



OUR CONCEPTS

We are delighted to unveil our concepts for a best-in-class fan experience and year-round entertainment and leisure destination at the Etihad Stadium, inviting fans and the local community to share their feedback.

This follows our announcement in December last year that feasibility studies were underway to explore concepts that could form part of a future stadium development, consistent with the long-held vision to establish the Etihad Campus and the wider area as a place to drive forward the

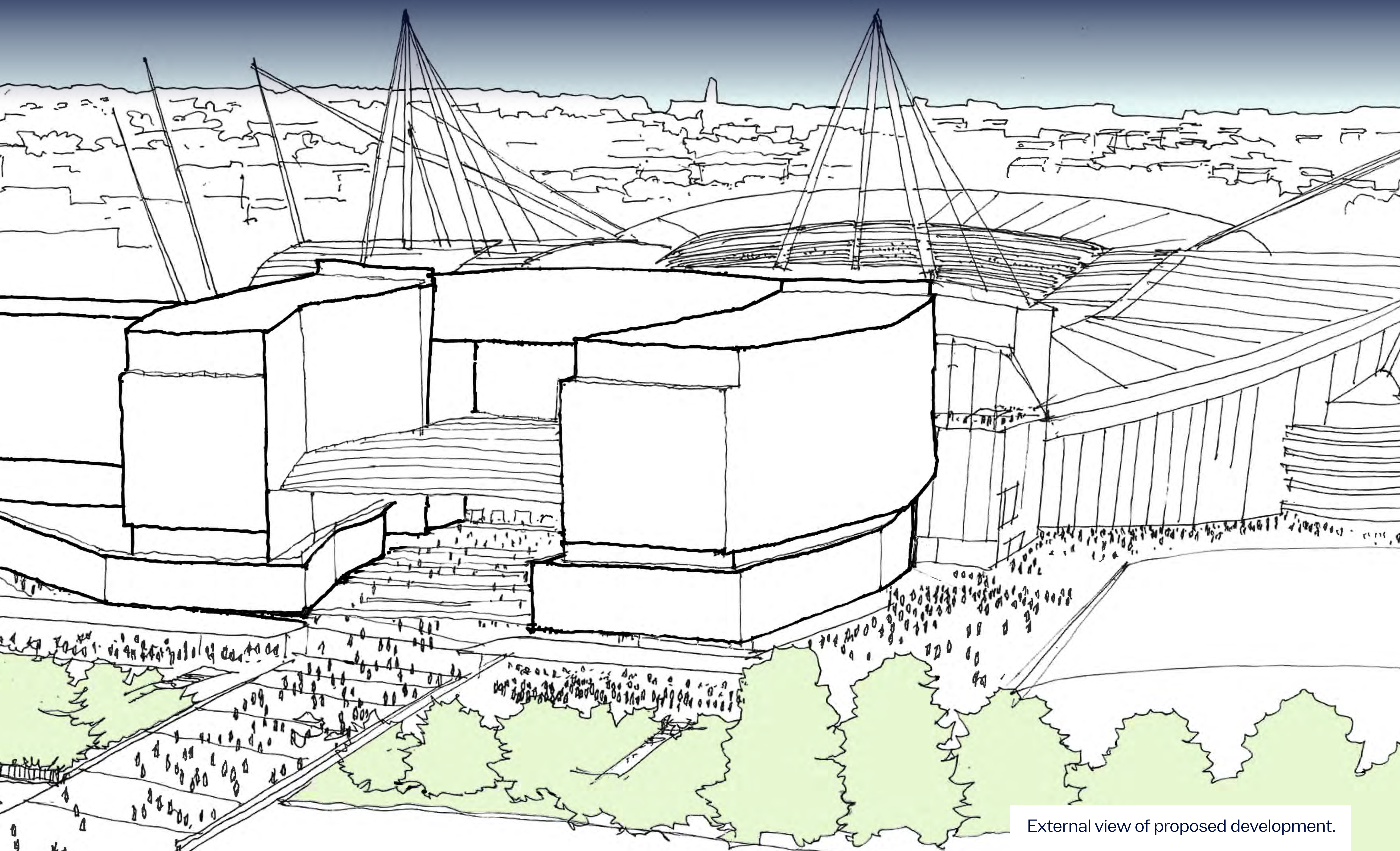
development of a globally competitive sport, leisure and entertainment offer.

