

Manchester Arena firmly believes that the case for a 23,500 capacity venue in Eastlands is significantly flawed. The application makes a number of claims which can be refuted by clear, empirical evidence - often from the same data source that is referenced within the application itself. The below analysis has been conducted by independent consultants.

## MARKET

Analysis conducted by Charles River Associates

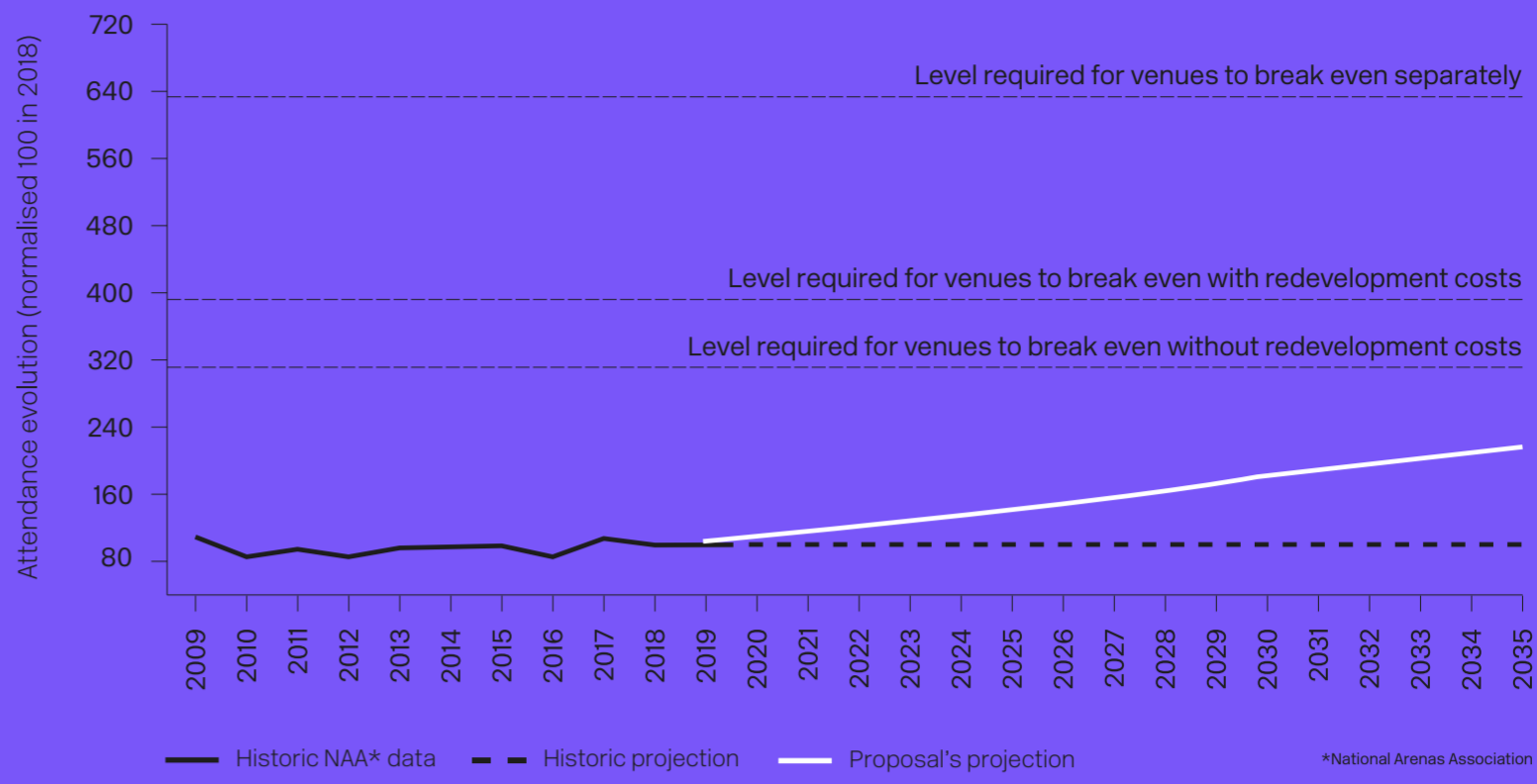
## THE PROPOSAL CLAIMS...

