

GOAL - Activate Partnership to support community impact initiative - Co-op Live

Sustainability is key to Co-op Live, and it is something that we care deeply about. We know that to be truly sustainable we need to collaborate and work with partners. As no one can resolve the challenge alone. But equally we also see sustainability as an opportunity to drive collaboration and partnerships to support the local community.

City Link Presented by The Climate Pledge.

We have invested over £4million to enhance the walking route from the city centre to Co-op Live. To support our efforts, we have also attracted a significant sponsor in the form of The Climate Pledge, with the route known as The City Link Presented by The Climate Pledge.

The Climate Pledge have entered a multiyear partnership with Co-op Live to support the City Link presented by The Climate Pledge in becoming a true asset to the local community and something that is open all year round. The City Link presented by The Climate Pledge is becoming a destination in own right thanks to the artwork and features installed along the route.

The City Link presented by The Climate Pledge connects the local community, by creating a safe and well-lit walking route from the City Centre to the Etihad Campus. Especially the last leg from Holt Town area to the Campus. Holt Town is a focus for development and gentrification with the local council and we hope what we have done will actively support this. The recent announcement of the strategic regeneration framework for the area highlights progress with the Council naming Holt Town as one of its regeneration priorities, which is great for the neighbourhood.

[Holt Town vision takes shape as Council looks ahead to major consultation | Manchester City Council](#)

Impact on nature

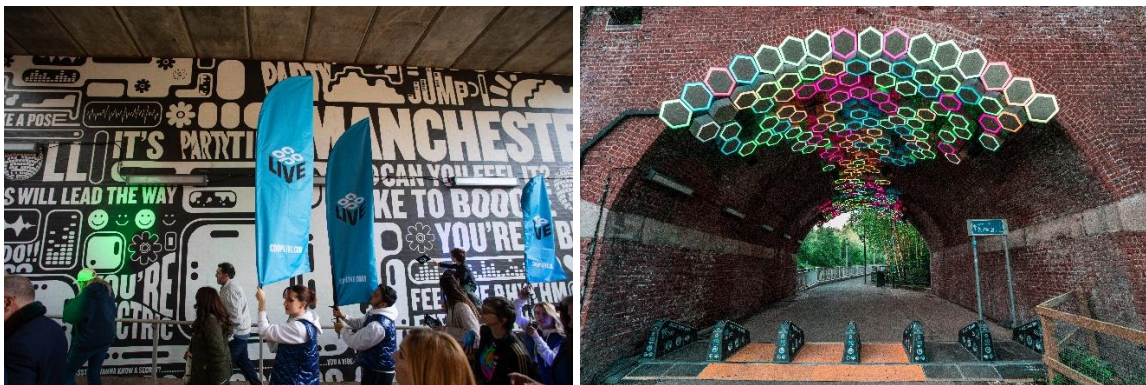
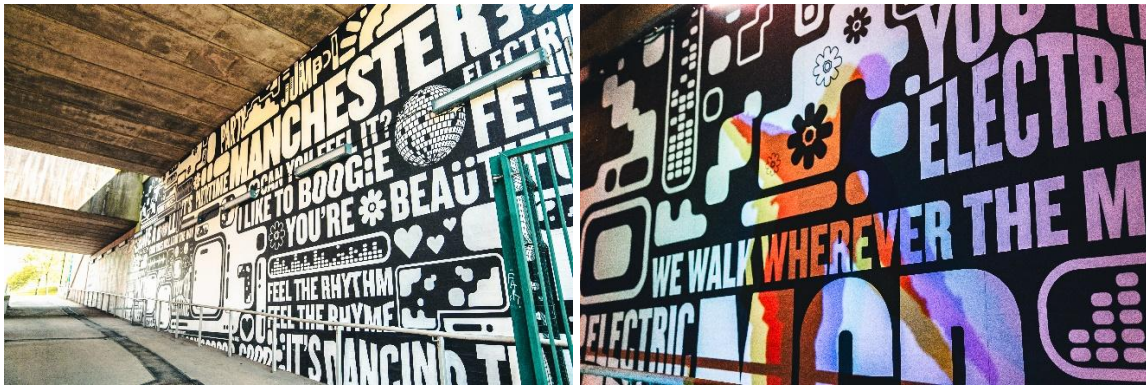
This greatly supports local nature and habitat around Manchester as it directly takes cars off the road and will also reduce the number of taxis fans use to get to the venue. We have designed the route to be a destination and an asset to local community. It is designed to be open and useable 360 days of the year and is already proving popular with joggers and dog walkers.

We have also looked to support nature along the route where possible. We have planted 100m of wild flowers and reseeded grass areas that were impacted by construction



Local artwork

We have commissioned local artists to create bespoke artwork along the route as we wanted to enhance the physical built environment. We have also worked with local sound engineers to create the sound capes for the Hive Bridge. By choosing local artists we are supporting them to have an impact in their local community. Whist hopefully their artwork can inspire new generations are future artists.

