

The Manchester Furniture Show



Northwest Property Awards



The auditorium



## Award-winning facilities

In October 2007 Manchester Central's unique contribution to the region's business tourism sector was recognised at the Northwest Tourism Awards, beating off stiff competition to receive the prestigious 'Excellence in Business Tourism Award'.

Chief Executive, Lesley Tomlinson firmly believes that Manchester Central reflects the personality of the city it represents to the national and international business tourism audience:

"Manchester's 'can-do' attitude is something that Manchester Central embodies," she said. "It was thought impossible to hold a major political party conference in a city centre without causing massive disruption – at Manchester Central we made it happen. We believe that we have a part to play in projecting Manchester's image to the world – whether by holding concerts that reinforce and celebrate the city's fantastic reputation as a centre for music or by hosting major events that explore new ideas, echoing the city's tradition for radical and innovative thinking."

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## Future plans

The objective now is to maximise the flexibility of the venue's facilities to meet the demanding needs of the 21st century business tourism market. In spring 2008, Manchester's meeting place started a three-stage investment programme costing in excess of £20m. Redevelopment plans put together by renowned Manchester architects Stephenson Bell include a new and extended foyer area, an additional entrance plus extra catering, exhibition and seminar spaces.

Tomlinson said: "We know from the increased level of national and international enquiries that the demand is there for what Manchester Central offers. The challenge we have been addressing is how to add flexibility and capacity into our facilities without losing the distinctive and characterful nature that we know attracts people to us in the first place. With Stephenson Bell's plans we feel that we have achieved a very 'Manchester' solution, marrying the best of the old with the best of the new to create a business tourism destination that is both original and modern."