

LIVE ODYSSEY

The British Music Experience

OUTLINE OPERATIONAL MANAGEMENT PLAN

Chalk Farm Stable 99s, Chalk Farm Road London, NW1 8AH

Contents

1 Introduction

2 Management of Sui Generis Use

1. Introduction

Live Odyssey: A Unique Musical Journey in the Heart of Camden

Step into Live Odyssey, an immersive two-and-a-half-hour adventure celebrating British music's legendary sounds.

A world's first. Opening March 2025 in Camden Market, this groundbreaking experience fuses live performances with innovative hologram technology, bringing iconic UK artists to life in ways never seen before.

Relive decades of music history as you move through themed rooms, each capturing the essence of a distinct era, enhanced by exclusive memorabilia and vivid visuals.

Opening celebrations include a special holographic performance by The Libertines, hinting at the unforgettable experiences to come.

Live Odyssey

Live Odyssey is a groundbreaking family attraction and cultural show that aims to celebrate the rich heritage of British music while nurturing the next generation of artists.

Camden has long been recognised as the spiritual home of British music. It is with respect for Camden's unique history that we have envisioned Live Odyssey, a venue that will both honour the past and inspire the future of music.

Project Overview

Live Odyssey will be a multifaceted walk-through family attraction and London show featuring a state-of-the-art grassroots live music experience, a memorabilia bar celebrating the history of British music, and interactive exhibits that offer immersive experiences for visitors. Our experience is designed to be the flagship of the UK's 900+ grassroots music venues, representing the heart and soul of British music and culture. Tickets will be sold in timed intervals and the attendee will travel through individual rooms experiencing the history of British music.

Community and Cultural Impact

We have partnered with Music Venue Trust, a charity dedicated to supporting grassroots music venues across the UK, and Help Musicians, an organization that provides financial support to emerging artists. Through these partnerships, we aim to create a positive impact on the community by fostering the growth of new talent.

Furthermore, we have secured agreements with renowned global artists to provide hologram performances, which we believe will not only attract visitors from around the world but also elevate Camden's status as a cultural epicentre.

Our Commitment to Camden

As experienced music venue owners, promoters, artists, and managers, we have a profound understanding of the local community. We have previously organised successful events in Camden, such as Camden Lock Live, Breakout, and Luv Camden, contributing to the rise of artists like Amy Winehouse and Ed Sheeran. We have decades of experience in successfully operating live music venues and promoting shows. We have great relationships with venues in the Camden area.

We are committed to minimising the impact on the community by implementing advanced soundproofing measures and managing crowd dispersal with staggered exits. Our experienced sound directors will ensure that noise levels are kept to a minimum, allowing the venue to coexist harmoniously with the surrounding area.

Management Team

Our management team have 30 years of senior experience and relationships in both the music business and venue management and fully understand the intricacies, workings, and requirements of the industry. Amongst our staff we have previous GM's and Heads of Marketing at Warner Music, and label managers at BMG, as well as experienced senior U.K promoters and bookers for major concerts.

Our directors have managed multiple UK venues, from small 200 capacity venues to international stadiums like the Utilita Bowl in Southampton.

Marketing to Family Demographic

We believe Live Odyssey will provide an opportunity for families to bring children to see their first ever live music shows in a safe organised environment as well as enhance the nighttime economy. This will be alongside the opportunity for young people to see hologram performances of artists they may not be able to see at venues with age restrictions. The shows for families will be daytime events and will be geared towards a fun family environment.

We are looking to promote, advertise, and market to families in 3 ways.

1. Like a London show
2. Like a gig
3. Like an attraction

As this will be a unique and new attraction for market research, we look at sales for London shows, the ABBA experience hologram show, and walk through attractions like Madame Tussauds and Museums.

We have a full marketing plan and advertising material that can be provided upon request.

Camden Testimonials

Live Odyssey has great relationships with key stakeholders throughout Camden. Below are some testimonials.

John Vyner, The Underworld

"Live Odyssey will amplify Camden's vibrant music scene. This venue is a must for our musical community."

Will Woodham Camden Town Unlimited

"Live Odyssey will inject new life into Camden. As someone passionate about this area, I wholeheartedly support this innovative venture."

Mark Davyd, Music Venue Trust

"Live Odyssey will be a beacon of Camden's musical legacy. This venue's vision aligns with our mission to support live music spaces."

Henry Conlon, The Dublin Castle.

"Live Odyssey will elevate Camden's iconic music culture. I endorse this project and its dedication to music."

Raphael Pence, Spiritual Music Bar, Camden

"Live Odyssey will be a transformative addition to Camden. I fully support its mission to sustain our vibrant grassroots music community."

Chris Prosser, International Live Music Conference (Offices based in Camden Town)

"Live Odyssey will be a landmark for Camden's music scene. As a supporter of live music, I fully endorse this project."