Manchester can sustain two 20k+ arenas

### IN FACT...

Its market projections are at odds with historical data, and the actual growth needed is even higher

#### Historic data vs. proposal's central growth scenario



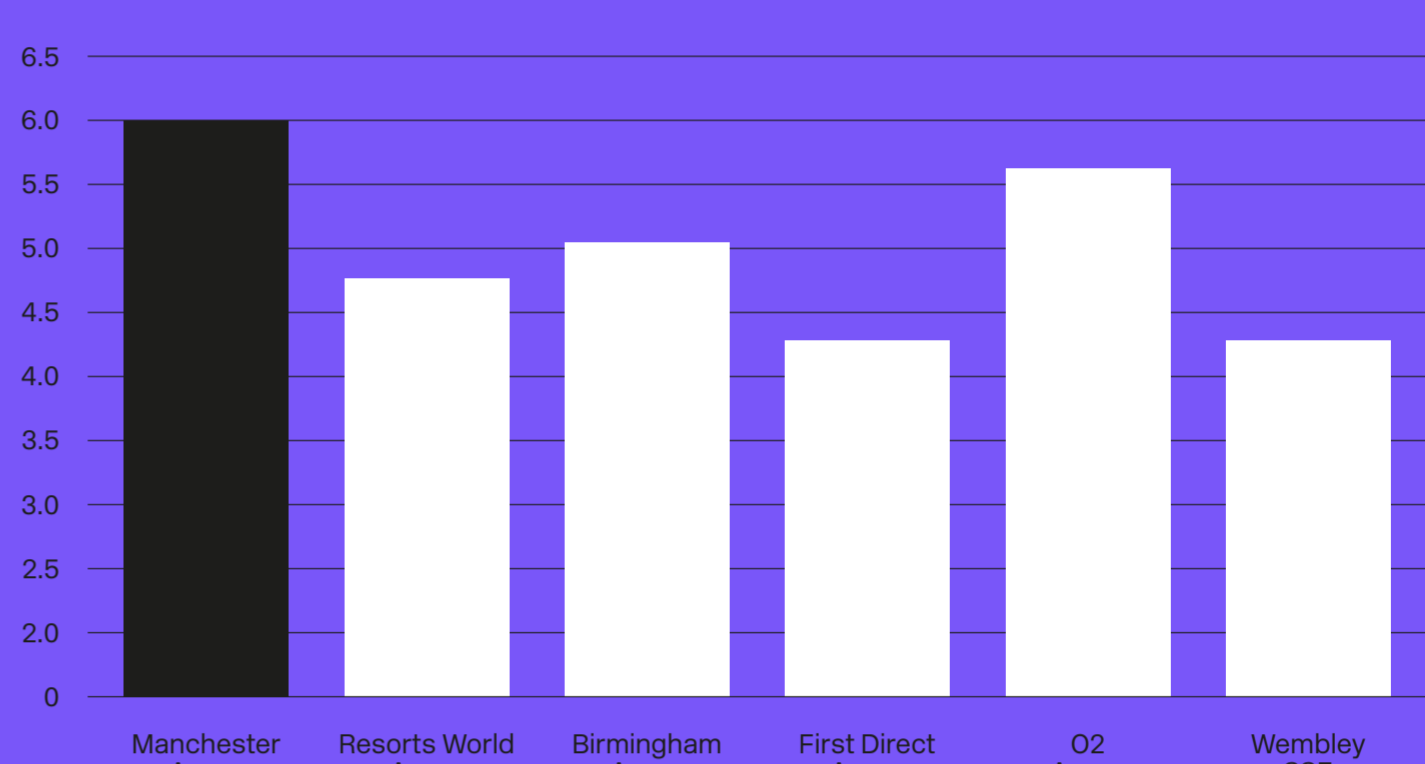
## THE PROPOSAL CLAIMS...

