

# Public Document Pack



**TRAFFORD**  
**COUNCIL**

## **ADDITIONAL INFORMATION FROM AMG FOR LICENSING SUB-COMMITTEE MEETING**

**Date: Friday, 20 October 2023**

**Time: 10.00 am**

**Place: Committee Rooms 2 & 3 Trafford Town Hall, Talbot Road, Stretford,  
Manchester, M32 0TH**

### **A G E N D A**

### **PART I**

**Pages**

2. **APPLICATION FOR REVIEW OF AN EXISTING PREMISES LICENCE - O2  
VICTORIA WAREHOUSE, TRAFFORD PARK ROAD, TRAFFORD, M17  
1AB**

To consider a report of the Head of Regulatory Services.

1 - 80

### **SARA TODD**

Chief Executive

### Membership of the Committee

Councillors J. Newgrosh, D. Jarman and S. Thomas

### Further Information

For help, advice and information about this meeting please contact:

Miss Natalie Owen, Governance Officer

Email: [natalie.owen@trafford.gov.uk](mailto:natalie.owen@trafford.gov.uk)

This agenda was issued on **Tuesday, 17 October 2023** by the Legal and Democratic Services Section, Trafford Council, Trafford Town Hall, Talbot Road, Stretford M32 0TH.

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# Event Management Plan

Please note that this document supersedes all previous versions. Please check with document author that you are working with the most recent version.

<b>Document Control:</b>	<i>O2VWEMP V 4</i>
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DRAFT

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## DOCUMENT PURPOSE

The purpose of the Event Management Plan is not only to provide a comprehensive overview of the event but also to outline the Venue Operator's meticulous management plans and actions concerning public and worker safety. The Event Management Plan is always a working document and will be subject to revision from time to time based on new information, learnings and experience.

This document is a crucial element, working in conjunction with the comprehensive venue risk assessments for both the venue and its immediate vicinity. In the event that the Venue

Operator requires additional support beyond the information provided, they will seek advice from Trafford Council and the Emergency Services, before or during the event.

It is important to note that the contents of this document are confidential and must be treated as such. Academy Music Group Ltd, the operators of the venue, undertake to ensure that each piece of information contained within this document is both accurate and up to date, with regular updates provided to all relevant authorities and organisations.

No person is authorised to copy, forward, disclose, distribute, or retain this document in any form without the consent of author.

For further information, please contact the General Manager, **Russell Taylor-Toal**

EVENT PLANNING & MANAGEMENT	
EVENT SUMMARY	
<b>Event/ Artist Name:</b>	
<b>Music Genre/ Similar Artists:</b>	
<b>Show Promoter:</b>	
<b>Promoter/ Artist Previous Shows:</b>	Many appearances throughout AMG venue estate
<b>Event Date(s):</b>	TBC
<b>Event Timings:</b>	<ul style="list-style-type: none"> <li>• <b>Doors:</b> 19:00</li> <li>• <b>Show Start:</b> 20:00</li> <li>• <b>Headline Act:</b> 21:00</li> <li>• <b>Show End:</b> 23:00</li> </ul>
<b>Anticipated Attendance:</b>	3400

EVENT AUDIENCE PROFILE/ DEMOGRAPHIC	
<b>Age:</b>	14 plus Main age range 25 – 40. Challenge 25 in operation at all bars.
<b>Male/ Female Ratio:</b>	60/40
<b>Crowd Formation:</b>	
<b>Expected Crowd Density:</b>	Highest density 0.3m2, average density 0.5m2
<b>Expected Crowd Reaction/ Dynamics:</b>	Lively standing floor –

KEY RISKS IDENTIFIED / MITIGATIONS IN PLACE	
Key risks identified for this show in the Event Risk Assessment	Additional mitigations in place based on identified risks
<ul style="list-style-type: none"> <li>• Lively audience anticipated with some moshing/ crowd surfing</li> </ul>	<div style="background-color: black; width: 100%; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: black; width: 100%; height: 15px; margin-bottom: 5px;"></div> <div style="background-color: black; width: 100%; height: 15px;"></div>

	[REDACTED]

**VENUE OVERVIEW**

O2 Victoria Warehouse Manchester is an extraordinary and innovative multifunctional event space, situated on the outskirts of Manchester’s city centre. Originally built in the 1900s, the Warehouse stands as a testament to the city's industrial heritage for over a century and is one of Manchester's most iconic venues,

O2 Victoria Warehouse operates to a saleable capacity of 3500 for live 7-11 music concerts and multi room events with a saleable capacity of up to 5000 for over 18s club nights.

The event space is an expansive and versatile facility, comprising of various compartments, or sheds, which can be used either independently or collectively. With its adaptability and versatility, the venue is capable of accommodating a diverse range of events, ranging from live music events and multi room club nights to prestigious Award Ceremonies, bustling Trade Fairs, Exhibitions, Weddings and high-profile Corporate Hospitality functions.

The Venue is operated by Academy Music Group Limited (AMG) who are the UK’s leading owner and operator of nationwide live music and club venues.

**EVENT MANAGEMENT STRUCTURE**

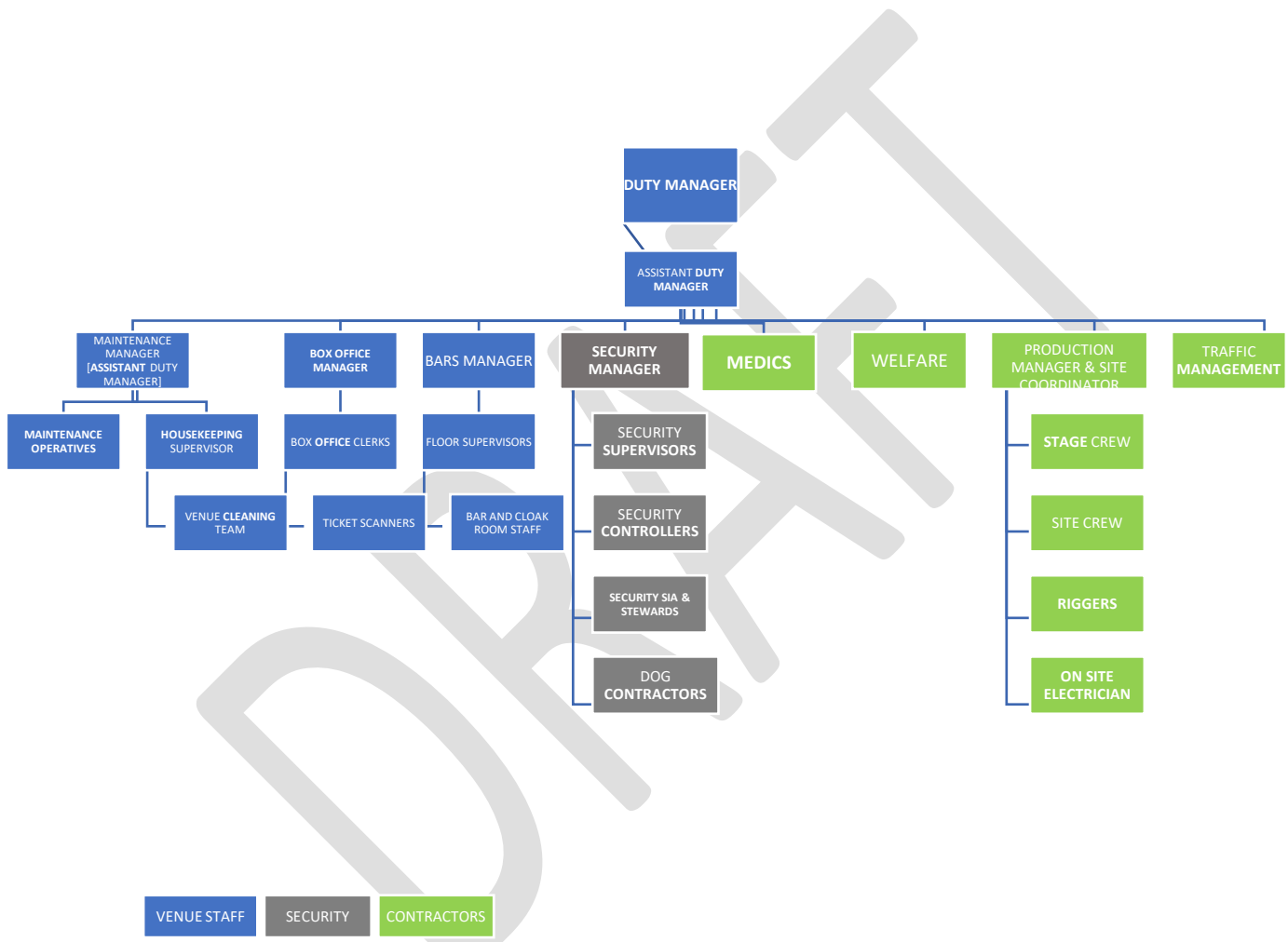
O2 Victoria Warehouse is overseen by a highly skilled team of professionals who have demonstrated their ability to execute safe and successful events. All their actions and determinations are carefully synchronised and recorded in the Event Control Log. This is facilitated through an Event Control Room where communication is primarily through radio, ensuring efficient and effective collaboration.

The roles and functions of key individuals in the event management structure are explained in more detail below:

**CHAIN OF COMMAND**

In normal operational settings, the Duty Manager and Assistant Duty Manager operate in a cohesive unit, providing consultations on various aspects of the show. They consult directly with all departmental heads as well as contracted service providers ensuring prompt communication of potential issues, situations or incidents to all relevant parties involved.

The Duty Manager, Assistant Duty Manager, or Production Manager have the authority to halt any on-site activity temporarily or permanently during the event.




**ROLES AND RESPONSIBILITIES**

<p><b>AMG Divisional Managers:</b> [Offsite]</p> <p>██████████</p>	<ul style="list-style-type: none"> <li>• Make decisions on strategic level.</li> <li>• Responsible for delivering the organisation’s aims, objectives and methodologies.</li> <li>• Ensures Compliance with all Regulatory Requirements.</li> </ul>
	<ul style="list-style-type: none"> <li>• Makes decisions about the general operation of the event.</li> </ul>



<p><b>Venue General Manager:</b></p> <p>[Redacted] [Duty Manager]</p>	<ul style="list-style-type: none"> <li>• In conjunction with the rest of the management, deals with incidents and occurrences and makes decisions concerning the overall management and operation of the event, with the ultimate aim of ensuring that the event is operated safely.</li> <li>• Ensures that all aspects of the EMP documentation are implemented.</li> <li>• Liaises with and take advice from Security, Medical &amp; Welfare providers.</li> <li>• Licensing Compliance</li> <li>• Liaison with Emergency Services</li> <li>• In all circumstances, other than a major incident, the final decision is that of the General Manager. In the event of the declaration of a major incident, upon signing of the AMG transfer of authority document, final decision-making responsibility would then pass to the statutory agency in charge.</li> </ul>
<p><b>Deputy General Manager:</b></p> <p>[Redacted] [Duty Manager 2]</p>	<ul style="list-style-type: none"> <li>• Responsible for general operations and is the second Duty Manager for the event.</li> <li>• Responsible for the pre-planning of events including liaising with stakeholders, contractors and suppliers.</li> <li>• Co-ordinates cooperation of all event departments. Takes on tasks deputed to him by the General Manager.</li> <li>• Acts as second in command to the General Manager</li> </ul>
<p><b>Maintenance Manager:</b></p> <p>[Redacted] [Duty Manager 2] <i>(in the absence of the General Manager or Deputy General Manager)</i></p>	<ul style="list-style-type: none"> <li>• Responsible for the overall maintenance of the building.</li> <li>• Coordinating contractors</li> <li>• Compliance with H&amp;S regulations</li> <li>• Conducting continuous improvement strategies, ensuring the venue is presented at the highest standards.</li> <li>• Overall responsibility for the housekeeping department</li> <li>• Supervision and training of Maintenance operatives and venue cleaning team</li> <li>• Second Duty Manager in the absence of the General or Deputy General Manager</li> </ul>
<p><b>Production Manager &amp; Site Coordinator:</b></p> <p>[Redacted]</p>	<ul style="list-style-type: none"> <li>• The Production Manager &amp; Site Coordinator is the main contact for show advancing and for all technical and production enquiries.</li> <li>• Ensures that all production activity is conducted in a professional manner and that all stage activity is run on schedule and within the limitations set by the local authority.</li> <li>• Responsible for planning, coordinating and executing the itinerary for site activity, including but not limited to, set up and break down of site &amp; venue, coordination of vehicle movements booking production crew, site crew and riggers, supervision of production staff &amp; crew.</li> </ul>
<p><b>Ticketing &amp; Box Office Managers:</b></p> <p>[Redacted] [Senior Ticketing &amp; Box Office Manager *Accessible Lead]</p>	<ul style="list-style-type: none"> <li>• Controls all ticket allocations and outlets from show set up to event maturity, ensuring all tickets allocated balance to capacity.</li> <li>• Oversees the sale and collection of all tickets on site while ensuring the security of ticket proceeds.</li> <li>• Controls and administers all guest lists both promoter and house.</li> <li>• Supervision of box office assistants and ticket scanning staff.</li> </ul>

<p>██████████ [Deputy Box Office Manager]</p>	<ul style="list-style-type: none"> <li>Responsible for issuing accreditation as directed by venue management and promoter.</li> <li>Acts as the accessible lead for all shows.</li> </ul>
<p><b>Compact Security Managers: Security [on-site]</b></p> <p>██████████ [security Project Manager]</p>	<ul style="list-style-type: none"> <li>Ensures the security provision and policies adhere to and follow those set out in the venue's Security Operating Plan.</li> <li>Briefs all Security and Stewarding personnel prior to commencement of duties.</li> <li>Control and co-ordinate the deployment of security and stewarding personnel in and around the venue as agreed pre-event and detailed in the event Dot Plan.</li> <li>Co-ordinates the response to incidents as they unfold feeding into venue management as required.</li> <li>Provides venue management team with support and advice.</li> <li>Leads the venue sweep post event and confirm when venue is clear of public.</li> </ul>
<p><b>ECR Radio Controller: Compact Security [on-site]</b></p> <p><b>Name</b></p>	<ul style="list-style-type: none"> <li>Co-ordinates all communications in the Event Control Room (ECR)</li> <li>Ensures relevant logs are maintained and followed up where required.</li> <li>Ensures that all appropriate issues are escalated to the Venue General Manager and Duty Manager.</li> <li>Follow and maintain event control policy and processes.</li> <li>Under instruction of Venue Management call for Emergency Services assistance as required.</li> </ul>
<p><b>ECR Security CCTV Controller: Compact Security [on-site]</b></p> <p><b>Name:</b></p>	<ul style="list-style-type: none"> <li>CCTV operators will hold a CCTV SIA Licence and will operate within the guidelines set by the SIA</li> <li>Compact will use the venue CCTV system to: <ul style="list-style-type: none"> <li>Monitor both routine and unscheduled movement of staff, contractors, visitors and artists and entourage within the venue.</li> <li>Monitor crowd control and to assist with crowd management, both externally and throughout the venue.</li> <li>Assist with initial responses to incidents and emergencies.</li> </ul> </li> </ul>
<p><b>PIT Supervisor: Compact Security [on-site]</b></p> <p><b>Name:</b></p>	<ul style="list-style-type: none"> <li>This specialised role is to ensure artist and stage security, whilst providing a visual security presence.</li> </ul>
<p><b>Bars Manager:</b></p> <p>██████████</p>	<ul style="list-style-type: none"> <li>Ensures that all aspects of the Alcohol Management Plan are implemented.</li> <li>Ensures that all bar staff are fully briefed and trained on all aspects of the venues policies and procedures including the enforcement of Challenge 25 policy.</li> </ul>

