Studies prepared by GHD.

Waste and Servicing

- 5.39. A robust and efficient strategy is proposed to ensure safe deliveries and waste management. This plan has been designed to integrate seamlessly with existing Campus operations, minimising disruption.

Servicing

- 5.40. The servicing plan includes:
- Pre-booked Deliveries: All deliveries will be scheduled in advance to manage timing and flow effectively.
 - Controlled Campus Access: Servicing vehicles will follow pre-agreed routes and access points across the Campus to ensure controlled and safe movement.
 - Dedicated Servicing Bay: Deliveries and waste collection will take place at a dedicated, purpose-built servicing bay located at the rear (eastern side) of the new building.
 - Matchday Restrictions: To maintain smooth Campus operations, routine deliveries will not be permitted on match days. Emergency services will be guided by security if required.
- 5.41. Full details are included within the Delivery and Servicing Strategy prepared by the Applicant, submitted in support of this Application.

Waste Management

- 5.42. The waste management strategy for the Proposed Development will fully integrate with the established waste management arrangement that serves the wider Etihad Campus. It has been thoroughly designed and the Proposed Development would exceed requirements of MCC's GD04 Waste Storage and Collection Guidance for Developers, thereby is compliant by virtue.
- 5.43. An external waste store is proposed at the back-of-house area of the Proposed Development, it is anticipated that waste will be removed following each show and transferred to the external waste store by the operation staff. Waste will then be collected daily from the external waste store by facilities management (as appointed by the Applicant) and transported via EV bin tugs to the central waste compound for onward collection.
- 5.44. It is expected the Proposed Development will have the following on-site storage provision:
- 3no. 1,100 litre Eurobins (residual waste)
 - 10no. 1,100 litre Eurobins (dry mixed recycling)
 - 6no. 240 litre Eurobins (food waste)
 - 6no. 240 litre Eurobins (glass waste)

- 5.45. For completeness, the Applicant's facilities management team have confirmed that the central waste compound compactors are currently emptied approximately 6–7 times per month. Based on the scale of additional waste arisings associated with the Proposed Development, it is considered that the existing central compound infrastructure is sufficient to accommodate the increased demand. Where necessary, collection frequencies can be adjusted operationally to respond to peak periods.
- 5.46. Full details are included within the Waste Management Strategy prepared by Hilson Moran, submitted in support of this Application.

6. Planning Assessment

- 6.1. Section 38(6) of the Planning and Compulsory Purchase Act 2004 (PCPA) states:
“If regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise”.

Planning Framework

- 6.2. The Development Plan and Material Considerations for the Site and Proposed Development is comprised of the following:

DEVELOPMENT PLAN			
REGIONAL	GMCA Places for Everyone (PfE) Plan (2024)	GM Joint Waste Development Plan (2012)	GM Joint Minerals Plan (2013)
LOCAL	Manchester Core Strategy (2012) and its Addendum (2024)	Manchester Proposals Map (2012)	Saved Unitary Development Plan Policies (1995)
RELEVANT MATERIAL CONSIDERATIONS			
NATIONAL	National Planning Policy Framework (2024, minor update incorporated in February 2025)		Planning Practice Guidance (2025)
LOCAL	Strategic Regeneration Framework	Eastlands Regeneration Framework (the “ERF”) (2017)	
	Supplementary Planning Guidance	Guide to Development in Manchester (2007)	Design for Access 2 (2003)
	Other	Manchester Climate Change Framework 2020-2025 (2020)	GD04 Waste Storage and Collection Guidance for New Developments

- 6.3. A revised NPPF is currently undergoing consultation (closes in March 2026). Given its current status and that it may be subject to changes, while it has been considered against the context of this Application, it attracts limited weight.
- 6.4. The Draft Manchester Local Plan Regulation 18 Consultation ended in November 2025. Given its current status, it has limited weight in the determination of planning applications, however it does provide an indication of the potential direction of travel of Manchester's planning policy.
- 6.5. In addition, Manchester City Council has a range of Strategic Priority Documents that the Proposed Development is assessed against, as follows:
 - Our Manchester Strategy – Forward to 2025 (2022)
 - Investing in Success – an Economic Strategy for Manchester (2023)
 - Great Outdoors: A Green and Blue Infrastructure Strategy for Manchester 2015-25

- Manchester Climate Ready: The Plan 2025-30
- The Climate Action Plan (CCAP) 2025-2030

6.6. The Proposed Development is assessed with reference to these documents in respect to the following relevant planning considerations:

- Principle of Development:
 - Overall Case for Development
 - Locational Rationale of the Development
- Design and Appearance:
 - Architectural Quality and Inclusive Design
 - Scale and Massing
 - Landscaping and Public Realm
 - Designing out Crime
- Heritage and Archaeology
- Environmental Considerations:
 - Air Quality
 - Daylight, Sunlight and Overshadowing
 - Ventilation and Overheating
 - Ecology and Biodiversity
 - Flood Risk and Drainage
 - Ground Conditions
 - Noise and Vibration
 - External Lighting
 - Traffic and Transport
 - Climate Change and Sustainability
- Socio-Economic Considerations
- Other Considerations:
 - Construction Management
 - Operational Management
 - Waste Management
 - TV and Radio Reception

Principle of Development

Relevant policies and guidance:

Development Plan

Places for Everyone Plan (2024) Policies:

- JP-S1 – Sustainable Development
- JP-J1 – Supporting Long-Term Economic Growth

Relevant policies and guidance:

- JP-P3 – Cultural Facilities

Manchester Core Strategy (2012) Policies:

- SP1 – Spatial Principles
- EC1 – Employment and Economic Growth in Manchester
- EC3 – The Regional Centre
- EC5 – East Manchester
- EC7 – Eastlands Strategic Employment Location
- C9 – Out-Of-Centre Development
- C10 – Leisure and the Evening Economy

Saved UDP (1995) Policies:

- EM11 – Sportcity

Material Considerations

- NPPF (2024)
- Eastlands Regeneration Framework (2017)
- Our Manchester Strategy – Forward to 2025 (2022)
- Investing in Success – an Economic Strategy for Manchester (2023)

- 6.7. PfE Plan Policy JP-S1 (Sustainable Development) notes all development proposals should aim to maximise their economic, social and environmental benefits, whilst minimising adverse impacts. This is supported by PfE Plan Policy JP-J1 (Supporting Long-Term Economic Growth) which encourage a high level of economic diversity and supports local job growth.
- 6.8. Core Strategy Policies SP1 (Spatial Principles) notes the Regional Centre is suitable economic and commercial development, retail, leisure and cultural activity.
- 6.9. Core Strategy Policy EC3 (The Regional Centre) notes that employment generating uses and other commercial development are generally supported. It is also suitable for large scale leisure use for which City Centre sites are unsuitable.
- 6.10. Core Strategy Policy C9 (Out-Of-Centre Development) emphasises that developments of town centre uses in locations which are outside a centre, or a strategic location identified for such uses will be inappropriate.
- 6.11. Core Strategy Policy C10 (Leisure and the Evening Economy) states that “*new development and redevelopment that supports the evening economy, contributes to the vitality of district centres and supports a balanced and socially inclusive evening/night-time economy will be permitted*”, particular consideration will need to be given to impact on residential amenity in terms of noise, traffic, and disturbance.
- 6.12. PfE Plan Policy JP-P3 (Cultural Facilities) support the cultural businesses and tourist attractions with a specific support for new cultural venues in places with good public transport connectivity.
- 6.13. Saved UDP Policy EM11 (Sportcity) supports complementary commercial development and mixed-use development within the Sportcity (Etihad Campus) area, supported by excellent access to infrastructure. This is supported by Core Strategy Policies EC5 (East Manchester) and EC7 (Eastlands Strategic Employment Location) which states that the Etihad Campus is suitable for major sports and leisure visitor facilities, more specifically, the Site has been earmarked to provide a leisure, recreation and entertainment visitor attraction of national significance that complements the existing offers at the Campus.
- 6.14. The NPPF (2024) states that “local planning authorities should apply a sequential test to planning applications for main town centre uses which are neither in an existing centre nor in accordance with an up-to-date plan”, and that “when considering edge of centre and out of centre proposals, preference should be given to accessible sites which are well connected to the town centre”.