Manchester would be underserved without the addition of this venue

### IN FACT...

Manchester is already better served per capita than other key UK cities

#### Average number of seats per 1,000 persons



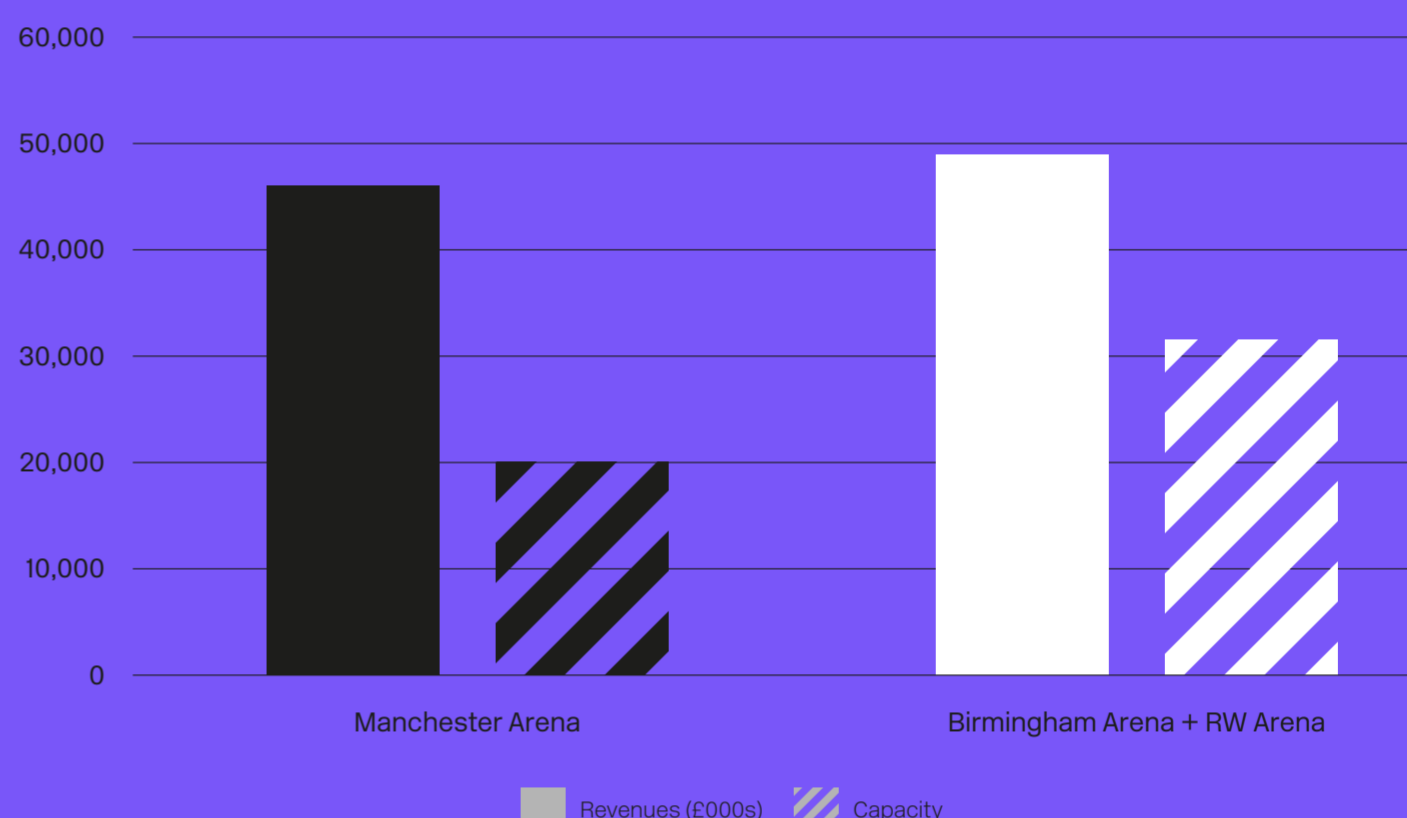
## THE PROPOSAL CLAIMS...

Birmingham is a good example of a 'two-arena' city

### IN FACT...

Birmingham is roughly equivalent to Manchester in revenue and ticket sales, despite being a 'two-arena' city

#### Manchester Arena vs Birmingham



## MANCHESTER ARENA

Data provided by Manchester Arena

## THE PROPOSAL CLAIMS...

A third of events don't come to Manchester Arena due to inflexibility of floor plates and date scheduling restrictions

### IN FACT...

Events that did not come to Manchester Arena in 2019 were due to other factors

They played a different Manchester venue

It was a multi-year tour e.g. John Legend

It was a local London event e.g. Hillsong Church

## THE PROPOSAL CLAIMS...

Manchester is capacity constrained at 95-100% utilisation

### IN FACT...

Manchester Arena has ample spare capacity, both in terms of seating capacity at current events and calendar days for events