	<ul style="list-style-type: none"> <li>• Advise Venue Duty Manager if unforeseen issues arise.</li> </ul>
<b>Medical:</b> <b>Northwest</b> <b>Event Medical</b> <b>Solutions</b> <b>[NWEMS]</b> <b>Medical Director</b> <b>[Off Site]</b>  	<ul style="list-style-type: none"> <li>• Ensure that all aspects of the event medical plan are adhered to.</li> <li>• Control and co-ordinate the deployment of medical resources around the venue.</li> <li>• Co-ordinate response to reports and ambulance transport from the venue.</li> <li>• Report any injury or illness trends to venue management.</li> <li>• Provide venue management team with support and advice.</li> </ul>
<b>Welfare:</b> <b>(W.E.L.Safe</b> <b>CIC)</b> <b>[Community</b> <b>Interest</b> <b>Company]</b>	<ul style="list-style-type: none"> <li>• Provides standard and bespoke training to event staff.</li> <li>• Provides a non-judgemental environment for anyone in need of support, rest or recuperation.</li> <li>• Health promotion and information in relation to illegal drugs, NPS, alcohol, tobacco/nicotine-related products, dehydration, sexual health and general health and well-being at the event.</li> <li>• Care of people who are intoxicated and/or who are assessed as requiring a safe place for a few hours by the medical provider.</li> <li>• Emotional and psychological support for those who have lost friends, are upset or have minor mental health issues.</li> <li>• Support for suspected cases of spiking including provision of spiking test kits.</li> <li>• Provision of a safe space for anyone under 18, including concerns with/or subject to sexual assaults, domestic abuse or other safeguarding issues on site with a dedicated safeguarding officer to provide support including referral to local authorities or assistance with contacting appropriate adults</li> </ul>
<b>Traffic</b> <b>Management:</b> <b>ETC</b>	<ul style="list-style-type: none"> <li>• To implement road closures at the instruction of venue management as and when required throughout the event.</li> <li>• The maintenance of public safety on the local highway infrastructure.</li> <li>• To minimise disruption to all road users with special emphasis on maintaining the integrity of those routes which act as local alternative to the strategic trunk road system.</li> <li>• To minimise the disruption and impact of such event on local communities.</li> </ul>

**EVENT CONTROL ROOM (ECR)**



[REDACTED]

[REDACTED]

**BACKSTAGE AREA**

The backstage area, which comprises production offices and dressing rooms, is accessible only through a regulated pass system. [REDACTED]

[REDACTED]

**OPENING OF THE EVENT**

Prior to opening the event to the public, an event specific briefing will be given to all staff by the Relevant Departmental Manager.

Both the Duty Manager and Head of Security will then conduct an inspection of the venue and facilities. This inspection will ensure that the integrity of the venue infrastructure is in accordance with following the licence conditions and that the site is suitable to admit members of the public.

Once any issues are resolved, the Duty Manager will conduct final opening inspection to confirm the event is safe to open.

If the venue is ready to open before the advertised time, the Duty Manager will contact Security control to grant permission for early opening to speed up admission into the venue.

**START OF STAGE ACTIVITY**

Once production is ready for 'doors green' the Production Manager will contact the Duty Manager to obtain permission to start stage activity in accordance with the schedule.

**CLOSING THE EVENT**

Once all stage activity has ended, Security will instruct a sweep of the venue to ensure that all members of the public have left. Once confirmed that the venue is clear, security will inform Control to complete the log.

*Please refer to Appendix B Compact Security Stewarding Plan*

**COMMUNICATIONS**

During the event Security ECR will be the hub of all communications. [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

*Please refer to Appendix L: O2 Victoria Warehouse Security Operating Plan*

**PRE - EVENT COMMUNICATION**

Prior to each event, the venue will instruct all ticketing agencies to send a pre-event email to ticket holders. This email will include, but is not limited to, details on: Terms and Conditions of Entry, Search Procedures in place, Show Times, Transport Information, Necessity to leave the area in a quiet and orderly manner post event. This information will also be available on the O2 Victoria Warehouse Website and linked to, via Social Media Channels.

**EVENT DAY COMMUNICATION**

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
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[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

**EMERGENCY MESSAGING**

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
  
[REDACTED]  
[REDACTED]

**CROWD BARRIERS**

Four types of barriers will be used at the event, as follows:

Pedestrian barrier	This is the traditional galvanised barrier used as a way or creating sterile areas or restricted access points at locations that will only experience low density crowd movement.
Met / Police barrier	Similar to pedestrian barrier but with low profile tubular feet that do not create a trip hazard and absorb light crowd pressure enabling them to be used in locations with a higher density of crowd movement.
Pit / Stage barrier	Traditional A-frame load bearing barrier to a rating of at least 5Kn/m that will be used in areas of high crowd density such as in front of the stage.
Heras fence	Heras fence panels are temporary mesh fencing panels.

## SECURITY

The Duty Manager and Security Manager will collaborate to coordinate activities between the venue and the security team, ensuring that staff deployments align with the established plans. Their responsibilities include overseeing major security operations on-site, such as managing ingress, egress, crowd flow, and stage management.

Compact Security has been exclusively engaged as the venue's security provider, tasked with managing various aspects of security, which encompass:

- **External Security:** This involves crowd management, search operations, and responding to incidents at the venue perimeter.
- **Internal Security:** This encompasses all positions within the venue site, including those related to the stage, response teams, emergency exits, bars, and static security positions as needed.

All individuals expected to be involved in licensable activities, such as those in access control, security search, and bar security roles, will be registered as Door Supervisors with the Security Industry Authority (SIA). Furthermore, all security personnel and stewards will wear easily identifiable uniforms to enhance their recognition by the public.

While AMG bears ultimate responsibility for venue security, they have delegated the operational security objectives outlined in the Security Operating Plan and Event Management Plan to Compact Security Services Ltd. These documents inform Compact's risk assessment, operational plan, and briefings, all of which are executed through their own command structure. Executive control over all operational security matters will be vested in the security contractors, who will maintain regular and direct communication with the Venue General Manager and Deputy General Manager.

In addition to the command structure established by the security contractor, the Venue General Manager and Deputy General Manager possess the authority to direct any member of the security staff to perform duties in the interest of event safety. This authority will be confirmed by the issuance of their named accreditation.

Staff Type:	Number Booked:
Security Manager(s):	1
Supervisors:	1
SIA Licensed Security:	1
Stewards:	1
Dog Teams (and function)	

**CRIME PREVENTION**

The Venue Operators place foremost importance on the security and safety of guests, endeavouring to combat crime within the Venue. Stringent measures are implemented to deter opportunistic and organised criminal activities, which could potentially spoil the event for customers. The Venue Operators remain proactive through their involvement in national intelligence sharing networks, ensuring timely and effective responses to security threats.

Additionally, in the event of security breaches, security personnel are well trained and capable of quickly identifying potential offenders, apprehending them, and handing them over to the police. Furthermore, security staff are committed to assisting in the identification and apprehension of offenders, as well as actively working to prevent criminal behaviour from occurring within the Venue.

**COUNTER TERRORISM**

[Redacted Content]

[Redacted Content]

[Redacted Content]

[Redacted Content]

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*Please refer the following:*  
**Appendix L: O2 Victoria Warehouse Security Operating Plan**  
**Appendix P: AMG Approach to Counter Terrorism**



**ACCEPTABLE BEHAVIOUR**

The Venue Operator will not accept prejudiced or aggressive behaviour amongst audience members. Any reports of such incidents will be fully investigated and the perpetrators, if apprehended, may be ejected from the event or passed to the Police.

**CROWD MANAGEMENT**

Crowd & Area Capacity Management Protocols.

Please refer to relevant appendices contained within the EMP for detailed security deployment information, event dot plans and specific event-based risk assessment

For a 3500-capacity live event, there will only be one room of entertainment, and this is where the public will be watching the performance. This will be in the main room (Shed A) and balcony (balcony/mezzanine area).

Entrance to both of these areas will be from either:

- the rear of the venue via E3 on non-match days or
- the side of the venue via the alleyway queuing system on match day clashes

For both of these show day options the security team will manage the ingress of patrons into the appropriate areas of the building to ensure that the venue fills evenly. Security staff will also ensure that all exit routes and corridor/flow routes are kept clear at all times, paying particular attention to the toilet access provision and needs.

Likewise, egress will be managed in the same way, with the use of internal security to safely manage and direct the audience through the appropriate exits and into the dispersal plan.

Crowd management and capacity control within the building for all events is via a series of protocols, procedures and well-developed operational measures, together with the use of internal security and stewards, CCTV, and radio communications equipment which in turn act as control measures and therefore reduce any risk of overcrowding to an acceptable level. Please see the individual show risk assessment for more details.

At any given time should the situation require it, a temporary room closure and/or access restriction to with one way queuing/movement systems around the venue can be implemented to ensure that an area is protected and the crowd within a particular space is managed.

[REDACTED]

[REDACTED]

The overwhelming majority of events held at the venue are single room 3500 capacity events that will be classified as low risk.

[REDACTED]

This means that there will only be a maximum of 3500 members of the public within the entire premises at any given time for the vast majority of events.

This therefore also means that the only area which will need active capacity control will be the balcony/mezzanine area, where there is an existing process in place to manage balcony capacity which is a tried and tested formula.

**See appendix: AA1 Procedure for controlling access to balcony and Mezzanine during live shows.**

This process involved the clicking in and out of the area by a member of security to ensure that the operational capacity for any given show is not exceeded. This manual system is backed up by CCTV observation and regular checks from the balcony supervisory staff at each event.

For multi room events where there will be entertainment on in 2 or more rooms, we will provide a separate plan as part of the EMP and individual event risk assessment which will be based on the control measure detailed above as well the additional factors below:

[REDACTED]

[REDACTED]

**SHOWSTOP MEETING**

At least two hours before the show and ahead of any stage activity, The Production Manager convenes a detailed show stop meeting, which covers a diverse range of pertinent topics inherent to the event. Such agenda items are expansive and encompassing, including but not limited to, the following:

[REDACTED]

Those who must attend this meeting are:

**Venue Duty Managers, Production Manager & Site Coordinator, Security Project Manager, Lead Security Supervisor, Security Pit Supervisor, Tour Manager and or Artist’s representative and the Promoter’s Representative.**

*Please refer to Appendix D: O2 Victoria Warehouse Showstop Meeting Agenda*

**SHOWSTOP PROCEDURE**

Stopping a show in the middle of a performance may be necessary for safety or security reasons but can risk problems such as crowd disorder, and therefore should only be used as a last resort if a situation or incident cannot be resolved whilst the show continues and having balanced out all relevant risks. The Venue Operators have developed a robust Showstop Procedure. All personnel involved in the stopping of the show at any point will be fully briefed as to their respective roles.

The show shall only be restarted when this is deemed safe by the Venue Duty Manager.

*Please refer to Appendix E: O2 Victoria Warehouse Showstop Procedure*

**EMERGENCY LOCKDOWN PROCEDURE**

In the event of serious public disorder or a credible threat of a terrorist attack occurring just outside the venue's perimeter. The Venue’s Emergency Lockdown Procedure will be activated.

This decision will be made jointly by the Duty Manager and Head of Security, as well as any Police Officers present.

[REDACTED]

To ensure accountability, the decision to activate this Procedure will be documented and endorsed by both the Duty Manager and Head of Security.

*Please refer to Appendix F: O2 Victoria Warehouse Emergency Lockdown Procedure.*

**EMERGENCY OPERATIONS PLAN**

The purpose of the Emergency Operations Plan is to establish procedures for safely and effectively managing an emergency event for the venue. All employees, supervisors, and managers are expected to follow the procedures outlined in this plan to ensure that employees, visitors, and customers are protected from any harm during an emergency situation.

*Please refer to Appendix J: O2 Victoria Warehouse Emergency Operations Plan*

**STANDARD INGRESS PROCEDURE**

**Rear loading of the Venue:**

[REDACTED]

*Please refer to the following:*

*Appendix S1: O2 Victoria Warehouse Drugs Policy*

**Appendix S1.1 O2 Victoria Warehouse Displayed Drugs Policy Information**  
**Appendix T: O2 Victoria Warehouse prohibited items list.**

An appropriate level of search conducted by security staff will be in operation based on the Event Risk Assessment.

Conditions of entry will be clearly communicated to ticket holders in advance.

Entrance to the venue will be through crowd control barrier lanes which can be designated as entrance or exit lanes, depending on the movement of people in and out of the venue.

Crowd flow and number of attendees will be monitored using ticketing scanning technology.

**Please refer to Appendix C: O2 Victoria Warehouse Ingress Procedure**

[Redacted text block containing multiple lines of blacked-out content]

- [Redacted text block] inspections.

**Please refer to Appendix U: Compact Dot Plan Standard show**

**INGRESS PROCEDURES MUFC MATCH DAY CLASHES**

**Side loading the venue:**

[Redacted text block containing multiple lines of blacked-out content]

[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted text block]

*Please refer to the following:*  
**Appendix S1: O2 Victoria Warehouse Drugs Policy**  
**Appendix S1.1 O2 Victoria Warehouse Displayed Drugs Policy Information**  
**Appendix T: O2 Victoria Warehouse prohibited items list.**

An appropriate level of search conducted by security staff will be in operation based on the Event Risk Assessment.

Conditions of entry will be clearly communicated to ticket holders in advance.

Entrance to the venue will be through crowd control barrier lanes which can be designated as entrance or exit lanes, depending on the movement of people in and out of the venue.

Crowd flow and number of attendees will be monitored using ticketing scanning technology.

