



## Lane7: Hawley Wharf, Camden Lock, London

### **Company Overview**

Lane7 is an innovative competitive socialising company with 11 venues operating across the country from Aberdeen to Bristol, with more sites currently in progress, scheduled for a winter opening, including a site in London Victoria.

While bowling is our passion and the core product of Lane7, we are unique to other competitive socialising concepts, in that we operate several other activities in each site, from interactive darts, tech infused mini golf, Immersive cricket batting cages, pool, table tennis, high tech arcades etc. L7 Hawley Wharf is planning to have Bowling lanes, Pool tables, ping pong tables and a unique arcade concept.

Lane7 is a premium brand, and we pride ourselves on high quality service, drinks, food and activities, where guests can move between activities throughout their visit, or just enjoy our food and drinks.

### **Company Booking Policy**

Lane7 venues currently run at 80% pre booked capacity across all sites as an average. This means that the majority of our activities are booked well in advance, giving us the luxury to ensure we have the optimal groups booked on to each activity to re enforce the venues vibrant atmosphere and reduce queuing.

On arrival, or at any point throughout the day/night, guests will need to check in at our reception desk in order to use any of the activities, or check in for their reservation.

We also accept full venue hires for corporate customers on request.

## Lane7 Camden Lock Site specifics:

### Trading Hours

We are proposing to open the venue as follows:

Day	Sale of Alcohol (on sales only) Films Recorded Music Live Music Indoor Sport Events Anything similar	Opening Hours
Sunday*	11:00 to 22:30	08:00 to 23:00
Monday - Thursday	10:00 to 23:30	08:00 to 00:00
Friday & Saturday	10:00 to 00:00	08:00 to 00:30

\*Bank holidays will trade as Sunday trading hours

### Trading patterns

We anticipate, based on the trading patterns of similar Lane7 venues, that this venue will do the majority of its trade after 5pm and before Midnight, this should split roughly as follows:

- 45% Wet sales (Drinks)
- 55% Gaming

From those figures its evident that wet sales would not be our primary footfall driver, and within that wet revenue percent, there will be a sizable volume of non alcoholic drinks sold as part of our company push to a better range of 'No and Low' ABV drinks.

With the planned bookable spaces in this venue, we anticipate seeing between 5,000 to 7,000 guests a week through the doors, with winter and rainy weeks bringing the top end of that scale, and summer is the reverse.

### Deliveries, collections & site access

All site deliveries will arrive through the central goods yard for the complex, Monday to Friday, between 7am and 11am, to remain outside the Hawley Wharf standard trading hours.

Any 3<sup>rd</sup> parties arriving on site, eg. Maintenance personnel, will also arrive via the central goods yard, Monday to Thursday 8am to 2pm (Except in case of emergencies where they can arrive any time)

All bins and wastage are stored in the central goods yard for the complex also, these will be collected up to 7 days a week as dictated by volumes.

All deliveries, collections and site access will be compliant with the agreed delivery management process of Hawley Wharfe and fully reflects the transport statement that has been prepared in support of the change of use application.

### **The Guest Journey**

All guests will arrive through the main doors straight into the bar area, where our reception desk will be situated, they will be greeted by our hosts, where the guest journey begins. Guests will check in and get the information on their activity, whether that be a full brief on games like Shuffleboard or interactive darts, or just to get gaming equipment, like bowling shoes, pool cues or table tennis equipment.

As guests finish their activities, our trained floor staff continue to manage their journey from one activity to the next, as well as delivering drinks service to the floor.

We will be employing SIA trained door staff on all key sessions, and any further requirements will be risk assessed and implemented as needed. They will be tasked with greeting and welcoming guests, as well as keeping the venue safe and compliant.

With the level of pre booked trade Lane7 venues see, its very rare to get an external queue, however, if this does happen, the host in the front area moves out to manage the flow of guests from the front of the queue, along with support from the door staff to manage both people in the queue, and people leaving the venue in an orderly fashion.

On top of this we have a heavy focus on team training, including all the required annual licensing, fire safety, COSHH, food safety etc., and we also require our team to complete a substantial list of other eLearning courses such as conflict management, first aid at work etc.

