

**Outline Operational Management Plan (OMP) – GSK
Ground Floor and Basement Space**

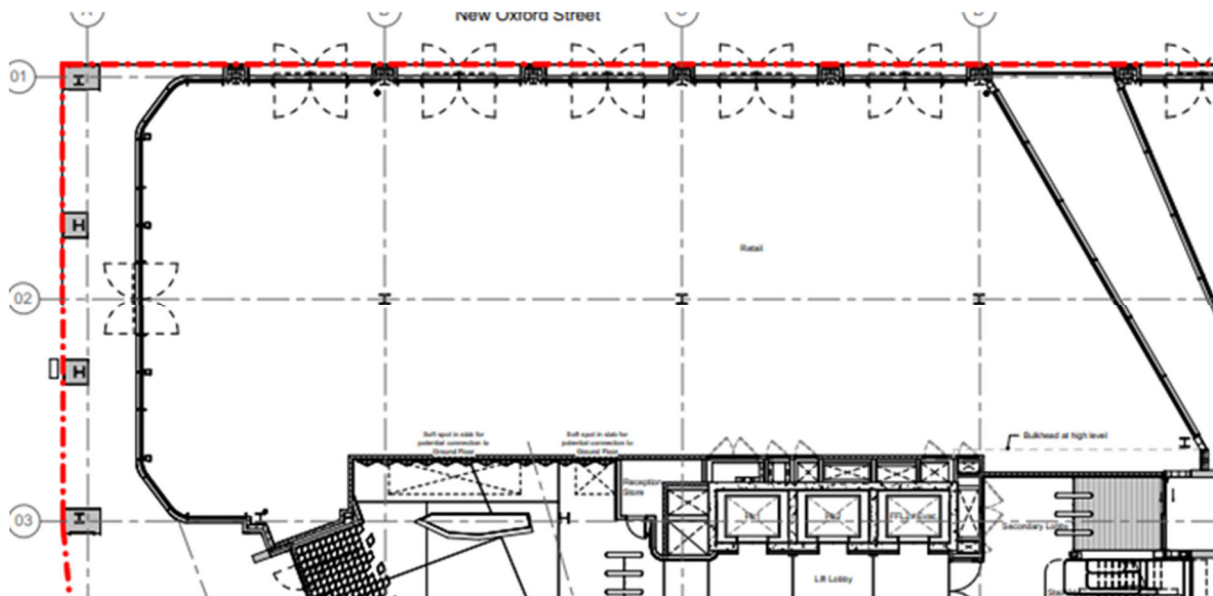
Introduction

This outline Operation Management Plan (OMP) has been prepared to support the planning application for the change of use of part of the basement and ground floor of ‘The Earnshaw’ (hereafter referred to as “the Site”) from flexible retail/restaurant (Class A1/A3) use to Sui Generis use. The document sets out the operational requirements that will take place at the Site.

Background & Current Consent

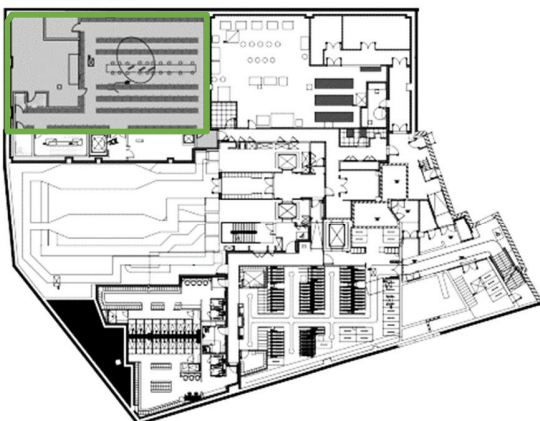
GSK has signed a lease to be the sole occupier of ‘The Earnshaw’ and will operate the approved retail space at ground and basement level within the building.

