

EVENT MANAGEMENT STRATEGY

Depot Mayfield Rooftop

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INTRODUCTION

To support the ongoing regeneration and activity being brought forward at Mayfield, an agreement has been reached with two partners to turn the Depot Mayfield building into a new temporary cultural and community venue which will be operational for the next three years. This builds on the success of the operation at Depot Mayfield, which has hosted live music, cultural events, networking and business events, food festivals, family cinema events and musicals

It is the intention of Broadwick Live to continue to operate high-quality venue, which would attract internationally significant events and performances and provide an important community asset for local organizations. This proposal and related Event Management Strategy sets out the proposals for a new rooftop cinema and events space to be located on the platform level at Depot Mayfield. This is to ensure that we continue to develop a more diverse range of entertainment and cultural offerings with the aim of attracting a wider audience including families and the local community.

A comprehensive event management strategy, to enhance visitor experience and mitigate potential effects on local resident business and business is therefore integral to the successful operation of the venue. The remainder of this document provides detail of the measures which will be implemented in the management and maintenance of the venue and includes the following topics:

- Venue management structure
- Types of events and capacities
- Hours of operation Admissions policy
- Audience management strategies
- Security measures
- Facilities management including waste management
- Noise control
- Transport strategies
- Template Event Management Plan

VENUE OVERVIEW

Depot Mayfield currently consists of flexible spaces to be used for a variety of cultural and community events including theatre, film, dance, pop-up food festivals, conferences, live music, gaming events and art exhibitions, and associated facilities including retail, food and bar use, administrative and back of house function, servicing and access arrangements.

The proposals set out in this document are seeking to activate the rooftop areas of the venue. The space will be separated into two areas. The first of which, Area A we aim to be operated as an indoor rooftop

cinema and event space with a small food and beverage offering during screenings or events. The second area, Area B, will be utilised as either an events space with seasonal activations such as a winter ice rink or a full time exhibition, art installations and theatre type space, again doubling as an event space.

COMMUNITY ENGAGEMENT

Community engagement is integral to establishing Depot Mayfield as a community asset for local organisations. Broadwick will assist all relevant stakeholders to continue to develop a community outreach strategy which encompasses the following strands:

- Consultation with residents and community groups in Piccadilly and Ardwick
- A programme of activities designed to engage and delivered in partnership with the local community
- A number of free events per year aimed at the local community
- A policy for reduced ticket prices for the local community as part of the overall ticketing strategy.

A letter outlining plans to create a new and significant venue as part of the long-term strategy for a £1bn-plus redevelopment programmed over the next decade, has previously been distributed to a number of neighbours and stakeholders.

A wider and more detailed consultation strategy was launched by The Mayfield Partnership to communicate the overall redevelopment process. The short term, temporary revitalisation of Mayfield Depot as a cultural and community venue, which is designed to create economic and social value for the city and its communities, has also been previously communicated to local businesses, residents, and Councillors.

A commentary on the market is provided within the Planning Statement to demonstrate how the proposal fits with the Manchester culture and leisure market and presents a carefully curated programme.

PREMISES LICENCE

Broadwick Venues Limited (known as Broadwick Live) currently holds a Premises Licence for Depot Mayfield which covers the Platform area however, an application is to be submitted to Manchester City Council for a new premises licence to cover the planned activities on the platform.

The application will be to permit the following activities across both Area A & B between the hours of 07:00-02:00 for a total capacity of up to 1,500 people:

- Sale by retail of alcohol

- The provision of regulated entertainment limited to:
 - Performance of plays
 - Exhibition of films
 - Live music
 - Recorded music
 - Performance of dance
 - Anything similar to live music, recorded music or the performance of dance.
- Provision of late-night refreshments

SITE MANAGEMENT

Management Structure

Depot Mayfield is currently managed by five full time members of staff:

- Venue Manager
- Operations Manager
- Senior Sales & Events Manager
- Assistant Operations Manager
- Sales & Events Manager

The management team is responsible for the day to day operations of the Depot site including ensuring the cooperation and coordination between all operators.

