

# SAVILLE THEATRE

135 SHAFTESBURY AVENUE

DRAFT OPERATIONAL MANAGEMENT PLAN  
ANCILLARY RESTAURANT AND BAR

INCIPIO GROUP

## **Incipio Group**

### **Operational Management Plan**

#### **135 Shaftesbury Avenue, Borough of Camden, London**

#### **INTRODUCTION**

This management plan is supported to support the full planning application and listed building consent for the following:

“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. The site is located on the northern side of Shaftesbury Avenue. 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 defined by a variety of land uses and buildings of varying ages.

The granting and implementation of the planning permission would change the character of the building from its current use as a cinema to a mixed-use offer comprising of a theatre and a hotel.

The purpose of this Management Plan is to address the operational and management issues associated with the ancillary restaurant and bar (Sui Generis) to ensure that this use does not unacceptably impact on the amenity of neighbouring residents in particular, but also those using the surrounding streets and public spaces.

Cirque Du Soliel in partnership with Incipio Group will be operating the 250-capacity ground floor bar and restaurant at 135 Shaftesbury Avenue.

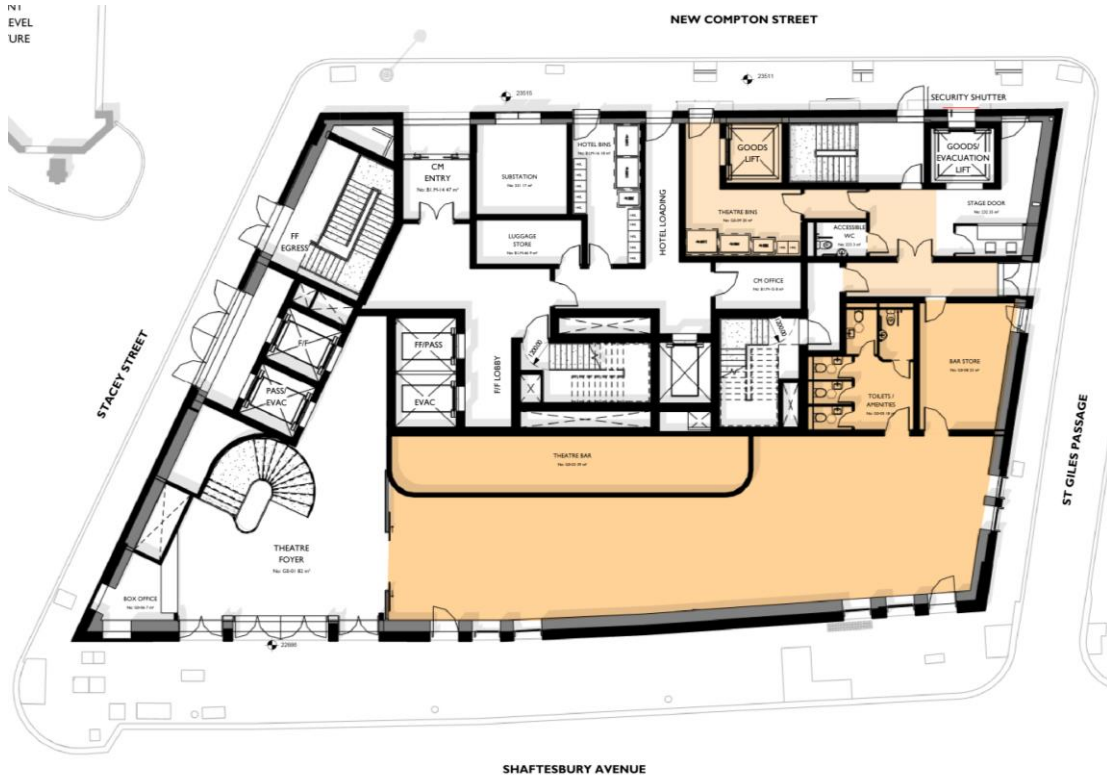
Incipio Group are an experienced operator of 8 venues who work hard to ensure it maintains excellent relationships with both its neighbours and the councils within which it operates as is shown by its previous operating record at multiple venues across London.

The venue would be a predominantly daytime operation with core hours that would mean it opens at midday and closes to the public no later than 11.30pm.

The venue would be cater to the general public as well as guests of the Cirque De Soleil shows that will be happening in the theatre on the floors beneath the restaurant. It is intended that the theatre guests will congregate in the ground floor bar and restaurant prior to shows beginning. This will provide guests a sense of arrival and will alleviate the build-up of patrons queuing on the streets. In addition, post-show this will also provide a staging area to elevate the exodus of theatre guests.

