

# Aura Tower Bridge

## Dispersal Policy/Door Control Policy

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Aura Nightclub takes its licensing responsibilities seriously and has a duty to promote the licensing objectives which are:

- The Prevention of Crime & Disorder
- Public Safety
- The Prevention of Public Nuisance
- The Protection of Children from Harm

This dispersal /Door Control Policy outlines our duties to relation to ensuring people leave the venue in an orderly manner and do not cause a nuisance to local residents.

All staff and security have a responsibility to ensuring this policy is carried out.

### The Policy

#### Wind down and Last Orders

It is important that the venue gradually disperses and as such the following procedures are in place:

- Wind down music to be played for 30 minutes prior to end of all entertainment;
- Music within the club will be reduced 15 minutes before the venue closes;
- Lighting levels will be adjusted prior to closing to inform customer the venue is closing;
- Customers sat at tables will be advised the venue is closing 15 minutes before closure;
- Staff will be redeployed to the cloakroom where necessary;
- The venue will implement a 'drinking up' time of 15 minutes after last orders;
- The DJ will make an announcement 2 minutes before closure reminding customers to leave quietly and respect the neighbours;
- New customers will not be admitted to the premises an hour before closure.

Available staff will remind customers that they may not leave the venue with their drink. Customers will also be reminded to leave the venue in a quiet and orderly manner.

#### Security

On Thursday, Friday, Saturday, Sunday and Event nights there will be a minimum of 4 door staff starting at 21.00 hrs, a step up at 22:00 hrs of 2 additional door staff and thereafter any additional door staff will be assessed on a 1:75 customers' ratio. The door team supplier will be contracted on the proviso that staff will be made available when requested. Contact has already been made two door suppliers who are able and willing to compliment this arrangement, with one of the suppliers working with venues within a 2 miles radius with a surplus of 4 door staff as from 22:00 hrs.

On non-Event nights for Monday, Tuesday and Wednesday, there will be a minimum of 2 door staff with any additional door staff added on a 1:75 customers' ratio. It is not expected non-Event Monday, Tuesday and Wednesday nights to be as busy. This of course, may be subject to changes once trading begins.

Door staff will be contracted for a minimum of 30 mins extra post closure of the venue or until such times that satisfactory dispersal has been achieved.

Security plays a crucial role in managing the dispersal of customers. The following procedures will be in place to ensure dispersal is effective.

**Thursday, Friday, Saturday, Sunday and Event Nights Security Provision** – a minimum of 2 door staff from 21:00 hrs will be deployed on the front door to ensure that any people forming a queue at the entrance to the premises, or people leaving the premises, are orderly and supervised in such way so that they do not cause a nuisance to other nearby businesses, residents, passing pedestrians or traffic. On other occasions a minimum of 2 door staff will be engaged as from 21:00 hrs.

The lobby is intended to be manned normally at all times to guide customers with or without reservation to their designated space. On Thursday, Friday, Saturday, Sunday and Event Nights, there will be at least one staff manning the lobby throughout the night.

At the end of the night, there will be an additional staff handing out lollipops with a view of implementing the campaign of 'leave quietly and have a sweet journey home'. Customers may not want to take up the offer of a free lolly but this initiative will re-emphasise the point that it's time to quiet down as they go home in a fun way of putting the point across.

When leaving the premises, customers shall be instructed:

- Not to go across the road when they leave the premises (before the end of normal club opening hours)
- Customers who insist on crossing the road shall not be readmitted to the club

Security and management will be clearly visible to provide a deterrent to any nuisance.

### **Queue Management**

Where a queue forms, door staff will monitor to ensure the behaviour of those queuing is conducive with the entry policy. Any person who appears to be drunk or intoxicated will be removed from the queue prior to them reaching the front.

While monitoring the queue the door staff will remove alcohol from anyone consuming alcohol while queuing or if they are unwilling to give up their alcohol remove them from the queue and advise them they will be refused entry as a result.

The door staff will ask people to have their ID ready to show at the door, and have it readily available in preparation for the ID scanner.