*Please refer to Appendix C1: O2 Victoria Warehouse Ingress Procedure [match day clashes]*

[Redacted text block]

*Please refer to the following: Appendix U.1: Compact Dot Plan [match day clashes]*

## ILLEGAL DRUGS & PSYCHOACTIVE SUBSTANCES

O2 Victoria Warehouse operates a zero-tolerance policy when it comes to drugs, illegal substances and legal highs. The Venue Operators recognise that events in general can attract users of illegal substances or psychoactive substances, 'legal highs', and can also be attractive to vendors of such substances.

The organisers will implement its zero-tolerance policy as follows.

- Pre-Event and onsite communication
- Search regime
- Co-operation with responsible authorities
- Provision of suitable and sufficient medical resource
- Drug dogs for those events where the Event Specific Risk Assessment indicates high drug usage.

NB all searches of persons under the age of 18 will fall under the venues safeguarding policy and all appropriate measures followed.

*Please refer to the following:*

*Appendix S1: O2 Victoria Warehouse Drugs Policy*

*Appendix O: O2 Victoria Warehouse Welfare and Safeguarding Strategy*

## EGRESS & DISPERSAL PROCEDURE

To ensure safety and security during events, the venue operators have a plan in place for the orderly and safe exit of attendees. This plan is known as the egress and dispersal procedure. The purpose of this document is to outline the egress and dispersal procedure implemented by venue management to ensure the safety of all event attendees.

### **EGRESS:**

The egress procedure is a detailed plan that outlines steps to be taken in the event of an emergency. It identifies egress routes, the number of required exit points. The egress procedure is critical in ensuring safe and efficient evacuation of attendees in the event of an emergency.

The egress procedure considers the type of event, the number of attendees, and the layout of the venue. On non-standard events or under unusual circumstances, such as a clash of events with MUFC, The Duty Manager, in consultation with Head of Security, is responsible for making a dynamic risk assessment when choosing an egress route to minimise risks across all types of events, on such occasions the Traffic Management will co-ordinate any road closure with the traffic management company engaged by the club.

### **DISPERSAL:**

Once attendees have exited the venue, the dispersal procedure takes effect. The goal of the dispersal procedure is to ensure that attendees leave the premises in an orderly and safe manner. To achieve this, venue management has defined clear and visible routes to guide attendees to the nearest transport hubs or exits.

The dispersal procedure also ensures that there is minimal impact on the local community. To prevent any nuisance to residents, the procedure includes steps such as engaging a traffic management company, Event Traffic Control [ETC] to put in place road closures and has prepared a traffic management plan that has been approved by Trafford Council.

The egress and dispersal procedure implemented by Compact Security is critical in ensuring the safety and security of all attendees. It allows for dynamic risk assessment and planning, ensuring that the plan can adapt to various scenarios and event types. The dispersal procedure also ensures that attendees leave the premises without causing any nuisance to the local community. The safety and security of all attendees remains the utmost priority, and the egress and dispersal procedure is a key component in achieving this.

*Please refer to the following:*

**Appendix B: Compact Security Stewarding Plan**

**Appendix H O2 Victoria Warehouse Egress & Dispersal Procedure**

**Appendix I: ETC Traffic Management Plan**

## BARS AND CONCESSIONS

### BARS

The bars' opening and closing times will align with the event schedule outlined in the Event Details section of this document and will adhere to the permitted hours specified in the premises license. Venue Management, in coordination with security, will initiate early closure of bars if circumstances warrant such action.

Each bar will be equipped with ample lighting, firefighting equipment, sanitary facilities, and handwashing stations for staff. Bar Managers will strictly enforce a challenge 25 policy and ensure that all beverages are served in compliance with the venue's premises license, typically in plastic or paper cups.

### ALCOHOL MANAGEMENT

Alcohol sales on the premises will only occur when a personal license holder is present, operating under the authority of the Designated Premises Supervisor. Furthermore, all alcoholic beverages sold on-site are intended for consumption within the premises. To promote customer well-being, complimentary drinking water will be available at the bars throughout the event, with clear signage directing patrons to these water stations.

*Please refer to Appendix G: O2 Victoria Warehouse Alcohol Management Plan*

## MEDICAL PROVISIONS

### FIRST AID

The Venue Operator has contracted an experienced and dedicated event medical provider, Northwest Events Medical Solutions [NWEMS].

The First Aid Room is in the coal yard and is available over the duration of the event. The First Aid Room will receive casualties and will provide a triage and treatment facility depending on the nature of the injury/illness. The objective of the medical plan is to manage most incidents on site with only the most serious being referred to local facilities.



A secondary medical room (Welfare area) might be available as an overflow space depending on the size of the event and for use as a triage point for anyone brought over the front of stage barrier.

Suitable and sufficient medical provision shall be made for each event based on the Event Risk Assessment.

*Please refer to Appendix M: NWEMS Event Medical Plan Indi Rock Show*

The following levels of provision are the minimum deployment for shows at this venue. Final cover will be agreed dependant on a risk assessment prior to each event.

[Redacted text]

Medical provision for this event will be based on the show specific Risk assessment and will be as follows:

Staff Level:	Number of Staff:
Insert Staff Qualification Level	Insert Number of Staff at that qualification level
HCPC Paramedic	
Emergency Medical Technician	
FREC 3 Emergency First Responder	
FREC 3 Welfare Staff	

**List of Medical Equipment on site:**

[Redacted text]

*Please refer to the following:*

*Appendix A: O2 Victoria Warehouse Indie Rock Risk Assessment*

*Appendix M: NWEMS Event Medical Plan Indie Rock Show*

## WELFARE PROVISION

W.E.L.Safe's Outreach Team is deployed based on the event specific risk assessment and offers additional support within the main site and accreditation location, including assistance during egress or in areas of concern. The team must consist of at least two members in radio contact with the main welfare point and other relevant services. The team aims to offer information, advice, and guidance to attendees on how to stay safe, look out for people in distress, and provide minor welfare support, and utilizes digital recording forms for data collection on interventions delivered. The team also covers the Reported Spiking procedure, safeguarding concerns, vulnerable adults, and managing challenging behaviour, while also providing support for under-18s who may be found on-site. W.E.L.Safe is a member of and supports Manchester's Women's Night-Time Safety Charter.

*Please refer to Appendix N: W.E.L.Safe Management Overview*

## CUSTOMERS WITH ACCESSIBLE NEEDS OR DISABILITIES

Academy Music Group's Accessibility Procedure aims to standardise accessibility practices across Academy Music Group venues, referencing the Live Events Access Charter by Attitude is Everything and the Equality Act 2010. The procedure seeks to provide fair and equal services to all accessible customers by providing reasonable adjustments to ensure an enjoyable and safe experience. The procedure covers various aspects such as providing free companion or personal assistant tickets, assistance and guide dogs, access to performances with BSL interpretation and other assisted performance options. Wherever possible, lowered counters at box offices and bars, GEEP plan for evacuating customers who are disabled or with special needs. The responsibility for implementing this procedure lies with the General Manager, and Staff and Security are given awareness and accessibility training during their induction.

*Please refer to the following appendices:*

<b>Appendix J</b>	<b>O2 Victoria Warehouse Emergency Operations Plan</b>
<b>Appendix K</b>	<b>O2 Victoria Warehouse Fire Management Procedure</b>
<b>Appendix O</b>	<b>O2 Victoria Warehouse Welfare and Safeguarding Strategy</b>
<b>Appendix X</b>	<b>O2 Victoria Warehouse Access Procedure</b>
<b>Appendix Z</b>	<b>O2 Victoria Warehouse Accessibility Brief Steward</b>

## CUSTOMER COMPLAINTS

In the event that customers need to register a complaint on-site, they will be directed to a designated radio holder who will promptly contact Event Control. From there, a supervisor or manager will be dispatched to manage the situation in a timely and efficient manner. In cases where a supervisor or manager cannot attend promptly, Event Control will notify the staff at the scene, advising the complainant to submit a written complaint to AMG post-event if necessary.

## GUEST LIST & TICKET COLLECTIONS

To ensure efficient entry, we will have a guest list management process in place during the entire event. The Box Office Manager will supervise box office operations and guest list, and they will be supported by a security detail.

## CLOAKROOM FACILITIES

The cloakroom, located in room 4 (SHED C) will be staffed by a minimum of two people at all times and will be supported by an SIA registered member of the crowd management team.

## ARTISTS & PERFORMERS

A full line-up and show-day running order will be made available immediately before the event, to those who need it.

The artist area, including dressing rooms, artist green room, press and media facilities is established in the backstage area; admission to this area will be by approved passes only and this will be managed by venue security.

*Please refer to Appendix A: O2 Victoria Warehouse Indie Rock Risk Assessment*

## ROAD CLOSURES

The traffic management plan includes a series of identified objectives. The purpose of these objectives is to clearly set out the framework defined within the traffic plan and to ensure that key areas of interest are noted and actioned. Trafford Council have approved this Plan.

The venue operates a dynamic approach to traffic management keeping all road closures to a minimum and are only placed after consultation with the Duty Manager and Head of Security.

***\*On Match Day Clashes, ETC coordinates road closures with the traffic management company engaged by MUFC.***

The Stated objectives of the traffic management plan are as follows:

- **The maintenance of public safety on the local highway infrastructure.**

- **To minimise disruption to all road users with special emphasis on maintaining the integrity of those routes which function as local alternative to the strategic trunk road system.**
- **To minimise the disruption and impact of such event on local communities.**

Before each event, it is the responsibility of ETC to provide the venue with all necessary risk assessments linked to the designated task.

*Please refer to Appendix I: ETC Traffic Management Plan*

## **NOISE LEVEL MONITORING / PROCEDURE & SOUND LEVEL ASSESSMENT**

### **EVENT NOISE LOG F1 ACCOUSTICS**

O2 Victoria Warehouse has entrusted F1 Acoustics Company Limited with the responsibility of monitoring sound control within the venue and monitoring external noise across the neighbourhood, including areas under the jurisdiction of Trafford Council and Salford Council.

The company offers diverse services including regular noise monitoring representative of the nearest noise-sensitive establishments around the locality, and other noise sensitive residential areas across the river in Salford Quays. F1 Acoustics records and monitors all sound levels during every show featuring live music or club events at the venue.

For live music events, they are contracted from artist soundcheck until 11 pm, whereas for clubs, they may begin from 8-10pm pm and end much later. For all-day events, the company offers bespoke services tailored according to the venue's operational requirements.

At the front of the house control area in the main room, where the venue's sound engineers are located, a sound level meter is used to monitor the internal music noise level (MNL), and sound engineers provide feedback concerning current MNLs to the sound engineer.

Throughout the event, the company attends regularly and carries out noise monitoring at locations located near noise-sensitive receptors (NSRs). MNLs are scrutinised at the NSRs to ensure that the event does not cause any noise disturbance. If the MNLs are determined to potentially cause disturbance to occupiers of the NSRs, then the company takes necessary steps to decrease the MNLs within the venue.

All equipment used for noise monitoring has undergone laboratory calibration in line with regulatory standards within the last twelve months. Field calibration checks are performed on the sound level meters (SLMs) at the beginning and end of each monitoring session.

To obtain a comprehensive assessment of the noise monitoring for each event, please refer to the report provided by the company per show.

*Please refer to the following documents:*

**Appendix R 1 O2 Victoria Warehouse Manchester Sound Control Procedure**

**Appendix R1.1 F1 Acoustics Noise Monitoring sample report July 2023**

**Appendix R1.2 O2 Victoria Warehouse Noise Strategy Document**

## LOCAL RESIDENTS/ NEIGHBOURHOOD

The Venue Operators are conscious that spectator events have the potential to create a disturbance to local residents if appropriate control measures are not applied. It is the intention of the Venue Operators to minimise this nuisance.

It is the responsibility of the Venue Operators to ensure that the venue and immediately surrounding area are thoroughly cleaned after each event, with all litter collected. To this end, the Venue Operators will provide sufficient waste and recycling facilities and a litter-picking team.

The Venue Operators will ensure appropriate information is shared with residents and the Council in advance of the event.

Signage is also in place to encourage customers to leave the venue and vicinity as quietly and quickly as possible so as not to cause undue disturbance to local neighbours.

*Please refer to Appendix V: AMG Neighbourhood Procedure*

## WASTE MANAGEMENT & SUSTAINABILITY

### Overview & Purpose

O2 Victoria Warehouse waste management plan uses the European Waste Hierarchy as outlined in EU's Revised Waste Framework. The waste hierarchy considers the impacts of different waste management options on climate change, air and water quality, and resource depletion, and provides a framework for managing waste responsibly and minimising environmental impacts.

As set out in AMG's Green Charter, the venue's goal is to reduce waste in the first instance, follow the waste hierarchy and support the development of the circular economy.

AMG Green Nation Charter Targets:

- Reduce waste in the first instance.
- 50% recycling target by 2030, this is in line with UK waste policy.
- Develop closed loop recycling systems.
- Reduce carbon emissions from our own operations by 50% by 2030 from 2019 levels
- 

*Please refer to Appendix W: O2 Victoria Waste Management Plan*

## LICENSING

The procedures and management systems in this plan have been developed to ensure that the event is operated in line with the four licensing objectives as identified in The Licensing Act 2003. Licence conditions are designed to promote the licensing objectives. Venue management are trained in the licensing objectives and conditions. Various sections below confirm the methods of achieving these objectives at the event, but in brief these include:

**The prevention of crime and disorder** – the organisers will consult with GMP in the planning of this event and will utilise the services of a dedicated private security firm, who have extensive experience of working with crowds at events and venues throughout the UK and indeed internationally.

**Public safety** - the health, safety and welfare of all those attending (or affected by) the event, whether visitors, community or staff is of paramount importance to the Venue Operator. The event health and safety policy, risk assessments and show stop procedures are all documented and all staff and contractors working at the event will work within these procedures. Medical provision is available throughout the event at levels detailed within this document as set out by the Event Risk Assessment. Specific plans for these areas are included as appendices to this document.

**The prevention of public nuisance** – the Venue Operators have taken measures and employed the services of professionals in order to prevent a public nuisance. These measures will include egress and dispersal plans, noise level monitoring, waste management, security and stewarding, and consulting with local residents/ community groups.

**The protection of children from harm** – Event Specific age policy developed and detailed in the Event Details section of the Event Management Plan for each event.

A Challenge 25 policy will be adhered to for all the bars on site.

