

# O2 VICTORIA WAREHOUSE MANCHESTER OVERVIEW

## HISTORY

A landmark building on the outskirts of the city centre, this Trafford venue was originally the Liverpool Warehousing Company, two huge warehouses built in 1925 and 1936. Their monumental scale and exuberant architectural style dominated the canal-side, and Victoria Warehouse is now one of the only surviving warehouses of its kind, retaining its classic internal structure of cast-iron columns and classic Victorian northern warehouse architecture.

The early renovation of Victoria Warehouse began in 2009, and subsequently went on to become one of the premier events and hospitality venues in the north of England with multiple rooms, formats, and configurations. The saleable capacity for live events in the main auditorium is 3,500, whilst the multi-room format for club events increases the overall capacity to 5,400.



Under previous management, the venue hosted several successful music shows, including the "Warehouse Project", a dance music experience and series of events that launched in 2012 and quickly became a pillar of British nightlife, attracting worldwide media attention. Victoria Warehouse is now one of the most sought-after industrial spaces in the UK for both music and corporate events.

VW Group's aspiration was to partner with a major operator to incorporate live music shows and mainstream events alongside its corporate business, and in 2018, entered into a long-term partnership with Academy Music Group, the UK's leading owner and operator of music venues. A lease agreement was formed so that Academy Music Group would specifically manage and book all live music events.

Academy Music Group announced the news by welcoming Victoria Warehouse into its group in August 2018, the nineteenth venue in its portfolio and officially rebranded to O2 Victoria Warehouse Manchester on 01 September 2018. The first event under Academy Music Group's operation was the sell-out 'Sankeys Return To Manchester' homecoming club night on 08 September 2018.

As illustrated below, Academy Music Group has steadily grown the business since August 2018 (\*please note the disruption to figures due to the Covid pandemic between March 2020 and December 2021).

<b>2018</b>	<b>19 shows – 49,476 admits (SEPTEMBER ONWARDS)</b>
<b>2019</b>	<b>50 shows – 147,435 admits</b>
<b>2020</b>	<b>14 shows – 37,740 admits (CLOSED DUE TO COVID FROM MARCH 2020 ONWARDS)</b>
<b>2021</b>	<b>38 shows – 99,741 admits (IMPACTED DUE TO COVID THROUGHOUT 2021)</b>
<b>2022</b>	<b>54 shows – 148,469 admits</b>
<b>2023</b>	<b>71 shows confirmed – 45 matured with 116,000 admits so far – and projected 189,500 admits</b>
<b>2024</b>	<b>85 shows estimated – forecasting 229,000 admits</b>





**TOTAL NUMBER OF MUSIC SHOWS & ADMITS  
SINCE ACADEMY MUSIC GROUP TENURE**

**223 shows**

**602,861 admits**

**650k+ projected admits  
to year end 2023**



**SHOW LISTINGS 2023**

14 Jan	Trivium	
18 Jan	Dropkick Murphys	
29 Jan	Keshi	
06 Feb	You Me At Six	
11 Feb	easy life	
14 Feb	Sticky Fingers	
19 Feb	Gojira	
25 Feb	Loyle Carner	
03 Mar	Joel Corry	
09 Mar	\$uicideBoy\$	
10 + 11 Mar	Fatboy Slim	
13 Mar	\$uicideBoy\$	
17 Mar	Beartooth	
22 Mar	A Boogie Wit da Hoodie	
24 Mar	BBC 6 Music Festival – Loyle Carner	
25 Mar	BBC 6 Music Festival – Christine and the Queens	

25 Mar	BBC 6 Music Festival – Rave Forever	
26 Mar	BBC 6 Music Festival – Arlo Parks	
27 Mar	I Prevail	
01 Apr	Hellfire	
09 Apr	Macklemore	
11 Apr	Mimi Webb	
02 May	Giveon	
19 May	Inhaler	
20 Feb	Bad Boy Chiller Crew	
17 Jun	Circa Waves	
21 Jun	Rancid	
06 Jul	Spiritbox	
20 Jul	J.I.D	
28 + 29 + 30 Jul	RADAR Festival	
04 Aug	Jacquees	
23 Aug	TV Girl	
24 Aug	Turnstile	
11 Sept	Feist	
15 Sept	Daivdo	
20 Sept	Dominic Fike	
22 Sept	Lovejoy	
23 Sept	Hot Mess	
30 Sept	Rong	
07 Oct	Funeral For A Friend	
10 Oct	NF	
13 Oct	Don Toliver	

