

## CURZON CINEMA CAMDEN HAWLEY WHARF

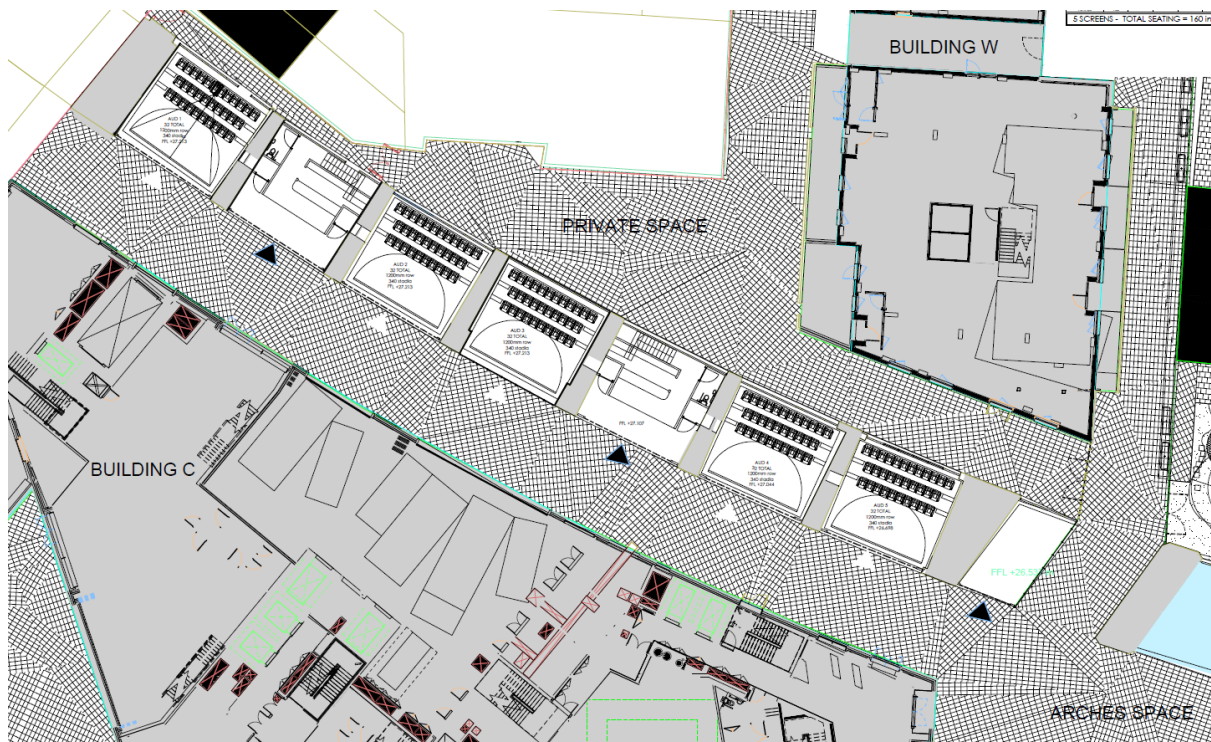
### OPERATIONAL MANAGEMENT PLAN

1. This Operational Management Plan (OMP) has been prepared in support of the submitted s73 application in respect of the Hawley Wharf development in Camden Town. This OMP relates specifically to the cinema proposed within the Northern Arches.
2. This Framework OMP sets out the guiding principles for the operation of the arches by Curzon Cinemas. It seeks to highlight the management principles which will be implemented for its proposed use as a Cinema (Class D2). This is a framework OMP that will be further refined once a lease is in place.

### NATURE OF PROPOSED USE

3. It is proposed that the arches will be used as a cinema with ancillary café/bar space showing a mixture of art-house and independent films, more mainstream titles, and a mixture of documentaries and performance films (such as National Theatre) as per Curzon's typical programme. The front of house (FOH) area will also be available for customers to relax.
4. The principal function, and lawful use, of the proposed space will therefore be a cinema (Class D2).
5. The space will be ticketed, and open to the public. Private hires may also happen for a range of reasons, such as lectures, film clubs or birthdays.
6. The cinema will be operated and managed by Curzon Cinemas.

Figure 1: Proposed GA Plan



## HOURS OF OPERATION

7. The cinema will have flexible opening times within 08:00am through to 01:00am Monday to Sunday and on Public / Bank Holidays and is somewhat dependent on the length of film showings.

## VISITORS

8. The level of visitors will be determined by the particular film showing and will fluctuate during considered 'peak times' (being evenings and weekends) and with the popularity and nature of the film.
9. The cinema will not accommodate more than 250 people on the premises at one time. Trained staff will ensure that guests are escorted into the building quickly and efficiently to avoid any potential for disruption in the local area.
10. Trained staff will ensure that should a queue form outside the building, that this will be managed quickly and efficiently with visitors queuing against the cinema frontage. This will be managed so the footway is not obstructed, visitors are encouraged into the site and visitors are prevented from congregating on Castlehaven Road, thus ensuring no impact on the surrounding public highway.
11. Staffing levels will be increased around peak times if necessary to ensure the smooth access / egress of visitors at the site.
12. Generally, a natural and dispersed wind-down of operations is expected by the terminal hour (1am latest) which will result in staggered departure of visitors in the lead up to closing time. Each auditorium has 32 seats, meaning that it will be extremely unlikely that 2 screens will empty at the same time. Those leaving the premises will be reminded by staff of the proximity of residential neighbours and the need to leave quietly.
13. CCTV will be in operation at all times.
14. The vast majority of visitors will travel to the site by walking, cycling or via the wide range of public transport facilities available in the surrounding area. Those arriving by taxi will be dropped at the Castlehaven Road entrance adjacent to the cinema.

## EMPLOYMENT

15. The number of employees will be approximately 12-20 in total. On site at any one time will be approximately between 5-10 depending on the time of day and demand.

## OPERATIONAL MANAGEMENT

16. Waste will be stored in a designated waste disposal area on site and will be in keeping with the wider site waste collection arrangements.
17. Deliveries for the cinema will take place in line with the on-site servicing strategy.
18. Deliveries will include materials for cinema use, as well as catering and beverages.
19. A General Manager will be appointed to the cinema. Curzon will ensure there is someone with sufficient authority to manage the cinema at all times.
20. The General Manager will also ensure that council regulations are adhered to i.e. waste disposal, noise control, etc.
21. All staff will be trained on health and safety, food safety and risk assessment.

## CONCLUSION

22. The proposed use plays an important part of the strategy to revitalise, activate and contemporise the Hawley Wharf development.