

# USE MANAGEMENT PLAN

**PureGym Tottenham Court Road**

**London Borough of Camden Ref: 2017/5648/P**

**Date: November 2018**

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## Introduction

The London Borough of Camden has granted planning permission (ref: 2017/5648/P) for the 'Change of use of basement from retail (Class A1) to flexible use of retail (Class A1) and assembly and leisure' at Maple House, 141-150 Tottenham Court Road, London. This permission is subject to condition no. 5 which states that:

*'Prior to commencement of any D2 use at the premises, a Use Management Plan shall be submitted to and approved by the local planning authority. The Use Management Plan shall provide a description of the proposed use include (sic) the following:*

- *Employee numbers*
- *Anticipated customer and visitor numbers*
- *Proposed operating hours*
- *Any measures to manage customers and visitors to the site*
- *Any other measures that mitigate potential noise impact within and outside the site'*

The condition goes on to say that the Class D2 use should be carried out thereafter in accordance with the approved Use Management Plan. The reason given for the condition is 'to manage the impacts of uses on the site and safeguard the amenity of the site and area generally'.

The planning permission is not subject to any conditions that would restrict operating times. Nor is it subject to any condition that restricts the type of Class D2 use permitted, which could therefore include cinemas, music venues and concert halls, dance halls, gymnasiums and other facilities for indoor sports and recreation.

## Context of the Site

The site to which this Plan relates comprises the basement of Maple House, an eight storey building located to the east side of Tottenham Court Road, close to its junction with the A501 Euston Road. The upper floors of Maple House comprise office accommodation whilst the commercial units at ground floor, fronting Tottenham Court Road, are currently occupied by Sainsbury's and Carphone Warehouse/Currys PC World. The site is surrounded by other commercial uses and University College Hospital to the east. We understand that the nearest noise sensitive properties comprise residential accommodation at 30-40 Grafton Way, which will be separated from the gym by existing ground floor commercial units. The gym entrance will be located on Tottenham Court Road and the nearest noise sensitive property would be the Radisson Grafton Hotel that is located to the opposite side of the road. We note that Tottenham Court Road comprises a three-lane carriageway that is trafficked at both day and night.

## Proposed Occupier and Operating Hours

It is proposed that the basement space at Maple House will be occupied by PureGym. PureGym is the UK's largest gym operator with over 200 sites nationwide. The gym will provide a variety of facilities including an extensive range of cardiovascular equipment, free weights, stretch areas and studios for classes, together with personal training services.

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The gym will operate on a 24-hour basis, 365 days a year. These opening times would be a core component of the PureGym offer in this busy, central London location. Such flexible opening times help to cater for shift workers and those that work unsociable hours, including the staff of University College Hospital that is located immediately to the rear of the site.

### Employee Numbers

Precise employee numbers are yet to be confirmed. However, given the size of the gym and its location it is likely that there would be up to 20 full time/part time members of staff. This would include managers, personal trainers and cleaners. The gym will be staffed throughout the day and night.

### Customer/Visitor Numbers

Precise details of customer or visitor numbers are unknown at this stage but data from other, well-established 24-hour PureGym sites in London is presented below to provide an indication of likely visitor numbers over a typical 24-hour period.

Time	Average Weekday				Average Weekend			
	Lambeth	Oval	Hammersmith	Average	Lambeth	Oval	Hammersmith	Average
00:00	19	9	16	14	22	14	21	19
01:00	5	8	7	7	6	5	11	7
02:00	3	4	6	4	2	2	6	3
03:00	4	2	3	3	3	4	3	3
04:00	12	6	4	8	6	8	11	8
05:00	47	27	28	34	11	13	19	14
06:00	56	82	79	72	20	28	23	24
07:00	36	74	65	59	54	31	40	41
08:00	34	39	31	35	59	46	57	54
09:00	45	32	47	41	76	61	50	62
10:00	44	44	45	44	55	61	51	56
11:00	50	52	53	51	45	55	58	53
12:00	43	68	78	63	40	52	64	52
13:00	32	54	62	49	34	43	57	44
14:00	29	29	46	35	28	41	53	41
15:00	34	38	51	41	36	40	49	42
16:00	60	66	66	64	37	37	45	40
17:00	100	106	137	114	33	46	42	40
18:00	118	142	152	137	27	26	27	26
19:00	100	99	113	104	15	20	22	19
20:00	65	70	67	68	21	16	20	19
21:00	41	40	49	44	15	17	10	14



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22:00	23	31	31	28	10	12	8	10
23:00	23	14	23	20	12	5	16	11
<b>TOTAL</b>	<b>1024</b>	<b>1139</b>	<b>1258</b>	<b>1140</b>	<b>661</b>	<b>675</b>	<b>757</b>	<b>698</b>

The above information show that the gyms are generally busier during the weekday than at the weekend, and are at their busiest between 5pm and 7pm during the weekday evening rush hour. During the night-time hours of 11pm to 6am there would be an average of 13 visitors per hour on a weekday and 9 per hour on a weekend. Most visitors would arrive at either end of this period (i.e. between 11pm and midnight and between 5am and 6am).

### Management of Customers and Visitors

As noted above, the site at Maple House is in a busy part of Central London and is mainly surrounded by commercial uses. The gym will not be provided with any dedicated car parking and, given the site's excellent access to public transport facilities, we therefore expect a very high proportion of visitors to travel on foot or by using sustainable modes of transport. Visitors to the gym during night-time hours will usually be shift workers (including hospital staff) or early morning commuters who will arrive individually and in a quiet manner. There are no issues with groups of people or anti-social behaviour at existing 24 hour PureGym sites of which there are almost 200 in the UK. Whilst we consequently consider the potential for noise and disturbance associated with the operation of the gym to be very low, we set out below a number of measures that will be implemented to manage visitors to the site.

Item	Management Measure
1.	Secure entry to the gym is made via an entry pod and a unique PIN number which can only be used by the member. Entrance doors and changing rooms are protected with access control pin operated key pads. The gym would be staffed 24 hours and additional protection would be provided by an extensive CCTV system with cameras typically covering entrances and staircases, and the gym floor including all fire doors. Some of the cameras would be speed domes offering back up coverage to the fixed cameras.
2.	The gym would also be fitted with help points connected to an Alarm Receiving Centre where 24-hour staff assistance is available. Operators are able to talk to the site by use of a tanyo system. Fire doors would all be protected by mag locks that release in the event of a fire alarm and also have emergency break glass units. The fire alarm system is also monitored 24 hours by the Alarm Receiving Centre.
3.	A camera system designed by Crimewave Solutions covers the external entrance; entrance lobby and all critical areas within the gym including all the fire doors from member areas and entrances to the changing rooms, disabled WC and disabled shower. A 42-inch flat screen monitor will be located within the gym entrance area so that all visitors to the gym are aware that the site is monitored by CCTV
4.	The changing rooms are fitted with mag locks and the readers are designed to allow only ladies into their area and likewise for the men. Members exit these areas by use of a push to exit button and there is also an emergency green break glass unit fitted adjacent to these doors. Lockers will be secured by way of members personal locks and locks will be available to buy at the site on a 24-hour basis via vending machines
5.	The disabled shower and WC are each fitted with an emergency call system that alerts management as well as an audible and visual deterrent fitted outside the doors.

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## Monitoring

Up-to-date contact details for on-site staff are available on PureGym's website, including the names of the management team at Tottenham Court Road. Any third party complaints in respect of the operation of the gym should be submitted in writing to the management team who will escalate as appropriate, co-ordinating with regional and head office staff. PureGym will aim to resolve all reasonable complaints as soon as possible and within 14 days of receipt.