Cinema Management Structure

The cinema operators will have their own management team responsible for their operations on the site.

Event Management Team

Any events or activations that take place on the Platform will be expected to have their own management team in line with the Event Organisational Structure used for other events across the wider Depot site (shown below).

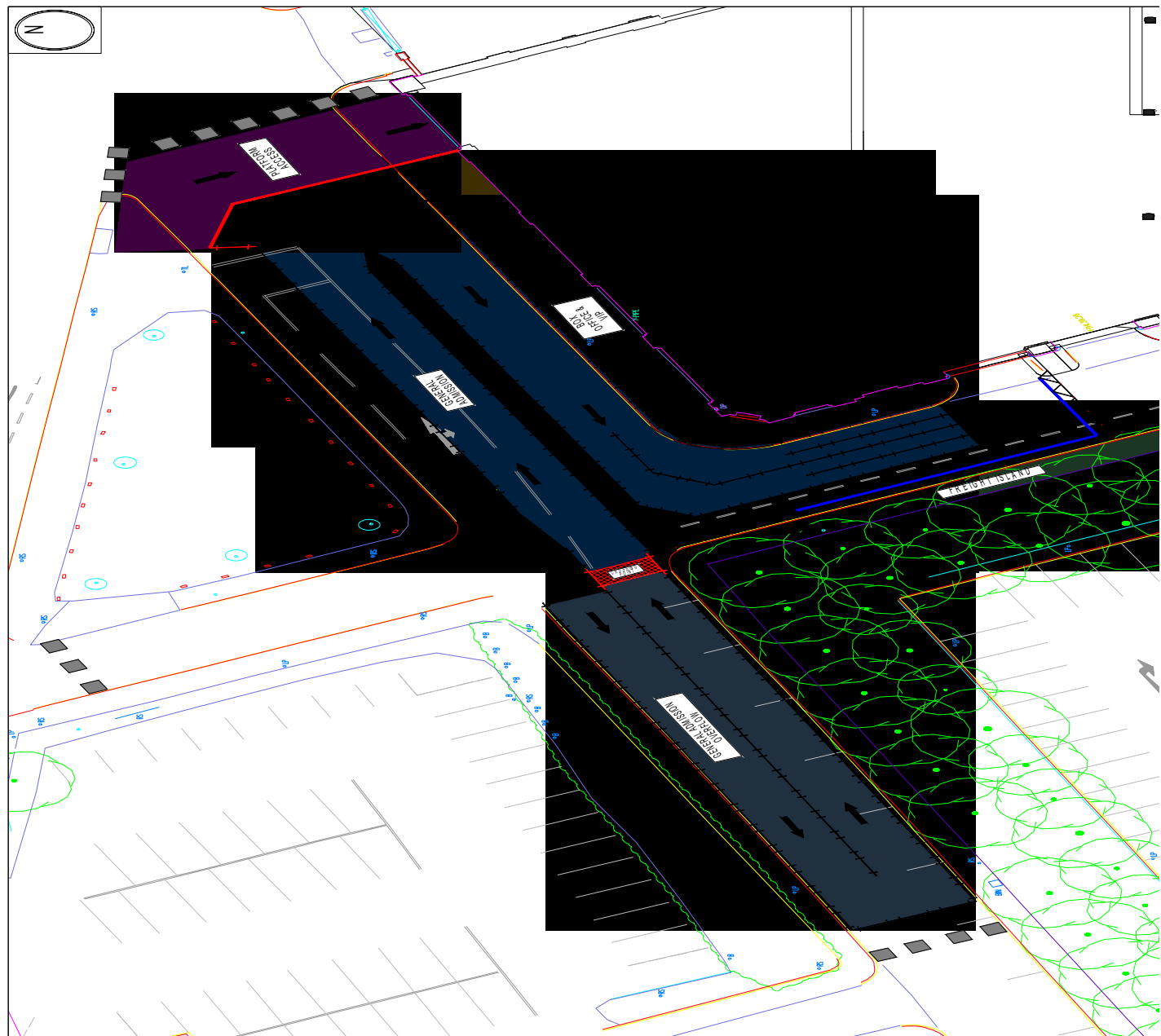
All events taking place on the Platform will be expected to produce an Event Safety Management Plan for the activity on site and adhere to the rules and conditions contained within the Venue Operating Plan.