- 6.15. The ERF (2017) includes an emphasis that development at the Etihad Campus will need to bring sustained activity to the Campus all-year round.

Overall Case for Development

- 6.16. Critically, the Proposed Development is consistent with Policy EC7 of the Manchester Core Strategy, located as it is within the Collar Site which supports leisure, recreation attractions of national significance, and, more generally ‘Developments that are predominantly tourism / leisure based.’
- 6.17. The vision for the Proposed Development is to significantly enhance the Etihad Campus's year-round entertainment offering by introducing a unique, bespoke immersive experience which does not exist elsewhere within the City to the Etihad Campus.
- 6.18. Ultimately, the Proposed Development aims to cultivate a vibrant atmosphere, elevate the overall visitor experience, and solidify the Etihad Campus's status as a nationally and internationally significant, comprehensive, year-round leisure and entertainment destination with sustained activity to the Campus throughout the week. The Proposed Development is anticipated to be open 7no. evenings a week (in addition to the afternoons on Saturdays and Sundays), generating activity alongside and beyond that which already takes place at the Etihad Campus.
- 6.19. The Proposed Development contributes to economic diversity and through the ongoing commitments of the application to local employment and skilling, will support local job growth, whilst also aligning to the following criteria:
- **Novelty** – The Proposed Development represents a unique, bespoke, novel experience which has not been seen in Manchester.
 - **Support the tourist market** – The existing operation of the Proposed Development in London (and its previous operation in Stockholm) has received worldwide acclamation from the UK and further afield. It is a bespoke entertainment activity that is capable of being a “destination” by virtue and draw visitors in.
 - **Support in experiential leisure offerings** – The Proposed Development is a highly-experiential leisure offering which transports patrons into a specific narrative world, allowing them to become active participants rather than passive observers. It blends culinary enjoyment with live performance to create a celebratory and engaging atmosphere.
 - **Cultural diversity** – The Proposed Development, if consented, would be a new artistic and entertainment in Manchester. Therefore, contribute to higher cultural diversity.
- 6.20. Furthermore, the Proposed Development is also expected to introduce a wide range of socio-economic benefits which is set out in details within Section 7 of this Statement.
- 6.21. It is therefore concluded that the overall principle of the Proposed Development complies with relevant planning policies and material considerations, when taken as a whole.
- 6.22. As well as being in accordance with the Site Allocation and Eastlands Regeneration Framework, the Proposed Development represents, bespoke design for an identified end use that will provide a distinctive offering for the City, adding to its already rich cultural offer for local people and visitors, and, complementing existing sporting and entertainment uses established and planning at the Etihad Campus, and building on the vision for Eastlands as a thriving, year-round destination.

Design and Appearance

Relevant policies and guidance:

Development Plan

Manchester Core Strategy (2012) Policies:

- SP1 – Spatial Principles
- DM1 – Development Management
- EN1 – Design Principles and Strategic Character Areas

Relevant policies and guidance:

- EN3 – Heritage
- EN9 – Green Infrastructure

Material considerations

- Design for Access 2 (2003)
- NPPF (2024)
- Great Outdoors: A Green and Blue Infrastructure Strategy for Manchester 2015-25

- 6.23. Core Strategy Policy EN1 (Design Principles and Strategic Character Areas) expects all development in Manchester to adhere to the seven principles of urban design (character, continuity and enclosure, public realm, ease of movement, legibility, adaptability and diversity) and consider the strategic character area.
- 6.24. Core Strategy Policy DM1 (Development Management) requires development to have regard to appropriate siting, layout, scale, form, massing, materials, and detailing, as well as its impact on surrounding areas. The Design for Access 2 manual and the Guide to Development in Manchester Supplementary Planning Document (2007) provide further guidance on best practice standards for accessibility and design.
- 6.25. The NPPF advises that good design is a key aspect of sustainable development. At Paragraph 135 it advises that planning policies and decisions should ensure that developments:
- Will function well and add to the overall quality of the area, over the lifetime of the development;
 - Are visually attractive;
 - Are sympathetic to local character and history, while not preventing or discouraging appropriate innovation or change;
 - Establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;
 - Optimise the potential of the Site to accommodate and sustain an appropriate amount and mix of development and support local facilities and transport networks; and,
 - Create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users' and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.
- 6.26. The Proposed Development has been developed by an experienced design team, led by PRP Architects, through a process of pre-application engagement with Manchester City Council and other statutory consultees, to ensure a high-quality design response to the local context and the ambitions for the Etihad Campus.

Architectural Quality

- 6.27. The Proposed Development represents a high-quality architectural response that will positively contribute to the local streetscape and the wider built environment of the Etihad Campus.
- 6.28. The building is both highly functional as a 'black box' performance space and architecturally distinctive, enhancing the eclectic character of buildings at the Etihad Campus and contributing positively to the area's visual appeal and vibrancy. The exterior uses high quality, reflective materials and will introduce a graphic which during the day provides a dynamic and distinctive quality, but by night allows the façade to feature subtle, performance-inspired detailing that creates visual interest and provides an ideal canvas for adaptable night-time lighting. This considered design establishes a unique and memorable character that evolves from day to night, significantly enhancing the Etihad Campus's vibrant atmosphere and architectural landscape.
- 6.29. For further details of the scale and massing of the Proposed Development, please refer to Design and Access Statement prepared by PRP Architects.

- 6.30. This comprehensive design approach ensures the Proposed Development is robust and deliverable, with considerable attention to detailing maintained throughout to achieve an exemplar of good design, thereby complying with Core Strategy Policy EN1 and DM1.

Inclusive Design

- 6.31. Core Strategy Policy DM1 Development Management also states that buildings and neighbourhoods should be fully accessible to people with disabilities.
- 6.32. Design for Access 2 is also relevant. This document provides guidance on measures that should be incorporated into schemes to increase their accessibility.
- 6.33. Section 12 of the NPPF sets out the need for developments to be inclusive and accessible for existing and future users.
- 6.34. The Proposed Development has fully integrated inclusive access principles into all aspects of its design, ensuring accessibility for all users, regardless of ability. The design aims to achieve full compliance with Approved Document Part M of the Building Regulations, with all areas accessible via step-free routes and/or lifts.
- 6.35. The approach also adheres to Part B (Fire Safety) and Part K (Protection from falling, collision and impact) of the Building Regulations, as well as the Equality Act 2010 and best practice guidance from British Standard 8300-2:2018.
- 6.36. Full details are provided in the submitted Design and Access Statement prepared by PRP Architects.

Scale and Massing

- 6.37. The Proposed Development fully complies with Development Plan Policies that relate to density, scale and massing, namely Core Strategy Policies CC6 (City Centre High Density Development), EN2 (Heritage), and EC3 (The Regional Centre), all of which seek to encourage high density developments within the City Centre, where scale and massing will exceed what is appropriate elsewhere.
- 6.38. The approach to scale and massing has already been covered in further detail within Section 5 of this statement and is additionally covered in the Design and Access Statement prepared by PRP Architects. In short, the Proposed Development has been designed to complement the eclectic mix of buildings at the Etihad Campus albeit of a much smaller scale than other entertainment venues at the Etihad Campus. T

Landscaping and Public Realm

- 6.39. Chapter 12 of the NPPF (2025) highlights the importance of creating 'high quality, beautiful and sustainable buildings', specifically stating that planning decisions should ensure that developments are 'visually attractive as a result of good architecture, layout and appropriate and effective landscaping,' (Para. 135). Furthermore, Core Strategy Policy SP1 (Spatial Principles), encourages development across the city which focuses on 'creating well designed places that enhance or create character'.
- 6.40. The Manchester's Great Outdoors: A Green and Blue Infrastructure Strategy for Manchester 2015-25 Strategy aims to improve the quality and quantity of green spaces, recognising their benefits for health, wellbeing, and biodiversity.
- 6.41. These requirements are addressed through the detailed landscaping strategy prepared by Planit-ie, and has already been summarised in Section 5 of this document with further information provided in the accompanying Design and Access Statement. This demonstrates how appropriate high quality hard and soft landscaping has been introduced into the proposals to enhance the quality of the development and ensure it complements and effectively connects into the wider green and blue infrastructure of the Etihad Campus.