These measures ensure that we are able to deliver both a strong day trade with families, as well as a safe late night trade.

### **Venue Usage & Capacity**

The proposed venue will contain the following activities, split across 2 floors, lower ground floor and basement:

- 10 bowling lanes
- 5 pool tables
- 2 ping pong tables

- And a large arcade area with traditional carnival style games, that have a modern tech infusion.

There will be a bar on the lower ground floor, that will serve to guests directly, as well as dispense to the rest of the venue through waiting staff.

The venue will run at a maximum capacity of 350 guests, plus team members listed below. This is easily managed with our policy of pre booking, coupled with the lack of floor space once activities are in place, like bowling lanes.

## **Staff**

This site will employ roughly 50 to 60 staff depending on the split of full and part time employees, and this will be split between managers, bar tenders, floor servers, receptionists, hosts & technicians.

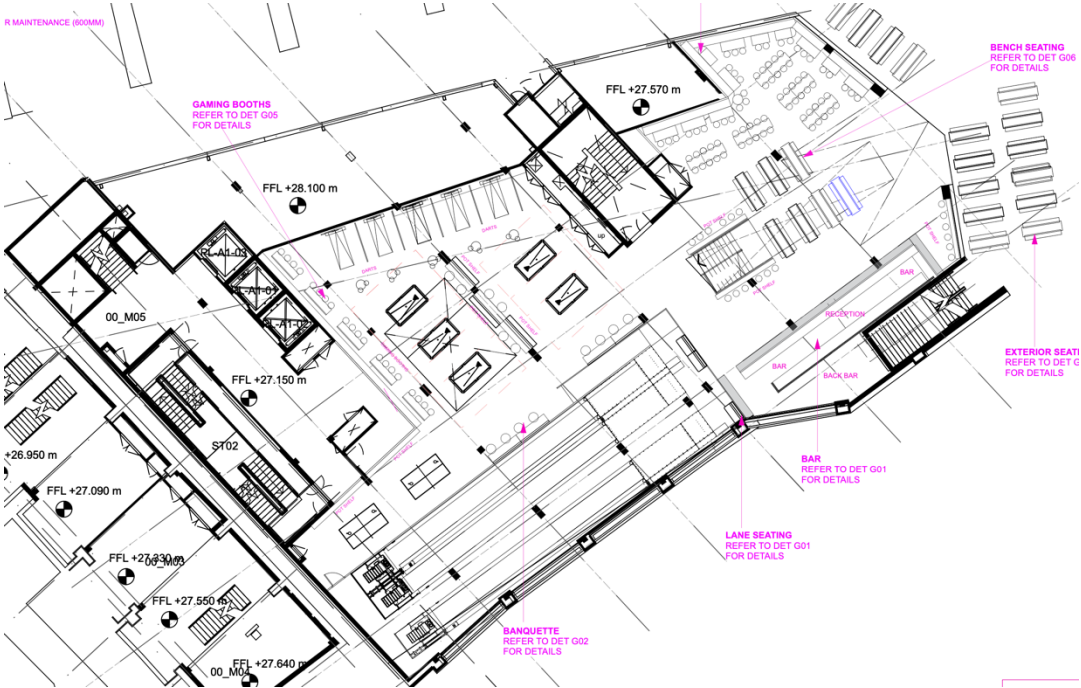
## **Employment & Training**

During our recruitment process we will ensure that our entire team where possible will be recruited from the borough of Camden and it's surrounding areas. Any instances where we require help from a recruitment agency, we will ensure to use a local Camden based company as a first option.

Our training plan prior to opening the business is as follows:

- Management training starting 1 month prior to opening will be held in our current facilities and moved to on-site training once the building is complete.
- Main team training will commence 2 weeks prior to opening using the completed site and potentially off-site training rooms. These will be obtained locally in the Camden area.
- During our opening week we will be holding soft launch events including friends & family and local traders and VIP.
- Once the site is operational, we will continue to site train and support during the first month of trading.

Lower Ground Floor



Basement

