Operational Management Plan

The Loft, 1 New Street, Manchester, M40 8AB

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Introduction

This Operational Management Plan ('OMP') relates to the proposed use of The Loft, 1 New Street, Manchester, as a cultural event space.

The cultural event space is intended to be a flexible space which will accommodate a range of ticketed events, including yoga classes, seminars, workshops, as well as a series of DJ-led 'nightclub' events.

The proposals are being brought forward by Animal Crossing Music Limited (hereafter referred to as 'Animal Crossing'), a Manchester-based brand, with a passion for underground music and arts.

Animal Crossing

Animal Crossing have a unique vision and the team has vast experience within the cultural events industry. Having a passion for underground music and arts, Animal Crossing has been established to revolutionise and create a new scene within Manchester.

With six years of experience within the Animal Crossing team, a wealth of invaluable knowledge has been gained in showcasing how to run large-scale events efficiently, effectively, and safely. Specifically, Oliver Ryder (part of the Animal Crossing team) has headed up the promotions and marketing for the largest series of events in Europe and the largest metropolitan festivals in the UK (The Warehouse Project and Parklife Festival).

Animal Crossing has experience of transforming a range of spaces, which has previously included disused car showrooms, railway arches, underground bunkers, abandoned theatres, and old garages; they use their platform to showcase up and coming emerging creatives.

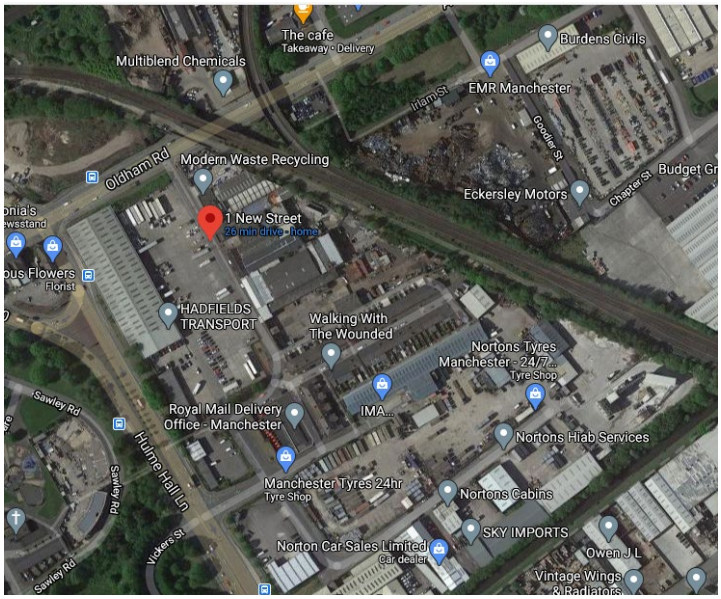
Creating such a unique product has created a scene of like-minded individuals, and the brand now has international clout with people traveling from all across Europe to attend the shows. The way the narrative for Animal Crossing has been created, it only attracts a customer base of educated professionals who have a deep passion for music and arts. Everyone is able to connect and respect the brand on a deeper level in comparison to another event not just in Manchester, but across the entirety of the UK.

Animal Crossing are excited to call The Loft their new home, where they can further elaborate their creative vision and cultural experiences. It is envisioned that The Loft becomes the cultural epicenter of the Manchester Underground scene, attracting a professional creative audience and offering a platform for both young and established creatives to showcase their work on an international scale.

The Loft, Manchester

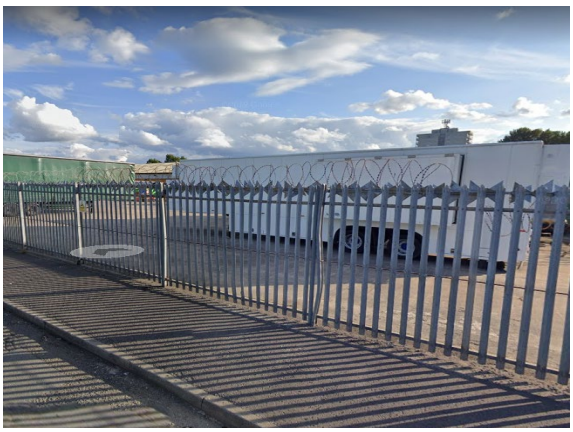
The Loft is located to the north-east of Manchester City Centre, within the Miles Platting and Newton Heath ward.

Figure 1 identifies the Site, in its surrounding industrial context.



^ Figure 1 (Source: Google Maps)

Figure 2 is the external view of the premises. **Figure 3** is the haulage yard directly opposite the premises.