COORDINATION WITH OTHER EVENTS

In addition to the platform activation Depot Mayfield also has a large-scale events space and a food and beverage operation, Escape to Freight Island.

During the large-scale events in Depot, road closures with hostile vehicle mitigation are implemented on Travis Street and Baring Street to provide a safe ingress and egress route for attendees.

The below plan has been developed to provide a safe a controlled access for people attending each of the operational spaces on the site and will be supported by security and stewarding staff. This plan may be updated dependant on the nature of the event however, access to all areas will be considered and maintained.



OPERATING CONDITIONS

Capacities

The maximum capacity of Platform will be limited to 1,500 people. However, this is subject to individual event/operator layouts and fire risk assessments.

It is expected that the cinema operation will have a capacity of 650 with a seated capacity within the cinema of 330.

Operating Hours

Event (and other activity) hours of operation will be determined by the type of the activity taking place, but will be limited by the hours permitted by the premises licence. Each event / activity will have to specify hours and days of operation within the Event Safety Management Plan. This flexibility is required to ensure that the Depot Mayfield can deliver the full range of events required to expand the cultural and community venue as well as its anticipated events and performance programme.

The **cinema** is expected to operate as standard during the following hours:

- Monday -Thursday: 16:00-00:00*
- Friday - Saturday: 10:00-00:00*
- Sunday 10:00–22:00*

*Times noted exclude 30 minutes dispersal

These hours may be extended to accommodate private bookings, late night screenings, early screenings during school holidays for example and special events but will be limited the hours permitted by the premises licence.

Event Types

The types of events and activities expected to take place on the Platform will include music and dance performances, exhibitions, film screenings art installations, corporate hire events, ice rinks, community events, children and young people activities, brand activations, commercial filming and other similar activities and events. The timings and capacities have tended to vary depending on the nature of the event.

The cinema is expected to screen a variety of different films including the newest releases, classic films and cult favourites. The cinema offers an immersive experience for customers including live performances and themed set design lighting and special effects.

TICKETING

The cinema screenings will be ticketed. It is expected that most tickets will be purchased online in advance, but a box office will be in operation for those who wish to purchase them in person.

The ticketing for the other events and activations will vary depending on their nature and may include free events.

ACCESS

Public Access

Public access to the Platform will be via the stairs leading from Travis Street with signage displayed to showing the Entrance.

It is anticipated that the majority of visitor will approach the venue by the following routes:

- Whitworth Street - Fairfield Street- Travis Street
- London Street - Fairfield Street – Travis Street
- Mancunian Way (Ring Road/A645) – Fairfield Street – Travis Street.
- Piccadilly Train Station - Fairfield Street – Travis Street.
- Unite Students – Buxton Street – Baring Street – Travis Street

It is anticipated that most visitors will arrive by public transport and pedestrian routes.

Accessibility

Broadwick shall provide a platform stair lift.

The stair lift is a sophisticated system to enable wheelchair users, people with walking disabilities and parents with prams to be transported safely and independently over curved stairs.

There will be a team member with full equipment training onsite during public opening times.

Members of staff will be trained to listen and assist deaf and disabled persons.

Depot Mayfield is working with the organisation Attitude is Everything to implement improvements appropriate for a meanwhile venue.

