



Manchester City
Football Club Limited

Etihad Stadium
Etihad Campus
Manchester
M11 4TQ

mancity.com
@mancity

Event Name	Mamma Mia! The Party
Event Location	Project Taverna, Collar Site
Event Date	Provision for daily events
Organisation	Pophouse SE
Document last updated	20/05/2026



CONTENTS (TO BE AMENDED)

1. Event Overview

Event description
Location
Dates and duration
Attendance
Entrance/exit points
Coinciding events

2. Crowd Management

Overall crowd management strategy
Crowd management on coincident event days
Management of attendee numbers
Identification of queueing locations
Deployment of marshals and security staff
Measures to manage pedestrian flows during peak ingress and egress periods

3. Communications

Consultation (pre-event)
PA system

4. Traffic management (traffic, transport and parking)

Monitoring & management of locations where pedestrian-vehicle conflict may arise
Stewarding / wayfinding
Approach to on-site and off-site parking
Measures to prevent illegal/unmanaged parking
Details of enforcement arrangements
Taxi/private hire drop-off locations; management of taxi waiting
Provision of segregated minibus areas
Measures to minimise congestion on key surrounding routes
Identification of sensitive queueing areas

8. Contingency planning

Planning for incidents and emergencies
Emergency vehicle access

9. Appendices

1. Event overview

Event description

Mamma Mia! The Party (MMTP) is the premier theatrical dining experience, bringing ABBA's hits to life more vividly than ever before. As the sun sets in Skopelos, guests take their seats at Nikos' family-run taverna where they enjoy a delicious four-course Greek feast, whilst a romantic and heartwarming story unfolds all around them. Following the performance, which is filled with timeless ABBA anthems such as *Mamma Mia*, *Dancing Queen* and *Waterloo*, guests are encouraged to sing and dance the night away at a glittering ABBA disco.

Location

MMTP will take place in a purpose-built new facility, located on the northern part of the Etihad Stadium collar site. It is bound by Alan Turing Way to the east, the Medlock Hotel to the west, Gibbon Street to the south, and the Ashton Metrolink line to the north. It is located within the local authority of Manchester City Council.

Dates and duration

MMTP have agreed with MCFC an initial period of 5 years from building opening. A weekly operation schedule is included below.

	Monday to Thursday	Friday	Saturday	Sunday
Matinee Doors			12:00pm - 1:00pm	12:00pm - 1:00pm
Matinee Performance			1:00pm - 4:30pm	1:00pm - 4:30pm
Dispersal (est)			3:45pm - 4:30pm	3:45pm - 4:30pm
Evening Doors	6:30pm - 7.30pm	6:30pm - 7.30pm	6:30pm - 7.30pm	6:30pm - 7.30pm
Evening Performance	7:30pm - 11:30pm	7:30pm - 12:00am	7:30pm - 12:30am	7:30pm - 11:30pm
Dispersal from	10:30pm	10:30pm	10:30pm	10:30pm
Close	1:00am	2:00am	2:00am	1:00am

Dispersal times are current estimate, closure times based on latest possible closure.

These times are not dissimilar to other venues across the Etihad Campus, where the F&B spaces within the Entertainment District Expansion are proposed to open until 1:00 am on weekends, and midnight Monday – Friday. Hospitality spaces within the Etihad Stadium also regularly remain open to guests until these times.

Attendance

The maximum occupancy of the building is 600. Attendance numbers will vary between 550 and 600.

Entrance/exits points

Access into the building is detailed in drawing 3679.3-PLA-XX-XX-DR-L-0003, which is included as an appendix to this document. Primary entrance and exit for guests will be exclusively on the west elevation, facing into the protected pedestrian area. Staff entry will be on the east elevation, by use of the building's service road.

2. Crowd management

Overall crowd management strategy

Project Taverna will operate primarily as the home of *Mamma Mia! The Party*, hosting immersive theatre and hospitality experiences six nights per week. The venue will accommodate up to 600 guests within a fully seated restaurant-style layout, including a balcony level and VIP hospitality area. Falling within the scope of Martyn's Law, crowd flow, safety and security has been considered at all design stages of the project. All crowd flow, security, and event management plans will inform amendments to the wider campus strategies.

