

Secret Group – 180 Arlington Rd, London NW1 7HL – Planning Application
Our Reference (D-SC-ARL-23-009)

Indicative Audience Movement & Venue Operations

The Purpose of this Document

This document has been prepared on behalf of Secret Group Limited for their Change of Use application from D2 (Bingo Hall) to an event space (Sui Generis Use Class) to be located at 180 Arlington Rd, London NW1 7HL

The Change of Use of 180 Arlington Rd, London NW1 7HL will allow the site in Camden to be used for a range of event activities, including film screenings, theatrical performance, community activities, music and interactive / static display spaces.

Due to the variety of potential event scenarios, this document has been created to show one possible scenario as this most closely aligns with previous projects and undertakings. A dedicated Venue Management will be provided to the authority prior to new uses of the space.

The Site

The site is bounded by Arlington Road to the West, Parkway to the South, Inverness Street to the North, and Camden High Street to the East. The site has access to the public highway on both Arlington Road and Inverness Street.

The site is currently occupied by Mecca Bingo. The building was constructed in the 1930's, originally as The Gaumont Camden Town, a 2,742 seat cinema. In 1968, the site was split horizontally into the Odeon as the upper portion, accessed from Parkway, and the Rank Strand Club as the lower portion, which was later renamed as Mecca.

“Trading has been tough across hospitality, and regular bingo players have been slow to return to halls since the pandemic. As a result, despite the prime location of our Camden club, we are not seeing the footfall required to ensure the continued operation of the venue as a bingo hall.

180 Arlington Road has been a Mecca Bingo for 55 years and rather than mothball the site, we

are keen to secure its future. Having reviewed various options we are confident that Secret Cinema’s proposal will build on the site’s great heritage of community, excitement and entertainment, and offers the best solution both for the venue and the area.”

Statement from Rank

SGL are excited to revitalise the site, bringing it back into popular usage, which is fitting with central entertainment uses of the area. In recent years, Camden has become home to a number of immersive theatrical events, such as Peaky Blinders and Tomb Raider at Camden Stables Market, and it is hoped that we can build on this success, and make Camden a destination for immersive theatre in London.

The site is centrally located on Arlington Road, with Camden Town Northern Line station being an easy 3 minute walk away. The surrounding area is a mixture of residential and commercial uses, with a number of bars and restaurants being located within close proximity.

Overall the site extends to 1,913 m2, on the ground floor, with some ancillary back of house spaces being located at basement and first floor levels.

Area	Current Use	Proposed Use	Retained Use m2	Changed Use m2
Ground Floor	Foyer & Bar	Foyer & Bar	775m2	
Ground Floor	Bingo Hall	Main Event Space		1,140m2
1st Floor	Offices, Dressing Rooms and Ancillary	Offices, Dressing Rooms and Ancillary	175m2	
Basement	Plant Rooms	Plant Rooms	329m2	

The Proposed Development

The building was originally designed as a cinema/ music hall arrangement with front of house, auditorium and stage area. It is proposed that SGL will utilise all areas in a similar manner to those which have subsequently been managed as a Bingo Hall.

- Existing foyer area (access from/to Arlington road) - remaining as main entrance and foyer/ congregation space
- Existing bingo hall (accessed internally from the foyer) - remaining as audience space/ auditorium
- Bar area (access from/to Inverness Street and internally from the auditorium) - remaining as bar/ function space

As the previous use was within a similar use category, very little work on the building's infrastructure is planned. A modest amount of internal refurbishment works are required. External elements such as windows and doors will be refurbished inline with their current appearance, and a separate advertising consent application will be submitted for the replacement of the property's signage.

SGL plans to use the space as a multi-purpose events venue, and it is the intention that a number of individual events will be hosted on the site.

Given the size of the venue, it is currently planned that these shows will follow a 'pulse' format, with tickets being available on a time slot basis. This approach effectively distributes the audience throughout the day, rather than a singular 'curtain' time, which concentrates audience arrivals and departures into a short time period.

In addition, it is planned to provide a food and beverage offering, within the area currently occupied by Mecca's current bar. This will be primarily provided to compliment the main offering within the event space, but at times may run independently using the entrance on Inverness Street.

SGL are aware that Arlington Road and the surrounding areas have increasingly become an area of high crime and antisocial behaviour. It is envisaged the proposed development will have a positive impact in reducing these issues. The increased visible staffing presence around the entrance, and the nature of the audience flow being distributed throughout the day will help reduce the risk of crime usually associated with little footfall.

The landlord is keen to keep the site in use, and the proposed development provides a secure future for the application site, further reducing the risk of crime and antisocial behaviour normally associated with vacant sites.

Introduction

This document has taken the following steps towards its assessment of the likely impact on transport of the SGL events:

- Discussions with Secret Group Ltd.
- Discussions with the Landlord to identify potential issues that may arise.
- Previous knowledge of working on other London sites
- Previous knowledge of working at entertainment venues on other London sites
- Site visits during 2023 to assess site activity and assess the viability of the site.
- Collation of bus, cycle, tube and other transport network data.

Scope

The project is a Change of Use of 180 Arlington Rd, London NW1 7HL. Both the impact of the events, and the likely methods that attendees will use to attend the events have been investigated. There are good bus, train and tube links to the proposed site from Central London and it is anticipated most attendees will make use of public transport to attend the venue.