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

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

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

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



External view of proposed development.



OUR FEASIBILITY STUDIES

Your feedback

12th December 2022 - 9th January 2023

434 formal responses

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

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

WHAT DID OUR FANS AND THE LOCAL COMMUNITY TELL US?

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

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

STADIUM EXPANSION

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

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

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

IMPROVED FACILITIES

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

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

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



OUR FEASIBILITY STUDIES

TRANSPORT

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

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

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

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

JOBS AND SKILLS

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

OTHER IDEAS WERE ALSO SUGGESTED, INCLUDING:



**A LARGER
CLUB SHOP**



**MORE TOILET FACILITIES
AROUND THE ETIHAD CAMPUS**



**SECURE BICYCLE
STORAGE**



**MORE ELECTRIC
VEHICLE CHARGING**





A CLUB AT THE HEART OF EAST MANCHESTER

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



CITY FOOTBALL ACADEMY OPENED IN 2014

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

THE BESWICK HUB CREATED NEW FACILITIES FOR THE COMMUNITY

The East Manchester Leisure Centre

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

The Manchester Institute of Health & Performance (MIHP)

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

The Connell Co-op College

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



EXPANSION OF SOUTH STAND OF ETIHAD STADIUM IN 2015

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

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

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





A CLUB AT THE HEART OF EAST MANCHESTER

KEY OUTPUTS AND ACHIEVEMENTS

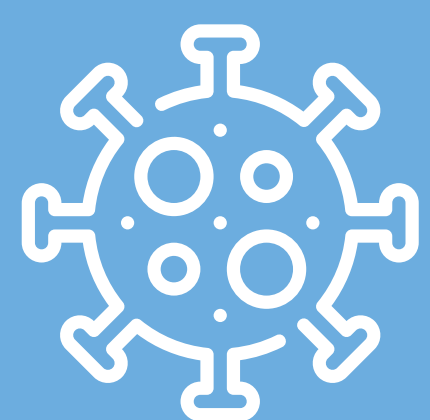
The Etihad Campus now stands as a beacon of community achievement and development and an economic engine for Manchester, for the benefit of the city region and nationally. Together with our partners we deliver a range of initiatives.



‘Marketplace’ – A major jobs fair hosted at the Etihad Stadium by the Club and Manchester City Council, working with over 170 organisations to match local people with job opportunities and showcase routes into new careers and training courses. Over 260 people were offered immediate job opportunities as a direct result of attending the event.



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



Playing a role as part of Manchester’s emergency response to the Covid pandemic – Under the Club’s stewardship, the Etihad Campus was transformed to provide space for the training of nursing staff and a rest and relaxation centre for NHS staff. The Etihad Campus was also used as a testing centre and a Covid vaccination centre, supporting thousands of Greater Manchester residents.



Sporting achievements – There are many examples of local young people being helped on their way to achieving global sporting accolades who have benefited from access to facilities across the Etihad Campus. The Regional Athletics Arena has trained athletes who have competed on the world stage, including at the Birmingham Commonwealth Games, the European Championships in Munich, the World Championships in Oregon, and the Tokyo Olympics 2021.



City in the Community – The Club’s charity worked with close to 20,000 local people of all ages throughout the 2021/22 season, empowering healthier lives through football, totalling over 22,000 community sessions and averaging 29 hours per participant. We continue to support local people to develop core skills that will help their future careers.



