OPERATIONAL MANAGEMENT PLAN

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

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INTRODUCTION

This Operational Management Plan supports the planning application for the temporary installation and operation of a large outdoor LED screen within Sadlers Yard. The screen will broadcast a curated programme of major sporting events throughout the summer of 2026. This document sets out the operational, safety, and accessibility measures that will be implemented to ensure the installation is managed responsibly and in accordance with relevant planning policies and public realm requirements.

PROPOSED USE

The proposed use involves the temporary activation of Sadlers Yard, as a public event space through the screening of all major sporting events and film screenings throughout the summer of 2026, on a large outdoor LED screen. The key objectives of the proposal are to:

- Provide a high-quality, inclusive leisure and cultural experience for residents, visitors, and local businesses.
- Encourage positive engagement with the public realm, increasing footfall and supporting the vitality of the city centre.
- Enable collaboration with neighbouring businesses, cultural organisations, and the wider Manchester community.
- Operate in a safe, accessible, and well-managed manner that respects surrounding heritage assets and public space.

The installation is entirely temporary and reversible, with no permanent alterations to the public realm or surrounding buildings.

MANAGEMENT

The operation of the screen will be managed by **New Century Hall** and **New Century Kitchen** (hereafter "New Century"), a neighbouring business with extensive experience in hosting public events.

Responsibilities include:

- Day-to-day supervision and operation of the screen.
- Scheduling of sporting broadcasts.
- Co-ordination with local businesses and stakeholders.
- Implementation of crowd management, safety, and accessibility measures.

INSTALLATION & TECHNICAL DETAILS

- The screen is temporary and fully reversible, with no permanent fixings.
- Detailed siting, dimensions, and technical specifications are provided in the figures appended to this document.
- The screen will be sensitively sited to preserve the setting of nearby heritage assets.

HOURS OF OPERATION

The screen will operate during daytime and evening hours, programmed to coincide with major international sporting and cultural events taking place throughout summer 2026. These include the British Grand Prix (July), the ICC Women's T20 World Cup (June–July), the FIFA Men's World Cup (June–July), Wimbledon (June–July), the Commonwealth Games (July–August), and the European Athletics Championships (August). Particular emphasis will be placed on selected fixtures from the FIFA Men's World Cup.

In addition to sporting content, the screen will be used periodically for community-focused film screenings, scheduled between major sporting events.

In relation to the FIFA Men's World Cup, it is proposed that the major games, approximately 43 matches from a total of 104 fixtures, will be screened. The majority of screenings will take place during daytime and evening hours. A small number of later fixtures involving home nations are anticipated, specifically one England match

with a scheduled 10:00pm kick-off and two Scotland matches with scheduled 11:00pm kick-offs.

The matches listed below, together with their proposed dates and times, represent the fixtures for which consent is sought to enable screening within the yard.

GROUPS // Thursday 11th June to Sunday 28th June - 5pm, 6pm, 8pm ,9pm,10pm & 11pm

ROUND OF 32 // Sunday 28th June to Friday 3rd July - 5pm, 6pm, 7pm, 8pm, 9pm, 9.30pm,10pm & 11pm

ROUND OF 16 // Saturday 4th July to Tuesday 7th July - 5pm, 6pm, 8pm, 9pm & 10pm

QUARTER FINALS // Thurs 9th July to Saturday 11th - 8pm, 9pm & 10pm

SEMI FINALS // Tuesday 14th July to Wednesday 15th - 8pm

FINAL // Sunday 19th July - 8pm

ACCESSIBILITY
The installation will meet accessibility standards to ensure that people of all abilities can view and enjoy the screen safely. Routes to and around the screen will remain fully accessible, including for wheelchair users.

LICENSING
New Century holds the Premises Licence for Sadlers Yard.
The authorised license hours are 08:00 – 00:00, providing flexibility to operate both daytime and evening events at Sadlers Yard. The Premises Licence ensures all activities are carried out in accordance with licensing legislation and Manchester City Council requirements.

ACCESS
Sadlers Yard is well serviced with extensive transport links. Shudehill metrolink and bus station are a stone's throw away and Victoria station is a short walk, allowing guests to travel to the site quickly and easily both from the Greater Manchester area and further afield. All walking routes to the aforementioned stations are well lit and safe for customers on egress from the venue. We will also send out emails to ticket holders which will show the exact location of the site, as well as recommending using public transport. Neither New Century or Sadlers Yard holds private parking, so it will be a key point for us to encourage the use of public transport wherever possible, in keeping with our sustainability ethos.