Indicative Show schedule

- | | |
|-------------------|--|
| • Monday – | 15 minute arrivals from 14.00 to 23.00 |
| • Tuesday – | 15 minute arrivals from 14.00 to 23.00 |
| • Wednesday – | 15 minute arrivals from 14.00 to 23.00 |
| • Thursday – | 15 minute arrivals from 14.00 to 23.00 |
| • Friday – | 15 minute arrivals from 14.45 to 23.00 |
| • Saturday – | 15 minute arrivals from 10.00 to 23.00 |
| • Sunday – | 15 minute arrivals from 12.00 to 23.00 |
| • Bank Holidays - | 15 minute arrival from 12.00 to 23.00 |

This indicative, staggered, timed arrival approach allows SGL to manage audience arrival over a period of time - meaning that across a 15 minute period around 24 audience members will arrive at any one time.

Access Plan

The proposed venue is located within the Camden Town Conservation Area within the London Borough of Camden at 180 Arlington Rd, London NW1 7HL. The venue will be open up to seven days per week and it is anticipated that the venue could welcome up to 1,008 audience members to the venue throughout each day, and as such a clear and well proven pedestrian access plan is required.



Audience Walking Route

180 Arlington Road is well located for public transport:

Station	Line	Distance (walking, mins)
Camden Town*	Northern Line	3
Camden Road	Overground	8
London Euston	National Rail Services Northern Line Victoria Line	20
Kings Cross St Pancras	National Rail Services InterNational Rail Services Northern Line Victoria Line Circle Line Metropolitan Line Piccadilly Line Hammersmith & City Line	24
Baker Street	Bakerloo Line Hammersmith & City Line Metropolitan Line Circle Line Jubilee Line	32

* At peak periods TfL may choose to limit access into Camden Town station, however access to the Northern Line can be achieved via Mornington Crescent or Chalk Farm.

The main access to the building will be via the existing main entrance located on Arlington Road. The existing entrance doorway and canopy will be refurbished to allow audience members to enter the ticket and bag check area, reducing the need for visitors to wait outside the venue. Additional doors and entrances will offer secondary access and egress, and be used as emergency exits from the building. These open onto Arlington Road and Inverness Street.

It will take approximately three minutes for our audience members to walk from the nearest station

(Camden Town) to the event venue entrance on Arlington Road. This is a total of 0.1 miles. In reality this transfer time could take anywhere between three and ten minutes - taking into account waiting for road crossings and the groupings of people.

SGL have extensive experience in the delivery and management of publicly accessible venues, including:

Location/ Production	Capacity	Visitors per show (average)
Wembley Park / Guardians of the Galaxy	800	600
Wembley Park / Bridgerton	800	600
Canning Town / Stranger Things	1200	1153
Dagenham / Casino Royale	1500	1308
Canning Town / Moulin Rouge	864	782
Canning Town / Blade Runner	920	862

This demonstrates that SGL are capable and competent in running venues of this scale and nature, and have the necessary management structures and procedures in place to minimise the negative impact on local residents and businesses.

Public Transport

Many public transport options are available to those attending events at the site..

PTAL Score

PTAL (Public Transport Access Level) rates a selected place based on how close it is to public transport and how frequent services are in the area. PTAL is a measure of connectivity by public transport, which has been used in various planning processes in London for many years. For any selected place, PTAL suggests how well the place is connected to public transport services. It does not cover trips by car.

PTAL values are simple. They range from zero to six, where the highest value represents the best connectivity. For historical reasons, the PTAL value of one is split into two categories (1a and 1b) and the PTAL value of six is split into two categories (6a and 6b). All together there are nine possible values of PTAL: 0, 1a, 1b, 2, 3, 4, 5, 6a and 6b.

A location will have a higher PTAL if:

- It is at a short walking distance to the nearest stations or stops
- Waiting times at the nearest stations or stops are short
- More services pass at the nearest stations or stops
- There are major rail stations nearby
- Any combination of all the above

