

Postal Museum – Calthorpe House – Events and Opening Hours– Planning – Supporting Information

Calthorpe House				
	Original conditions	Notes on Permitted Use	Variation request	Notes
Event space – reception area, courtyard and museum	No mention of Events	<ul style="list-style-type: none"> • Museum, archive and bar/café permitted opening times 07:30 to 22:00 everyday • Courtyard permitted opening times 08:00 to 21:00 	<ul style="list-style-type: none"> • Event operating hours until 23:30 • Use of courtyard for events until 22:00 • Include private and public event use 	<ul style="list-style-type: none"> • 30 mins required beyond 23:30 for clear up by staff

Application to enable the use of The Postal Museum for public and private events and to extend permitted opening hours

We are applying for the inclusion of events use within the permitted use of the building and courtyard as part of the planning permission relating to The Postal Museum at Calthorpe House. We are requesting that the permitted hours for public and private events be extended until 23:30 which includes a half an hour drink up time, and an additional half an hour to allow the staff to close the premises safely and securely until 00:00.

Reasons for Request

The core mission of The Postal Museum is to be *“A living space at the heart of the community, connecting people to our stories and sharing the impact of postal communications on the nation’s social history”*

In order to achieve this objective and support our mission, we must diversify our income streams beyond those from activities connected to public opening hours for the museum use. The events business is projected in the overall business plan as the second largest revenue generator, the first being revenue from ticket sales. The events business is therefore a very important element contributing to the overall sustainability of The Postal Museum.

The current planning permission for the use of Calthorpe House compromises our responsibility as a charity to provide a viable and realistic business plan in that it does not currently allow for the use of the Museum to host events, with the exception of the occasional ancillary use of the bar/café.

Venue hire is an extremely competitive market in London; there are a variety of well-established cultural venues in the surrounding area that operate private events successfully beyond 22:00.

Sadler’s Wells

- Available for clients to hire for events during the day and evening, until 23:00
- Maximum capacity is 320 people for a standing reception
- Situated adjacent to residential dwellings

- Primary use of premises is a theatre which has showings up to three times a day, across a variety of performance spaces. Daytime café, evening bars and a restaurant are available for public use

Foundling Museum

- Available for clients to hire for events until 23:00 with option to extend until 01:00
- Maximum capacity is 250 for a standing reception
- Residential dwellings situated behind premises
- Primary use of the premises is a museum with public café

Museum of the Order to St. John

- Available for clients to hire for private events until 00:00 with option to extend until 01:00
- Maximum capacity is 200 guests for a standing reception
- Situated near to residential dwellings
- Primary use of premises is a museum with public café

We require permissions to extend the hours of managing events in order to establish The Postal Museum as a viable venue within this competitive market.

Through consultation and benchmarking other museums and galleries in London, we have found that events at The Postal Museum are likely to be attractive to a wider market than solely corporate parties. By diversifying away from this saturated market we are enabling a far more varied venue hire offer and thus a greater opportunity for income generation as well as enabling the museum to reach as wide an audience as possible. Examples of this include events such as receptions, product launches, spoken word events, guided tours and filming.

As a result, and as detailed in the examples above, our prospective client base expects venues to be available to hire until at least 23:00 with a half hour drink up time. Therefore, whilst we do not expect all events to operate until 23:30, in order to make our events offer viable, we need the flexibility of offering events until this time.

Whilst events are important for generating income, they are also intrinsic to raising the profile of The Postal Museum, allowing us to function as a well-respected and important London cultural hub. We would like events at Calthorpe House to include opportunities to explore the collections housed there and will therefore have the main purpose of the museum at heart. We would like to host public ticketed events, all aimed at promoting the Museum and diversifying our user base. These events will be linked in some way to our collection and stories and will ultimately will aim to have a learning outcome. These could range from spoken word events, workshops and talks to taking part in local annual events such as the Clerkenwell Design Week and the Bloomsbury Festival. Meanwhile, exhibition launch events will be key to the success of temporary exhibitions at the Museum as highlighted below.

The Postal Museum will be undertaking a changing programme of temporary exhibitions, available to be viewed as part of the general admission ticket for daytime visitors or as part of an evening event. . Planned exhibitions for 2017 – 2018 include:

Writing Home

A community curated exhibition which looks at the importance of communication during immigration, particularly focusing on the experience of Caribbean nurses who immigrated to the UK in the 1960's.

This exhibition is a direct result of the work of The Postal Museum Community Learning Officer with 'The Amies project', based in London.