Consented Ground Floor Plan (Extract A-P-100 Re 02)

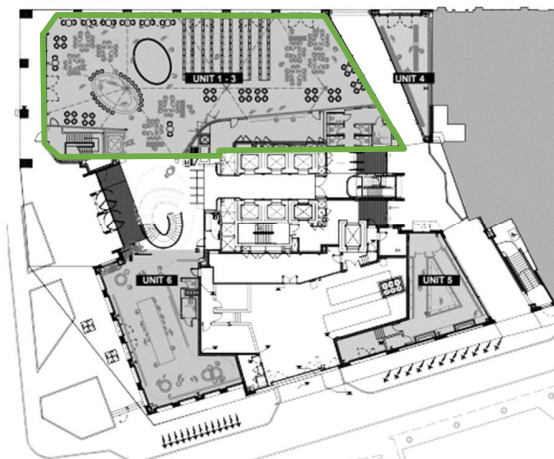


The units highlighted green below are the proposed Sui Generis units subject to this application (Units 1-3 fronting New Oxford Street). Units 4, 5 and 6 will remain as retail units as consented under the previous permissions for the Site.

Basement Plan



Ground Floor Plan



The Concept

The Earnshaw will be GSK's global headquarters and home to approximately 3,000 GSK employees. The intention is for the building to be the 'World's Healthiest Workplace' as a new format of less corporate, non-office atmosphere to make life better. GSK targets the building to be one of the world's healthiest workplaces, inclusive and accessible for everyone with the highest standards of sustainability.

Camden is rich with food and coffee outlets. While moving GSK's HQ to central London will increase footfall to the area, the proposal for retail units 1-3 looks to avoid negatively impacting neighbouring business by bringing something truly unique, through a vertical farm concept. This provision -combining healthy and nutritious food with educational events - will be of greater value to the local community than an increase in retail outlets.

The Spaces

The ground floor and basement space seeks to be a destination that enlivens the streetscape as a social and business hub environment, with community access and engagement at the heart of its operation.

Basement Floor

The basement level will provide a unique space for a proposed vertical farm, open to community groups and schools for harvesting to help educate people about healthy eating and sustainable food production.

Vertical farming has the lowest possible 'growth to mouth' carbon footprint – the only waste product would be compact compost, which will be freely available to local residents for their own plants and gardens.



Ground Floor

The ground floor on Units 1-3 will provide a restaurant space for public use, including GSK staff and visitors.

The space will provide healthy plant-based menus with the superfoods produced by the farm forming many of the dishes in the restaurant. The centrepiece beverage bar has the potential to transform from a coffee bar into a drinks bar, with mixologists garnishing the drinks with mint or lemon balm fresh from the vertical farm.

Alongside the food and drinks offer, both the ground and basement level will play host to a wide assortment of workshops and events, all supported by experience ambassadors focused on wellbeing and community engagement.

Hours of Operation

The hours of operation for the units will match the condition under the previous planning permission secured on the Site (Condition 11 of 202/4162/P), which restricts Class A3 use from being carried out outside the below hours:

- 07:00 to 23:00 hours Mondays to Thursdays
- 07:00 to 00:00 hours on Fridays and Saturdays
- 08:00 to 22:00 hours on Sundays and Bank Holidays

The restaurant space will service the GSK building from 7am and will be open to the public from 9am. GSK will also allow access to the basement and ground floor to local schoolchildren and other community groups via a scheduled programme of events throughout the year. The opening hours will be reviewed, but are expected to be Monday to Friday 9am until 7pm, subject to commercial viability/footfall.