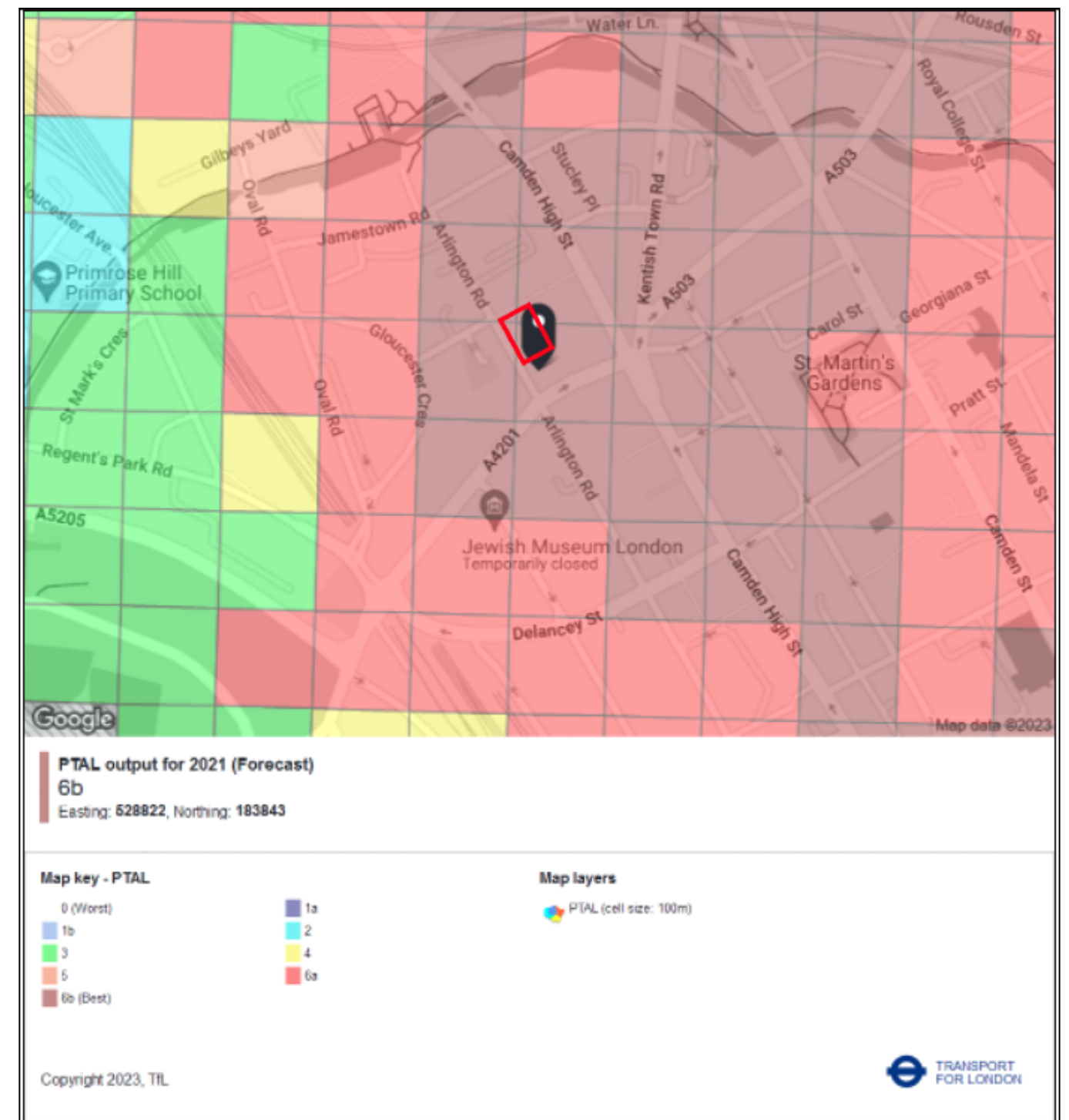
WebCAT PTAL Report

Site Details

- Grid Cell: 97709
- Easting: 528822
- Northing: 183843
- Report Date: 21/08/2023
- Scenario: 2021 (Forecast)

Calculation Parameters

- Day of Week: M-F
- Time Period: AM Peak
- Walk Speed: 4.8 kph
- Bus Node Max Walk Access Time (mins): 8
- Bus Reliability Factor: 2.0
- LU Station Max Walk Access Time (mins): 12
- LU Reliability Factor: 0.75
- National Rail Station Max Walk Access Time (mins): 12
- National Rail Reliability Factor: 0.75



Mode	Stop	Route	Distance (metres)	Frequency (vph)	Walk Time (mins)	SWT (mins)	TAT (mins)	EDF	Weight	AI
Bus	CAMDEN TN KENTISH TN RD	134	160.43	12.42	2.01	4.42	6.42	4.67	0.5	2.34
Bus	CAMDEN TN KENTISH TN RD	88	160.43	9.32	2.01	5.22	7.23	4.15	0.5	2.08
Bus	CAMDEN TN KENTISH TN RD	214	160.43	8.28	2.01	5.62	7.63	3.93	0.5	1.97
Bus	CAMDEN TOWN PARKWAY	C2	39.37	8.28	0.49	5.62	6.12	4.91	0.5	2.45
Bus	CAMDEN TOWN PARKWAY	274	39.37	7.76	0.49	5.86	6.36	4.72	0.5	2.36
Bus	CAMDEN TOWN STN HIGH ST	24	120.64	10.35	1.51	4.9	4.41	4.68	0.5	2.34
Bus	CAMDEN TOWN STN HIGH ST	31	120.64	10.35	1.51	4.9	6.41	4.68	0.5	2.34
Bus	CAMDEN TOWN STN HIGH ST	27	120.64	8.28	1.51	5.62	7.13	4.21	0.5	2.1
Bus	CAMDEN TOWN STN HIGH ST	168	120.64	9.32	1.51	5.22	6.73	4.46	0.5	2.23
Bus	CAMDEN TOWN BAYHAM ST	29	167.41	15.52	2.09	3.93	6.02	4.98	1	4.98
Bus	CAMDEN TOWN BAYHAM ST	253	167.41	12.42	2.09	4.42	6.51	4.61	0.5	2.3
Bus	CAMDEN STREET PRATT ST	46	433.66	6.21	5.42	6.83	12.25	2.45	0.5	1.22
Rail	Camden Road	'CLPHMJC-STFDNLL '	540.97	4	6.76	8.25	15.01	2	1	2
Rail	Camden Road	'STFDNLL-CLPHMJC '	540.97	4	6.76	8.25	15.01	2	0.5	1
Rail	Camden Road	'RICHNLL-STFDNLL '	540.97	4	6.76	8.25	15.01	2	0.5	1
Rail	Camden Road	'STFDNLL-RICHNLL '	540.97	4	6.76	8.25	15.01	2	0.5	1
LUL	Camden Town	'Edgware-Morden '	106.16	15	1.33	2.75	4.08	7.36	0.5	3.68
LUL	Camden Town	'MillHill-Morden '	106.16	5	1.33	6.75	8.08	3.71	0.5	1.86
LUL	Camden Town	'Morden-HighBarnet '	106.16	25.97	1.33	1.91	3.23	9.28	0.5	4.64
LUL	Camden Town	'Kennington-Edgware '	106.16	30	1.33	1.75	3.08	9.75	1	9.75
LUL	Camden Town	'HighBarnet-Kenn '	106.16	15	1.33	2.75	4.08	7.36	0.5	3.68

