Revised Events Management Strategy for BMHC & MyLahore

Submitted to: Manchester City Council Planning Department

Date: June 2026

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

Addressing Council Concerns: Implementation, Noise, Light, Traffic & Community Impact

We recognise that while our previous management strategy contained positive intentions, certain elements required stronger real-world implementation. In response to resident concerns and Council feedback, we have undertaken a full operational review and are now implementing a revised, enforceable framework based on accountability, staffing, technology, transparency and measurable controls.

This revised strategy is designed to balance the continued viability of the venue with the legitimate amenity concerns of neighbouring residents.

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1. Event Capacity & Parking Provision

- **Maximum event capacity:** 500 guests (absolute cap).
- **Total on-site parking provision:** 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 event exceeding 500 guests will be accepted under any circumstances.**

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2. Traffic & Parking Management Framework

2.1 Controlled Access Route (Rear Entry Priority)

To minimise disruption to residential properties on College Road:

- Guests will be actively encouraged to **enter college road and exit via Clarendon Road (M16 8JE)** wherever operationally possible.
- Event confirmations will clearly direct guests to use this route.
- Directional signage have been installed at key junctions.
- Using College Road is being discouraged except where unavoidable.

Objective: To divert traffic away from residential frontage as far as reasonably practicable.

2.2 Pre-Event Vehicle Planning

To proactively manage vehicle volumes:

- **Vehicle Declaration Requirement:** Clients are already providing an estimated number of attending vehicles at least 7 days before the event.
- **Shared Transport Encouragement:** Clients are being encouraged to arrange coaches, minibuses or car sharing. This has been already communicated with clients in meetings.
- **Arrival Window Coordination:** Larger events are given staggered arrival times to avoid clustering.

These measures allow management teams to plan traffic controls in advance.

2.3 Engine Idling, Revving & Vehicle Behaviour Enforcement

Parking marshals will actively monitor:

- Engine idling
- Unnecessary revving
- Excessive horn use
- Smoke flares
- Anti-social vehicle conduct

Marshals are trained to immediately instruct drivers to switch off engines where vehicles are stationary.

Repeated or serious breaches will be logged and reported to the event host, with sanctions including deposit deductions or future booking restrictions.

2.4 Internal Vehicle Flow Management

To prevent highway obstruction:

- Vehicles directed immediately from the rear entrance into internal holding lanes.
- No vehicle permitted to queue on surrounding public roads.
- Controlled one-way traffic system:

    - Entry via rear access
    - Guided bay allocation
    - Directed exit route

Security staff positioned at:

- Entry gate
- Internal junction points
- Exit gate

If internal capacity nears limits, arrivals will be paused **within the site boundary** and never allowed to queue externally.

2.5 Street Marshalling Strategy

External marshals will be deployed during peak arrival and departure periods on:

- Clarendon Road
- College Road
- Wood Road

Their role is to:

- Prevent guests parking on residential streets
- Keep driveways clear
- Direct vehicles to authorised parking areas
- Reinforce rear-entry / rear-exit routing
- Support orderly dispersal at event close

This visible presence is intended to reduce overspill parking and reassure local residents.

2.6 Cameras, Enforcement & Signage

- An **ANPR (Automatic Number Plate Recognition)** system is installed immediately upon entry through the gates on College Road.
- Signage is positioned:

- At the entrance gates
- Along access routes
- Within the car park

This supports enforcement, route guidance and accountability.

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3. Security Staff Deployment, Verification & Responsibilities

3.1 Qualifications

All security personnel:

- Hold valid **SIA (Security Industry Authority)** licences
- Are trained in crowd management, traffic coordination and public safety
- Can provide certification evidence on request

3.2 Deployment Hours

Security staff will be deployed:

- **60 minutes prior** to first guest arrival
- Throughout the full duration of the event
- Until **30 minutes after the gates are locked at 10:30 PM**

3.3 Core Responsibilities

Traffic Control

- Manage vehicle entry and exit
- Prevent highway queuing
- Supervise marshals
- Enforce engine shut-off rules

Noise Management

• Noise levels are monitored throughout every event.
• Noise logs are retained.
• No external amplified speakers are permitted.
• Speakers are directed internally towards the centre of the marquee.
• Doors remain closed during amplified announcements where practical.

• Event manager or dedicated staff can immediately reduce sound levels if required.
• Independent acoustic consultants have been appointed and reports are available.

Perimeter Control

- Prevent loitering
- Manage taxi collection points
- Keep public footpaths and accessways clear

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4. Noise Mitigation Measures

4.1 Live Sound Monitoring

- Real-time decibel monitoring system in operation.
- Noise logs retained and available for Council inspection upon request.

4.2 Smart PA Cut-Off

- Automatic shutdown of amplified sound systems at **10 PM**.

4.3 Operational Oversight

Security staff and management are instructed to intervene immediately if thresholds are approached.

4.4 Contractual Controls

All booking contracts prohibit:

- Outdoor amplified music beyond agreed limits
- Fireworks or flares
- Anti-social vehicle behaviour
- Excessive noise at dispersal

Sanctions may include deposit forfeiture and refusal of future bookings.

