DESIGN & ACCESS STATEMENT

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

DESCRIPTION OF DEVELOPMENT
The proposal is for the temporary installation of a large LED screen within Sadler's Yard, a publicly accessible space at the heart of the NOMA neighbourhood. The screen will be used primarily for the broadcast of major sporting events, including international tournaments such as the World Cup, alongside limited cultural or community-led content where appropriate.

The installation is temporary, fully reversible, and designed to integrate sensitively within the existing public realm.

OBJECTIVE
The objective of the proposal is to activate Sadler's Yard through the shared experience of live sporting broadcasts, encouraging inclusive, safe and positive use of the public realm. The screen will provide free-to-access screenings, supporting community cohesion, promoting wellbeing, and enhancing the vibrancy of the NOMA neighbourhood.

The proposal aims to attract residents, workers and visitors to the area while maintaining a welcoming environment that is well managed, accessible and respectful of neighbouring uses.

CONTEXT & SETTING
Sadler's Yard is a central public space within NOMA, a neighbourhood designed with a strong emphasis on people, accessibility and social inclusion. The Yard has an established history of hosting temporary events, installations and community activity.

The proposed LED screen builds upon this established character and function, providing a time-limited use that supports placemaking objectives without resulting in permanent change to the site.

PROPOSED USE OF THE LED SCREEN
The LED screen will be used primarily for:

- Live broadcasts of major sporting events
- Associated pre- and post-event coverage
- Occasional community or cultural content (films)

All content will be curated and controlled by the operator. Sound levels will be managed to ensure they remain appropriate for a public realm setting and in accordance with any conditions imposed by the Local Planning Authority.

HOURS OF OPERATION
Operating hours will be linked to the sporting calendar and broadcast schedules. Events may take place during daytime and evening hours; however, all activity will comply with licensing requirements and any time restrictions agreed with Manchester City Council.

SITE LAYOUT & PUBLIC REALM CONSIDERATIONS
The screen will be positioned to:

- Avoid obstruction of key pedestrian routes
- Maintain clear and accessible circulation throughout Sadler's Yard
- Ensure inclusive access for wheelchair users and those with mobility needs
- Minimise impact on adjacent buildings and businesses

Temporary crowd-viewing areas will be informal and free-flowing, with barriers only used where necessary for safety or crowd management. No permanent fixtures will be introduced.

CROWD MANAGEMENT & ACCESS
Crowd sizes will be managed in line with the scale of the broadcast and anticipated footfall. Security and stewarding staff will monitor capacity, manage circulation and ensure safe access and egress at all times.

Where queuing is required, it will be directed parallel to existing frontages and managed using temporary barriers to avoid obstruction of pedestrian routes.

MANAGEMENT & STAFFING
A designated manager or team leader will be present during all screen operation periods. Staffing levels will be set in advance based on the nature of the broadcast and expected attendance.

All staff will be trained in crowd management, safeguarding and emergency procedures.

SECURITY & STEWARDING
SIA-licensed security personnel will be provided by FGH Security, who operate across the wider New Century and NOMA estate. A minimum of two SIA-licensed staff will be present during high attendance games, with risk assessments fully executed pre every broadcast to anticipate crowd behaviours & mitigate all associated risks.

Security staff and management will be equipped with radios connected to the wider New Century communications network, allowing co-ordination with neighbouring venues and rapid response if required.

NOISE MANAGEMENT
Audio associated with the LED screen will be controlled via a central sound system. Sound levels will be monitored throughout events to ensure they remain appropriate to the setting and do not cause undue disturbance to nearby occupiers. A separate noise management plan will be submitted along with the full planning application.

VEHICLE ACCESS & SERVICING
No routine vehicle access will be required for the operation of the LED screen, aside from installation and removal. Any necessary servicing will be coordinated through existing New Century loading arrangements, avoiding vehicle movements within Sadler's Yard during events.

WASTE MANAGEMENT
Waste and recycling will be managed through New Century's existing waste contracts. Additional bins will be provided during busy broadcast periods, with increased collection frequency as required. Waste storage will utilise existing facilities to the rear of the New Century building. A full separate waste management statement has been produced and will be submitted with the full planning application.

LOCAL AMENITY AND BUSINESS CONSIDERATIONS
The operation will be managed to minimise any potential impact on local businesses and occupiers. A dispersal policy will be implemented following events to encourage calm and orderly departure from the site.

Any concerns will be managed via hello@newcentury.com and escalated to senior management where necessary. Local stakeholders have been informed of the proposal and are supportive of the temporary use.

TOILET PROVISION
Toilet facilities for attendees will be provided within New Century Kitchen. These permanent, fully serviced facilities will be used in line with capacity requirements for individual events and managed under New Century Kitchen's established cleaning and maintenance regimes.

During larger events, access to the facilities will be monitored and managed by onsite staff and SIA-licensed security to ensure appropriate use and to prevent overcrowding. Should event capacity or operational requirements necessitate additional provision, this would be reviewed and agreed in advance with the relevant authorities. No external temporary toilet facilities form part of this proposal at this time.

SALE OF ALCOHOL
Where alcohol is provided in connection with screenings, this will be operated under our Premises Licence for Sadlers Yard. Challenge 25 will be enforced, and no open containers will be allowed to leave the designated area.

HEALTH AND SAFETY
Event-specific risk assessments will be prepared for all broadcasts. Health and safety management and incident reporting will be undertaken using Mercury Navitas.

Public Liability Insurance will be in place for the duration of the installation and associated events. Existing and alternative muster points for surrounding businesses have been reviewed and accommodated.

FIRE SAFETY
A Fire Risk Assessment will be completed prior to operation. All staff and contractors will receive fire safety training. The LED screen and any associated equipment will be installed and certified by competent contractors in accordance with relevant safety standards.

EMERGENCY EVACUATION
Clear emergency access and egress routes will be maintained at all times. A defined evacuation strategy will be in place, with a designated muster point located within the tunnel to the left of New Century's main entrance towards the ring road, avoiding conflict with other businesses.

MAJOR INCIDENT MANAGEMENT
The LED screen operation will align with New Century's established emergency procedures. Security, management and stewards will communicate via a shared radio network, ensuring a coordinated response to any major incident.

COMMUNICATIONS
All security and management staff will carry radios linked to the wider New Century network to ensure effective communication and incident response.