Total Grid Cell AI: 57.32

PTAL: 6b

The proposed venue entrance has a PTAL score of 6b and is surrounded by PTAL scores of 6a (where 6b is the best score). A PTAL score of 6b shows that this location is one of the best connected in London.

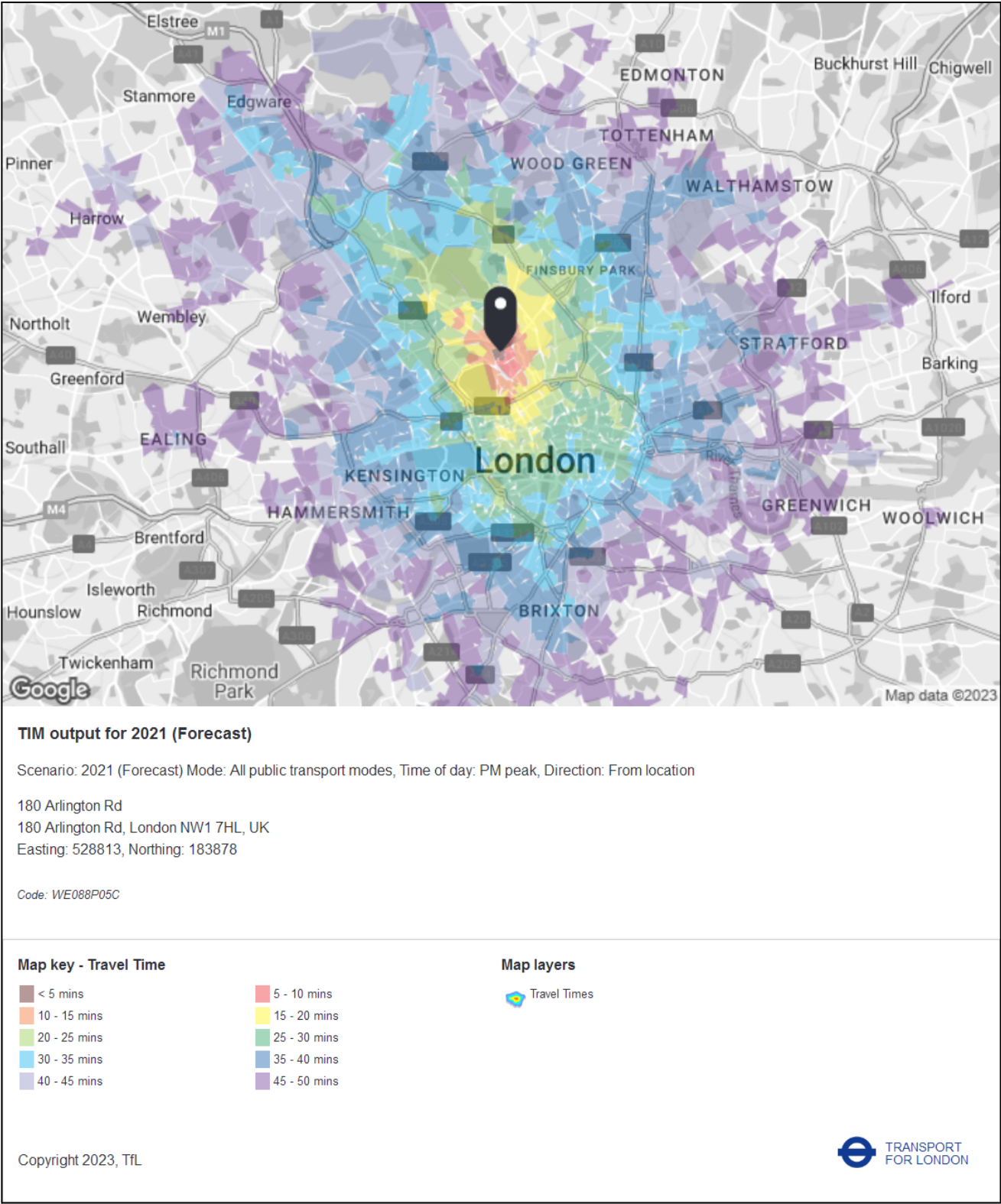
Travel time

The proposed venue is well located for public transport times across London – virtually all of London can be achieved within 50 mins travel time of the venue entrance.

