



ZONE C EVENT STRATEGY

1. OVERVIEW

The new Civic Square is positioned as the heart of urban life at Sister, and it offers a dynamic venue with the potential to engage a diverse range of audiences. Situated within Zone C is Altrincham Street, doubling in size and becoming fully pedestrianised. This space lends itself to hosting low-impact activations that complement the wider activity across the site. The event strategy will revolve around the themes of Science and Innovation, Sustainability, Diversity and Inclusion, and Arts and Culture, all while considering the frequency and types of events that best activate the space.

2. STRATEGIC AMBITIONS

- **Increase Footfall and Community Engagement:** Through the curation of diverse events that attract different audiences, we will increase foot traffic and create a vibrant atmosphere that spills out onto the surrounding areas and engages the wider community.
- **Build Brand Identity:** Position Sister as an innovative cultural hub in Manchester, enhancing its identity as a focal point for urban life.
- **Stimulate Economic Growth:** Through strategic events, we aim to drive commercial lettings, supporting businesses in the area, and boosting the local economy.
- **Foster Community Building:** Host events that connect people from different backgrounds, improving social cohesion and offering new opportunities for cultural exchange, education, and recreation.

3. KEY THEMES

SCIENCE AND INNOVATION:

We will create a focal point for science, technology and innovation-related activities, hosting events that engage communities and drive innovation to address regional, national and global challenges.

Examples could include:

- **Innovation Festival** (Annual event): A signature event that brings together innovators, technologists, and entrepreneurs to showcase cutting-edge solutions to global challenges. This could feature keynote speakers, panel discussions, exhibitions, and live demonstrations of new technologies. The event would also include



hands-on experiences for the public to interact with innovations.

- **Workshops** (Monthly event): Monthly innovation workshops for various audiences, from schools and universities to local startups, creating spaces for collaboration and problem-solving.

SUSTAINABILITY:

Sustainability will be at the heart of everything we do, from how we animate the site to how we engage and educate the wider community and through the events we host.

Examples could include:

- **Sustainability Week** (High Impact): A week dedicated to sustainability education and showcasing sustainable businesses, technologies, and practices. This could include eco-markets, sustainability workshops, talks, and eco-friendly brands. A sustainability-focused outdoor exhibition could engage the public on how to live more sustainably.
- **Green Pop-up Events** (Medium Impact): A recurring monthly event focusing on environmental issues like local farming, plant-based cooking, eco-fashion, and sustainability innovations. The community can learn about and engage with green initiatives.
- **Workshops on Sustainable Living** (Low Impact): Smaller, regular sessions teaching topics such as urban gardening, waste reduction, or energy conservation.

DIVERSITY AND INCLUSION:

We will support projects and collaborations that enrich the cultural vibrancy of our city and community, improve wellbeing and life opportunities by providing new experiences, and connecting communities through participation.

Examples could include:

- **Inclusive Arts Festival** (High Impact): A celebration of cultural diversity, offering performances, art exhibitions, and food markets representing different communities. This could feature music, dance, theatre, and visual arts that embrace diverse traditions.
- **Community Days** (Medium Impact, Monthly): A series of events focused on local communities, featuring discussions, music, food, and art.



- **Cultural Celebrations** (Medium Impact, Monthly): Celebrations that mark global and local cultural holidays (e.g., Black History Month, Pride Month, Lunar New Year).

ARTS AND CULTURE:

We will curate a series of arts and cultural activities at Sister, delivering a creative and ambitious programme for the City.

Examples could include:

- **Outdoor Art Exhibitions** (Medium Impact): Rotating outdoor art exhibitions showcasing local and international artists, focusing on contemporary art that invites public interaction.
- **Pop-Up Theatre** (Low Impact): A small-scale, seasonal outdoor theatre experience with live performances, such as improv shows, street theatre, or pop-up performances inspired by local culture and global arts movements.
- **Live Music and Cultural Performances** (Medium Impact): Live performances that feature local bands, musicians, dancers, and performers. This can include music festivals and other cultural showcases.

4. TYPES OF EVENTS, FREQUENCY AND IMPACT

Events that may take place within the civic square will include but be not be limited to:

Note: Please refer to noise reports, prepared by Sol Acoustics and submitted as part of this Application for further details on the applicable noise limits for event types, and categorisations

Event Type	Anticipated Frequency	Sister Type Categorisation	Proposed Noise Limit Categorisation
Innovation Festival*	3 - 4 per year	High Impact	Minor
Cinema, live sports screenings, family-friendly screenings*			Major
Ice rink/roller rink*			Minor
Music festival*			Major
Community events*	Monthly	Medium Impact	Major
Music events*			Major
Pop-up food markets			Minor



Pop-up theatre - Summer time*			Major
Brand activations - Space commercialisation	Weekly/bi-weekly	Low Impact	Minor
Family events/family days out, and sports days*			Minor
Wellness events including fitness classes (Running clubs, outdoor HIIT, Yoga, Pilates, etc.)			Minor
Outdoor exhibitions			Minor
Workshops			Minor

** Denotes events that will likely include amplified sound*