^ Figure 2 (Source: Google Maps) ^ Figure 3 (Source: Google Maps)

To accommodate the proposed cultural event space, it is proposed that The Loft will consist of:

- Ground Floor: Lounge area, cold room, green room (a room in which performers can relax when they are not performing), rentable studio, photography wall/ gallery, co-working space and toilet facilities. The main access to the front of the building will be via a separate entrance and corridor.

- First Floor: Bar, dance floor area and DJ booth. The main access to the first floor will be via a weather protected external staircase, to the front of the building, as well as an internal staircase located to the rear of the building.

Stakeholders

Animal Crossing has engaged with several stakeholders and has strong working relationships with key parties in respect of the cultural event space at The Loft, an overview of which is provided below:

Greater Manchester Police

Each event held by Animal Crossing requires the use of a 'Temporary Events Notice', therefore Animal Crossing have developed a strong relationship with Greater Manchester Police ('GMP'), whereby communication and approval from GMP has been necessary in support of previous events.

Animal Crossing are committed to retaining and enhancing this relationship with GMP, as the proposals for The Loft progress, creating a central 'hub' within Manchester for Animal Crossing.

Nighttime Industries Association

The Nighttime Industries Association ('NTIA') is the voice for the sector and works to increase awareness and understanding of its contribution and benefits; it seeks to influence the decisions of policymakers and ensure that the nighttime economy continues to flourish, supporting regeneration, creating jobs and enhancing the UK's international reputation.

The NTIA highlights that the night-time industry is the UK's fifth biggest industry, which accounts for at least 8% of the UK's employment and revenues of 66 billion per annum (6% of the UK total).

Animal Crossing are supporting NTIA's vision, which includes seeking to champion the successful entrepreneurs who make Britain one of the most exciting international destinations for tourists; as well as ensuring that the public discussion about the benefits to the UK and internationally, of the night-time industry is clearly understood across society.

Trading Standards and Licensing

Animal Crossing have been liaising with Manchester City Council's Premises Team in respect of the Premises Licence that was submitted on 19 August 2020. The application was to allow for the sale of alcohol and the provision of regulated entertainment; the license was approved on 12 October 2020 (premises license number 248975).

The Premises Licence allows the following activities within the regulated environment of the premises:

- Performance of plays
- Exhibition of films
- Live music
- Recorded music
- Performance of dance
- Anything similar to live music, recorded music or the performance of dance.

Out of Hours Team

As part of the Manchester Premises Licence Team, Animal Crossing has a strong working relationship with the 'Out of Hours' team, who often visit Animal Crossing's events. On visiting an event, Animal Crossing are keen to show the Out of Hours team around the venue, acknowledging the importance of retaining a strong relationship with such key stakeholders.

Proposed Use

Event Types

The cultural event space will accommodate a range of day-time events, such as yoga classes, seminars and workshops; all of which will be ticketed events. It is also proposed for the building to accommodate DJ-led evening events, which will also require tickets to be purchased prior to the event.

The DJ-led evening have been inspired from European Clubs such as Restaurant and Club BRET (Amsterdam), Robert Johnson Club (Germany), and Rex Club (Paris). The long-term goal will be to have a private 'Loft Members' group, whereby everyone will know each other to build the community spirit within The Loft.

The DJ-led evening events will initially be held bi-weekly, which will increase to weekly events once demand is surplus.

The capacity of the venue for the DJ-led evenings will be 220 people.

Proposed Audience

The Loft is a music, arts and fashion foundation which hopes to become the cultural epicentre of the Manchester Underground scene. It intends to create a platform for young and established creatives and to showcase artists on an international scale. This venue is intended to attract a professional, creative audience.

The venue is designed to appeal to a specific niche demographic and will provide a community space to work alongside young professionals and assist them in getting their work noticed. The proposed audience will range between the ages of 23 and 31.

Opening Times

The Loft will be open as follows:

- Sunday – Thursday: 12.00 – 24.00
- Friday - Saturday: 12.00 – 05.00

Social and Community

The social and community aspect of this business is integral to its ethos; as such Animal Crossing are currently in discussions with several local charities in the hope of partnering with them at the venue.

For example, Animal Crossing have identified an opportunity for 'charity donation stations' to be set up at the door, on the entrance to shows within the venue. Other options have included creating wider awareness of job opportunities for young creatives.

Venue Management

Ticket Details

All tickets will be promoted online, until demand has been met to introduce the 'Loft Members' group.

All ticket sales will be completed in advance of any event and no tickets will be sold on the door.

