



SAVILLE THEATRE

135 SHAFTESBURY AVENUE

DRAFT OPERATIONAL MANAGEMENT PLAN
THEATRE USE

CIRQUE DU SOLEIL

CIRQUE DU SOLEIL

ENTERTAINMENT GROUP



DRAFT Operational Management Plan

Cirque du Soleil

Saville Theatre, Shaftesbury Avenue

March 2024

Introduction

This management plan is written in support of the applications for full planning permission and listed building consent for the following development:

“Part demolition, restoration and refurbishment of the existing Grade II listed building, roof extension, and excavation of basement space, to provide a theatre at lower levels, with ancillary restaurant / bar space (Sui Generis) at ground floor level; and hotel (Class C1) at upper levels; provision of ancillary cycle parking, servicing and rooftop plant, and other associated works.”.

The Application site is located at 135-149 Shaftesbury Avenue, London, WC2H 8AH, with the London Borough of Camden. It is an island site bound to the north by New Compton Street and Phoenix Gardens, to the east by St Giles Passage, to the south by Shaftesbury and the West by Stacey Street. Surrounding development is characterised by a variety of town centre land uses and buildings of varying ages (including historic buildings and Designated Heritage Assets).

The granting and implementation of the planning permission and listed building consent would change the character of the building from its current use as a modern cinema to a mixed-use development comprising of a theatre with ancillary restaurant (Sui Generis) and hotel (C1) uses.

The purpose of this draft Management Plan is to address the operational and management requirements associated with the theatre operated by Cirque Du Soliel. This will ensure the theatre use does not have any adverse impacts on the neighbouring residents and their amenity.

The Theatre will be based on the principles successfully operated by Le Groupe Cirque du Soleil.

The Theatre auditorium will be accessible to all members of the public and will be located in the basement, levels B1 – B3. Public access to the theatre lobby, box office and ancillary restaurant will be provided via the principal / historic entrance on Shaftesbury Avenue. A grand staircase will provide access from the ground floor to the theatre auditorium at the basement levels. Tickets will be available for purchase online and at the theatre lobby ticket booth at ground floor.

Access for mobility-impaired customers will be via a dedicated lift that is accessible at ground floor level.

Theatre Use

The theatre will comprise 300+ seats provided across all three levels of the auditorium to provide as many seats as possible while retaining the high quality and immersive experience to every seat.

There will be 2 shows per night based upon 48 weeks per year. It has yet to be confirmed the timings of the show but it is likely the early showing will be between 17:00 and 18:00 and then a second show at between 20:00 and 21:00. There will be a staggered seating entry, starting 30 minutes before show time to ensure there is not a large crowd of people waiting to get in along Shaftesbury Avenue.

Due to the excellent location of Saville Theatre, it is considered that the typical arrival profile will be via public transport, utilising the underground stations nearby and bus stops. This is supported by the highways material submitted as part of the planning application.

At peak periods security will ask all visitors to exit the venue efficiently, quietly and not to congregate outside the venue. The venue entrance and egress is along Shaftesbury Avenue and guests will be directed towards nearby public transport from there. This will protect the neighboring amenity to the rear of the Saville Theatre and will ensure any potential noise is directed away from residential properties.

The staggered entrance will reduce the potential for crowding at the entrance and the restaurant and bar facilities along with the large front of house area will ensure the noise remains within the building rather than potentially harming any neighboring properties.

The key potential areas for disturbance are at entrance and egress of the building as once the shows are on there will be no impact on the street level. There will also be no loud music before or after the show at the entrance and people will be encouraged to slowly take their seats rather than congregate outside.

There will be signs up displaying the correct entrance for the theatre and signs to ensure that visitors leave in a quiet and respectful manner later in the evening. The staff on site will also make sure that the visitors are respectful upon egress of the site.

Staff

The owners will undertake a rigorous recruitment process to ensure that the theatre staff are experienced working within a theatre. This expertise will allow the staff to ensure no anti-social behaviour or disturbance is caused especially on egress of the building.

The 20+ theatre staff will enter the building via the rear from North Compton Street and will arrive around 60 minutes before the first show. The staff will be respectful and aware of the local neighbourhood to ensure they enter and leave in a quiet manner.

There will be a staff area located at ground level and B4 with cycle storage and changing rooms. Show cast and crew staff will be directed to enter the building via the stage door on St Giles Passage. The show cast and crew will comprise of approximately 60 people and will arrive at the theatre 4 hours before the first show time.

Both the staff and show staff will enter and egress the building quietly and will either use the public transport nearby or cycle. There will be signs before they leave the building noting that they should leave the building quietly and respectfully especially late at night.

Servicing and Delivery

Deliveries and collections will primarily be carried out on New Compton Street at the agreed loading bay. They will be scheduled via a booking system and the drivers will be notified of the agreed route to take to enter and egress New Compton Street, to avoid any congestion on the quieter roads.

The theatre will require 7 consumable deliveries per week alongside as and when set related / costume deliveries, which will be within the hours of 08:00 - 20:00. These will coincide with the hotel and restaurant deliveries to ensure that no congestion is caused. In terms of waste management this will be collected on a daily basis as well. It will be Cirque's responsibility to segregate and maintain the waste collection system internally before daily collection.

Conclusion

A member of staff will be on site during trading hours to assist with any questions/queries/complaints that residents, surrounding occupiers or members of the public may have. If a complaint did arise it will be recorded including the date, time, name, cause and action undertaken.

Cirque Du Soleil are committed to maintaining excellent relationships with its neighbours. Our

management will continue to actively monitor noise levels both within and outside the venue to avoid disturbing neighbours and surrounding occupiers.

LE GROUPE
CIRQUE DU SOLEIL