Venue Overview

Project Taverna is a standalone building arranged across three floors, two of which are accessible to guests. The venue includes a ground floor foyer and theatre space with integrated bar facilities, together with a first-floor balcony and VIP bar area. A cloakroom facility will be provided within the venue.

The building is located approximately 100 metres from both the Etihad Stadium and Co-op Live Arena and will therefore operate within an established major event environment. The principal public entrance faces the adjacent Metrolink stop, providing direct access to public transport infrastructure and established pedestrian routes.

Operational Profile

The venue will operate as a ticketed entertainment venue, with the majority of admissions sold in advance and limited tickets available on the door subject to capacity. Opening times will vary depending on performance schedules, including occasional matinee performances, with operations concluding no later than 02:00 hours.

The operational format is primarily theatre-led, with guests seated throughout performances. Alcohol will be served during events and dancing may occur during designated sections of performances and post-show activity.

Crowd Management Approach

Due to the seated and managed nature of the venue, crowd movement is expected to remain controlled throughout operations. Guests will primarily remain seated during performances, with circulation focused around entry, intermissions, bar service, cloakroom use, and event dispersal.

Crowd management procedures will focus on maintaining safe ingress and egress, minimising congestion, monitoring internal circulation, and ensuring effective coordination with wider campus activity during overlapping events at the Etihad Stadium and Co-op Live.

Entry & Queue Management

Guests will enter the venue through a single managed entrance located adjacent to the Metrolink stop. Queuing is anticipated prior to doors opening and will be managed by venue staff and security personnel to ensure pedestrian routes remain unobstructed and crowd build-up is controlled.

Admission procedures will include ticket validation and security screening measures, including bag searches where required. Queue management arrangements will be monitored dynamically depending on attendance levels and concurrent activity across the wider campus.

Accessibility

The venue will provide accessible facilities and support for guests with access requirements. Guests requiring assistance will be identified during the ticket purchasing process where possible to allow operational planning in advance of attendance.

Accessible routes, seating positions, and evacuation arrangements will form part of the venue's detailed operational procedures.

Emergency Procedures

Detailed emergency and evacuation procedures will be developed prior to operation and incorporated into venue management plans. These procedures will include arrangements for fire evacuation, medical incidents, emergency communication, and liaison with emergency services.

An external muster point has been identified for use in the event of evacuation. Staff will receive appropriate training in emergency procedures and incident response.

Crowd management on coincident event days

The Etihad Stadium (football matches and concerts) and Co-op Live are permitted a total of 15 coinciding events per year, which creates the potential for up to 82,500 attendees to be using the site at any one time.

The Campus Event Operations Management Plan sets out operating modes for the Etihad Campus (1-7) that escalate in terms of risk based on the number and scale of events being undertaken concurrently.

These range from Mode 1 (no events) to Mode 7 (2 Major Events, plus at least one smaller event where times overlap).

The MCFC Safety & Security team produce a bespoke Campus Tactical Plan for each day where Mode 5 (2 Major Events (Stadium & Arena)

3hr Gap), Mode 6 (2 Major Events(Stadium & Arena) with overlap of timings or Mode 7 (2 Major Events (Stadium & Arena) with overlap plus at least one small event) applies.

All plans are prepared in accordance with the Campus Event Operations Management Plan, with the overall intent being:

“To provide a safe, secure and welcoming environment for everyone who visits or works at the Campus, and which supports and promotes its full business, sporting and entertainment benefits.”

Each Tactical Plan follows the planning format of the Joint Decision-Making Model which is a core element of the Joint Emergency Services Interoperability Program (JESIP). The MCFC Safety Officer retains responsibility for all areas of the Campus, including those areas of commonality, except the red line of the Arena footprint for a specified period as detailed within the Campus Tactical Plan.