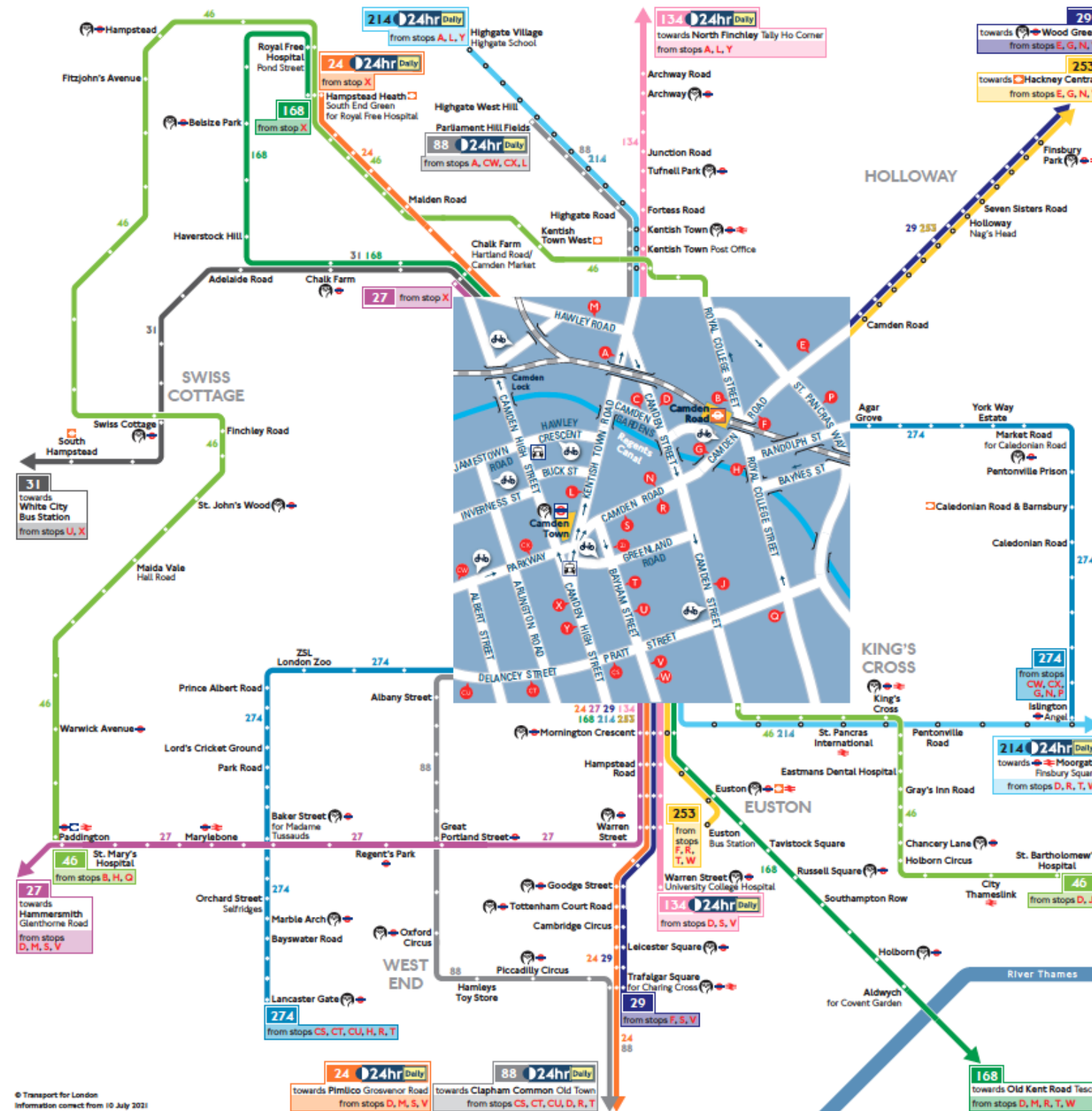
Rail

The Arlington Road site is well connected to the rest of London by rail:

- Camden Town Station is located approximately 3 minutes walk away
 - o Northern
- Camden Road Station is located approximately 8 minutes walk away
 - o Overground
- London Euston Station is located approximately 20 minutes walk away
 - o National Rail Services
 - o Northern Line
 - o Victoria Line
- Kings Cross St Pancras is located approximately 24 minutes walk away
 - o National Rail Services
 - o InterNational Rail Services
 - o Northern Line
 - o Victoria Line
 - o Circle Line
 - o Metropolitan Line
 - o Piccadilly Line
 - o Hammersmith & City Line
- Baker Street Station is located approximately 32 minutes walk away
 - o Bakerloo Line
 - o Hammersmith & City Line
 - o Metropolitan Line
 - o Circle Line
 - o Jubilee Line



