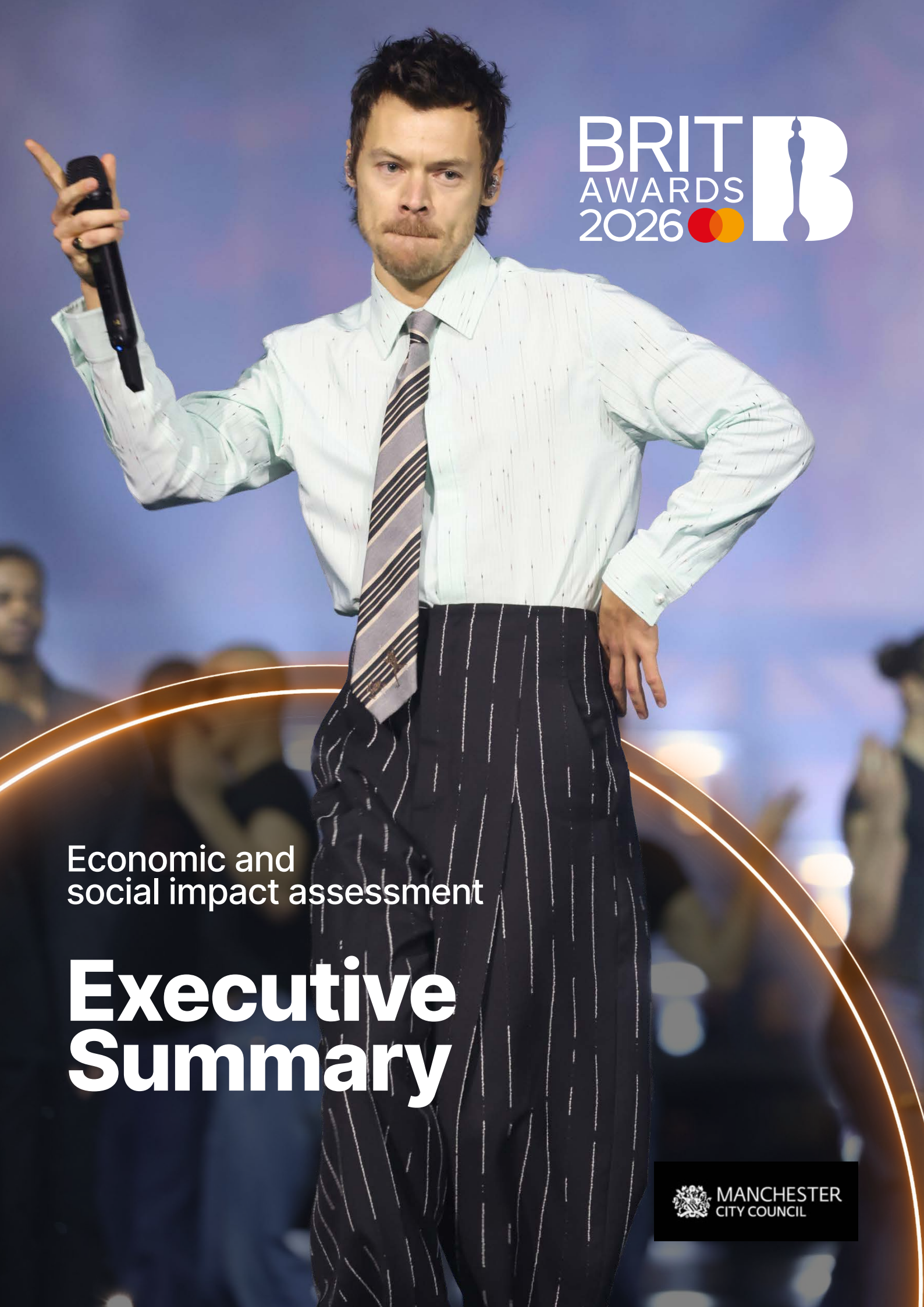
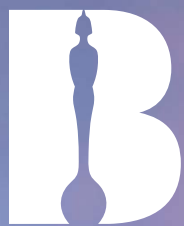


A full-page photograph of Harry Styles on a stage. He is wearing a light blue pinstriped shirt, a striped tie, and dark pinstriped trousers. He holds a microphone in his right hand, pointing upwards with his index finger, and has his left hand on his hip. The background is a blurred stage with other people.

BRIT
AWARDS
2026  

Economic and
social impact assessment

Executive Summary



MANCHESTER
CITY COUNCIL



Introduction

The BRIT Awards 2026 marked a major milestone for the event and for Manchester.

Held at Co-op Live on 28 February 2026, it was the first edition of The BRIT Awards to be hosted outside London. Alongside the main ceremony, a wider programme of activity took place across the city, extending the reach and impact of the event beyond a single night.

