

Operational Management Plan

Hawley Wharf

Building C, Basement -1

January 2020

Introduction

1. This Operational Management Plan (OMP) has been prepared in support of an amendment to the Hawley Wharf planning consent.
2. The OMP sets out the guiding principles for the operation of the basement space as a family entertainment venue (Sui Generis).

Location

3. Hawley Wharf, Building C, Basement level B-1, with an entrance off Castlehaven Row/building C courtyard.

Operator

4. The proposed tenant (Babylon) is an internationally recognised company specialising in designing and running family entertainment attractions.
5. Babylon was founded in 1993. Today it has 12 family entertainment venues operating internationally, with more scheduled to open throughout 2020.
6. The proposed Venue will be known as Babylon Park Camden.

Proposed Use

7. Camden Market and its surroundings are underserved by non-retail offers, particularly those catering for families with younger children. It is hoped that the proposed attraction will go some way to address this, providing a mix of rides and activities to appeal to families all year round. The rides and attractions will be fit to serve the entire family.
8. Younger attractions aimed at 3 – 10 years will be located on the basement level. Rides and activities will include:
 - Spinning Rollercoaster
 - Soft Play
 - Twist and drop tower

- Redemption machines
 - Jump (trampolines)
 - Carousels
 - Bumper Cars
 - Video Games
9. Attractions aimed at teenagers (11 – 16 years) will be located on the newly created mezzanine level. Attractions will include:
- Simulators
 - E-sports arena will be divided into two according to age differences with security guards to separate between teenagers and adults.
 - Karaoke
 - Rooms available for party hire
 - Video Games
 - Sloomoo Institute - a slime related attraction fit for all ages
10. The space is fully enclosed and conditioned and is designed to operate throughout the year.

Hours of Operation

11. Opening hours: 12 P.M. on weekdays until 10 P.M.
9 A.M. to 10 P.M. on weekend and holidays.
After 8 P.M. entrance will only be from age 15 and above.
12. The venue will also be available for private hire (subject to licensing).

Visitors

13. The venue is designed to accommodate up to 3100 visitors daily (1,100 at any one time).
14. Payment will be on entry (exact pricing tbc) plus payment (via unique electronic token that was invented by the operator) for the attractions.
15. Children under the age of 14 will have to be accompanied by their parents.
16. Entry and egress will be via a the courtyard of building C.

Entrance and Exit strategy

17. The operator understands that the management of the visitor entrance and egress is important to both residents and the local community. Management principals to be adhered to include:
- Entrance will only be available for guests who will download the app, purchase a bracelet or a rechargeable card.
 - Staff will always be present at the entrance
 - Electronic ticket stations at entry level and at ground level to reduce queuing
 - Security screening on entry

18. Security Staff will be in place, actively monitoring the site and its frontages. They will be trained to prevent noise disturbances, especially when visitors enter and leave the premises.

Health & Safety

19. The safety of visitors and staff is the operator's primary concern. As such, the attractions will carefully designed to ensure their safe use.
20. The attractions have been designed and selected to ensure compliance with TUV standards.
21. Health & Safety assessments will be carried out as required by either the manufacturer or relevant statutory body. Records will be available on site for inspection.
22. Designated staff members will have relevant first aid training.

Security Measures

23. The entrance will be staffed by a security guard and a magnometer machine. The security guard will screen the bags of visitors.
24. Another security guard will monitor the park throughout all opening hours by walk around.
25. Another security guard will be placed at the Mezzanine level to oversee the visitors and make sure that each visitor according to his age will enter the designated area for him.

Management and Staffing

26. It is predicted that the venue will employ approximately 50 staff.
27. All staff will undergo relevant training to ensure that they are qualified to operate the attractions safely and in accordance with EN and any manufacture specific requirements.
28. Staff will undergo background checks prior to employment and in accordance with regulatory requirements.
29. A venue manager will be present to ensure the smooth running of the attraction and deal with any operational issues that arise.
30. The venue manager will also be responsible for ensuring that any council regulations are adhered to i.e. waste disposal etc.

Accessibility

31. The venue will be accessible for disabled users and parents with pushchairs. A dedicated passenger lift will operate from ground floor to the basement and mezzanine level.
32. 4 no. escalators will be provided serving Ground/Mezzanine/Basement B-1 levels.
33. Where possible, the rides and attractions will be accessible in accordance with any safety guidelines.

Ancillary Uses

34. To support the attractions, the venue also proposes the following ancillary uses;

- a retail concession stall selling merchandise located within the park.
- non – alcoholic bar.
- F&B on basement floor that will be provided by the global brand "Hans & Gretel" as a service to our customer.
- Sloomoo institute that will be placed on the mezzanine floor which offers a wide variety of uses with slime, to complete the family experience.
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Transport and Servicing

35. Transport and Servicing requirements have been considered in the context of the wider Hawley Wharf planning proposals and Servicing and Management Plan.

36. Separate service lifts directly access the loading bay within the Ground Floor of building C.

37. Please refer to the supporting Arup report for further information regarding transport and servicing.

Community Engagement

38. Four times a year at during not on weekends, free entry will be provided for organized local schools where special need children learn.

Conclusion

39. The proposed use is an important part of the holistic strategy to widen the appeal of Hawley Wharf development. It is hoped that it will boost employment and provide an important amenity for locals and visitors alike.