Designing out Crime

- 6.42. The NPPF (Para. 96) states the importance of creating places and buildings that are:
- “Safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion – for example through the use of beautiful, well-designed, clear and legible pedestrian and cycle routes, and high quality public space, which encourage the active and continual use of public areas.”*
- 6.43. Core Strategy Policy DM1 Development Management outlines that all development should have regard to the specific issues including community safety and crime prevention.

- 6.44. The Proposed Development has been designed in consultation with the Greater Manchester Police and a Crime Impact Statement (CIS) has been prepared and is submitted with this Planning Application.
- 6.45. The CIS outlines a number of elements of the Proposed Development which are likely to promote public safety and deter crime and disorder.
- 6.46. The CIS states a number of recommendations for further consideration during detailed design which have been fully considered by the Applicant.
- 6.47. It is anticipated that a planning condition would be attached to any planning permission requiring the Proposed Development to be carried out in accordance with the recommendations of the Crime Impact Statement and requiring the Local Planning Authority acknowledgement that it has received written confirmation of a Secured by Design accreditation.

Summary

- 6.48. It is therefore concluded that the Proposed Development complies with relevant planning policies and material considerations in the aspect of design and appearance.

Built Heritage

Relevant policies and guidance:

Development Plan

Places for Everyone Policies (2024) Policies:

- JP-P2 – Heritage

Manchester Core Strategy (2012) Policies:

- EN3 – Heritage

Saved UDP (1995) Policies:

- DC19.1 – Listed Buildings
- DC20.1 - Archaeology

Other Planning Policy and Guidance

- NPPF (2024)
- PPG

- 6.49. Core Strategy Policy EN3 (Heritage) and saved UDP Policy DC19.1 (Listed Buildings) focus on the fundamental importance of “preserving or, where possible, enhancing the historic environment”.
- 6.50. PfE Policy JP-P2 (Heritage) notes the historic environment, heritage assets and their settings should be positively conserved, sustained, and enhanced.
- 6.51. Saved UDP Policy 20.1 (Archaeology) notes “The Council will give particular careful consideration to development proposals which affect scheduled Ancient Monuments and sites of archaeological interests, to ensure their preservation in place.”
- 6.52. The Planning (Listed Building and Conservation Areas) Act 1990 sets out the general duty on decision makers in exercising their planning functions with respect to heritage assets. Section 66 requires:
- “In considering whether to grant planning permission for development which affects a listed building or its setting, the LPA or, as the case may be, the Secretary of State, shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses...”*
- 6.53. Section 72 sets out the corresponding duty in relation to conservation areas, it requires:
- “In the exercise, with respect to any building or other land in a conservation area, of any of the provisions mentioned in subsection (2), special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area...”*

- 6.54. Paragraph 8 of the NPPF notes that one of the key dimensions to sustainable development is protecting and enhancing our historic environment.
- 6.55. Paragraph 208 of the NPPF states that:
“Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.”
- 6.56. The relevant sections of the NPPF and the associated paragraphs of the PPG emphasise the need for a thorough understanding of the significance of heritage assets, to form the basis for the assessment of any development impact. It further notes that *“The level of details should be proportionate to the assets’ importance and no more than is sufficient to understand the potential impact of the proposal on their significance”*. In addition, Core Strategy Policy EN3 evidently requires development proposals to be sensitive to the inherent values of the designated heritage asset, with any impact justified by clear, documentary evidence.

Heritage

- 6.57. A Heritage Assessment has been carried out by Deloitte LLP in support of this Application. The Assessment has concluded that the Proposed Development will not lead to any harm in relation to the 4no. identified heritage assets.
- 6.58. As such, the heritage policy tests of the NPPF, Section 7 of the Planning Statement are not triggered, which would otherwise require consideration of the considerable public benefits of the Proposed Development as set out in Section 7 of this Statement.

Archaeology

- 6.59. Extensive archaeological assessments have been conducted at the Etihad Campus since 2000. Previous watching briefs and a current Written Scheme of Investigation (WSI) for the North Stand Expansion Scheme (Ref: 136763/FO/2023) are in place.
- 6.60. There are no World Heritage Sites, Scheduled Ancient Monuments, Registered Parks and Gardens, Registered Battlefields or Protected Wrecks identified on the Site or within its immediate vicinity. The Site is not located within or adjacent to a sensitive area (such as a conservation area).
- 6.61. It is considered that most of the heritage assets identified are considered to be of low local archaeological importance, reflecting the known or probable extent of previous damage or disturbance. 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.
- 6.62. The requirement for any further archaeological investigation at the Site in advance, or during, the Proposed Development would be based on a recommendation by the Greater Manchester Archaeological Advisory Service (GMAAS).
- 6.63. However, pending final design proposals, and the extent of ground-breaking works associated with the Proposed Development, it is anticipated that a programme of archaeological investigation may be merited. This may take the form of a watching brief during the ground works necessitated by the Proposed Development. Should significant remains be found that would be damaged or destroyed by the future development of the site, these may require further excavation work to ensure preservation by record.
- 6.64. For details, please refer to Archaeological Desk-based Assessment prepared by Oxford Archaeology, submitted in support of this Application.
- 6.65. Therefore, the Proposed Development is considered to comply with the relevant planning policies and material considerations in respect of built heritage and archaeology.

Environmental Considerations

Relevant policies and guidance:
Development Plan
Places for Everyone Plan (2024) Policies:

Relevant policies and guidance:

- JP-C1 – An Integrated Network
- JP-C3 – Public Transport
- JP-C5 – Streets for All
- JP-C6 – Walking and Cycling
- JP-G2 – Green Infrastructure Network
- JP-G6 – Urban Greenspace
- JP-G8 – A net Enhancement of Biodiversity and Geodiversity
- JP-S4 – Flood Risk and the Water Environment
- JP-S5 – Air Quality

Manchester Core Strategy (2012) Policies:

- EN4 – Reducing CO2 Emissions by Enabling Low and Zero Carbon Development
- EN8 – Adaption to Climate Change
- EN9 – Green Infrastructure
- EN14 – Flood Risk
- EN15 – Biodiversity and Geological Conservation
- EN16 – Air Quality
- EN17 – Water Quality
- EN18 – Contaminated Land and Ground Stability
- T1 – Sustainable Transport
- T2 – Accessible Areas of Opportunity and Needs
- DM1 – Development Management

Saved UDP (1995) Policies:

- DC26.1 – Development and Noise

Other Planning Policy and Guidance

- NPPF (2024)
- PPS25
- Manchester Climate Ready: The Plan 2025-30
- The Climate Action Plan (CCAP) 2025-2030

Air Quality

- 6.66. The Site is located within the Greater Manchester Air Quality Management Area (AQMA).
- 6.67. The Proposed Development demonstrates a robust approach to air quality management, aligning with Core Strategy Policy EN16 (Air Quality) and PfE Policy JP-S5 (Air Quality), which mandate developments to minimise environmental impact and promote clean air. An Air Quality Assessment has been prepared by Hoare Lea in support of this Application.

Construction Phase

- 6.68. During the construction phase, potential impacts from dust soiling and ambient fine particulate matter have been assessed. To mitigate these, appropriate measures, detailed within the Construction Environmental Management Plan (CEMP), will be implemented, ensuring residual impacts are not significant.
- 6.69. Construction phase road traffic emissions and non-road mobile machinery emissions have been deemed as having insignificant effects on air quality, given their short-term nature and the application of suitable controls. This approach ensures compliance with Core Strategy Policy EN16 and PfE Policy JP-S5 by effectively managing impacts on air quality during construction phase.