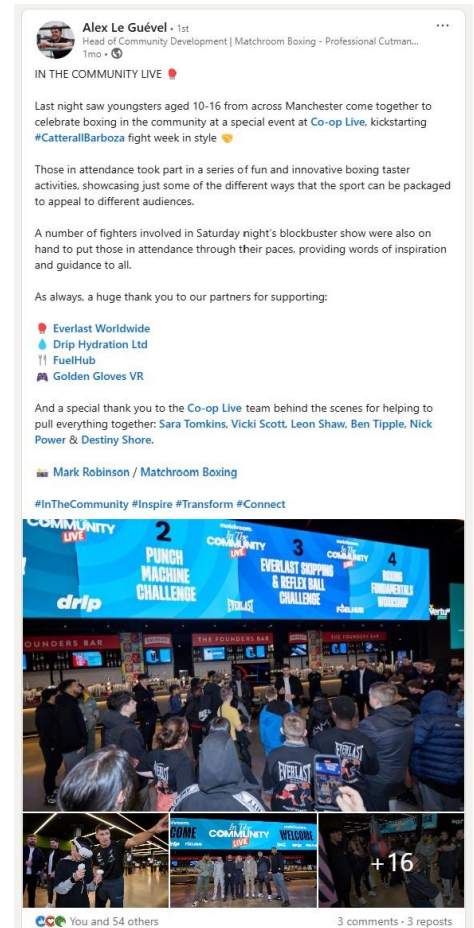


Co-op Live Community Day

In partnership with Co-op (our naming rights partner) we were proud to host our inaugural community day on the 6th August and are now planning our second. More information is available [here](#). We opened our doors to the community to show them around the venue and to give them a backstage tour. There was a DJ and a local community radio station playing music on the day and running DJ workshops. Along with a live band and the chance to sample some free food and drinks. We also hosted a jobs stand to raise awareness of the wide ranging employment opportunities available at Co-op Live to the local community.

We're thrilled to support our local community by taking part in Manchester City Council's 'Ancoats, Beswick, Clayton and Openshaw Week of Culture'. We have 650 people attend.

In addition, we have done a community boxing event and a community 5k run with a Boxing Promoter.



Co-op Live providing education pathways

With BAM our building partner we developed a schools outreach programme to inspire the next generation into the construction and music industries. This started in 2021 and continued under the building phase up to 2023 with over 40 schools and 1500 students engaged. Now the building is open we have engaged a further 8 schools and 300 students inviting them into the building to show a continuous inspirational pathway for young people and to show them the jobs now available as we have transitioned from a

building site to gig factory. These conversations continue into work placements and ultimate employment opportunities for local young people.



Co-op Live partner with The Climate Pledge

Co-op Live is working with the Climate Pledge for the next three years to drive awareness of the climate crisis and how fans can work with us to lower our carbon impact. A £4m capital infrastructure project on the walking route significantly improved the safety and fun factor for fans to walk to and from the venue supporting active travel and a lower carbon fan travel impact. What's more the improvement also benefits the local residents with a more attractive walkway all year round to enjoy that helps promote walking and a more active lifestyle.

Co-op Live and Adidas

Co-op Live has just launched the Adidas Studio in conjunction with Abbey Road Recording Studios. Which is for artists, will be commercial but also it will be a community resource with 300+ Free hours being designated for community use. [adidas and Co-op Live lead a new era in music through launch of adidas Originals Recording Studio, engineered by Abbey Road | Co-op Live](#)

The adidas Originals Recording Studio, engineered by Abbey Road, will be open to the community from August working with Abbey Road's Amplify and Equalise programmes, and Factory International's Factory Sounds programme.

Abbey Road's Amplify and Equalise programmes are designed to inform and inspire the next generation of artists, producers, and creatives, with a particular emphasis on promoting diversity and inclusion in the music industry. Amplify and Equalise take on multiple formats from practical studio workshops to mentorships and panel discussions. For the first time ever, Abbey Road will bring these programmes to Manchester through this new collaboration. Factory International's Factory Sounds programme aims to elevate the music industry in Greater Manchester by providing financial support, mentorship,

workshops, and performance opportunities to underrepresented groups within the music community.



ACTIVATE PARTNERSHIPS TO SUPPORT COMMUNITY IMPACT INITIATIVES

Bronze

- Engage at least 1 brand partner to sponsor or support an annual community impact program.

Silver

- Engage at least 1 brand partner to sponsor or support a continuous (2 or more times a year) community impact program.
- The 2 or more community impact moments should be aligned and decided on with the community partner. Examples include events, volunteer opportunities, educational programs, etc.

Gold

- Co-invest with at least 1 brand partner in a community initiative at a large scale (\$50,000+/year).
- Enter a multi-year agreement with brand partner(s) and community partners on a community impact program.