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

OVERVIEW

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

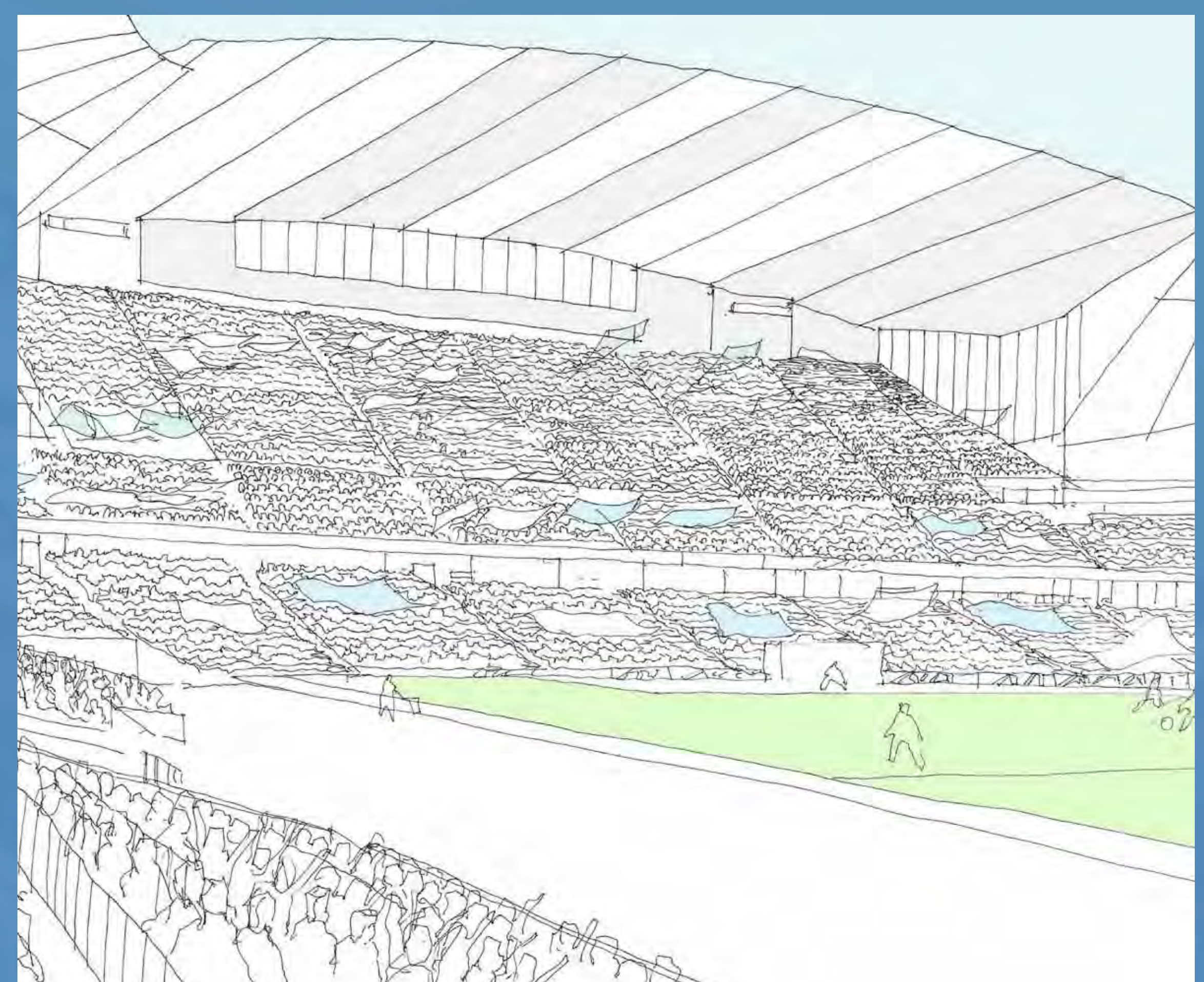
Any facilities that are developed would be available for fans and visitors to use on matchday and non-matchday.

