

Swindon Cultural Quarter

Toward a vision and
business case
for realisation

APPENDICES

Wyvern Theatre - Swindon

Attender Analysis

Charlotte Wilson Research Services

March 2020

Research Data

- Overall Swindon borough council area population analysis and catchment analysis (postcode based analysis) – using Audience Spectrum, Census, TGI, Mosaic and EIMD
- Wyvern Attenders Analysis – (attender postcode provided from Audience View by Wyvern)

Data Sources

- ONS – Population statistics and households counts
- IMD – English Indices of Deprivation 2015
 - is a relative measure of deprivation across small areas designed to be of similar population (LSOAs – Lower Layer Super Output Areas).
 - It covers multiple deprivation (it doesn't just mean 'poor' or 'low income'). It means those that are living in areas ranked as being of relatively high deprivation, can have fewer resources and opportunities than others (of similar sized communities).
 - There are seven measures used to calculate IMD overall scores. These are: Income, Employment, Education, Skills and Training, Health and Disability, Crime, Barriers to Housing and Services & Living Environment.
 - Deprivation is ranked in deciles - decile 1 being the 10% most deprived postcodes and decile 10 the least.
- Audience Spectrum – Based on TGI and Mosaic demographic profiling information

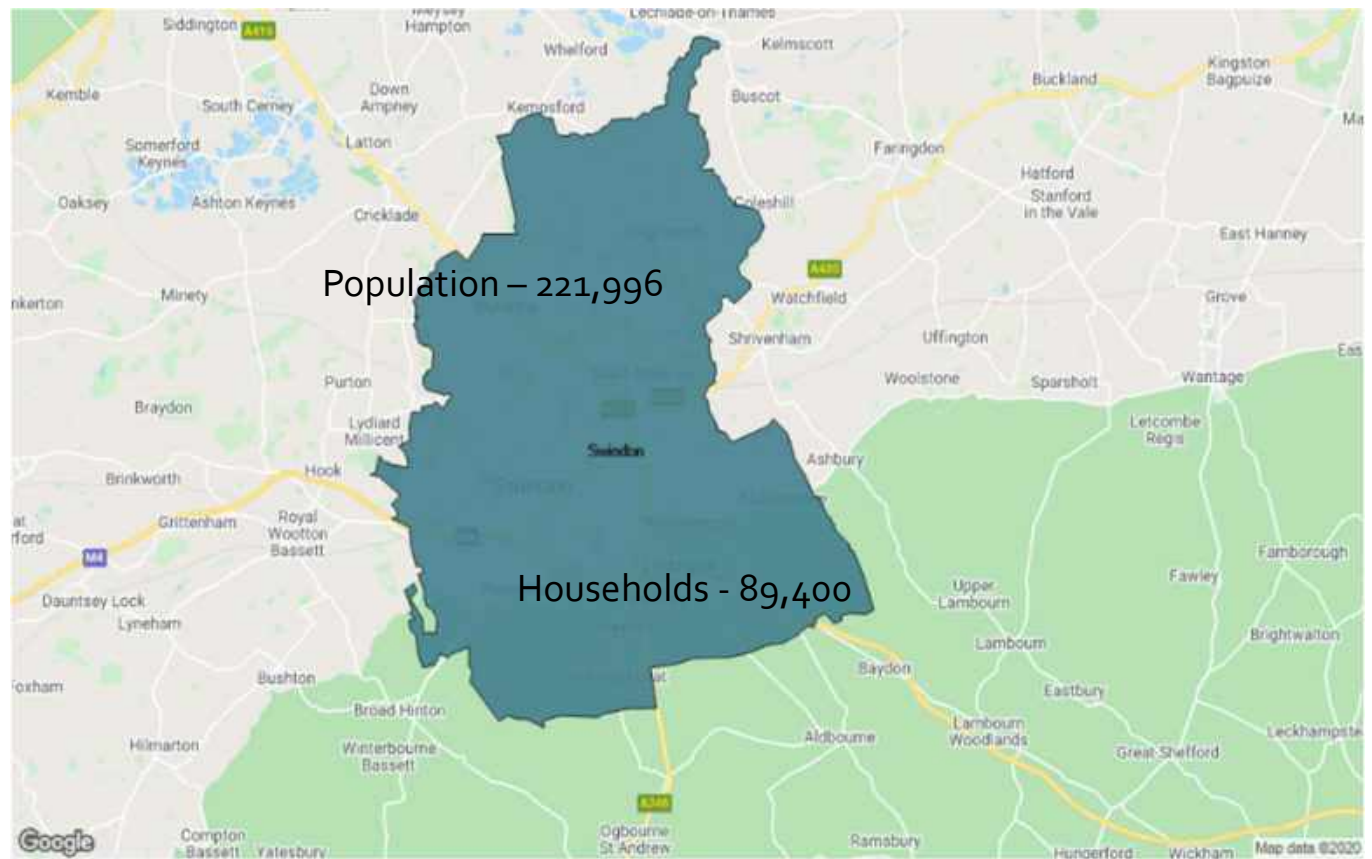
Swindon Local Authority Analysis

Charlotte Wilson Research Services

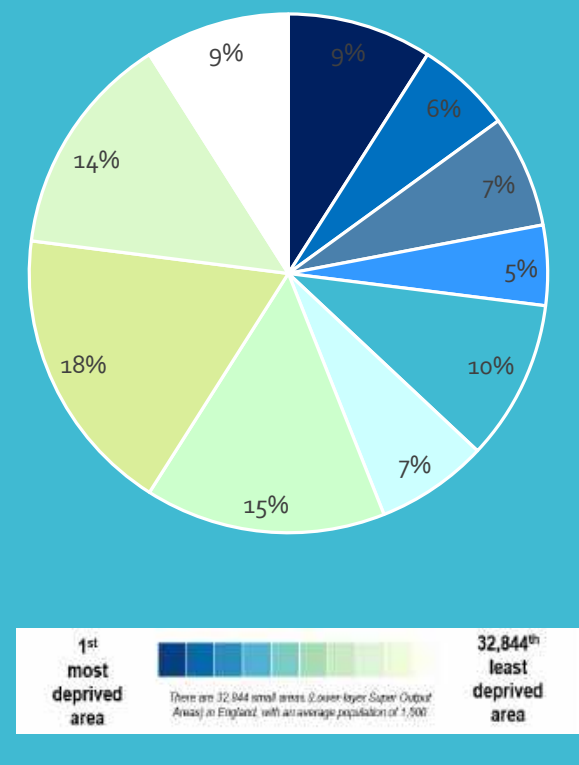
Swindon LA - Top-line Figures:

Catchment includes:

- 221,996 people
- 89,400 households



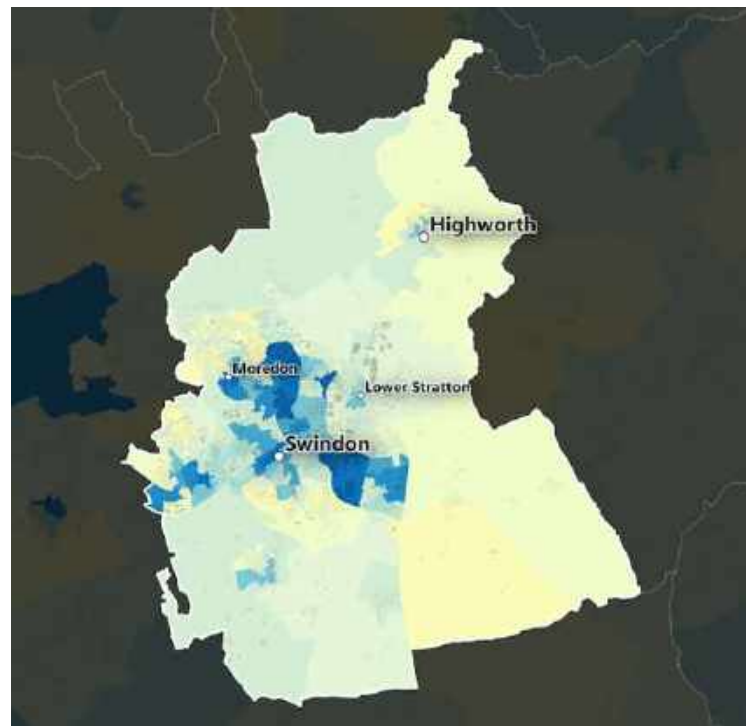
SIMD Analysis



Looking at the IMD profile of the Swindon LA shows that 22% of households are living with high levels of deprivation. (in deciles 1-3).

23% of households are living with the lowest levels of deprivation (deciles 9 & 10).

The map below shows the decile distribution across the local authority.



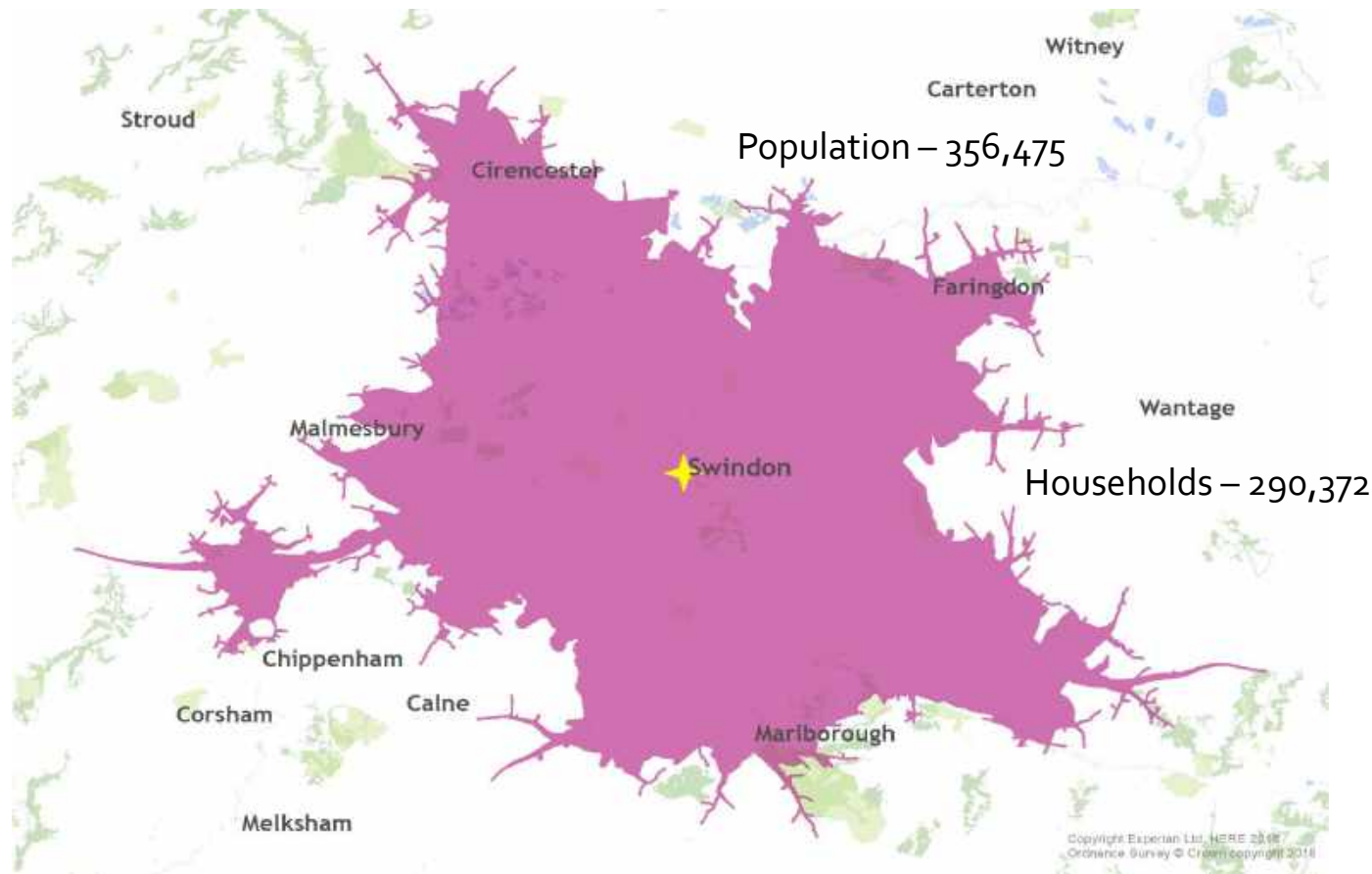
Wyvern Catchment Analysis

Charlotte Wilson Research Services

30 Min Catchment Top-line Figures:

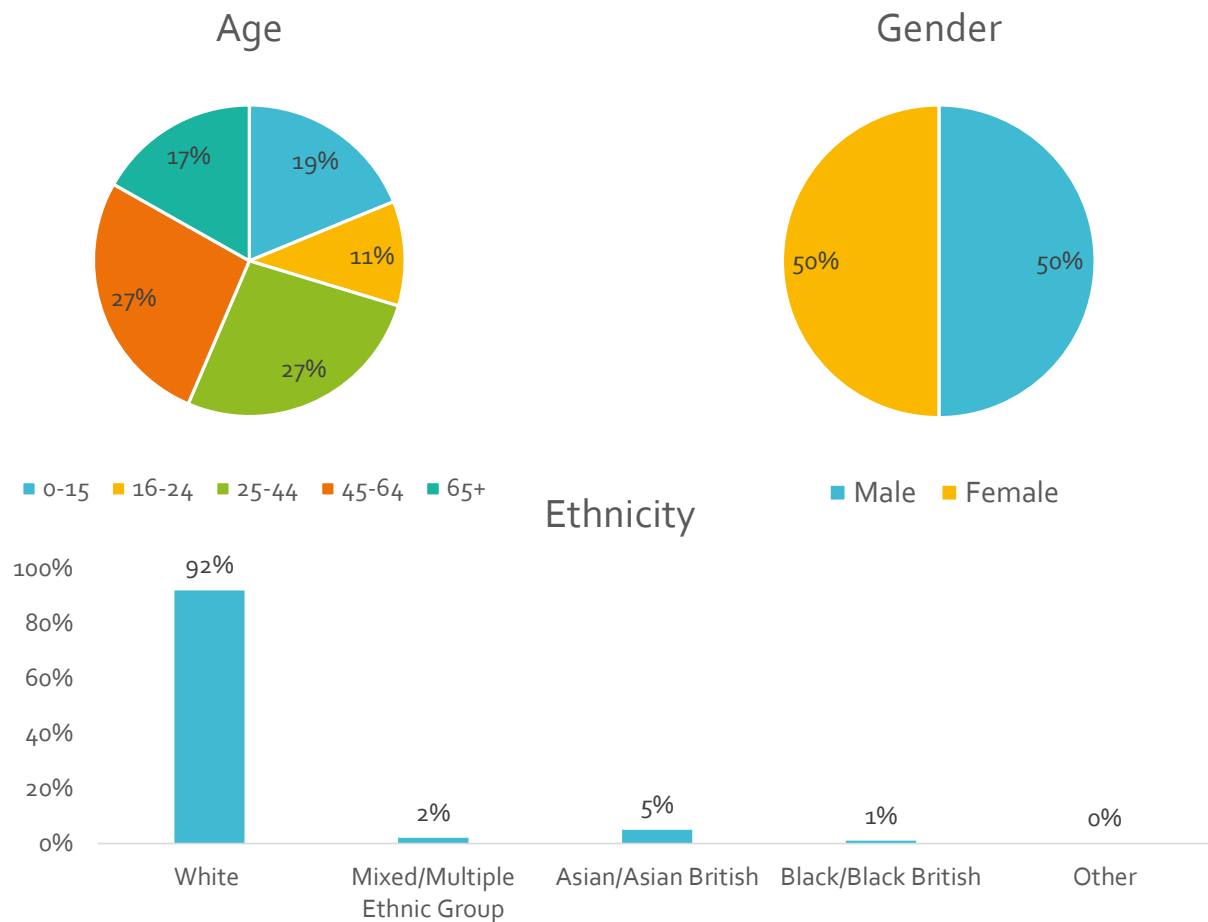
Catchment includes:

- 356,475 people
- 290,372 households
- Postcodes - % of each in catchment
 - 1% RG17
 - 1% SN14
 - 2% GL7
 - 4% SN8
 - 8% SN16
 - 15% SN7
 - 51% SN6
 - 56% SN4
 - 57% SN26
 - 96% SN5
 - 100% SN1, SN2, SN3, SN25
- Local Authority Coverage
 - 1% Cotswold
 - 5% Wiltshire
 - 8% West Berkshire
 - 70% Swindon



Population Profile: 30 min catchment

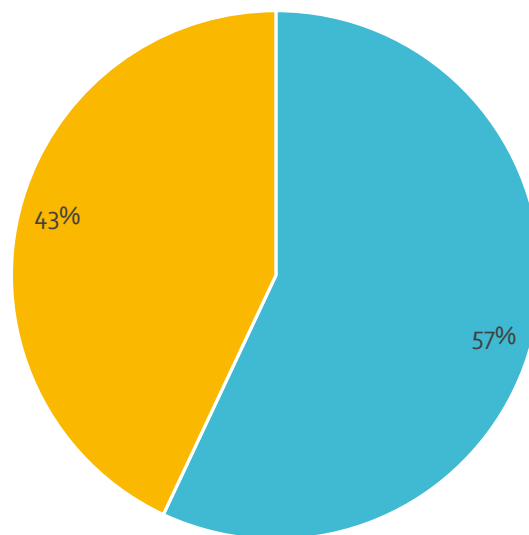
- Similar age and gender breakdowns to GB overall.
- Lower proportions of those from ethnic minority backgrounds than GB overall.



Population Profile: 30 min catchment

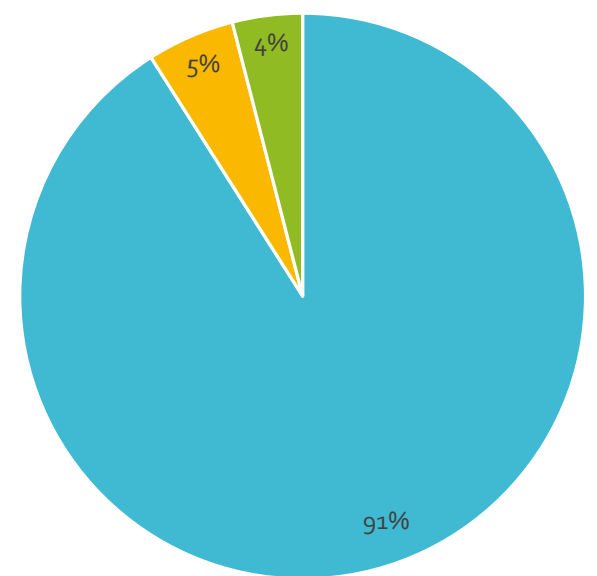
- Similar levels of dependent children as GB overall.
- Higher levels of employment than GB average.

Family Composition



■ No dependent children in family
■ Any dependent children in family

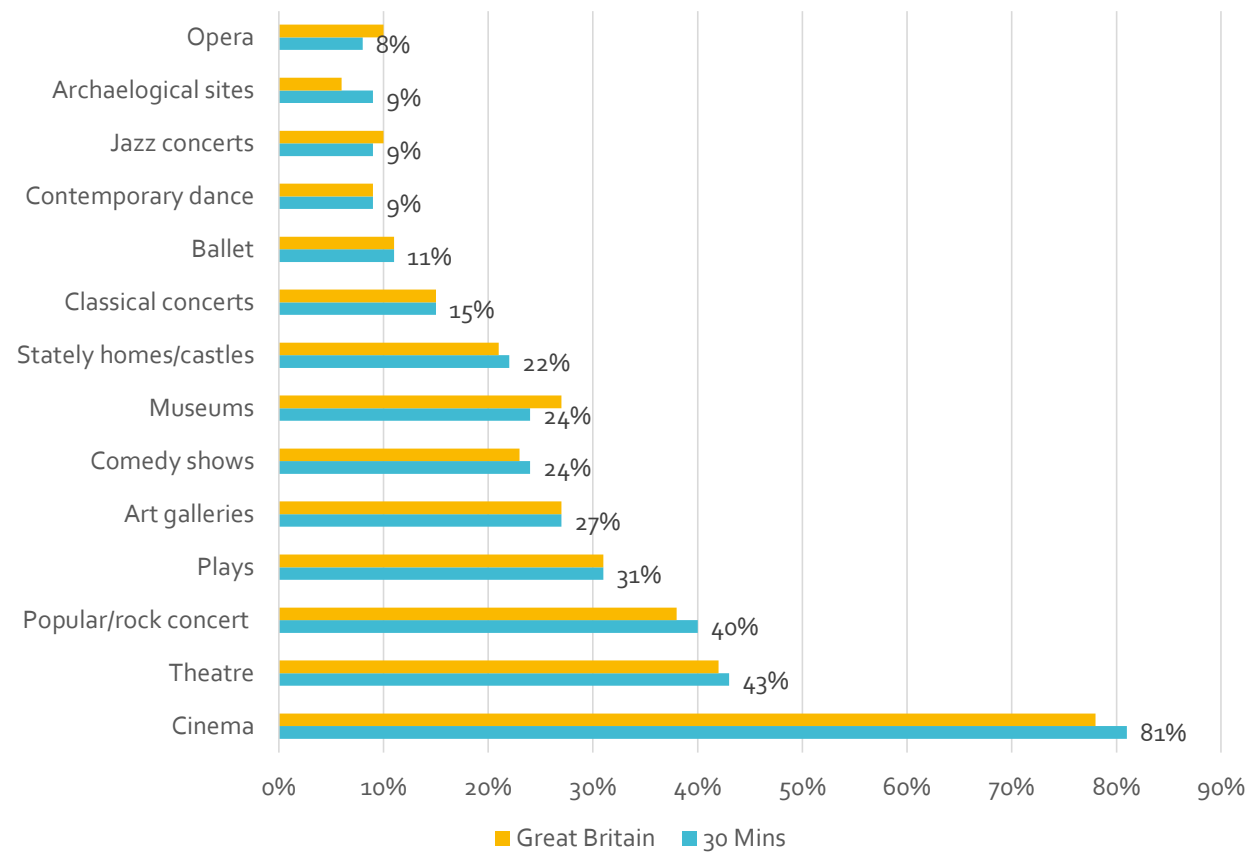
Employment Status



■ Employed ■ Unemployed ■ Full time Student

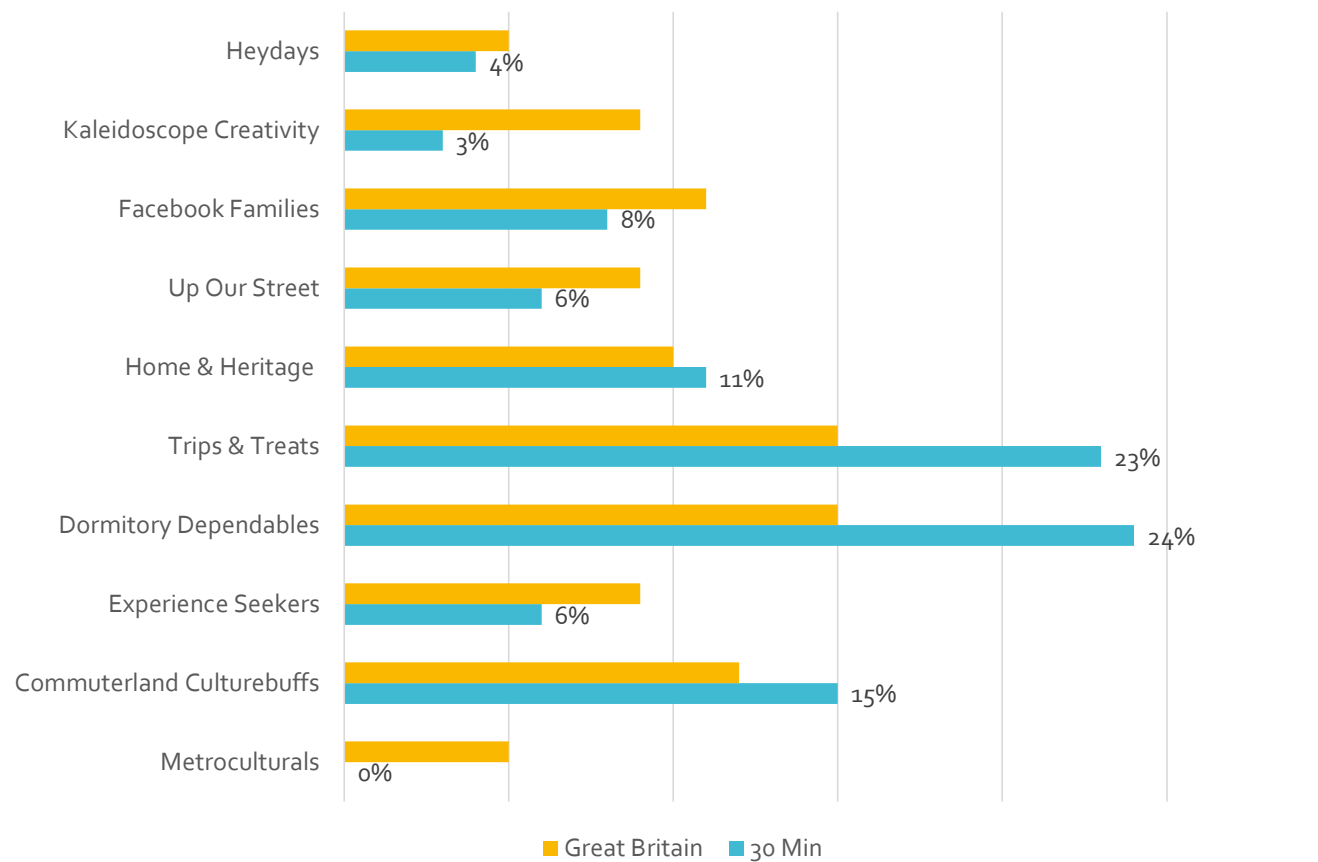
Cultural Attendance

- Slightly higher levels of cultural attendance than GB overall.