Vehicle Access

Vehicle access to the Platform is provided by the ramp on the North side of the building from Travis Street. This is a shared route with the Mayfield Partnership and Network Rail with a locked gate preventing unauthorised access.

TRAVEL STRATEGY

Due to the ongoing development of the wider Mayfield area, such plans are subject to change but will be revised in consultation with Manchester City Council Highways team. The access to the site is focused upon the reduction of dependency on car travel and promotion of use of alternative modes of transport to the development for staff and visitors and is summarised below.

Free Bus

The Free Bus, which has replaced the Metro shuttle, is a free of charge bus service that operates in Manchester City Centre linking all the main destinations. Metro shuttle buses are highly branded (and therefore very visible), are fully accessible for wheelchair users and run Monday to Saturday, every 10 minutes from 0600hrs to 1830hrs and from 1830hrs to 2200hrs every 15 mins.

Metrolink

Manchester's has an extensive Metrolink tram system which links the city centre and its outlying residential districts with routes out to Altrincham, Manchester Airport, East Didsbury, Eccles, Bury, Rochdale and Ashton-under-Lyme. Piccadilly Train Station is the closest Metrolink stop for Depot Mayfield and all routes run daily from approximately 0600hrs to 2345hrs and running up to an hour later on Saturdays.

Rail

Depot Mayfield is conveniently located five minutes' walk from Piccadilly Train Station, which is the main train station in Manchester and integral to connecting people in the North. Piccadilly Station offers frequent services to Lancashire, Merseyside and Bolton as well as the south of Manchester.

Manchester Oxford Station is less than twenty minutes' walk from Depot Mayfield (or less than five minutes on connecting trains from Piccadilly): Manchester Victoria Station is a thirty-minute walk or short taxi ride (or connecting train from Piccadilly) will Cross Country services to Yorkshire and the North East.

The location of Depot Mayfield means that visitors are able to easily access the regional and national rail network.

Bus

Manchester Piccadilly Gardens bus station is one of the two main stations in Manchester city centre and approximately fifteen minutes' walk from Depot Mayfield.

There are numerous buses that use Piccadilly Gardens bus station with frequent services running to areas around the Greater Manchester including Ashton, Bolton, Bury, Didsbury, Leigh, Manchester Airport, Rochdale, Sale, Stockport, and in particular the popular residential areas of South Manchester

covering Fallowfield, Levenshulme, Longsight, Stretford, Trafford and Chorlton. There are a number of buses that run until 0400hrs including 43, 86, 103, 112, 142, 143, 192, 201, 203 and 219.

The Shudehill Interchange, a major transport hub in Manchester city centre and comprises of a Metrolink stop and bus station, is approximately twenty-five minutes' walk from Depot Mayfield. Buses go to destinations throughout Greater Manchester and the Northwest including Bolton, Bury, Rochdale, Oldham and Warrington.

Taxi Provision

Depot Mayfield is located near to several existing taxi ranks:

- Manchester Station Rank (Fairfield Street)
- Piccadilly (outside Malmaison Hotel)
- Piccadilly (outside Wetherspoons)
- Portland Street (outside No Piccadilly)
- Portland Street (outside Portland Hotel)

Public, well-lit routes from the venue to the existing taxi ranks will be signposted by stewards and signage.

Cycle Parking

Cycle Hubs are a safe and secure place for people to lock their bike under cover and away from potential thieves. Protected by CCTV and a swipe-card entry systems, there are two Cycle Hubs near to Depot Mayfield:

- City Tower, City Tower, Manchester Piccadilly (194 spaces)
- Oxford Road Rail Station (50 spaces)

In addition, cycle parking will be available within the Mayfield Park and at the entrance to the Platform available during the hours of Operation.

UTILITIES

Power

A 400A 3 Phase mains supply is being installed to the Platform space for the use by the cinema operator.

Other events and activities taking place on the Platform may utilise spare capacity on this mains supply, but it is expected that they will be powered by temporary generators placed on site.