We expect that the final Operational Management Plan will be made the subject of planning condition such that precise details set out in this draft may change in light of feedback received from planning officers, statutory consultees, and local stakeholders and neighbours.

# Ground Floor Plan



# B1 Mezzanine Floor Plan



## PROPOSED OPERATION TIMES

Planned Opening Times to the Public:-

- Monday 12pm to 11pm
- Tuesday 12pm to 11pm
- Wednesday 12pm to 11pm
- Thursday 12pm to 11.30pm
- Friday 12pm to 11.30pm
- Saturday 12pm to 11.30pm
- Sunday 12pm to 10.30pm

On Bank Holiday weekends, Sunday trading hours will be as per Monday trading hours.

Please note that all alcohol sales will cease 30mins before the end of the day closing time.

The above hours to be supported via a premises license application and only to be extended if granted via a Temporary Venues Notice or on New Year Eve,

## DEFINITIONS

The Venue	'The Saville Bar & Restaurant' (working title)
Organiser	Incipio Group Ltd.
Council	Borough of Camden
The Premises	135 Shaftesbury Avenue London WC2H 8AH
Visitors	Visitors to the venue
Security	SIA accredited security guards/ stewards

Component	Approach
Venue Noise and Music	<ul style="list-style-type: none"><li>▪ Incipio at The Saville Bar &amp; Restaurant is committed to maintaining excellent relationships with its neighbours. Our management <b>will continue</b> to actively monitor noise levels both within and outside the venue to avoid disturbing our neighbors and surrounding occupiers.</li><li>▪ The venue is food led and it is important to Incipio for noise levels to be controlled to create a positive atmosphere but not to affect or compromise the overall dining experience. In maintaining this approach, Incipio reserves the right to remove patrons should they be loud or disruptive.</li><li>▪ Music will be played to create a positive atmosphere at the venue. The sound system is designed to minimise noise breakout by directing sound inwards rather than outwards.</li><li>▪ If it is felt the sound level is too high, then the Duty Manager will intervene to lower the music volume.</li><li>▪ All music will cease 30 mins prior to closing time.</li></ul>
Number of Covers	<ul style="list-style-type: none"><li>▪ The venue will have a capacity of 250 people made up of dining covers and sufficient space for the pre and post theatre crowd</li></ul>

	<ul style="list-style-type: none"> <li>▪ A separate application for a Premises License will be applied for and at no point will there be more than the registered capacity (as specified by building control and licensing) on site at any one time.</li> </ul>
<b>Signage</b>	<ul style="list-style-type: none"> <li>▪ Street level signage is displayed to point visitors to the main entrance to the venue.</li> <li>▪ Signage is displayed outside the entrance, showcasing to the visitor that this is the entrance to the venue.</li> <li>▪ Directional signage is displayed throughout the venue, including entrances and exits.</li> <li>▪ Signage is positioned outside the venue asking for the visitors to leave quietly and respect neighbours.</li> </ul>
<b>Deliveries and collections</b>	<ul style="list-style-type: none"> <li>▪ All deliveries will arrive and leave as per the premises delivery and servicing strategy using the back of the venue and will be directed to the agreed unloading / loading space, maximum space for 2no, transit vans. Absolutely no parking will take place anywhere other than the agreed set down area.</li> <li>▪ Our servicing plan anticipates around 2 transit van deliveries per day plus around 4 x 14T lorry deliveries per week. Deliveries will be timed to arrive between 06:00 and 12:00 to avoid overlap with guests and busy periods within the building. (Nothing bigger than a transit van between 06:00 and 08:00)</li> </ul>
<b>Smoking</b>	<ul style="list-style-type: none"> <li>▪ No smoking or vaping will be permitted within the premises.</li> </ul>
<b>Transport</b>	<ul style="list-style-type: none"> <li>▪ Experience from previous venues has dictated that around 90% of visitors to arrive and depart using public transport and basis the site is very well connected to public transport, we expect this to be the same.</li> <li>▪ There will be no parking on site for visitors and this will be made clear via the marketing/website.</li> <li>▪ Security &amp; Staff will also not allow any guests to park on site.</li> <li>▪ Those arriving or departing in taxis will be directed to designated areas.</li> <li>▪ Wheelchair access will be available throughout the venue basis it is all one one level.</li> </ul>
<b>Refuse Collection and Recycling</b>	<ul style="list-style-type: none"> <li>▪ We will aim to use the same waste collection service as the hotel and theatre operator within the premises to help minimise collection services.</li> <li>▪ We recycle as much as we can and separate glasswear, plastic, cardboard and food waste where this is possible.</li> <li>▪ We anticipate the following refuse requirements:-</li> </ul> <p>Amount of bins</p> <ul style="list-style-type: none"> <li>○ 140 Liter bin for food waste</li> <li>○ 360 Liter Bin for Glass</li> <li>○ 660 liter general waste</li> <li>○ 1100 litre Recycling bin</li> </ul>

