



# MANCHESTER ARENA REDEVELOPMENT CONSULTATION

MANCHESTER'S  
ARENA  
SINCE 1995



# **ASM GLOBAL WOULD LIKE TO INVITE YOU TO HAVE YOUR SAY ON THE DRAFT PROPOSALS FOR PHASE 1 OF A WIDER VISION TO TRANSFORM MANCHESTER ARENA'S AESTHETIC AND CAPABILITIES.**

Manchester Arena is currently one of the most successful arenas in Europe, and one of the world's most acclaimed venues with some rankings as high as the #2 arena globally. The Arena celebrates its 25th anniversary this year and in a bid to maintain its standing and future-proof for the next 25 years, its operator - ASM Global - has plans for an ambitious transformation programme and have been working with appointed architects HOK.

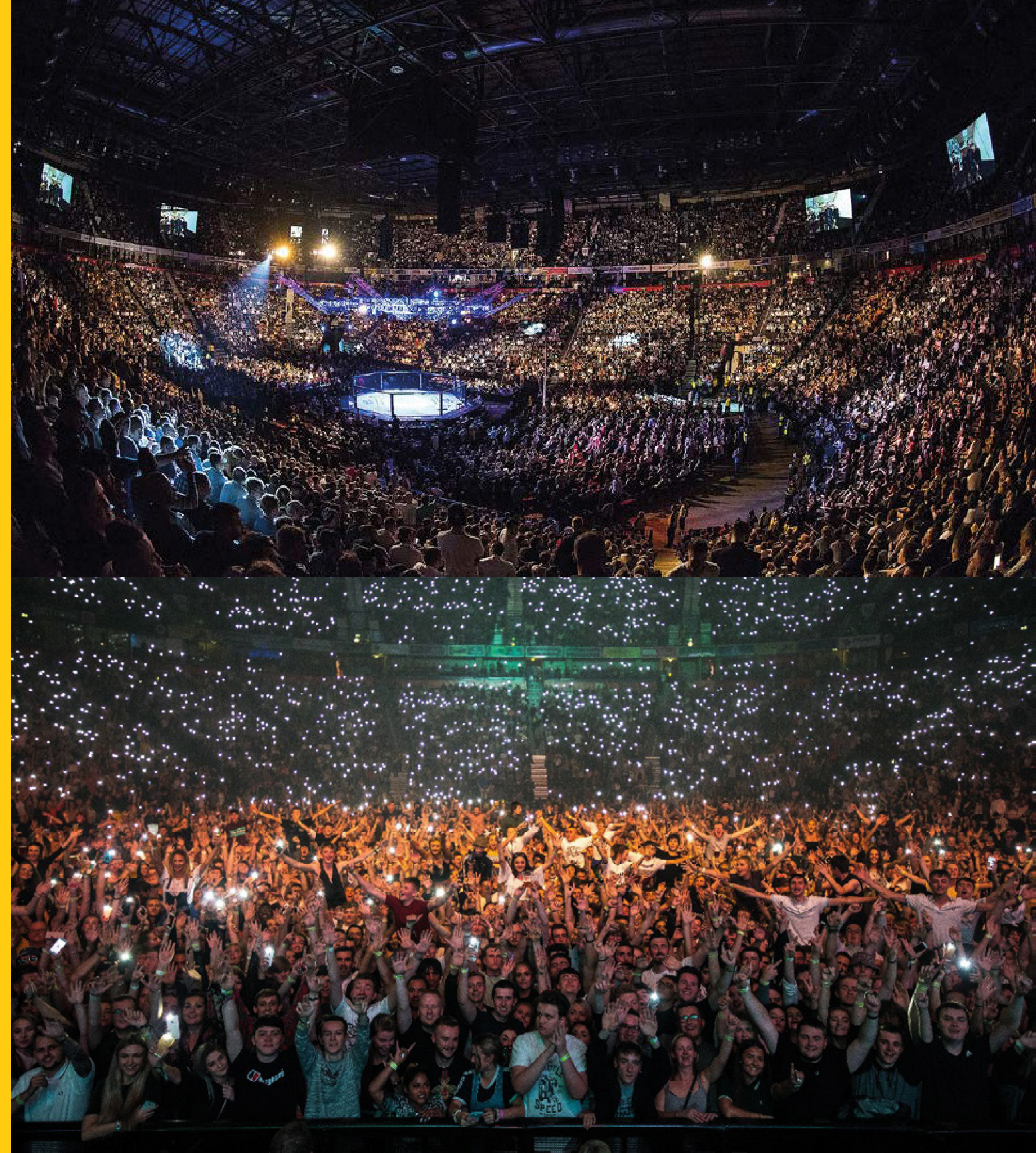
The wider scheme includes comprehensive external and internal changes to improve accessibility, permeability, safety, and visitor experience. The first phase centres on creating a new arrival experience to the Arena from Hunts Bank and improving the current ingress & egress route at Trinity Way