Roisin Gadelrab, Music Journalist, Camden New Journal

"Live Odyssey promises to invigorate Camden's dynamic music scene. This innovative venue will celebrate the music we all cherish."

David Messer, Live Music promoter, Dingwalls, Dublin Castle, Electric Ballroom

"Live Odyssey will be a fantastic addition to Camden. This project promises to bring even more excitement and vibrancy to our beloved community"

We can provide more testimonials upon request.

Purpose

1.1

This Outline Operational Management Plan ('OMP') has been prepared in support of an application for the change of use of Chalk Farm Stable 99s, Chalk Farm Road London, NW1 8AH ('the premises').

1.2

The Change of Use planning application seeks permission for the site to be used for the following use:

- SI Generis – Drinking Establishments (such as a bar/Grassroots music venue/immersive experience (GMV) SG Live venue music use)

1.3

The premises comprise of 7 1st floor units and a passageway and terrace. The building is a former stable of special interest, Listed at Grade II, that underwent extensive repairs and upgrades between 2016 and 2018. Internal renovation works utilising free standing temporary structures such as temporary stages will be carried out prior to its occupation for any of the proposed uses. All works will comply with listed building requirements.

Scope

1.4

The OMP establishes the principles for the good management of the premises for each of the proposed uses, having regard to the amenity of existing and future neighbours.

1.5

The primary objectives of the outline OMP are to:

- limit noise arising from the unit within reasonable limits; and
- support public safety and minimise anti-social behaviour of visitors to the premises.

1.6

The OMP will be updated and replaced with a detailed OMP closer to the time of occupation.

This will allow for reasonable adjustments and improvements to be made to the strategy with the benefit of the tenant's operational arrangements and requirements.

1.7

The principles within the OMP will apply regardless of whether the premises are used by the public or for private hire or functions. As it stands there are no plans for any ancillary use.

2. Management of Sui Generis Use

2.1

The following principles will be applied when the unit is operated for use.

2.2

The principal measures in the details OMP will be the following.

Licensing

2.3

Licensing requirements will be complied with.

Sound and vibration

2.4

The sound insulation and vibration measures approved pursuant to the Change of Use planning permission will be installed and maintained.

We have arranged a Noise Impact Assessment from an independent acoustician to ensure we adhere to all requirements. Our Noise Impact Assessment has been complied by Richard Vivian of Big Sky Acoustics and is provided with the application.

We will apply free standing rails structures with soundproof curtains hung in the rooms with additional soundproof panels applied to the windows that face the street and in parts of the building.

The sound company we are using are <https://www.visual-audio.co.uk> They have assigned us their sound specialist director to ensure any noise bleed from the rooms is a minimum. Full drawings with our plans for sound insulation have been provided.

Visual Audio have experience with listed buildings and have kitted out many establishments on Camden Market previously that all adhere to all requirements.

We have provided drawings of our plans that show that the rooms with live performances alternate with rooms that do not have live music. This way no rooms playing music will be next to each other. Internal entrances/exits will be closed during the performances with soundproof measures in the walkway. These entrances/exits will be manned by SIA staff.

The walkthrough experience begins in the room next to the toilets and proceeds up the unit at the end. External doors will be closed during performances and the playing of music will be scheduled to begin and end at the same time in each live room. The live music will have sound limiters. More details relating to this can be found in the Noise Impact Assessment. The entrances of the external doors will be manned by staff to ensure if anyone leaving/entering they will be closed immediately after. The exit and entrance external doors during live performances will be from the bars not playing music.

We will fully test and adhere to all noise management requirements prior to launch.

2.5

Noise arising from the premises will be kept within threshold levels determined by any planning conditions or licensing requirements.

Hours of opening

2.6

The hours of opening and closing permitted by any relevant planning condition or licensing requirement will be complied with.

The planned operating hours are

12pm – 11pm (Sunday to Wednesday)

12pm – 1am (Thursday to Saturday)

The experience music curfew will be 10.50pm

Servicing and delivery

2.7

Servicing and delivery operations will be carried out in accordance with the site servicing strategy approved by the local planning authority. We will adhere to current strategy in the market. No deliveries will be between 20.00 – 08.00.

Capacity

2.8

The maximum capacity of the premises will be 400, which will be further confirmed following a Fire Risk Assessment. The premises will be operated in line with associated requirements.

The full space comprises of 7 individual separate rooms and a terrace passageway. Each room has its own fire escape route. Two units will have a performance and experience that lasts 35 minutes with a 15-minute changeover. The final room will have a performance that lasts 15 minutes. Three units will be managed bars.

