Revised Events Management Strategy for BMHC & MyLahore

Submitted to: Manchester City Council Planning Department

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Prepared by: British Muslim Heritage Centre (BMHC) in partnership with MyLahore

Addressing Council Concerns: Implementation, Noise, Light, and Traffic

We recognise that while our previous management strategy included well-meaning provisions, it faced limitations in real-world implementation. In response to resident concerns and Council feedback, we have undertaken a full operational audit and are implementing a new, enforceable framework rooted in accountability, technology, and transparency.

1. Event Capacity & Parking Provision

- Maximum event capacity: 500 guests (absolute cap).
- Total on-site parking: 250 marked bays.
- Dedicated, SIA-licensed security personnel at every event.
- Dedicated parking marshals at every event.
- Staggered departure announcements to reduce traffic surges.

No events exceeding 500 guests will be accepted under any circumstances.

2. Traffic & Parking Management Framework

2.1 Controlled Access Route (Rear Entry Priority)

To minimise residential disruption on College Road:

- Guests are actively encouraged to enter AND exit via Clarendon Road (M16 8JE) wherever operationally possible.
- Event confirmations clearly instruct use of Clarendon Road.
- Directional signage is positioned at key junctions on event days.
- Guests are discouraged from using College Road for access.

The objective is to redirect traffic away from residential frontage as much as reasonably achievable.

2.2 Pre-Event Vehicle Planning

To proactively manage vehicle numbers:

- Vehicle Declaration Requirement:

  Clients must provide an estimated number of attending vehicles (verbal and written confirmation) at least 7 days prior to the event.

- Encouragement of Group Transport:

  Clients are strongly encouraged to arrange coaches or shared transport instead of individual vehicles.

- ETA Coordination:

  For larger events, arrival windows are confirmed in advance to stagger traffic flow and prevent clustering.

These measures allow operational planning before the event occurs.

2.3 On-Site Traffic Enforcement Measures

Financial penalties alone are not relied upon. Active enforcement includes:

Active Engine & Conduct Monitoring

- Parking marshals actively monitor for:
  - Engine idling
  - Revving
  - Excessive horn use
  - Smoke flares
- Marshals are trained to immediately instruct drivers to switch off engines.
- Non-compliance is logged and reported to the event host.
- Deposit forfeiture clauses apply for breaches.

2.4 Internal Vehicle Flow Management

To prevent highway obstruction:

- Vehicles are directed immediately from Clarendon Road entrance into internal holding lanes.
- No vehicle is permitted to queue on the public highway.
- A controlled one-way internal flow system operates:
    - Entry via rear access
    - Guided bay allocation
    - Directed exit route
- Security staff are positioned at:
    - Entry gate
    - Internal junction points
    - Exit gate

If internal capacity nears limits, arrivals are temporarily paused inside the gate — never allowed to back up onto public roads.

Entrances and exits are kept clear at all times.

2.5 Street Marshalling Strategy

External marshals actively monitor surrounding roads during peak arrival and departure times.

Coverage includes:

- Clarendon Road
- College Road
- Wood Road

Marshals are deployed to:

- Direct guests toward designated parking areas
- Prevent parking on residential streets
- Prevent obstruction of driveways
- Encourage use of Clarendon Road for both entry and exit

This external presence reduces spillover parking and reassures residents.

2.6 Security Staff Deployment & Verification

Licensing & Qualifications

All security personnel:

- Hold valid SIA (Security Industry Authority) licences
- Are trained in traffic coordination and crowd management
- Are briefed on site-specific noise and parking protocols

Deployment Schedule

Security personnel:

- Arrive 30 minutes prior to first guest arrival
- Remain on-site throughout the event
- Stay 30 minutes after final guest departure

This ensures controlled arrival and dispersal.

Security Duties

Security responsibilities include:

Traffic Control

- Managing entry and exit gates
- Preventing highway queuing
- Supervising marshals
- Enforcing engine shut-off rules

Noise Oversight

- Monitoring sound levels
- Intervening if limits are approached
- Coordinating with event organisers
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Perimeter Control

- Preventing loitering
- Managing taxi zones
- Ensuring no obstruction of public pathways

3. Noise Mitigation Measures

Live Sound Monitoring

- Real-time decibel monitoring system in operation.
- Data logs retained and available for Council review.

Smart PA Cut-Off

- Automatic audio shutdown at 10:30 PM.

Trained Acoustic Oversight

- Security instructed to intervene if thresholds approach limits.
- Event host notified immediately of breaches.

Contractual Enforcement

- Clear clauses prohibiting:
    - Outdoor amplified music beyond limits
    - Fireworks or flares
    - Anti-social vehicle behaviour

Deposit forfeiture and booking bans apply where necessary.

4. Light Pollution Mitigation

- Automatic dimming at 10:15 PM
- Full external lighting shutdown by 11:00 PM
- Hooded, directional lighting fixtures
- Event lighting guidelines issued to all clients

Resident complaints are logged and responded to within 24 hours.

Quarterly summaries can be shared with Council.

5. Governance & Risk Screening

Enhanced Booking Screening

All bookings undergo:

- Transport assessment
- Guest profile assessment
- Event type review
- Past compliance history check

Higher-risk events require additional oversight measures.

Neighbour Vetting Committee (NVC)

Tiered events may be reviewed by:

- 3 local residents
- 1 council representative (if appointed)
- 2 trustees

6. Structural Adjustment Proposal

We propose adding a roofed covered side structure to allow controlled vehicle access for bridal departure.

This will:

- Reduce congregation at the front
- Reduce roadside activity
- Contain celebratory exits within the site

This is a practical design solution to minimise visual and traffic impact.

7. Community Commitment

- Weddings remain capped at 500 guests.
- Shift toward corporate, interfaith, and educational events.
- Affordable pricing for local residents.
- Discounted rates for community and non-profit events.

We are committed to balancing economic viability with residential amenity.

8. Implementation & Monitoring

- 12-month conditional trial proposal
- Monthly compliance reporting
- Quarterly resident and Council review meetings
- Trustee-level accountability