This included BRITs Week performances, the BRITs Fringe Lab, Mastercard Mic Drop Talks, the Manchester Welcomes programme, the BRITs Art Trail, industry networking events, media activity, educational engagement and community-focused initiatives.

This independent assessment, undertaken by AMION Consulting, considers the economic, social, cultural and media impacts generated in Manchester. It draws on ticketing records, audience survey responses, stakeholder engagement, media and digital analytics, and evidence provided by delivery partners.



**“The first
BRIT Awards
ever staged
outside London.”**

Audience and media reach

Bringing the BRITs to new audiences

The move to Manchester broadened access to The BRIT Awards and helped engage audiences through a wider programme of performances, exhibitions, educational activity and community engagement across the city.

Audience feedback was overwhelmingly positive, while extensive media and digital coverage amplified Manchester's role on a global stage.

“Fantastic event – venue was incredible. We’ve been to London for the BRITs a few times and this was so much better.”

BRITs 2026 Audience Feedback

At least
24,900
attendees
at in-person BRIT events.

12,062
BRITs
Award Night
attendees

Over
12,850
wider
programme
attendees

92% rated
the BRIT Awards
experience as
excellent
or good

94% rated
wider BRITs
events as
excellent
or good

“It was incredible and really well done. It was such a vibe in Manchester and Manchester did it proud.”

BRITs 2026 Audience Feedback

Main ceremony
Net Promoter
Score (NPS)¹

62

Wider
events NPS

63

**611.1
million**

video views
including
artist channels

**8.0
billion**

combined
opportunities
to see

**£100
million**

combined Advertising
Value Equivalent

¹ Net Promoter Score (NPS) is a widely used metric for event satisfaction and feedback, measuring how likely people are to recommend an event or experience to others. It is based on responses on a 0–10 scale and gives a score from -100 to +100. Scores above 0 are positive, while scores above 50 are generally considered excellent. The BRIT Awards 2026 scores of 62 for the main ceremony and 63 for wider events therefore indicate very strong audience advocacy.

Economic and social impacts

Delivering benefits for Manchester

The economic assessment considered the contribution of The BRIT Awards 2026 to Manchester, rather than simply counting all activity linked to the event.

For the economic assessment, this means focusing on spending retained in Manchester that would not otherwise have taken place in the city. Visitor spending was assessed using audience survey evidence, covering areas such as accommodation, food and drink, retail, local transport and leisure activity. Organiser and partner spending was also included where it was retained locally, such as production, travel, accommodation and delivery costs.

To avoid overstating the impact, the economic impact assessment excludes ticket income and adjusts for displacement. This means allowing for the fact that some attendees may otherwise have spent money on another event or leisure activity in Manchester. The assessment also accounts for leakage by removing spending that took place outside the city.

The social impact assessment considers the wider value generated for people and communities, including cultural participation, civic pride, digital engagement and Manchester's strengthened profile as a major events destination. These benefits have been valued using recognised national evidence, including HM Treasury Green Book and Department for Culture, Media and Sport guidance.





**£5.0 million net additional
expenditure in Manchester,
of which £3.6 million visitor
expenditure and
£1.4 million organiser and
partner expenditure**

**£3.45
million**
Gross
Value Added

3,099 one-week
temporary jobs,
equivalent of
15,497 days of
employment for
Manchester-based
workers

**£11.2
million**
monetised
social
impacts

Conclusion

A successful first chapter for Manchester

The BRIT Awards 2026 was more than a successful live event. It broadened access to one of the UK's most high-profile cultural institutions, generated economic and social value and strengthened Manchester's national and international profile.

The event also delivered wider benefits that are not fully captured in the headline figures. These included stronger local partnerships, increased visibility for Manchester's music ecosystem, positive impacts on perceptions of the city, a clear uplift in hotel performance, education and careers activity, city-centre cultural activation and community engagement through the wider BRITs programme.

These impacts demonstrate Manchester's ability to host globally significant cultural moments at scale. The success of the first Manchester-based BRIT Awards provides a strong platform for future editions of the event in the city.



“The BRITs in Manchester brought a fresh energy to the entire experience. It was a genuine pleasure to work alongside the local community and the partners we collaborated with throughout. We’re already looking forward to doing it all again next year.”

Major UK Record Label



AMION Consulting undertook this independent evaluation for BPI to assess the economic and social impacts of The BRIT Awards 2026.

AMION is a leading economic development consultancy with extensive experience in economic appraisal, impact assessment and evaluation. The team has produced industry-standard economic appraisal guidance for Homes England and the Ministry of Housing, Communities and Local Government, and has led major evaluations for national cultural programmes on behalf of DCMS and Arts Council England.

This expertise has been applied to robust impact assessments and evaluations for major UK events, including Eurovision 2023, Coventry UK City of Culture, Bradford UK City of Culture and the London 2012 Olympic Games.