- ASM Global is the operator of Manchester Arena, and the world's leading venue management and services company, connecting people through the power of lives
- ASM Global employs over 5,000 people in Europe, managed from our European HQ in Manchester with over 1,000 directly employed in the city
- ASM invest in highly skilled employment and training, to deliver a wide range of centralised administration, support and development services across our European portfolio and beyond
- Pollstar and Venues Now recently announced Manchester Arena as the world's 2nd most successful arena of the decade (15,000 – 30,000 capacity), ahead of Madison Square Garden
- Manchester Arena visitors generate £120m of gross annual visitor spend, and a £55.9m annual contribution to GVA
- Over 90% of Manchester Arena visitors spend occurs in the city centre







# 25 YEARS

**THE STRATEGIC VISION IS TO ENHANCING ONE OF THE WORLD'S MOST  
SUCCESSFUL ARENAS TO CREATE A NEW WORLD-CLASS BENCHMARK**



# THE STRATEGIC VISION

## KEY DRIVERS

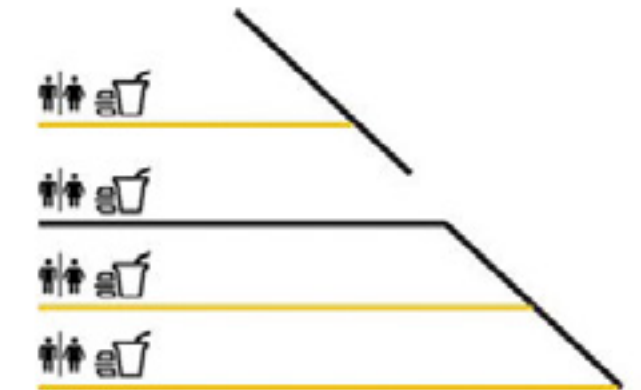
- New Arrival Experiences
- New Concourse & Greater Circulation
- More Diverse VIP Experience
- Enhanced Event Floor Capacity
- Enhanced Sustainability
- New Community Initiatives
- Improved External Appearance



