

MAMMA MIA! THE PARTY

Project Name – ‘Project Taverna’

Building Descriptor/name – ‘Immersive Events Space’

Expected start of operation 2027

Operation phase

The Proposed Development would deliver substantial and demonstrable economic benefits, most notably through the creation of up to 150 jobs during its operational phase. These roles would span a wide range of occupations, including performers, technical specialists, hospitality staff, kitchen staff and audience management personnel. This represents a meaningful contribution to local employment provision within the local area.

The economic benefits extend well beyond direct on-site employment. The operation of the venue would generate additional jobs throughout the supply chain, including within off-site catering providers and other contracted businesses. This multiplier effect would embed economic activity across a wider network of enterprises, reinforcing the Development’s positive economic impact.

The venue would also stimulate significant indirect economic benefits through increased visitor expenditure. The show is expected to attract residents from Greater Manchester, alongside visitors from across North West England and the wider UK. Visitors travelling from outside the immediate area are likely to increase dwell time within MCFG and Manchester City Centre, resulting in additional spending within local shops, restaurants and services. This uplift in footfall and expenditure would directly strengthen the vitality and viability of the local centre.

In the context of the Government’s clear and sustained emphasis on economic growth, these benefits attract substantial weight in the planning balance. The Proposed Development aligns squarely with Section 6 of the National Planning Policy Framework, which requires the planning system to proactively support sustainable economic growth and productivity in order to build a strong and competitive economy. The scale and certainty of job creation, together with the wider regeneration benefits, weigh decisively in favour of the Development.

Taken together, the scale of direct and indirect employment generation, supply chain stimulus and uplift in visitor expenditure constitute significant economic benefits that attract substantial weight in the planning balance. The Proposed Development would deliver tangible, policy-compliant growth in a sustainable and accessible location, reinforcing the vitality and viability of Medlock Square and surrounding areas. In accordance with the pro-growth objectives of the National Planning Policy Framework, these benefits represent compelling material considerations that weigh decisively in favour of granting planning permission.