



A BROADWICK OPERATED VENUE

SOCIO - ECONOMIC VALUE OF MEANWHILE USE

DEPOT MAYFIELD

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In 2019 The Mayfield Partnership, engaged Broadwick to activate and operate Depot Mayfield as a meanwhile use culture venue.

Although severely impacted by Covid from early 2020 through to late 2021, Broadwick's transformation of the space from a derelict train depot to a worthwhile. culture venue has brought over **2.4 MILLION VISITORS** to Mayfield to date.

Broadwick's eclectic culture programming has included;

- Charity and community events
- Live & Electronic music programming
- Theatre and Cabaret
- Fashion show events
- Immersive Cinema
- Culture Festivals
- Industry conferences and awards
- Food & Beverage Operation (Freight Island)
- Corporate events and AGM's
- Product Launches
- Exhibitions
- Mayfield Park Programming Assistance
- Family events
- LGBTQ events
- Local School Engagement



ECONOMIC BENEFITS

According to the Business Desk report in September 2021 The Warehouse Project and Freight Island are estimated to injects £10.5m and £2.4m respectively into the local economy annually. Through these 2 recurring activations alone, Depot Mayfield is estimated to have generated over c.£50 million to date for the local economy.



EMPLOYMENT

Since opening in 2019, Depot Mayfield has generated and supported 1000's of jobs. By way of examples, construction projects engaged over 1000 skilled workers, along with a minimum of 50 people being employed by Freight Island each night of opening and over 600 staff required to run a single Warehouse Project event.



LOCAL SUPPLIERS

Depot Mayfield supports employment through a wide range of local businesses whose skills are essential to the running of the culture space. This includes Security, Cleaners, Audio / Visual Technicians, Chefs, Bar and Waiting Staff, Electricians, Event Staff, Medics, Welfare Teams, Traffic Management companies and many many more.



GOOD CAUSES

As well as giving charities event space free of charge, commercial events held at Depot Mayfield generates funds for Charities. The Warehouse Project events held to date at Depot Mayfield have generated **over £200,000 for Manchester Charities** including; the Greater Manchester Mayor's Charity 'A Bed Every Night'; Homobloc charity partners Gendered Intelligence, LGBT Foundation and the George House Trust; Super Josh Charity, Nordoff Robbins, All Out Action and The Mayfield Community Fund.



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EXAMPLES OF
**ECLECTIC
PROGRAMMING
OF A HYBRID VENUE**

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The Warehouse Project has to date brought c.1,000,000 visitors to Depot Mayfield and raised over £200,000 for Greater Manchester charity and community funds.



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Freight Island believed so much in their vision for Depot Mayfield that they were willing to build and open (safely) during the Pandemic. Freight welcomes on average 10,000 plus visitors weekly all enjoying the diverse food on offer and the quality entertainment. Freight also celebrates weekends with the family by programming parties and education specifically for the kids. [Freight Island](#)

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In 2023 Outbreak Festival came to Depot for the weekend bringing along 20,000 punk, rock and skate fans from as far wide as Australia.

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Backyard Cinema brought the roof of Depot to life during 2022 and 2023. A pop up immersive cinema for all the family to enjoy.



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In April 2024, RHS (Royal Horticulture Society) bring their inaugural Urban Gardening Show to Depot. A wonderful complement to the newly launched Mayfield Park and an entirely new demographic visiting the venue. [RHS Urban Garden Show](#)

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La Clique Cabaret (produced by Underbelly) brought their first run of shows outside of London and Edinburgh Festival to Depot Mayfield in the Summer of 2023. Internationally renowned artists wowed audiences for a 12 week run of shows. [La Clique](#)

16:30 - 17:15

MAIN STAGE

08.02.24 - 09.02.24
FREIGHT ISLAND, MCR
NIGHT TIME
ECONOMY
SUMMIT

Cultivating Home Grown Talent: Changing the Future!

Moderator: Ras Kwame DJ / Presenter
Rowetta Artist / Happy Mondays
Gary Powell Libertines / Musician
Lisa Mafia Artist / DJ / Entrepreneur
Aitch B DJ / Broadcaster / Promoter

NIGHT TIME
ECONOMY
OFFICE

DEFEND

Mustard
Audio

ND

etmaster

THE FAIR

skiddle

@GigPig

Freight
Island

08.02.24 - 09.02.24
FREIGHT ISLAND, MCR
NIGHT TIME
ECONOMY
SUMMIT

MAIN STAGE

Freight Island (at Depot Mayfield) has proven very popular as a unique space for conference and corporate events, bringing in thousands of people from all over the country. In early 2024 Freight Island played host to the Night Time Economy Summit a national event focussed on growing talent and the night time industry.

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“A special charity DJ battle event between the mayors of Greater Manchester and Liverpool raised more than £20,000. Andy Burnham and Steve Rotherham played to a packed Mayfield Depot crowd pitting the music of the two cities against each other.” [Manchester Evening News](#)



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Fila launched their collaboration with Haider Ackermann at Depot Mayfield in 2022. International A list celebrities flew in for the show which was streamed live globally. A real moment to focus all eyes on Depot. [Spaces&Stories](#)





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National promoters We Are Beer' have certainly made Depot Mayfield their home as they go on sale with their 4th annual Manchester Craft Beer Festival in 2024.
MCBF

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Brighter Sounds 'All Things Equal' Manifesto was crowd-sourced over five years as part of our gender equality programme Both Sides Now. It reflects and includes an authentic range of intersectional voices. At its heart is a commitment to create lasting change at all levels including education, talent development and leadership. The manifesto was launched on International Women's Day 2022 at Depot Mayfield. [Brighter Sounds](#)

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BeeWell is a groundbreaking new programme in secondary schools across Greater Manchester, aiming to make wellbeing everybody's business. Depot Mayfield, the final stop on the BeeWell tour was a festival of live performances, activities, competitions, guest speakers and workshops. Depot BeeWell



The #BeeWell Bus Journey



- A St. Damian's RC
- B The Pendlebury Centre
- C Altrincham Grammar School for Girls
- D Falinge Park High School
- E The Radclyffe School
- F Mayfield Depot