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

NORTH STAND

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

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



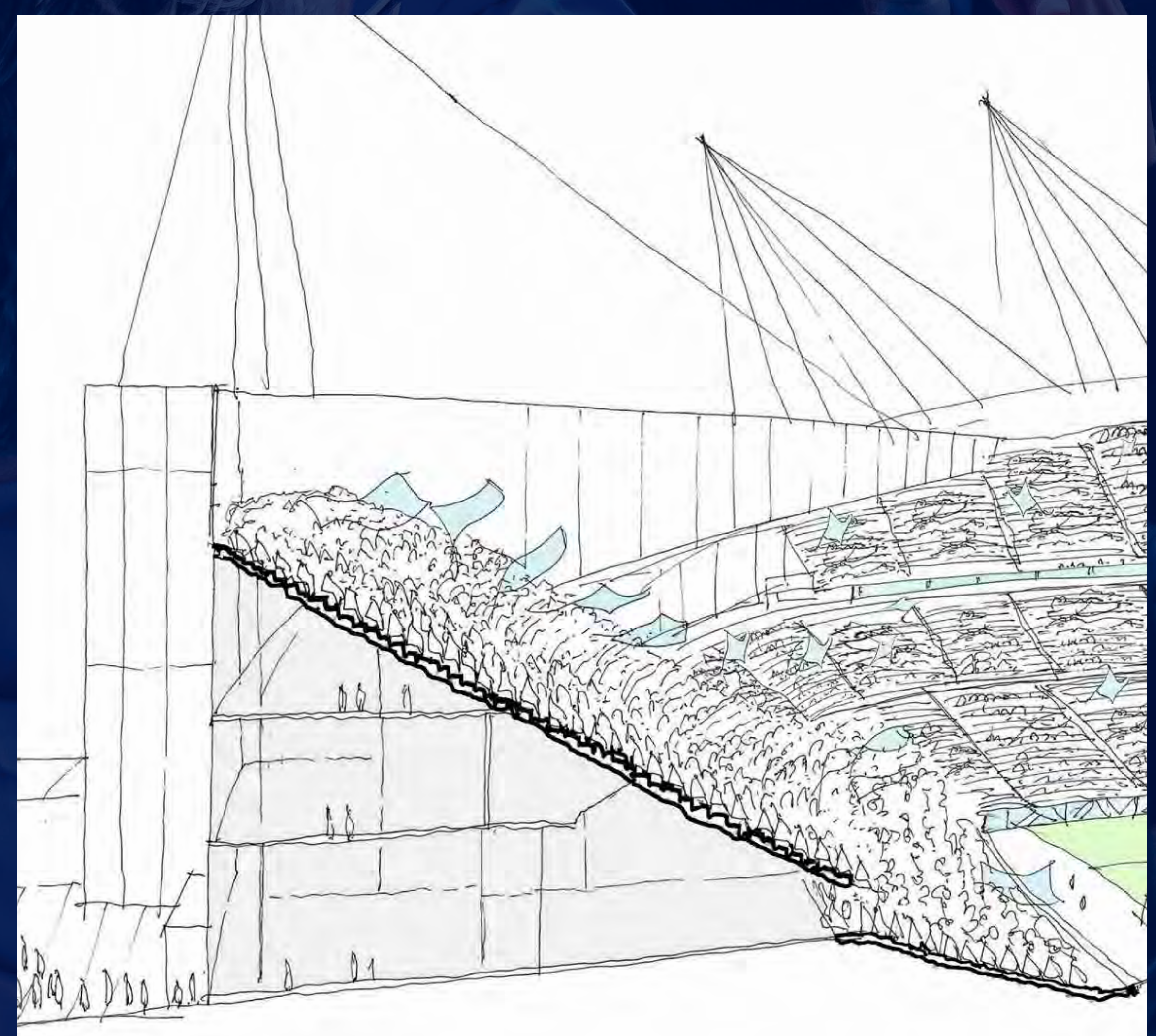
Internal view from the halfway line facing towards North Stand.

STAND CONFIGURATION

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

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

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



Internal view of North Stand side on.