50%

Of events at 12k or less capacity

58%

Days available for additional events

## TRANSPORT

Analysis conducted by Blacc

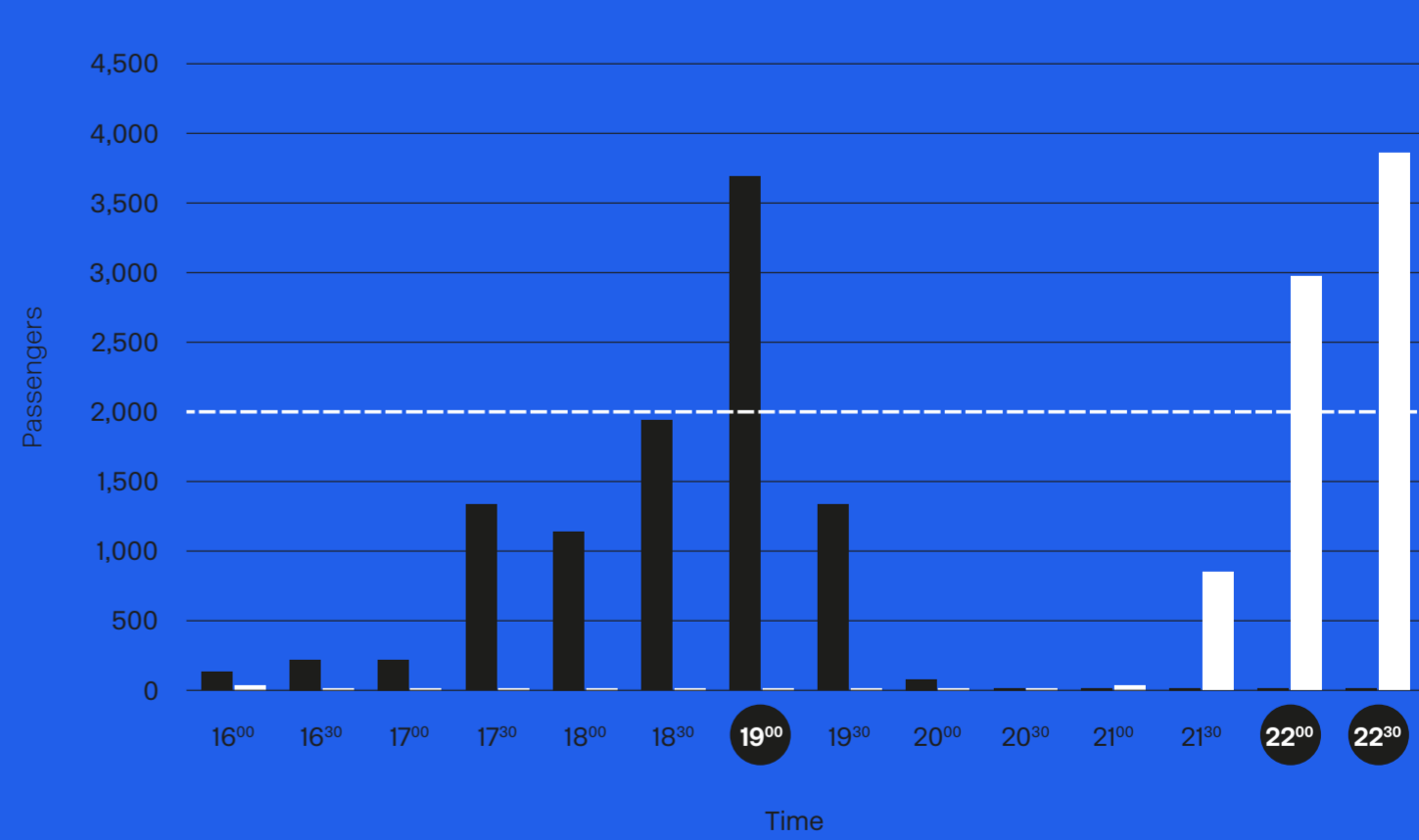
## THE PROPOSAL CLAIMS...

The new venue will utilise public transport

### IN FACT...

Metrolink capacity could not support midweek demand

#### Midweek Matchday and Arena Capacity



## ENVIRONMENT

Analysis conducted by Air Quality Consultants

## THE PROPOSAL STATES...

The anticipated lifetime GHG emissions from energy consumption of the new venue will be 15,808 (tonnes of CO2e)

### IN FACT...

GHG emissions from car journeys to the new venue alone (not factored into the proposal) will be higher than this in a single year

#### GHGs from Additional Arena Car Trips