*Please refer to the following:*

<b>Appendix A</b>	<b><i>O2 Victoria Warehouse Indi/ Rock Show Risk Assessment</i></b>
<b>Appendix B</b>	<b><i>Compact Security Stewarding Plan</i></b>
<b>Appendix L</b>	<b><i>O2 Victoria Warehouse Security Operating Plan</i></b>
<b>Appendix O</b>	<b><i>AMG Welfare and Safeguarding Strategy</i></b>
<b>Appendix S1</b>	<b><i>O2 Victoria Warehouse Drugs Policy</i></b>
<b>Appendix T</b>	<b><i>O2 Victoria Warehouse Prohibited Items List</i></b>
<b>Appendix U</b>	<b><i>Compact Security Dot Plan standard show</i></b>
<b>Appendix V</b>	<b><i>AMG Neighbourhood Procedure</i></b>
<b>Appendix H</b>	<b><i>O2 Victoria Warehouse Egress and Dispersal Procedures</i></b>

## REFERENCES & LEGISLATION

In planning to hold events at the venue, the Venue Operators have used their expertise and knowledge and experience of previous events to ensure that they comply with legal requirements at all times and that, where possible and applicable, approved Codes of Practice and Guidance are followed for the operation of those events.

### ENCLOSURES:

Appendix A	O2 Victoria Warehouse Indie Rock Risk Assessment
Appendix B	Compact Security Stewarding Plan
Appendix C	O2 Victoria Warehouse Ingress Procedure
Appendix C.1	O2 Victoria Warehouse Ingress Procedure [Match Day Clashes]
Appendix D	O2 Victoria Warehouse Showstop Meeting Agenda
Appendix E	O2 Victoria Warehouse Showstop Procedure
Appendix F	O2 Victoria Warehouse Emergency Lockdown Procedure
Appendix G	O2 Victoria Warehouse Alcohol Management Plan
Appendix H	O2 Victoria Warehouse Egress & Dispersal Procedure

Appendix I	ETC Traffic Management Plan
Appendix J	O2 Victoria Warehouse Emergency Operations Plan
Appendix K	O2 Victoria Warehouse Fire Management Procedure
Appendix L	O2 Victoria Warehouse Security Operating Plan
Appendix M	NWEMS Event Medical Plan Indie Rock Show
Appendix N	W.E.L.Sec Management Plan
Appendix O	O2 Victoria Warehouse Welfare and Safeguarding Strategy
Appendix P	AMG Approach to Counter Terrorism
Appendix Q	O2 Victoria Warehouse CCTV Plans
Appendix R 1	O2 Victoria Warehouse Manchester Sound Control Procedure
Appendix R1.1	F1 Acoustics Noise Monitoring sample report Radar July 2023
Appendix R1.2	O2 Victoria Warehouse Noise Strategy Document
Appendix S 1	O2 Victoria Warehouse Drugs Policy
Appendix S 1.1	O2 Victoria Warehouse Drugs Policy Displayed Information
Appendix T	O2 Victoria Warehouse Prohibited Items List
Appendix U	Compact Security Dot Plan Standard Show
Appendix U.1	Compact Security Dot Plan [match day clashes]
Appendix V	AMG Neighbourhood Procedure
Appendix W	AMG Waste Management Policy
Appendix X	O2 Victoria Warehouse Access Procedure
Appendix Y	O2 Victoria Warehouse Inventory Key Personnel Contact Details
Appendix Z	O2 Victoria Warehouse Accessibility Brief Steward
Appendix AA1	Procedure for controlling access to balcony and Mezzanine during live shows.

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# ***Alcohol Management Plan***

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SEPTEMBER 1, 2023

ACADEMY MUSIC GROUP

***Trafford Wharf Road, Stretford, Manchester, M17 1AB***

Academy Music Group is committed to ensuring the health, safety and welfare of all patrons when visiting its venues.

## 1. SCOPE

This alcohol management plan addresses the public bar operations that is managed and overseen by O2 Victoria Warehouse at Trafford Wharf Road, Stretford, Manchester, M17 1AB.

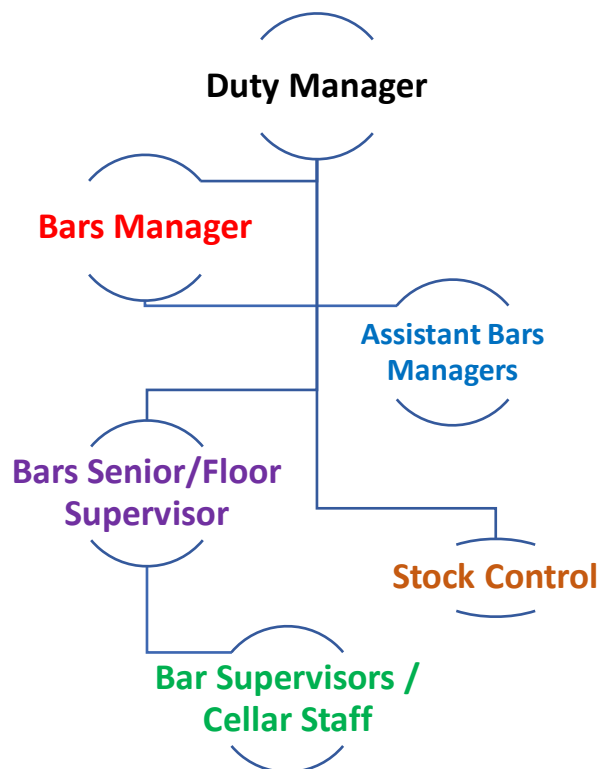
The plan defines how we adhere to the four licensing objectives.

1. Preventing Crime and Disorder
2. Securing Public safety
3. Preventing Public Nuisance
4. Protecting Children from Harm

## 2. BAR MANAGEMENT STRUCTURE

All Bars for events are managed by O2 Victoria Warehouse under the direction of the **Bars Manager** and the **management team on behalf of the DPS** onsite for the duration of the event.

All bars are referred to by their dedicated names/numbers for ease and this naming /numbering corresponds to the numbers on the site plan.



## **2.1 BAR MANAGEMENT**

Each bar has a dedicated Bar Supervisor and team who are briefed before each show. Each bar supervisor reports directly to the Bars Senior/Floor Supervisor or Bars Duty Manager. Bars Supervisors are responsible for briefing all staff before each event. All Bar Supervisors across the site are issued with a radio on a dedicated channel as noted in the EMP.

## **2.2 STAFF TRAINING**

The bars management team are responsible for checking that staff follow both the working in a licenced premises training, any conditions of the premises licence and the law at all times to ensure the safe retail of alcohol.

A record of this training is retained on the Attensi Training platform, which is used to pass on the knowledge and understanding to all staff as part of their induction including Managers on; due diligence & best practice, age verification & refusal of service, licencing objectives, Challenge 25, Ask Angela and how to check ID. The bars management team will also conduct regular refresher training and use briefings to remind staff the requirements of the Licensing Act 2003 & the Premises Licence. One of the key documents on the training app is the AMG 'working in licensed premises training' which is a key part of the mandatory learning journey.

*See Appendix G.2 AMG Bar Training*

All Duty Managers are Personal Licence Holders and are authorised to supply alcohol at the premises.

Training is done on the following through the custom-built platform Attensi where managers can audit staff training:

- the nature of alcohol and effect it has on the human body.
- the main issues in the 2003 Licensing Act and subsequent relevant legislation as they relate to alcohol retailers and servers.
- the strengths of drinks including information to enable them to give information and advice to customers on this; there are prompts in the app to remind staff to make sure they are familiar with what products are on the bar and info about them
- licencing law in relation to the protection of children from harm, including an awareness of proxy sales.
- appropriate strategies that can be adopted to prevent or eliminate alcohol related crime, conflict, and the importance of personal safety.
- Serving measures, strengths of drinks and other requirements relating to the legal sale of alcohol.
- The importance of checking for acceptable forms of Identification.
- Emergency procedures, codes of conduct, valid forms of ID, violence at work, illegal behaviour, and alcohol sales as applicable - Emergency procedures is listed on their induction checklist on Attensi to be covered by Manager as part of the tour around
- The operation of a **Challenge 25** scheme to ensure that **anyone under the age of 18 is not permitted to buy or consume alcohol.**

The requirement to monitor customers for instances of drunkenness and the requirement to refuse a sale and log the incident on the appropriate document.

- The importance of the 'Ask Angela' scheme – Appendix 1.
- Drinks spiking – what are the signs and associated symptoms.

### **3. SPECIFIC ACTION TO CONTROL CHILDREN FROM HARM**

O2 Victoria Warehouse is committed to ensuring that alcohol is not sold to anyone under 18. All customers who look under the age of 25 will be asked to prove that they are over 18 by way of photographic identification. All customers are be advised of the Challenge 25 Policy through the venue website and other social media, which states that identification is requested consistently at all bars.

Challenge 25 posters are clearly displayed at all serving points along with posters stating that it is an offence to attempt to purchase alcohol if you are under 18 or on behalf of anyone under the age of 18. Acceptable forms of identification to prove someone is over 18 include:

- 1) Valid Passport with hologram
- 2) Full or Provisional UK Photo Card Driving Licence
- 3) A proof of age card, endorsed by PASS, the Proof of Age Standards Scheme hologram
- 4) Military ID card with date of birth
- 5) A National Identity Card

All staff on the front line are required to check the ID of any customer who appears to be under 25 and will be reminded of this obligation at every event briefing. All staff participate in a training session delivered by a member of the Bar Supervisor Team, covering Challenge 25, conflict management and serving intoxicated customers. All staff members sign a declaration to state they have received and understood this training and that they are aware of and understand their own personal responsibilities under the Licensing Act. A log is kept on each bar detailing any customers who are refused service as satisfactory ID has been requested but not been presented. A log is also be kept of the number of challenges that have been made. All challenge/refusal information is reported back to management and will be available for inspection by local authorities if required.

Staff are briefed about test purchases being carried out. Should any member of staff fail a test purchase, they will be removed from frontline customer sales and offered re-training.

### **4. EVENT BAR OPERATION**

#### **4.1 HOURS OF OPERATION**

The bar outlets will serve alcohol between in accordance with the license. Bar outlet closure times will be reviewed by the Bars Manager and Duty Manager throughout the event to agree a rolling closure schedule based on demand and in line with our licensing obligations.

## **4.2 DRINKS**

A price list is displayed at each bar that gives the 'alcohol by volume' of each drink, and the measure in which spirits are being sold.

Prices are fixed and do not change during operating hours.

No alcohol is served in glass or glass containers. All drinks are served in PET cups. Any PET bottles and cans are decanted into plastic cups.

Soft drinks are available at all bar outlets along with free drinking water. Drinking water is also available by the welfare tent.

## **4.3 BAR PAYMENT SYSTEM**

All bar outlets in operation for events are listed within the relevant EMP document. We are a cashless venue but can take cash if needed depending on the audience demographic.

## **4.4 DRUNKENNESS**

### **Security**

Queue management security are positioned to provide observance on customers in the queue, assess them for suitability to enter the venue and speak to them prior to them getting to the front doors if they have any concerns. At front doors security check ID and scan tickets while assessing the individual. If the security feels at any time that the customer is drunk or intoxicated, then they will be refused entry to the premises. If the security feels at any time that a customer inside the premises is drunk or intoxicated, then they may be reasonably removed from the premises without refund. Any refusals are recorded in the Refusals Log and ejections in the Control Log. The Duty Manager is made aware at the time of any ejections. Incident reports are completed for any refusals or ejections prior to the security finishing their shift.

### **Bar staff**

Upon induction all bar staff are instructed of their responsibilities under the Licencing Act 2003 & the Premises Licence that it is an offence to serve customers who are drunk or appear to be drunk or intoxicated.

Should a member of bar staff encounter a situation where service is refused they will note the incident on the Refusals Log and immediately inform the Duty Manager and Head of Security.

A member of security will attend the bar to assess the customer and may either choose to remove the customer from the venue or refer them for attention by the medics.

In addition to this alcoholic and non-alcoholic drinks are not allowed to be brought into the venue and soft drinks and non-alcoholic drinks are available at all bars.

Drinking water is available for free from all bars with signage at all bars stating this. Customers are not permitted to take drinks off the premises.

### **DUTY OF CARE ARRANGEMENTS FOR DRUNK OR INTOXICATED CUSTOMERS AT OUR PREMISES**

As detailed in the O2 Victoria Warehouse EMP and the NWEMS Event Medical Plan, the venue operator has contracted an experienced and dedicated event medical provider – North West Medical Solutions (NWEMS)

A suitable and sufficient medical provision shall be made for each event based on the Event Risk Assessment.

### **BREATHALYSERS**

To safeguard individuals and for the general welfare of all customers and staff, the venue may administer a breathalyser test as a condition of entry to an event to any customer who we suspect of consuming alcohol prior to arrival if they appear or are suspected to be under the age of 18.

The venue's website states that we may request customers to take a breathalyser test.

Staff and or Security who suspect that a person may be under the legal age, who has consumed alcohol prior to arrival / appears to be in an intoxicated state and without any sufficient photo ID may ask a that customer to take a breathalyser test.

An intoxicated state could mean one or a combination of the following factors, however staff should be mindful of patrons who may have disabilities where these are also factors and approach the situation carefully.

- Glassy Eyes
- Slurred speech
- Unsteadiness on the feet
- Emission of an alcoholic odour

Should any customers found to be consuming alcohol in the queue the alcohol will be confiscated and customers either given a warning and / or refused entry.

### **Testing Procedure**

Customers are made aware that although the test is not mandatory, refusal to provide a sample will result in a refusal to the event without a refund.

Two people are to be present when a test is administered and where possible should be conducted away from the main ingress to the side. Should a person take the test and fail they will be refused entry to the event. If the person is in an intoxicated state and underage with no-one over the age of 18 accompanying them, they should be

held with security and/or welfare and the parents or legal guardian contacted to request that their child be collected.

### **Breathalyser Equipment**

The Breathalyser Machines have detachable mouthpieces which are changed after each use. Failure to change the mouthpiece can affect the machine's readings. Dependant on the mouthpieces used these will either need to be disposed of after use or cleaned and sterilised so they are reusable. It is best practice to re-use/clean a mouthpiece no more than a dozen times before disposing of it. The type of mouthpiece and cleaning of it should be checked with the manufacturer's details.

## **4.5 DRINKS PROMOTIONS**

AMG venues take all reasonable steps to ensure that staff do not carry out, arrange, or participate in any 'irresponsible promotions' in relation to their premises. This is in accordance with venue Premises Licence.

The venue does not promote, nor does it offer reduced priced drink offers. Our prices are at a premium to avoid drunkenness.

## **5. STAFF WELFARE**

To ensure the wellbeing of our staff, facilities are provided to enable staff to take breaks, have water or a hot beverage during each six-hour shift. Pop-Up Bars will also have designated areas with multiple mobile handwash stations with hot water available.

