



# **NORTH STAND FEASIBILITY STUDIES**

Strategic Context



# EASTLANDS VISION

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

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

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

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

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

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

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

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

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

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

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

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

# DEVELOPMENTS ON THE ETIHAD CAMPUS SINCE 2008

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

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

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

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

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

# ETIHAD STADIUM ENTERTAINMENT DESTINATION FEASIBILITY STUDIES

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

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

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

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

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

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

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

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

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

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

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

---

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

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

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

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

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

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

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

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

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

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

## **7. Create a distinctive sense of place.**

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