MATCH DAY AND BEYOND

OVERVIEW

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

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

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

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

OUR PLANS INCLUDE

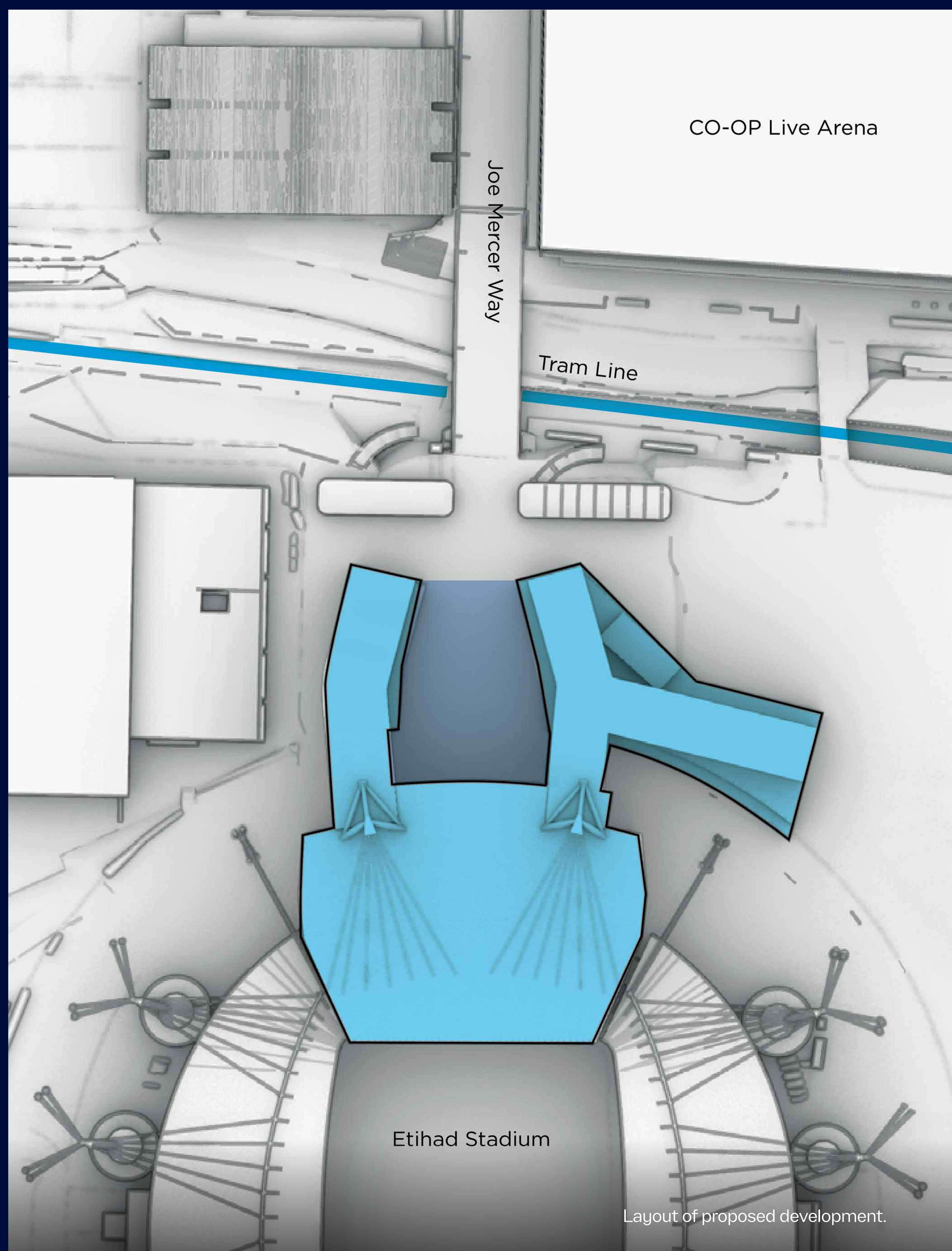
**A COVERED CITY SQUARE
FAN ZONE WITH A
CAPACITY OF 3,000, WITH
A WIDE RANGE OF FOOD
AND DRINK OUTLETS**