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5. Light Pollution Mitigation

- Automatic dimming of external lighting at **10:15 PM**

- Full shutdown of non-essential external lighting by **10:30pm**
- Hooded and directional lighting fixtures
- Event lighting guidance issued to all clients

Resident concerns regarding lighting will be logged and reviewed.

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6. Governance & Risk Screening

6.1 Enhanced Booking Screening

All bookings will undergo review including:

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

Higher-risk bookings may require enhanced controls or may be declined.

6.2 Independent Compliance Oversight

Unannounced internal inspections may be undertaken, with findings available for Council review where appropriate.

6.3 Trustee-Level Accountability

Senior leadership and trustees will retain oversight of compliance performance and complaints trends.

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7. Structural Adjustment Proposal

We propose the addition of a covered side structure to facilitate controlled bridal departures and contained guest exits.

This would:

- Reduce congregation at the front of the building
- Reduce roadside activity
- Improve traffic management

- Keep celebratory exits within the site boundary

This is intended as a practical mitigation measure with minimal visual impact.

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8. Community Commitment

BMHC remains committed to serving the wider community through responsible venue operations.

Commitments include:

- Weddings capped at 500 guests
- Increased focus on corporate, educational and interfaith events
- Affordable pricing for local residents
- Discounted rates for charities and community organisations

We are committed to balancing economic sustainability with residential amenity.

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9. Resident Communication, Complaints & Community Outreach

9.1 Initial Community Outreach

To ensure residents know how to contact us:

- **Dedicated Resident Phone Line:**
- Primary Event Contact:
  Adeel (Events Coordinator)
  07868 392686
- BMHC Duty Manager: 07442 636525
- Number displayed prominently on BMHC website
- Formal information letters hand-delivered to nearby streets explaining reporting procedures

Updated Streets to Receive Resident Letters:

- College Road
- Wood Road
- Dudley Road
- Park Drive

- College Drive
- Burford Avenue
- Burford Road
- Burford Drive
- Prettyjohns Road
- Whalley Grove
- Victoria Road
- Clarendon Road
- Beech Hurst Close
- Cambridge Avenue
- Granville Avenue
- Churchill Avenue
- Blenheim Avenue
- Bedford Avenue
- Palmerston Avenue
- Wellington Avenue

Urgent Matters (Dedicated Phone Line)

For urgent issues, residents are encouraged to use the dedicated phone line. This process ensures immediate attention during operational hours:

- **Availability:** The line is held by the BMHC Facility Co-ordinator. It will be actively manned during standard office hours, as well as during any evening or weekend periods when events are taking place in the marquee. Outside of these hours, a voicemail facility is available.

- **Logging the Issue:** Upon receiving a call, the Facility Co-ordinator will log the resident's contact details, the nature of the complaint, and the exact date and time into a live, cloud-based spreadsheet accessible to the wider management team.

- **Action and Resolution:** The Co-ordinator will investigate and address the issue promptly, logging the date and time the action was taken.

- **Service Level Agreement (SLA):** We aim to fully resolve all urgent matters within **48 hours**.

- **Communication & Closure:** Once resolved, the Facility Manager will email the resident to confirm the outcome and officially close the case. If a resolution within 48 hours is not possible, the resident will be notified via email with a clear timeline for expected resolution. They will be contacted again once the matter is fully concluded.

Non-Urgent Matters (Website Contact Form)

For non-urgent inquiries or feedback, residents will be directed to a dedicated online contact form on the BMHC website:

- **Categorisation:** The form allows users to specify the exact nature of their query, ensuring it is directed appropriately.
- **Automated Logging:** Submissions are automatically logged into the Facility Manager's system, immediately triggering an email notification to the management team.
- **Action and Resolution:** The Facility Manager will review and address the complaint accordingly.
- **Service Level Agreement (SLA):** We aim to resolve all non-urgent matters within **5 working days**.
- **Communication & Closure:** The resident will receive an email detailing the outcome once the issue is resolved, at which point the case will be closed. Should the issue require more than 5 working days to resolve, the resident will be updated via email with a projected timeline, and notified again upon final resolution.

9.4 Monitoring & Accountability

All complaints are investigated using:

- Noise monitoring records
- CCTV where available
- Event manager reports
- Security reports
- Parking marshal reports
- All complaints retained for audit purposes
- Quarterly summaries available to Council upon request
- Repeated themes reviewed by senior management

9.5 **Community Monitoring Committee:**

Committee already exists comprising:

• BMHC representatives
• MyLahore representatives
• Local residents
• Local councillors

The committee meets every 12 weeks to review:

• Noise complaints
• Traffic concerns
• Parking issues
• Resident feedback
• Operational improvements

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10. Implementation & Monitoring Proposal

We propose a structured compliance framework comprising:

- **12-month conditional trial period**
- **Monthly compliance reporting**
- **Quarterly resident and Council liaison meetings**
- **Trustee-level oversight of performance**

This will allow transparent monitoring of the revised strategy in practice.