

OPERATIONAL MANAGEMENT STRATEGY

Museum of Youth Culture

1. This Operational Management Strategy (OMS) document has been prepared by the Museum of Youth Culture (MoYC) who are the incoming operator hoping to take the affordable workspace at St Pancras Commercial Centre, 63 Pratt Street should planning permission for these proposals be granted.
2. This OMS sets the guiding principles for the operation of the MoYC and outlines how the ground and basement levels would function and be managed on a day-to-day basis once completed and ready for occupation.
3. The document sets out the management principles which will ensure that the operation preserves and enhances the high standard of operations within the area, and wherever possible prevents disturbance to local amenity.
4. The proposed operation of the MoYC will comprise a modern museum with exhibition spaces alongside a range of multi-use ancillary functions including youth education programme, skills and employment training, events and talks, private cinema screenings, music events, a library, shop and open plan working hub, café and archive space.

Opening Hours

5. The maximum opening hours of the MoYC would be 07:00 to 22:00 Monday - Saturday and 09:00-19:00 on Sundays.
6. Where talks or events are held that require longer opening hours, these would only occur on Thursdays, Fridays and Saturdays until 23:00 latest, no more than once a week. Extended opening hours will enable the MoYC to host museum programmes such as talks, private viewings and music that will all be ancillary to its primary function. These events will celebrate heritage, culture and the local Camden community, and operate as cultural programmes rather than venue space.

Access, Bookings and Events

7. The MoYC will be accessed directly off the public open space within the wider development and will be served by 1 double door into the building. The dedicated access is separate from the access to the affordable housing units which is from Georgiana Street. Level access to building will be provided to allow for full DDA and wheelchair accessibility.
8. The museum galleries, workshop spaces, library, and open cafe workspace hub will be a free space for all Camden residents to use. Capacity will be actively monitored by MoYC staff and technology counting footfall throughout, with the duty manager implementing appropriate measures and controls if nearing maximum capacity.
9. For events, the MoYC will use a ticketing system.
10. Outside the building there is dedicated queueing space, which combined with the fact that staff will actively manage the queueing system, will ensure that any buildup of people outside the building is unlikely to happen. Where instances of queueing do occur, staff will be on hand to ensure that noise and disturbance is minimised as much as possible.

Operational Details

11. The MoYC will directly manage the interior of their space, as outlined by their lease agreement, and will support the landlord with the management of the space directly outside of the museum, and where it relates to museum business.
12. The building will be managed by the MoYC management team, including a duty manager on-site during opening hours and a welcome desk which will also act as the venue reception.
13. In the first instance, any complaints will be directed to the duty manager, who will deal with the said complaint according to internal procedures and take actions to ensure that future instances are not repeated.
14. The MoYC management team will ensure (where possible) that access and use of the building will fall within permitted uses and that no anti-social or undesirable behaviour occurs which could have a detrimental impact on surrounding amenity.
 - Prior to the MoYC becoming operational, written notification will be issued to all direct neighbours of the premises which will state the hours of operation and contact details for any complaints to be emailed to:
 - ourneighbours@museumofyouthculture.com
15. The venue and the space directly outside the building will be cleaned regularly by the building's cleaning personnel and appropriately managed to ensure that they remain tidy and that there is no spread of litter or other unwanted debris, to avoid any undesirable impacts arising from its operation.
16. Gatherings will not be allowed to take place outside the building and no amplified music shall be played that is audible outside.
17. Smoking and vaping will not be permitted anywhere within the premises and outside there will be a small, dedicated area where smoking/vaping is allowed, with ash trays for the disposal of cigarettes provided.
18. Servicing of the building will take place between standard delivery times of 06:00 – 20:00. Servicing outside of these times will only be allowed via the internal street which will be gated with access only provided through the intercom system. Overnight deliveries will not be undertaken, unless by prior arrangement and for special circumstances. To ensure there is no significant conflict in delivery schedules between land-uses, a delivery schedule will be established with a booking system introduced to distribute deliveries throughout the day.
19. Most servicing and deliveries will take place via the dedicated on-site loading facilities using the internal servicing street which is accessed from Pratt Street and exited from St Pancras Way. A small proportion of servicing and deliveries will take place on-street, from Georgiana Street where appropriate.
20. The MoYC intends to update parts of its exhibitions on a regular basis. For such new exhibitions, the vehicles will usually be no bigger than transit vans. Deliveries will be undertaken during daytime hours. Any larger exhibition change occurs which can be spread over different days to alleviate any potential disruption.
21. It will be ensured that servicing and deliveries will have minimal impact on the public highway network and that loading will not have negative impact on safe operations of pedestrians, cyclists or any other users.

Food and Beverage

22. The MoYC will have a small café for the sale of food and beverages on the premises.

23. It is possible that the future operation will consist of takeaway hot and cold beverages such as coffee and soft drinks and takeaway cold food (no hot food). There would not be any requirement for kitchen extraction equipment associated with the primary cooking of food.
24. The sale of alcohol will take place, but will only be able to be consumed within the building and no drinks will be able to be taken outside.

Summary

25. This OMS document has been prepared to set out how the MoYC would manage the affordable workspace should these proposals be granted planning permission. This document could be secured via a planning condition which would mean at the point the MoYC opens that the operational restrictions would be in place.
26. Further technical details on the MoYC and the associated operational and amenity considerations are addressed within the accompanying application documents.
27. We consider that the proposals would help deliver a well-managed modern multi-use museum space in what will be one of the UK's first museums celebrating youth culture, whilst also ensuring surrounding amenity in this central London location is preserved.