14 Oct	The Reytons	
27 Oct	The Streets	
28 Oct	R&B Halloween Block Party Manchester	
05 + 06 Nov	Litle Simz	
09 + 10 Nov	Jessie Ware	
13 Nov	Noah Kahan	
15 + 16 Nov	McFly	
18 Nov	Jamie Webster	
24 Nov	Friendly Fires	
25 Nov	Hellfire	
29 Nov	Sleaford Mods	
30 Nov	Lil Yachty	
01 Dec	Ashnikko	
02 Dec	The Charlatans	
03 Dec	Popcaan	
13 Dec	Don Broco	
16 Dec	R&B Xmas Ball	

## INVESTMENTS AND NEW BUSINESS

Earlier this year (2023), Academy Music Group invested in a first-class L-Acoustics K1 industry-standard touring rig at O2 Victoria Warehouse Manchester. With a roster of A-list performers regularly visiting the venue, it now has a touring-quality concert system to satisfy artist's touring requirements along with further financial investment into rigging, truss and in-house lighting.

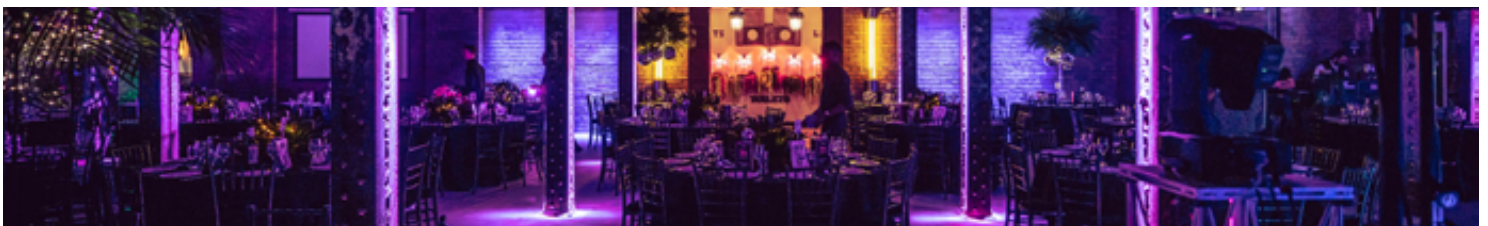
This is also a proactive response to Academy Music Group's sustainability commitments, meaning artists no longer need to tour as much audio and lighting equipment, therefore fewer trucks on the roads in Trafford as well as cost-saving opportunities for large-scale incoming productions.



## CORPORATE EVENTS



Victoria Warehouse has solidified its position as one of the UK's most ambitious and forward-thinking event venues, consistently pushing boundaries and remaining at the forefront of creativity within the events industry. From conferences to meetings, private and commercial events, dinners and award shows, its corporate team works with agents, event planners and individuals to craft exceptional experiences for leading companies such as Manchester United, Audi, Coca-Cola, Microsoft, eBay, Marks & Spencer, Adidas, New Look, Tik Tok, Netflix, Jaguar, Land Rover and more.



## SHOW HIGHLIGHTS – 2018 ONWARDS

Over the last five years, O2 Victoria Warehouse Manchester has rapidly established itself as one of the must-play venues on the worldwide mid-size touring circuit, bringing a wealth of diverse and prestigious musical talent to Manchester, specifically Trafford.

The venue has grown in stature, significance, and reputation throughout the music industry since Academy Music Group became the operator, to the point where many acts are now choosing to play multiple dates at the venue, over single nights at much larger capacity venues in Manchester.

## PROFILE EVENTS

### **Raise the Roof | 24 May 2019**

A mix of the biggest and most influential bands and artists from across the city, including Courteeners, Blossoms and Dr. John Cooper Clarke, came together at O2 Victoria Warehouse Manchester to highlight the homelessness crisis and raise money for the Mayor's '**A Bed Every Night**' Scheme. The venue did not charge a hire fee to contribute to the charitable fund alongside other business industries, raising over £100,000 to help the homeless.

### **BBC 6 Music Festival | 24–26 March 2023**

BBC Radio 6 Music Festival returned to Manchester in 2023 and is now its permanent home in the music capital of the UK. The much-loved BBC music station's flagship event premiered brand new live shows with Christine and the Queens, Arlo Parks and new music debuts with Loyle Carner performing a collaboration with Manchester's own AMC Gospel Choir and additional club nights themed around 6 Music's Indie Forever and Rave Forever.

Highlights from the festival broadcast on BBC Radio 6 Music and BBC Radio Manchester, as well as on BBC Sounds, BBC Four, BBC iPlayer and BBC Music's YouTube channel and attracted music fans from all over the world, many of whom booked accommodation in the locality for the prestigious weekend event.

BBC commented that it was the most professionally run and successful event they had ever hosted since its debut in 2014 with prior events in cities such as Bristol, Cardiff, Glasgow, Liverpool, London, and Newcastle-upon-Tyne.

