

NEW CENTURY CHRISTMAS TIPI OVERVIEW

July 2024

LOCATION

Sadlers Yard (Public Realm) NOMA, Manchester City Centre

THE OBJECTIVE

Increase the awareness of Sadler's Yard to the wider Manchester community to offer enjoyable, entertaining, feel-good, safe & positive experiences for all, providing a welcoming space for the local community, as well as our neighbours, businesses & visitors to the city. We aim to build a community using our in-house ecosystem to enable us to create a shared space to share knowledge & experiences, together.

The cultural event tipis are intended to be a flexible temporary space which will accommodate a range of ticketed events, including yoga classes, seminars, workshops, panel talks, corporate events, free community events for families & children, industry leading music events in collaboration with MTV, amateur performances from the dBs students, as well as a series of live festive performances & DJ-led events.

THE PLACE

The NOMA neighbourhood has been designed with people in mind & seeks to be a force for good, promoting social inclusion & community firmly at its heart. Sadler's Yard is a beautiful public realm space right at the heart of the NOMA neighbourhood. This space has played host to many events & activities in the past & continues to offer a small selection of community focused workshops & activities.

NEW CENTURY

After years hiding in plain sight, the rebirth of New Century brings a piece of Manchester's musical heritage back to life for a new generation. Within its stunning mid century modern architecture, New Century creates a new social hub & platform for creative talent across 3 floors.

New Century Hall - on the first floor, this legendary venue is back. With its original sprung dance floor, disco ceiling & state of the art sound system, the hall hosts an eclectic programme of events.

New Century Kitchen, on the ground floor, houses our resident independent food traders who are cooking up a storm with an evolving menu of local & globally inspired cuisines, served alongside local beers, wines, cocktails, coffees & teas.

Education & nurturing the next wave of creative talent is central to what New Century is about. The dBs Institute lives in the basement teaching music technology & games design at degree & post graduate level in a state of the art facility.

Together we are a powerful ecosystem who strive to connect education to industry leading professionals, provide a platform for up & coming talent, share knowledge & experiences & create opportunities for young people.

EDUCATION (dBs)

Our tenants (dBs Institute) will be heavily involved in the programming of events. Working together we aim to provide opportunities for young people interested in the creative industries by hosting workshops, panel talks & connecting the community with industry professionals.

ABOUT dBs

The Manchester dBs campus is located in the basement level of New Century, an iconic Manchester venue that has been transformed into a new home for live music, events & industry-leading education in music, technology & game development - all under one roof in Manchester's up & coming NOMA neighbourhood.

We're big believers that innovation flourishes in a community that's diverse & collaborative. That's why we're dedicated to creating an environment that celebrates & supports a wide range of voices & perspectives. We encourage creativity & the sharing of ideas, a space where everyone is valued & treated with respect, where every member of our community has the opportunity to contribute their unique talents & ideas.

At dBs Institute we're nurturing a new generation of creative professionals who will use their skills & passion to make a positive impact on the world.

THE PEOPLE & THE COMMUNITY

Being part of a community can have a positive effect on mental health & emotional wellbeing. Community involvement provides a sense of belonging & social connectedness. It can also offer extra meaning & purpose to everyday life. We want to build a community to help everyone foster a sense of belonging, provide educational opportunities, promote health & wellness, offer recreational activities & support economic development. We aim to build a place where local people can come together, share resources & work towards a common goal of building a stronger & more vibrant community.

PLACEMAKING

NOMA & its portfolio of businesses are all underpinned by a neighbourhood-led approach to placemaking that champions the idea that places are better when people are involved in making them. New Century is right at the heart of the NOMA neighbourhood & we want to champion these placemaking goals to ensure this part of the city is involved in the wider community & plays a part in what the city currently offers.

ACTIVATION

The activation of the public realm space at Sadler's Yard will be carefully curated to ensure the activities attract a diverse range of people, all within different age groups. Activating an unused or empty space to create a new experience for the community, allowing us to connect people & build a community where people gather, have adventures, kick start collaborations, form relationships, share knowledge, new experiences & innovate.

COLLABORATION

The power of coming together to collaborate via events enables the community to strengthen community bonds. Curating an eclectic mix of events brings people together, helps foster a sense of identification, be creative & promote mental wellbeing. We want everyone to be involved, not only the NOMA businesses, we are hoping the wider Manchester community will also want to get involved, we're here to collaborate, not to be in competition.

THE PUBLIC BENEFIT OF CREATING GOOD PUBLIC SPACES & HOLDING EVENTS

- Create more opportunities
- Support local economies
- Attract business investments
- Attract tourism
- Provide cultural opportunities
- Encourage volunteerism
- Reduce crime
- Increase use of public transportation

- Neighbourhood awareness
- Showcase the community of businesses
- Make face-to-face connections & networking opportunities
- Strengthen the community
- Fundraise

MTV (EMA's MANCHESTER NOVEMBER 2024)

The MTV EMA 2024 is a global celebration of the year's best in music, celebrities & culture.

The awards are a reflection of the international & continental music scene. They are representative of geographical origin & of achievement in diverse musical genres & disciplines, indicative of the diversity & scope of the show.

"The MTV EMAs is one of the biggest global music celebrations, bringing together local & international artists to create iconic performances for fans around the world," said Bruce Gillmer, president of music & chief content officer for music at Paramount+. "With music at the very heart of Manchester's rich creative heritage, this vibrant city – with the state-of-the-art Co-op Live – will guarantee a supercharged 2024 show."

As part of the EMAs week long celebrations, we are very honoured & proud MTV have chosen New Century to be the hub for music week. With our iconic music venue, our buildings rich heritage & our passion for education & providing opportunities, this is the perfect match & we are very excited to be a part of these special awards. The music hub will see MTV do a full building takeover of New Century (New Century Hall & New Century Kitchen) week commencing the 4th November, leading up to the EMAs. Music week is a full week of workshops for industry people. Their vision is to create different spaces for the different elements of Music Week, where the tipi in Sadlers Yard will form part of our offer to collaborate with MTV for this amazing project.

ACTIVATION STAKEHOLDERS

(Local Authority & businesses who support the activation proposal for Sadler's Yard)

NOMA (Federated Hermes) Landlord

NOMA Business Community (Tenants in the immediate vicinity of Sadlers Yard)

Gareth Worthington - CityCo

Gareth Williams - Greater Manchester Combined Authority

Mike Parrott - Manchester City Council

A full operational Event Management Strategy will follow shortly.