

architecture : planning

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ACTIVITIES MANAGEMENT PLAN

81-84 Chalk Farm Road, Camden, London, NW1 8AR

1. Introduction

- 1.1. This Activities Management Plan has been prepared in support of the full-planning submission at 81-84 Chalk Farm Road, Camden, London, NW1 8AR for the change of use of the building from Class E to Education (Class E(d) and Class F1(a)).
- 1.2. The statement aims to justify the principle of new education facility at this location and to provide additional information regarding the activities to be carried out in connection with the site.

2. Principle of Education Use

- 2.1. It is noted that the sites lawful use as Class E allows for a flexible approach to the use of the building within the Class E suite of uses. However, it is considered that a limited number of these uses would be suitable or viable for the site. Due to the backland nature of the site, the building does not benefit from high visibility or an active frontage which is generally preferable for Class E retail or restaurant uses who rely on passing trade. In addition, the large footprint of the building with limited window openings does not lend itself to town centre tenants often looking for small to medium sized premises. Therefore, the premises are well suited to tenants who require a large footprint without an active frontage. In consideration of this, education use is a suitable alternative to Class E with it falling within an identified town centre use.
- 2.2. The site is partially located within Camden Town Centre with the building technically located just outside of the boundary. Policy TC4 outlines that educational uses are considered a town centre use and therefore appropriate in this setting. It is considered that the introduction of an education use will contribute to the vitality and viability of the town centre and wider area.
- 2.3. The occupier will be the British Academy of Jewellery (BAJ), specialising within the creative industry. The BAJ has chosen Camden as their preferred location due to the eclectic creative industry found within the local area. Camden is synonymous with fashion, music, media and artistry. Ranging from painted murals to the formation of the punk scene, Camden Town has historically formed a hub for counter-culture and creative industries. The Roundhouse, located opposite the site, forms a significant cultural venue hosting a range of events including a recent residency for the Jean Paul Gautier Fashion Freak Show illustrating the areas importance within the fashion industry. The Roundhouse also serves as a centre to support young creatives with the

opening of a new centre opening in late 2022 offering space and programmes to turn young people's creativity into a career.

- 2.4. Looking more widely, venues such as KoKo, Jazz Café and Electric Ballroom further serve Camden's creative role. Camden Market also serves as a local institution allowing for creative brands and stores to vendor within the local area. Further creative brands based in Camden Town and Mornington Crescent area include Dr Martens (Fashion), Paramount European Headquarters (Media, Channel 5 (Media), Revlon (Cosmetics) and ASOS (Fashion).
- 2.5. In conclusion, it is considered that the proposed use will contribute to Camden Town's integral role within London's creative industries and will tie well into surrounding creative institutions and industries within the local area.

3. **Proposed Occupants**

- 3.1. Born out of the industry in 1999 by a local Hatton Garden family-run business, the British Academy of Jewellery (BAJ) are an Academy providing pioneering jewellery education and training programmes that nurture creative talent and technical ability. The BAJ aims to be a jewellery school where technical training is not an afterthought. Where technical skills are not seen as a hindrance to creativity, but where knowledge acquired by the hands provides inspiration. Aspiring to be a school where students do not shy away from originality and creativity and where traditional techniques are taught to then be challenged.
- 3.2. Responding to industry needs, the BAJ seek to provide the next generation of skilled jewellers who possess the aptitude and ingenuity to shape the future of the industry.
- 3.3. The BAJ has existing bases in London and Birmingham with the London school currently based in Farringdon. The BAJ has identified Camden as their preferred future home to join the eclectic creative scene and industries currently based within the area.

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4. Employment Levels

- 4.1. The site is in lawful use as Class E in last use as a Gym. It is considered that the Gym would have functioned some employment use with members of staff monitoring access and to clean the premises. It is also considered that the premises would have formed a secondary employment function supporting self-employed personal trainers and fitness instructors. Therefore, the former use would have supported a minor employment function.
- 4.2. The BAJ employs 30 full and part time staff who work in their offices as administrative staff or Master Goldsmiths and tutors. As a result, the site will still function in employment use likely generating higher employment levels than the previous use of the property as a gym.
- 4.3. It is also noted that the nature of the education use will contribute towards skills development within the jewellery sector equipping skills generation for thousands of young people. The BAJ enrolls 200 students annually within their London based courses and programmes.
- 4.4. Therefore, the proposals are considered to bring the building back into active use and it is considered that the site will serve as an employment and skills generating use and the benefits to the wider community are considered to outweigh any potential loss of Class E space.

5. Activities

- 5.1. A range of activities will take place on site as it will become to the central activity's hub for the BAJ:
 - Opening hours Monday to Friday of 08:00 to 20:00.
 - Lectures and workshops undertaken in the morning and afternoon led by lecturers and supported by technicians. On average, student groups within these lectures and workshops will be 70-80 students which covers the total number of students coming to site per day.
 - Teaching finishes at 17:30 every day. Campus stays open for the remainder of the afternoon / evening for students to access learning resources within the library, workshops and computer labs.
 - No teaching will occur on weekends however campus will be open during the following hours.

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- Saturday: 9:00am – 20:00
 - Sunday: 10:00 – 17:00pm
- During weekend opening hours, students will have access to library, computer labs and teaching rooms for studying. It is anticipated that on these days there will be up to 50 students attending throughout the day. The BAJ would like to explore the potential to run short courses for members of the public however this is not formalized at this time.
- The BAJ operates during three annual teaching periods:
 - Autumn – Mid-September to Mid-December
 - Winter – January to March
 - Spring – April to July
- The holiday periods when campus is closed for teaching are as follows:
 - Reading week / half term in October (1 week)
 - Christmas and New Year break (2.5 weeks)
 - Reading week / half term in February (1 week)
 - Easter break (2 weeks)
 - Reading week / half term in May (1 week)
 - Summer break (6 weeks between late July and early September).

5.2. It is considered that the proposed activities are fairly typical for a creative, higher education use and will represent a proportionate student and staff level of occupancy for the size of the building. The activities will not be noise intensive and will only require use of typical lecture style equipment and electronic equipment. The opening hours are also fairly typical for the location with the previous Gym use operating longer opening hours to target before and after work clientele. Therefore, the proposed opening hours will be reduced and be more compatible with surrounding residential uses.

5.3. It is considered that the proposed use will generate a similar number of individuals entering and exiting the building throughout a typical day to the previous Gym use with the gym operating classes resulting in a number of individuals entering and exiting the premises at one time.



6. Conclusions

- 6.1. The British Academy of Jewellery seeks to provide the next generation of skilled jewellers who possess the aptitude and ingenuity to shape the future of the industry. It is expected that the building will become an education hub and a huge asset to the creative industry and skills generation within Camden and the wider London area.
- 6.2. The activities outlined in this management plan are considered to support the education function and are considered to generate a moderate level of occupancy in regard to student and staff numbers, compatible with surrounding residential uses, ensuring a neighbourly relationship with surrounding properties. It is considered that daily number of people to and from the site (approx.100 total including staff and students) comprises of similar levels generated for a Gym of the size previously operating on site.
- 6.3. Overall, it is suggested that the proposals will provide an active use for the building with much needed community services for the local area, while protecting the amenity of residents and contributing to the vibrancy and creativity of Camden.

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