Increase Floor Capacity



Enhance VIP Experience



Distribute Capacity with  
new Concourses



Improve External  
Appearance



Enhance VIP Capacity



Improve Internal  
Appearance





**THE VISION | NEW CONCOURSE**





**THE VISION | ENHANCED INTERIORS**



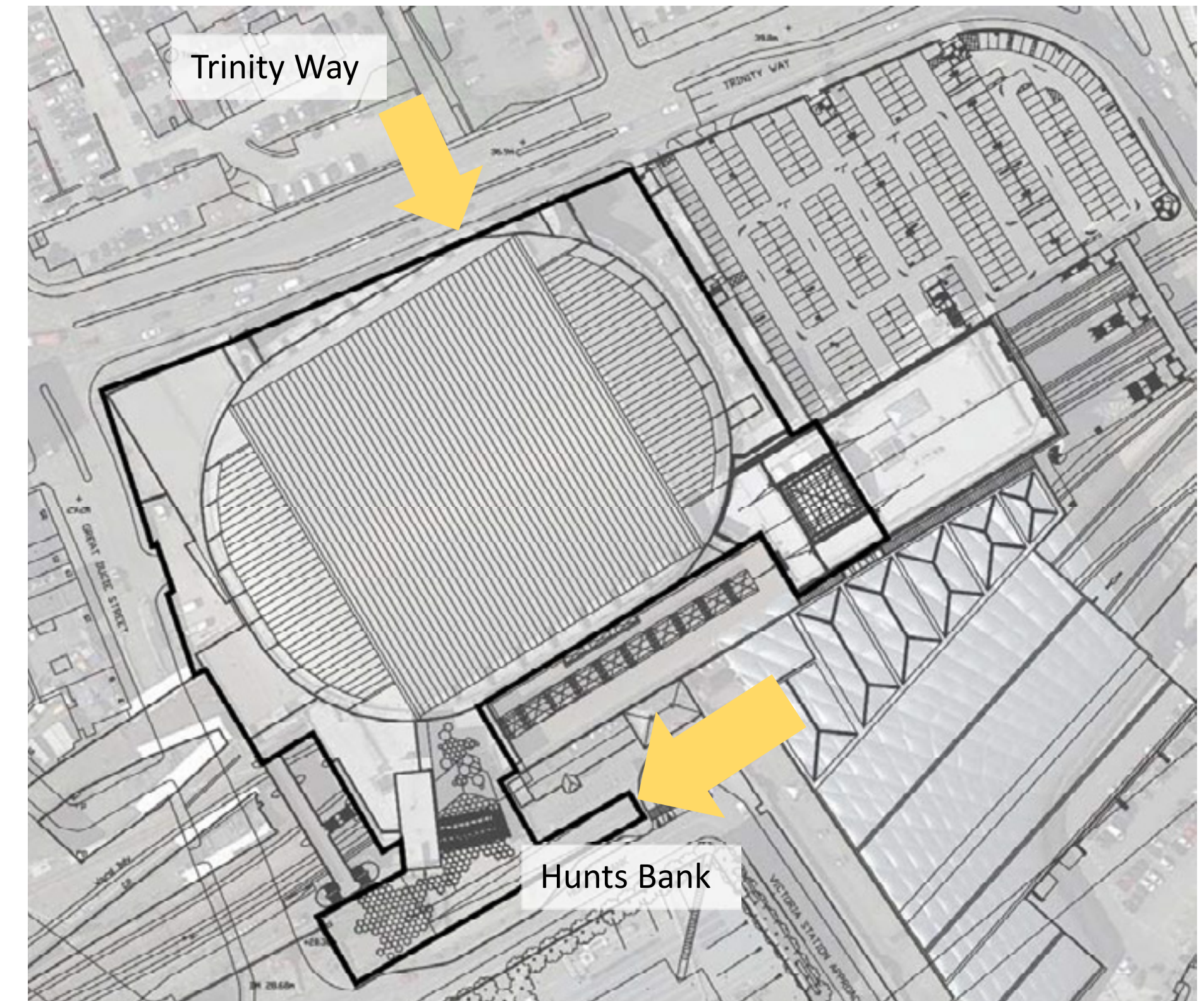


**THE VISION | NEW ARRIVAL EXPERIENCE ON HUNTS BANK**



# PHASE 1 WORKS

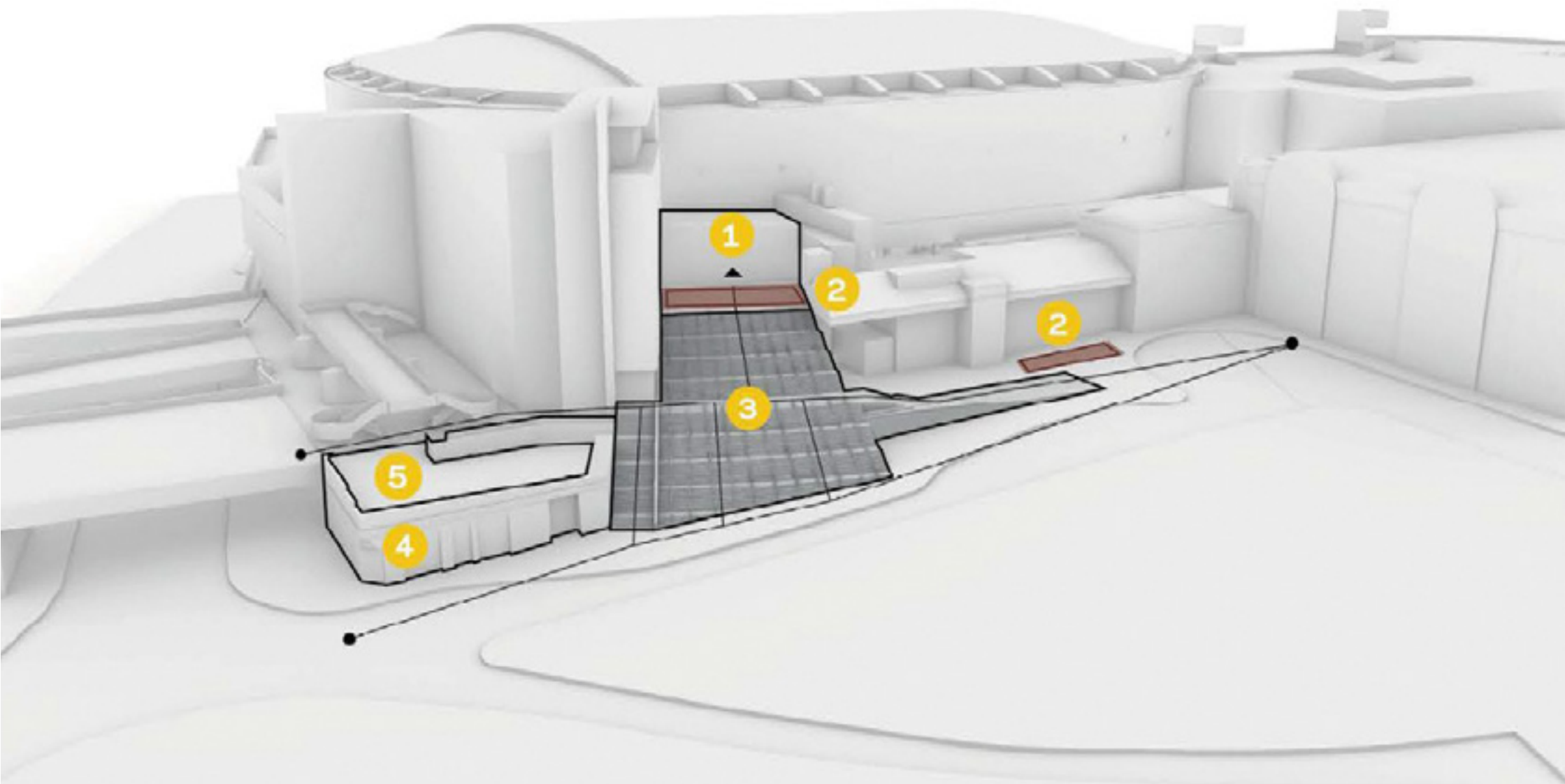
- Predominantly relate to the existing Hunts Bank entrance steps, which have a number of operational and aesthetic challenges, and the plans propose the introduction of a ramp will allow a better and more visible entrance from Victoria Station, greater control of routes into the Arena, be more inclusive, offer an enhanced security checkpoint, and provide shelter for people queuing.
- The proposals will also allow for the provision of a community / retail space beneath the ramp where discussions are progressing to provide a music therapy centre for the leading music industry charity *Nordoff Robbins*.
- These proposals, alongside changes to the Trinity Way entrance / exit, will help facilitate a number of the significant internal changes that will allow the customer experience and standing capacity to be greatly enhanced.