A NEW CLUB SHOP

**A NEW MANCHESTER
CITY MUSEUM**

AN INTEGRATED HOTEL

**MODEST WORKSPACE OF
AROUND 4,000 SQ. M.**





MATCH DAY AND BEYOND

CITY SQUARE

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

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

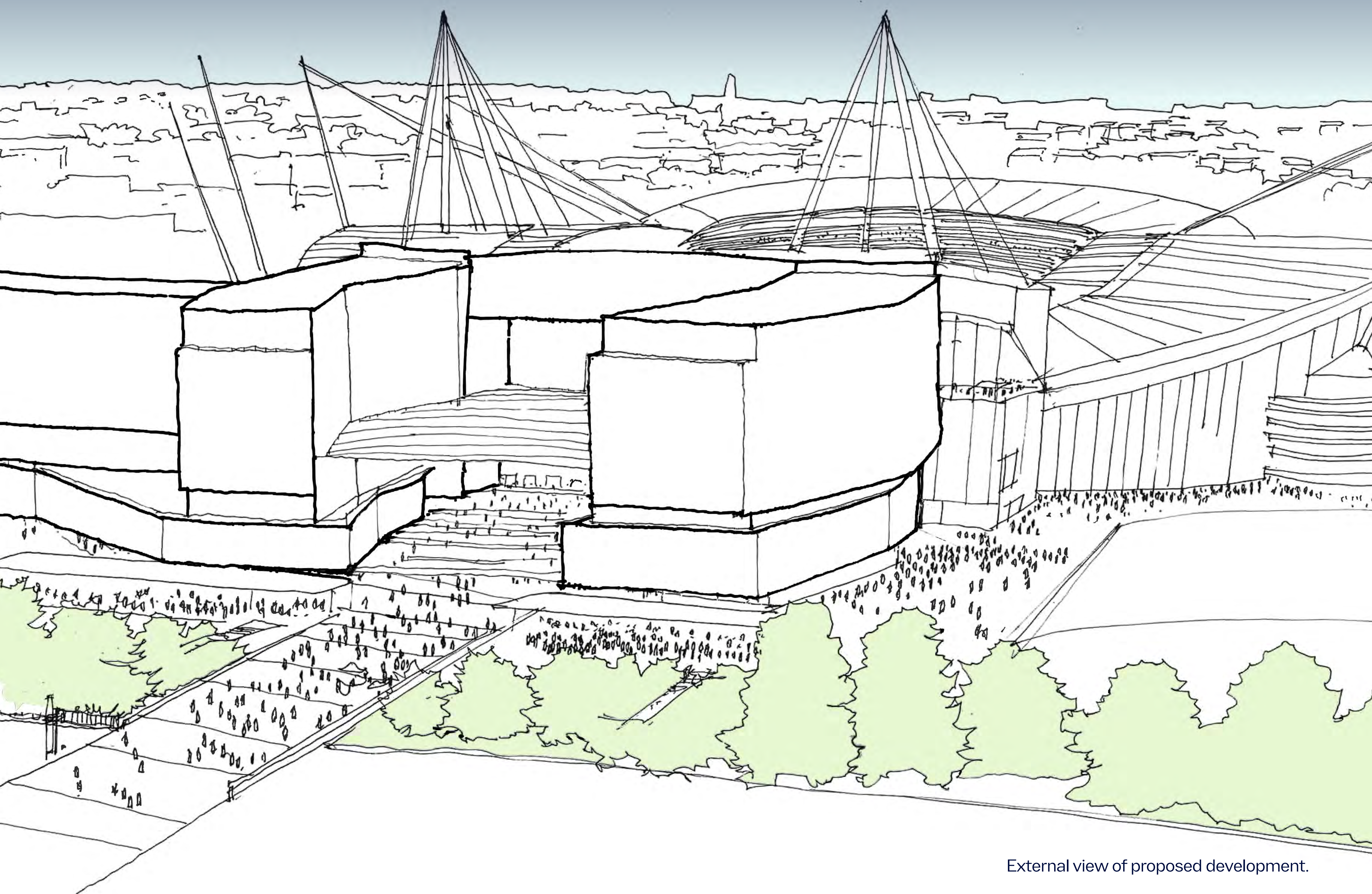
Providing more facilities, that can be used by visitors to Co-op Live and the wider Campus sporting venues, will play a key role in the development of the Etihad Campus as a destination.