Management of attendee numbers

The building has a maximum approved capacity of 600 guests. All spaces are ticketed, and each ticket corresponds to one seated position within the building. Entry is only permitted with a ticket, and guests are taken to their seat by waiters/waitresses. Security staff will be present both in the entrance foyer and main events hall to monitor unauthorised entrance.

Identification of queuing locations

Pedestrian queueing can be catered for in the building, and underneath a covered canopy outside the building's main entrance.

Occasionally, it is expected that queueing may exceed the canopy, in which case temporary queueing barriers will be provided, marshalled by SIA accredited security staffing.

Deployment of marshals and security staff

The venue will operate with an appropriate level of SIA licensed security staff supported by venue management and front-of-house teams. Staffing levels will be proportionate to attendance levels and operational requirements.

Security measures will include CCTV monitoring, radio communications, controlled entry procedures, guest search policies, and the implementation of a drugs policy and prohibited items

policy. Security and operational staff will monitor guest behaviour, circulation routes, and crowd density throughout all events.

Marshalls operating across the campus will be briefed regarding any coinciding events, and the risk profile of each event as appropriate.

Measures to manage pedestrian flows during peak ingress and egress periods

Queueing barriers will be used to manage access to the venue in an orderly fashion, which will be enforced by SIA accredited security staff. Doors open approximately 1 hour prior to start of the performance, to allow for a gradual guest arrival time. Staffing within the building is extensive, with the goal of each party arriving can be personally escorted to their table.

While the 'performance' element of the show will conclude around 10:30-11, guests are encouraged to remain in the building and 'party' on the main floor dance area. This spreads out guests dispersal, limiting the possibility of crowding upon egress. This also promotes a more even spread of traffic flow including by private hire vehicle, as guests are more likely to book their transport home from within the venue.

3. Communications

Consultation (pre-event)

Lines of communication between all venues across the Etihad Campus are open at all operational hours. This includes for purposes of co-ordinating event-day crowd management, fire strategies, and construction work or other disruption. All venues are also consulted parties on each event-specific Crowd Management Strategy.

Project Taverna will be incorporated into the campus 'event modes', which set standards for operational expectations across all venues.

PA system

The venue will have a PAVA system, for rapid dissemination of evacuation and emergency procedure information.

4. Traffic management planning (traffic, transport and parking)

Monitoring & management of locations where pedestrian-vehicle conflict may arise



The primary pedestrianised area is sealed behind a hostile vehicle mitigation (HVM) line consisting of bollards, bunds, and fences. Access must be approved by the hotel reception desk or central security office, or by other delegated authorisation from the security office. No access is permitted by vehicle while the Etihad Stadium is in 'event mode', except for emergency vehicles. The intended pedestrian route from Project Taverna to the likely parking area is within this protected ring, which is monitored by the MCFC security team using an extensive CCTV system. Where pedestrians may use Gibbon Street to access private hire vehicles or similar, there is clear road demarcation that the road ends and the pavement begins.

Stewarding / wayfinding

As part of the project scope, wayfinding around the Etihad Campus, and on highways signage (where applicable), shall be updated to reflect the position of the new building. As the building will be permanently located, and MMTP will take place for a minimum of 5 years, all signage will be updated in a permanent way.

Stewarding will take place on all event days

Approach to on-site and off-site parking

All parking on the Etihad Campus is pre-booked, meaning access is only granted (and allocated) with advance tickets. This is communicated clearly on all event information, to ensure minimal vehicles are rejected from our car parks. We encourage active travel, as well as use of the extensive public transport networks the Campus benefits from.

Measures to prevent illegal/unmanaged parking

Local areas have had parking zone restrictions introduced in response to existing event activities. These include permit zones, and areas with 90-minute maximum stays. We also communicate extensively our preference for guests to arrive by public transport where possible. Parking will be allocated in accordance with the expected demand levels, which are currently being assessed.

Details of enforcement arrangements

Enforcement of parking within the Etihad Campus consists of ANPR-assisted stewarding, clear signage, and pre-booked only parking. A more in-depth parking strategy will be provided pre-commencement, where there are details to be agreed regarding allocation of spaces and access arrangements.