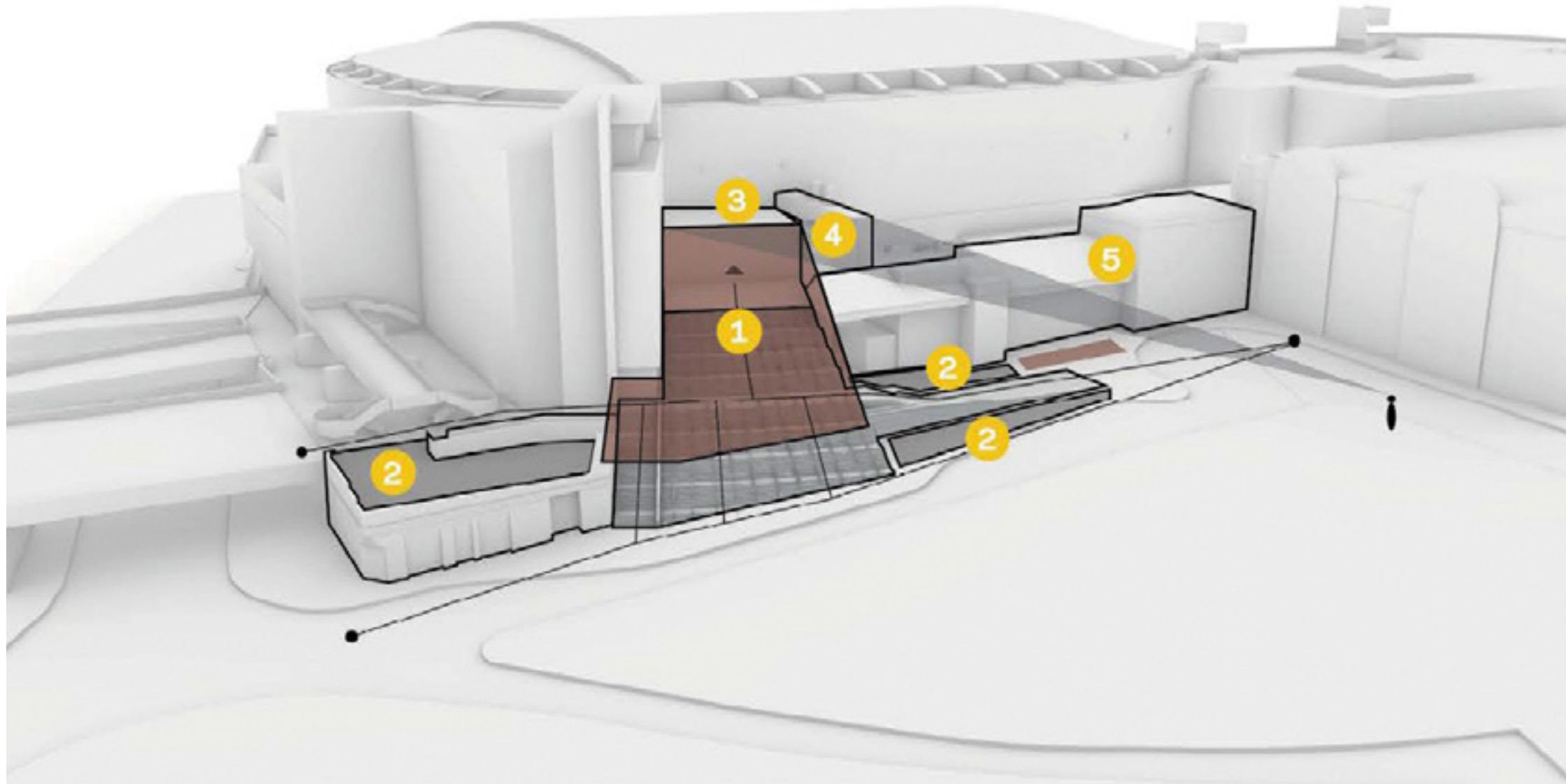
Improved Entrance Visibility Experience



# HUNTS BANK | EXISTING CONDITION



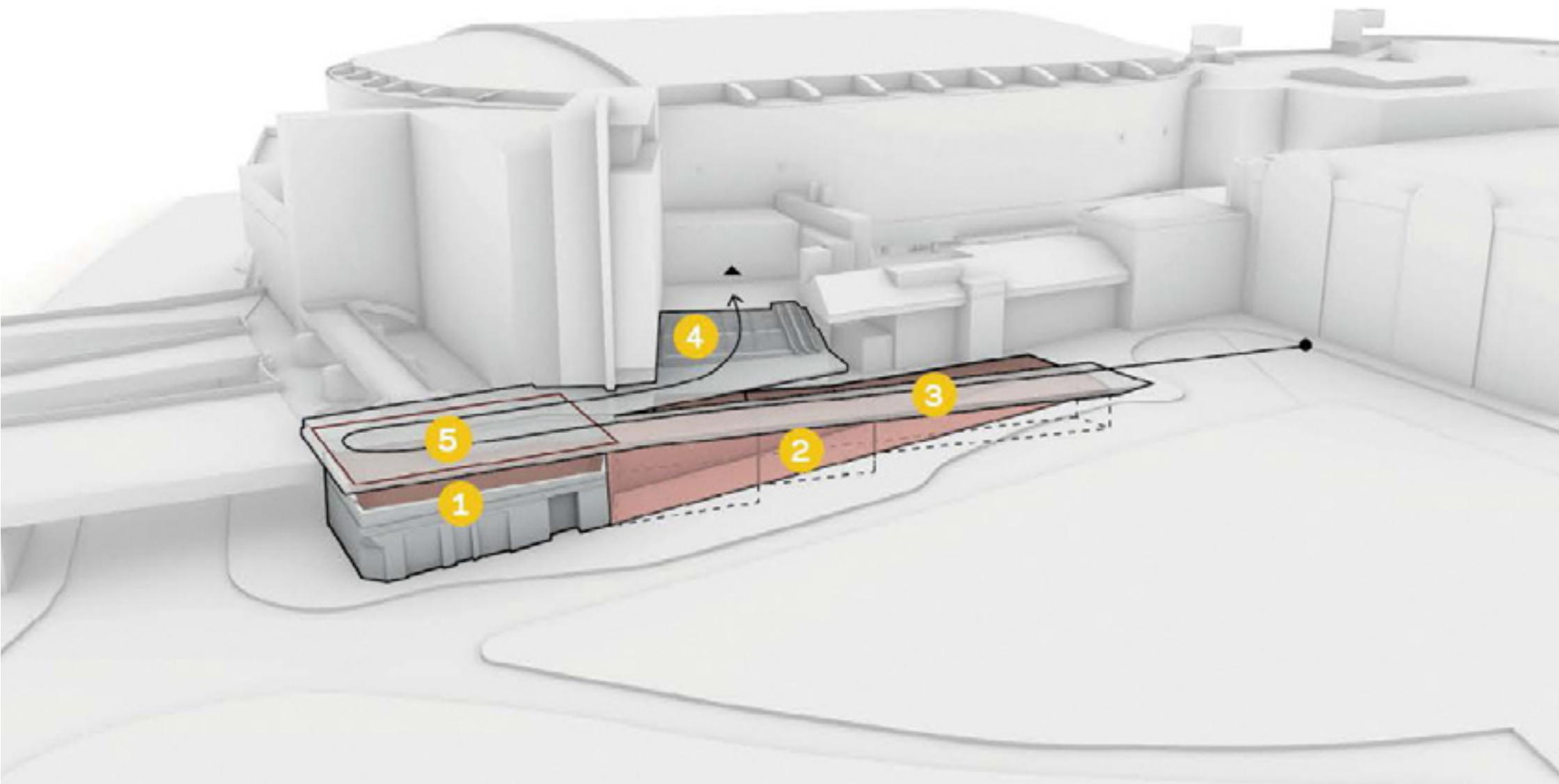
- |                        |  |
|------------------------|--|
| 1 Arena Entrance       | - currently hidden                             |
| 2 Security checkpoints | - close to entrance                            |
| 3 Staircase            | - multiple routes converging / excessive climb |
| 4 Sub-station          | - must remain                                  |
| 5 Sub-station roof     | - currently disconnected from entry navigation |



