# Brit Awards set to relocate to Manchester for first time in 2026 and 2027



The Brit Awards, the UK's esteemed music celebration, is set to make history by relocating to Manchester for the first time in 2026 and 2027. Traditionally hosted in London for nearly four decades, the 2026 ceremony will take place at the state-of-the-art Co-op Live arena on Saturday, February 28, with coverage provided by ITV1, ITVX, STV, and STV Player.

Andy Burnham, Mayor of Greater Manchester, welcomed the announcement as a significant victory for the city. "For the Brit Awards to move out of London is a massive coup for Greater Manchester," he remarked. He emphasised the region's rich musical heritage, positioning Manchester as a global cultural capital. His enthusiasm reflects the city’s legacy as a birthplace for many iconic artists and bands, reaffirming its reputation as a hub for music and creativity. Burnham expressed confidence that Manchester will provide an unforgettable experience, stating, "You can be sure that we will help them do it in style."

The British Phonographic Industry (BPI), which serves as the trade association for the UK’s music industry, is overseeing the event, while Sony Music UK played a pivotal role in orchestrating its move to Manchester. Jason Iley, chairman and CEO of Sony Music UK & Ireland, noted the significance of the move, highlighting Manchester's cultural vitality as a perfect backdrop for the Brit Awards. “Moving to Manchester, the home of some of the most iconic and defining artists of our lifetime, will invigorate the show and build on the Brits’ legacy,” he stated, expressing excitement for the future of the awards in this vibrant setting.

The Co-op Live arena, boasting a capacity of 23,500, opened in May 2024 and has since hosted a range of prestigious performances, including those by Sir Paul McCartney and Charli XCX. This venue's modern facilities make it an ideal choice for such a high-profile event, further enhancing Manchester's appeal as a cultural destination.

Mastercard continues its long-standing support for the Brit Awards as the headline sponsor, celebrating its 28th year of partnership. This commitment underscores the importance of the awards not only in the UK but also in maintaining a global profile for British music.

This year’s Brit Awards held at London’s O2 Arena showcased standout performances and winners, with Charli XCX clinching five awards, including Album of the Year for her release, "Brat." This shift in venue indicates a broader trend of decentralising major cultural events, aiming to diversify the locations that receive such international attention and to spotlight cities outside the capital.

As the countdown to the 2026 event begins, the anticipation surrounding Manchester's debut as the host city for the Brit Awards grows, promising to add an exciting chapter to the awards' storied legacy.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.independent.co.uk/arts-entertainment/music/news/brit-awards-manchester-reason-2026-london-b2766990.html), [[2]](https://www.independent.co.uk/arts-entertainment/music/news/brit-awards-manchester-reason-2026-london-b2766990.html)
* Paragraph 2 – [[4]](https://www.bpi.co.uk/), [[5]](https://www.sonymusic.co.uk/)
* Paragraph 3 – [[2]](https://www.independent.co.uk/arts-entertainment/music/news/brit-awards-manchester-reason-2026-london-b2766990.html), [[3]](https://www.co-oplive.com/), [[6]](https://www.itv.com/)
* Paragraph 4 – [[7]](https://www.mastercard.co.uk/)
* Paragraph 5 – [[1]](https://www.independent.co.uk/arts-entertainment/music/news/brit-awards-manchester-reason-2026-london-b2766990.html), [[2]](https://www.independent.co.uk/arts-entertainment/music/news/brit-awards-manchester-reason-2026-london-b2766990.html)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.independent.co.uk/arts-entertainment/music/news/brit-awards-manchester-reason-2026-london-b2766990.html> - Please view link - unable to able to access data
2. <https://www.independent.co.uk/arts-entertainment/music/news/brit-awards-manchester-reason-2026-london-b2766990.html> - The Brit Awards, the UK's premier music event, will be held in Manchester for the first time in 2026 and 2027, moving from its traditional London venue. The 2026 ceremony is scheduled for Saturday, February 28, at the Co-op Live arena, which opened in May 2024 with a capacity of 23,500. The event will be broadcast on ITV1, ITVX, STV, and STV Player. Andy Burnham, Mayor of Greater Manchester, expressed enthusiasm over the move, highlighting the city's rich musical heritage and cultural significance. The British Phonographic Industry (BPI), the UK's music trade body, is overseeing the event, with Sony Music UK spearheading the relocation. Mastercard continues its longstanding sponsorship, now in its 28th year. The Co-op Live arena has hosted notable acts like Sir Paul McCartney and Charli XCX since its opening.
3. <https://www.co-oplive.com/> - Co-op Live is the UK's largest indoor arena, located in Manchester. Opened in May 2024, it boasts a capacity of 23,500 and has hosted performances by artists such as Sir Paul McCartney and Charli XCX. The venue is set to host the Brit Awards in 2026 and 2027, marking the first time the event will be held outside London.
4. <https://www.bpi.co.uk/> - The British Phonographic Industry (BPI) is the trade association for the UK's recorded music industry. It represents the interests of record labels and artists, overseeing events like the Brit Awards. The BPI is responsible for organising the Brit Awards, which will be held in Manchester for the first time in 2026 and 2027.
5. <https://www.sonymusic.co.uk/> - Sony Music UK is a leading music company and the UK division of Sony Music Entertainment. It is responsible for managing the careers of various artists and has been instrumental in the relocation of the Brit Awards to Manchester for the 2026 and 2027 ceremonies.
6. <https://www.itv.com/> - ITV is a British free-to-air television network that will broadcast the 2026 Brit Awards ceremony. The event is scheduled to be aired on ITV1, ITVX, STV, and STV Player, marking a significant occasion as the awards move to Manchester for the first time.
7. <https://www.mastercard.co.uk/> - Mastercard is a global financial services corporation and the headline sponsor of the Brit Awards. The company has been associated with the awards for 28 years, continuing its longstanding support as the event relocates to Manchester for the 2026 and 2027 ceremonies.