We will have a maximum amount of people in any connecting rooms at any time as part of the experience dependent on assessment. Each individual experience will last 2 to 3 hours 30 minutes, dependent on day timings. Full adequate staffing to assist with changeovers will be in place. Customers will travel through a one-way system. We have provided drawings of the one-way system within the units. Guests will begin the experience in the room adjacent to the toilets and work their way through the individual units adjacent to each other. All capacity requirements for the individual rooms and terrace passageway for the full site, and all entry and disbursements will be handled by SIA trained staff.

We will be looking to add toilets to the building. We project that we will generally run at 60% capacity. The capacity of all rooms and the full space will be managed by staff at the entrance and exits of the full space as well as the individual rooms.

Wheelchair access is provided through a lift in the long stable building adjacent to the premises.

The total square footage for interior of the experience is 4354 sqft. There are accessible fire escape doors in every unit and fire escape routes leading from the building. As such, we expect the capacity of the experience to be 400. This would comfortably accommodate all proposed guests at the experience.

Entry and Door policy

2.9

Any entry policy will be carried out consistently with any licensing requirement. This is a family themed experience. Disabled access will be through the lift installed in the adjacent Long Stable, currently occupied by Coyote Ugly.

2.10

Disruption use of areas in the immediate area of the site will be discouraged through the following measures:

Queuing outside the venue for entrance will be managed and overseen by security staff and cordoned. This process will be discussed with licencing authorities and implemented.

We currently plan for people to queue on the stairs that lead to the venue. We have a timed entry online ticketing solution that we will utilise, as such we will know the number of advanced sales for each timeslot before each event. We will have SIA staff at the top of the stairs and a ticket scanner to ensure all tickets are genuine.

We will have advisements within the online tickets that state people not to turn up to the venue before 15mins prior to their experience. The bottom of the stairs will be manned by SIA staff and no one out of their ticketed timeslot will be able to enter. Groups will be entering at a maximum 80-100 at a time over a 15-minute period. However, this will be a steady flow so there will be no congregating due the design of the entrance/exit system.

Customers will be encouraged to exit via a one-way system. A rope will divide the stairs to create an entrance and exit. Groups of a maximum of 80-100 will be leaving before the arrival of the next group. This means there will not be a time when groups are entering and exiting at the same time.

The only time that people will potentially leave/re-enter at the same time are those having to temporarily leave/return the experience. We expect this to be a very small % of attendees and this will be managed by SIA staff.

Dispersal policy for late night will follow existing policy of other late-night venues in the market and exit via Chalk Farm Road by day away from residential properties and after 23.00 via Camden Lock Place.

Close down and dispersal policy

2.12

A dispersal policy will be discussed with the licensing authorities and implemented. It may be updated to respond to any identified issues as required.

We recognise the importance of having a clear dispersal policy to mitigate and manage the egress at the site.

We will create a considered and informative document which will be distributed to all our staff, service providers, partners and the general public so they can make decisions when travelling to and from our premises which will cause the least impact on the environment and our local residents.

Dispersal will be via Chalk Farm Road by day and via Camden Lock Place after 23.00.

Transport

It is expected that the existing public transport infrastructure will be utilised by staff and visitors to the facility. The site has an excellent connection to a range of sustainable transport nodes and has been assigned a PTAL rating of 6a by TfL thereby demonstrating its high accessibility.

The facility will be car-free which is in line with Camden's aspirations to be a car-free borough.

For more information regarding the transport impact of the proposed development, see Live Odyssey Transport plan below.

Underground

Live Odyssey is served by Chalk Farm Tube Station (5-minute walk) and provides access to the Northern Line that in turn allows access to mainline stations and alternative tube lines within a few stops. We will be actively promoting Chalk Farm as the most convenient and easily accessible station to arrive and leave from our premises in order that we make as little impact into Camden Town centre and Camden Town Underground as possible.

Information regarding train times including last trains will be available on our website.

Overground

Live Odyssey is served by 2 Overground stations, Camden Road (6-minute walk) and Kentish Town West (8 Minute Walk). Both Stations have Santander bike stations in close proximity making the journey to and from the stations shorter and more attractive.

Information regarding train times including last trains will be available on our website.

Buses

Buses are the most attractive solution to facilitating the efficient egress of customers by volume from the premises and the immediate area.

Chalk Farm is served the following services that are very frequent and reliable.

- Bus Route 24 (24 hour service) to Hampstead or Pimlico
- Bus route 27 (24 Hour service) to Turnham Green
- Bus Route 31 to Camden Town or White City
- Bus Route 168 to Hampstead heath or Old Kent Road
- Bus Route 393 to Clapton Pond

In addition to two 24-hour services Chalk Farm is also served by three night bus services.

- Bus Route N5 to Edgeware or Trafalgar Square
- Bus Route N28 to Camden Town or Wandsworth
- Bus Route N31 to Camden Town or Clapham Junction

Bike Share and Cycling

A bike share station is located in Castlehaven Road a minutes' walk from our entrance.