### **5.1 RIGHT TO SEARCH**

In the interests of security, staff may be asked by an authorised person (i.e., Manager or Senior Manager) to volunteer for a search undertaken by a trained SIA security officer of their outer clothing, locker, bag, vehicle, etc. All searches are documented and signed by both parties.

### **5.2 FIRST AID**

All event bars have first aid kits, and all staff are advised of the location of the first aid posts on site. Bar Supervisors are briefed on how to contact the onsite medical team for response.

### **5.3 NOISE**

Staff are given access to ear plugs to protect them from prolonged exposure to excessive noise levels. The ear plugs are designed to block out the harmful frequencies whilst still allowing the staff to continue normal conversation.

### **5.4 PROTECTION FROM PUBLIC**

Members of the public are forbidden from accessing bar areas. Access is prevented using physical barriers or SIA guarding to ensure only the correctly accredited staff

are given access. If a member of the public is creating a nuisance or offering verbal or physical assault, security staff are called to give assistance.

## **6. EQUIPMENT**

All bars equipment owned by the company is maintained in a safe condition and maintenance records are kept in accordance with the Provision and Use of Work Equipment Regulation 1992. The use of all equipment has been the subject of risk assessment in accordance with the management of Health and Safety at Work Regulations 1999. All employees have been trained in the use of the equipment, as applicable, and have been assessed as being competent in its operation.

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***Appendix G.1 Map of Permanent Bars and Pop-Up Bar Locations***

***Appendix G.2 AMG Bar Training***





## SECURITY OPERATING PLAN

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## **O2 Victoria Warehouse Welfare and Safeguarding Strategy October 2023**

### **Introduction:**

O2 Victoria Warehouse is committed to the safety and well-being of our customers, especially vulnerable groups such as children and individuals with varying disabilities. Our holistic welfare and safeguarding strategy, which is supported by W.E.L. Safe CIC, includes special provisions for vulnerable customers, such as safe spaces for those who feel overwhelmed and strategically placed security personnel and CCTV throughout the venue. We provide accessibility support, safeguard young employees, enforce policies to regulate the sale of alcohol and nicotine-based products, and have a robust procedure for sexual harassment, sexual assault, and spiking. By prioritising customer welfare and safety in all our event planning, our goal is to create a safe and inclusive environment for all our customers.

### **Event Management Plan (EMP)**

At O2 Victoria Warehouse, it is our responsibility to ensure the welfare and safety of all attendees at our events. We believe that each event must be planned meticulously and assessed individually to identify and mitigate any potential risks. As a result, we have established a comprehensive Event Management Plan [EMP] to ensure that all necessary procedures and systems are in place to provide a secure and enjoyable event experience for all.

Our approach to managing events involves conducting individual risk assessments for each show or club to determine suitable security, medical, welfare, and other provisions needed. By doing so, we can identify potential issues, such as early queuing, and make adequate provisions, such as road closures, to ensure easy access and egress to and from the venue. We always strive to prepare for every circumstance we can foresee and maintain flexibility to adapt to unforeseen situations.

Our welfare and safeguarding strategy also forms an integral part of our Event Management Plan. We partner with W.E.L.Safe, a reputable not-for-profit organization, to deliver comprehensive welfare and safeguarding strategies for vulnerable adults, young people, and children. We recognize that everyone has the right to lead a safe and fulfilled life, free from harm and abuse, and we take every step to ensure that vulnerable individuals receive appropriate care and protection.

At O2 Victoria Warehouse, we are committed to providing an inclusive and safe environment for all attendees. Our EMP enables us to manage events efficiently and professionally, ultimately resulting in an enjoyable and secure experience for everyone.

### **Wayfinding & Public Transport**

In addition to the physical resources provided at the venue, our website also offers valuable information regarding public transportation options. We encourage visitors to consult our

website before attending an event, as it offers up-to-date guidance on how to access the venue using public transport.

Through our website, visitors can learn about local transport links, including bus, train, and tram services. We provide information on the nearest transport hubs and stations.

At O2 Victoria Warehouse, we are dedicated to making our events accessible to all attendees. Through our comprehensive wayfinding system, digital screen displays, and website resources, we strive to provide visitors with clear and concise information to make their journey to and from the venue as smooth as possible.

This approach also ties into our welfare and safeguarding strategy, as it helps to reduce the risk of visitors becoming lost or stranded in unfamiliar surroundings. By providing comprehensive information on transportation options, we can help ensure that visitors arrive and depart from our events safely and with ease. At O2 Victoria Warehouse, we are committed to the wellbeing of our guests and believe that the provision of clear, accessible information is an essential part of our safeguarding measures.

#### **Security Placement: Compact Security Services [CSS]**

We prioritise safety and security by strategically placing security personnel both externally along the perimeter of the venue and throughout the venue, including outside temporary toilets. Regular patrols are carried out by our trained professionals, which are designed to identify and respond to any potential hazards or concerns, ensuring the safety and well-being of all customers. We also have CCTV coverage across all parts of the venue and highly trained SIA security CCTV operators who monitor all activity in real-time. This level of coverage enables us to detect potential incidents and act before they escalate, providing customers with a secure and reassuring environment.

CSS provide a mixture of SIA registered staff, Scan trained SIA licensed CCTV operators and SIA registered Controllers as well as Stewarding staff to support the overall security and stewarding of the venue. CSS promote Welfare And Vulnerability Engagement [WAVE] training to all their key staff.

#### **Medical Provision: Northwest Event Medical Solutions [NWEMS]**

We work closely with Northwest Event Medical Solutions, our medical provider, to ensure immediate medical attention is available to all attendees at all times. Our medical staff is expanded as necessary to meet the specific needs at each event, allowing us to provide comprehensive support to customers who may require assistance. Working with our welfare team, we are committed to prioritising the safety and well-being of our customers at all times, and we continue to enhance our provision of welfare and safeguarding support. North West Event Medical Solutions are specialists in providing medical cover for live music events and festivals throughout the UK and are responsible for providing an Event Medical Plan for each show, based on the Venue's Show Specific Risk Assessment and their own knowledge from

reports of working at events where the bands have previously played. They also provide staff to assist our Welfare partners W.E.L.Sec CIC on those shows where the Event Specific Risk Assessment has identified a specific risk assessment.

### **Welfare Provision: W.E.L.Safe**

We partner with W.E.L.Safe, a not-for-profit organisation specialising in delivering welfare and safeguarding for vulnerable adults, young people, and children. Their professionals provide health promotion advice and mental health support, ensuring vulnerable individuals receive the necessary care and protection.

W.E.L.Safe adheres to strict safeguarding policies tailored to protect vulnerable individuals from emotional, physical, and sexual harm, exploitation, and abuse. These policies apply to everyone working for W.E.L.Safe, including employees, volunteers, and consultants. The organisation adopts best practices in recruitment, training, and subscribes to relevant legislation, ensuring confidentiality and information sharing.

W.E.L.Safe operates on the principle that everyone has the right to live a healthy and fulfilled life, free from harm and oppression. It provides a safe, non-judgmental environment for vulnerable individuals requiring a safe place for recovery.

We engage W.E.L.Safe to provide a range of services at O2 Victoria Warehouse's events, including health promotion, emotional and psychological support. W.E.L.Safe provides volunteers who serve incapacitated customers and doubles up as safeguarding experts who can assist with cases of sexual harassment or assault. They will also provide a member of their team to take on the role of the responsible adult where a minor is being held by our security or during a search or ejection from the premises. Their main responsibility on such occasion would be ensuring that the minor is safe and protected during the entire process. Coordinating with security personnel to understand the situation and find a resolution for it. Keeping calm and composed throughout the situation to prevent any escalation of the problems, providing emotional support to the minor and helping them understand the reason behind their detention or ejection. Ensuring the minor understands the importance of behaving responsibly in public places. Working with the management team to improve processes around such incidents.

O2 Victoria Warehouse recognises W.E.L.Safe's value in safeguarding vulnerable individuals, including children, young people, and vulnerable adults. Our partnership with W.E.L.Safe reinforces our commitment to customer welfare and safety, ensuring attendees feel welcome and supported at our events from the moment they arrive to the moment they leave the venue.

### **Early Queuing: Proactive Measures for Customer Welfare and Comfort:**

When the show specific risk assessment identifies the potential of early queuing, to ensure customer comfort and convenience, the venue provides outside toilets for daytime queuing and places them in a convenient location for customers queuing outside the venue, allowing them to access essential amenities. We also position a small welfare tent in our E3 car park for customers who arrive early. The welfare tent provides a secure, safe, and supportive

environment for customers waiting in line or queuing to enter the venue. Our dedicated team of professionals offers practical assistance, moral support, and guidance to help create a welcoming and inclusive atmosphere for all attendees.

### **Early Security Measures for Customer Safety and Comfort:**

We have implemented early security measures to provide customers with a safe and secure environment from the moment they arrive at our venue. Our security team is on-site around the clock, ready to assist and ensure that our customers' needs are met. Upon arrival, our customers are subjected to a soft ticket check [STC] to ensure that they are not carrying any prohibited items that could be harmful to themselves or others. Our security patrols monitor the car park and the venue's surroundings, ensuring that all areas are monitored, and any suspicious activity is promptly attended to.

### **Accessibility Team:**

We strive to make our facilities accessible to everyone, including customers with hidden disabilities and mobility issues. Our Access Team aids these patrons in navigating the venue, accommodating individuals' specific requirements where possible. We have trained our team in everything from accompanying the customer to our new viewing platform to manoeuvring wheelchairs through crowded areas. We ensure all areas of the venue are accessible and have recently installed a lift to the upper floor. We also provide accessible toilets for customers with disabilities. We have also provided a designated viewing area on the balcony that is accessed via a lift to the first floor, catering to wheelchair users, PA's, and customers who are ambulant with access needs. Our goal is to create an inclusive customer service experience that everyone can enjoy.

### **Sexual Harassment, Sexual Assault, and Spiking Procedure:**

We have a robust procedure for reporting, responding to, and preventing sexual harassment, sexual assault, and spiking. Our management team working alongside our welfare and medical providers are trained to offer support and assistance to victims of sexual assault and harassment. Alongside this team, we work with local authorities to ensure the alleged perpetrator is identified and brought to justice, providing a safe and inclusive environment for all our customers.

In addition to our comprehensive Sexual harassment, sexual assault, and spiking procedure, we actively promote the Ask Angela campaign via posters in our washrooms. This helps to ensure that anyone who feels uncomfortable or unsafe can discreetly ask for assistance without drawing attention to themselves. Moreover, all staff members are trained to respond to such requests and provide the necessary support. We believe that taking such proactive measures is crucial in creating a safe and inclusive atmosphere for everyone who visits our venue.

### **Sale of Alcohol and Nicotine-Based Products:**

We have an alcohol management plan in place to regulate and ensure the responsible and safe sale of alcohol, reducing the risk of alcohol-related harm within this plan we operate a challenge 25 policy to prevent underage drinking. Our staff are trained to recognise the signs

of overconsumption and take appropriate action to prevent issues. We also monitor and review our policies regularly to maintain the standards of alcohol management within the venue.

#### **Free Drinking Water Available Throughout the Venue:**

To keep customers hydrated and prevent dehydration, we provide free drinking water on all bars and throughout the venue at various stations. Signage is in place to promote this service. This is also referred to in our alcohol management plan.

#### **Safeguarding of Minors:**

At O2 Victoria Warehouse, the welfare and safety of all attendees at our events, particularly those under the age of 18, is of utmost importance. To ensure a secure and enjoyable event experience for minors, we have a safeguarding strategy firmly in place, supported by W.E.L.Safe personnel and qualified medical staff.

Our trained staff members are vigilant in identifying any signs of vulnerability in minors, such as discomfort, distress, or unaccompanied minors. In case of any such incidents, they promptly notify the Event Controller, who will ensure that the welfare and medic teams are informed and dispatched to deal with the situation.

Our welfare team is well-equipped to provide support to any affected children, including contacting their parents or guardians, if necessary. We have partnered with W.E.L.Safe, a reputable not-for-profit organisation, to deliver comprehensive welfare package to under 18s, ensuring that we maintain an appropriate environment at all times.

We recognise the importance of early identification and intervention when it comes to safeguarding minors. Our proactive approach towards safeguarding and our well-trained staff members ensure that minors can enjoy the event experience in a safe and secure manner, giving parents and guardians peace of mind.

#### **Young Persons Working at O2 Victoria Warehouse:**

We are committed to safeguarding our young employees under the age of 18 and have proactive measures in place to ensure their safety and well-being.

Should any 16-17-year olds wish to work at O2 Victoria Warehouse then a Risk Assessment shall be undertaken and the risk factors to the young person arising from this work will be analysed and controls implemented. Competent management and supervision shall always be provided.

We ensure young workers are given appropriate tasks and are not exposed to any risks or unsafe working conditions, and we offer training on alcohol-serving laws, provide a designated area for workers under 18, and ensure adequate supervision at all times.

Our managers are available to offer guidance and support, creating a safe and enjoyable working environment for young staff and helping them develop skills that benefit them in their future careers.

#### **Child Performers:**

We ensure child performers are always accompanied by licensed chaperones to ensure their welfare and well-being, and we follow all UK regulations and local council conditions regarding child performers including the Child Performance license legislation which sets out the arrangements that must be made to safeguard children when they take part in certain types of performances.

### **Emergency Operating Plan:**

Additionally, we have partnered with professional medical services to provide first aid and medical support at all our events. Through our partnership with medical providers, we can ensure that visitors receive prompt and efficient medical attention in the event of an emergency. Our team of trained and experienced medical professionals are equipped to deal with a range of emergencies, from minor injuries to more serious incidents.

We also have a comprehensive Emergency Operating Plan in place, which outlines the process for responding to any incidents that may occur at the venue. This plan includes procedures for evacuating the venue in the event of an emergency, as well as protocols for communicating with emergency services and liaising with relevant authorities.

At O2 Victoria Warehouse, we recognise the importance of providing a safe and secure environment for our guests. By partnering with medical professionals and developing comprehensive safeguarding measures, we can ensure that visitors can enjoy our events with confidence, safe in the knowledge that their welfare is our priority.

### **Conclusion:**

At O2 Victoria Warehouse, we are committed to providing a safe and inclusive environment for all customers, ensuring that their welfare and safety are prioritised in all our event planning. Our holistic welfare and safeguarding strategy, supported by W.E.L.Safe includes welfare provision, medical support, security placement, accessibility support, and safeguarding of vulnerable groups, such as under 18s and individuals with disabilities. We have proactive measures in place to ensure early security and customer comfort, providing early queuing facilities and outside toilets for daytime queuing, and are committed to safeguarding young staff. We work closely with Northwest Event Medical Solutions to provide immediate medical attention, and our Access Team is available to assist individuals with specific needs. Our dedicated welfare teams and welfare facility offer specialised support, and our staff are trained to identify and respond to potential safeguarding concerns promptly. We have an established procedure for reporting, responding to, and preventing sexual harassment, sexual assault, and spiking and a strict policy to protect children at our events. By prioritising customer welfare and safety, we continue to provide a safe environment for all our customers.