Operational Phase

- 6.70. During the operational phase, the Proposed Development demonstrates no significant air quality impacts, again, aligning with Core Strategy Policy EN16 and PfE Policy JP-S5. Road traffic emissions are considered to be not substantial, and sensitive receptors are adequately set back, preventing unacceptable level of pollution.
- 6.71. The Proposed Development's "all-electric" energy strategy, which does not employ any combustion technology, ensures there will not be any local air quality impacts from the energy plant equipment, directly supporting clean air objectives. The Site Suitability Assessment confirms the Proposed Development's compliance with NO2 Air Quality Objectives, making the Site suitable for leisure use without additional mitigation and ensuring a healthy environment.
- 6.72. Therefore, it is considered that the Proposed Development is in accordance with relevant planning policy and guidance in respect of air quality.

Daylight, Sunlight and Overshadowing

- 6.73. A Daylight, Sunlight and Overshadowing Assessment assessing the impact of the Proposed Development has been carried out by Pager Power and has been submitted in support of this Application.
- 6.74. The Assessment, guided by British Safety standards, established an impact area of 48-metre from the 16-metre-tall Proposed Development. Within this area, no existing buildings requiring daylight consideration were identified except the consented hotel building currently under construction as part of the North Stand Redevelopment Ref: 136763/FO/2023.
- 6.75. The Assessment subsequently confirmed that upon reviewing the floorplans of the consented hotel building, no significant sunlight, skylight or daylight impact is expected to be induced by the Proposed Development.
- 6.76. This demonstrates that the Proposed Development maintains appropriate levels of amenity for surrounding properties, thereby upholding the quality of the built environment in accordance with Core Strategy Policy DM1 (Development Management).
- 6.77. Therefore, it is considered that the Proposed Development is in accordance with relevant planning policy and guidance in respect of daylight, sunlight, and overshadowing.

Ventilation and Overheating

- 6.78. A Ventilation Strategy has been prepared by Griffiths Evans and submitted in support of this Application and clearly outlines principles of the proposed ventilation systems for the Proposed Development.

General Ventilation

- 6.79. Central mechanical ventilation plant with heat recovery is proposed for the occupied spaces of the Proposed Development including general front of house, back of house, toilet and office areas.
- 6.80. Air handling units (AHUs) will be located on the roof within allocated plant spaces. Primary ductwork distribution will be via dedicated general ventilation risers to continue at high level on each floor. Supply and extract will be via suitable diffusers / grilles at high level.

Central Entertainment Space Ventilation

- 6.81. The central entertainment space is served by a HVAC system which provides fresh air supply and extract ventilation, as well as space conditioning via ductwork and diffusers mounted within the space.
- 6.82. AHUs will be located on the roof within allocated plant spaces, and the system is expected to extract from high level extract points.

Catering Ventilation

- 6.83. The kitchen will be served by a dedicated specialist catering extract system, operates separately to the systems that serve the rest of the building outlined above.
- 6.84. The exact catering ventilation system is not known yet at this stage, but the Applicant confirms that any chosen system will adhere to prevalent relevant regulations and guidance e.g. DEFRA guidance, Building Regulations, etc. It should also be noted that extract discharge is expected to occur at high level above roof level.
- 6.85. It is expected a planning condition will be attached to any consent granted for this Application that require a final fumes, vapour and extraction scheme to be submitted to the Local Planning Authority for approval.
- 6.86. Therefore, the Proposed Development is considered to comply with the relevant planning policies and material considerations in respect of ventilation and overheating.

External Lighting

- 6.87. A lighting impact assessment has been prepared by Griffiths Evans, submitted in support of this Application. The assessment aims to:
- Describe the existing lighting conditions within and around the Site.
 - Identify relevant sensitive receptors.
 - Establish appropriate design criteria and target light levels.
 - Assess potential impacts arising from the proposed lighting installation.
 - Outline mitigation and control measures to ensure that lighting is designed and operated in a responsible manner.
- 6.88. The assessment has been undertaken with reference to industry standards and best practice guidance, whilst taking into account of the context of the Site. The proposed lighting scheme has been developed to balance functional requirement, placemaking, safety and wayfinding needs, whilst ensuring that potential impact to nearby sensitive receptors are kept to minimal.
- 6.89. A lux plot analysis has also been prepared and presented within the lighting impact assessment, on basis of the latest lighting proposal. It concludes that:
- Light spill beyond the site boundary is minimal.
 - Sensitive receptors will not experience intrusive levels of illumination.
 - The lighting design effectively contains light within the intended operational areas.
 - Adverse impacts from light spill are not anticipated.

- 6.90. As final lighting scheme is yet to be ready, it is expected a planning condition will be attached to any Planning Permission granted requiring a final lighting scheme, prior to its installation and verification report to ensure any potential impact to local residential amenity is kept within acceptable thresholds.
- 6.91. On this basis, the Proposed Development is considered to address the requirements of planning policy and guidance in respect of external lighting, when taken as a whole.

Ecology and Biodiversity

- 6.92. Core Strategy Policy EN9 (Green Places) and PfE Policies JP-G2 (Green Infrastructure Network) and JP-G6 (Urban Greenspace) highlight the expectation for new development to maintain and enhance green infrastructure and urban green space. Policy EN15 (Biodiversity and Geological Conservation) and JP-G8 (A net Enhancement of Biodiversity and Geodiversity) further emphasise the protection and enhancement of biodiversity, including achieving a net gain where possible. The NPPF (Paragraph 187) also requires planning decisions to contribute to and enhance the natural and local environment.
- 6.93. A Preliminary Ecological Appraisal (PEA) was prepared by Penny Anderson Associates Ltd and submitted in support of this Application.
- 6.94. No statutory designated sites are located within 2 km of the Site, and no adverse impacts are anticipated on the internationally designated Rochdale Canal Special Area of Conservation (SAC) due to distance and physical barriers. While three non-statutory Sites of Biological Importance (SBIs) are present within 1 km, including the Ashton Canal SBI immediately adjacent, the Proposed Development is not anticipated to cause direct harm to these designated areas, in accordance with Core Strategy Policy EN15.
- 6.95. In relation to biodiversity value, the PEA confirms the Site's pre-development biodiversity value as zero habitat units, classifying it as urban, sealed land with negligible vegetation. The PEA also confirms that the Proposed Development benefits from the 'de minimis' exemption under the Biodiversity Gain Regulations 2024, meaning no Biodiversity Net Gain assessment or compensation is required.
- 6.96. Despite the Site's low ecological value, a robust biodiversity enhancement and mitigation strategy will be implemented through planning conditions, in accordance with Core Strategy Policy EN15 and Places for Everyone Policy JP-G2. This likely includes a Construction Environmental Management Plan (CEMP) to protect adjacent features, such as the Ashton Canal SBI, during construction, incorporating best practice measures for dust suppression, pollution prevention, noise control, and sensitive lighting management. Biodiversity enhancement is also expected as part of the landscaping and public realm works proposed as part of this Application.
- 6.97. As a result, the Proposed Development is considered to be in accordance with relevant planning policy and guidance in respect of ecology and biodiversity.

Flood Risk and Drainage

- 6.98. Core Strategy Policy EN14 (Flood Risk) and PfE Policy JP-S4 (Flood Risk and the Water Environment), require new developments to be directed away from areas at highest risk of flooding.
- 6.99. Where development is necessary, it should be made safe without increasing flood risk elsewhere and, where possible, reduce overall flood risk. Core Strategy Policy EN17 (Water Quality) also seeks to protect and improve water quality.
- 6.100. The NPPF (Paragraph 181-182) requires that developments do not increase flood risk elsewhere, are supported by site-specific flood risk assessments, incorporate sustainable drainage systems, and are designed to be flood resistant and resilient with safely managed residual risks.

Flood Risk

- 6.101. The Site's location within Flood Zone 1, as confirmed by the Flood Risk Assessment prepared by Calibre Consulting Engineers Ltd, demonstrates a low probability of fluvial or tidal flooding, aligning with local development plan policies in directing developments to areas of lowest flood risk.
- 6.102. The Assessment further identifies a low risk from surface water, groundwater, and reservoirs flooding. Whilst minor localised surface water ponding is identified near the main entrance, this does not compromise safe access and egress, ensuring the Proposed Development, classified as 'less vulnerable' development, fully complies with national and local flood risk management policies.