Taxi

Licensed Black Cabs operate regularly and abundantly around the Chalk Farm area.

Customers will be encouraged to use this safe and reliable service. Our location inside the Stables and at the junction of the one-way system into Castlehaven road protects us from the scourge of Taxi touts. A private hire cab firm will be appointed for guest unwilling to take to the street to find their way via public transport or without arrangements or access to smart phone apps such as Gett, Hailo or Uber.

Customers using these apps to make their journeys home will be advised to move to Castlehaven Road or Morrison's Petrol Station for best outcome for "hailing" these services.

2.13

The dispersal will focus on the final 30 minutes of individual experience operations. It should seek to disperse customers away from the premise and its immediate vicinity with minimal noise disruption to local residents.

Measures include:

- The use of gradual noise and lighting changes to encourage departure of timed groups;
- Permanently placing visible notices encouraging customers to be respectful of local residents;
- Staggered exits will be implemented to ensure customers will be leaving the premises in reduced number groups. This is managed through a one-way system.
- Training staff (Security, Front of House staff and Duty Managers) to encourage customers to leave quietly, to leave their drinks at the premise, and to take notice of the signage and ticketing timings.

CCTV

2.14

Camden Market counts with external surveillance throughout the market. CCTV will be installed in all units and upon entrance to the space and on the walkways between the units. Any CCTV will be operated in line with the licensing arrangements of the unit.

Antisocial behaviour will be monitored and if a need for further CCTV is identified, it will be implemented in relevant locations.

Additional lighting

2.15

No additional lighting is currently proposed that would cause disruption to local residents.

Staffing and Security

2.16

We will adhere to all licencing requirements in relation to security staff. For the nature of the attraction and because these are family day events, we expect this to be 1 SIA trained per 100 attendees for evening attendees.

All bar staff, sound engineers, and venue managers will be first aid trained.

We will have a designated premises supervisor.

We will have a minimum of 15 staff members in the building daily.

Our security team will be SIA licensed and clearly identifiable as security. We will have a permanent presence by the main entrance and multiple floating positions around the venue, in keeping with the layout of the show.

It is essential for the security and safety of our guests, performers and the physical venue itself that guests are not disruptive or anti-social and this is built into the fabric of our operation.

If a guest is flagged, either on entry or during a show, as potentially disruptive or intoxicated, a security officer will observe them and, if necessary, take the guest to a front of house area of the venue to “break character” and talk to the guest. If the security officer is not satisfied the guest fits our ticketing terms and conditions of entry, they may be ejected from the venue or, in very rare incidents, the police will be contacted.

These isolated incidents and resulting actions allow the evening to progress safely and ensures guests dispersed at the end of the production are unlikely to be anti-social, as guests that would fall into this category would have been removed as early in the event as possible.

Waste Strategy

2.17

We will adhere to the waste strategy of Camden Market.

We only plan to sell drinks as part of the attraction. We have a reusable polycarbonate glassware provider. Full bin facilities will be provided. As such we expect minimal waste both inside the venue and externally.

We will endeavour to always use recyclable materials whenever possible.

By limiting the availability of items to litter and ensuring refuse points are internally and clearly marked at the venue, we seek to reduce the chance of any public littering.

As guests will arrive at the “doors open” time and disperse at the end of the show or after the hour of operation have ended, our front of house team will have clear prime allocations to check for any exterior littering and instruct our cleaning team to address immediately.

Sustainability

2.18

Despite the limited scope of works, Live Odyssey is keen to demonstrate environmental and social responsibility by adopting good practice measures to deliver a sustainable change of use.

It is the intention of Live Odyssey to minimise as far as practicable the impact of the Proposed Development on the local environment. This will be achieved through the implementation of measures to avoid a negative impact on local environmental indicators.

The proposals are for a change of use to an existing building. No car parking is proposed at the site due to nearby public transport links and no significant change to delivery vehicles is expected. In addition, no new heating plant is proposed. As a result, it is considered likely that there will be no significant change to existing vehicle and building emissions at the premises.

A review has been undertaken, in accordance with relevant guidance and policy, to consider the potential for air quality impacts during the construction and operational phases of the proposed development. This review suggests that any effects should not be significant and that significant changes to vehicle and building emissions are not expected.

A sustainability strategy has been developed for the proposed Change of Use of the building in accordance with the sustainability objectives and low carbon growth ambitions of Camden Council, who have set out a comprehensive range of policies to underpin their response to climate change and resource management.

Key opportunities for implementing sustainability and CO2 reduction measures and solutions appropriate to the Proposed Development have been identified. This has ensured that the design proposals are aligned with policies relevant to sustainable design and development and will meet, or where viable exceed, policy requirements.

All relevant local and regional planning policies have been considered throughout the design process and have helped to guide the sustainable design of the proposed

development.