### **Radar Festival | 28–30 July 2023**

The award-winning RADAR Festival is the UK's most exciting new progressive music festival, winner of Best New Festival at the UK Festival Awards 2022. A truly international three-day event, featuring no less than 50 bands, it welcomes customers from all over the world, including America and Australia, who reside and visit Trafford's hotels, bars, pubs and restaurants. Since moving to O2 Victoria Warehouse Manchester in 2023, RADAR Festival has subsequently been nominated for Best Small Festival and Best Metropolitan Festival at the forthcoming UK Festival Awards 2023, which will take place in Manchester on 05 December 2023.



# HIGHLIGHTS OF SHOWS AT O2 VICTORIA WAREHOUSE MANCHESTER

## HOMEGROWN ARTISTS

**Aitch**

**The Charlatans**

**Ian Brown**

**Courteeners**

**Blossoms**

**The Lathums**



## UK ARTISTS

**Sam Fender**

**Dermot Kennedy**

**Jessie Ware**

**London Grammar**

**Charlie XCX**

**Loyle Carner**

**Fatboy Slim**

**The Prodigy**

**Paolo Nutini**

**Ben Howard**

**Two Door Cinema Club**

**Foals**

**Inhaler**





## INTERNATIONAL ARTISTS

**Anderson .Paak**

**Beck**

**Haim**

**Keshi**

**Lorde**

**Lizzo**

**Macklemore**

**Spiritbox**



## CONTRIBUTION TO TRAFFORD AND LOCAL INCENTIVES

Over the last five years, O2 Victoria Warehouse Manchester has rapidly established itself as one of the must-play venues on the worldwide mid-size touring circuit, bringing a wealth of diverse and prestigious musical talent to Manchester, specifically Trafford.

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## FINANCIAL CONTRIBUTION

Based on recent modelling and research into our attendance and footfall for shows in 2023, we can confidently predict that our customers are contributing more than £5m per annum into the Trafford borough as well as the Greater Manchester economy each year, with spend in local bars, pubs, and restaurants, numerous hospitality outlets and the hotel industry.

We know from speaking to local hoteliers that there is a significant spike in trade when we host events, therefore we are providing significant additional footfall and revenue opportunities in the locale, when there are no Manchester United F.C. home matches at play.

## **MEETING WITH LEADER & DEPUTY LEADER OF TRAFFORD COUNCIL – 31 Aug 23**

Our management team were delighted to host a meeting at the venue on Thursday 31 August 2023 with the Leader and Deputy Leader of Trafford Council, Tom Ross, and Catherine Hynes, to discuss how O2 Victoria Warehouse Manchester could be incorporated into Trafford's Culture and Heritage Strategy.

During the meeting, we explained the quality and diversity of shows that Academy Music Group is bringing to Trafford and the subsequent number of visitors these events draw to the area. The Leader and Deputy Leader were particularly impressed by the prestigious BBC 6 Music Festival at O2 Victoria Warehouse Manchester, which raised the profile of Trafford immensely.

Furthermore, they encouraged us to establish a relationship with Gorse Hill Studios. This led to a meeting as detailed below, followed by a request for our General Manager and Deputy General Manager to serve as mentors to some of their clients. Academy Music Group believes that a collaboration of this nature is of great benefit to both parties and will contribute enormously to Trafford's artistic and cultural development.



## **VISIT TO GORSE HILL STUDIOS – 15 Sep 23**

Gorse Hill Studios (GHSCC) is an ambitious youth arts charity, who work with young people encouraging them to value themselves by taking an active role in their community and learning. As a major operator of live music and entertainment venues, Academy Music Group will look at ways to support and work with this vibrant youth centre.

It has subsequently been agreed that the General Manager and Deputy General Manger will mentor young people at the studios, to provide an insight to the music industry from an operator's perspective and to highlight and present alternative career pathways within the industry. We may also look to provide a work placement opportunity at some point in the future.

O2 Victoria Warehouse Manchester will donate an emergency bleed control pack to be positioned in the Gorse Hill area.

## W.E.L.SAFE CIC – 22 Sep 23

In September 2023, the venue partnered with the local 'not-for-profit' charity W.E.L.Safe CIC to provide specialist welfare service to those who need it at all shows at O2 Victoria Warehouse Manchester. We are finding this is an increasing requirement nationwide, especially among vulnerable adults and minors under 18 years of age. This has been extremely well received, as many high-profile artists and bands are now attracting a younger audience who may need additional support during shows and events. As the UK's leading operator, we have proactively responded to implement these supportive measures.



## GMP POLICE DOG TRAINING – 22 Sep 23 (ongoing – next meetings 27 Nov and 04 Dec 23)

The venue has been selected and used by Greater Manchester Police on numerous occasions for police dog training, free of charge. We actively encourage this engagement and participation and will continue to assist the police force as required.