Taxi/private hire drop-off locations; management of taxi waiting

A regulated taxi rank is present on Rowsley Street which operates continually, and is exempt from event-day road closures. There is also a general use drop-off point directly outside Project Taverna, as identified in the Access & Circulation plans, and Landscape Chapter of the Design & Access Statement. This is shared with the Medlock Hotel, and is deemed to be sufficient for the anticipated volume of drop-off and pick-up activity associated with Project Taverna. On Etihad Stadium/Co-op Live event days, there is also a temporary pick-up/drop-off area created in the Edwin Road industrial estate, and geo-fencing in place to prevent pick-up/drop-off in areas other than this. The Co-op Live also operates an ad-hoc staffed area for vehicle use directly outside its entrance.

Provision of segregated minibus areas

A current wider assessment of the campus' parking and drop-off requirements is currently underway, so we're not able to confirm what provision there will be for minibuses at this stage. However, we can confirm that this will be considered as part of the final parking & pick-up/drop-off strategy of Project Taverna and the wider Entertainment District.

Measures to minimise congestion on key surrounding routes

Primarily, we do not believe that the quantity of guests visiting the venue by car will have any noticeable impact on the surrounding road network. Further, the extended dispersal window will result in a more spread-out addition to the road network post-event. Doors also open approximately 1 hour in advance of the performance start, also allowing guests to arrive in an orderly way. The installation of a call loop to control entry from the campus onto Alan Turing Way is to be agreed.

Identification of sensitive queueing areas

There is one potential vehicle queueing area, at the junction where Gibbon Street meets Alan Turing Way. Following an assessment of dispersal times, we anticipate that extensive queueing will be minimal, but to mitigate this we are investigating the possibility of installing 'call' loops. Discussions around this are underway with MCC Highways.

5. Contingency planning

Planning for incidents and emergencies

Procedures for staff to follow in an emergency includes:

- *Raising the alarm*
- *Informing the public*
- *On-site emergency response, i.e. use of fire extinguishers*
- *Summoning the emergency services*
- *Crowd management, including evacuation, where necessary*
- *Evacuation of people with disabilities*
- *Traffic management, including emergency vehicles*
- *Incident control*
- *Liaison with emergency services*
- *Providing first aid and medical assistance*

Show stop - effective response to an emergency can sometimes mean a rapid and controlled halt to a performance to prevent further risk to the audience or to initiate an evacuation.

The venue management team understands the importance of providing a safe and welcoming environment for our guests and the need to provide appropriate responses to any foreseeable occurrence. Similarly, the potential impacts of our operation on our neighbours will be fully assessed and the mitigating actions embedded in the venue operations through training and briefing to all the venue team.

A full emergency procedure policy will be created for the venue, embedded and implemented when required. The policy will include, but not be limited to, onsite emergency response, including the use of fire extinguishers, raising the alarm, summoning and assisting emergency services, crowd management, including evacuation and evacuation of people with disabilities. Should an emergency arise during a performance the venue Duty Manager will implement the emergency procedures and will ensure that members of the public and performance staff are safely guided to the appropriate assembly point. First aid and emergency response training will be provided for staff to reduce the reliance on emergency services.

As part of the venue safety procedures the VMT will prepare contingency plans for all foreseeable circumstances. This will include counter terrorism response, including both evacuation and invacuation procedures, which will be developed in consultation with the local counter terrorism officer.

All access into and out of the building will be carefully controlled and monitored from the lobby by the reception staff. CCTV will also be in operation at all times.

Emergency vehicle access

Emergency vehicle access is by Gate 3, onto Gibbon Street. If no stewards are present to manually retract the Hostile Vehicle Mitigation (HVM) bollards, there is an intercom system emergency services can use to directly contact the central security office and gain access. The building fire strategy (provided alongside this event management strategy in DRAFT format) provides further information about fire tender access to all faces of the building.