Drainage

- 6.103. A comprehensive Sustainable Drainage Strategy Statement prepared by Calibre Consulting Engineers Ltd outlines the Proposed Development's adherence to the Greater Manchester Sustainable Drainage Design Guide and National Standards for SuDS, thereby meeting Core Strategy Policy EN14's mandate for minimising surface water run-off and PfE Policy JP-S4's emphasis on sustainable drainage.
- 6.104. Foul water drainage will be connected to the existing combined sewer network, a solution confirmed as acceptable by United Utilities.
- 6.105. For surface water drainage, the Proposed Development employs SuDS principles, including a filter drain and rain garden, to manage water from rainfall and provide interception storage. This approach ensures run-off flows are reduced below greenfield rates, with a confirmed discharge rate not exceeding 5 l/s to the public sewer.
- 6.106. The drainage system is robustly designed to prevent flooding up to the 1 in 100-year event (including climate change allowances), ensuring no increased flood risk off-site, consistent with PfE Policy JP-S4. Water quality is addressed through a SuDS treatment train, including an oil interceptor, meeting Core Strategy Policy EN17.
- 6.107. The Proposed Development is therefore considered to be in accordance with relevant planning policy and guidance in respect of flood risk and drainage.

Ground Conditions

- 6.108. Core Strategy Policy EN18 (Contaminated Land and Ground Stability) outlines that the Council prioritises contaminated land remediation in strategic areas, requiring health risk assessments for development on such land, and mandates risk assessments and mitigation for new developments in former mining areas.
- 6.109. Paragraph 196 of the NPPF requires that planning policies and decisions should ensure that sites are suitable for any proposed use by taking account of ground conditions and risks arising from land instability and contamination.
- 6.110. The Proposed Development is supported by a Phase 1 Geo Environmental Report, prepared by Calibre Consulting Engineers.
- 6.111. The Report identified significant Made Ground deposits across the Site, ranging from 2.00m to 51.00m in depth. Historical industrial activities, including former collieries, iron works, and chemical works, indicate a potential for ground contamination.
- 6.112. Previous ground investigations and remediation efforts have been undertaken across the wider Etihad Campus, but the current Report highlights the presence of tanks and elevated concentrations of contaminants within the Made Ground, posing a low to moderate risk to human health and a very low risk to controlled waters.
- 6.113. The Site is situated within a Coal Mining Development High Risk Area, with evidence of shallow coal workings and associated stabilisation works having been previously undertaken. The Preliminary Risk Assessment highlights low to moderate ground gas risk.
- 6.114. The Site is situated in an area where radon protection measures are not specifically required, as less than 1% of homes are above the radon Action Level. A moderate risk of unexploded ordnance (UXO) has also been identified, requiring a Stage 1 Preliminary Risk Assessment.
- 6.115. Ensuring the Site's suitability for the proposals and to comply with planning policy, a Phase 2 intrusive geo-environmental ground investigation is recommended. This investigation will quantify identified risks, determine geotechnical properties, and inform appropriate remediation and mitigation strategies, including ground gas and groundwater monitoring.
- 6.116. Subject to the successful implementation of these further investigations and any necessary remediation, the Proposed Development is considered to be in accordance with relevant planning policy and guidance in respect of ground condition.

Noise and Vibration

- 6.117. Saved UDP Policy DC26.1 (Development and Noise) outlines the Council intends to use the Development Control process to reduce the impact of noise on people living and working in, or visiting, the City. Core Strategy Policy DM1 (Development Management) notes all developments should have regard to a variety of specific issues including effects on amenity e.g. noise.

Construction Phase

- 6.118. A Construction Environmental Management Plan (CMP) prepared by ES Global has been submitted in support of this Application, the CMP outlines a series of measures that aim to minimise impact on noise and vibration during the construction phase of the Proposed Development. Such measures include carrying out noisy works outside the usual working hours for the Site, no plant / machinery to be left running unnecessarily, etc...
- 6.119. All measures are designed and based on prevailing guidance – BRE Pollution Control Guide: Part 1- Pre-project Planning and Effective Management”.

Operational Phase

- 6.120. An Acoustic Environmental Noise report has been undertaken by Hoare Lea and submitted in support of this Application.
- 6.121. The Report identified the pre-existing environmental noise levels in the area during daytime and nighttime, an assessment of the potential noise impact of the Proposed Development on nearby residential receptors has also been carried out.
- 6.122. Appropriate noise limits, covering noise egress from activity within the Proposed Development and plant equipment, have been set. In further controlling noise egress from the Proposed Development, appropriate sound reduction performance of the building envelope has also been set.
- 6.123. It should be noted that no external amplified sound is proposed as part of the Proposed Development.
- 6.124. The Report includes various best practice measures to be incorporated into the Proposed Development in order to ensure noise impact from the Proposed Development is kept to a minimum, they are as follows:
- Implementation of a noise management plan.
 - Implementation of a high-performance acoustics door arrangement.
 - Implementation of suitable attenuation to ventilation routes to maintain sound insulation performance of the building envelope.
- 6.125. As a result, the Proposed Development is therefore considered to be in accordance with relevant planning policy and guidance in respect of noise and vibration.

Traffic and Transport

- 6.126. Core Strategy Policy T2 (Accessible Areas of Opportunity and Needs) sets out that in developments regard should also be given to the need for disabled and cycle parking provision Streets for All.
- 6.127. PfE Policy JP-C1 (An Integrated Network) note development proposals should be located in highly accessible locations via sustainable mode of transport. PfE Policy JP-C5 (Streets for All) emphasises the importance for development proposals to support high levels of walking, cycling, and public transport. Furthermore, PfE Policy JP-C6 (Walking and Cycling) advocate for the increasing proportion of journeys to be made by walking and cycling.
- 6.128. Chapter 9 of the NPPF emphasises that developers should ensure that “patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places,”
- 6.129. In alignment with the Development Plan, a Transport Statement and a Framework Travel Plan have been prepared by Arup and submitted in support of this Application.
- 6.130. The statement confirms that no adverse traffic impact will be added on the existing local highway network, as the venue's operational hours largely avoid traditional peak times.
- 6.131. Supporting the Greater Manchester Transport Strategy 2040 and City Centre Transport Strategy to 2040, the Site benefits from exceptional public transport connectivity. The Etihad Campus Metrolink stop, 150m away, offers frequent services to the City Centre and beyond. Extensive bus connections are also available within a short walking distance on Alan Turing Way, Ashton New Road, and Briscoe Lane.

- 6.132. Active travel is strongly encouraged, consistent with Core Strategy Policy T2 and PfE Policy JP-C6. Excellent pedestrian access is provided via Gibbon Street and Alan Turing Way, including the upgraded Citylink path to Manchester City Centre. Over 300no. cycle parking spaces and nearby cycle hire docking stations within the Etihad Campus further promote cycling, supported by dedicated cycleways along Alan Turing Way and the Ashton Canal towpath.
- 6.133. The car parking strategy, in line with policy to reduce private car reliance, utilises existing Campus facilities. Visitors can pre-purchase parking at the Orange Car Park on non-match days. On match days, only staff parking is offered to encourage sustainable travel.
- 6.134. A new layby on Gibbon Street is proposed to facilitate taxi and private hire vehicle drop-offs and pick-ups. With a projected 60% public transport and 5% walking mode share, the Proposed Development demand for 49no. car parking spaces and 37no. taxi/PHV trips is deemed to have a negligible impact on the surrounding network. Road safety assessments indicate no significant additional impact on pre-existing conditions.
- 6.135. As a result, the Proposed Development is therefore considered to be in accordance with relevant planning policy and guidance in respect of traffic and transport.