Door staff will also seek to control the noise from any person queuing outside the premises in order to reduce the potential for noise. This will be achieved by politely reminding customers that anyone not complying with the request will be refused entry to the premises.

Door staff will be responsible in managing the queue and endeavour that the queue shall not be longer than 50 people. The venue shall open its doors to customers at least an hour before any event to ensure that there is not a rush of customers trying to gain entry, at any one time. Admittance will be gradual and customers will be encouraged via 'early bird's ticket/promotions' to attend early, hence avoiding peak times.

### **Smoking Area**

The venue will operate a controlled smoking area at the front of the building, next to the entrance. The maximum number of customers permitted in the smoking area at any one time is restricted to 15.

The number of people using the smoking area will be controlled by door staff to ensure that the maximum number is not exceeded at any time. The smoking area will be specifically for smokers and no drinks, glasses or bottles are permitted in this area.

Once customers have finished smoking, they should be directed back inside the premises to reduce the noise generated outside the premises. A maximum of 10 minutes will be allocated per customer staying in the smoking area.

In addition to the door staff reminding customers before they are allowed in the smoking area to keep all noise down, there will also be a sign requesting customers to keep the noise down whilst being in the smoking area. Any persistent noise makers in the smoking area will relinquish the right to use the the area for the rest of the night.

The smoking area will be closed 30 minutes prior to the closure of the premises.

Gradual changes will be implemented to refine will be made to perfect the right balance.

### Smoking Area and Queue Location



X denotes the smoking area and Y denotes the Queuing area. X is not in use after 19:00 hrs everyday and for smokers before 19:00 hrs, they are allowed to use the designated areas next to the gates, which are already in use as a smoking area by the other building occupiers.

### Signage

The following signage will be placed on all exit doors, lobby and smoking area (where applicable):

- Please respect our neighbours by leaving the premises quietly
- No drinks are permitted to leave the premises
- Notices on front door warning customers that everyone will get searched as a condition of entry, those who refuse are not allowed in.
- Smoking area: Please respect our neighbours and keep all noise down. Persistent noise makers will be asked to leave the smoking area with no re-admission.