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

CLUB SHOP AND MUSEUM

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

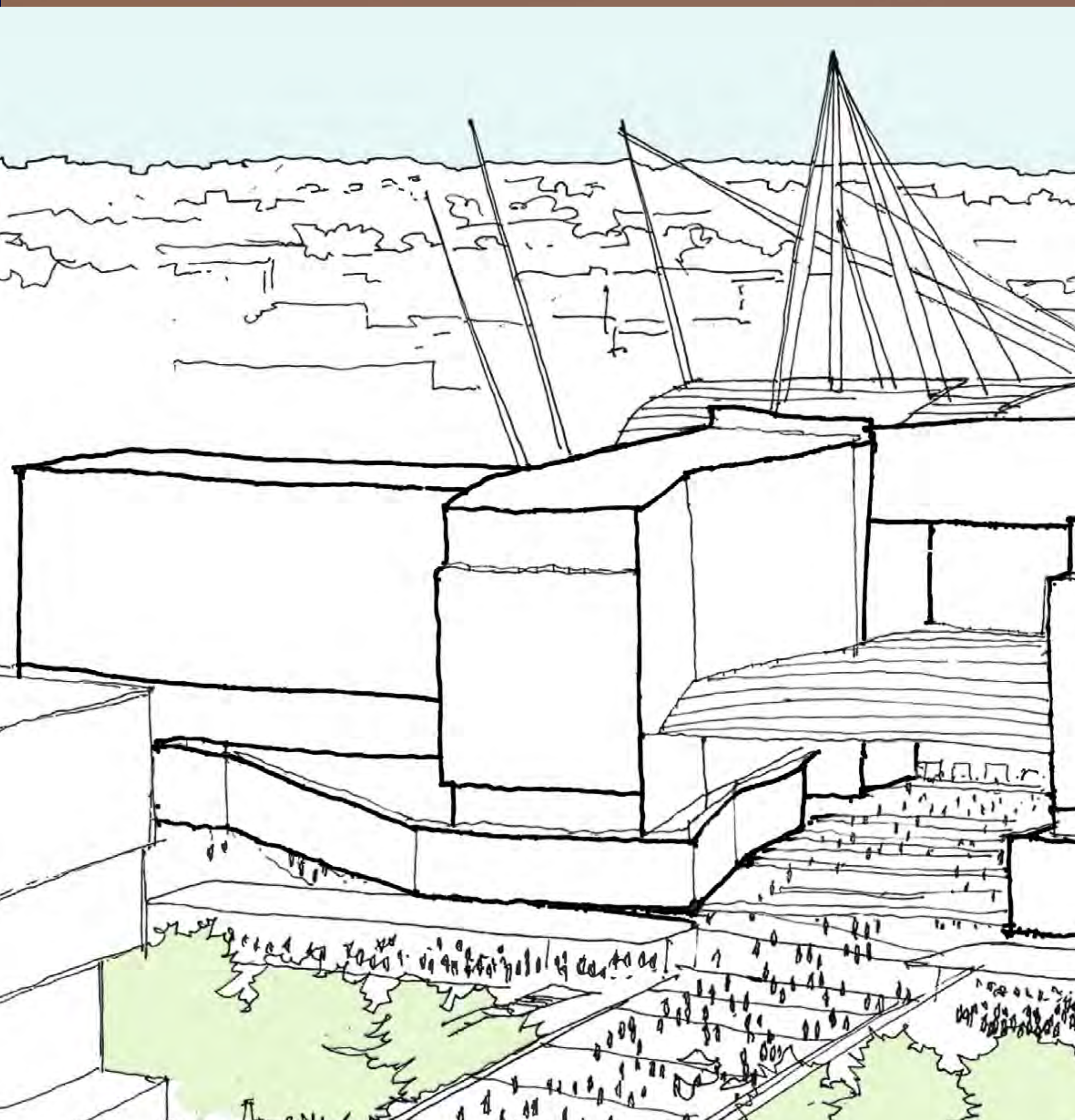
The Club currently has a museum and exhibition space located on the first floor of the City Store. As part of our plans, we would create a new Manchester City museum experience.



External view of proposed development.



MATCH DAY AND BEYOND



AN INTEGRATED HOTEL

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

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



DRIVERS OF HOTEL DEMAND

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



MODEST WORKSPACE OF AROUND 4,000 SQ. M.

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

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



CREATING JOBS AND TRAINING OPPORTUNITIES FOR LOCAL PEOPLE

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

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

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

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

- CATERING AND SERVICE
- HOSPITALITY
- EVENT MANAGEMENT
- CUSTOMER CARE
- CLEANING
- STEWARDED AND SECURITY
- FACILITIES MANAGEMENT
- HOTEL MANAGEMENT

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

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

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





CREATING JOBS AND TRAINING OPPORTUNITIES FOR LOCAL PEOPLE

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

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

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

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

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





CONTRIBUTING TO THE NET ZERO CARBON AGENDA

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

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

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

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





THE ETIHAD CAMPUS STRATEGIC SUSTAINABILITY FRAMEWORK

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



VIBRANT & INCLUSIVE:

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

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



HEALTHY & ACTIVE:

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

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



OPEN & CONNECTED:

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

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



CLIMATE & NATURE POSITIVE:

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

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

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



OUR SUSTAINABLE TRANSPORT STRATEGY

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

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

Further improvements at the Etihad Campus will be implemented this year, including:

- 240 new cycle stands.
- Works to the three primary walking and cycling routes between the Etihad Campus and the city centre – City Link, Ashton New Road and the Ashton Canal – to improve the accessibility, wayfinding and attractiveness of these routes.
- Shuttle bus trials to offer fans an efficient service to travel from transport hubs in the city centre to the Etihad Stadium.

- We will continue our discussions with Metrolink to review frequency of trams and improved service provision.

As part of our proposals the following measures are being explored to make long-term sustainable improvements to transport:

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

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

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





EASTLANDS RESIDENTS PARKING SCHEME

Manchester City Council's Eastlands Residents Parking Scheme

Manchester City Council is in the final stages of legal consultation for the implementation of an expanded Residents Parking Scheme which will be in operation before Co-op Live holds its first event, and will ensure that local residents, businesses and their visitors can park at their homes and properties when events are taking place.