SS Gairsoppa

An exhibition showcasing never before seen mail and materials from the SS Gairsoppa, which sunk following a U-Boat attack during the Second World War. The items on show are new acquisitions to The Postal Museum collection.

To ensure the success of exhibitions such as these, the Museum will need to hold launch events attracting existing and new visitors to the Museum, including residents and individuals from local businesses within the neighbourhood.

The Postal Museum represents a significant opportunity to deliver not only a cultural hub at the heart of Camden but longer term community partnership opportunities. This is further highlighted by our venue hire plans. We aspire to be the venue of choice for local businesses and community organisations when planning their own events including meetings, AGMs, stakeholder events and social occasions. In addition to this, we are committed to allowing the free use of our community learning space at Calthorpe House for local organisations for up to 10 occasions per year. We would also continue and enhance our participation in wider community initiatives such as Bloomsbury Festival, Clerkenwell Design Week, Museums at Night and Open House London. Further to this, with the right events strategy, we will be able to host fundraising events for the Museum, within the Museum building, where we can fully promote our extraordinary collections.

Mitigating actions

A management plan has been submitted with this application, fully outlining the management processes The Postal Museum will put in place to manage the premises as an events venue.

Protecting the amenity of local residents has been a primary consideration of The Postal Museum when developing the plans for events and extended opening hours at the Museum.

The Postal Museum continues to have a positive relationship with local residents. We ensure that we communicate with them directly by sending newsletters; updating residents on the progress of our project. All updates include contact details to ensure two-way communication at all times; allowing residents to freely pass on any comments. We will continue to communicate with the local residents post opening. Further to this, we invited the local residents to a dedicated session to discuss this application in June 2016 at our Freeling House office. No residents attended the session, however we did receive one follow up phone call from a resident who showed support for this application and has since engaged with the Museum's Learning Team to offer support to their programme. We also attended the 'Holborn & Covent Garden Area Action Group' meeting on the 16th June 2015 to give an update on our development. In doing this, we received no objections to our plans at Calthorpe House.

Number of events and capacities

Private Events

It should be noted that private events will take place across the ground floor reception, exhibition and courtyard. In year one we anticipate up to 25 private events per year, growing up to 50 by year five of operation, though it is difficult to predict accurate numbers until we are operational. The maximum number of patrons at a private event is 150. The table below gives details on how often we anticipate full capacity being reached and average number of attendees per event.

Public Events

For public events, we anticipate that the majority will take place within the second floor learning space, varying from talks, workshops, community led events and historic film screenings. The maximum number of patrons for these events is 60. We would like to offer these events once a month, with the aim of expanding the audiences and growing the learning opportunities of those that engage with the museum. A small number of public events such as exhibition launches, or events in association with local festivals will use the ground floor reception, courtyard and exhibition space. The maximum capacity for these types of events is 150. We anticipate up to two exhibition launches per year and as a maximum we would run larger public events maximum 6 times a year.

Capacities

Type of event	Private Hire	Public Event (Learning space only)	Public Event (ground floor)
Max. Capacity of patrons	150	60	150
Expected occupancy of Max. Capacity of patrons	48%	70%	80%
Average No. of attendees	70-90	40	80
Maximum number of events per year	25 in year 1 growing to 40-50 year 5.	12 in year 1 growing to 24 in year 5	6

The Postal Museum has contracted a single caterer to provide both daytime cafe catering and event catering at Calthorpe House. This will create a close working relationship ensuring that the caterer develops a solid understanding and knowledge of the neighbourhood and the site. It is directly in the caterer's interest to ensure that the café is popular with local customers and therefore against their interests to cause any nuisance to potential local clientele at any time including during the operation of events. In addition to this, a sole caterer will already be based on site, minimising delivery drop offs and pickups required for each event.

In regards to the dispersal of waste, the main location of waste storage is based at the southern side of the building, on the opposite side of the building to the courtyard. There will be a small number of bins in the delivery bay available for events waste. We will ensure that no waste is disposed of outside, and no bins moved for collection between the hours of 00:00 and 07:00 in order to minimise disturbing our neighbours.

We will apply for a Premises Licence, primarily to allow the responsible supply of alcohol at events. In our Premises Licence application, we will detail the management processes that will be put in place to ensure that noise nuisance is low risk.

We are also keen to work with our local councils where possible, on implementing the best practice in regards to evening entertainment and sales of alcohol. In that respect we will, where relevant,

adhere to the Late Night Premises Best Practice Scheme rules managed by Islington Council, and plan to join the Clerkenwell Pub Watch scheme.