Bus



Mode	Stop	Route	Distance (metres)	Walk Time (mins)	First Bus	Last Bus
Bus	CX	274	98.14 m	1	M-F - 05:46 Saturday - 05:46 Sunday - 05:45	M-F - 00:43 Saturday - 00:44 Sunday - 00:42
Bus	CX	88	98.14 m	1	24hrs	24hrs
Bus	X	24	160.93 m	2	24hrs	24hrs
Bus	X	27	160.93 m	2	M-Thu - 06:05 Friday - 06:05 Saturday - 06:05 Sunday - 06:02	M-Thu - 01:03 Friday - 01:09 Saturday - 01:09 Sunday - 01:04
Bus	X	31	160.93 m	2	M-F - 05:01 Saturday - 05:01 Sunday - 05:01	M-F - 00:31 Saturday - 00:32 Sunday - 00:31
Bus	X	168	160.93 m	2	M-F - 05:11 Saturday - 05:11 Sunday - 05:11	M-F - 00:12 Saturday - 00:12 Sunday - 00:12
Bus	X	N5	160.93 m	2	Sun > Mon - 00:24 Fri > Sat - 01:07 Sat > Sun - 01:07 Mo/Th > Tu/Fr - 00:59	Sun > Mon - 06:11 Fri > Sat - 06:12 Sat > Sun - 06:13 Mo/Th > Tu/Fr - 06:11
Bus	X	N27	160.93 m	2	Sun > Mon - 01:13 Fri > Sat - 01:16 Sat > Sun - 01:16 Mo/Th > Tu/Fr - 01:13	Sun > Mon - 05:40 Fri > Sat - 05:40 Sat > Sun - 05:40 Mo/Th > Tu/Fr - 05:40
Bus	X	N28	160.93 m	2	Sun > Mon - 00:53 Fri > Sat - 00:59 Sat > Sun - 01:00 Mo/Th > Tu/Fr - 00:53	Sun > Mon - 04:22 Fri > Sat - 04:27 Sat > Sun - 04:28 Mo/Th > Tu/Fr - 04:22

Mode	Stop	Route	Distance (metres)	Walk Time (mins)	First Bus	Last Bus
Bus	X	N31	160.93 m	2	Sun > Mon - 01:08 Fri > Sat - 01:09 Sat > Sun - 01:09 Mo/Th > Tu/Fr - 01:08	Sun > Mon - 04:37 Fri > Sat - 04:38 Sat > Sun - 04:38 Mo/Th > Tu/Fr - 04:37
Bus	T	88	321.86 m	4	24hrs	24hrs
Bus	T	168	321.86 m	4	M-F - 05:11 Saturday - 05:11 Sunday - 05:11	M-F - 00:12 Saturday - 00:12 Sunday - 00:12
Bus	T	214	321.86 m	4	24hrs	24hrs
Bus	T	253	321.86 m	4	M-Thu - 05:52 Friday - 05:52 Saturday - 05:51 Sunday - 05:51	M-Thu - 00:45 Friday - 00:46 Saturday - 00:46 Sunday - 00:45

Staff travel arrangements

Information will be sent to our staff and contractors regarding travel arrangements. We will ensure that:

- Staff are encouraged to use public transport and/or cycle - SGL will provide secure cycle parking for staff / contractors.
- Staff are informed that there is no car parking available at the venue, or on any of the streets around the venue in the immediate area .
- Ensure that shift times and patterns allow for the use of public transport.

Access to the venue (arrivals) (indicative)

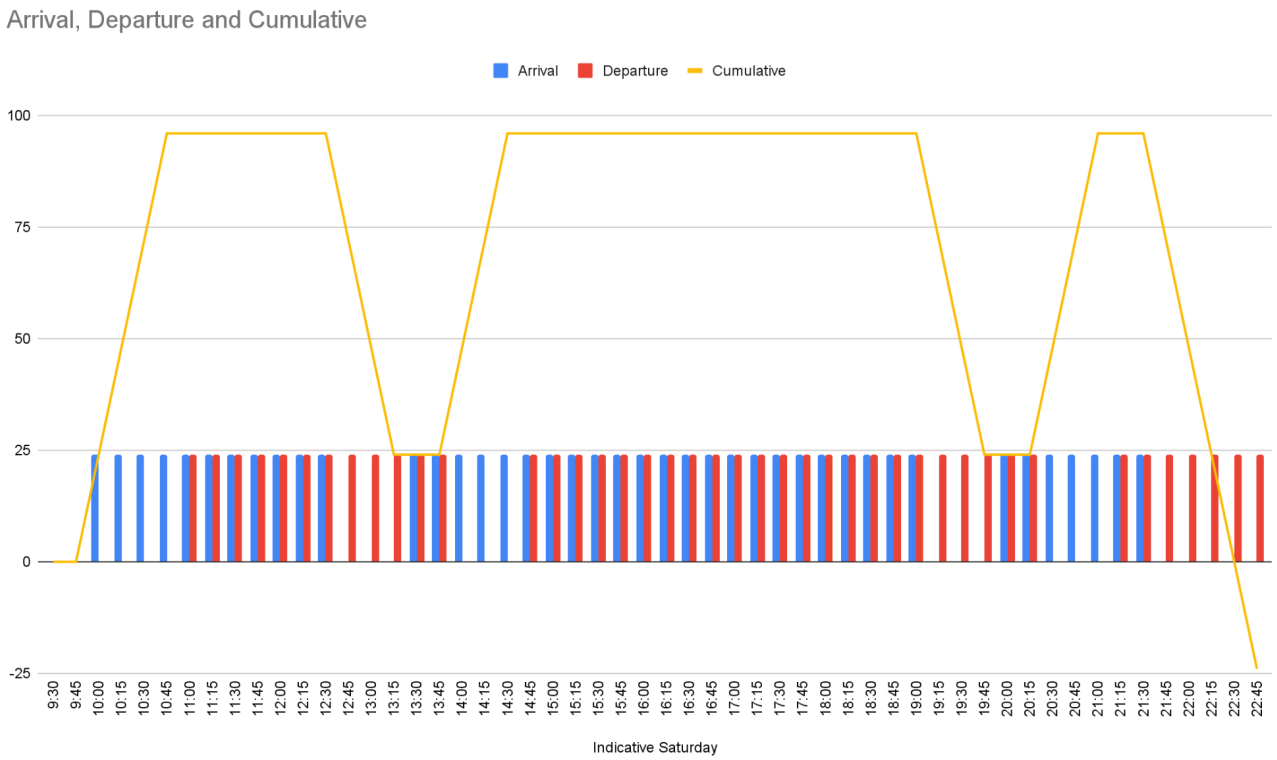
To indicate the type of uses expected for this location, the following shows the arrival of the guests to be phased, to reduce the impact of our audience on existing public transport users and other foot traffic.
Typical arrival times as follows:

Day	First Admission	Last Admission	Venue Close	Sessions per day
Monday	14:00	21:45	23:00	31
Tuesday to Thursday	14:00	21:45	23:00	31
Friday	14:00	21:45	23:00	31
Saturday	10:00	21:45	23:00	47
Sunday	12:00	21:45	23:00	39
Bank Holiday	12:00	21:30	23:00	39

Under this model, the busiest day is proposed to be a Saturday which will see a total of 47 groups of 24

people use the venue, making a total of 1,128 distinct visitors and 2,016 person trips over the course of 13 hours. This is an average of 155 movements per hour which is easily accommodated within the existing bus, train, LUL and cycle offerings in the locality.

As an indication of movement:



This demonstrates:

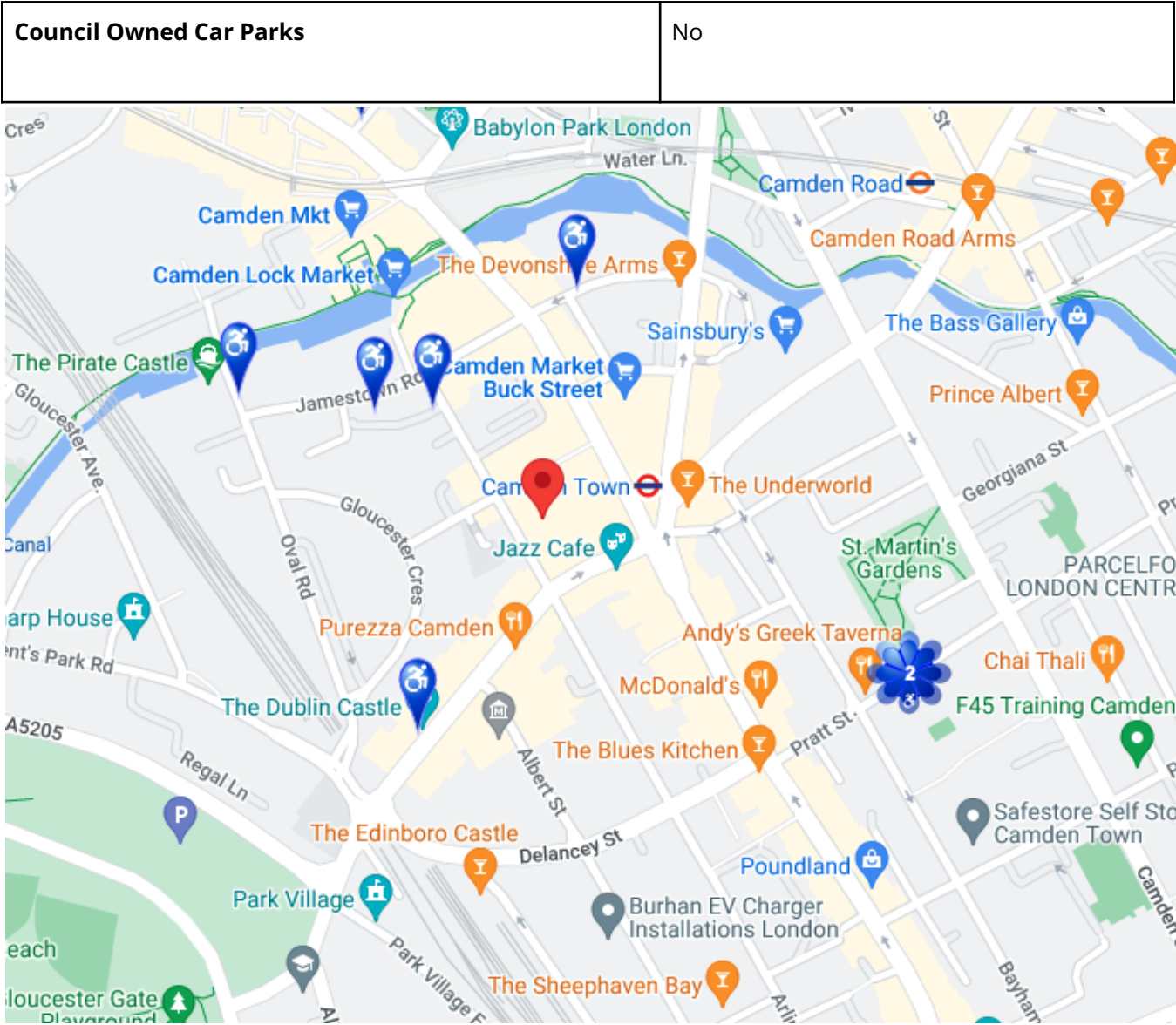
- Average of 77 arrivals per hour
- Average of 77 departures per hour
- Max of 96 arrivals per hour
- Max of 96 departures per hour
- Maximum number of guests on site (at any one time) of 120
- Dips in chart above shows slowing of arrivals in the schedule to allow for staff breaks

The entrance to the venue will be clearly marked, with marketing materials (venue specific website) directing guests to arrive and depart via the existing doors on Arlington Road. Further secondary entrance/ exit route will be used from the building onto Inverness Street, including emergency exits and staff access/ egress points.