Access / Entrance

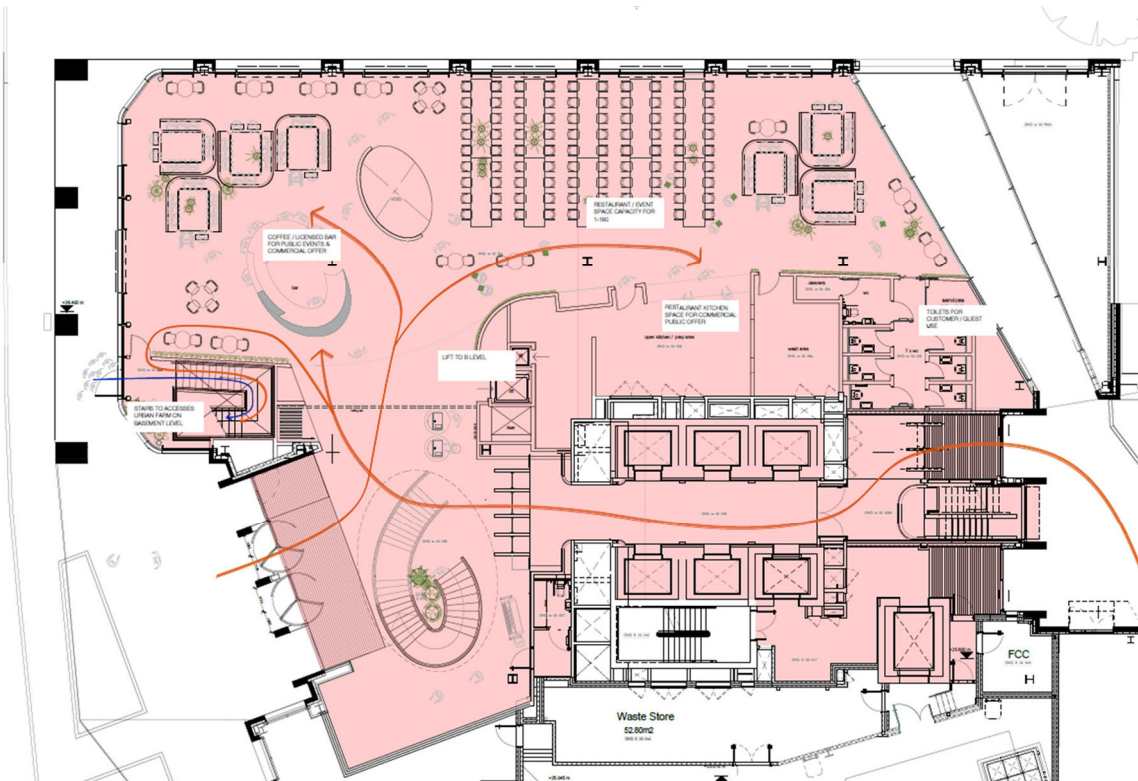
Access to the ground floor is on New Oxford Street and Earnshaw Street as consented, however access arrangements to Units 1-3 will be managed to suit usage. Each existing door will be locked closed or open accordingly, to allow compliance escape and public access to accommodate the internal flexible furniture layouts depending upon event. Doors will not be permanently secured. The following key plans illustrate proposed access management plans. The blue area on the plan below denotes areas to be utilised by public, whilst the pink area represents GSK’s reception and office access.

GSK Weekday Office Access

GSK employees and visitors will access the building via the Earnshaw Street entrance or via a secure entrance within the existing arcade. They will have access to the restaurant and vertical farm from the internal foyer space but only during office hours.