All temporary cabling and distribution will be installed in accordance with BS7909:2011 Code of practice for temporary electrical systems for entertainment and related purposes.

A suitable completion certificate will be provided by the production electrician to warrant that safe and appropriate equipment has been used in compliance with the Electricity at Work Regulations 1989 and / or BS7909, and that all relevant safety devices, circuit breakers and earth bonds have been installed.

Water/Foul

A mains water will be installed to the Platform from the existing mains water supply to the building providing potable water to the space. This installation will include a bulk header tank to provide the required pressure and capacity.

Foul drainage will be installed from the Platform, connecting to the existing foul drainage system on site.

Data

A high-speed fibre optic cable has been installed at the venue providing data connectivity.

SECURITY

Any events or activities operating on the Platform will be required to produce a Security Plan detailing how security of the venue, staff and customers will be maintained during their operation.

Security supplier will be approved by the Venue Management Team and will be registered on the SIA Approved Contractor Scheme. Anybody working in a security position at the venue will be the holder of an appropriate SIA licence for their role.

A risk assessment will be carried out to establish the number and roles of SIA security staff required for the activity. Consideration will be given to the following areas:

Ingress

- Queue management
- Ticket check (if appropriate)
- Bag and persons search (if appropriate)
- Readmission (if appropriate)

Fire Exits

- To maintain clear exit routes and prevent exits becoming blocked

Temporary structures:

- to prevent tampering and to keep area sterile

Back of house access:

- to prevent unauthorised access

Exit (upon departure):

- direct visitors to exit doors
- manage flow of visitors leaving the venue and
- prevent congestion of bottle necks forming
- direct visitors to nearest public transport and taxi ranks.

ALCOHOL POLICY

An Alcohol Management Plan will be produced prior to alcohol being supplied under the Premise Licence. This plan will contain measures explaining how to deal with members of the general public who are believed to be intoxicated.

No alcohol shall be supplied to any person under 18 years of age. The DPS will operate a Challenge 25 policy on the sale of alcohol. Notices will be displayed at all bars indicating this policy and that it is unlawful for a person under 18 to purchase alcohol or another person to purchase alcohol on behalf of a person under 18 years of age.

Training of staff in this policy and how not to serve drunk customers will be recorded in writing and be made available to Greater Manchester Police and/or the Licensing Authority upon request. Customers will be asked to present appropriate photo ID if they are believed to be under the age of 25, i.e., driving licence, passport, PASS accredited proof of age card.

A Refusal Log will be kept at each bar to record all incidents in relation to the bars and sale of alcohol.

The DPS will take all reasonable steps to prevent drunkenness and other disorderly conduct.

Security staff will be briefed to be alert for minors consuming alcohol.

Events or activities that will attract families and/or the attendance of persons under 18 will be given specific consideration which will be addressed within the Safeguarding Children and Vulnerable Persons Policy, which shall be provided to the SAG in advance of the Event.

Any staff on the Licensed Premises with the specific duty of looking after children must provide current DBS check information.

OTHER FACILITIES

Smoking Areas

In accordance with current legislation, smoking in buildings on the site will be prohibited. No smoking signs will be clearly displayed within internal areas including entrance points. A smoking policy will be in place which will include the location of a designated external smoking areas agreed in advance. Clear signage will be provided to direct smokers to these areas which will be managed and monitored by staff.

Bar Facilities

The location, structure and operations of the bars must be approved by the venue management team and adhere to the venue's alcohol policy.

Toilet Provision

Toilet facilities including accessible toilets will be provided within the spaces in accordance with the relevant Guidance. There will be clear signage and all staff will be made aware of the numbers and locations of toilet provision

DISPERSAL STRATEGY

Dispersal in the phase that directly follows the venue egress where attendees are no longer within the confines of the venue demise and are making their way to various transport options. The dispersal plan considers:

- Prevention of noise nuisance to local residences and businesses. Including the nearby McDonald Hotel, Unite Student Accommodation & Escape to Freight Island.
- Prevention of disorder external to the venue including the nearby vicinity.
- Prevention of nuisance through poor cleanliness / litter.
- Prevention of persons loitering around the venue after leaving.