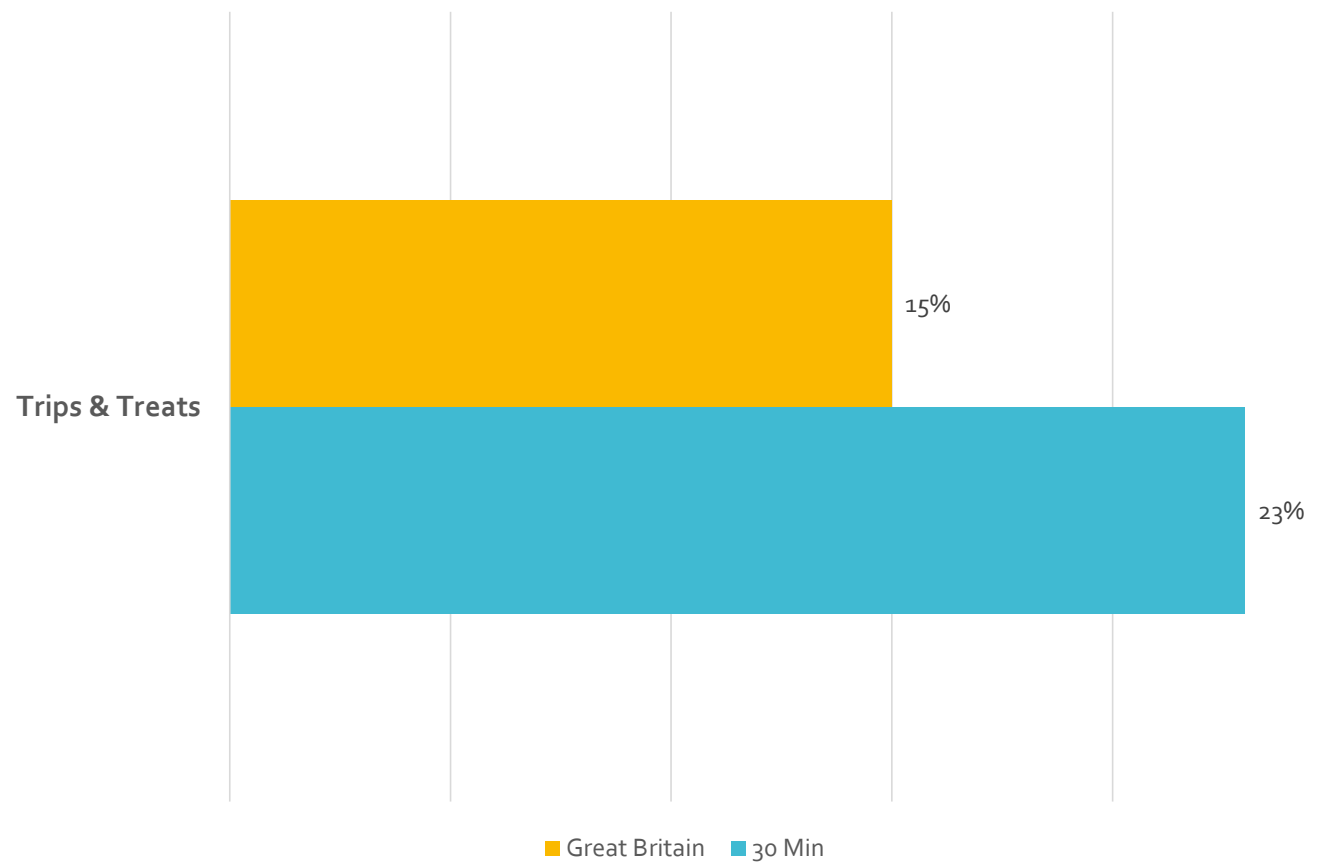
Audience Spectrum

- Highest proportion of population in 30 min catchment are described as Trips and Treats and Dormitory Dependables.



Audience Spectrum

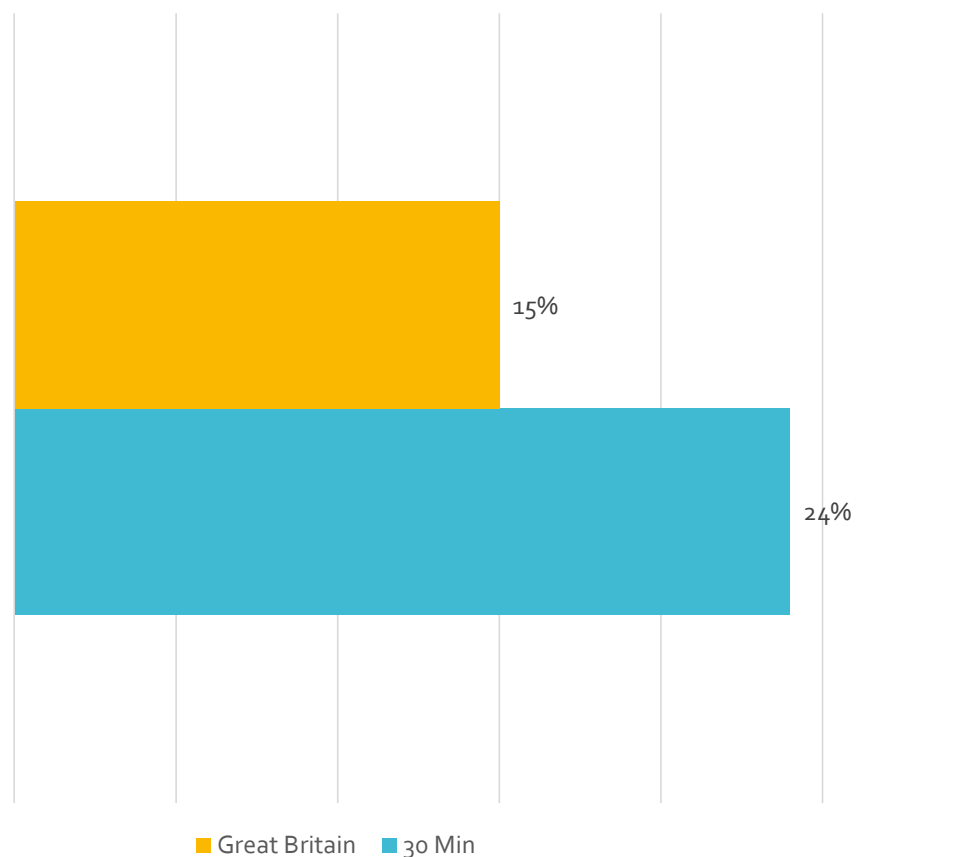
- Trips and treats are a family audience who are culturally active but are busy with a wide range of leisure interests.
- Comfortably off and live in suburbia with children at home
- Led by children's interests and influenced by friends and family.
- Preference for mainstream arts and culture (musicals, family drama).
- Days out popular to museums and heritage sites.
- Keen shoppers and users of computer games and consoles.



Audience Spectrum

- Dormitory dependables regularly engage with and attend arts and culture events. They are not frequent attenders due to lifestyle and access but form a significant proportion of cultural attenders.
- Live in suburban or small towns.
- Well off mature couples or busy older families.
- Preference for traditional mainstream arts as well as heritage activities. They are keen cinema goers
- Home is important and so keen on DIY and gardening.
- They use digital to find information rather than make transactions.

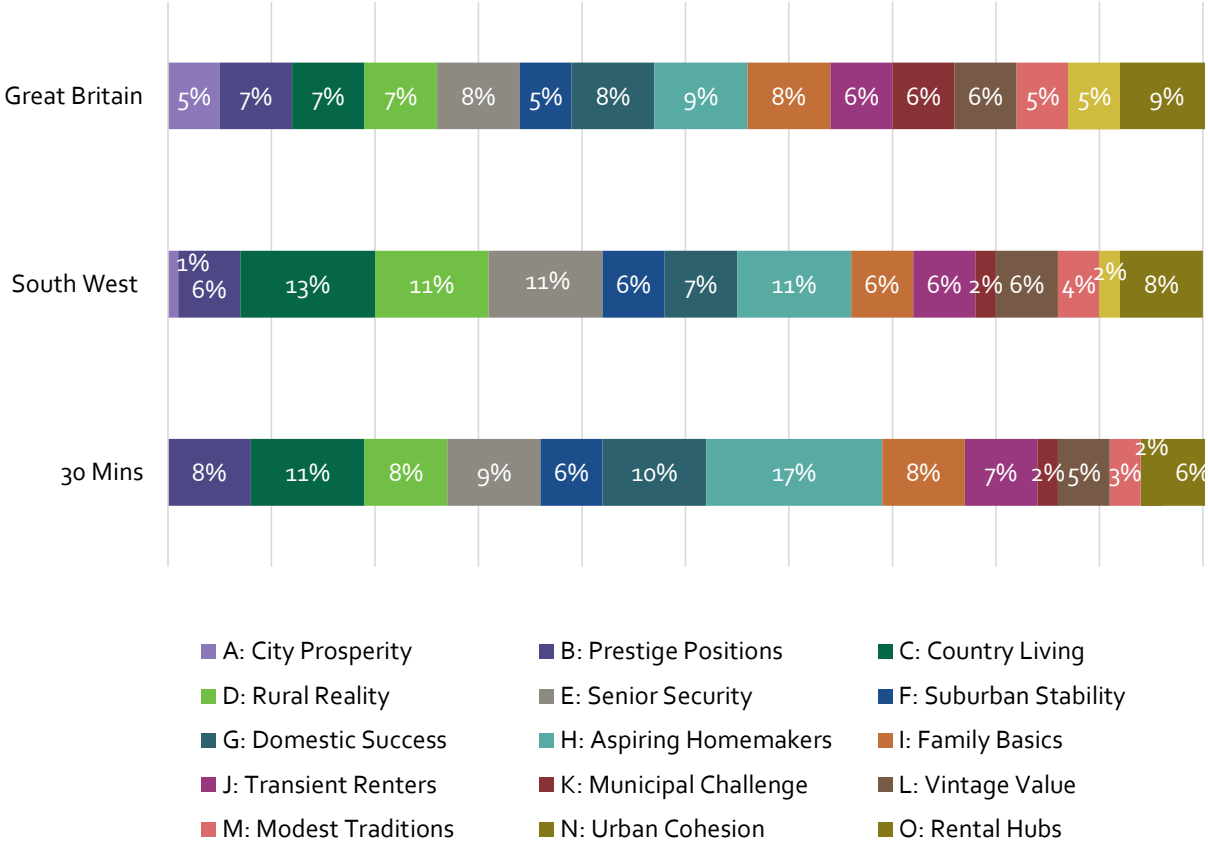
Dormitory Dependables



Mosaic UK

Mosaic profile of attenders:

- 17% of households are described as Aspiring Homemakers.
- This catchment group is over represented relative to the regional population.
- 2nd highest catchment group is Country Living, which is more reflective of the regional population.
- Local catchment and regional populations are different.



Mosaic:

- Younger households who have recently set up home.
- Own their homes in private suburbs, chosen to fit their budget.
- Driven by affordability when it comes to choosing where to live.
- in full-time employment with a few part-time workers.
- Outgoings can be high so they appreciate the benefits of buying and selling on auction sites.
- Own smartphones, are keen social networkers, manage their bank accounts online and download a large number of apps.



Mosaic:

- Well off homeowners who live in the countryside, beyond easy community reach of major towns and cities.
- Live in attractive, spacious detached homes. Majority are owned.
- Population divided between those still in work and retired. Incomes from occupational pensions, commuting to well paid professional jobs or running successful farms/own businesses.
- Car ownership is high. Most have two cars in households.
- Latest technology is not high on agenda.



Mosaic:

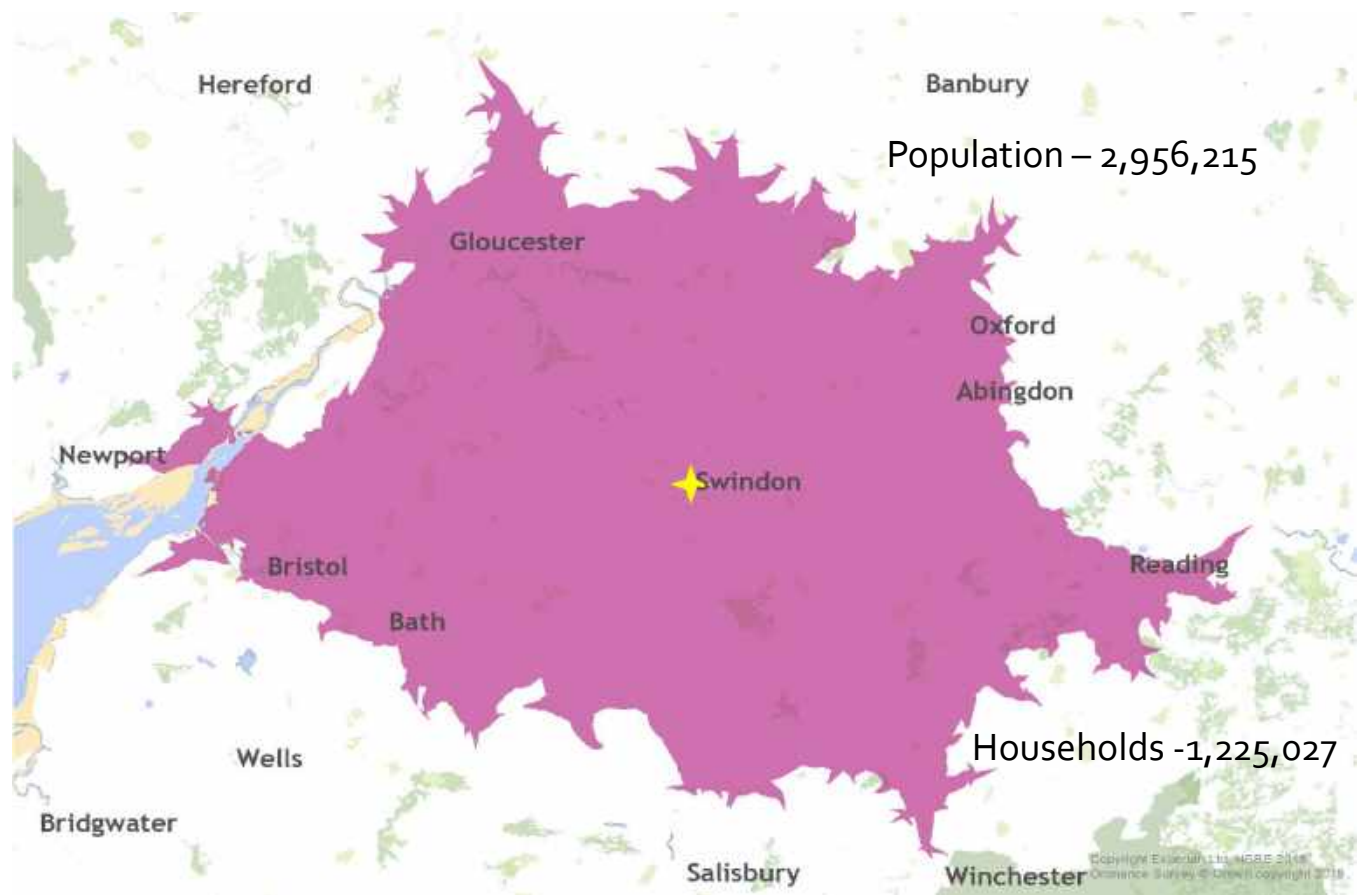
- High-earning families who live affluent lifestyles in upmarket homes.
- Situated in sought after residential neighbourhoods.
- Busy lives revolve around children and successful careers.
- Frequent internet users.
- Constantly connected for work
- Convenience of banking, shopping and managing bills online.
- They are the most likely group to own tablets



60 Min Catchment Top-line Figures:

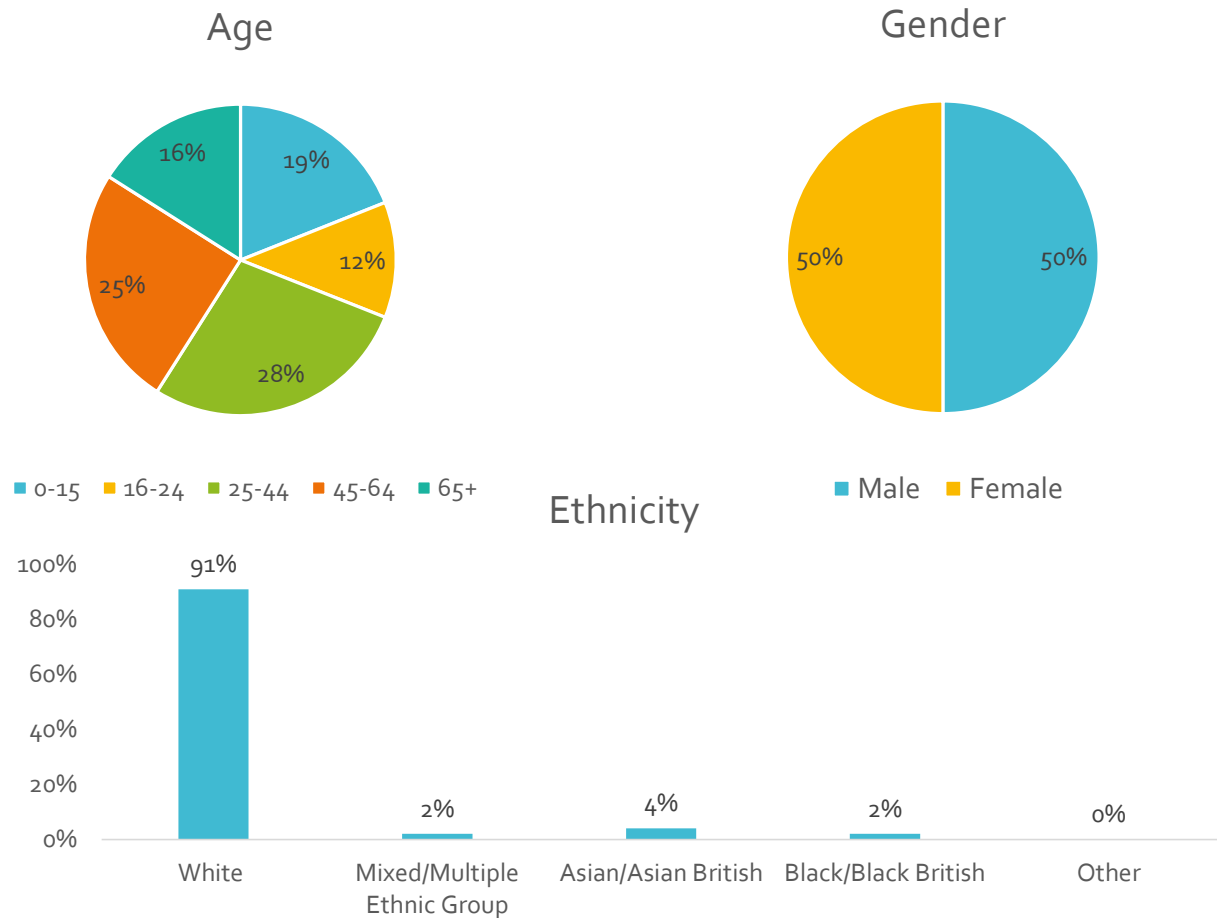
Catchment includes:

- 2,956,215 people
- 1,225,027 households
- Local Authority Coverage- % of each in catchment
 - 100% Swindon
 - 93% Vale of White Horse
 - 61% Cotswold
 - 59% Cheltenham
 - 51% West Berkshire
 - 50% Wiltshire
 - 40% Oxford
 - 37% West Oxfordshire
 - 33% South Gloucester
 - 25% Gloucester
 - 18% Stroud
 - 9% Tewkesbury, Bath & North Somerset
 - 2% Basingstoke & Deane, Test Valley
 - 1% South Oxfordshire, Bristol, Cherwell



Population Profile: 60 min catchment

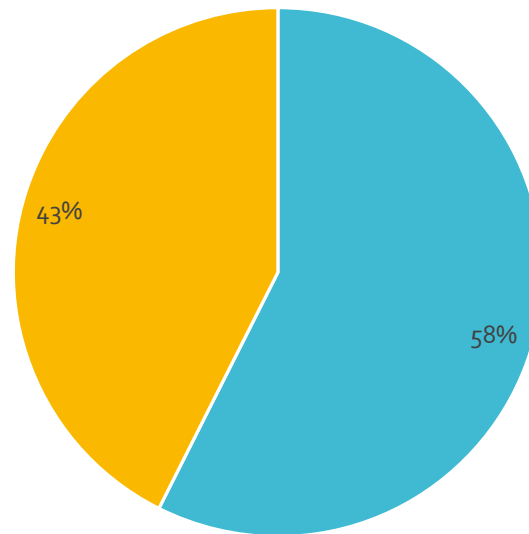
- Similar age and gender breakdowns to GB overall.
- Lower proportions of those from ethnic minority backgrounds than GB overall.



Population Profile: 60 min catchment

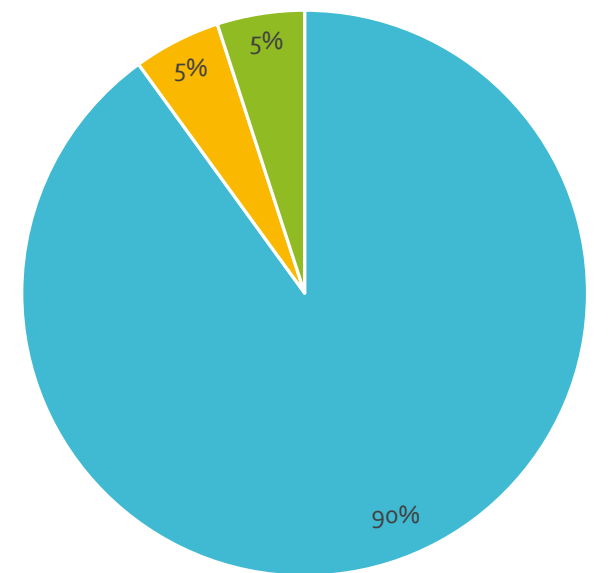
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- Higher levels of employment than GB average.

Family Composition



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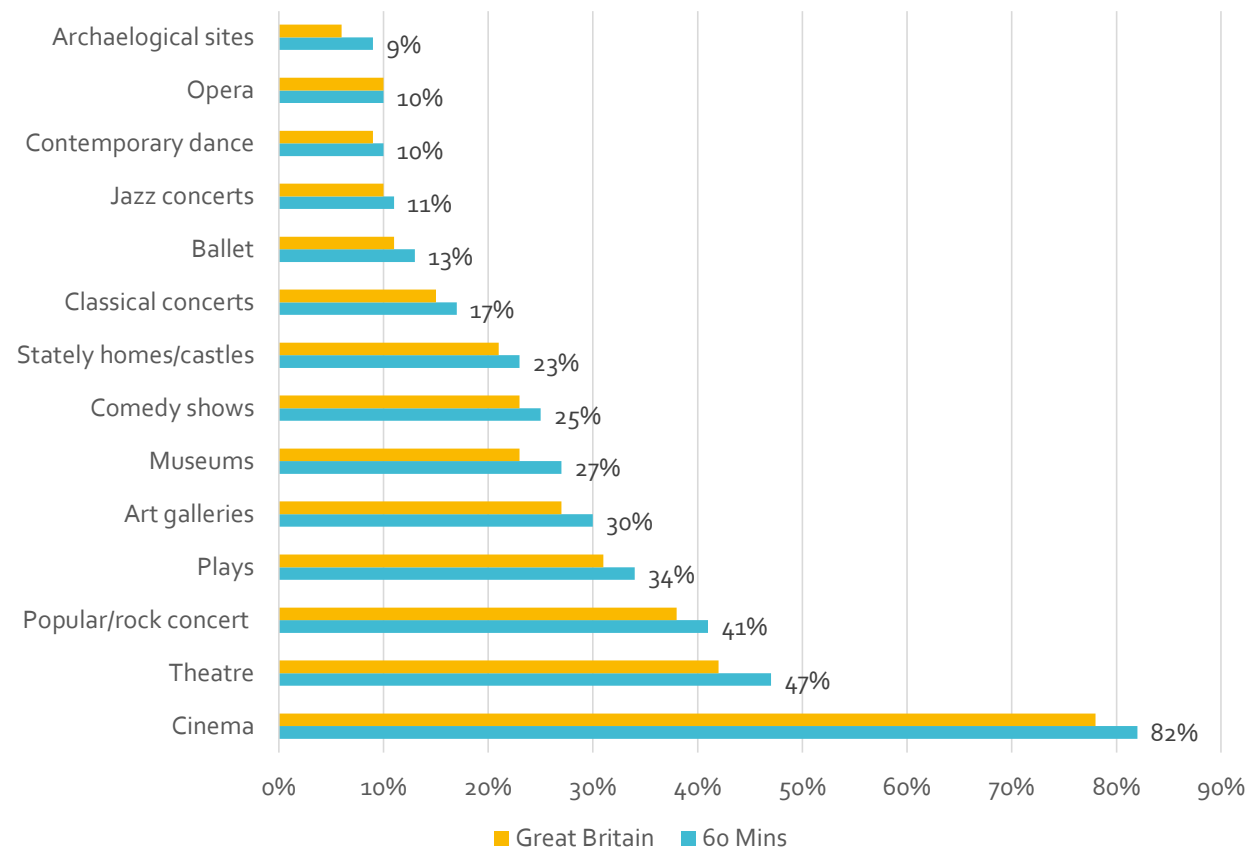
Employment Status



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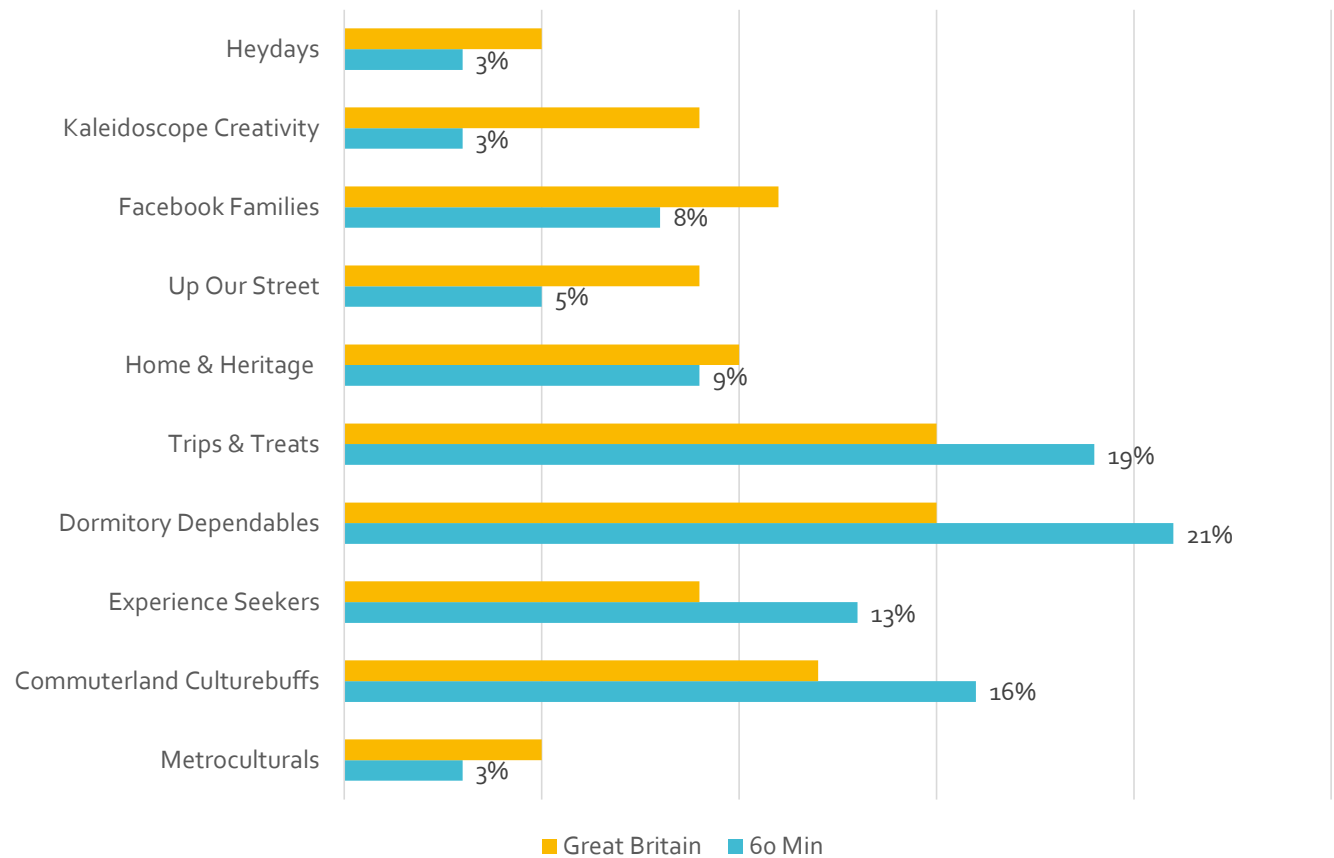
Cultural Attendance

- Higher levels of cultural attendance than GB overall, particularly theatre and concert attendance.