Climate Change and Energy

- 6.136. A Climate Emergency was declared by Manchester City Council on 10 July 2019, with the target to make Manchester carbon neutral by 2038. In March 2020, the Executive adopted the Manchester Climate Change Framework 2020-2025. The five-year framework sets out measures that MCC will take in order to reduce carbon emissions from its buildings, energy use and transport. The measures include retrofitting buildings to improve energy efficiency, increasing the use of Electric Vehicle Vehicles, and seeking 100% renewable energy. Whilst this has not been formally adopted into the Local Development Plan, it is a material consideration for development proposals.
- 6.137. At national level, on 15 December 2021 the government announced changes to The Building Regulations to help the UK deliver net zero. The changes include a requirement for new homes to produce around 30% less CO₂ than current standards, and a 27% reduction in emissions from other new buildings.
- 6.138. PfE Policy JP-S1 states that all developments should aim to maximise its economic, social and environmental benefits simultaneously in order to tackle climate change. PfE Policy JP-S2 states that new development (unless demonstrated that it is not practicable / viable), will need to achieve net zero carbon on regulated operational carbon emissions until 2028.
- 6.139. The "Manchester Climate Ready: The Plan 2025-2030" sets out a science-based target for Manchester to reach zero carbon by 2038, and the Proposed Development contributes to this through its commitment to Net Zero Carbon (NZC) for the extension element in terms of operational carbon. This is achieved by following energy hierarchy principles, maximising efficiency, and utilising renewables, thereby reducing the building's carbon footprint.
- 6.140. The "Manchester City Council Climate Change Action Plan 2025-30" by aims for Manchester to be a zero-carbon city by 2038, and the development supports this through its commitment to Net Zero Carbon (NZC) for the extension element's operational carbon. This involves minimising energy demand, maximising efficiency, and using renewable energy sources, directly reducing greenhouse gas emissions from buildings.
- 6.141. The Proposed Development demonstrates a robust commitment to reducing carbon emissions and fostering sustainable development, aligning with Core Strategy Policy EN4, which advocates for low and zero carbon development, and Places for Everyone Policy JP-S2, which seeks to achieve net zero carbon. The Planning Energy Statement, prepared by Griffiths Evans, outlines an energy strategy rooted in the energy hierarchy: minimising demand, maximising efficiency, and integrating renewable technologies.
- 6.142. The design incorporates a high-performance thermal envelope, high-efficiency LED lighting, and an optimised Heating, Ventilation, and Air Conditioning (HVAC) system with automatic controls to significantly reduce energy consumption. To further reduce the carbon footprint, air source heat pumps (ASHPs) are proposed for heating and hot water generation. The feasibility of photovoltaic panels was assessed however; they were deemed unviable due to site-specific constraints.

- 6.143. Through the aforementioned measures, the proposals are projected to achieve a 3.5% reduction in CO2 emissions against the Part L 2021 baseline, demonstrating compliance with current building regulations. This proactive approach to energy and carbon management supports Manchester City Council's Climate Change Action Plan and the broader Greater Manchester Net Zero Guidance, contributing to the city's ambition for a zero-carbon future.
- 6.144. Furthermore, this Application is supported by an Environmental Standards Statement that provides an all-rounded discussion on the various initiatives incorporated into the Proposed Development, including the following disciplines:
- Energy and carbon.
 - Materials and circular economy.
 - Waste management.
 - Water management and climate resilience.
 - Biodiversity and green infrastructure.
 - Construction and environmental management.
- 6.145. The Proposed Development has been designed to be as energy efficient as possible by following the principles set out in the energy hierarchy to ultimately reduce CO2 emissions associated with the operational energy of the Proposed Development. Thus, the proposals reflect a strong commitment to environmental responsibility, consistent with NPPF Paragraph 136 and Core Strategy Policy EN8, which addresses adaptation to climate change.

Socio-economic Considerations

Relevant policies and guidance:
<p>Development Plan</p> <p>Places for Everyone Plan (2024) Policies:</p> <ul style="list-style-type: none"> • JP-S1 – Sustainable Development • JP-J1 – Supporting Long-Term Economic Growth <p>Manchester Core Strategy (2012) Policies:</p> <ul style="list-style-type: none"> • EC1 – Employment and Economic Growth • EC3 – The Regional Centre <p>Other Planning Policy and Guidance</p> <ul style="list-style-type: none"> • NPPF (2024)

- 6.146. Core Strategy Policy EC1 (Employment and Economic Growth) mandates that Local Employment Agreements must include a commitment to collaborate with the Work Skills Team. This ensures that employment opportunities arising from any development are actively made available to Manchester residents through existing recruitment channels, thereby providing equal opportunity for success to hard-to-reach groups.
- 6.147. PfE Plan Policy JP-S1 (Sustainable Development) notes all development proposals should aim to maximise its economic, social and environmental benefits, whilst minimising its adverse impacts. This is supported by PfE Plan Policy JP-J1 (Supporting Long-Term Economic Growth) which encourage a high level of economic diversity and support local job growth.
- 6.148. The Proposed Development will support the Etihad Campus as a year-round entertainment and leisure destination. In doing so, it will create additional economic, and social benefits to the local area and the wider region, building on those delivered to date across other projects at the Etihad Campus.

Construction Phase

- 6.149. A Local Labour Agreement (Construction Phase) has been prepared by ES Global and submitted in support of this Application. It is expected the Proposed Development, during construction phase, will create 5no. new job opportunities, 6no. new apprenticeship opportunities, with the construction scheme expected to sustain a value of £18 million.
- 6.150. Further details, please refer to Local Labour Agreement (Construction Phase) prepared by ES Global.

Operational Phase

- 6.151. The nature of the Proposed Development brings a consistency of use to the Etihad Campus which remains constant throughout the year. This presents a range of opportunities for permanent, long-term employment within the operational use, which will be targeted at local people.
- 6.152. It is estimated that the Proposed Development will support approximately 150no. jobs. These roles would span a wide range of occupations, including performers, technical specialists, hospitality staff, kitchen staff and audience management personnel. This represents a meaningful contribution to local employment provision within the local area.
- 6.153. The Applicant is committed to ensuring as many jobs as possible go to local people (and will prioritise hiring people who live within walking distance). This Application is supported by an outline Local Labour Agreement to set out the Applicant's commitment to ensure local residents are prioritised for created job opportunities as a result of the Proposed Development, combining with a commitment to working with MCC's Works and Skills Team.

Summary

- 6.154. A full schedule of socio-economic benefits as a result of the Proposed Development is included within Section 7 of this Statement.
- 6.155. The Proposed Development at the Etihad Campus is set to deliver significant social and economic benefits, substantially contributing to the vibrancy and economic resilience of Manchester, in line with Core Strategy Policy EC3, PfE Policies JP-S1 and JP-J1
- 6.156. The Proposed Development is therefore considered to be in accordance with relevant planning policy and guidance in respect of socio-economics.

Other Considerations

Relevant policies and guidance:

Development Plan

Places for Everyone Plan (2024) Policies:

- JP-C1 – An Integrated Network
- JP-S5 – Clean Air
- DM1 – Development Management
- SP1 – Spatial Principles

Manchester Core Strategy (2012) Policies:

- C10 – A Place for Everyone
- EN1 – Design Principles and Strategic Character Areas
- EN19 – Waste

Saved UDP (1995) Policies:

- DC26.1 – Development and Noise

Other Planning Policy and Guidance

- NPPF (2024)
- GD04 Waste Storage and Collection Guidance for New Developments

Relevant policies and guidance:

- Acoustic, Ventilation and Overheating Residential Guide (2020)

Construction Management

- 6.157. This Application is supported by a Construction Management Plan (CMP) prepared by ES Global that set out measures to ensure the secure and safe operation of the site, thereby protecting staff, existing building occupants, the environment and the businesses that operate on site, from unnecessary harm. The CMP also aims to minimise impact to local amenities during the construction phase of the Proposed Development.
- 6.158. Site operating hours is expected to be as follows:
- Monday – Friday 07:30 – 18:00 hrs
 - Saturday 08:30 – 14:00 hrs
 - no work on Sundays
- 6.159. Any works that fall outside of the hour above will be agreed in advance with all parties involved including Manchester City Council.
- 6.160. In minimising disruption to neighbours, the following strategies will be implemented during the construction phase of the Proposed Development:
- Traffic and Parking: Construction worker parking will be contained on-site, preventing impact on local streets.
 - Noise control: Strict measures will manage construction noise protecting neighbours from disturbance.
 - Environmental Management: Dust suppression measures will be actively enforced in maintaining air quality, and ensure local roads are kept clean from construction vehicle movements and waste.
 - Community Communication: Clear contact information, working hours, and emergency details will be provided via site notice boards. A dedicated Community Liaison Officer will manage communications and address any concerns.
- 6.161. As a result, the Proposed Development is therefore considered to be in accordance with relevant planning policy and guidance in respect of construction management.