ENTRY
Access to the screenings will be free and open to all, for the majority of the planned screenings. A selection of deck chairs, bean bags, and tables and chairs will be provided for the community to enjoy the screenings. We anticipate around 100 seating capacity within the viewing area of the screen.

For all high-profile England fixtures, enhanced security and management measures will be implemented. For these specific events, a ticketed entry system will be introduced in order to control capacity and prevent excessive crowding within the yard.

The screen viewing area will be supervised from a position directly opposite the main entrance to New Century. Any queuing will be managed parallel to the New Century Kitchen frontage, with temporary barriers used only where necessary, to ensure pedestrian permeability across Sadler's Yard is maintained at all times.

Admission will be managed in line with New Century's established policies, including age restrictions after 21:00, ID verification, refusal of entry to intoxicated individuals, and the operation of a Challenge 25 policy where alcohol is available.

SECURITY

The temporary screen will be managed as a standalone operation using accredited SIA-licensed security personnel from FGH Security as & when required, consistent with the wider NOMA estate. A minimum of two SIA-licensed staff will be on duty at times of high customer numbers & all screenings risk assessed pre each event to understand expected crowd behaviours to mitigate all risks, with additional personnel present during concurrent events to provide enhanced oversight. All security and management staff will be equipped with radios linked to the New Century communications network to ensure effective coordination and rapid response, in line with relevant event safety guidance.

OUT OF HOURS ESCALATION POLICY

All movable seating and equipment will be removed from Sadler's Yard and stored securely inside New Century Kitchen each evening to prevent damage, misuse or obstruction in the public realm.

The New Century management team will be onsite until post closing every evening, as there will be shows/events taking place inside New Century Hall/New Century Kitchen. Should anything occur once the team have left, our out of hours escalation policy will be as follows:-

Unsecured Entrance/Exit - Security Guard to call our Operations Manager, Zak Padmore - 07411 581770

Break-in/Vandalism - Security Guard to call our Operations Manager, Zak Padmore - 07411 581770

Major Incident/Serious Damage - Security Guard to call the police to report the crime, then call our Operations Manager, Zak Padmore - 07411 581770

Major Incident/Fire - Security Guard to call the fire brigade if assistance is required, then call our Operations Manager, Zak Padmore - 07411 581770

NOISE CONTROL

Audio levels will be carefully set, monitored and controlled, to prevent disturbance to nearby residential and commercial occupiers.

Any amplified sound will comply with Manchester City Council guidance for temporary events.

CROWD MANAGEMENT STRATEGY & SAFETY

For high-profile England fixtures, a robust crowd management strategy will be implemented to ensure public safety, minimise disturbance, and maintain effective control of the site.

Attendance will be strictly controlled through a ticket-only entry system for these events, with ticket numbers capped in line with the approved maximum capacity of the yard. This will prevent overcrowding and manage demand in advance of the event.

A dedicated security and the New Century management team will be deployed before, during, and after the event. SIA approved security guards will be positioned at entrances, within the yard, and at exit points to monitor crowd behaviour, manage circulation, and respond promptly to any issues.

Access and egress routes will be clearly defined and kept unobstructed at all times. Queue management measures, including barriers and security supervision, will be used where necessary to prevent congregations outside the premises and to ensure orderly entry.

The New Century management team will liaise with Greater Manchester Police and Manchester City Council as appropriate ahead of high-profile fixtures, and all staff will be briefed on emergency procedures, including evacuation protocols.

These measures will ensure that crowds are safely managed, the capacity of the site is not exceeded, and the impact on the surrounding area is appropriately controlled.

- The New Century management team will be deployed at all times to manage pedestrian circulation and maintain safe distancing around the screen.
- Barriers or delineation may be used to guide visitor flow where necessary.
- Clear signage will provide safety guidance and direction for visitors.

We have also insured the space for all of our proposed events and activities, on a separate PLI to the wider New Century business, specifically pertaining to the Sadlers Yard licence.

We are working closely with our Landlord's managing agents, CBRE, who are accessing the muster points for all immediate businesses in Sadlers Yard, to find alternative muster points for the 4 month period the temporary structure will be in situ.

UTILITIES

Sadlers Yard features numerous electricity points which we will be able to use to power our operations. All cables that are run to the electrical points will be fully matted to ensure there are no trip hazards in the public realm or within our structure.