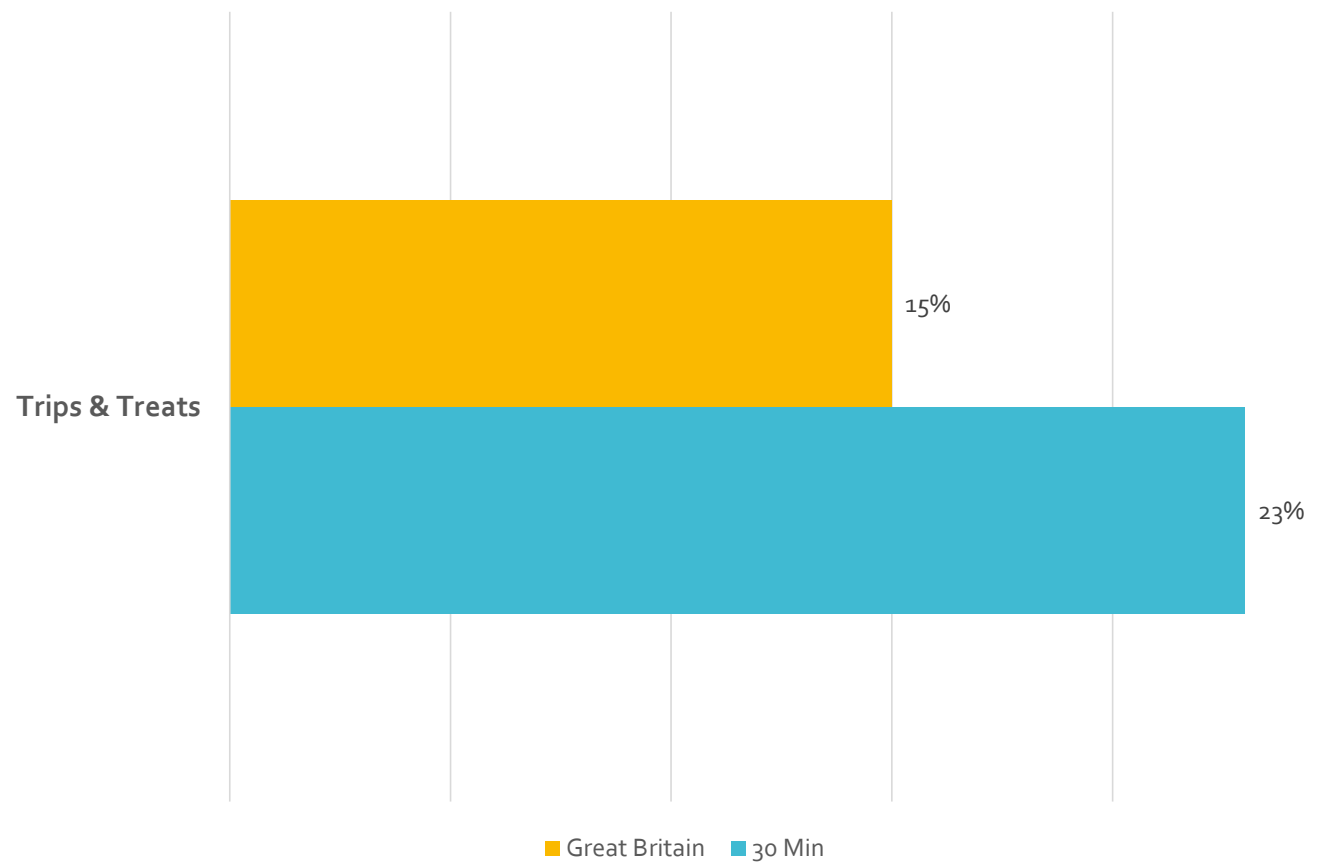
Audience Spectrum

- Highest proportion of population in 30 min catchment are described as Trips and Treats and Dormitory Dependables.



Audience Spectrum

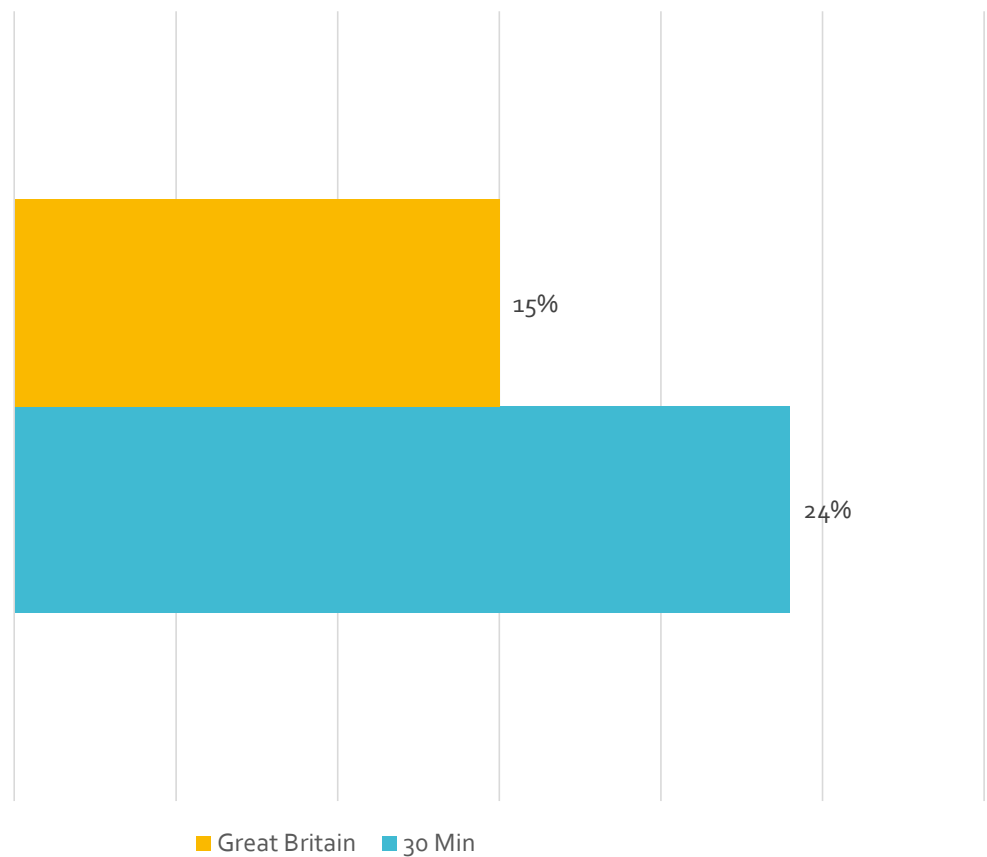
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Audience Spectrum

- Dormitory dependables regularly engage with and attend arts and culture events. They are not frequent attenders due to lifestyle and access but form a significant proportion of cultural attenders.
- Live in suburban or small towns.
- Well off mature couples or busy older families.
- Preference for traditional mainstream arts as well as heritage activities. They are keen cinema goers
- Home is important and so keen on DIY and gardening.
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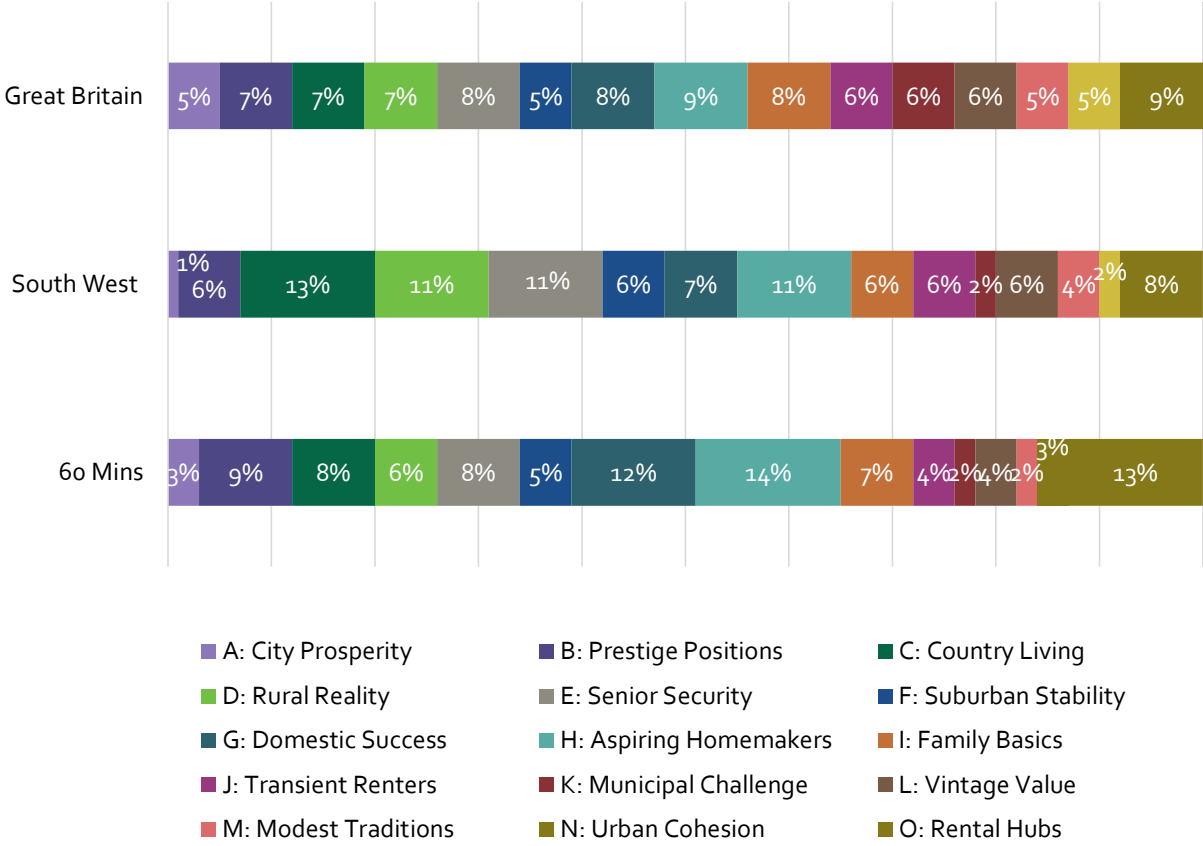
Dormitory Dependables



Mosaic UK

Mosaic profile of attenders:

- 14% of households are described as Aspiring Homemakers.
- This group is over represented relative to the regional population.
- 2nd highest attending group is Rental Hubs, which is again over represented relative to the regional population.
- The more urban nature of the 60 min catchment compared to the rural nature of the South West region accounts for these differences.



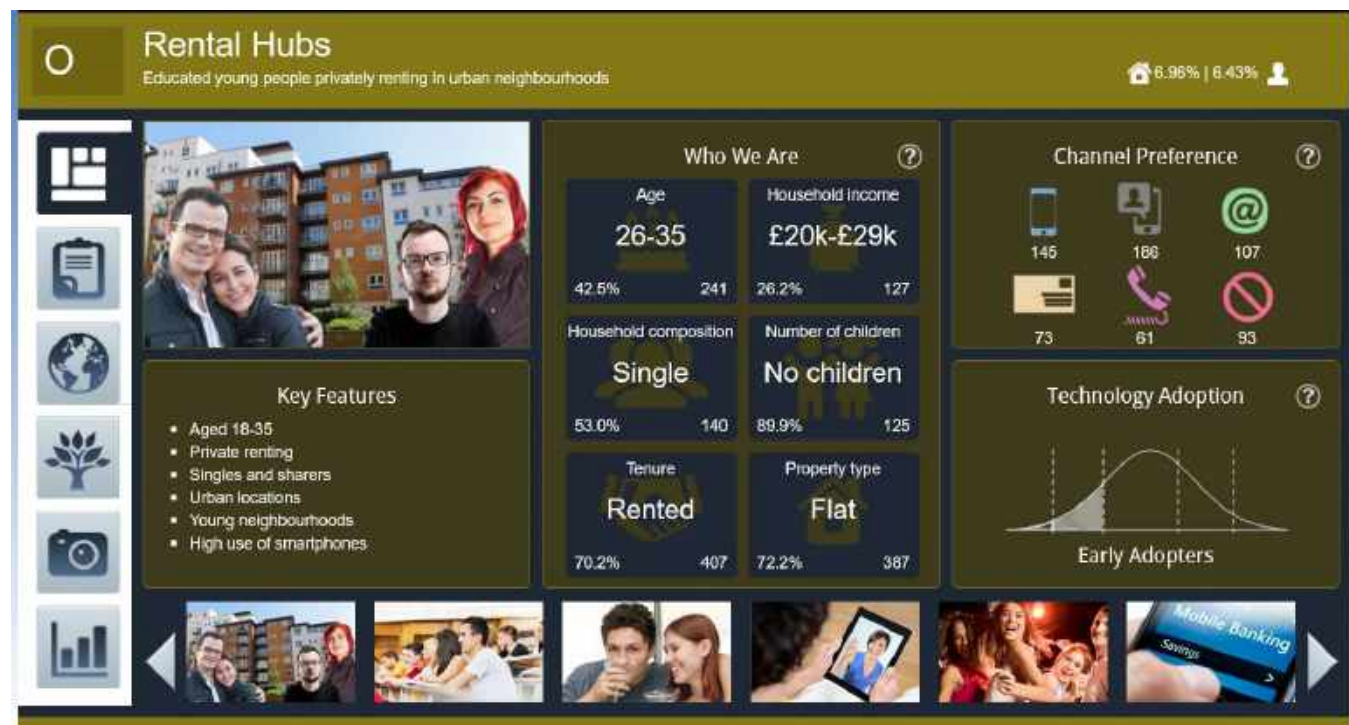
Mosaic:

- Younger households who have recently set up home.
- Own their homes in private suburbs, chosen to fit their budget.
- Driven by affordability when it comes to choosing where to live.
- in full-time employment with a few part-time workers.
- Outgoings can be high so they appreciate the benefits of buying and selling on auction sites.
- Own smartphones, are keen social networkers, manage their bank accounts online and download a large number of apps.



Mosaic:

- Predominately young, single people in their 20s and 30s who live in urban locations and rent their homes from private landlords.
- Found in or close to centres of major cities.
- As well as students, Rental Hubs work in administrative and technical roles or are climbing the corporate ladder in professional or managerial roles.
- Used to accessing news and information via digital devices.
- Active social networkers and spend a lot of time online.
- Likely to take note of ethical and environmental credentials



Mosaic:

- High-earning families who live affluent lifestyles in upmarket homes.
- Situated in sought after residential neighbourhoods.
- Busy lives revolve around children and successful careers.
- Frequent internet users.
- Constantly connected for work
- Convenience of banking, shopping and managing bills online.
- They are the most likely group to own tablets

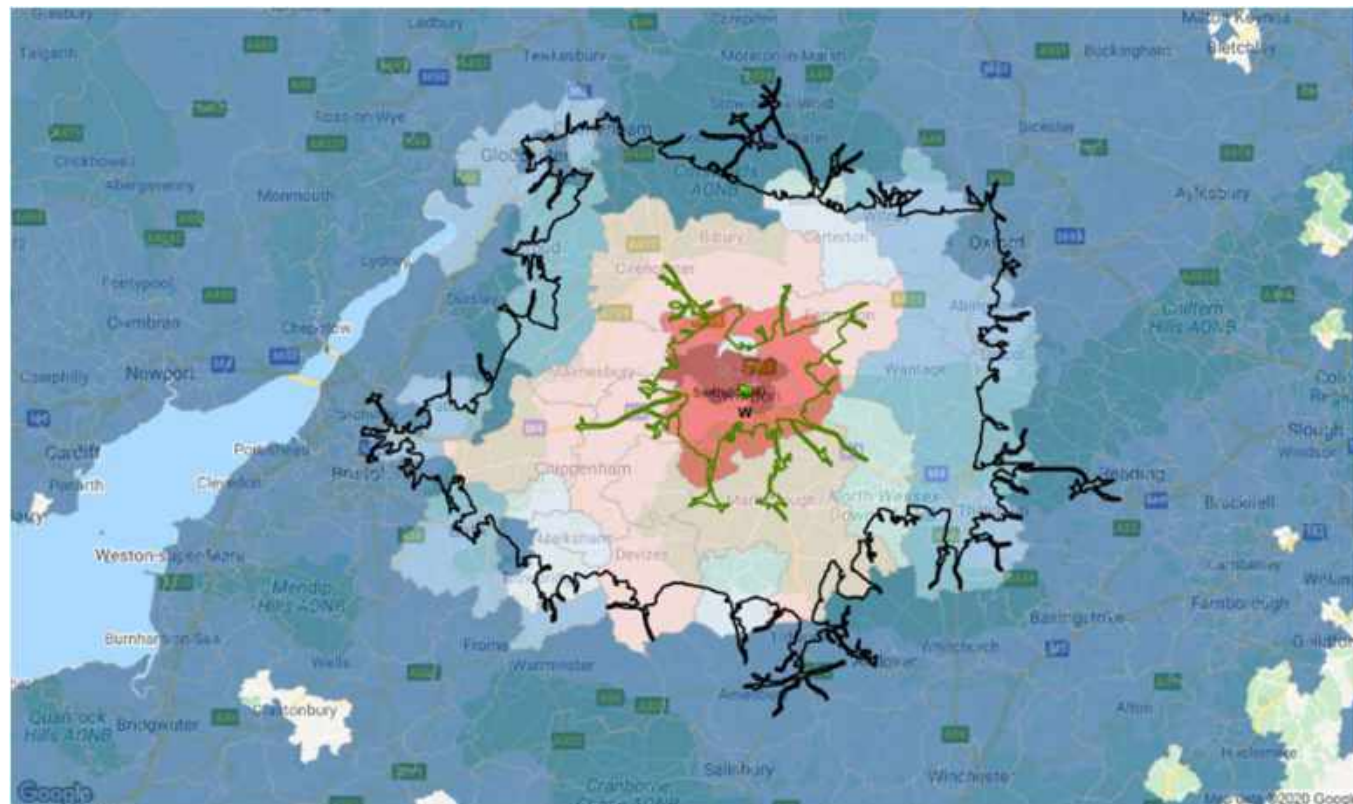


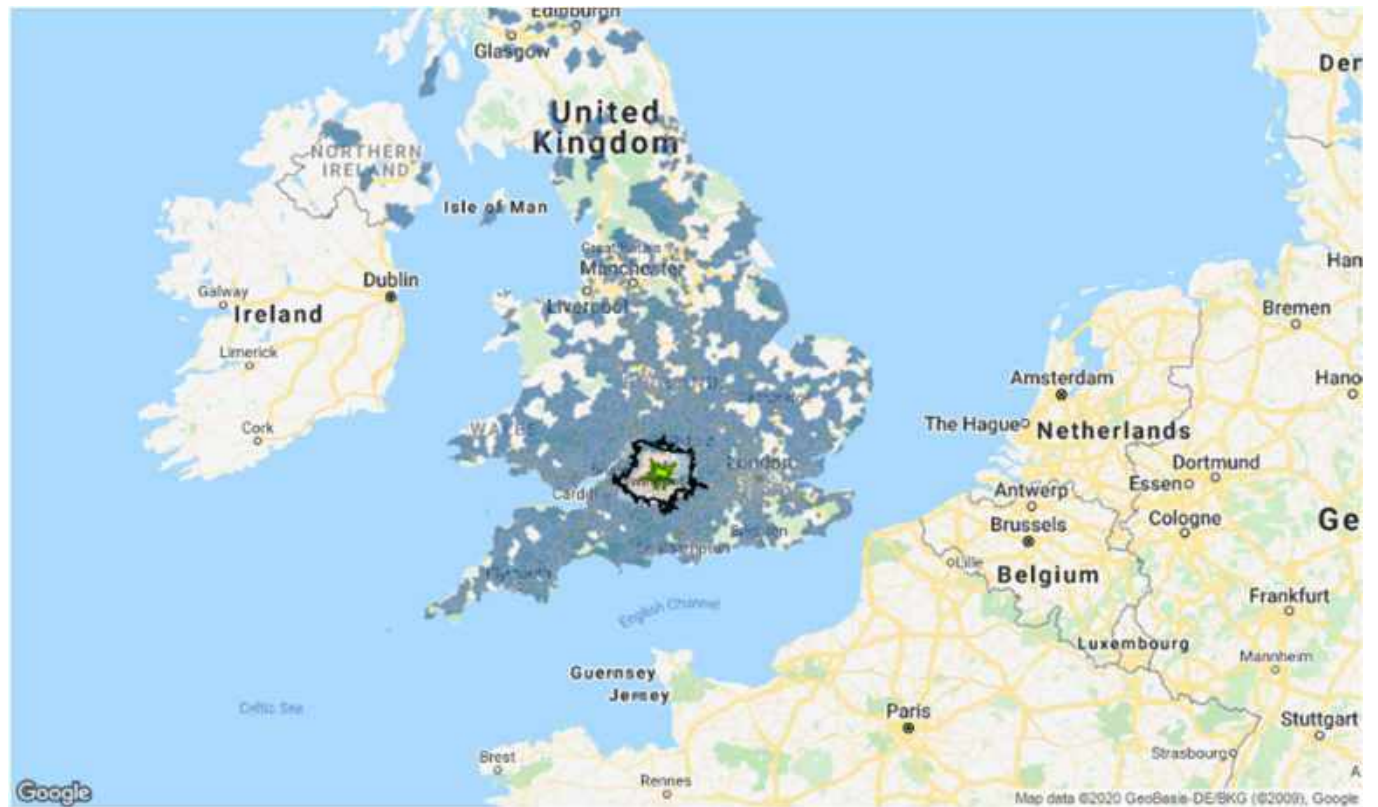
Wyvern Attender Analysis

- Three years of box office data provided by venue.
- Overall Analysis and artform analysis:
 - Amateur
 - Children/Family
 - Classical Music
 - Comedy
 - Dance
 - Film
 - Learning & Participation
 - Live Music
 - Musicals
 - Panto
 - Plays
 - Other Artforms

All Attenders - Base 114,571 postcodes: (Hot – darker red to cold – darker blue)

- Attenders predominately coming from within 60 minutes of venue
- Some wider attendance for some artforms
- 64% from within 30 minutes
- 90% from within 60 minutes





Source – Wyvern Attender Data



Source – Wyvern Attender Data

Attendance by Postcode District:

- Majority of households attending from within SN postcode area
- 78% coming from within the top ten postcode districts.

