

CAMDEN

HIGH  
LINE

# Camden Highline Business Plan - Notes of Clarification May 2022

## Summary

The Camden Highline's financial model includes a limited number of events, details of which are covered in the Operations and Management Plan which accompanies the application. The operation of these events will be secured by way of planning condition/ or legal agreement. The recommendations made in the business plan are not part of the Camden Highline proposal.

1. In 2017 Camden Town Unlimited commissioned Fourth Street to prepare a business plan for the Camden Highline.
2. This report consists of a market analysis, profit and loss tables and a series of recommendations.
3. In November 2021 this business plan was refreshed. The update focused on revising the profit and loss tables to account for financial changes since 2017. No modifications were made to the recommendations.
4. **The recommendations in the business plan are not part of the Camden Highline proposal.** In particular:
  - 4.1 References to and recommendations around events are superseded by the events section of the Operations and Management plan, submitted in the planning application and copied below.
  - 4.2 References to the use of railway arches as ancillary commercial space around the Highline were made before the sale of these to the Arch Company, and do not form part of the Camden Highline's business plan.

## Camden Highline events policy (Operations and Management Plan, 2.6)

The Camden Highline will host events, organised both by the Highline itself and through rental of the space by outside parties. Some events can take place without closing the park, and others will take place after normal closing times. The Highline will also occasionally close to the public entirely for ticketed or private events; these closures will not exceed 10 days a year. These events will take place in two dedicated locations: the Grandstand and the Events Space (See Figure 5.). Events will not continue past 10:30 pm.



Fig 5: Camden Highline Grandstand and Events Space /Kiosk.

The Grandstand faces south, away from nearby homes and towards the platform. The size of the grandstand is small and is intended to host small, intimate performances.

The Event Plaza is roughly 15m x 6m and can accommodate 14 round tables seating 6 each. During normal park operations both locations are envisioned to be places for visitors to enjoy a coffee or sandwich from one of the Camden Gardens kiosks or nearby cafes. Both areas are screened from nearby homes by woodland and evergreen planting.

Figures 6 and 7 illustrate two event scenarios, one in which the Highline is open to pedestrians (Figure 6) and one in which it is closed (Figure 7). Capacities are also listed.

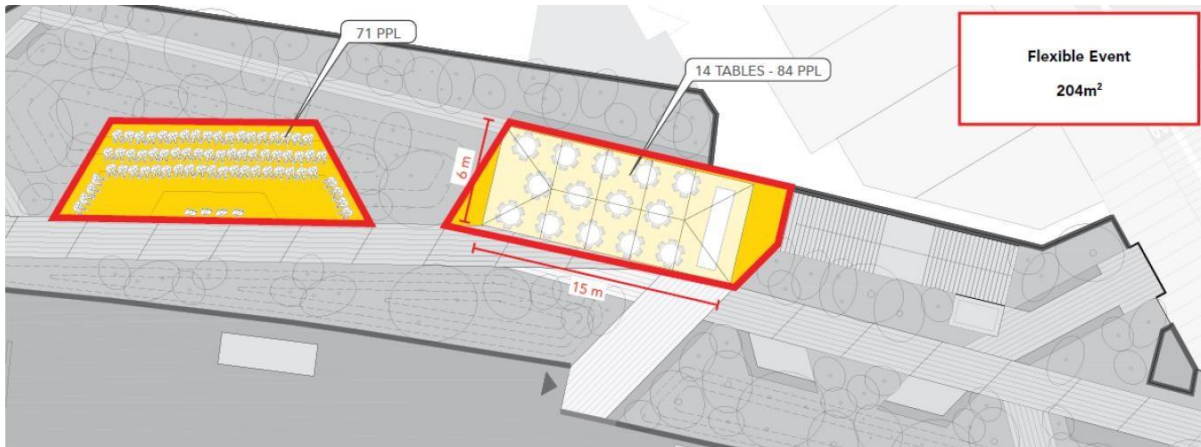


Fig 6: Grandstand & Event Space during event where the Highline remains open. Entry and exit will be from Camden Gardens

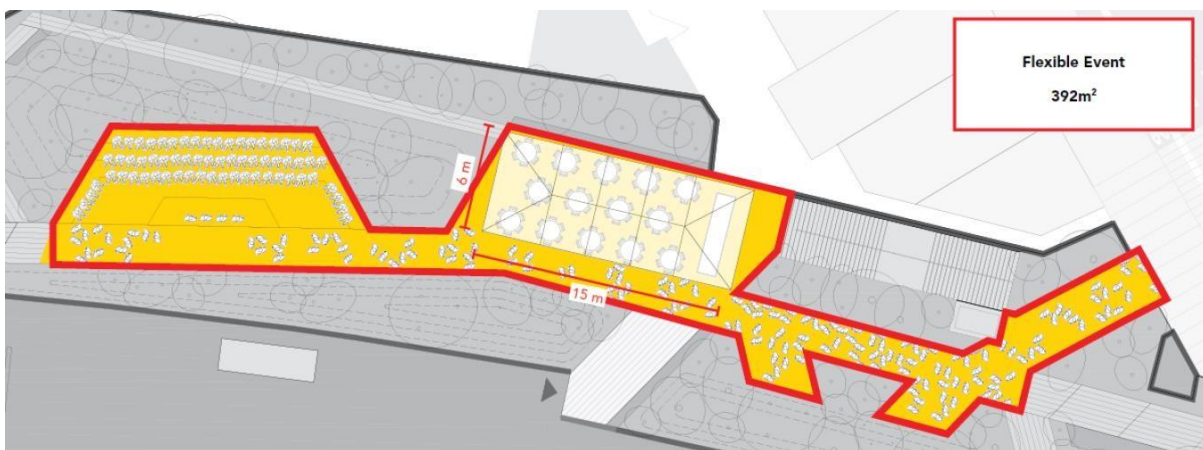


Fig 7: Camden Highline Grandstand & Event Space during event where the Highline is closed.