

NEW CENTURY

LOCAL BENEFIT PROPOSAL

JANUARY 2022

INTRODUCTION

Manchester's iconic New Century Hall will be transformed this summer as the building undergoes a £10m transformation. "New Century" will be home to a live music, performance and events space; an eclectic mix of independent kitchens, and a creative college.

The remarkable Grade II listed building will be reimagined as a new social destination spread across three floors, all of which will focus on nurturing talent, developing skills and creating new opportunities. Each aspect of the New Century ecosystem will complement one another with talent, education, live events and hospitality industries coming together to create an exciting new community for Manchester.

Once home to a legendary dance hall, the building played a key part in Manchester's rich pop culture heritage, hosting acts including Jimi Hendrix, The Rolling Stones, The Bee Gees and Tina Turner. New Century will build on that legacy as stunning features are restored to create an extraordinary new **live music and events hall for Manchester**. The venue's original sprung dance floor, incredible 60s "disco ceiling" and vintage wood panelled walls create a memorable, intimate venue like no other in the city - a place that embodies Manchester's independent spirit and musical heritage. With a flexible layout and capacity of 800+ the Hall will be a unique multipurpose event space for emerging talent and global touring artists alike, as well as a venue for comedy, performance, conferences and community events.

On the ground floor, seating up to 300 people, the beating social heart of New Century will be its kitchens. **The 10,000 sq ft New Century Kitchen** will host five independent food operators alongside more permanent "New Century" pizza and coffee concepts. A central bar and an entertainment space will create a constantly evolving social hub that's full of energy from morning through to night. A vibrant menu of the best independent food from the most talented and exciting culinary talent, will sit alongside local beers, wines, a creative cocktail menu and artisan coffees, teas, juices and smoothies. The space is designed to inspire creativity and collaboration - a meeting place where the best food, drink and ideas flow. New Century Kitchen will spill outside onto Sadler's Yard for al fresco dining, drinking and regular events.

The basement will be home to one of the UK's most exciting education providers, **Access Creative College**. An established national college (that counts Ed Sheeran as one of its alumni and a Patron), ACC specialise in kick starting careers in the creative industry. With a successful music, games and media college already in Manchester on Oxford Road, New Century will be home to the college's third site in the city with degree-level courses in music, games and computing delivered by the innovative educational provider, **DBS Institute**. The state of the art creative campus will include a media centre, production pods and the opportunity to experience work in a live venue within the same building. The college will provide a platform for creative experience like no other.

OVERVIEW

New Century is committed to being an inclusive employer, providing opportunities for local people, in and around Greater Manchester. We will pay the current living wage or above, including an excellent colleague benefit package.

New Century is a place for talent. There is a specific aim to provide new and exciting opportunities for young people. Ranging from apprenticeships, full time, or part time work, we recognise that supporting young people in our community helps the current crisis mid pandemic. Those aged 25 and under are three times more likely than workers over 25 to be employed in an industry such as entertainment and hospitality, which have recently been at a higher risk of unemployment.

We will also be providing opportunities for work experience placements for pupils from local schools, as well as hosting tours of the building for local school groups, to excite them, and to provide insight into the entertainment and hospitality sectors.

We will be reaching out to local community groups in and around the city during the summer of 2022, when we will soft launch New Century. We would like to give back to the local community by allowing free use of the venue (New Century Hall) for local community events, providing a safe space for charitable organisations whose work is benefiting the local community. We will continue to give back to the local community when we officially launch, by helping other community organisations with the free use of the space, as and when we are able to do so.

We will be sourcing talent from the local labour pools using a variety of different methods:-

1. Local specialist recruitment agencies
2. Local higher educational providers
3. Advertising externally on leading job search platforms
4. Web advertising
5. Social media platforms

We are working with a local contractor, Workspace Design & Build, who will complete our fit out. This is due to start in February 2022. The Workspace Design & Build team will consist of 12 separate contractors, approximately 40 people, all sourced from the local area.

Throughout the two floors of New Century we will be looking at recruiting a team of approximately 70 people, there will be a mix of full time & part time roles, please see below a list roles that will be available:-

PROPERTY MANAGEMENT

Mechanical & Electrical Support Team (4)

FACILITIES

Facilities Manager, Cleaning Team/Day & Evenings (4), Security Team/Day & Evenings (5), Goods In

NEW CENTURY HALL

Venue Manager, Assistant Venue Manager, Programming Manager, Technical Team (2), Bar Manager, Bar Service Team (3)

NEW CENTURY KITCHEN

Operations Manager, General Manager, Assistant General Managers (2), Kitchen Manager, Kitchen Team (5), Bar Manager, Bar Service Team (4), Floor Service Team (10-15)

INDIVIDUAL FOOD VENDORS (5)

By creating five individual food pods within New Century Kitchen, the aim is to provide a springboard for local culinary talent that may not have otherwise been able to invest in a restaurant. We will provide the space and services, catering equipment, our in-house hospitality services teams, financial management services, management support, help with all health and safety regulations and compliance, as well as help and assistance with other aspects of the business, marketing, and training and development. We want to help develop these individuals as entrepreneurs to create Manchester's finest chefs.

MARKETING

Brand & Marketing Manager, Digital Engagement Coordinator, Designer

PEOPLE SERVICES

Our HR team will have KPI's in place to ensure we are recruiting a diverse range of people from the local community. They will continue to monitor and review all of our recruitment processes making sure these processes continue to support the local labour objectives.

SUSTAINABILITY

The environment is really important to us. Throughout the development and creation of New Century, sustainability will be at the forefront of all of our decisions. Sourcing locally, not only for people, but for food and materials too, helping other local businesses benefit from this development, which continues to support the wider local supply chain.