Whilst the design of the venue will allow visitors to exit the building within promptly after an event or screening finishes.

Bars, restaurants and clubs in Manchester City Area will be active after the event or screening finishes. It is anticipated that proportion of visitors will be absorbed into the active areas within Manchester City Centre. The remaining numbers which are expected to disperse via different means are low and space may continue to function as normal.

The local egress routes are shown below:

- Fairfield Street to Piccadilly Train Station (for public transport links and taxi rank)

- Fairfield Street to London Street to Piccadilly Gardens (for public transport links and
- taxi ranks)

NOISE MANAGEMENT STRATEGY

Broadwick Live has commissioned dBx Acoustics, who are specialist in environmental noise, to conduct an acoustic assessment and produce a Noise Management Strategy to provide noise levels and mitigation measures to control noise operations.

The noise management strategy objective is to control the risk of disturbance to local residents and businesses by visitors attending events, especially those that finish in the evening.

The Noise Management Strategy identifies all potential sources of noise nuisance, detail steps that will be taken to minimise the risk of nuisance and details how complaints received before, during and after the event will be addressed.

Noise from visitors leaving Mayfield will mainly be generated from:

- Pedestrian routes to and from public transport facilities (Piccadilly)
- Pedestrian routes to nearby city centre residential areas
- Pedestrian routes to nearby car parks
- Taxi rank

Signage and stewarding may be used to ensure that the impact of noise along pedestrian routes will be minimised as far as practicable. The key element of the strategy is to direct visitors away from existing residential areas in Piccadilly.

An event specific noise management plan will be produced as part of the Event Management Plan, for every event where there is a risk of noise nuisance. This must reflect the objectives of the overall Noise Management Plan for Depot Mayfield and detail measures to be taken to mitigate risks identified.

FIRE SAFETY

Broadwick Live will produce a general fire risk assessment and means of escape assessment for the Platform. Furthermore, Broadwick will develop the site emergency evacuation plan ensuring coordination and cooperation between the site operators.

The cinema operator any event organiser will produce a separate fire risk assessment relevant to the specific risks associated with their activity on the site.

A fire alarm system will be installed in the cinema space which will be integrated with the existing fire alarm systems.

CCTV

A CCTV system shall be maintained and operated with cameras positioned both internally and externally. Recorded CCTV images will be maintained and stored for a period of twenty-eight days and shall be produced to the Police or Licensing Authority upon request.

Signage specifying that CCTV is in operation will be displayed throughout the site.

CCTV will be operation at any time a person is in the premises. Where CCTV is recorded onto a hard drive system, any copies subsequently produced will be in a format so it can be played back on back on a standard PC.

Any person left in charge of the premises will be trained in the use of any such CCTV equipment and be able to produce CCTV images to an officer from a responsible authority upon request.

COMMUNICATIONS

The primary forms of communication with the public will be:

- face to face by stewards and members of staff.
- by public address (PA) system
- megaphone – should PA system cease to work due to electrics failure
- signage

The primary form of communication on site communication between staff will be via a radio system. Mobile phones will be used for communication in case of emergencies.

A strategy for communication to members of the public and event staff must be included in the Venue and Operational Plan and all equipment provided and tested by the Event Organiser. The strategy must include means of communication with the emergency services.

WASTE MANAGEMENT

Waste management will be coordinated on the Platform with all waste being stored for collection in the Service Compound on the Eastern side of the Platform. Waste disposal services will be provided by a license carrier.

The provision for cleansing and waste disposal for the events will be vary according to the type of event, facilities provided, capacity and audience profile. The event organiser will be responsible for assessing the requirements for the events and ensuring adequate provision is provided.

END