SERVICING

An Operations Manager is assigned by the supplier C-Screens, along with our own management team onsite during operational hours.

WASTE MANAGEMENT

A separate waste management statement has been submitted separately, fully detailing the waste management processes for the entirety of the project.

PUBLIC NUISANCE

We will comply with any conditions included in our premises licence, but will also use an agreed dispersal policy to minimise any undue nuisance to local businesses, stakeholders or residents. While we don't anticipate complaints, we will also direct any queries or issues to our 'hello@newcentury.com' email address which is manned during normal office hours. Any such complaints will be escalated directly to senior management to ensure they are dealt with swiftly and appropriately.

FOOD

All food offerings for attendees will be provided exclusively through New Century Kitchen. Food will be prepared in the existing kitchen facilities and served directly to tables within the viewing area by trained staff. Service will be primarily to order, with the option for pre-orders to accommodate larger groups.

BAR

All alcoholic and non-alcoholic beverages will be served through New Century Kitchen. Service will include a range of hot and cold drinks and operate in accordance with the existing Challenge 25 policy. No glassware will be used, only disposable plastic cups and cans will be served and no open containers will be permitted to leave the licensed area.

STAFF

At all times while open, the operation will have a designated manager or team leader to run the shift. They will be authorised by the Designated Premises Supervisor to provide the sale of alcohol, and as such will have received the requisite training needed for this. They will lead a team of up to 8 staff, and a rota will be confirmed in advance based on the event schedule and anticipated footfall. These staff will cover the bar and table service roles.

TOILETS

Toilet facilities for attendees will be provided within New Century Kitchen. These permanent, fully serviced facilities will be available for use during all events and managed by onsite staff and SIA-licensed security to ensure appropriate use. Access will be controlled during operational hours, and facilities will remain secured and cleaned in accordance with New Century Kitchen's existing service arrangements. No temporary external toilet units are proposed as part of this application.

SMOKING AREA

We will have a small delineated area for smoking, located on the external terrace of New Century Kitchen. This will be managed by our staff and fenced off with ped barriers. We will limit the smoking area to 20 persons at any time, although we expect use to be well below this number.

CONCLUSION

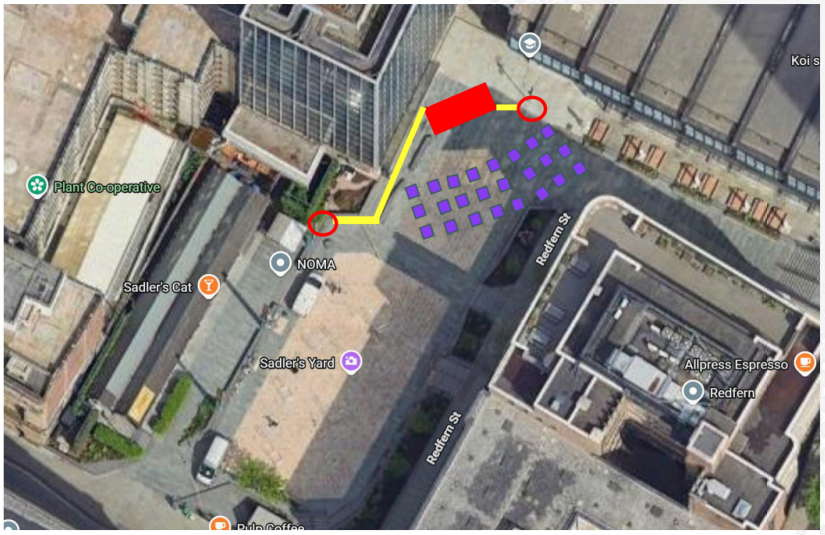
This Operational Management Plan demonstrates that the temporary outdoor LED screen can be safely and effectively managed, offering a high-quality, inclusive cultural and leisure experience while safeguarding public safety, accessibility, and heritage assets.

PLAN VIEW OF PROPOSED LAYOUT

screens

SCREEN LOCATION

- Screen Location
- Deckchairs
- Cable Matting
- Power Sources



screens

11.25sqm CADS

- LED panels are fixed to an aluminium truss structure, which is cladded in plywood.
- Speaker holes to be cut in the front below the LED panels.
- Branded dibond is then installed on top of the plywood to ensure a clean finish for site sponsors.