Accessibility

The Loft is accessed via New Street and lies c. 160 metres south of Oldham Road (A62), which provides a key bus route into Manchester City Centre, which is c. 3km to the west of the site.

There is a small provision of car parking at The Loft, on New Street adjacent to the property.

Manchester Victoria Railway Station is the closest train station (c. 3km from The Loft); there is also a taxi rank located outside of Manchester Victoria Railway Station, which can provide further direct access to the Site, if travelling via Manchester Victoria Railway Station.

When a ticket is purchased for an event at The Loft, an e-mail will also be sent which contains information regarding the location of the venue, public transport information and local taxi numbers.

It is extremely important to Animal Crossing that their customers can access and leave the premises safely and without issue. Where necessary, customers will be assisted by members of staff in obtaining taxis.

Entry to The Loft

Entry to The Loft will be achieved via the front doors, from the courtyard that fronts New Street.

After 21.00, the premises will only be open to those over the age of 18, and as requested by Trading Standards, a condition is attached to the Licence in respect of the Challenge 25 Scheme.

No person who is considered to be drunk, or behaving in a disorderly manner, will be allowed to enter the premises.

All persons entering the premises, shall be subject to a search by a Security Industry Authority ('SIA') trained member of staff, in an area monitored by CCTV. There will be a female SIA trained member of staff to undertake searches on female customers.

For DJ-led evening events, no liquids, food or aerosols are permitted into the premises and will be confiscated during the entrance search.

Exiting The Loft

The premises will employ a dedicated Street Marshall who will be available to assist customers leaving the premises. Any loitering/ congregation outside the venue in the evenings will not be tolerated.

Customers will be assisted by members of staff in obtaining transport whenever necessary.

Litter

At the close of trade, the venue and up to 50m either side will be cleared of any litter by a member of staff.

Noise Control

To ensure that noise outbreak from The Loft has a minimal impact on the surrounding area, the following practices will be observed:

Noise Levels:

- A second soundproofing lobby door will be installed, to provide a further barrier for noise. On event days, the doors will be manned by SIA registered door staff who will ensure that both doors to the property are not open at the same time.
- For the DJ-led events, a Sound Engineer will be on site during events and will ensure that sound is set at a level that will not cause nuisance to any residential properties. The Engineer will assess and fix sound levels before the event begins.
- Speakers will be positioned so that all sound is projected within the venue and not outside.

External Area:

- For the evening events, there will be a member of staff who is responsible for the external area of the premises and who will regularly patrol to ensure that no customers are congregating outside or causing any disturbance.

Smoking Area:

- The designated smoking area will be in the outdoor courtyard, outside the entrance to the property.
- A limit of 20 people has been placed on the number of people allowed in the external Smoking Area at any one time, and this will be closely monitored by door staff.

Surrounding Area:

- No noise shall be audible at the nearest residential property situated 130m from the premises (as concluded within a Noise Impact Assessment undertaken by PDA Acoustic Consultants).

Servicing

The servicing to the venue will be dependent on the schedule of events, but it is anticipated that this will initially be once a week, between the hours of 07.00 – 18.00.

Waste Management

The bins for The Loft will be located in the outdoor courtyard (separate from the entrance and designated smoking areas).

There will be no disposal of glassware or containers outside of the premises between 22.00 and 07.00.

The schedule for collection of the bins will be determined once the schedule of events has been established.

Public Nuisance

The following conditions have been included within the Premises Licence, which will be adhered to, to prevent any public nuisance:

1. The Dispersal Policy agreed by the Licensing & Out of Hours Team to be attached to the Premises Licence and to appear as a Condition on the Premises Licence.
2. A Noise Limiter will be fitted and set at a level as agreed with Environmental Health.

3. No noise shall emanate from the premises, nor vibration be transmitted through the structure of the premises, which gives rise to public nuisance.
4. All doors and windows shall remain closed during regulated entertainment except for access and egress or in case of emergency.
5. Notices shall be placed at the exits to the premises asking customers to leave the premises quickly and quietly.
6. There shall be no disposal of glassware or containers outside of the premises between 22:00 and 07:00.
7. The Smoking Policy agreed by the Licensing & Out of Hours Team to be attached to the Premises Licence and to appear as a Condition on the Premises Licence.
8. The area outside of the premises will be kept clean and tidy, and staff will tidy away any litter at the conclusion of trading.
9. There shall be regular and adequate refuse collections from the premises.
10. Local taxi numbers shall be made available for customers, to assist in procuring a taxi.
11. Adequate rubbish bins will be placed outside of the premises and cleared away when the premises close.