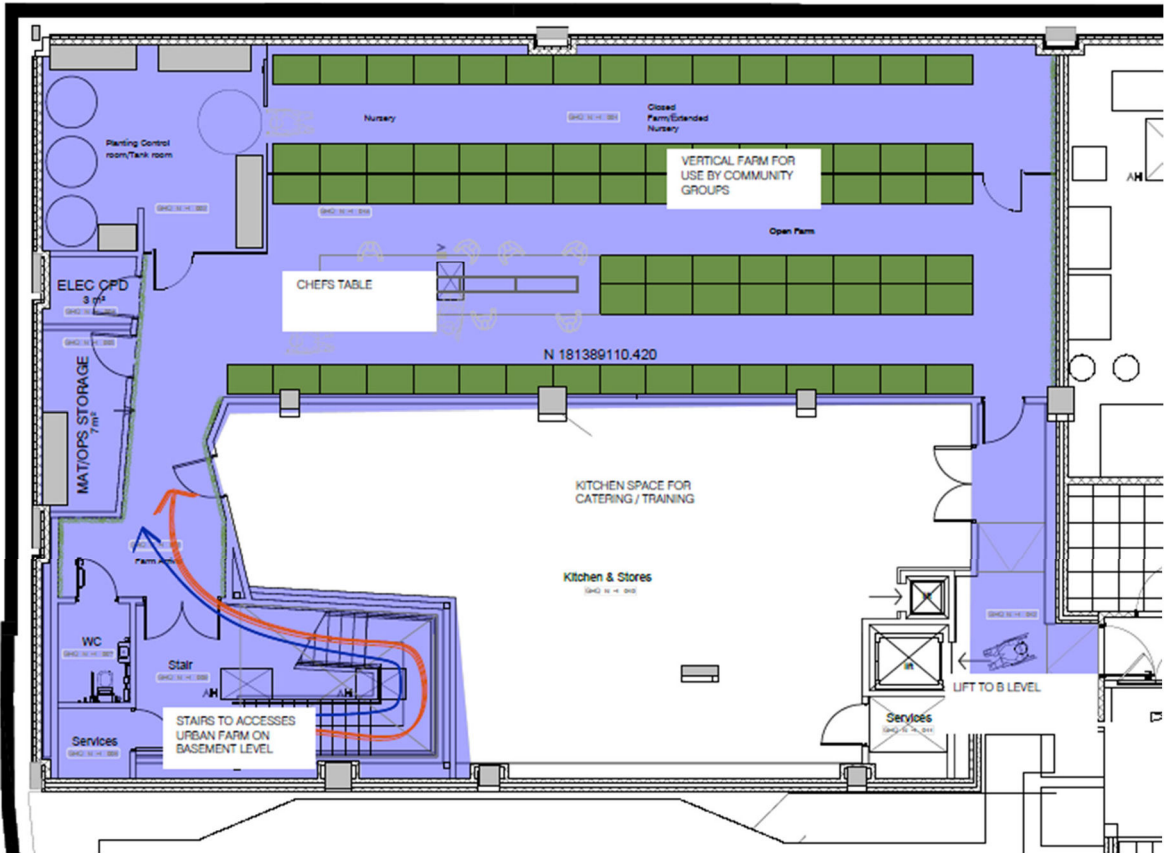
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Vertical Farm Space on Basement Level

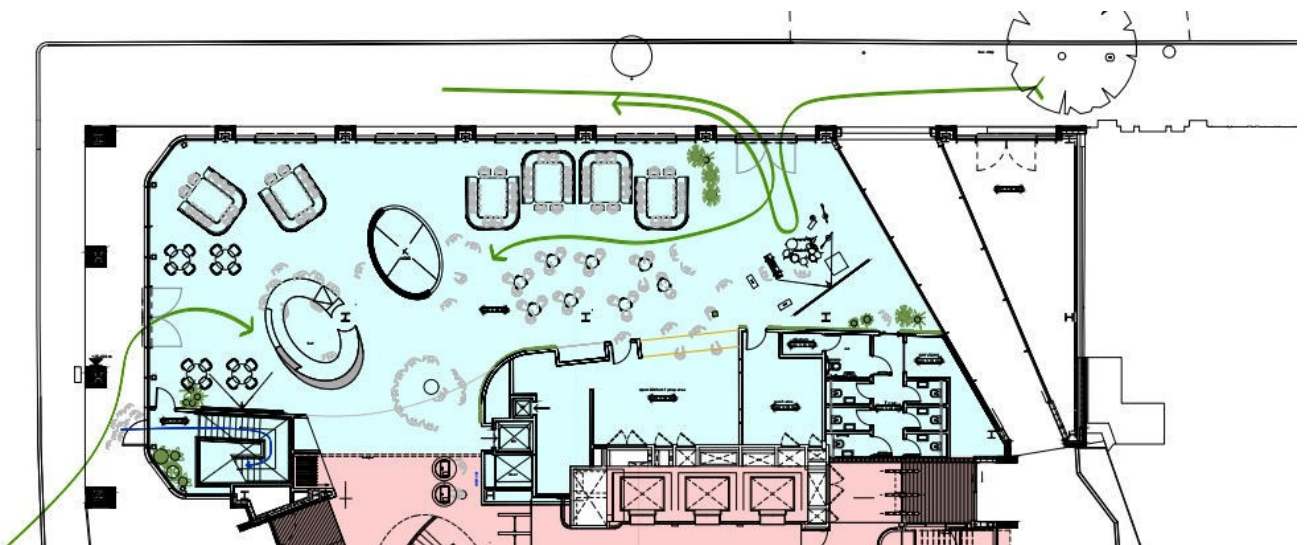
Access to the vertical farm and the chef's table will be via the stairwell on the left of Unit 1. There is a wheelchair accessible lift at the far-right side of the farm. The doorway across from the lift access will be secure entry, preventing any guests and non-GSK employees from accessing the plant and services areas.