Operational Management

- 6.162. Effective operational and crowd management is integral to ensuring the safe and efficient functioning of the Proposed Development, whilst protecting the amenity of surrounding areas, in accordance with Core Strategy Policy DM1 (Development Management).

Crowd Management

- 6.163. A Crowd Movement Impact assessment, undertaken by Movement Strategies, confirms that the Proposed Development will have no significant impact on the existing pedestrian network, even during simultaneous events at the Etihad Stadium and the Co-op Live Arena.
- 6.164. This outcome will be achieved through careful planning of guest arrival and departure profiles, which are assumed to be concentrated within 15no. minutes, and a maximum flow rate of 60no. persons per minute per metre width (two-way flow). The pedestrian network is designed to handle these dynamics, ensuring safe and efficient movement for all guests.
- 6.165. The Event Management Plan further outlines strategies for queue management and guest access/egress, including pre-event communications and staggered entry times, to minimise congestion and maintain public safety, thereby upholding the amenity objectives of Core Strategy Policy DM1 (Development Management).

Events Management

- 6.166. The Event Management Plan details a robust framework for managing the venue's operations, ensuring a high-quality guest experience while being respectful to neighbours, as required by Core Strategy Policy DM1. This includes employing a professional event planning team, recruiting and training high-quality staff, and implementing comprehensive operational policies.
- 6.167. These policies cover terms of entry, responsible alcohol sales, anti-social behaviour prevention, litter control, and incident reporting. Safety and security are paramount, with a full emergency procedure policy, CCTV monitoring, and counter-terrorism response measures in place.
- 6.168. A dedicated liaison strategy with neighbours, including pre-opening communications and a noise complaint line, ensures that potential impacts on local amenity are proactively managed.

Deliveries and Servicing

- 6.169. A robust and efficient strategy is proposed to ensure safe deliveries and waste management. This plan has been designed to integrate seamlessly with existing Etihad Campus operations, minimising disruption. Deliveries and servicing are meticulously planned to minimise disruption and ensure safety, in line with Core Strategy Policy DM1.
- 6.170. A Delivery and Servicing Strategy has been prepared and provides information on the followings:
- Pre-booked Deliveries: All deliveries will be scheduled in advance to manage timing and flow effectively.
 - Controlled Campus Access: Servicing vehicles will follow pre-agreed routes and access points across the Campus to ensure controlled and safe movement.
 - Dedicated Servicing Bay: Deliveries and waste collection will take place at a dedicated, purpose-built servicing bay located at the rear (eastern side) of the new building.
 - Matchday Restrictions: To maintain smooth Campus operations, routine deliveries will not be permitted on match days. Emergency services will be guided by security if required.
- 6.171. Full details are included within the Delivery and Servicing Strategy prepared by the Applicant, submitted in support of this Application.
- 6.172. As a result, the Proposed Development is therefore considered to be in accordance with relevant planning policy and guidance in respect of deliveries and servicing.

Waste Management

- 6.173. MCC's Waste Storage and Collection Guidance Note (GD04) contains minimum standards to be considered for the storage and collection of waste. This guidance follows the recommendations set on the Waste Management Plan for England, strongly encouraging and promoting high levels of quality recycling.
- 6.174. Core Strategy Policy EN19 (Waste) requires all developers to demonstrate the proposals consistency with the principles of the waste hierarchy.
- 6.175. The waste management strategy for the Proposed Development will fully integrate with the established waste management arrangement that serves the wider Etihad Campus. It has been thoroughly designed and the proposed arrangement would exceed requirements of MCC's GD04 Waste Storage and Collection Guidance for Developers, thereby compliant by virtue. Further details have already been provided in Section 4 of this Statement and within the Waste Management Strategy prepared by Hilson Moran which accompanies this application. Waste Management Strategy prepared by Hilson Moran, submitted in support of this Application.

TV and Radio Reception

- 6.176. This Application is supported by a TV and Radio Reception Assessment, prepared by Pager Power, which assesses the possible interference created by the Proposed Development on TV and radio reception within the area.

- 6.177. The Assessment confirmed that the Winter Hill transmitter is the Site's primary source of TV and radio signal, providing generally very good signal strength for main multiplexes and good for local multiplexes within the Proposed Development's shadow zone. The Assessment concludes that Proposed Development is unlikely to cause significant adverse impacts on TV and radio reception, thereby upholding residential amenity in line with Core Strategy Policy DM1.
- 6.178. No pre-emptive mitigation measures were deemed necessary, as the Assessment confirmed no residential dwellings would be impacted by the Proposed Development. In the event of future reported interference attributable to the development post-construction, appropriate mitigation, such as aerial repositioning or satellite reception, would be implemented.
- 6.179. As a result, the Proposed Development is therefore considered to be in accordance with relevant planning policy and guidance in respect of TV and radio reception.

Summary

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

7. Public Benefits

7.1. This section sets out the economic, social and environmental benefits of the Proposed Development.

Public Benefits	Assessment of Proposed Development
Economic Benefits	
Support the Etihad Campus as a world class sports and live entertainment destination	<p>The vision for the Proposed Development is to significantly enhance the Etihad Campus's year-round entertainment offering by introducing a unique, bespoke immersive experience into the Etihad Campus – MMTP.</p> <p>This initiative is principally intended to support and complement the existing venues and events at the Etihad Campus, including the Co-op Live Arena and the Etihad Stadium, by leveraging the wider setting of the Campus.</p> <p>Ultimately, the Proposed Development aims to cultivate a vibrant atmosphere, elevate the overall visitor experience, and solidify the Etihad Campus's ambition to become a nationally and internationally significant, comprehensive, year-round leisure and entertainment destination which introduce sustained activity to the Campus all-year around.</p>
Boosting Manchester's Tourism & the Visiting Economy	<p>MMTP – a thriving leisure and entertainment venue will contribute to Manchester's reputation as a vibrant city, attracting more visitors and boosting the local tourism industry.</p> <p>Offering 600 person capacity events, the Proposed Development will drive significant footfall and added value expenditure each week, boosting Manchester's visitor economy and the establishment of a 24/7 year round offer at the Etihad Campus.</p>
Supporting employment opportunities for GM Residents	<p>Employment opportunities will be created during both the construction and operational phases of the Proposed Development:</p> <p>Construction Phase</p> <p>A Local Labour Agreement (Construction Phase) has been prepared by ES Global and submitted in support of this Application. It is expected the Proposed Development, during construction phase, will create 100 direct jobs and sustain a construction value of £18 million.</p> <p>Operational Phase</p> <p>The nature of the Proposed Development brings a consistency of use to the Etihad Campus which remains constant throughout the year. This presents a range of opportunities for permanent, long-term employment within the operational use, which will be targeted at local people.</p> <p>It is estimated that the Proposed Development will support approximately 150no. jobs. These roles would span a wide range of occupations, including performers, technical specialists, hospitality staff, kitchen staff and audience management personnel. This represents a meaningful contribution to local employment provision within the local area.</p>