The entry area within the building is large enough to accommodate all patrons waiting for their ‘time slot’, meaning that bag and ticket check will take place within the building, reducing the likelihood of guests preventing or blocking other foot traffic from using the pavement access.

The route and access to the venue will be suitable for wheelchair users, with accessible parking spaces located within close proximity to the venue, with details to be posted to the venue website:

Blue Badge Parking Free with no time restrictions	Weekend: Yes Weekdays: Yes, max stay 4 hours
Pay & Display Parking On street	Free with no time restrictions during the enforcement period. Blue Badge - bonus free hour Red Badge: Yes
Shared Used Bays (Pay & display & Residents Parking)	No
Residents Bays Parking (with no time restrictions during the enforcement period)	No
Single & Double Yellow Lines Parking for maximum 3 hrs	Blue Badge: No Red Badge: max stay 30 minutes



Accessible car parking locations

Arlington Road	135m
Arlington Road	160m
Parkway	160m
Hawley Crescent	320m

Egress from the venue (departures)

Venue egress routes will be managed dynamically and any changes outlined in the Venue Management Plan.

The route is a reverse of the access arrangements

- Guests will exit the venue to the east of the building (Arlington Road) (primary) and north of the building (Inverness Street) (secondary).
- Audience members will be guided to exit via Parkway as the closest and quickest route to public transport links
- The departure of the guests will be phased, to reduce the impact of our audience on the existing station users and other foot traffic. Typical egress times for the last two hours of the day are expected to be as follows:

Indicative Saturday

- 21.15 – 24 pax
- 21.30 – 24 pax
- 21.45 – 24 pax
- 22.00 – 24 pax
- 22.15 – 24 pax
- 22.30 – 24 pax
- 22.45 – 24 pax
- 23.00 - 24 pax

The final bar area will remain open until 23.30 to allow for 'drinking up' time, and to stagger the final departures. No departures from site (other than staff) will be after 23.59pm

Emergency Egress

In the event of an emergency, egress from the event site will be made onto the streets surrounding the venue - to the north this will be directly onto Inverness Street; to the east this will be onto Arlington Road; to the west egress will be via the loading yard and emergency routes, and then to the north onto Inverness street. There are no emergency routes to the south of the demise. Ultimately all evacuees will be guided to Inverness Street as part of the evacuation plan.

Should an evacuation from the venue be determined to be final (i.e. there will be no further show and the audience are to leave the site) then a staggered egress will be enacted, in line with the 'normal egress' shown above.

Proof of Concept

The SGL audience arrival and departure system has been used to great effect for previous event productions. The numbers in question are much smaller than those at previous shows, and the walking time is comparable to previous venues.

	Dagenham (Dagenham and Barking)	Canning Town (Newham)	Wembley Venue	Proposed 180 Arlington Venue
Time of year	Summer	Various	Various	Various
Event audience capacity	1500	1200	1500	Indicative - 1128 per day
Event location	Dagenham East, Dagenham and Barking	Manor Road Retail Park, Newham	Fulton Road, Brent	Arlington Road, Camden
Nearest Station	Dagenham East Station	Canning Town Station	Wembley Park Station	Camden Town
Walking distance (audience route)	0.1 miles	0.4 miles	0.3 miles	0.1 miles
Anticipated walking time	3 minutes	9 minutes	7 minutes	3 minutes

Audience Travel

It is likely that most of the audience members will attend the venue from London either because they are based in London, or are travelling to London as part of a longer trip.

Cycle Parking

Cycle parking will not be offered onsite for the use of our guests as the nature of our events (where our audiences are often in costume) and previous experience has shown that cycle parking is rarely used. On street cycle parking is available within 20m of the venue entrance on the opposite side of Arlington Road (outside Camden House to the north, and Goodfare Italian Restaurant to the south).

Car Parking

We are not intending to create any additional car parking spaces for attendees to the events. All audience communications (website, emails, facebook) will clearly outline that there is no parking available at, or around the venue.

Emergency Vehicle Access

For details of emergency vehicle access to the site, please see the Venue Management Plan documentation. Emergency vehicle access will depend on the nature and exact location of the incident – access to the venue will be from Inverness Street and Arlington Road. Any emergency vehicles will be met by a member of the security team and guided to the correct part of the venue.

Conclusion

In this document we have drawn individual conclusions relating to each identified transport issue. The resulting overall conclusion is that the event will have little significant impact on local transport networks and that the existing provision is adequate. Other identified issues will be covered by procedural measures, and in our Event Management Plan to deal with crowd movement issues.