The National Pub Watch scheme's key aim is to help reduce alcohol related crime by achieving a safe, secure and responsibly led social drinking environment in all licensed premises. We plan to join and attend meetings of the local Clerkenwell group, as meeting attendees are able to share their knowledge in dealing with and raise awareness of issues relating to alcohol consumption in licensed premises in the local area. This information is also shared with the local police and council. The interests of this group lie in proactively managing the local area for the benefit of residents, businesses and ensuring the local night time economy thrives.

The management processes are also set out in an Operational Management Plan which has been submitted with this planning application for the Council's approval. The management processes include:

- A designated Events Manager on site at all times ensuring considerate behaviour by all contractors and patrons.
- Events supported by an SIA licensed security guard throughout any event running after 21:00, ensuring no anti-social behaviour by anyone associated with the event.
- Zero tolerance on the use of illegal substances.
- Any guests deemed as intoxicated before entry, will be denied entry to the event. Guests deemed intoxicated during an event will not be served alcohol.
- All doors and windows will be kept shut throughout all events after closure of the courtyard space.
- We will be fitting double glazing to assist against the risk of noise leakage.
- A Green Wall will be installed along the north boundary wall which will assist with mitigating noise impacts.
- No queuing is envisioned for hireable events: patrons will enter via the Museum entrance on Phoenix Place and undertake any registration required indoors.
- Signs will be displayed to request patrons to leave in a quiet manner.
- A contact phone number for residents to call in case any issues arise during an event.
- The dispersal of patrons will be planned in advance with the event organiser. The requirement to finalise this plan will be included in the venue booking terms and conditions.
- Where appropriate, dispersal plans will include the use of pre-booked taxis. Patrons will wait for taxis within the premises.
- For events where taxis are not pre-booked, we will provide details of a local taxi service; patrons will be able to wait within the Museum until transport arrives for a quick and quiet dispersal.
- Post the closure of the courtyard, any smokers will be directed to smoke outside the premises on Phoenix Place. Smokers will be prohibited from taking any drinks outside with them and will be monitored by an SIA licensed security guard. The guard will ensure that noise nuisance is not caused and public safety maintained, primarily by restricting numbers and will ensure that the relevant pathways are kept open for public access at all times.
- Alcohol sales to cease by 23:00 with half an hour drink up time
- There will be no off sales of alcohol from events at any time.
- All refuse collections, including glass, will take place after 07:00 and before 00:00 or in accordance with any local waste collection policies. (General waste storage and removal

plans have been submitted to the Authority separately). No lights inside the Museum or within the courtyard will directly shine towards neighbouring properties

- CCTV recording will be in use at all times.
- Any music will be incidental to events only. No music or amplified sound within the premises will be played that shall give rise to nuisance to neighbouring residents. The playing of music will cease on or before 23:00.

We are asking for the use of the premises to allow for staff to close up until 00:00. This is to allow for an adequate amount of time for staff to clear the main reception area and to check the Museum as a whole to ensure safe public opening the following day. The Postal Museum will have management processes in place which will ensure that noise nuisance during the clear up period is very low risk. These are:

- No waste will be disposed of outside after 00:00 or before 07:00. Bins will not be put out for collection after 00:00 or before 07:00
- In addition to there being a sole caterer based on site, minimising events catering deliveries, the style of events hosted will largely be standing receptions and therefore will not require much additional furniture to that permanently stored on site by the museum. This will therefore reduce the number of deliveries and pickups required, thus reducing risk of noise disturbance.
- The staff entrance and exit to the building is situated on the southern side of the building, on the opposite side to where the courtyard is situated. This ensures that once all patrons have exited the building, events staff are able to lock up for the evening without the risk of any disturbance.
- Staff requiring taxis home will wait inside until their taxi arrives.

Community is a pillar of The Postal Museum brand and has been at the heart of our work since our foundation. Our new site will help strengthen these links develop skills and offer greater employment opportunities to those in the local area, ensuring we contribute and give back to the community over the long term.

We are aware that increased employment is important to the area and are pleased, therefore, to inform the council that events management alone will directly employ three full time staff specifically to manage events in The Postal Museum and Mail Rail venues. The length of the venue operational hours, and therefore business opportunity, will guarantee the longevity of the employment of these posts. There will also be secondary employment benefits created by the venue hire business via the regular use of events suppliers including a London based caterer, cleaning staff, security staff, florists and audio visual production companies. The ongoing success of the Museum as a whole will support in excess of 70 permanent staff working across all museum disciplines and in the region of 40 part-time and casual staff working in operationally focused positions. We will also provide volunteering opportunities for more than 200 people from the local area.