Public Benefits	Assessment of Proposed Development
	<p>The Applicant has a track record of meeting robust targets for local employment and is committed to ensuring that the Proposed Development delivers as many jobs as possible to local people</p> <p>This Application is supported by an outline Local Labour Agreement prepared by the Applicant to set out the Applicant's commitment to ensure local residents are prioritised for created job opportunities as a result of the Proposed Development, combining with a commitment to working with MCC's Work Skills Team.</p>
A viable use of brownfield land	<p>Planning policy at all levels encourages the use of brownfield land for development. The Proposed Development makes an effective use of the Site, that will deliver significant public benefits, in accordance with its longstanding allocation for leisure / entertainment uses, as referenced in Section 6 of this Statement.</p> <p>Furthermore, the introduction of a bespoke, unique entertainment leisure venue into the Etihad Campus enhances the appeal of the Campus as a tourist / leisure destination of national significance, with the potential to encourage further investment into the surrounding areas.</p>
Environmental Benefits	
Public realm and landscaping improvement	<p>The Site as existing comprises a temporary site compound related to the North Stand Redevelopment at the Etihad Stadium and mainly consists of hardstanding, with negligible scattered vegetation. Therefore, the Site does not contribute to the wider Etihad Campus in terms of public realm and landscaping.</p> <p>Under this Application, a landscaping scheme is included and it generally focuses on the following areas:</p> <ul style="list-style-type: none"> • Along Alan Turing Way – Buffer planting is proposed to enhance the visual connection from Alan Turing Way into the Site and complement the existing trees. Planting will be used to help screen the back of house facilities. • Along Gibbon Street – Increased planting is proposed along Gibbon Street to complement the existing pallet. • Arrival Plaza (area facing the Etihad Stadium) – Different surface material (compared to what is there as exist) is proposed to denote the arrival space for the Site. Use of the existing trees and planting would frame the Arrival Plaza and detailed banding within the surface material indicates the front entrance to the Proposed Development. <p>Hardworks and softworks strategies are carefully designed to be in keeping with the existing and surrounding area whilst allowing the Proposed Development to boast its own unique identity. Greeneries are also proposed mostly along Gibbon Street and Alan Turing Way to improve the visual connection from the nearby roads through to the Site whilst sensitively screen the back-of-house facilities of the Proposed Development.</p>
Energy efficient development	<p>The Proposed Development is supported by a Sustainability Statement prepared by Griffiths Evans which outlines the energy hierarchy adopted for the Proposed Development.</p> <p>The Proposed Development has been designed to reduce the need for energy consumption through the application of:</p> <ul style="list-style-type: none"> • High performance thermal envelope.

Public Benefits	Assessment of Proposed Development
	<ul style="list-style-type: none"> • High efficiency LED lighting. • High efficiency Heating Ventilation and Air Conditioning (HVAC) system. • Automatic control systems. <p>Residual energy demand is to be met with renewable energy from Air Source Heat Pumps incorporated as part of the Proposed Development.</p> <p>Further information, please refer to Environmental Standard Statement prepared by Griffiths Evans submitted in support of this Application.</p>
Social Benefits	
Contribution to Placemaking	<p>The Proposed Development will provide wider placemaking improvements, including the creation of an accessible public realm with green spaces, fostering community interaction and enhancing the urban environment.</p>
Quality of the Proposed Development	<p>As set out within the Design and Access Statement (prepared by PRP Architects), the Proposed Development have undergone significant design development to ensure that it is of exceptional design quality whilst positively contribute to the local streetscape and the wider built environment of the Etihad Campus.</p> <p>The building is both highly functional as a ‘black box’ performance space and architecturally distinctive, enhancing the eclectic character of buildings at the Etihad Campus and contributing positively to the area's visual appeal and vibrancy. The exterior uses high quality, reflective materials which during the day provides a dynamic and reflective quality, but by night allows the façade to feature subtle, performance-inspired detailing that creates visual interest and provides an ideal canvas for adaptable night-time lighting. This considered design establishes a unique and memorable character that evolves from day to night, significantly enhancing the Etihad Campus's vibrant atmosphere and architectural landscape.</p> <p>The materials are of a high quality, responding to the high-quality design intent. An attention to detailing will be maintained throughout to ensure an exemplar of good design.</p>
Social value Creation	<p>The Applicant is continuously committed to delivering social value to the local community during the construction and operational phases of Proposed Development.</p> <p>The Applicant will enter a Local Labour Agreement with the Manchester City Council Work and Skills Team in order to maximise opportunities for apprenticeships, skills and training opportunities, with a focus on opportunities for local community through construction and operation of the Proposed Development.</p>

8. Conclusion

- 8.1. This Planning Statement (the 'Statement') accompanies an application for Full Planning Permission for a three-storey approx. 600 capacity entertainment venue (Sui Generis), including flexible commercial use Sui Generis), associated infrastructure, servicing, management, and public realm improvements.
- 8.2. The Applicant is Manchester City Football Club.
- 8.3. The vision for the Proposed Development is to significantly enhance the Etihad Campus's year-round entertainment offering by introducing a unique, bespoke immersive experience into the Etihad Campus.
- 8.4. This initiative is principally intended to support and complement the existing venues and events at the Etihad Campus, including the Co-op Live Arena and the Etihad Stadium, by leveraging the wider setting of the Campus. The Proposed Development is designed to significantly enhance the Etihad Campus's year-round entertainment offering by introducing a unique, bespoke immersive experience: Mamma Mia! The Party.
- 8.5. The Proposed Development will provide guests with a full-course dining experience integrated with live theatrical performances, complemented by a merchandise shop. Its vision is to cultivate a vibrant atmosphere and elevate the overall visitor experience at the Etihad Campus, thereby solidifying its position as a comprehensive year-round destination for leisure and cultural engagement.
- 8.6. The Proposed Development comprises the following elements:
 - Creation of a three-storey entertainment venue (Sui Generis).
 - Public realm and landscaping improvements, and other associated works.
- 8.7. High quality architectural design and materials ensure that the Proposed Development provides an attractive, contextually responsive design during both daylight hours and at night.
- 8.8. The Proposed Development is strategically located within a highly sustainable area, benefiting from excellent connectivity to the City Centre via a range of sustainable method of travel.
- 8.9. The Proposed Development is underpinned by a robust planning assessment, demonstrating general compliance with the Development Plan, including the Places for Everyone plan and the Manchester Core Strategy. Material considerations such as the NPPF have also been thoroughly addressed.
- 8.10. The Proposed Development will result in a range of socio-economic benefits as detailed within Section 7 of this Statement.

Summary

- 8.11. This Planning Statement has assessed all applicable planning policies, guidance and other material considerations and provides full and robust justification for the Proposed Development, alongside a full suite of supporting technical assessments which have been prepared and submitted as part of this Application.
- 8.12. A full appraisal of how the Proposed Development addresses the specific planning policy considerations and other material considerations, is set out within Section 6 of this Statement.
- 8.13. In conclusion, a detailed assessment of the Proposed Development has been undertaken against planning policy at all levels. Taking all of this into account, it can be concluded that the Proposed Development is in accordance with the Development Plan when taken as a whole. It is further supported by the assessment of other material considerations including the NPPF and PPG and it has been demonstrated that the Proposed Development will deliver the overarching economic, social and environmental objectives of sustainable development as a whole.
- 8.14. As such, the Proposed Development therefore merits the support of the Local Planning Authority.

Appendix A: Planning Application Documents

Document	Responsibility
Application Form and Notices	Deloitte
Covering Letter	Deloitte
Suite of Drawings	PRP
Accommodation Schedule	PRP
Design and Access Statement	PRP
Landscaping Plans	Plan-it
Planning Statement - incl. Statement of Consultation	Deloitte
Air Quality Assessment	Hoare Lea
Archaeological Desktop Report	Oxford Archaeology Ltd
Coal Mining Risk Assessment	Calibre
Construction Management Plan	ES Global
Crime Impact Statement	Greater Manchester Police
Crowd Management Strategy	GHD
Daylight/Sunlight Technical Note	Pager Power
Delivery and Servicing Strategy	Applicant
Drainage Strategy	Calibre
Ecology including the Preliminary Ecological Assessment	Niche
Energy and Carbon Statement (incl. GMCA Net Zero Proforma)	Griffiths Evans

Document	Responsibility
Flood Risk Assessment	Calibre
Framework Travel Plan	Arup
Green and Blue Infrastructure Statement	Deloitte
Heritage Statement	Deloitte
Lighting Assessment	Griffiths Evans
Local Labour Agreement	Applicant
Noise Impact Assessment	Hoare Lea
Operating Schedule / Event Management Strategy	Applicant
Phase 1 Ground Contamination Report	Calibre
Environmental Standards Statement	Greengage
Transport Statement	Arup
TV and Radio Reception Survey	Pager Power
Ventilation, Extraction and Odour	Griffiths Evans
Waste Management Strategy	Applicant

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