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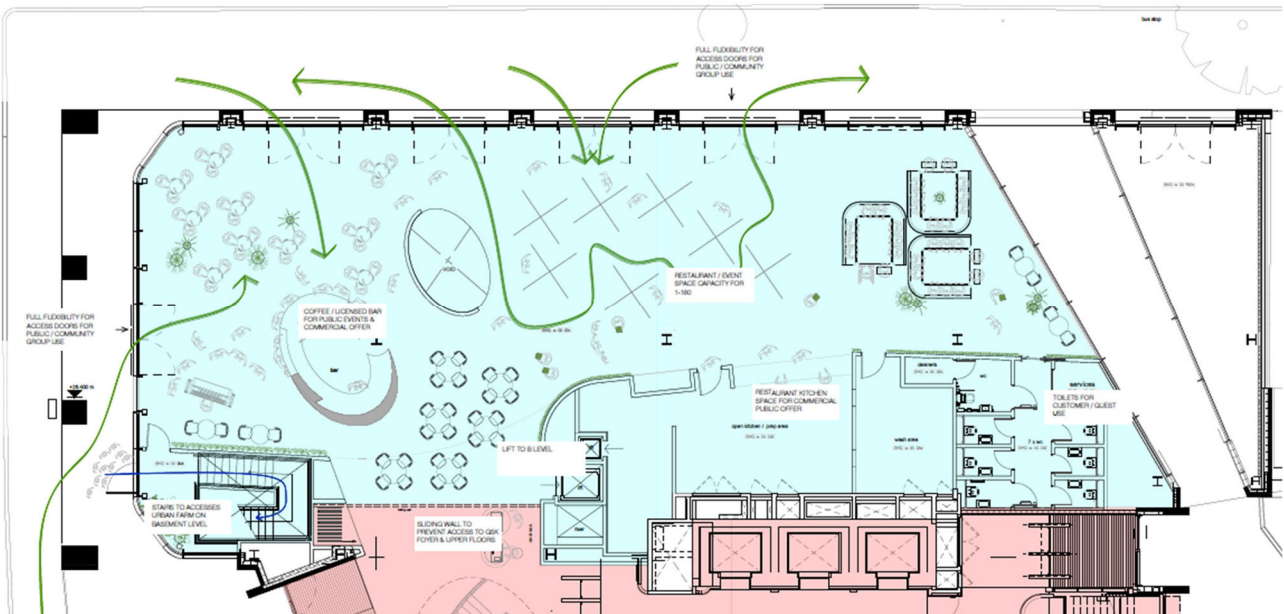
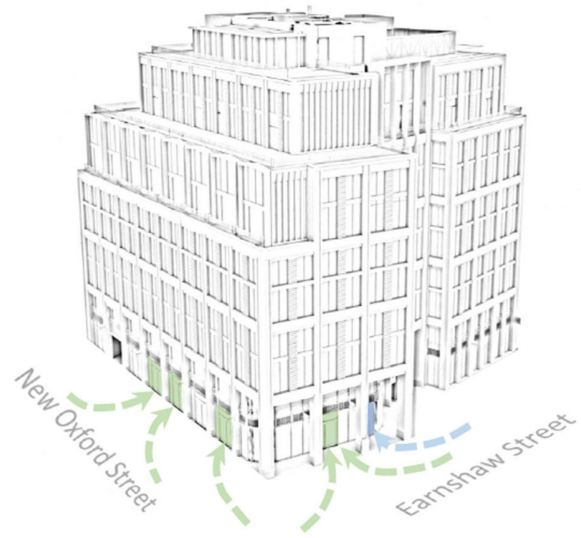
Typical Public & Restaurant Mode (no events)

People will access the restaurant, vertical farm and event space via a door along New Oxford Street and Earnshaw Street (shown in green on the image). There is an additional door proposed on the west elevation to the north of the office reception, which will be a means of escape from the basement required under regulations (shown in blue on the image). As shown on the plan below, access will be closed off to the GSK reception and upper floors to ensure separation from the workplace.