## **O2 Victoria Warehouse Manchester**

### **Sound Control Procedure**

#### **Personnel**

To ensure the licensing objective for the prevention of public nuisance is promoted the music noise level from events at O2 Victoria Warehouse (O2VW) will be controlled in accordance with the sound control procedure outlined below.

O2VW will appoint a suitably qualified Sound Management Consultant to work at each music event. The Consultant will liaise with the team of audio engineers based at the stages. The audio engineers will work under the instruction of the Consultant and put in to place any required alterations to the sound systems overall or frequency-based output as required. O2VW management will be kept updated with regard to the external off-site noise levels throughout the event.

#### **Sound Control Program**

##### **Sound Monitoring and Control**

O2VW will inform all relevant parties that the appointed sound management Consultant are undertaking the sound control role and that this role has been appointed and approved by O2 Victoria Warehouse. The Consultant will have ultimate operational control over all the sound levels throughout the event. Therefore, all other parties, including artists, production managers, stage managers and sound engineers will be instructed not to increase any sound levels unless specifically agreed by the Consultant responsible for sound control.

Throughout all music events the external off-site music noise level will be subjectively assessed and measured using a class 1 specification integrating sound level meter capable of measuring third-octave frequency bands. Third-octave band measurements will be regularly taken at monitoring positions representative of the noise sensitive premises in the vicinity of the venue.

If the external off-site music noise level is assessed by the Consultant to be at a level that requires action the sound engineer will be instructed to reduce the music noise level, until a satisfactory observation and measurement of the music noise level is taken. In addition to the control of the



broadband sound level, frequency adjustments can also be made to reduce the sound at certain low frequencies, often characterised outside the venue as a 'bass beat'.

Internal on-site measurements will be taken with a class 2 specification integrating sound level meter capable of measuring third-octave frequency bands sound level meter at the sound engineer FOH position. By measuring and displaying the continuous internal on-site music noise level to the sound engineer the amount of sound level creep will be reduced.

Throughout all events, the Consultant will be available to liaise with Local Authority Officers responsible for noise, if required. Results of the external off-site noise monitoring and any related actions will be collated and kept available by the Consultant for inspection by the Local Authority at any time during or after the events.

#### Response to Complaints

All complaints will be logged and those relating to noise will immediately be relayed to the Consultant with details, where provided, of the complainant's name, address and postcode, telephone number and a description of the disturbance.

Should any complaints of noise be received, at any time during an event or sound checks, the Consultant will visit the complainants address (externally) and undertake a subjective assessment and measurement. If the music noise level is assessed by the Consultant to be at a level that requires action immediate steps will be taken on-site to reduce the level from the event. This will be achieved by two-way radio or mobile phone communication with all persons involved with the sound control procedures, thus a quick response to the problem can be actioned. However, from experience, it has been found that this pro-active sound control procedure will prevent the limits from being exceeded in the first place.

Results of complaint investigation monitoring and any related actions will be collated and kept available by the Consultant for inspection by the Local Authority.

#### Post-event Reports

A post-event sound control log will be available within 14 working days of each event including a summary of the external off-site noise level measured throughout the event; actions taken as a



result of the measurements; complaints received; complaint investigation measurements; and any actions taken as a result of complaint investigation.

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## **Noise Management Strategy: O2 Victoria Warehouse Manchester**

### **Introduction:**

O2 Victoria Warehouse Manchester understands the importance of noise management for live music venues. This noise management plan outlines the measures that we have in place to prevent excessive noise levels and ensure minimal neighbourhood disturbances. The venue operators have engaged F1 Acoustics, who specialise in music festival and event sound control and noise management. This plan incorporates F1's sound monitoring practices and outlines their approach to noise management.

### **F1 Acoustics Noise Management Approach:**

F1 Acoustics approach to noise management is comprehensive. They have qualified staff, specialised equipment, and a detailed strategy to manage noise levels. They will be carrying out noise monitoring at the venue to ensure that it complies with appropriate sound levels. They also provide noise monitoring within a 2-mile radius of the venue at noise sensitive locations with direct communication to the sound engineers of each show. F1 Acoustics also provides advice on any necessary changes to the venue setup to minimise noise pollution from the venue.

### **Load-In and Load-Out Times:**

At O2 Victoria Warehouse, we strive to minimise any potential neighbourhood disturbances during load-in and load-out times. For our live music events, we have implemented guidelines that indicate that load-ins should only take place from 8 am onwards and all loadouts must be completed by 1 am.

While we endeavour to adhere to our load-in and load-out schedule, we acknowledge that certain situations may require deviations. In such cases, we encourage open communication with our partners to find suitable solutions for all parties involved."

### **External Stages/Amplified Music:**

At O2 Victoria Warehouse, our commitment to the local community is of paramount importance. We recognize the potential impact that our activities may have on our neighbours and, therefore, take a proactive approach towards minimising any potential disturbances. In order to foster and maintain positive relationships, external stages and amplified music are strictly prohibited in areas controlled by our venue, including the Coal Yard and E3 Carpark. These measures are fundamental in safeguarding the local community's tranquillity and ensuring that they are protected against any harmful noise pollution or other disruptive activities.

### **Fire Doors:**

At O2 Victoria Warehouse, we take the safety of our guests, staff, and the public very seriously. As such, we have installed double fire doors in the venue to prevent the spread of fire and enhance safety in case of an emergency.

These fire doors also serve a dual purpose of minimising noise pollution by ensuring minimal noise emanates from the venue. We believe that this is a proactive measure that enhances the safety of our guests while at the same time ensuring we are good neighbours, mindful of those living close to our venue.

In addition to the above, we have further addressed the issue of noise pollution by installing Acoustic load-in our doors. Our doors are an essential part of our venue, providing access for touring productions and equipment. However, they can also be a significant source of noise pollution if not properly designed. To address this issue, we have installed acoustic doors to reduce noise levels. This measure has played a significant role in mitigating noise pollution in the surrounding area.

### **Sound Attenuation/Treatment/Damping:**

O2 Victoria Warehouse is committed to reducing noise pollution in the vicinity. To achieve this, the venue has installed sound attenuation, treatment and damping around the venue. External areas where the public tend to congregate, such as the smoking area in the Coal Yard and Production Alley where the touring party congregate, have been outfitted with soundproofing technology. The measures put in place here have been carefully planned to address the issue of noise pollution in a way that ensures minimal disturbance to our neighbours.

We take pride in our role in the community and are dedicated to ensuring that our venue operates in an environmentally responsible manner. By implementing sound attenuation, treatment and damping technology, we are able to reduce noise pollution.

### **Bin Collection within Sociable Hours:**

Noise pollution can be a major concern for people, particularly those living in the locality of the venue. At O2 Victoria Warehouse Manchester, we take our role in reducing noise pollution seriously, and have implemented a number of measures to achieve this. As part of our noise reduction efforts, we have arranged for bin collections to occur during sociable

hours. By doing this, we can minimise the impact of noise pollution on nearby residents while still ensuring that our venue remains clean and well-managed.

#### **Deliveries within Sociable Hours:**

Another strategy we have implemented is to schedule deliveries during sociable hours. This ensures that we can continue to operate effectively while minimising the impact of noise pollution on surrounding communities. We liaise with our suppliers and logistics partners to coordinate delivery times that fall within sociable hours and avoid peak traffic periods, such as rush hour, to minimise noise pollution. This approach has been successful in reducing noise pollution.

#### **Conclusion:**

In conclusion, O2 Victoria Warehouse Manchester is dedicated to managing noise levels and reducing noise pollution in the surrounding area. Our partnership with F1 Acoustics and our comprehensive noise management approach ensures that appropriate sound levels are maintained at all times. We take a proactive approach to managing potential disturbances, such as implementing guidelines for load-in and load-out times and prohibiting external stages and amplified music in our controlled areas. Our installation of double fire doors and acoustic doors serves a dual purpose of enhancing safety and reducing noise pollution. We have also implemented sound attenuation, treatment, and damping technology in and around the venue, as well as arranging for bin collections and deliveries to occur during sociable hours. As a responsible member of the community, we are committed to operating in an environmentally responsible manner and maintaining positive relationships with our neighbours.

O2 Victoria Warehouse is committed to reducing noise pollution, and these measures are just a few examples of the steps we are taking to achieve this goal.

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## **Zero-Tolerance Drugs and Illegal Substance Policy**

We would like to remind you that O2 Victoria Warehouse has a zero-tolerance policy for drugs and illegal substances. We prioritise the safety and well-being of all our customers, and therefore, all attendees are subject to search before entry to ensure the strict enforcement of our policy.

In the interest of harm reduction, we strongly encourage customers who may have such substances to dispose of them in the provided amnesty bins upon arrival. The contents of these bins are not searched, and we ensure that customers who use them will not face any repercussions or penalties.

We want you to enjoy an exceptional experience at our venue without any interruptions. To make this possible, we have highly trained dogs to detect the presence of any illegal substances. We kindly ask for your cooperation with our security personnel for the smooth and efficient operation of this process.

We would like to remind all our customers that failure to comply with our zero-tolerance policy regarding drugs and illegal substances may result in denial of entry, removal from the venue, and possibly further legal action.

We appreciate your understanding and partnership in maintaining our commitment to providing a safe and enjoyable experience for all customers.

**O2 VICTORIA WAREHOUSE MANCHESTER**

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**PROHIBITED ITEMS**

**Aerosols**  
**Alcohol**  
**Animals except assistance dogs**  
**Audio recording devices, pro cameras and tablets**  
**Bags larger than A4 and luggage**  
**Bicycles, scooters and skateboards**  
**Chairs or stools**  
**Food and drink\***  
**Flares, fireworks and smoke devices**  
**Glass objects or vessels**  
**Drones**  
**Helmets**  
**Illegal drugs and substances\***  
**Lasers**  
**Large umbrellas**  
**Liquids and gels (100ml+)**  
**Metal cans and objects**  
**Nitrous oxide**  
**Perfumes (100ml+)**  
**Promotional material, stickers and flags**  
**Pushchairs**  
**Selfie sticks**  
**Spray cans, markers and graffiti pens**  
**Weapons, tools and blades**

**ANY OTHER ITEMS DEEMED TO BE A RISK TO PUBLIC SAFETY**

*All items are subject to change without notice by venue management.*

*\*Medical exemptions apply*

**All items are subject to change without prior notice and as deemed dangerous by the venue management.**

***Confiscated or surrendered Items may not be returned.***

**\*Food or drink for medical purposes or health reasons to be advised in advance**

- **Bags must not be larger than A4 size.**
- **Confiscated or surrendered Items may not be returned.**
- **Medication allowed in with a Doctors Note / Letter but must be in original packaging with a pharmacy generated label containing individuals name (may need to expand on) (checked by medical team). Needs to go on website. Will expand from PL prohibitive items policy)**
- **Food for medical purposes – customer required to have bring evidence of necessity (wording – diabetes)**
- **Any item deemed to be dangerous by the General Manager**



## O2 VICTORIA WAREHOUSE ACCESS PROCEDURE

Academy Music Group are committed to ensure the Health, Safety and Welfare of all its employees, contractors, visitors, and members of the public. We aim to ensure we implement best practice, providing a fair and equal service to our accessible customers, and that all our customers have an experience that's second to none.

As a live music venue, it is our responsibility to ensure that all members of the public are given equal opportunities to attend and enjoy an event without discrimination. All AMG venues work alongside Attitude is Everything, a charity organisation set up to improve deaf and accessible customers access to Live music, to continuously improve our accessibility procedures and facilities. As a grade A listed building, we do have limitations, but it is our responsibility to try to find practical solutions. It is important to remember that access should be as close as possible to that enjoyed by non-disabled people.

When we refer to access, we mean 'engaging with our events and activities, specifically for Deaf, disabled and neurodivergent people and those with long term physical and mental health conditions.

We will make reasonable adjustments to accommodate customers with disabilities ensuring that all customers have an enjoyable and safe experience when visiting the venues.

All staff and security as part of their induction are given an awareness of our approach to accessibility, and this should feature on the show briefings and other internal communications.

### BOOKING PROCESS

Accessible customers are asked to get in touch with the venue in advance to discuss their requirements via email – [access@o2victoriawarehouse.co.uk](mailto:access@o2victoriawarehouse.co.uk).

Customers are then asked to complete a form to cover their requirements, with their permission they will be added to the venues shared address book.

Once tickets have been purchased, the customer will be added to the access log to allow access to the relevant access area. This log is shared with the security and management team on the day of the show.

**Raised platform** - The raised access platform is intended for wheelchair users or customers unable to use stairs and their companions, the platform can accommodate 8 wheelchairs/seats in this area and their companion. Some customers may turn up without booking, this is radioed through to control and capacity of the area checked to assess if we can accommodate.

**Ambulant access area** - The ambulant access area on the balcony is for customers who are unable to stand for the duration or who have access requirements that mean they must be in a separate area. This is a seated area and anyone wishing to stand must do so at the back so as not to restrict the view of those who can't stand. The seated access area has a standard capacity of 20 ambulant customers and their companions, but this can be extended if required.



Each area is supervised by a member of security and only customers with the valid accreditation will be allowed into these areas.

## **A FREE TICKET FOR A COMPANION/PERSONAL ASSISTANT**

To fully access a performance, we recognise that for some of our customers this may require the support of another person. Where someone requires the assistance of another party, we can provide a free ticket to enable this. Often referred to as a companion or personal assistant ticket, it means our customers can get the support they need to enjoy the event.

### **PROOF OF ELIGIBILITY:**

Due to capacity, we may need proof of eligibility for a free companion/personal assistant ticket. The following forms of copied evidence make an individual eligible:

- Front page of DLA/PIP (no specific rate required)
- Front page of Attendance Allowance letter (no specific rate required)
- Evidence that registered severely sight impaired (blind)
- Recognised Assistance Dog ID card
- An access card with a +1 symbol

However, it is important to note that some who may be considered disabled under the Equality Act may not be eligible for or may not require DLA/PIP or Attendance Allowance. Cases are dealt with on case-by-case basis.

### **The role of the companion/personal assistant**

- Wayfinding
- Assisting the customer in and out of event and to and from toilet facilities
- Assisting the customer in the event of an emergency
- Buying and carrying food/drink
- Undertaking all access requirements of the person they are with

Some customers may require two companions/personal assistants. This should be considered on a case-by-case basis.