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

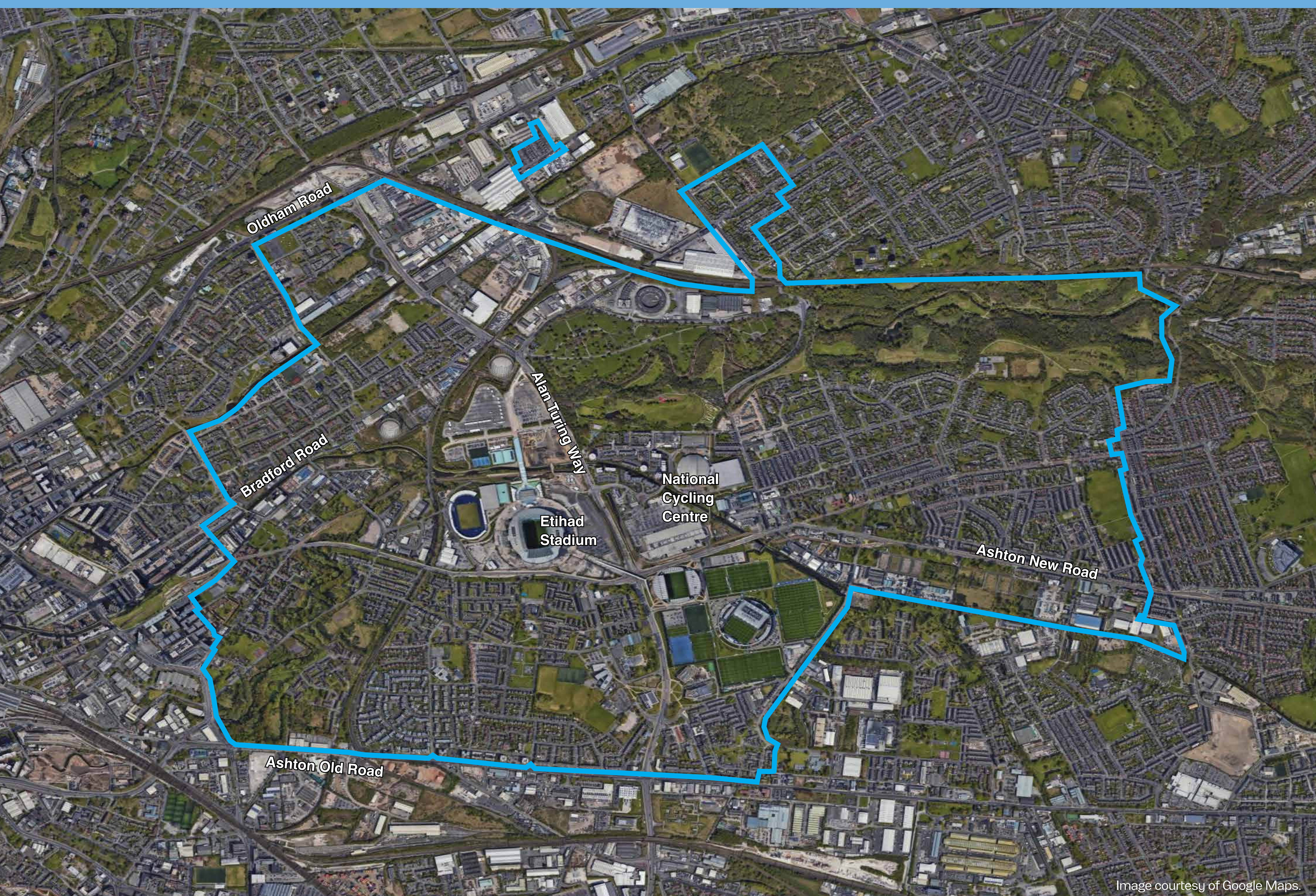


Image courtesy of Google Maps.

The boundary of the expanded Eastlands Residents Parking Scheme.



MANCHESTER
CITY COUNCIL



MANAGING CONSTRUCTION IMPACTS

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

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

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

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

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

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

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

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

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

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

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

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





HAVE YOUR SAY

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

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



mancity.com/etihad-stadium-consultation

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



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



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



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

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

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

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

CONSULTATION DROP-IN LOCATIONS AND OPENING HOURS

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