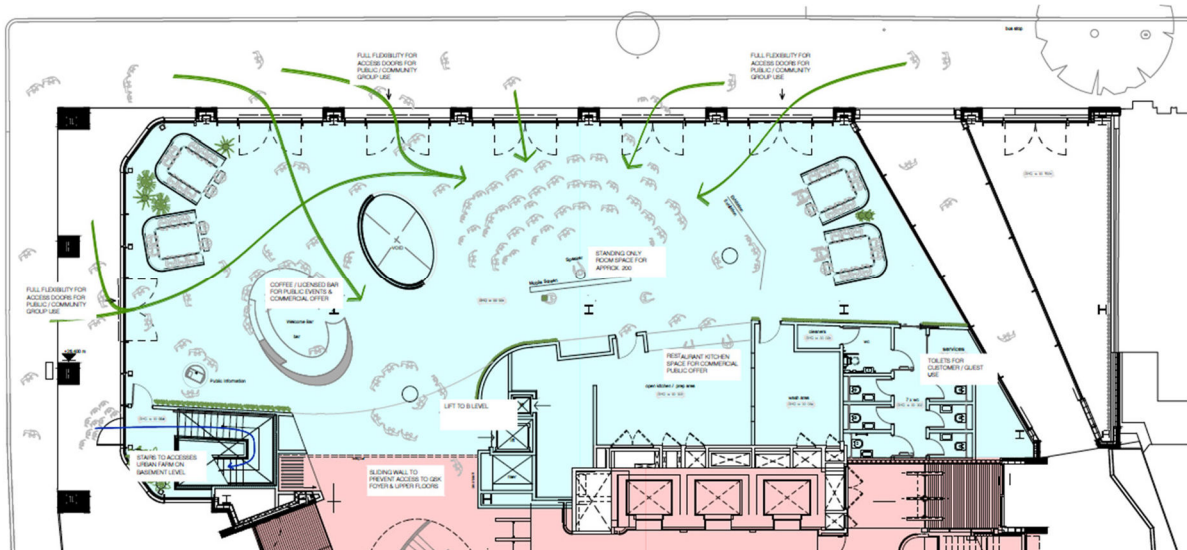
Public Exhibition Space

Units 1–3 will provide a flexible and vibrant space for a wide range of activities, such as exhibitions and workshops, which may benefit from having multiple access points along New Oxford Street, to entice people inside.



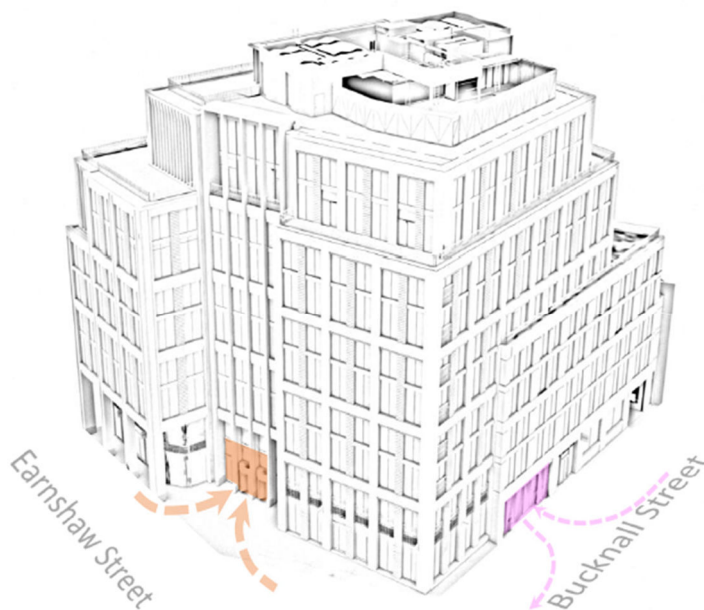
Public Event Space

Units 1–3 could provide a perfect setting for public speeches and presentations, providing talks on sustainability and wellness in the surrounds of the vertical farm. Furniture could be removed temporarily to allow open access from the street and accommodate set-ups for both in- person and digital presentations. This type of event would be scheduled within our programme calendar.