## **ARRIVAL/CHECK IN PROCEDURE**

Prior to attending the venue, access customers are sent a reminder email going over the important details they may need.

*Hello,*

*This is just a reminder for your upcoming visit to the O2 Victoria Warehouse on **DATE** for **SHOW** to go over a few important details to make sure you have all the information you need for peace of mind.*

*Our **access area** is located on our balcony and is accessible via our new lift or stairs dependent on what is most suitable for your access requirements.*

*The Balcony Access Area is a seated area, with a space provided for customers who are wheelchair users, so they are able to remain in their wheelchair for the event if required.*

*This area will be accessible to you +1 for the duration of the event and has bar and bathroom facilities.*

*Our seating is issued on a first come first served basis so if you would like a good spot please arrive early.*

*The doors for this event open at **7pm**, please try to arrive 15 minutes before that to allow for checking in and priority entrance.*

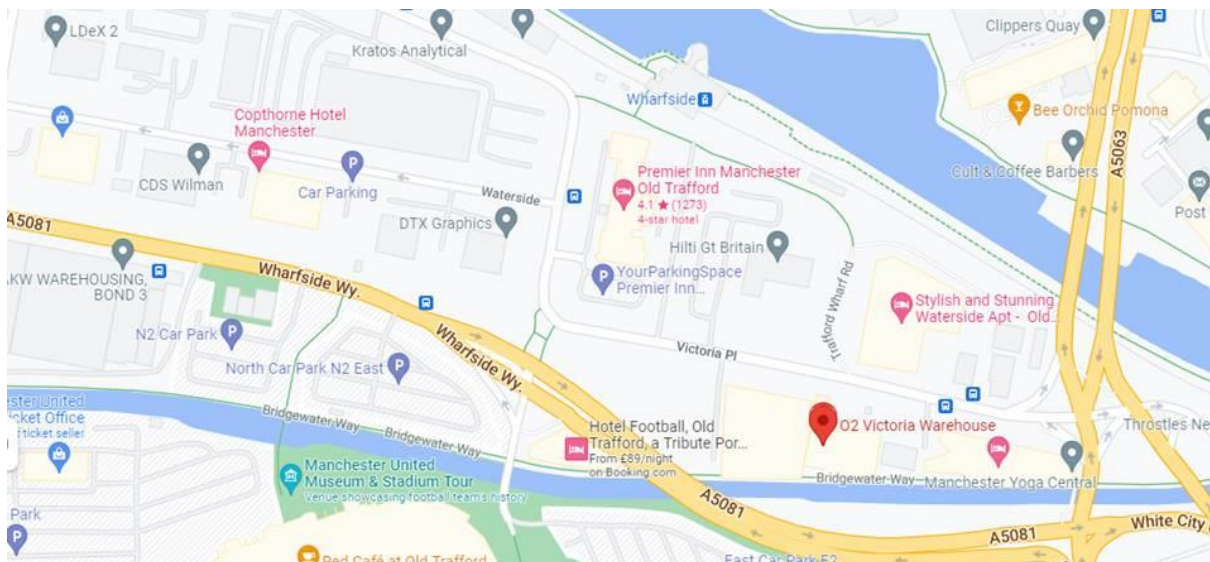
### **What to bring and what not to bring**

*Please bring a copy of your confirmation email to show the member of Box Office staff at the Box Office cabin when you arrive. This can either be printed or on your phone.*

*We do not allow any food or drink into the venue, if you have a medical conditions that requires these then please contact us as soon as possible so we can make arrangements for this, this also included any medication or medical equipment you may also require.*

### **Our location**

*O2 Victoria Warehouse, Trafford Wharf Road, M17 1AB*



### **Parking**

*We do not have our own car park located at the O2 Victoria Warehouse, however there are some nearby. The closest are listed below:*

<https://en.parkopedia.co.uk/>

## **Public Transport Travel Plan**

### **By train**

The closest railway station is Deansgate Railway Station, which is about 15 minutes away on the Metrolink services. The nearest Metrolink station would be Exchange Quay (Eccles and Media City line).

Manchester Piccadilly is the major mainline station in Manchester, just under four miles away. For a handy guide to travelling by train, visit [Transport for Greater Manchester](#).

Accessible facilities are at all of these stations, so please visit their website for more details.

Manchester Piccadilly Station has a large concourse and step free routes, escalators and lifts, with a low level counter at the ticket office with an induction loop.

### **By tram**

We are between two Metrolink tram stops. Pomona, which runs every six minutes and Exchange Quay (Eccles via MediaCityUK) runs every 12 minutes. Both are about 500 metres away. All stops have either a ramp, lift or escalator access.

### **Where to go when you arrive**

Once you arrive please head to the **Box Office cabin** situated outside the Victoria Warehouse hotel car park (pictured below) and explain you are an **Access** customer, they will give you your access wristbands and direct you through the accessible entrance, where you will be greeted by security and given priority access to the venue. Security will direct you to your relevant access area. We have a raised platform and another seated access area situated on the balcony which is accessible via 20 stairs or our access lift.





### **Exiting the venue**

*It is very hard to predict when the show will finish (Artists have a mind of their own!) so we advise waiting until after the main crowd exit the venue for a smoother exit, Security will be on hand should you need any assistance.*

*We hope you now have all the information you require for your upcoming visit to the O2 Victoria Warehouse but should you require anything else please do not hesitate to email us at [access@o2victoriawarehouse.co.uk](mailto:access@o2victoriawarehouse.co.uk) and a member of the O2 Victoria Warehouse team will be on hand to assist.*

*We hope you enjoy the show!*

Access customers are asked to arrive early and head to the Box Office to collect their wristbands and companion tickets with email confirmation. Customers are searched upon entry; staff must remain mindful of invisible disabilities.

Upon entry customers are escorted to the accessible entrance where a lift or stairs are available. They will then be shown to the relevant access area. Customers will be advised on the location of merch, toilets, bar, first aid, welfare.

### **MEDICAL EQUIPMENT/MEDICATION**

Accessible customers are asked to let the venue know in advance if they intend to bring any medical equipment/medication. This will be noted on the access log. Customers are asked to bring only the essentials and in the original packaging, with a doctor's note where possible. If customers have not notified the venue in advance control will be notified and Duty Manager approval will be sought.

### **ASSISTANCE AND GUIDE DOGS**

It is discriminatory under the Equality Act 2010 to refuse entry to an assistance dog when they are with their user. Assistance dogs have the right to always stay with their user and in all locations. Thousands of disabled people rely on an assistance dog to help them with day-to-day activities that many people take for granted. Assistance dogs are also trained to help people with hearing difficulties, epilepsy, diabetes, physical mobility problems and more. Assistance dogs carry out a variety of practical tasks for people as well as supporting their independence and confidence.

- Staff should never remove an assistance dog from its owner. Should the customer wish to keep the dog with them this is their choice.
- Assistance dogs are recognisable by a harness or jacket; however the law does not require them to wear these items to identify it as an assistance dog.

Upon arrival and during a show:

- On arrival at the venue a member of staff should meet with the customer and introduce themselves.
- If not arranged in advance a member of staff should meet with them and the option to look after the dog in a quiet location should be offered.

- If a dog is to be looked after in an office, the customer should be shown to the area where the dog will be looked after throughout the show and introduced to staff. Ensure there is a location the dog can rest (i.e. under a desk or somewhere it can lay down.) provide a bowl of water and a blanket to lie on. **Staff should not play with or stroke the dog.**
- Once the dog is settled a member of staff should then assist the customer to a suitable area for the show.
- Should the dog become distressed from being away from the owner, a member of staff should ask the customer to come to the office.
- Alternatively, an assistance dog user may require their dog to stay with them for a gig, if this is the case then is it reasonable to facilitate this request. The venue should accommodate in a suitable area (i.e., viewing platforms/seating areas/balcony) and ideally somewhere where the dog can lay/sit next to the at the owner's feet.
- If a customer positions themselves somewhere where there is a health & safety risk to them, and others then ask them politely to move to a safer location and offer alternatives. It is reasonable for the venue to request the customer is positioned in a way that will not cause a hazard to other users of the space and this should be considered, developed, and built into the venue specific assistance dog policy.

#### **Induction loops:**

An induction loop is located at the box office. It is clearly signed in the window and switched on for every show. It is regularly maintained by venue staff.

#### **British Sign Language Interpretation (BSL):**

O2 Victoria Warehouse provide reasonable adjustments for our deaf and disabled customers and offer BSL upon request. The cost is split between the venue and promoter. Customers are required to give plenty of notice for this request to allow the interpreter time to learn the contents of the show. The location of the interpreter will be decided at least 2 weeks prior to the event depending on the location and preference of the customer and what is reasonably possible.

#### **BOX OFFICE, BARS AND MERCH ALTERNATIVE SERVING POLICY**

Although there are no lowered counters on our box office, bars and merch area, our staff are trained in an alternative serving policy.

**Box Office** - For instances where the access customer needs to speak to a member of the Box Office on the night of the show a member of the Box Office team will greet the customer outside the Box Office and a designated accessible steward will be on hand to assist the customer throughout the night.

**Bar** - There is a bar situated near the accessible platform where bar staff will be available to assist. Bar staff can be radioed by security control to take drinks orders from the access area. Access customers will pay using the portable terminal and a member of bar staff will return with drinks. A large print menu is available at the platform.

**Merch** – Access customers will be offered the option to go to merch when they arrive at the venue. Security will escort to the merch stand and fast track into the queue. The merch staff will assist the customer on the customers side of the counter if required.



Security managing the access area should keep a check on customers and help with any specific needs with bar, toilets, and merch. Security staff in this area should be proactive in assisting with any issues that arise within their designated area and stay in communication with control throughout.

### **ACCESSIBLE TOILETS**

The venue has 4 accessible toilets in the venue; 2 are located upstairs in the back sheds, Security will guide the customers to and from the toilets as required. 2 are in the stalls area which are accessible via a radar key. The member of security positioned in this area can provide access. All staff area trained on hidden disabilities and customers should not be refused if they request to use these toilets.

### **EXITING THE VENUE**

Once the performance has finished the access stewards will assist the accessible customers exiting the venue. Customers should not be rushed out of the venue and where needed, given extra time to ensure most general customers have already left.

### **EMERGENCY EVACUATION**

#### **General Evacuation procedure for accessible customers [GEEP]**

Evacuation procedures should be based on the following principles:

Upon hearing the fire alarm, all accessible customers will be escorted by security to the nearest refuge point / temporary waiting space and remain there as planned until required to evacuate. Using the emergency communications provided.

Arrangements will then be made for the security response team to attend their location. They should remain at their location and await the arrival of the response team. At all times, information can be provided to the refuge point via the communications provided, to give reassurance to the persons awaiting assistance.

Upon arrival, the response team will assist as necessary. They will not automatically place an access customer into an evac chair. Assisted evacuation of access customers using an Evacuation Chair will be undertaken only when necessary and only by persons trained in the safe use of the Evac chair.

#### **O2 Victoria Warehouse Refuge Area SHED E Fire Escape (1<sup>st</sup> floor Adjacent to the Lift)**

A refuge point is a relatively safe temporary waiting area, located within a building to aid the evacuation of all people as safely as possible and are afforded protection from a potential fire by suitable fire-resisting construction.

#### **Evac Chair Location**

2 x Evac Chairs are located within the dedicated refuge space, within the building's protected stair enclosures.

### **RESPONSIBILITY**

It is the responsibility of the General Manager to ensure that this procedure is communicated to all staff and contractors to ensure its implementation.



## REPORTING

Reference to any incident should be included on the night report, but full details should be sent by a separate email should be sent to the Divisional Managers and Head of Communications and PR.

## Licence conditions – general principles

1.16 Conditions on a premises licence or club premises certificate are important in setting the parameters within which premises can lawfully operate. The use of wording such as “must”, “shall” and “will” is encouraged. Licence conditions:

- must be appropriate for the promotion of the licensing objectives;
- must be precise and enforceable;
- must be unambiguous and clear in what they intend to achieve;
- should not duplicate other statutory requirements or other duties or responsibilities placed on the employer by other legislation;
- must be tailored to the individual type, location and characteristics of the premises and events concerned;
- should not be standardised and may be unlawful when it cannot be demonstrated that they are appropriate for the promotion of the licensing objectives in an individual case;
- should not replicate offences set out in the 2003 Act or other legislation;
- should be proportionate, justifiable and be capable of being met;
- cannot seek to manage the behaviour of customers once they are beyond the direct management of the licence holder and their staff, but may impact on the behaviour of customers in the immediate vicinity of the premises or as they enter or leave; and
- should be written in a prescriptive format.

## Each application on its own merits

1.17 Each application must be considered on its own merits and in accordance with the licensing authority’s statement of licensing policy; for example, if the application falls within the scope of a cumulative impact policy. Conditions attached to licences and certificates must be tailored to the individual type, location and characteristics of the premises and events concerned. This is essential to avoid the imposition of disproportionate and overly burdensome conditions on premises where there is no need for such conditions. Standardised conditions should be avoided and indeed may be unlawful where they cannot be shown to be appropriate for the promotion of the licensing objectives in an individual case.

## Additional guidance

1.18 From time to time, the Home Office may issue additional supporting guidance to licensing authorities and other persons on the Gov.uk website. This supporting guidance is good practice guidance and should be viewed as indicative and subject to change. Such supporting guidance will broadly reflect but will not be part of the statutory guidance issued by the Secretary of State under section 182 of the 2003 Act. Licensing authorities may wish to refer to, but are under no statutory duty to have regard to such supporting guidance issued by the Home Office.

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# O2 VICTORIA WAREHOUSE MANCHESTER OVERVIEW

## HISTORY

A landmark building on the outskirts of the city centre, this Trafford venue was originally the Liverpool Warehousing Company, two huge warehouses built in 1925 and 1936. Their monumental scale and exuberant architectural style dominated the canal-side, and Victoria Warehouse is now one of the only surviving warehouses of its kind, retaining its classic internal structure of cast-iron columns and classic Victorian northern warehouse architecture.

The early renovation of Victoria Warehouse began in 2009, and subsequently went on to become one of the premier events and hospitality venues in the north of England with multiple rooms, formats, and configurations. The saleable capacity for live events in the main auditorium is 3,500, whilst the multi-room format for club events increases the overall capacity to 5,400.



Under previous management, the venue hosted several successful music shows, including the "Warehouse Project", a dance music experience and series of events that launched in 2012 and quickly became a pillar of British nightlife, attracting worldwide media attention. Victoria Warehouse is now one of the most sought-after industrial spaces in the UK for both music and corporate events.