Postcode Area	Location	Count	%
SN3	Covingham, South Marston	18,432	16%
SN25	Bluston St Andrew, Haydon Wick, Moredon	13,902	12%
SN5	Lydiard, Purton	11,928	10%
SN2	Gorse Hill, Penhill, Upper Stratton	11,848	10%
SN4	Royal Wootton Bassett, Wanborough, Overtown	9,549	8%
SN1	Swindon, New Town, Old Town	8,811	8%
SN6	Cricklade, Highworth, Latton	5,355	5%
GL7	Badminton, Blakeney, Cheltenham, Chipping Camden	3,545	3%
SN15	Bradenstoke, Dauntsey	2,978	3%
SN8	Malborough	2,906	3%

Attendance by Postcode Sector:

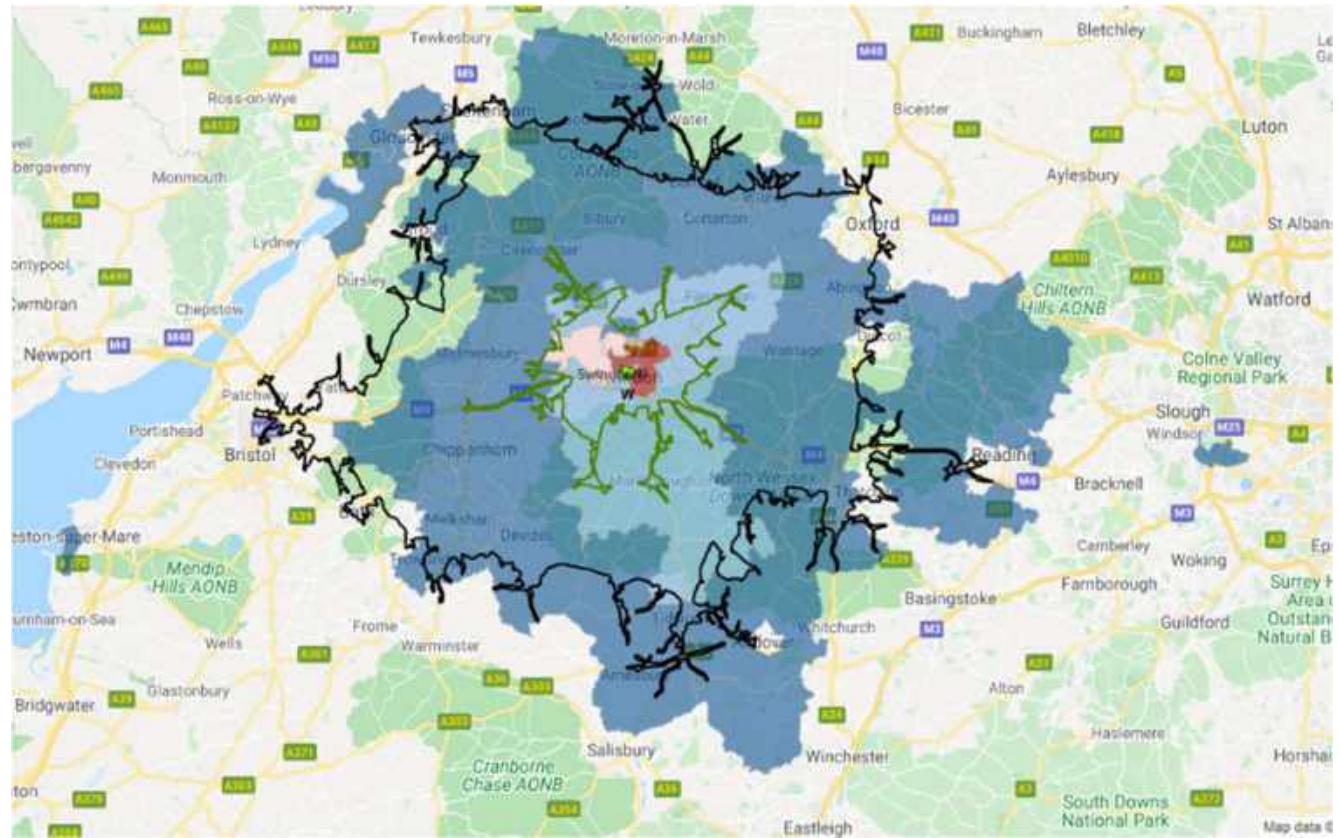
- Highest proportion of attenders coming from SN3 4 with 5,227 attenders. This results in 97% HH penetration.
- There is high penetration across the top attending postcodes. Some are at +100% as data is from 2011 and since then there may have been significant house building.
- This gives an indication of high penetration locally and so potential attendance is wider than local area.
- Maps indicate potential between 30 and 60 minute catchments.

Postcode Sector	Location	Attender Count	% Attenders	HH Population (Census 2011)	% Penetration
SN3 4	Swindon, Stratton	5,227	4.6%	5,363	97%
SN25 2	Swindon	4,427	3.9%	4,169	+100%
SN3 1	Swindon, Stratton	4,110	3.6%	3,644	+100%
SN1 4	Swindon Centre	3,840	3.4%	3,344	+100%
SN5 5	West Swindon	3,645	3.2%	3,534	+100%
SN25 1	Swindon	3,634	3.2%	4,169	87%
SN2 1	Swindon	3,591	3.1%	5,822	62%
SN2 2	Swindon	3,391	2.9%	4,860	70%
SN2 7	Swindon	3,269	2.9%	3,848	85%
SN25 4	Swindon	3,162	2.8%	3,034	+100%
SN5 8	West Swindon	2,952	2.6%	4,529	65%

Artform attendance

Amateur Analysis Base 782:

- Attendance based on booker postcodes
- Hot to cold
- 65% from within 30 minutes
- 92% from within 60 minutes



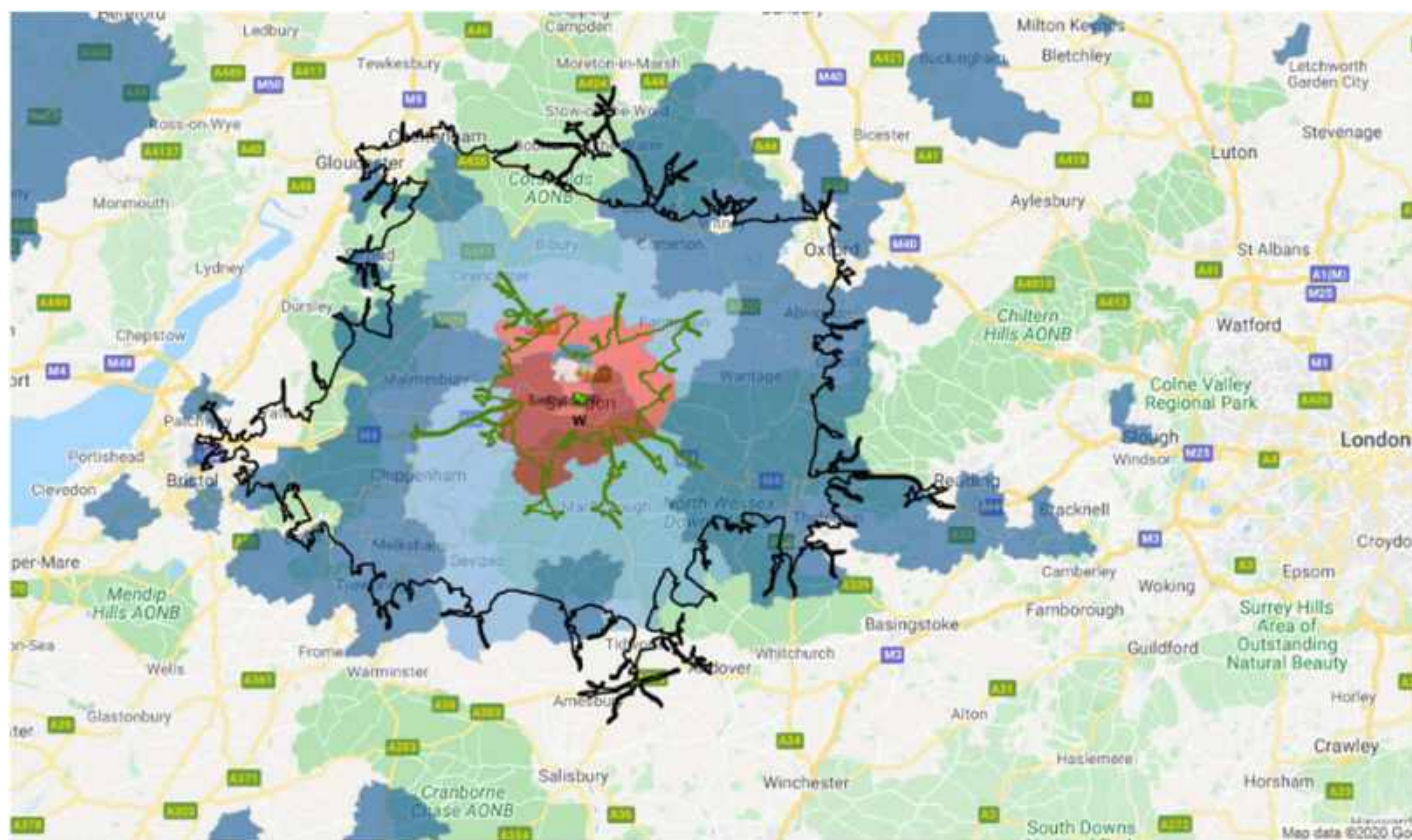
Children/Family Analysis Base 6,625:

- Attendance based on booker postcodes
- Hot to cold
- 59% from within 30 minutes
- 89% from within 60 minutes



Classical Music Analysis Base – 1,603 :

- Attendance based on booker postcodes
- Hot to cold
- 66% from within 30 minutes
- 94% from within 60 minutes



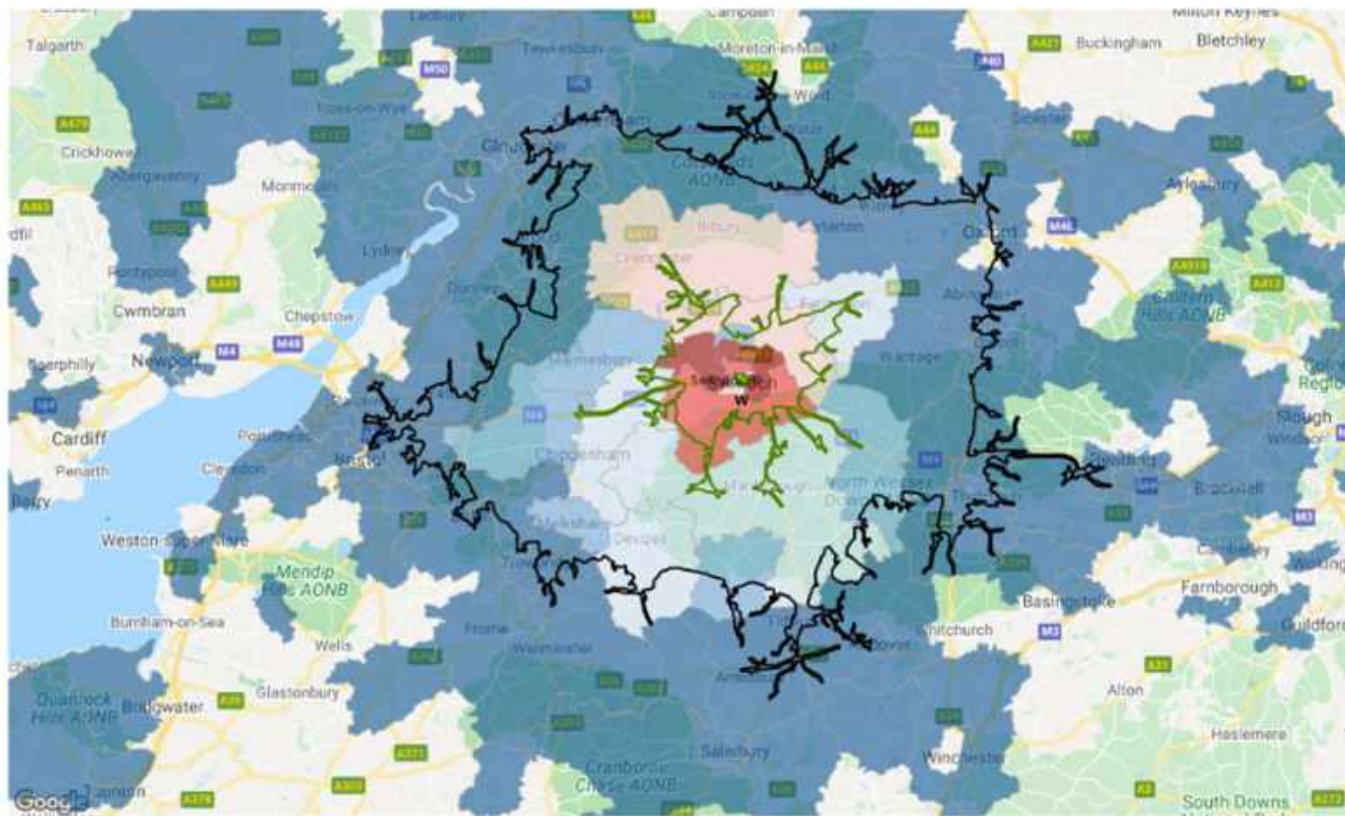
Comedy Analysis Base – 14,817:

- Attendance based on booker postcodes
- Hot to cold
- 58% from within 30 minutes
- 88% from within 60 minutes



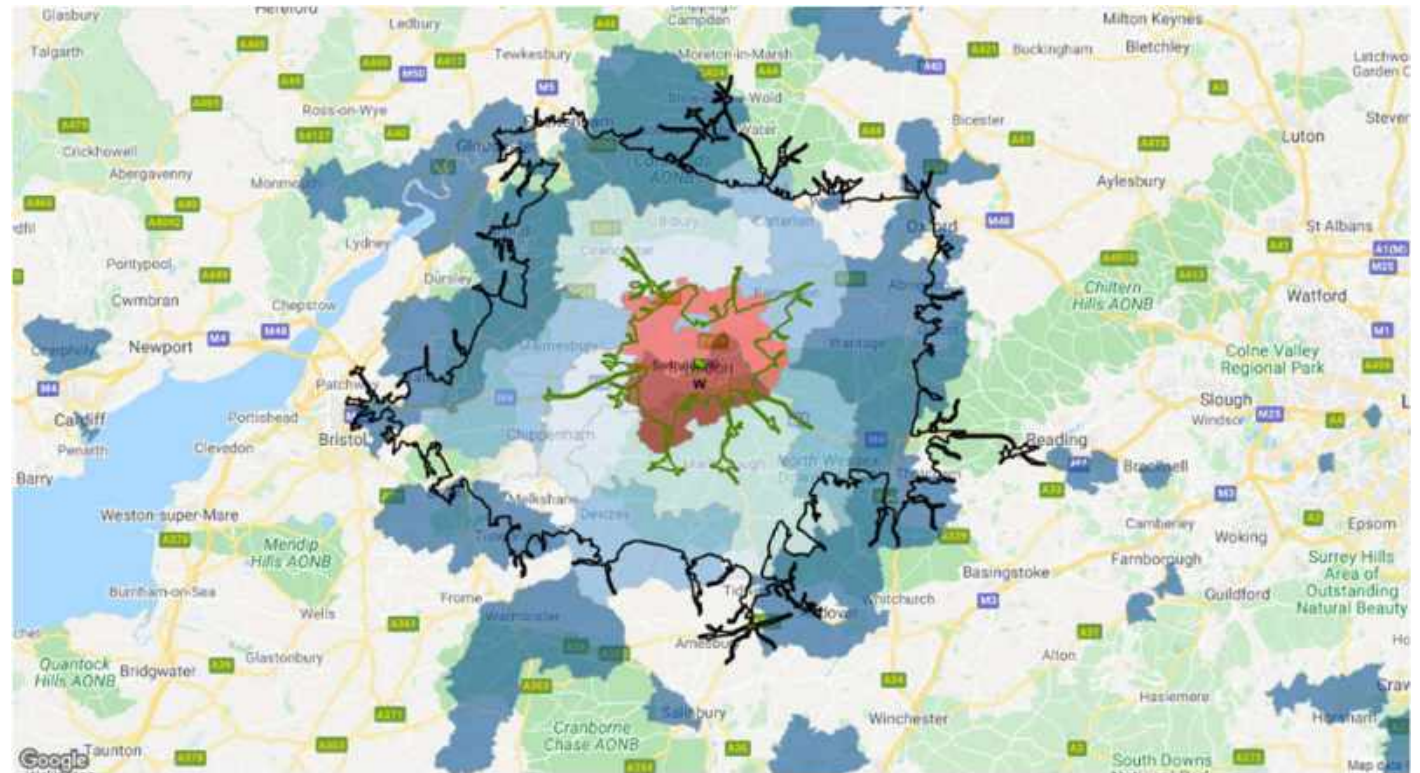
Dance Analysis Base – 7,655:

- Attendance based on booker postcodes
- Hot to cold
- 61% from within 30 minutes
- 89% from within 60 minutes



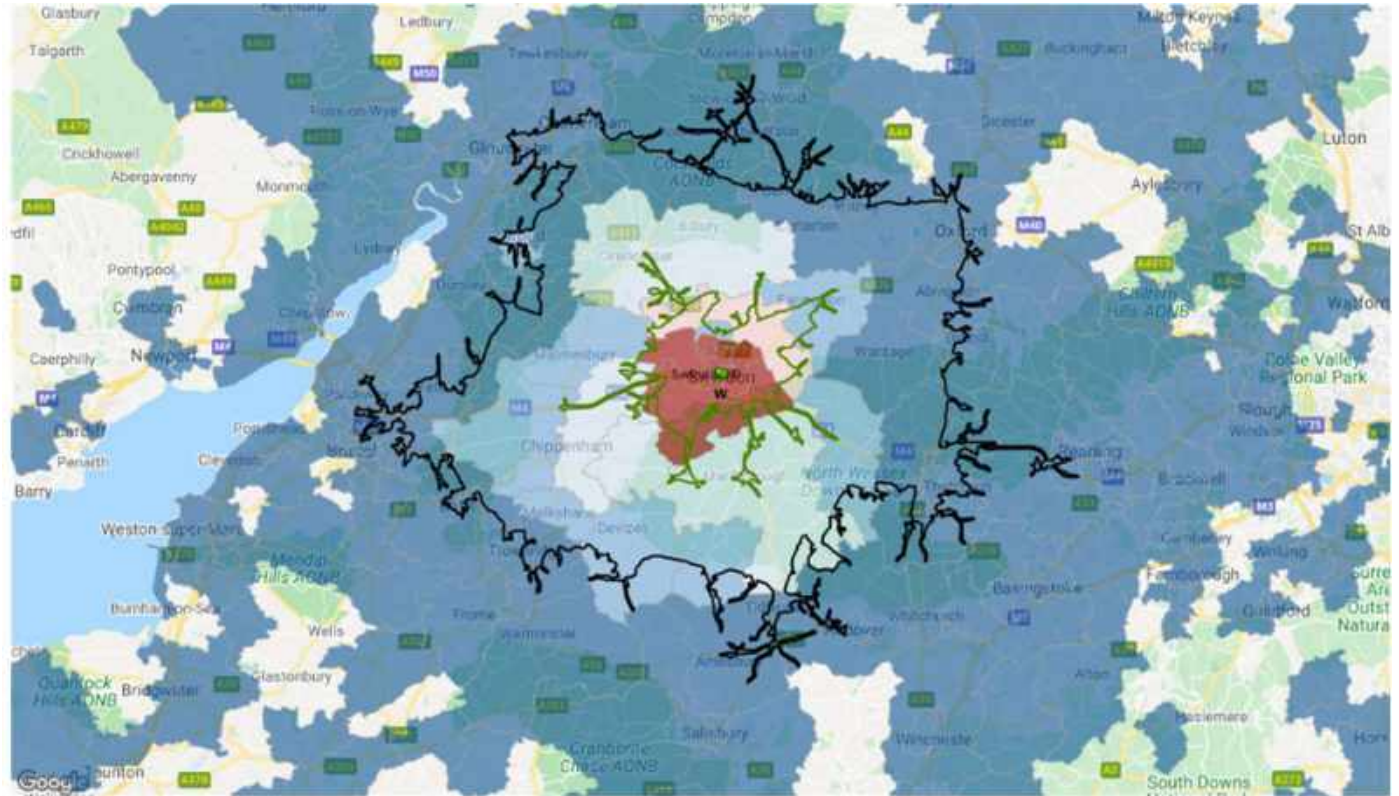
Film Analysis Base – 1,014:

- Attendance based on booker postcodes
- Hot to cold
- 58% from within 30 minutes
- 91% from within 60 minutes



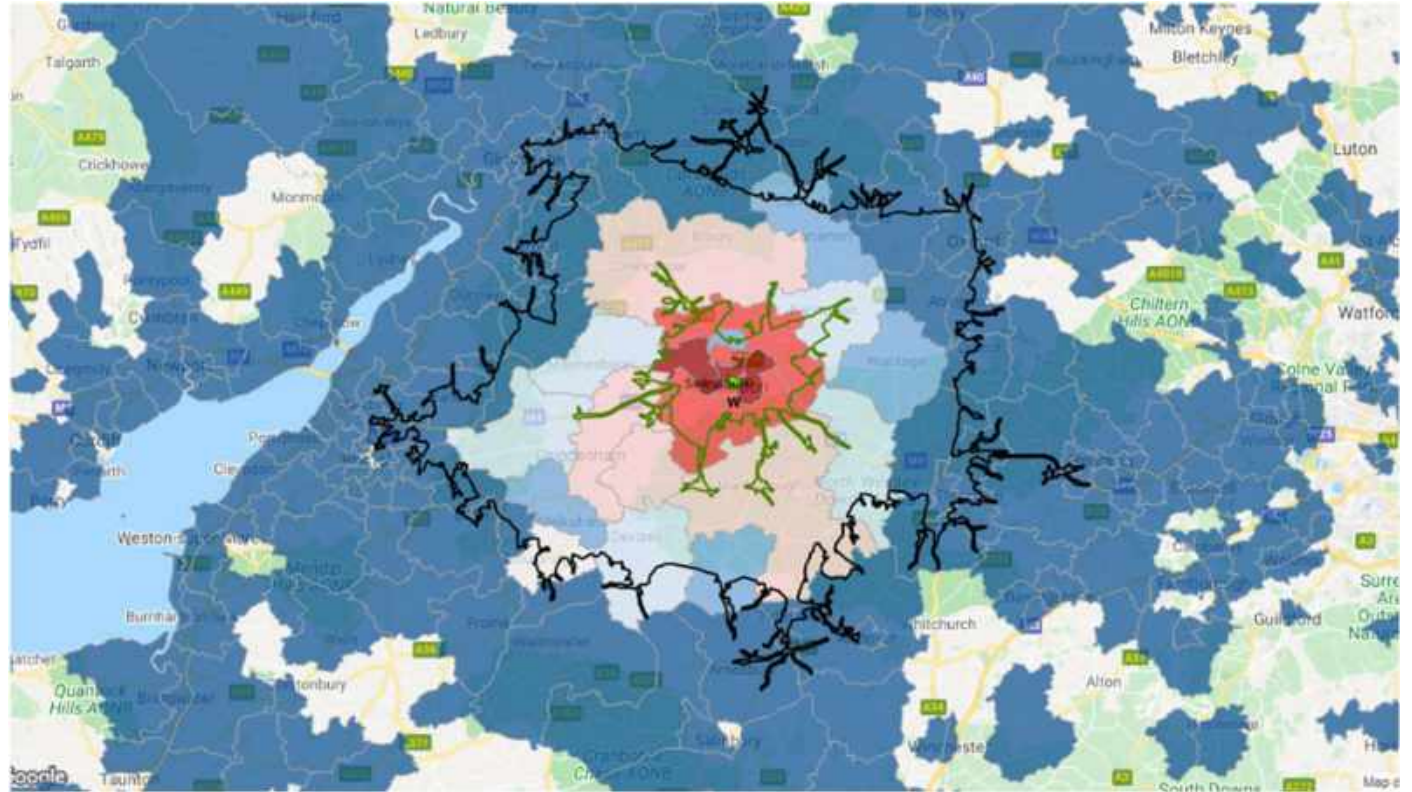
Learning & Participation Analysis Base – 25,044:

- Attendance based on booker postcodes
- Hot to cold
- 75% from within 30 minutes
- 91% from within 60 minutes



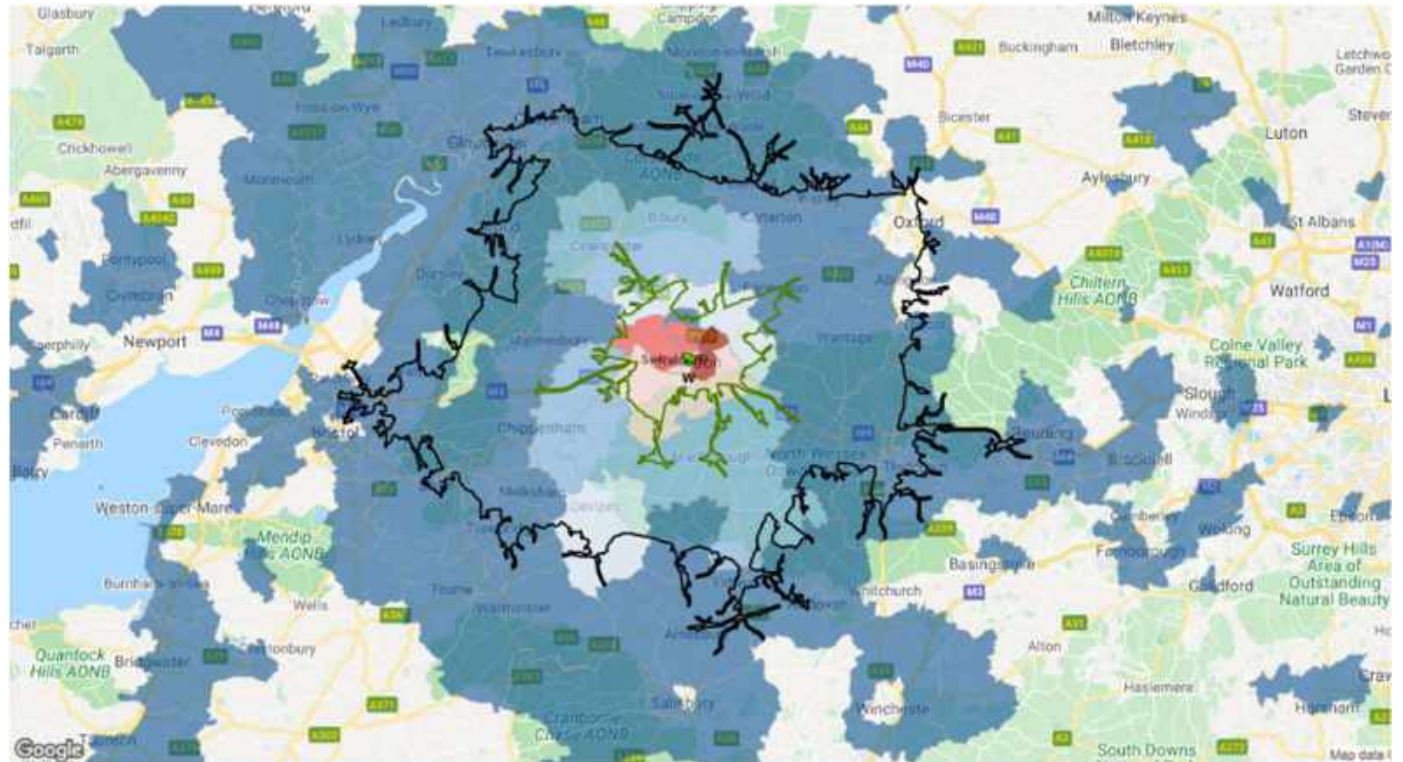
Live Music Analysis Base – 24,962:

- Attendance based on booker postcodes
- Hot to cold
- 63% from within 30 minutes
- 91% from within 60 minutes



Musicals Analysis Base – 3,448:

- Attendance based on booker postcodes
- Hot to cold
- 59% from within 30 minutes
- 86% from within 60 minutes



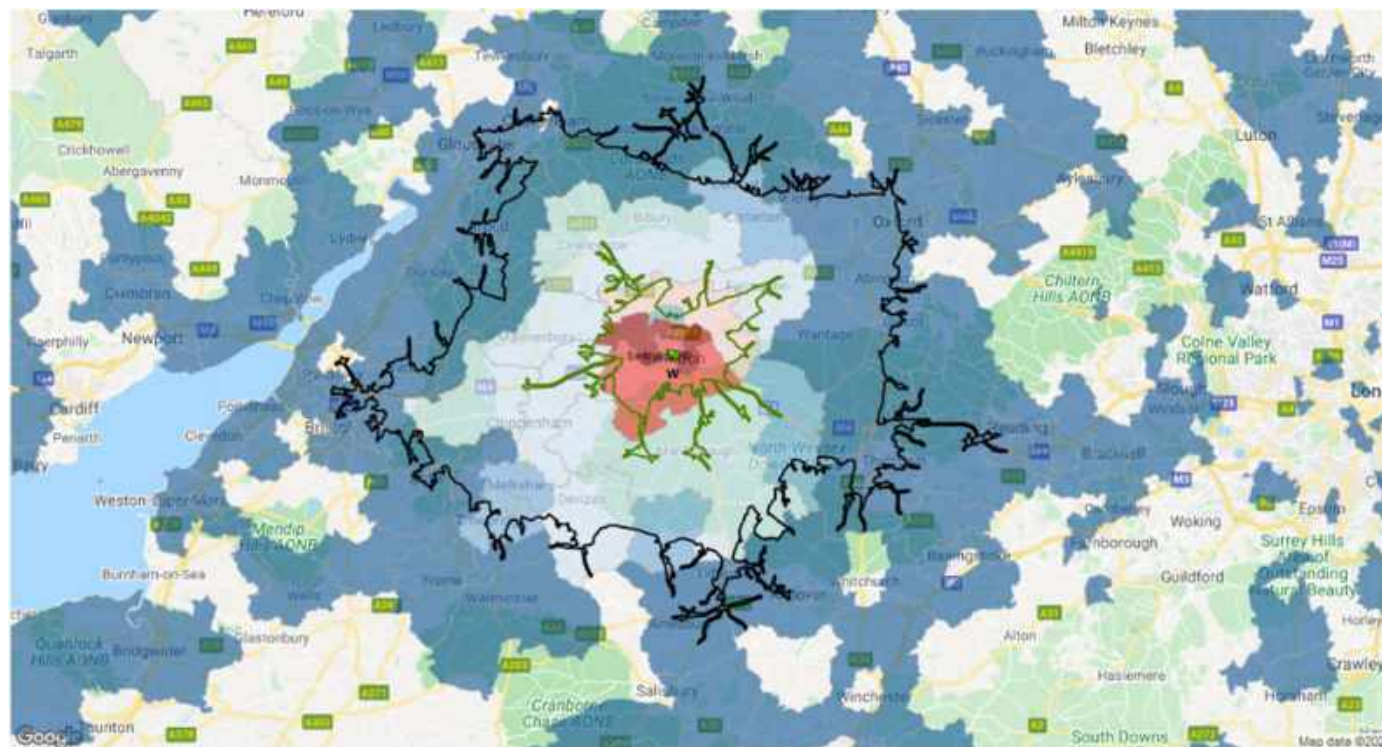
Panto Analysis Base 12,866:

- Attendance based on booker postcodes
- Hot to cold
- 62% from within 30 minutes
- 92% from within 60 minutes



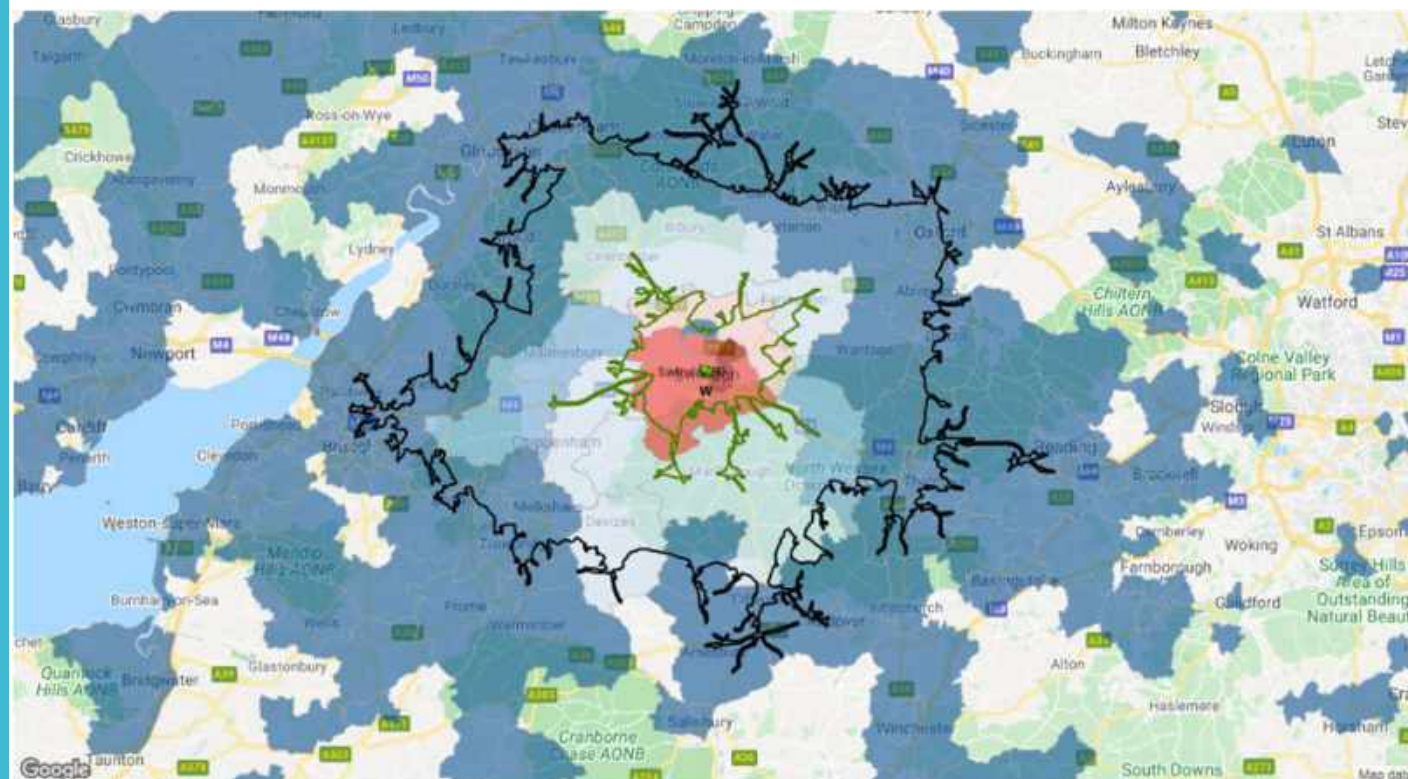
Plays Analysis Base – 10,128:

- Attendance based on booker postcodes
- Hot to cold
- 63% from within 30 minutes
- 92% from within 60 minutes



Other Artform Analysis Base - 7,136:

- Attendance based on booker postcodes
- Hot to cold
- 59% from within 30 minutes
- 87% from within 60 minutes



Modelling Likely attendance

- Using catchment to model likely attendance based on attendance and participation levels

Potential Attendance from within 30 min catchment:

Potential market is calculated by considering the total population of the catchment.

Using attendance statistics from TGI data this is modelled using the catchment population to provide numbers for each artform.

Population of 30min catchment:

356,475

Artform	% Attendance Rate (TGI)	Likely Attendance based on catchment population numbers
Dance	9%	32,083
Ballet	11%	39,212
Classical Music	15%	53,471
Comedy	24%	85,554
Plays	31%	110,507
Pop/Rock Concerts	40%	142,590
Theatre	43%	153,284

Potential Attendance from within 60 min catchment:

Potential market is calculated by considering the total population of the catchment.

Using attendance statistics from TGI data this is modelled using the catchment population to provide numbers for each artform.

Population of **60min** catchment:

2,956,215

Artform	% Attendance Rate (TGI)	Likely Attendance based on catchment population numbers
Dance	10%	295,621
Ballet	13%	384,308
Classical Music	17%	502,556
Comedy	25%	739,054
Plays	34%	1,005,113
Pop/Rock Concerts	41%	1,212,048
Theatre	46%	1,359,215

Charlotte Wilson Research Services

March 2020

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Wyvern Theatre

Competitor Venue Analysis

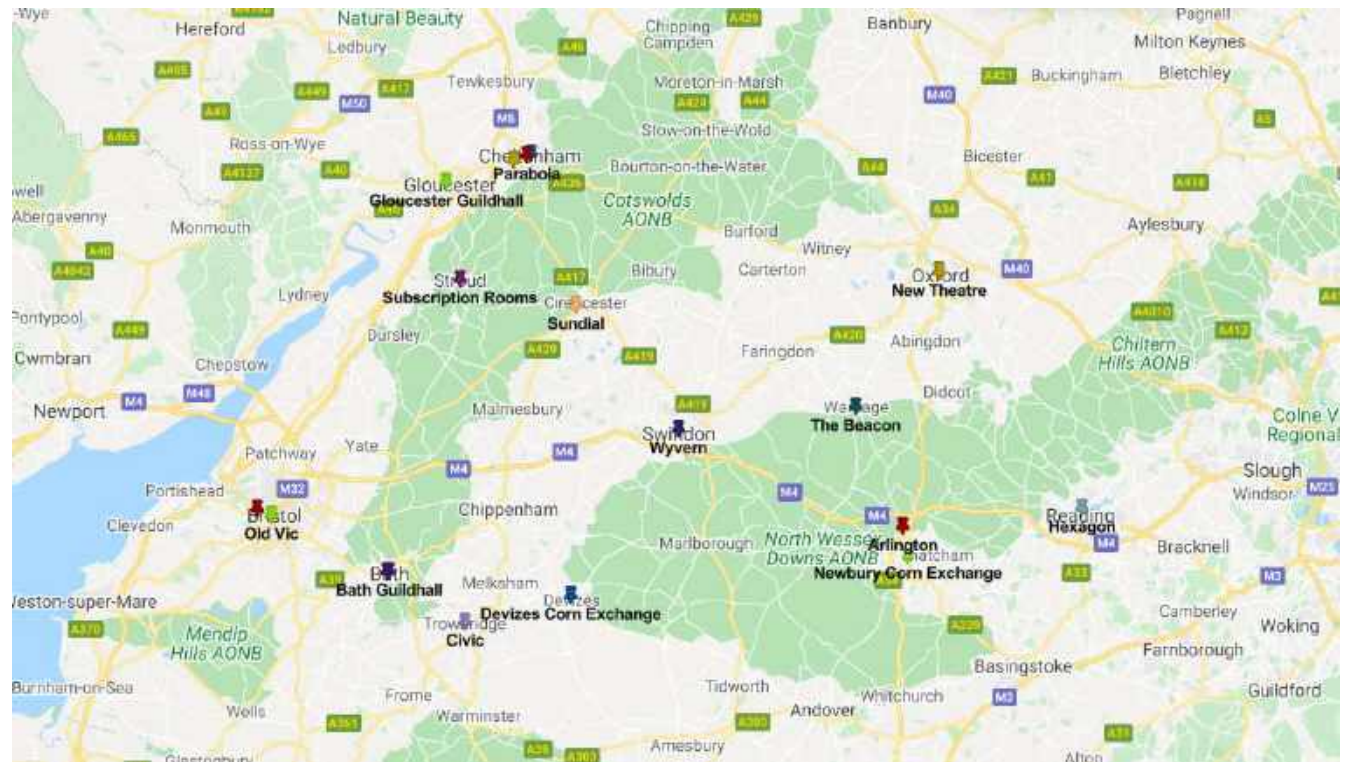
Charlotte Wilson Research Services

April 2020

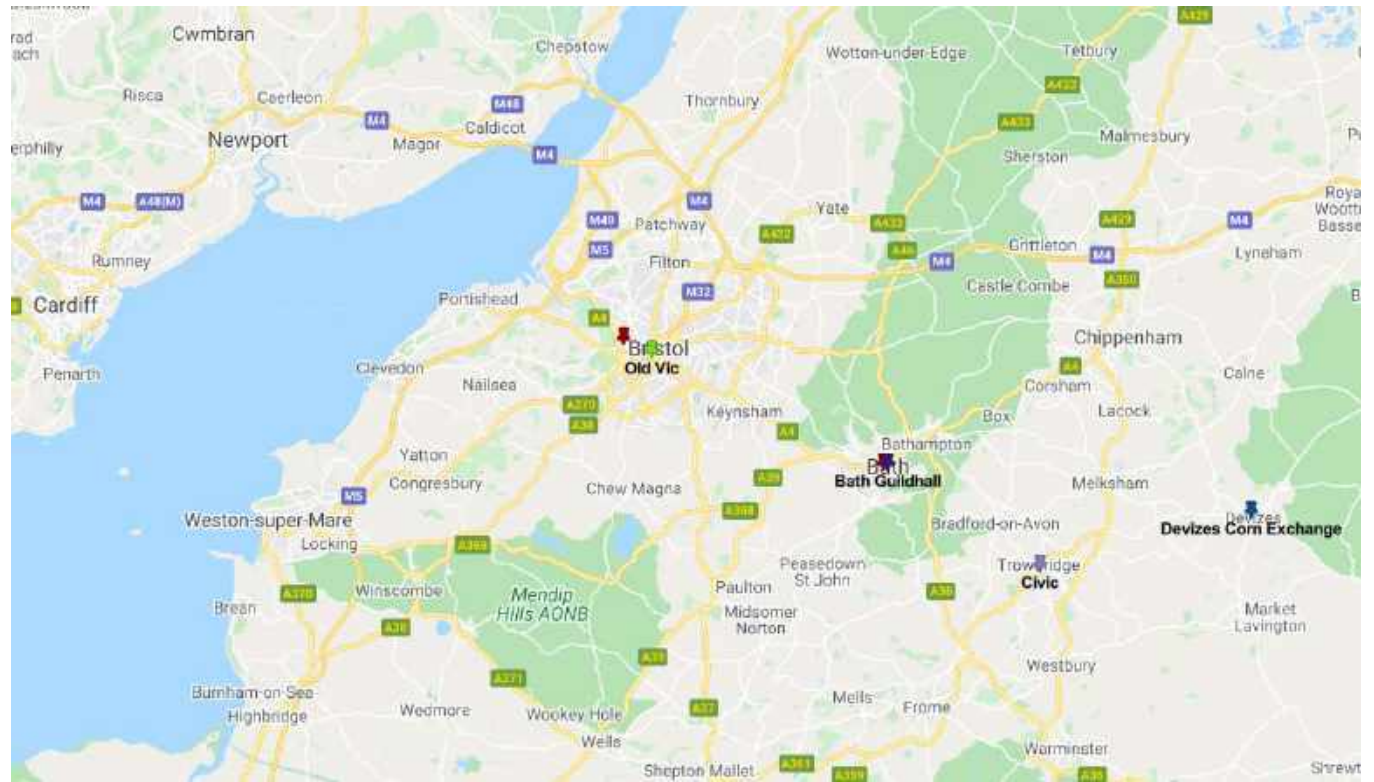
Research Data

- Venues
 - Corn Exchange, Newbury
 - Arlington Arts Centre, Newbury
 - Sundial Theatre, Cirencester
 - New Theatre, Oxford
 - Oxford Playhouse, Oxford
 - The Beacon, Wantage
 - Corn Exchange, Devizes
 - The Civic, Trowbridge
 - Guildhall, Bath
 - Theatre Royal, Bath
 - Hexagon, Reading
 - Subscription Rooms, Stroud
 - Guildhall, Gloucester
 - Parabola Arts Centre, Cheltenham
 - Everyman Theatre, Cheltenham
 - Bacon Theatre, Cheltenham
 - The Old Vic, Bristol
 - Redgrave Theatre, Bristol
- Venue Capacity – data drawn from venues, flexible space information where available
- Venue Catchment Analysis
 - Using 30 min drive time from each venue
 - Population analysis of catchment area