Service Delivery Access

Deliveries and collections will be via the service access on Bucknall Street. Frequency and management of deliveries will be in accordance with the Services and Deliveries Management Plan.



Operational Strategy

It's GSK's intent to work with a range of charitable and community partners to offer out use of this space, such as:

- Opportunities for training and development programmes with charitable partners
- Procurement from local Camden located businesses would be implemented where possible – working to create a network of local partner suppliers
- Local start up-opportunities through pop-up takeovers in the restaurant for both GSK and the wider community
- Apprentices and work placement support – partnering with schools and education centres from across the borough.

GSK is willing to accept a condition to provide a School and Community Events Strategy to ensure this benefit is maximised to its greatest potential with a dedicated coordinator managing this process.

The suggested wording of the condition is outlined below:

Prior to the commencement of the use hereby approved, the Community Events Coordinator will submit a School and Community Events approach and strategy to the London Borough of Camden, to promote and organise use of units 1, 2 and 3 for school and/or community visits and events. These events shall be carried out in accordance with the agreed strategy, which shall be reviewed annually to ensure its effectiveness.

Event organisers will work with our appointed Community Events Coordinator to plan and promote the programme of activities to be held in the ground and basement floors, such as detailed in the 'Schedule of Events' sample. Uptake of each type of activity will be regularly monitored to ensure the offering stays relevant and of interest to the community. Select events may be seasonal and in keeping with the menu offer within the restaurant and chef's table space.

To help demonstrate the type of events and community events that could be delivered on the site, please refer to *The Pharm Events Schedule Example*.

Management and Security

GSK has established security suppliers who will manage all security matters reporting into GSK's corporate security team, whilst all FM services, management and control will be through their FM service partner covering the whole site. To allow for innovation or local SME suppliers and retailers these will be managing agent controlled through our global office supplier but retain distinct character and diversity of supply base.

There would be clear separation between the GSK staff/office foyer and the restaurant by a glass screen with integral double sliding doors would allow monitored access for GSK staff to enter the restaurant internally (only during office hours). This door would be open during GSK hours to allow staff to flow through from the office lobby into the space.

Dividing screen between restaurant and GSK arrival foyer (sliding doors closed):



Dividing screen between restaurant and GSK arrival foyer (sliding doors open):



Emergencies

GSK will manage fire evacuation through the site's Security Control Room and facilities management teams coordinated by an Incident Controller. Local fire safety, business continuity etc. remain within GSK, managed through an inhouse Workplace, Real Estate and Facilities team (WREF) on site.

Local Duty Holder responsibilities will remain with GSK named individuals, broadcasting licensing and UHF radio licensing will remain with GSK (a separate licence to sell beverage to be sold and consumed on site will be through the Facilities Management Provider).

INTREPID EXPERIENCE HUNTERS!....HERE IS YOUR GUIDE TO THIS MONTH'S EVENTS

Where does my food come from?

Food. We need it for our survival and we think about it multiple times a day... but how deeply are we considering its journey to our plate?

Mary, Mary, quite contrary, how does your garden grow?

Top tips to help you overcome some common problems balcony gardeners face and ensure you have a successful and thriving balcony garden!

School Workshop

Local Camden School visit – basement level harvest

Mindful Mondays

In a world full of doing doing doing, it's important to take a moment to just breathe, to just be.

Hero to Zero

Come hear our Zero carbon footprint of growth-to-mouth story, in the heart of the farm.

Open Mic Night

All genres welcome

Super Food Sundays

Get your farmers cap on and help us harvest the best in crop

DRAFT PHARM

JUNE 2024

SUN	MON	TUES	WED	THURS	FRI	SAT
26	27 Mindful Monday 4 – 5pm	28	29 Where does my food come from? 4 – 5pm	30	31	1
2	3	4 Hero to Zero 4 – 5pm	5	6	7 Speaker Evening 7pm	8 Public Harvest
9 Superfood Sundays 7pm	10	11	12 Mary Mary ...how does your garden grow? 4 – 5pm	13	14	15
16	17	18 School Workshop 4 – 5pm	19	20	21 Open Mic Night 7pm	22
23	24	25	26 School Workshop 4 – 5pm	27	28	29 Public Harvest
30 Superfood Sundays 7pm	1	2	3	4	5	6