VW Group's aspiration was to partner with a major operator to incorporate live music shows and mainstream events alongside its corporate business, and in 2018, entered into a long-term partnership with Academy Music Group, the UK's leading owner and operator of music venues. A lease agreement was formed so that Academy Music Group would specifically manage and book all live music events.

Academy Music Group announced the news by welcoming Victoria Warehouse into its group in August 2018, the nineteenth venue in its portfolio and officially rebranded to O2 Victoria Warehouse Manchester on 01 September 2018. The first event under Academy Music Group's operation was the sell-out 'Sankeys Return To Manchester' homecoming club night on 08 September 2018.

As illustrated below, Academy Music Group has steadily grown the business since August 2018 (\*please note the disruption to figures due to the Covid pandemic between March 2020 and December 2021).

<b>2018</b>	<b>19 shows – 49,476 admits (SEPTEMBER ONWARDS)</b>
<b>2019</b>	<b>50 shows – 147,435 admits</b>
<b>2020</b>	<b>14 shows – 37,740 admits (CLOSED DUE TO COVID FROM MARCH 2020 ONWARDS)</b>
<b>2021</b>	<b>38 shows – 99,741 admits (IMPACTED DUE TO COVID THROUGHOUT 2021)</b>
<b>2022</b>	<b>54 shows – 148,469 admits</b>
<b>2023</b>	<b>71 shows confirmed – 45 matured with 116,000 admits so far – and projected 189,500 admits</b>
<b>2024</b>	<b>85 shows estimated – forecasting 229,000 admits</b>





# TOTAL NUMBER OF MUSIC SHOWS & ADMITS SINCE ACADEMY MUSIC GROUP TENURE

**223 shows**

**602,861 admits**

**650k+ projected admits  
to year end 2023**



## SHOW LISTINGS 2023

14 Jan	Trivium	
18 Jan	Dropkick Murphys	
29 Jan	Keshi	
06 Feb	You Me At Six	
11 Feb	easy life	
14 Feb	Sticky Fingers	
19 Feb	Gojira	
25 Feb	Loyle Carner	
03 Mar	Joel Corry	
09 Mar	\$uicideBoy\$	
10 + 11 Mar	Fatboy Slim	
13 Mar	\$uicideBoy\$	
17 Mar	Beartooth	
22 Mar	A Boogie Wit da Hoodie	
24 Mar	BBC 6 Music Festival – Loyle Carner	
25 Mar	BBC 6 Music Festival – Christine and the Queens	

25 Mar	BBC 6 Music Festival – Rave Forever	
26 Mar	BBC 6 Music Festival – Arlo Parks	
27 Mar	I Prevail	
01 Apr	Hellfire	
09 Apr	Macklemore	
11 Apr	Mimi Webb	
02 May	Giveon	
19 May	Inhaler	
20 Feb	Bad Boy Chiller Crew	
17 Jun	Circa Waves	
21 Jun	Rancid	
06 Jul	Spiritbox	
20 Jul	J.I.D	
28 + 29 + 30 Jul	RADAR Festival	
04 Aug	Jacquees	
23 Aug	TV Girl	
24 Aug	Turnstile	
11 Sept	Feist	
15 Sept	Daivdo	
20 Sept	Dominic Fike	
22 Sept	Lovejoy	
23 Sept	Hot Mess	
30 Sept	Rong	
07 Oct	Funeral For A Friend	
10 Oct	NF	
13 Oct	Don Toliver	

<b>14 Oct</b>	<b>The Reytons</b>	
<b>27 Oct</b>	<b>The Streets</b>	
<b>28 Oct</b>	<b>R&amp;B Halloween Block Party Manchester</b>	
<b>05 + 06 Nov</b>	<b>Litle Simz</b>	
<b>09 + 10 Nov</b>	<b>Jessie Ware</b>	
<b>13 Nov</b>	<b>Noah Kahan</b>	
<b>15 + 16 Nov</b>	<b>McFly</b>	
<b>18 Nov</b>	<b>Jamie Webster</b>	
<b>24 Nov</b>	<b>Friendly Fires</b>	
<b>25 Nov</b>	<b>Hellfire</b>	
<b>29 Nov</b>	<b>Sleaford Mods</b>	
<b>30 Nov</b>	<b>Lil Yachty</b>	
<b>01 Dec</b>	<b>Ashnikko</b>	
<b>02 Dec</b>	<b>The Charlatans</b>	
<b>03 Dec</b>	<b>Popcaan</b>	
<b>13 Dec</b>	<b>Don Broco</b>	
<b>16 Dec</b>	<b>R&amp;B Xmas Ball</b>	

## INVESTMENTS AND NEW BUSINESS

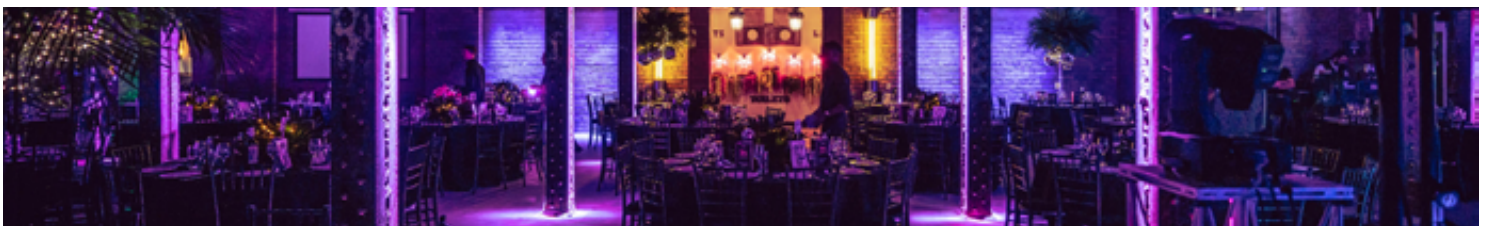
Earlier this year (2023), Academy Music Group invested in a first-class L-Acoustics K1 industry-standard touring rig at O2 Victoria Warehouse Manchester. With a roster of A-list performers regularly visiting the venue, it now has a touring-quality concert system to satisfy artist's touring requirements along with further financial investment into rigging, truss and in-house lighting.

This is also a proactive response to Academy Music Group's sustainability commitments, meaning artists no longer need to tour as much audio and lighting equipment, therefore fewer trucks on the roads in Trafford as well as cost-saving opportunities for large-scale incoming productions.

## CORPORATE EVENTS



Victoria Warehouse has solidified its position as one of the UK's most ambitious and forward-thinking event venues, consistently pushing boundaries and remaining at the forefront of creativity within the events industry. From conferences to meetings, private and commercial events, dinners and award shows, its corporate team works with agents, event planners and individuals to craft exceptional experiences for leading companies such as Manchester United, Audi, Coca-Cola, Microsoft, eBay, Marks & Spencer, Adidas, New Look, TikTok, Netflix, Jaguar, Land Rover and more.



## SHOW HIGHLIGHTS – 2018 ONWARDS

Over the last five years, O2 Victoria Warehouse Manchester has rapidly established itself as one of the must-play venues on the worldwide mid-size touring circuit, bringing a wealth of diverse and prestigious musical talent to Manchester, specifically Trafford.

The venue has grown in stature, significance, and reputation throughout the music industry since Academy Music Group became the operator, to the point where many acts are now choosing to play multiple dates at the venue, over single nights at much larger capacity venues in Manchester.

## PROFILE EVENTS

### **Raise the Roof | 24 May 2019**

A mix of the biggest and most influential bands and artists from across the city, including Courteeners, Blossoms and Dr. John Cooper Clarke, came together at O2 Victoria Warehouse Manchester to highlight the homelessness crisis and raise money for the Mayor's '**A Bed Every Night**' Scheme. The venue did not charge a hire fee to contribute to the charitable fund alongside other business industries, raising over £100,000 to help the homeless.

### **BBC 6 Music Festival | 24–26 March 2023**

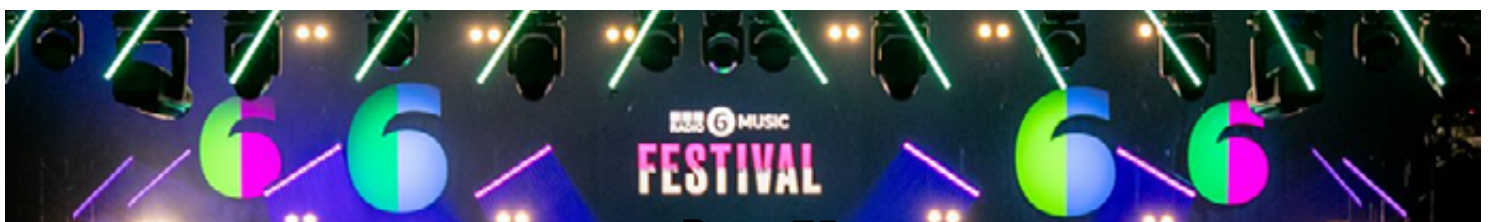
BBC Radio 6 Music Festival returned to Manchester in 2023 and is now its permanent home in the music capital of the UK. The much-loved BBC music station's flagship event premiered brand new live shows with Christine and the Queens, Arlo Parks and new music debuts with Loyle Carner performing a collaboration with Manchester's own AMC Gospel Choir and additional club nights themed around 6 Music's Indie Forever and Rave Forever.

Highlights from the festival broadcast on BBC Radio 6 Music and BBC Radio Manchester, as well as on BBC Sounds, BBC Four, BBC iPlayer and BBC Music's YouTube channel and attracted music fans from all over the world, many of whom booked accommodation in the locality for the prestigious weekend event.

BBC commented that it was the most professionally run and successful event they had ever hosted since its debut in 2014 with prior events in cities such as Bristol, Cardiff, Glasgow, Liverpool, London, and Newcastle-upon-Tyne.

### **Radar Festival | 28–30 July 2023**

The award-winning RADAR Festival is the UK's most exciting new progressive music festival, winner of Best New Festival at the UK Festival Awards 2022. A truly international three-day event, featuring no less than 50 bands, it welcomes customers from all over the world, including America and Australia, who reside and visit Trafford's hotels, bars, pubs and restaurants. Since moving to O2 Victoria Warehouse Manchester in 2023, RADAR Festival has subsequently been nominated for Best Small Festival and Best Metropolitan Festival at the forthcoming UK Festival Awards 2023, which will take place in Manchester on 05 December 2023.



# HIGHLIGHTS OF SHOWS AT O2 VICTORIA WAREHOUSE MANCHESTER

## HOMEGROWN ARTISTS

Aitch  
The Charlatans  
Ian Brown  
Courteeners  
Blossoms  
The Lathums



## UK ARTISTS

Sam Fender  
Dermot Kennedy  
Jessie Ware  
London Grammar  
Charlie XCX  
Loyle Carner  
Fatboy Slim  
The Prodigy  
Paolo Nutini  
Ben Howard  
Two Door Cinema Club  
Foals  
Inhaler



## INTERNATIONAL ARTISTS

**Anderson .Paak**

**Beck**

**Haim**

**Keshi**

**Lorde**

**Lizzo**

**Macklemore**

**Spiritbox**



## CONTRIBUTION TO TRAFFORD AND LOCAL INCENTIVES

Over the last five years, O2 Victoria Warehouse Manchester has rapidly established itself as one of the must-play venues on the worldwide mid-size touring circuit, bringing a wealth of diverse and prestigious musical talent to Manchester, specifically Trafford.

The venue has grown in stature, significance, and reputation throughout the music industry since Academy Music Group became the operator, to the point where many acts are now choosing to play multiple dates at the venue, over single nights at much larger capacity venues in Manchester.

## FINANCIAL CONTRIBUTION

Based on recent modelling and research into our attendance and footfall for shows in 2023, we can confidently predict that our customers are contributing more than £5m per annum into the Trafford borough as well as the Greater Manchester economy each year, with spend in local bars, pubs, and restaurants, numerous hospitality outlets and the hotel industry.

We know from speaking to local hoteliers that there is a significant spike in trade when we host events, therefore we are providing significant additional footfall and revenue opportunities in the locale, when there are no Manchester United F.C. home matches at play.

## **MEETING WITH LEADER & DEPUTY LEADER OF TRAFFORD COUNCIL – 31 Aug 23**

Our management team were delighted to host a meeting at the venue on Thursday 31 August 2023 with the Leader and Deputy Leader of Trafford Council, Tom Ross, and Catherine Hynes, to discuss how O2 Victoria Warehouse Manchester could be incorporated into Trafford's Culture and Heritage Strategy.

During the meeting, we explained the quality and diversity of shows that Academy Music Group is bringing to Trafford and the subsequent number of visitors these events draw to the area. The Leader and Deputy Leader were particularly impressed by the prestigious BBC 6 Music Festival at O2 Victoria Warehouse Manchester, which raised the profile of Trafford immensely.

Furthermore, they encouraged us to establish a relationship with Gorse Hill Studios. This led to a meeting as detailed below, followed by a request for our General Manager and Deputy General Manager to serve as mentors to some of their clients. Academy Music Group believes that a collaboration of this nature is of great benefit to both parties and will contribute enormously to Trafford's artistic and cultural development.



## **VISIT TO GORSE HILL STUDIOS – 15 Sep 23**

Gorse Hill Studios (GHSCC) is an ambitious youth arts charity, who work with young people encouraging them to value themselves by taking an active role in their community and learning. As a major operator of live music and entertainment venues, Academy Music Group will look at ways to support and work with this vibrant youth centre.

It has subsequently been agreed that the General Manager and Deputy General Manager will mentor young people at the studios, to provide an insight to the music industry from an operator's perspective and to highlight and present alternative career pathways within the industry. We may also look to provide a work placement opportunity at some point in the future.

O2 Victoria Warehouse Manchester will donate an emergency bleed control pack to be positioned in the Gorse Hill area.



## W.E.L.SAFE CIC – 22 Sep 23

In September 2023, the venue partnered with the local 'not-for-profit' charity W.E.L.Safe CIC to provide specialist welfare service to those who need it at all shows at O2 Victoria Warehouse Manchester. We are finding this is an increasing requirement nationwide, especially among vulnerable adults and minors under 18 years of age. This has been extremely well received, as many high-profile artists and bands are now attracting a younger audience who may need additional support during shows and events. As the UK's leading operator, we have proactively responded to implement these supportive measures.



## GMP POLICE DOG TRAINING – 22 Sep 23 (ongoing – next meetings 27 Nov and 04 Dec 23)

The venue has been selected and used by Greater Manchester Police on numerous occasions for police dog training, free of charge. We actively encourage this engagement and participation and will continue to assist the police force as required.

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