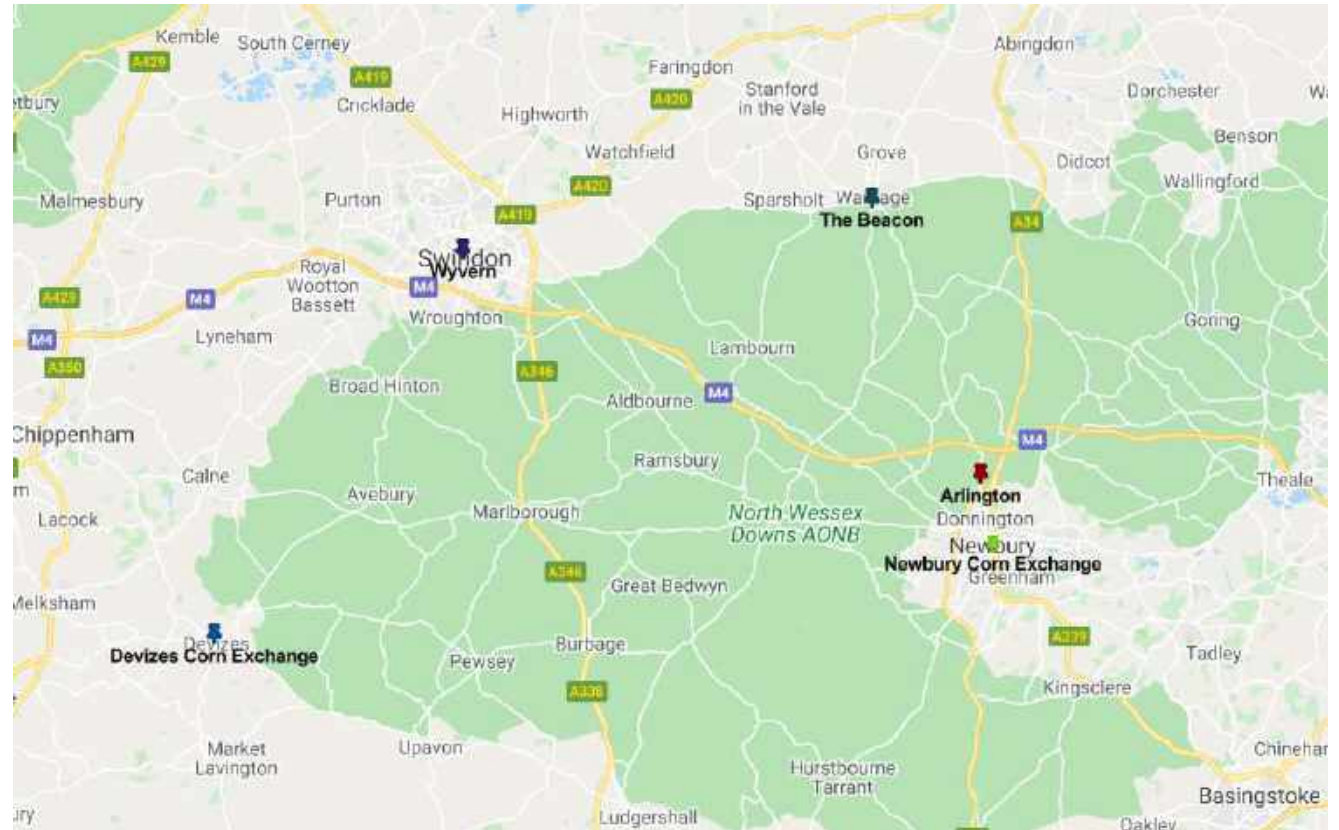
Venues Map



Venues Map – West

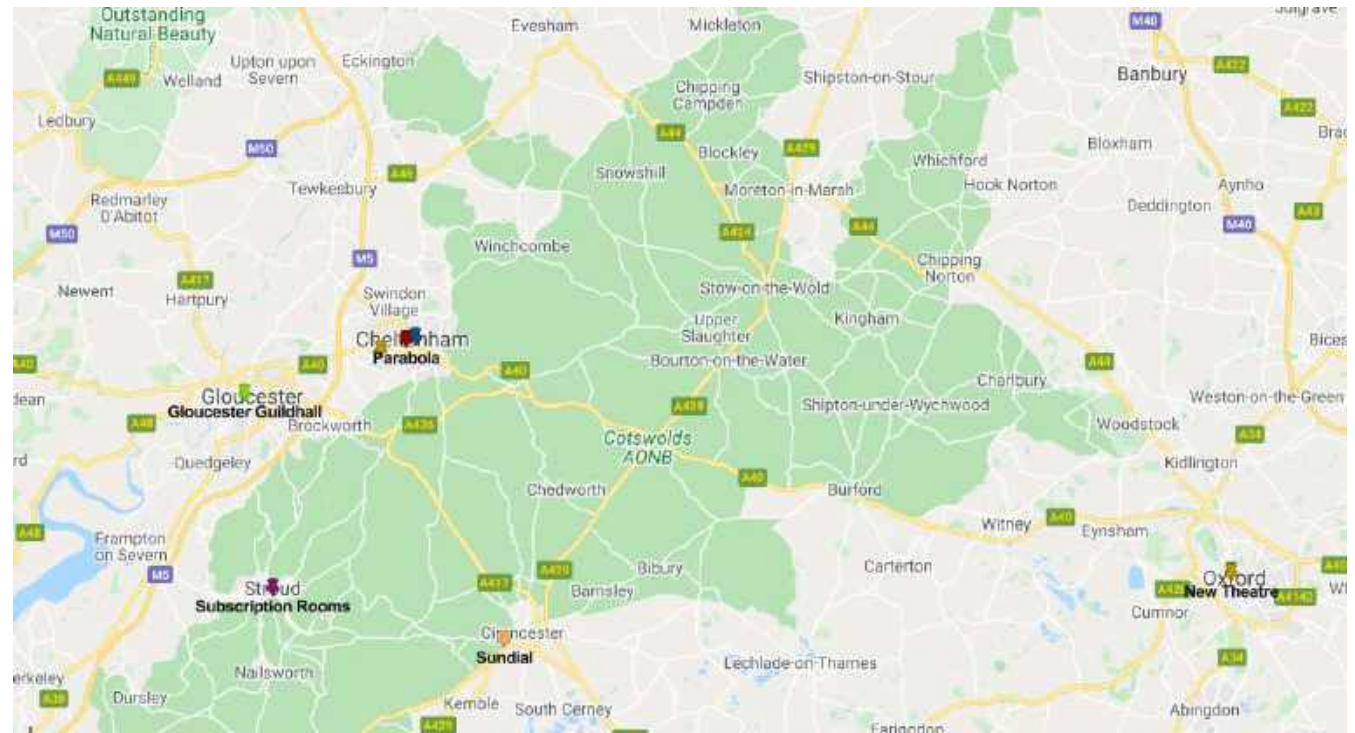


Venues Map – Central



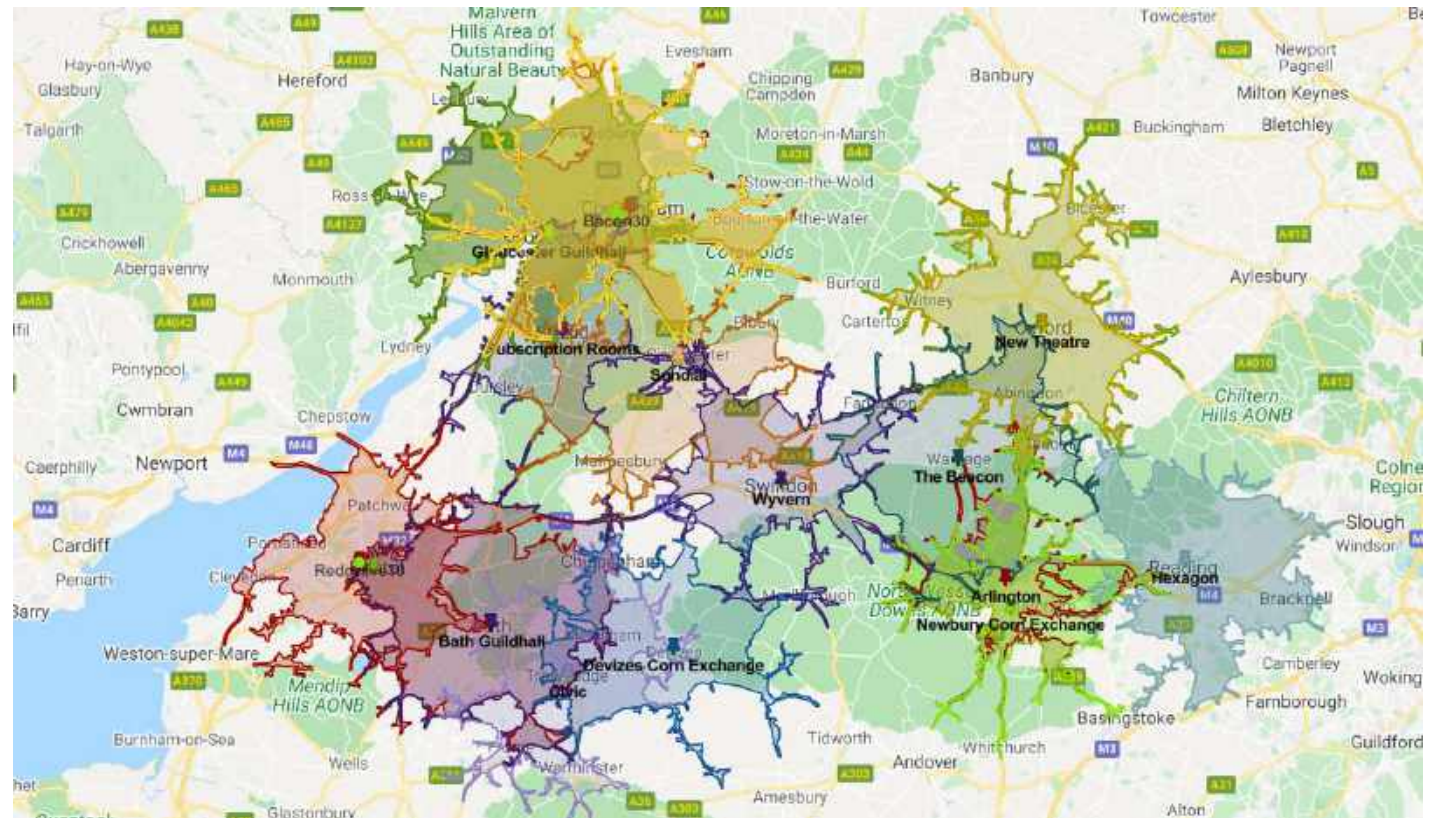
Venues Map – East

Venues Map – North

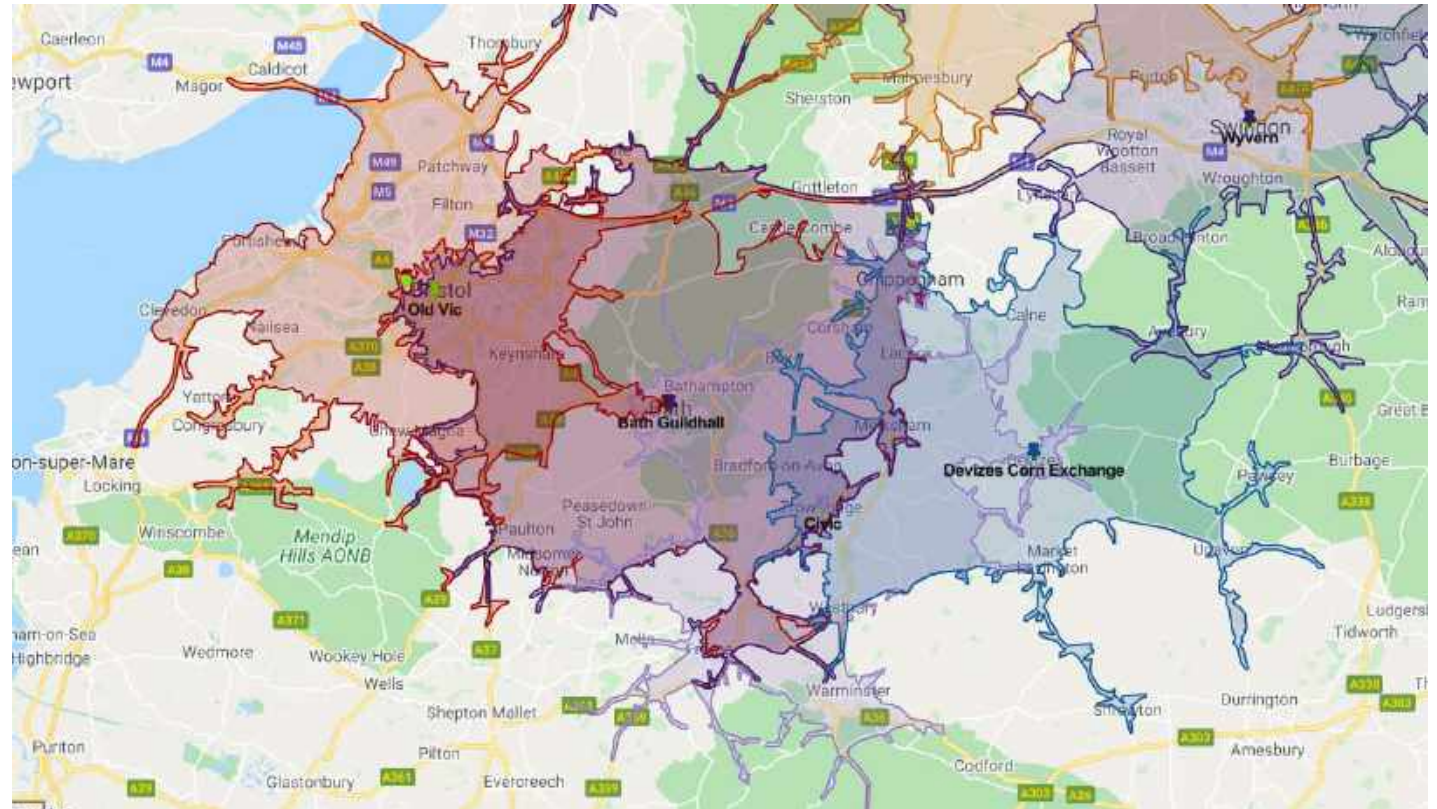


Overall Venue Catchment

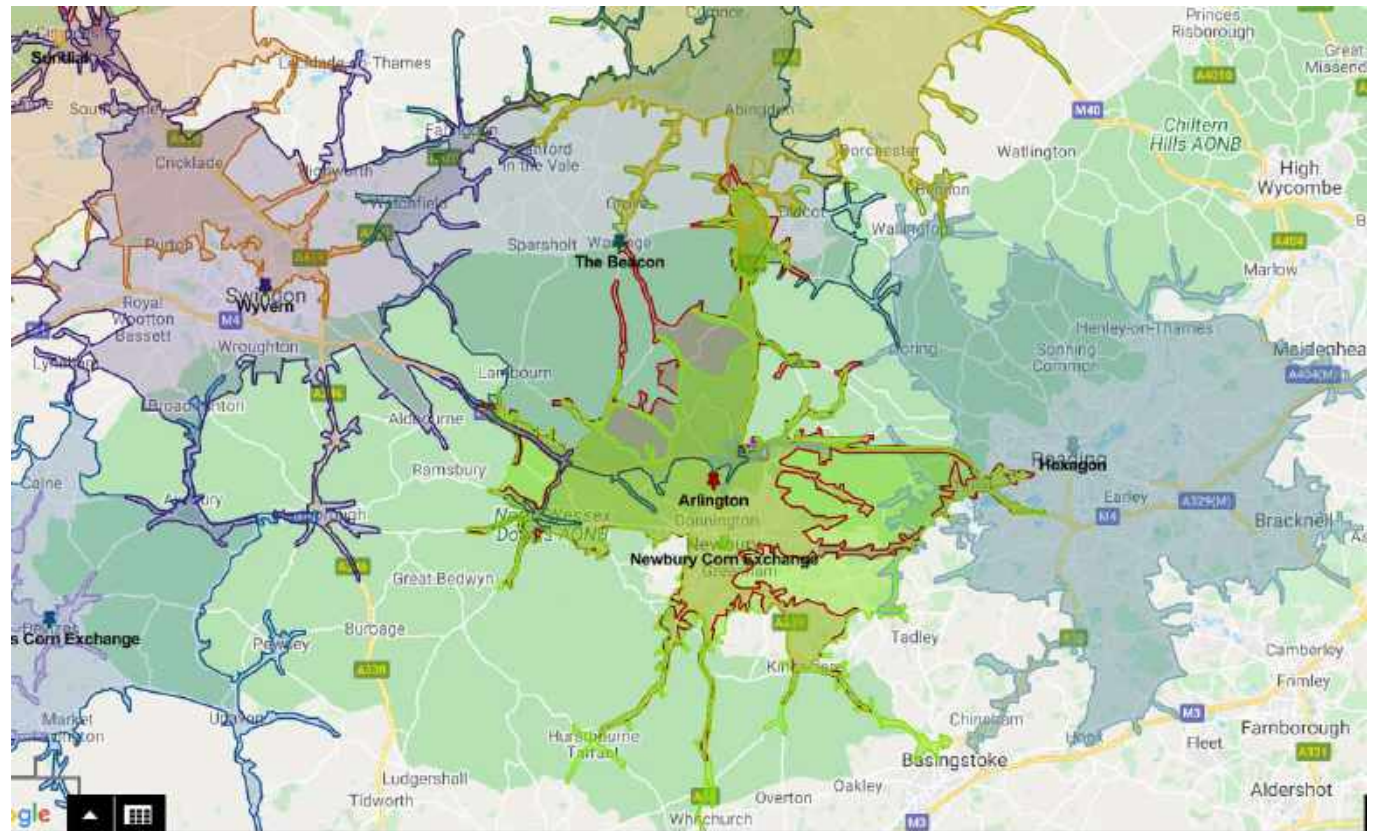
- Some overlap in catchments evident.
- All going for same audiences in population.
- Bath and Bristol competing but these could also be Swindon audiences as are within an hour of Wyvern.
- Hexagon Reading has least overlap.



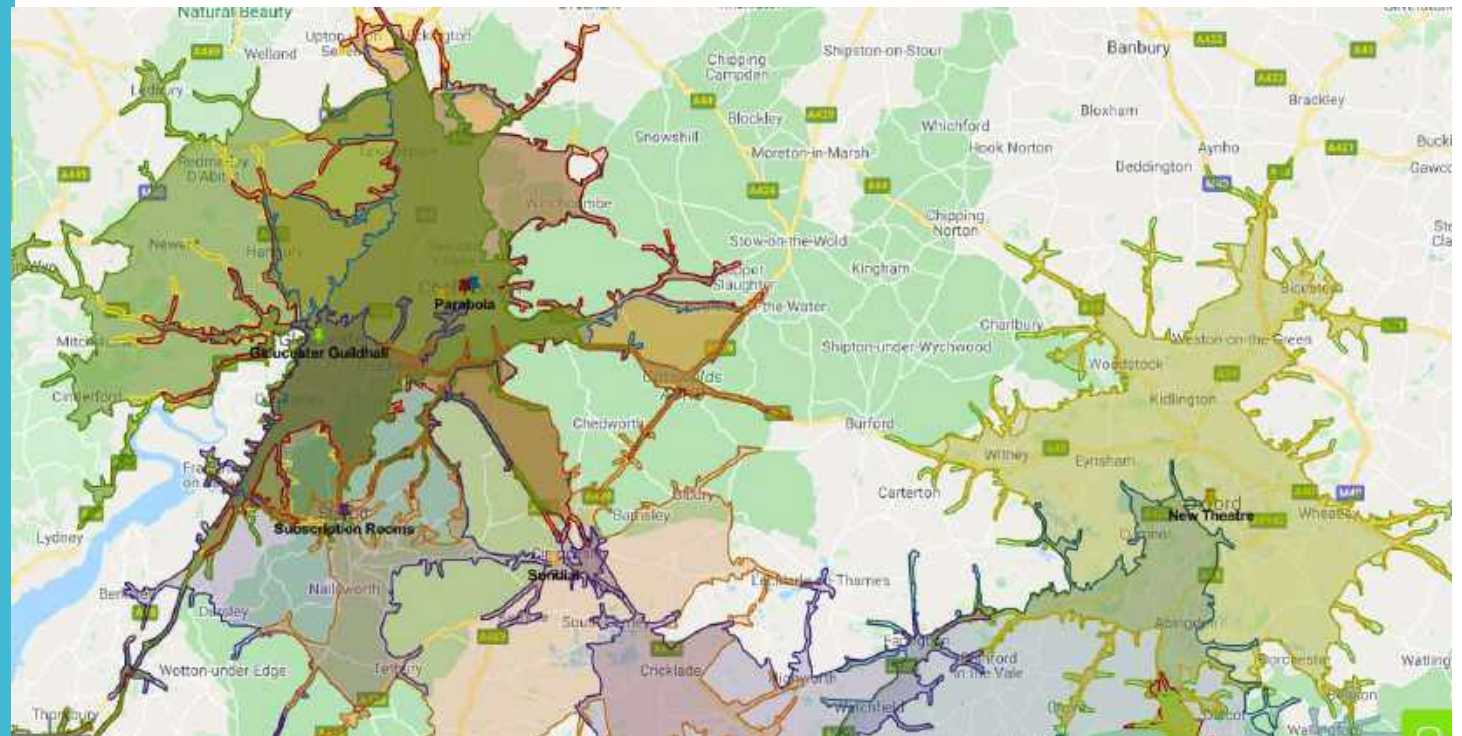
Overall Venue Catchment – West



Overall Venue Catchment – East

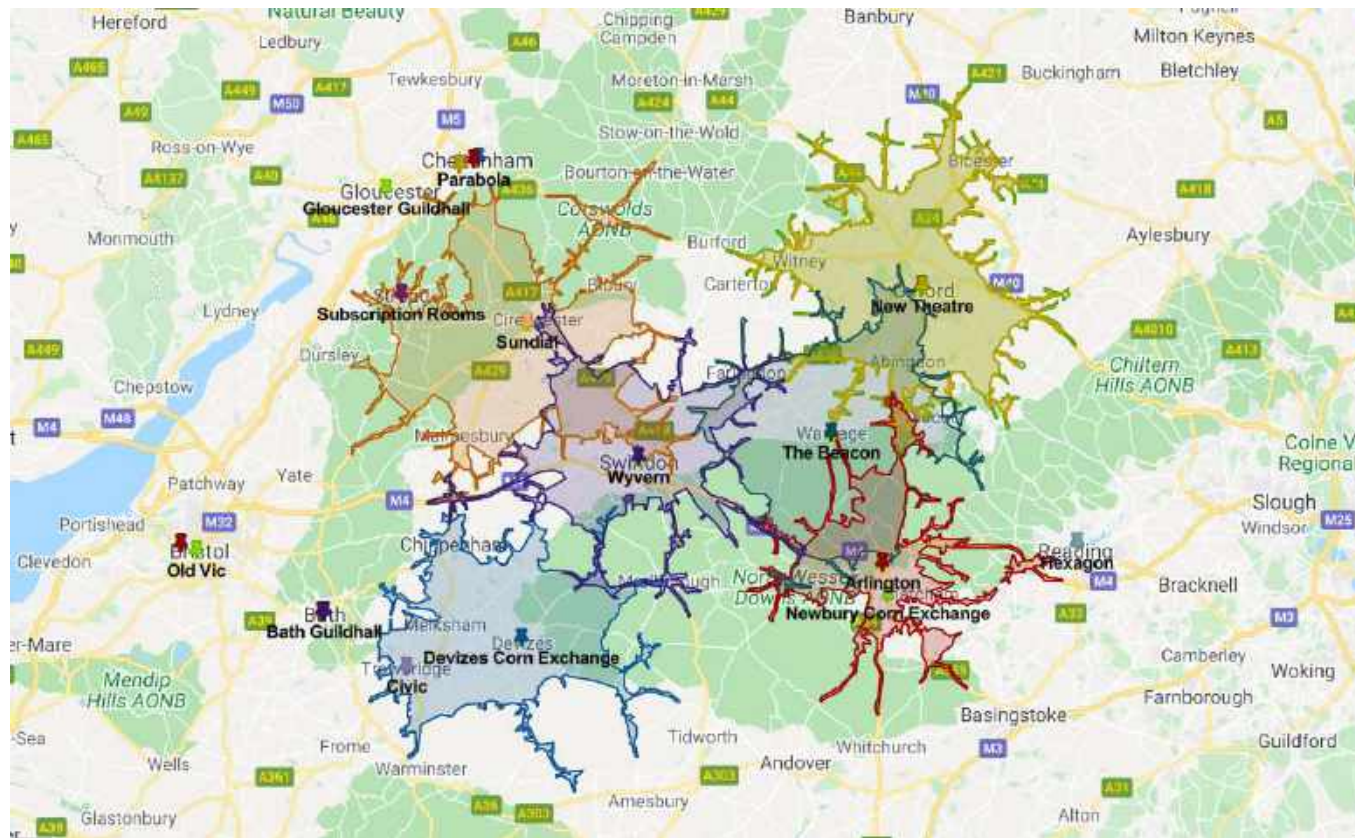


Overall Venue Catchment – North



Wyvern Catchment

- Wyvern shares catchment with
 - Sundial, Cirencester
 - Beacon, Wantage
 - Corn Exchange, Devizes
 - Arlington, Donnington
 - New Theatre, Oxford
 - Playhouse, Oxford



Wyvern v Sundial

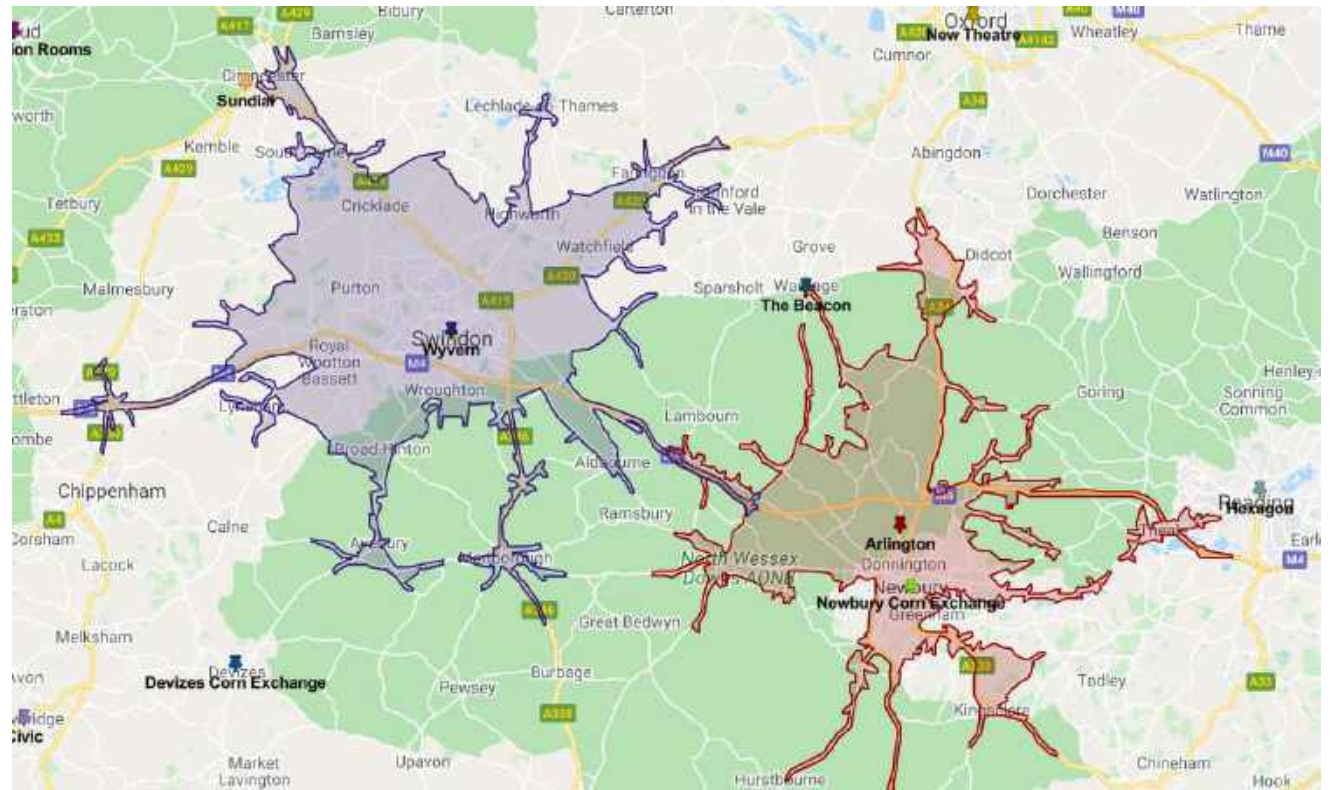


Wyvern v Beacon



Wyvern v Corn Exchange Devizes

Wyvern v Arlington



Wyvern v New Theatre



Wyvern v Playhouse



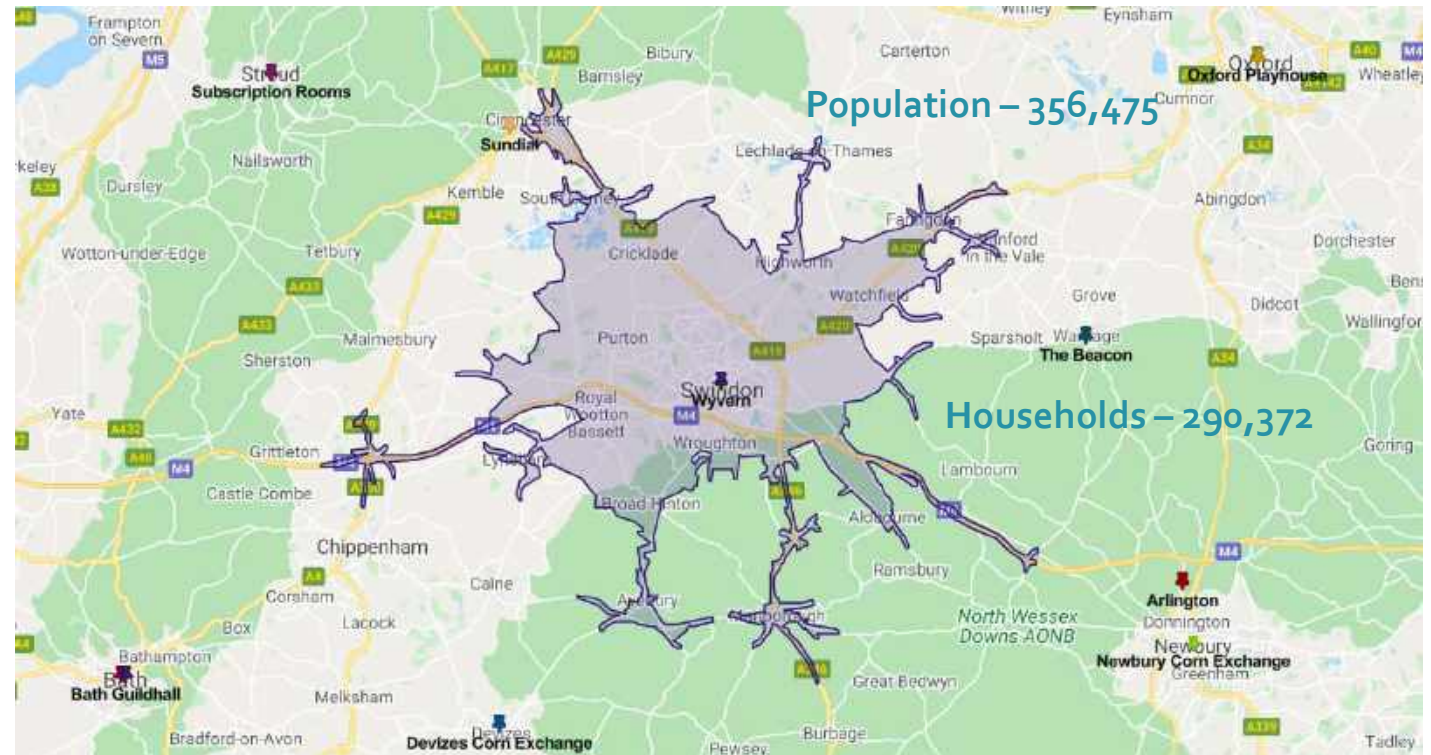
Venues Catchment Analysis:

- Using 30 min drive - time from each venue
- Population analysis of catchment area – using Census data

Wyvern:

Catchment includes:

- 356,475 people
- 290,372 households



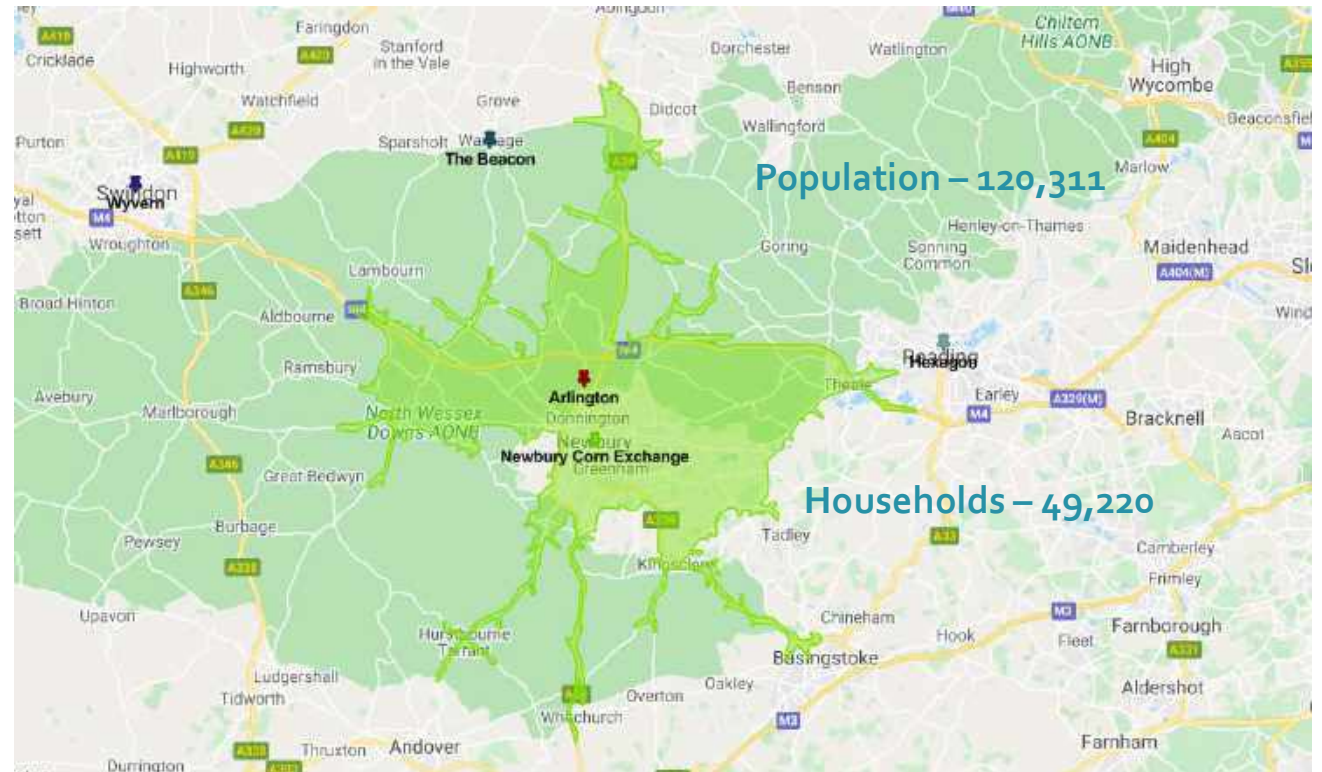
Corn Exchange - Newbury:

Capacity:

- 410 – main theatre
- Fixed

Catchment includes:

- 120,311 people
- 49,220 households



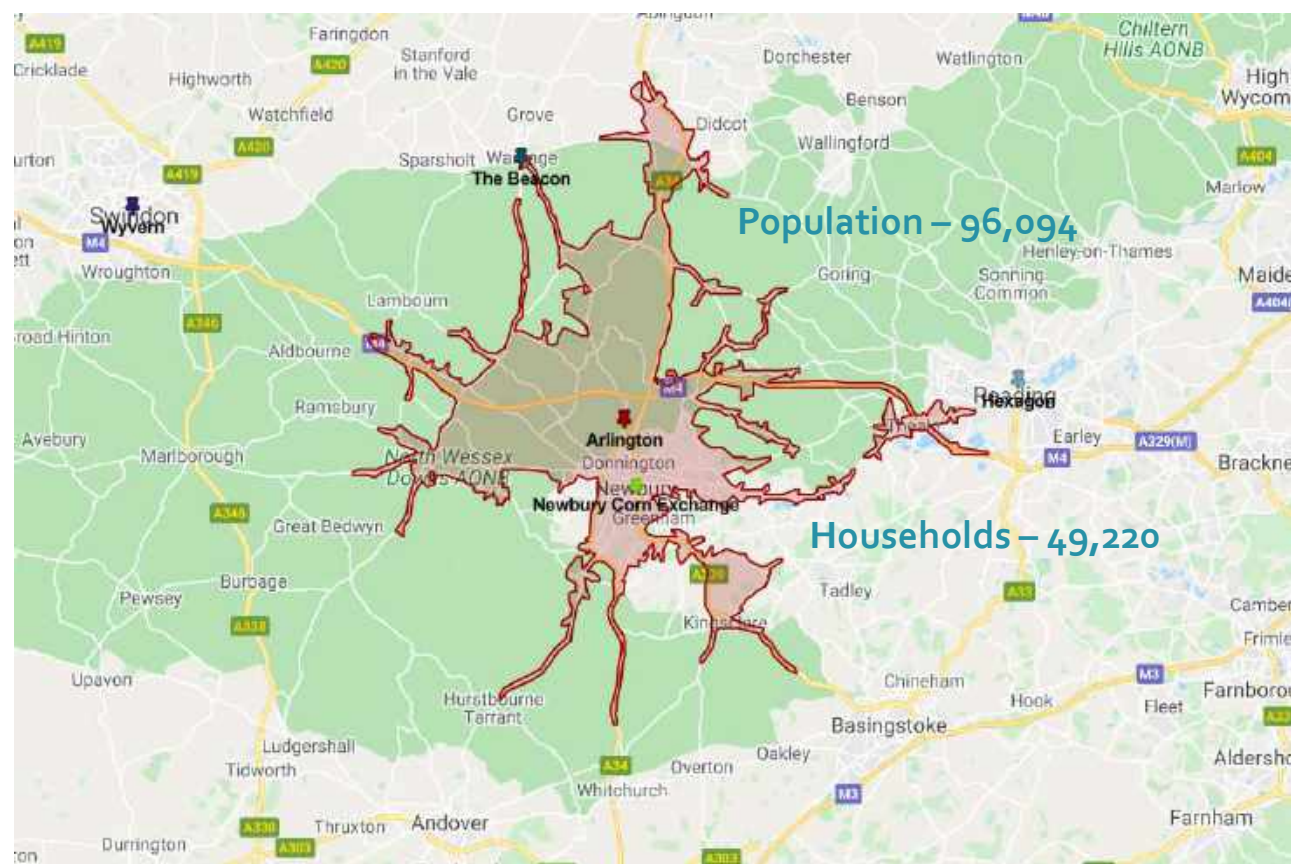
Arlington Arts Centre – Donnington:

Capacity:

- 330
- Fixed

Catchment includes:

- 96,094 people
- 49,220 households



Sundial Theatre – Cirencester:

Capacity:

- 275
- flexible

Catchment includes:

- 196,955 people
- 82,588 households

- 275
- flexible

- 196,955 people
- 82,588 households



The Beacon - Wantage:

Capacity:

- 348
- Fixed

Catchment includes:

- 153,957 people
- 62,502 households



Corn Exchange - Devizes:

Capacity:

- 400
- flexible

Catchment includes:

- 177,465 people
- 75,676 households



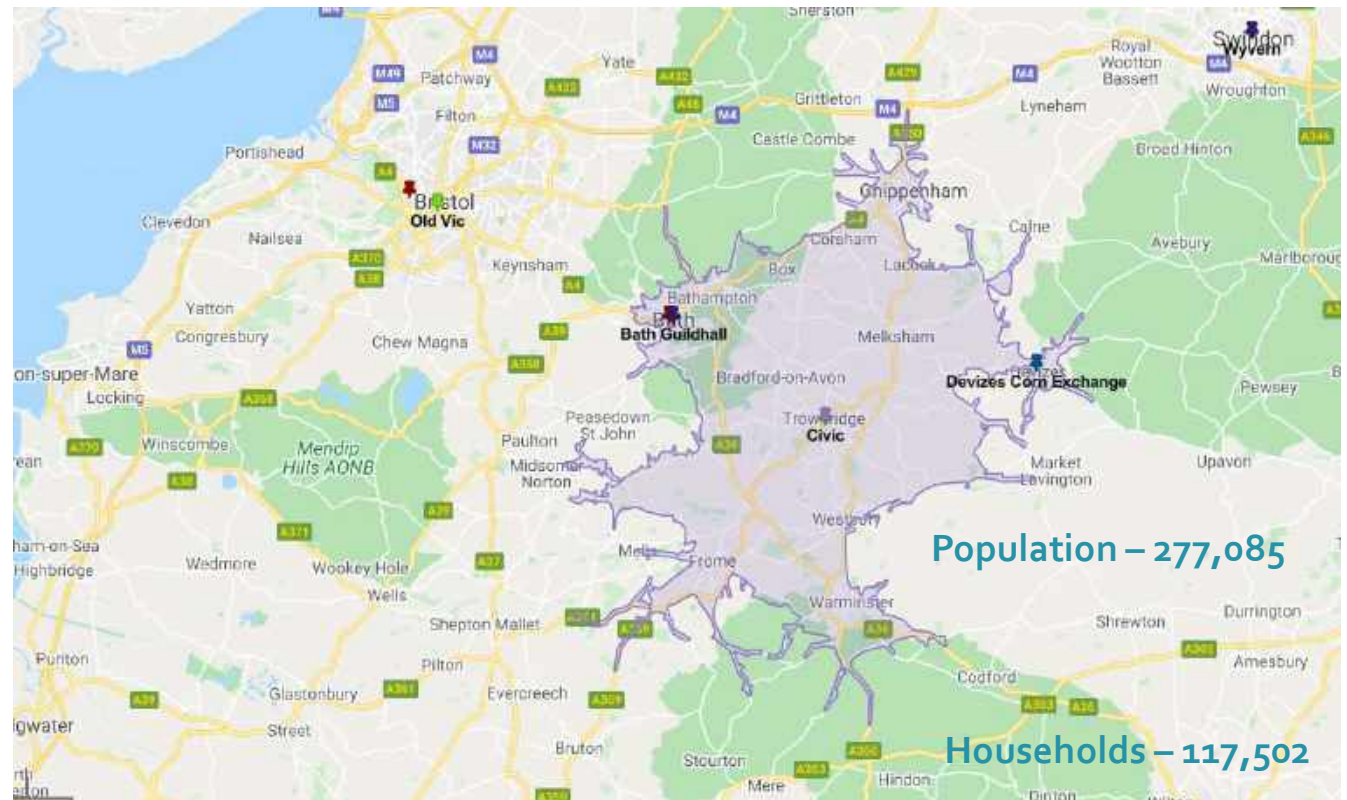
The Civic - Trowbridge:

Capacity:

- 594 seated, 900 standing – Landsdown Hall
- 120 seated – Council Chamber
- 140 seated, 200 standing – Usher Suite
- Flexible

Catchment includes:

- 277,085 people
- 117,502 households



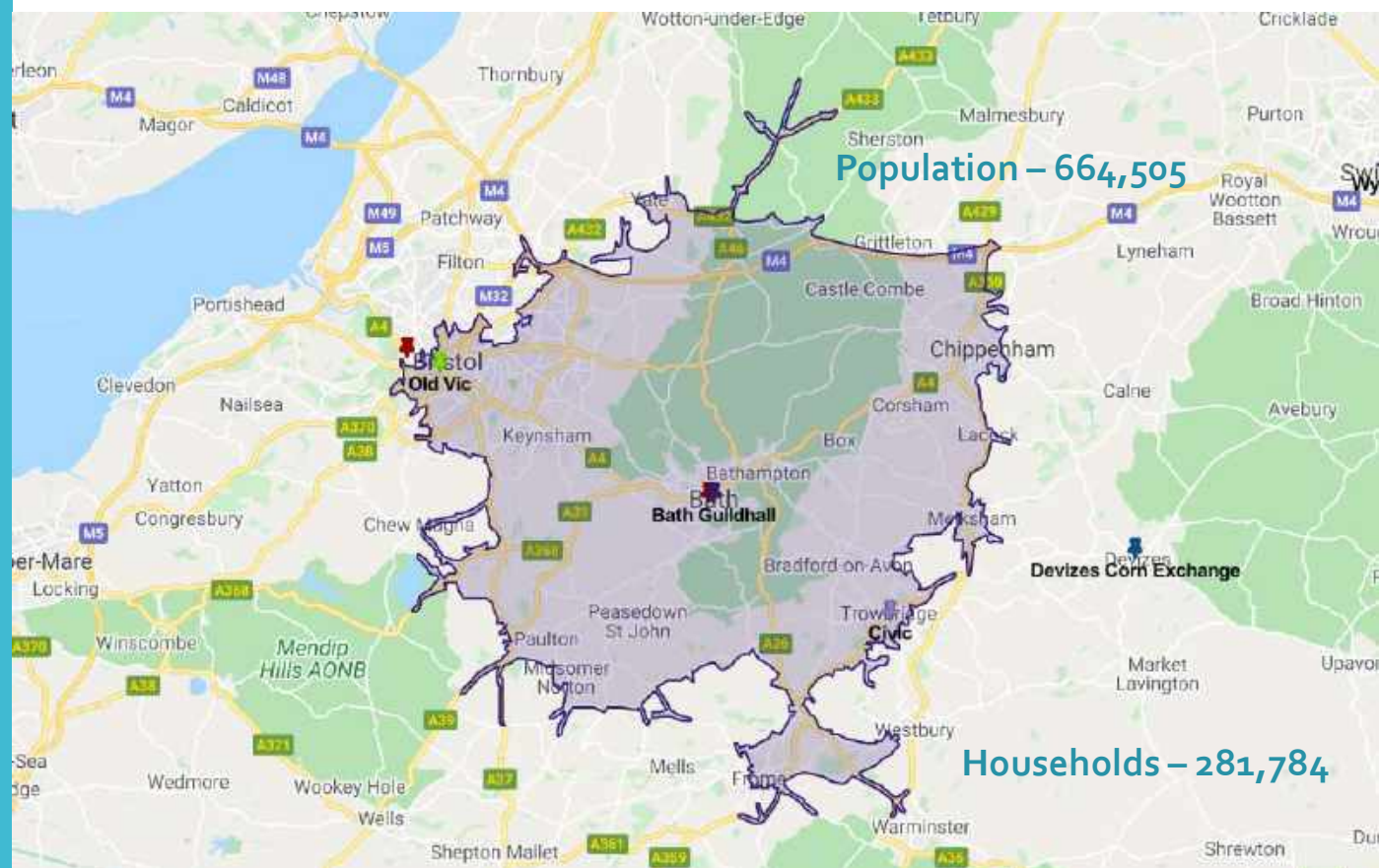
Guildhall – Bath:

Capacity:

- 300
- flexible

Catchment includes:

- 664,505 people
- 281,784 households



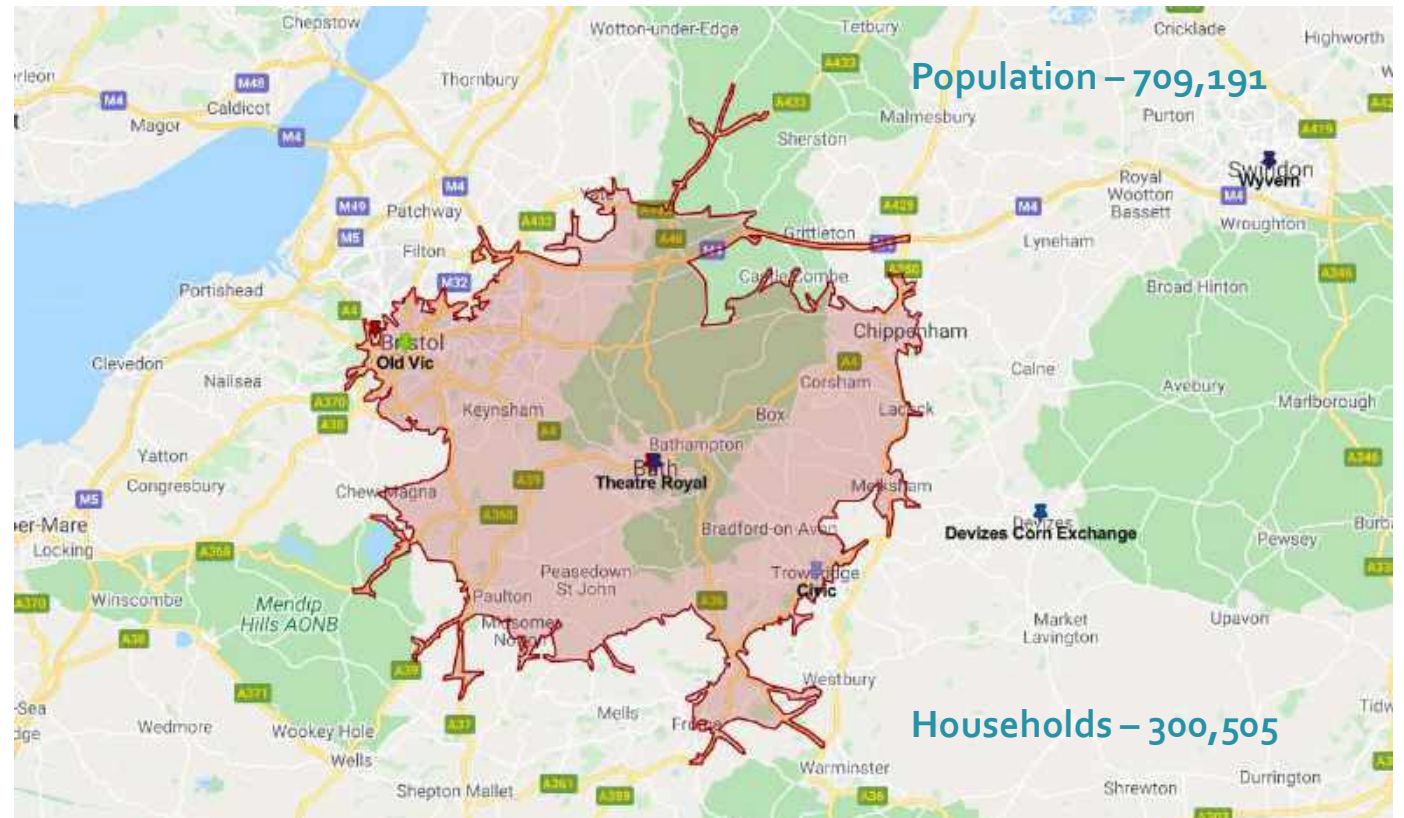
Theatre Royal - Bath:

Capacity:

- 900
- Fixed

Catchment includes:

- 709,191 people
- 300,505 households



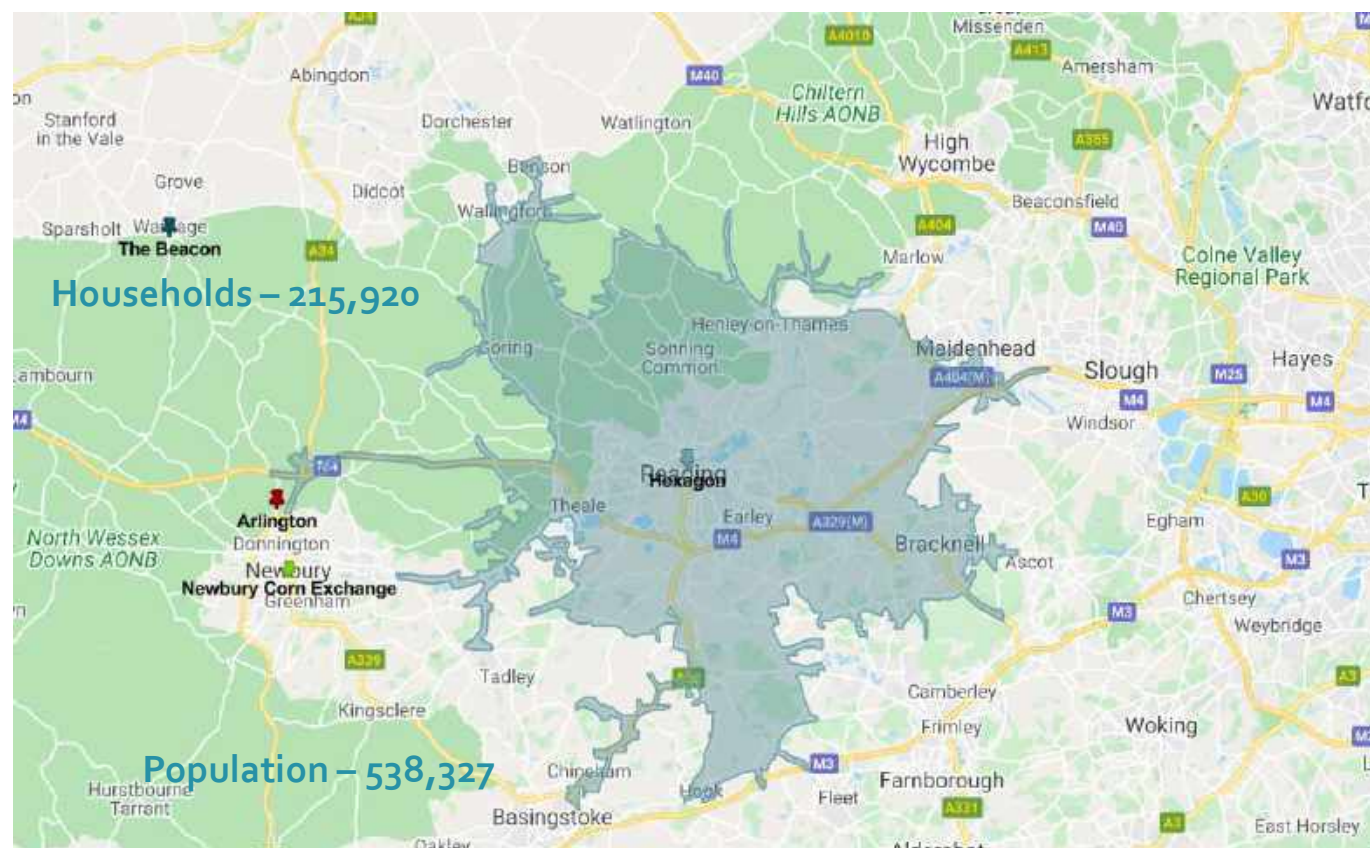
Hexagon – Reading:

Capacity:

- 1,200 seated, 1,686 standing
- flexible

Catchment includes:

- 538,327 people
- 215,920 households



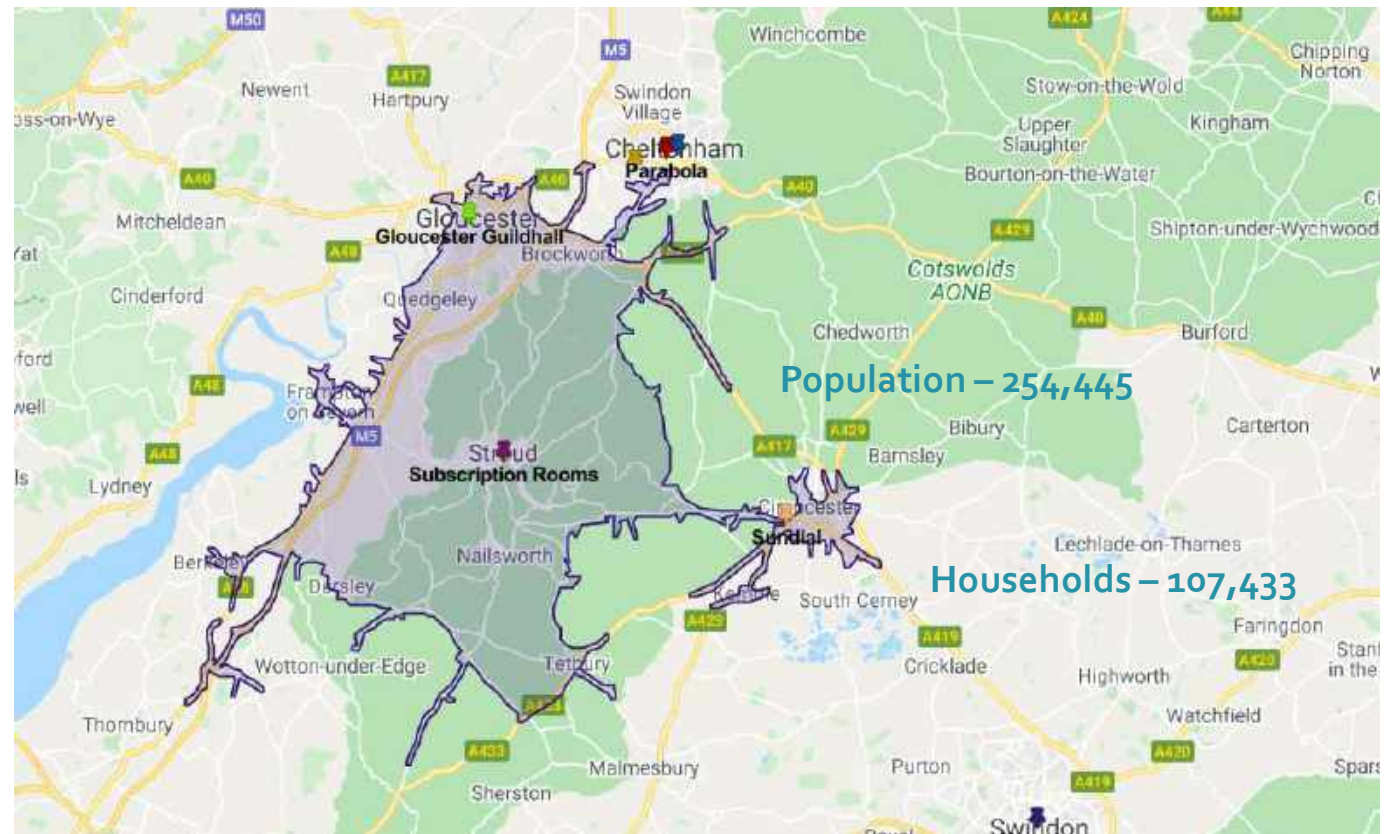
Subscription Rooms - Stroud:

Capacity:

- 450 Flexible

Catchment includes:

- 254,445 people
- 107,433 households



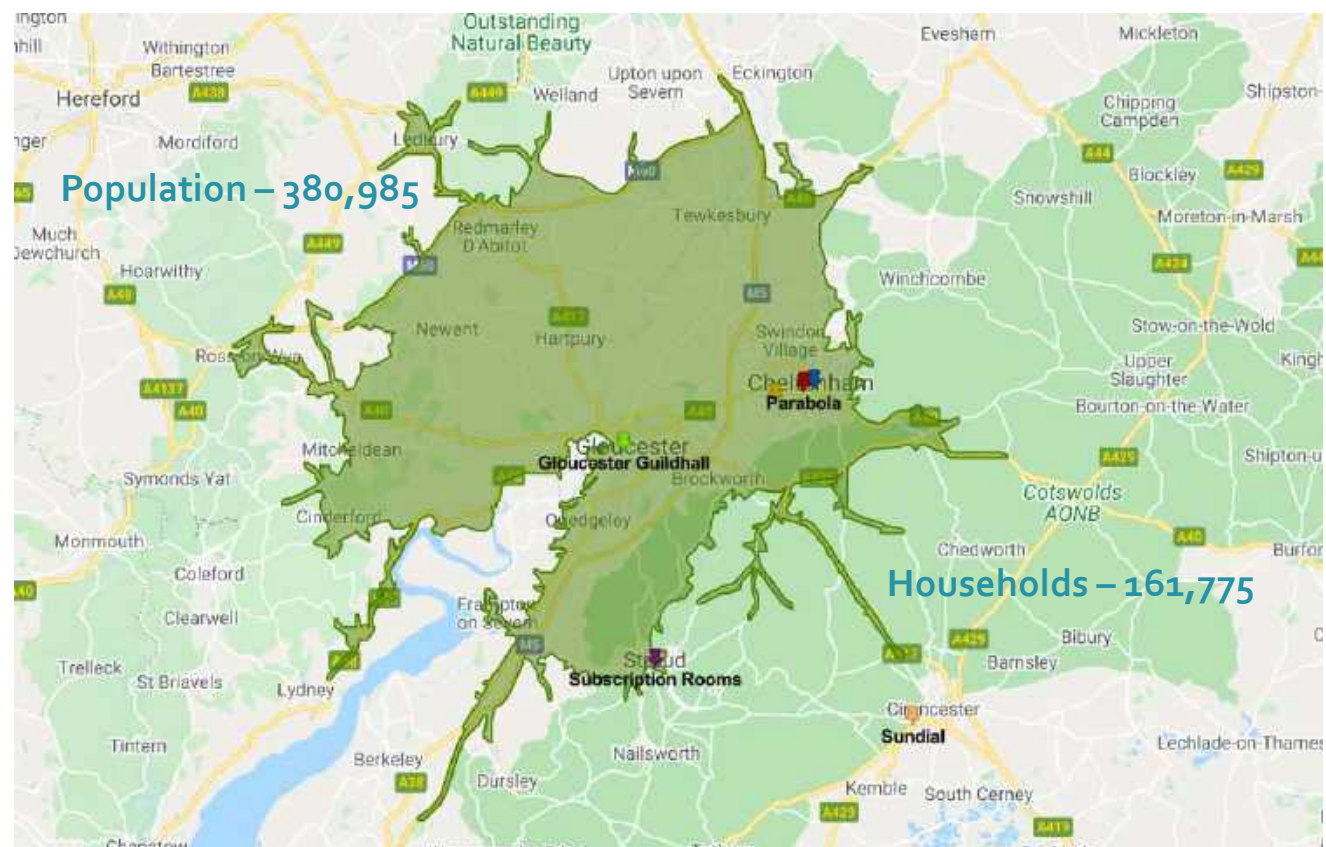
Guildhall – Gloucester:

Capacity Theatre:

- 280 seated, 400 standing
- flexible

Catchment includes:

- 380,985 people
- 161,775 households



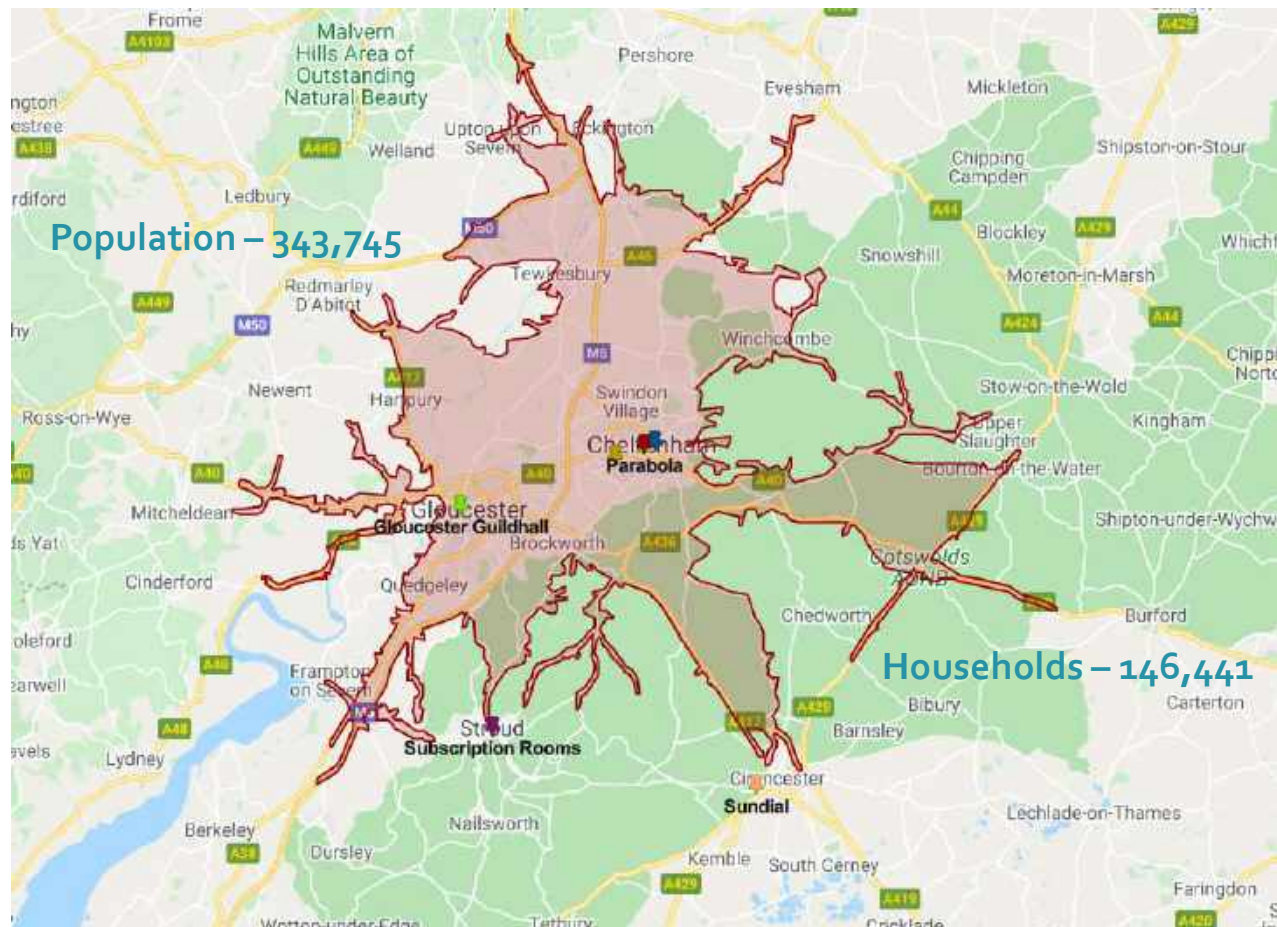
Parabola Arts - Cheltenham:

Capacity:

- 325
- Fixed

Catchment includes:

- 343,745 people
- 146,441 households



Everyman Theatre - Cheltenham:

Capacity:

- 670
- fixed

Catchment includes:

- 319,826 people
- 136,456 households



Bacon Theatre – Cheltenham:

Capacity:

- 500
- fixed

Catchment includes:

- 354,995 people
- 151,173 households



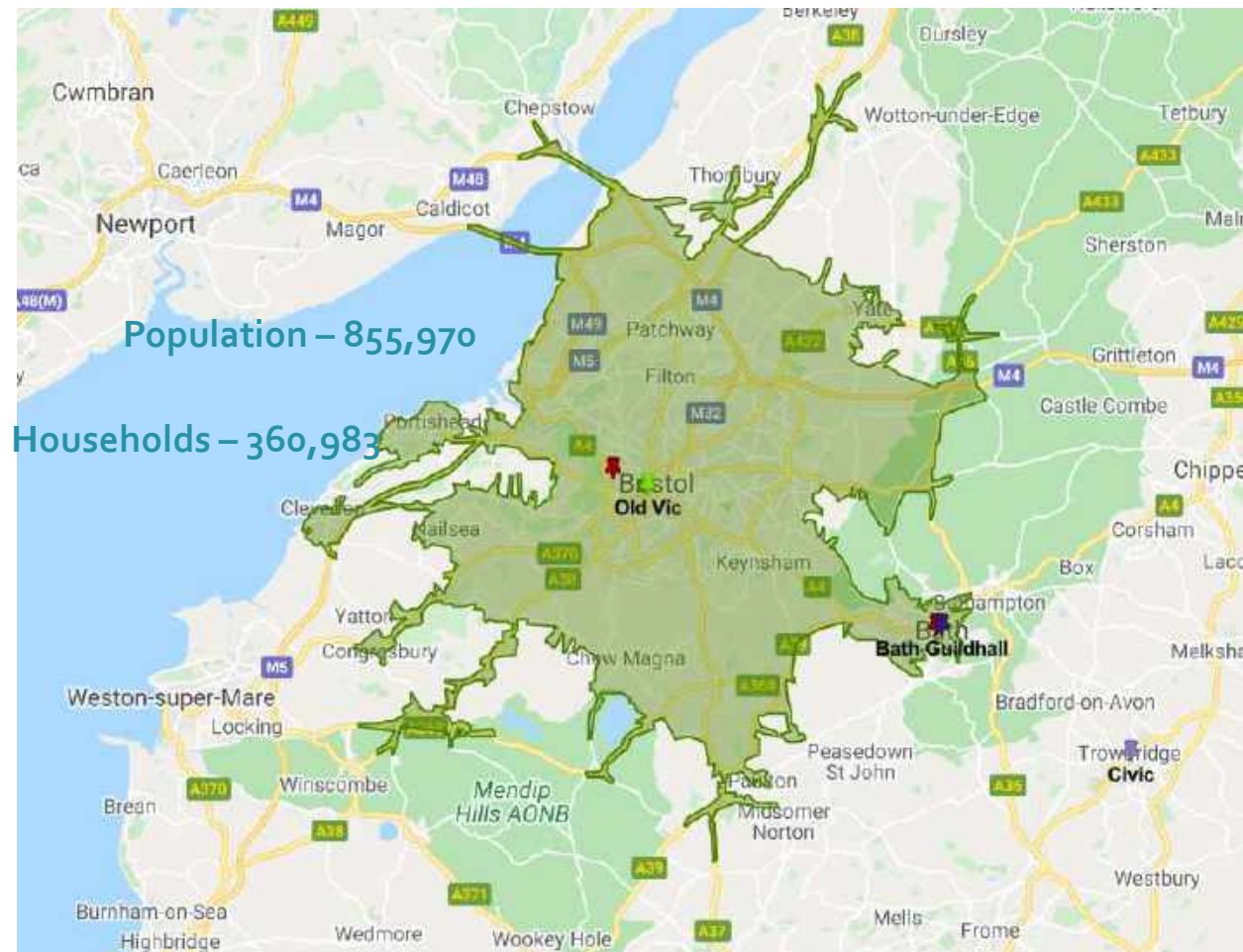
The Old Vic – Bristol:

Capacity:

- 500
- fixed

Catchment includes:

- 855,970 people
- 360,983 households



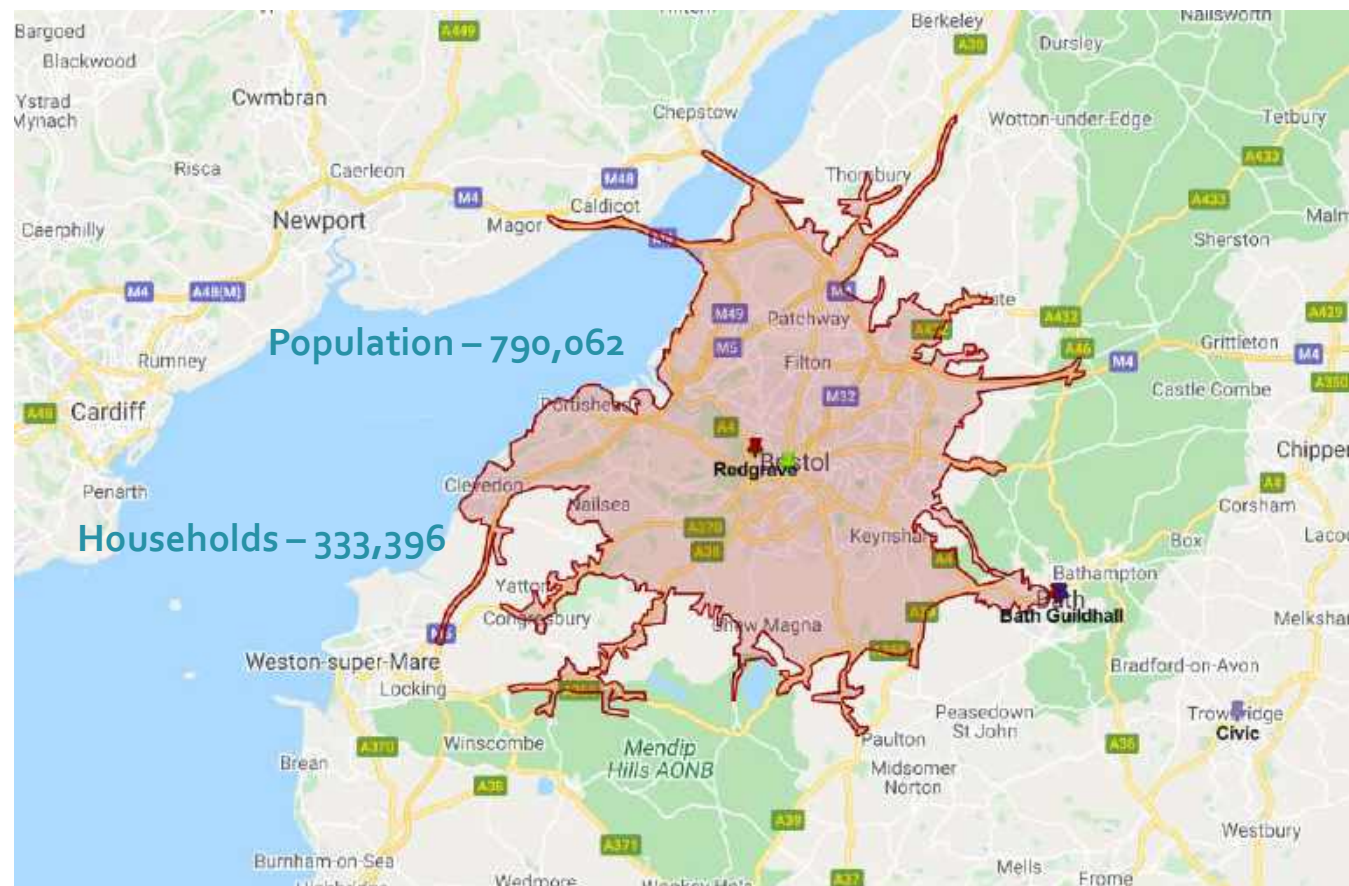
Redgrave Theatre – Bristol:

Capacity:

- 315
- fixed

Catchment includes:

- 790,062 people
- 333,396 households



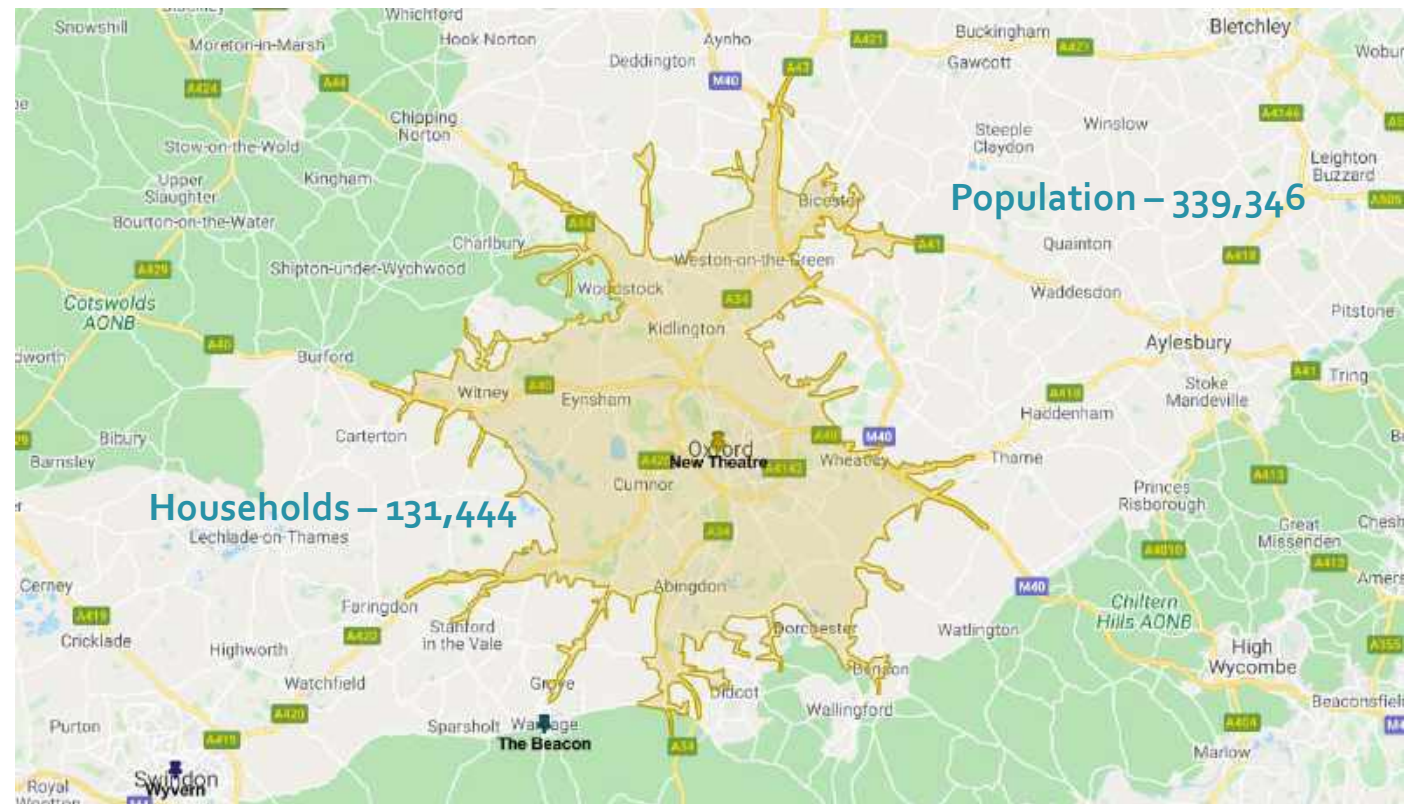
New Theatre – Oxford:

Capacity:

- 1,785
- fixed

Catchment includes:

- 339,346 people
- 131,444 households



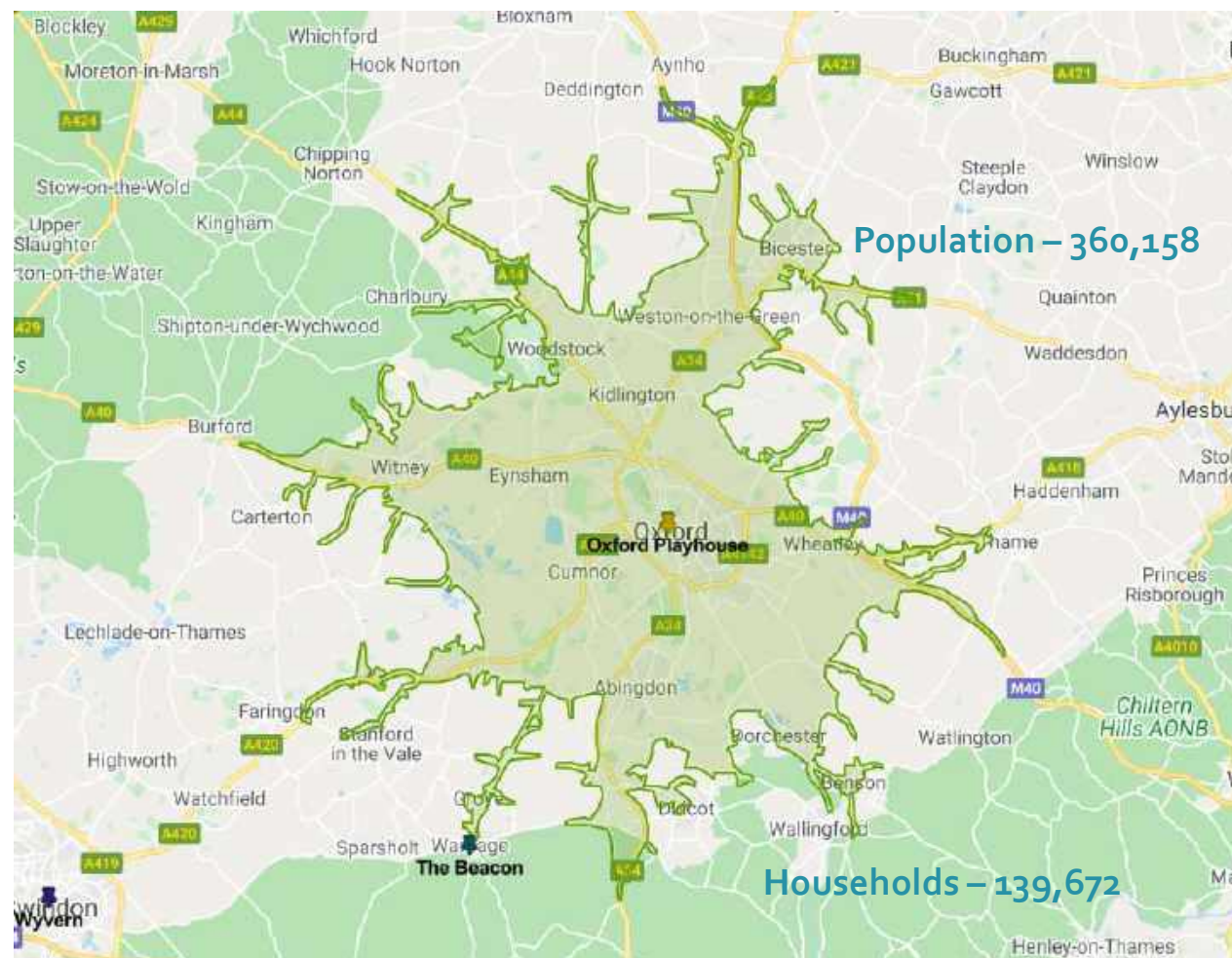
Playhouse – Oxford:

Capacity:

- 663
- fixed

Catchment includes:

- 360,158 people
- 139,672 households



Charlotte Wilson Research Services

April 2020

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1,200 Seat Performance Venue Outline Requirements

Project: 3696 Swindon's Cultural Quarter
Date: 02 April 2020
Revision: P3

P1	2 April 2020	DRAFT
P2	7 April 2020	DCA and CB comments incorporated
P3	8 April 2020	Final updates

Introduction

A new 1,200 seat performance venue will be the centrepiece of Swindon's new Cultural Quarter.

The venue will be welcoming, transparent, accessible and sustainable in the long-term.

The venue would be adaptable for:

- Single night productions of all kinds
- Popular music, with stalls adaptable to flat floor format to increase capacity to 1,800 persons in seated/standing format
- Comedy, spoken word, variety shows
- Touring fully-staged week-long productions of all kinds
- Dance

It will also include:

- A studio / rehearsal room of 150-175m² (not a formal studio theatre)
- All-day café / restaurant & interval bars

Site requirements

- Prominent and pivotal location
- Close to public transport and car parking
- Covered drop-off for wheelchair patrons immediately outside or very close to main entrance
- Segregated and secure vehicle access with loading yard for at least 2 articulated trucks, 1 Luton-sized van and refuse collection/catering delivery, ideally within gated service yard
- Truck tailgates to be level with stage
- Access for Fire Service vehicles as Building Regulations
- The venue will struggle to offer much more than 50% of its perimeter as 'active' frontage, so would benefit from having the equivalent, at least, of one 'back' and one 'side' elevation that are less prominent
- Ideally 'stand-alone' building but could abut some other low noise generating / noise sensitive commercial uses.
- As an important cultural destination, the venue should stand out from surrounding buildings and not be overwhelmed by them

- Any residential uses should be at an adequate distance or otherwise be shielded from sound break-out from the venue and potential disturbance from frequent late-night show 'get-outs'

Location

- For discussion in collaboration with Kimmerfeilds and cultural quarter team
- Initial review of the Kimmerfeilds emerging masterplan suggests a location backing onto Manchester Road at the north western gateway to the development and overlooking the central square may prove promising, depending on the footprint available

Massing

- Building footprint up to 65m x 50m (3,250m²), ideally orthogonal. A slightly more compact footprint may be workable, with the venue accommodation stacked higher. This building footprint excludes the external loading yard describe above.
- Building height
 - Auditorium roof ~18m
 - Fly tower (above whole stage) roof ~25m
- Key components
 - Auditorium ~26-30m long x 22-24m wide in plan comprising stalls of 600 seats with two balconies, each of 300 seats. 1,200 seat total includes accessible seats
 - Stage 12-14m deep x 22-24m wide
 - Orchestra pit and trap room beneath stage, requiring some basement construction (1,200 capacity will be reduced by about 100 seats when orchestra pit is in use)
 - Auditorium & stage require a generous allowance for structure and external envelope all round
- Gross Internal Floor area ~8,500m²
- Foyers, restaurant, venue bars, ticketing and public support accommodation minimum gross 2,000sqm

Precedents

G-Live, Guildford

G-Live in Guildford would be an appropriate precedent of the type of venue envisaged, with some modifications.

G-Live has 1,000 seats and smallish foyers so would need to be scaled-up by at least 20%

G-Live has no fly-tower, but this will be needed for Swindon where more theatrical programming is anticipated

G-Live auditorium is primarily for music, but the additional 200 seats for Swindon could be added vertically and the auditorium made more compact

Further details of this venue can be found on Guildford Borough Council Planning Portal ref: 07/P/00850

Grove Theatre, Dunstable

Although smaller, at 780 seats, this theatre includes adaptable stalls seating, a stalls parterre and single balcony. Scaling-up and addition of a second balcony could be an option for the new Swindon venue.

Swindon's Cultural Quarter

Redevelopment and Re-provision - REV A | April 2020

Site Plan



Option 3A

New performance venue on upper part of site



Option 3B

New performance venue and precinct on upper part of site



Option 3C

New performance venue on lower part of site



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