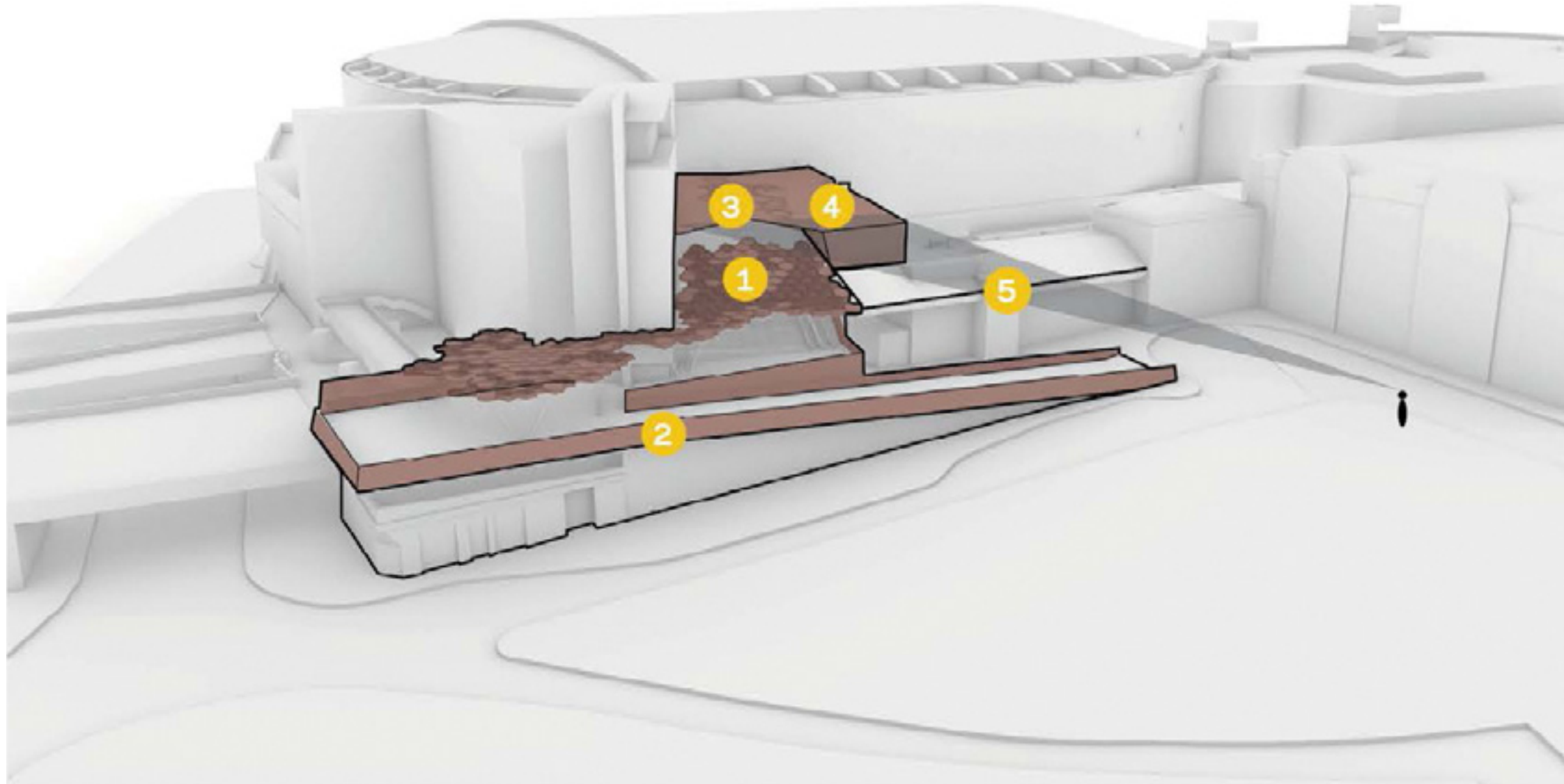
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|-----------------------|--------------------------------|
| 1 Canopy              | - missing                      |
| 2 Pocket spaces       | - fragmented and underutilised |
| 3 Entry sign to Arena | - missing                      |
| 4 Visible MEP         | - unsightly and cluttered      |
| 5 Listed building     | - lacking synergy              |



# HUNTS BANK | PROPOSED CONDITION



- 1 Sub-station roof - providing access from station
- 2 Retail / bicycle storage units - making the most of the site
- 3 Continuous ramp - reduced extent / more manageable
- 4 Sub-station - must remain
- 5 Security checkpoint - much larger / moved away from entrance



- 1 Canopy - to provide shelter for people queuing
- 2 Balustrade - wrapping language emphasising progressional route
- 3 Entrance - extended higher to be visible from station
- 4 MEP - hidden by entrance manifold
- 5 Listed building - relationship formed by flowing roofline





**HUNTS BANK | EXISTING CONDITION**





# HUNTS BANK | PROPOSED UPGRADE



# A MUSIC THERAPY HUB IN THE HEART OF THE CITY, AT MANCHESTER ARENA

A community space focused around equality, wellbeing, and quality of life. Including a classroom, recording/studio space and a coffee house.

- Stress buster drum circles
- Musically responsive mindfulness sessions
- Music therapist lead quality mum and baby/toddler music sessions
- Music and motor skills for early years
- Community choir
- Youth projects with different streams
- Individual sessions for mums with postnatal depression
- Lunch hour music sessions in the coffee house
- Accessible open mic nights with alcohol-free booze
- Space for away days for businesses
- Bring a track share a story, groups
- Traditional music therapy
- Sessions where different art therapies join up



▶ Watch video



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The consultation will run from Monday 27 July to Monday 10 August 2020. Be a part of this exciting proposal share your views either by completing the feedback form or sending feedback to:  
[planningconsultations.uk@avisonyoung.com](mailto:planningconsultations.uk@avisonyoung.com)

The intention is that a planning application for the first phase will be submitted in summer.  
If you have any questions, please contact Georgina Blackburn (Planning Consultant)  
on 07741 306 992 or via the above email address.

