PLANNING STATEMENT

NEW CENTURY x C-SCREENS
SADLERS YARD, NOMA, MANCHESTER, M4 4AH
SUMMER 2026

THE TEMPORARY STRUCTURE

The proposal comprises the temporary installation and operation of a large outdoor LED screen within the public realm to broadcast a curated programme of live and recorded sporting events during the summer period of 2026. The screen will operate at scheduled times only and will be managed to ensure it integrates sensitively with the surrounding city centre environment.

The use of the screen will activate the public realm by creating a shared, inclusive space for residents and visitors to engage with major national and international sporting events. The proposal will encourage positive use of the space, increase footfall and support the vitality of the area while maintaining safe pedestrian movement, appropriate noise levels & high standards of accessibility.

The installation will be designed as a temporary, reversible feature, with no permanent alteration to the public realm. Operational management measures will ensure the screen functions in a manner that is respectful of nearby occupiers, supports Manchester's visitor, leisure and cultural offer and contributes to a safe, welcoming and well-managed city centre environment.

The temporary structure will be in situ from late May 2026 until the end of August 2026.

PROPOSAL COMPLIES WITH LOCAL POLICY

The main local policies for our proposal are:-

- **CC4 - Visitors, Tourism, Culture & Leisure**

  New Century makes a positive contribution to Manchester City Centre's visitor, tourism, culture and leisure offer, in accordance with Core Strategy Policy CC4, by attracting visitors from across the UK through its established programme of weekly live performances at New Century Hall. The proposed outdoor screening of major sporting events during summer 2026 represents a high-quality, temporary cultural and leisure use that complements the city centre's existing attractions. The proposal will increase footfall, support the evening and weekend economy and enhance the vibrancy, vitality and attractiveness of the area for visitors, residents and local businesses, consistent with Manchester's objectives for a diverse and sustainable city centre.

- **C10 - A Place For Everyone**

  The proposal provides an inclusive and accessible offer that will appeal to a broad range of residents and visitors, in accordance with Policy C10 – A Place for Everyone. It will enhance the diversity of activities available within the city centre, with a particular emphasis on family-oriented uses and the provision of high standards of accessibility, ensuring that the space can be enjoyed safely and comfortably by people of all ages and abilities.

- **DM1 - Development Management**

  Our proposal has taken into consideration all of the local policy guidelines for development management and fully complies with all of the following:-

  1. Appropriate siting, layout, scale, form, massing, materials and detail.
  2. Impact on surrounding areas in terms of design, scale, appearance and character of the surrounding area.
  3. Effects on amenity, including privacy, light, noise, vibration, air quality, odours, litter, vermin, birds, road safety and traffic generation.
  4. The proposal has an accompanying noise management plan.
  5. Accessibility - fully accessible for disabled people and no disruption will be caused to any buildings or neighbours.
  6. We always encourage all of our visitors to travel using public transport.
  7. Security is detailed in our operational management plan, the temporary structure will be fully secured preventing any crime.

8. The temporary structure will be utilising our already in place waste storage and collection system for New Century.

PLANNING (LISTED BUILDINGS & CONSERVATION AREAS) ACT 1990

The site is located in close proximity to a number of designated heritage assets, including listed buildings surrounding Sadler's Yard and the Shudehill Conservation Area. In accordance with the duties set out in Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990, special regard has been given to the desirability of preserving the setting of listed buildings and the character and appearance of the conservation area.

The proposal is temporary in nature and does not involve permanent physical alterations to the site or surrounding built fabric. As such, it will not result in harm to the significance, setting, or appreciation of nearby listed buildings, nor to the character or appearance of the Shudehill Conservation Area.

PROPOSED USE

C-Screens brings people together by creating shared viewing experiences in the heart of local communities. By extending the reach of linear TV into out-of-home spaces, they help transform public areas into vibrant social hubs where residents, visitors and families can enjoy premium sporting, film and cultural moments together.

C-Screens partners with a wide spectrum of estate owners, from Councils and BID teams to private estates and asset managers, to enhance community spaces, increase footfall and dwell time and support local economic activity.

C-screens have been part of some of the nation's most memorable moments, including England's Men's Euros Final run, the Lionesses' back-to-back European triumphs, the Red Roses' Rugby World Cup victory on home soil, Europe's Ryder Cup successes, as well as the Wimbledon Championships and the Olympic Games.

Across the UK, big-screen experiences continue to strengthen connection, belonging and pride. For communities and estates alike, shared screen moments create lasting value.

SITE DESCRIPTION

The NOMA neighbourhood has been designed with people in mind and seeks to be a force for good, promoting social inclusion and 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 and activities in the past and continues to offer a small selection of community focused workshops and activities.

SITE ACCESSIBILITY

The design of the proposed temporary structure seeks to achieve the highest standards of accessibility and inclusion. The site is in a highly accessible, city centre location, where there are multiple options for the encouraged travel method of using public transport. Victoria Train Station is a 3 minute walk, Shudehill Tram Station a 2 minute walk, as well as many bus stops surrounding the immediate vicinity. No car parking will be provided in relation to the proposal, given the highly sustainable location. There are multi storey car parks locally, the closest being the Printworks which is a 2 minute walk away. As this is a public realm space, the temporary structure has been designed to ensure there is still accessible space for members of the public to pass through and reside in the space whilst the temporary structure is in situ. There will be no disruption to any of the highways surrounding the space for the install and de-rig of the temporary structure.

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 and build a community where people gather, have adventures, kick start collaborations, form relationships, share knowledge, new experiences and 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 and 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

CONSULTATION

Prior to submission of the application, pre-application dialogue was undertaken directly with the council. Our landlord Federated Hermes and their managing agents CBRE, have been liaising with all businesses in the immediate vicinity to Sadlers Yard, providing them with information and plans for the temporary structure. They have fed back to us that there are no concerns and all of the businesses are very excited that the space is going to be activated for the summer, screening the biggest sporting events, and they are very much looking forward to getting involved to make this a success.

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)
MCC - Planning Team