	<p>Theatre &amp; Restaurant waste:</p> <ul style="list-style-type: none"> <li>○ 2 x 140L wheeled bins for food waste</li> <li>○ 1 x 360L wheeled bin for glass waste</li> <li>○ 1 x 660L wheeled bin for general waste</li> <li>○ 1 x 1100L Eurobin for paper and cardboard</li> </ul> <p>For full details, please refer to the Delivery, Waste and Servicing Plan.</p> <p>How often do these require collection.</p> <ul style="list-style-type: none"> <li>○ Collection would be 3 times a week and in perk service, IE; Christmas period from mid-November to January would be 4/5 times a week.</li> </ul>
<p><b>Communication with Residents and Surrounding Occupiers</b></p>	<ul style="list-style-type: none"> <li>▪ The Saville Bar &amp; Restaurant wishes to maintain excellent relations with our neighbours, surrounding occupiers and members of the public.</li> <li>▪ A member of management staff will be on site during trading hours to assist with any questions/queries/complaints that residents, surrounding occupiers and members of the public may have.</li> <li>▪ If complaints arise, they will be recorded including the date, time, name, cause and action undertaken and submitted to the council if necessary.</li> </ul>
<p><b>Lighting</b></p>	<ul style="list-style-type: none"> <li>▪ All lighting will be set at a level that is suitable to provide ambience and not to cause any light pollution to local residents or anyone outside the venue.</li> <li>▪ All lighting fixtures will include dimmer switch to ensure that consistent low levels of light are maintained and light pollution is minimalised.</li> <li>▪ Emergency lighting will also be in place to highlight the various fire exits on site and also the fire routes to these exits.</li> <li>▪ All lights will be static and non-flashing.</li> </ul>
<p><b>Visitor management: Arrival and Departure</b></p>	<ul style="list-style-type: none"> <li>▪ This is a non ticketed venue</li> <li>▪ Our intention will always be to get members of the public onto the site as quickly and as safely as possible. If a queue does form this will be contained within the perimeter of the site.</li> <li>▪ The length of the queue will be limited. Security &amp; Staff will advise additional visitors that they will not be able to come to the venue on that day or to try a later time.</li> <li>▪ At peak periods security will ensure that queuing visitors keep noise to a minimum.</li> <li>▪ At peak periods Security will ask all visitors exiting the venue to not congregate outside the venue. Security will also see that departing guests do so quietly. Signage will be displayed to endorse this message and security will space themselves accordingly outside the venue to reinforce this message.</li> <li>▪ During the egress of visitors from the site, security will assist in keeping noise to a minimum and to ensure that guests vacate the area safely and as</li> </ul>

	<p>quickly as possible.</p> <ul style="list-style-type: none"> <li>▪ Music will cease 30 minutes prior to closure of the venue and the lighting generally increased to encourage a smooth transition off of the site. This approach has been endorsed by the Metropolitan Police following previous meetings at other venues.</li> </ul>
<b>Security</b>	<ul style="list-style-type: none"> <li>▪ The need for security will be risk assessed and agreed ahead of opening with the licensing team within the borough. If required we will employ a professional security team to manage the site, enforce house rules and maintain a safe space.</li> <li>▪ Our security team is led by an ex-police officer and all security staff will be SIA accredited security guards/stewards. The team have extensive experience and are very suitable for the venue due to the excellent relationships that they have helped facilitate with the policing units within the boroughs where we have existing operations.</li> <li>▪ Any security guards will be linked by radio and will be in regular contact with regards to the level of the capacity on site and to ensure that the site is secure and safe.</li> <li>▪ At busy periods security guards on the entrance will have clickers to monitor numbers to ensure that capacity is at no point ever exceeded. <sup>[1]</sup><sub>S&amp;P</sub></li> <li>▪ The site will be monitored by a 24/7 CCTV system covering the main visitor areas and egress and ingress locations.</li> <li>▪ We have a zero tolerance drugs policy on site and anyone found doing so will be reported to the police.</li> <li>▪ The General manager of the site will also be in radio communication with the security team.</li> <li>▪</li> </ul>
<b>Local Employment</b>	<ul style="list-style-type: none"> <li>▪ Incipio Group Ltd. are a firm believer in employing local workers wherever possible and we work towards employing at least 70% of our workforce from the local area.</li> <li>▪ We have an excellent retention rate which has been demonstrated by the number of staff that chose to stay on and work with us at the Group and are industry recognised as being an excellent employer.</li> </ul>