

OUTLINE OPERATIONAL MANAGEMENT STRATEGY

MUSEUM OF ILLUSSIONS, 58-66 MARKET STREET, MANCHESTER, M1 1PW.

Purpose

This Outline Operational Management Plan has been prepared in support an application for the addition of Use Class F1(c) Museum's to existing Use Class E(a) Retail to the ground floor entrance area and associated first floor level together with installation of new shopfront to existing retail premises on Market Street, Manchester City centre on behalf of Museum of Illusions Ltd.

The Change of Use planning application seeks permission for the site to be used for the following uses:

- E(a) – Retail
 - This is the application site existing use to be retained under the application.
- F1(c) – Museum's
 - This is the application site proposed use to be added under the application.

The application site comprises the ground floor entrance area and first floor of 58-66 Market Street, within the heart of Manchester City Centre. The accommodation had previously been used as retail (Sports Direct under existing Use Class E(a) to be retained). The property is currently vacant, comprising 998m2 of floorspace including ground floor access via an existing entrance via Market Street.

Scope

The Operational Management Strategy establishes the principles for the good management of the application site, having regard to the amenity of existing and future neighbours.

About the Museum of Illusions

Museum of Illusions belongs to an exciting category known as Edutainment, offering educational content in a playful way. The museum entertains visitors with visual and sensory experiences created by interacting with exhibits; and educates visitors about the mechanics behind illusions, vision, perception, and the fascinating science of the human brain.

Museum of Illusion has a wide audience range, attracts both local visitors and international tourists, and welcomes everyone from families with kids, young adults, and school groups, to adventurers and explorers looking to test their brains.

Operating hours and management team

Opening hours are typically from 9 or 10 am to 10 or 11 pm, depending on the season, work week, or weekend. During special events in the museum, it is expected to operate even longer, in line with all local regulations. The museum is open on holidays, and special dates, and operates 365 days a year, with shorter open hours on special dates such as New Year's Eve.

Each museum is managed by local management with General Manager being the highest-ranking person. The Operations Manager supports the operational side of the business, primary museum staff management, and vendor management, and coordinates museum maintenance. Marketing and Sales Managers support all revenue-generating activities and connections with local communities. The rest of the museum staff support day-to-day operations on the reception desk, museum gift shop desk, museum floor, and other supporting office activities. All roles have a museum location as their only work location, with management having the office space with dedicated workstations. All museum staff can use the staff break room and sanitary facilities for daily breaks and shift change.

Servicing and deliveries

Servicing and delivery operations will be carried out in accordance with the existing site servicing strategy shared with Tesco's (the freeholder) and that approved by the local planning authority.

Capacity

The capacity of the premises will be determined by an average taken between:

- The existing means of escape / exit arrangement under the Building Regulations Approved Documents.
- Proposed sanitary provision capacities.
- Capacities of existing mechanical ventilation plant (to be established).
- Museum of Illusions Fire Risk Assessment.

The application site will be operated in line with the above-mentioned requirements.

CCTV

CCTV is currently proposed throughout the application site for the safety and wellbeing of visitors to the Museum of Illusions.

Museum segments and visitor journey

The exhibit area occupies most of the museum space, together with a gift shop and playroom area as parts of the museum space available for customers during their visit. Entering the museum, visitors first interact with a reception desk, where they can either register with tickets bought online or buy tickets in-store. In the reception area, some illusions can already be found to spike the interest of visitors waiting to enter the museum exhibit space.

The core museum business is providing an edutainment experience in the museum exhibit space where visitors can interact with three different types of exhibits: rooms, installations, and framed images. Each exhibit showcases different illusions, from well-known optical illusions to mind-bending sensory and visual illusions. Visitors can experience different effects of each illusion by observing it, or simply taking a photograph while being part of the illusions. Each exhibit has a description that explains what to do with the exhibit, and how the illusions work with background on how the illusions came to be. Museum floor staff, called Illusions Experts, are placed around the museum exhibit area to offer additional information about the illusion, help visitors take photographs, and make sure everything runs smoothly.

Approaching the end of the museum exhibit area, visitors go through the playroom, a small area designated to take a short break and play with brain games. All items placed in the playroom can be found and bought at the gift shop.

At the end of the museum exhibit area, visitors enter the gift shop. The shop offers a variety of merchandise, brain games, puzzles, and playful toys for visitors to take home. The museum does not sell, make, or allow entrance with any type of food or beverage products.

The museum can host events such as corporate events, team building, birthday parties, or other occasional and seasonal events. To offer a personalized experience, the whole or parts of the museum exhibit area transform depending on the event needs – visually adapt to event-specific themes, and ensure safe and unforgettable experiences. During most of these events, the museum is closed to the public and allows the consumption of food and drinks in a controlled environment by arranging a catering service for distinguished guests.