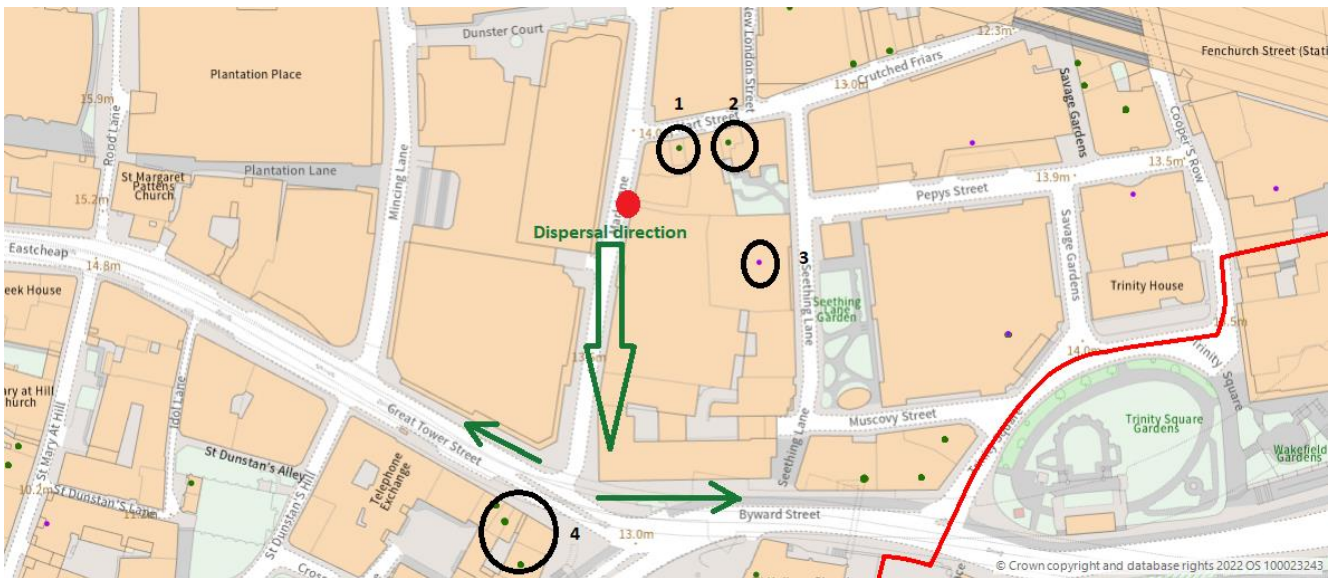
### Residents Contacting the Venue

Residents will be given a mobile phone number which shall be always carried by a member of management. This number will be used to deal with any complaints from residents which will be logged.

Mitigating factors:

- We have ropes and poles on door to ensure everyone gets in a queue and gets searched.
- When leaving the club at the end of night, we have all securities and staff moving people away from the venue towards Great Tower Street, hence avoiding the identified residents 1, 2 and Apex City of London Hotel at 3 (circled in the plan below).
- Great Tower Street is a relatively busy road but residents circled in 4 will also be provided with the mobile phone number as customers will be heading in their direction.

- Door staff present on the door from 21:00 hrs and they tell people to leave quietly and that we have neighbors around us.
- We have a notice displaying that please leave quietly and respect our neighbors.
- Implementing 'leave quietly and have a sweet journey home'.
- Decorating the lobby as a toned down and calm space.
- A sign board telling customers that no drinks are allowed to be taken outside the premises, and securities on door do the same.
- Notices on front door warning customers that everyone will get searched as a condition of entry, those who refuse are not allowed in as a deterrent for customer's frequency of going to the smoking area.
- The mobile phone number will be listed on the venue's website under a tab labelled as 'Local Residents' Concerns Contact Number' in the contact us page and the number will also be made available to Residents in the lobby.



## Venue Location

The venue is located on the eastern side of Mark Lane, halfway between Great Tower Street and Fenchurch Street, directly opposite the London Underwriting Centre.

The existing building extends to sub-lower ground, lower ground, ground and 7 upper floors and contains some 15,000 sqm (GIA) of floorspace. The building is predominantly B1 office use. Other occupiers in the building include financial services business, for example Faraday Reinsurance, Lonmar Global Risks, Transre London Holdings and Sync NI.

The immediate surrounding area is predominantly of a commercial nature with ground floor retail units and office accommodation above. By doing searches on various portals, we have not been able to identify any residential property directly opposite or to the immediate side of the venue.

The premises has a Public Transport Accessibility Level (PTAL) of 6b (highest level of accessibility), with London Fenchurch Street located a short walk to the north and Tower Hill a short walk to the east. During the operating hours, customers will be encouraged to use public transport. London Fenchurch Street also benefits from a substantial taxi rank and given its proximity to the premises, customers in need of transport will be directed to this location.

In the events where customers prefer to use Uber or similar services on club nights, we will ensure that any cars attending will be streamlined on one side of the road by trained staff to prevent any gridlock. Any cars waiting for longer than 5 minutes will be asked to move away.

### **Nearby Venues**

We have checked the opening hours of Brewdog Outpost Tower Bridge on Great Tower Street and also Proud Cabaret on 1 Mark Lane, venues that may have an effect on our dispersal plan. For Brewdog Outpost Tower Bridge, we have concluded that this will be minimal given that its hours of operation at latest is 12.00 am.

As for Proud Cabaret, the only conflicting closing times identified are Thursdays and Fridays. We intend to work with management at Proud Cabaret with a view of minimising any potential complaints or conflicts with our dispersal policy.

We have also identified a small pub around the corner on Hart Street, The Ship, as a potential conflict but given the size and its opening hours, we do not anticipate any issue.

No car parking will be provided for use by the venue's staff and customers.

### **Dispersal after the venue closes**

Once the premises is closed, available staff and door staff on duty shall assist with the dispersal of customers from the area.

Customers will not be allowed to take any open vessels, bottles or other type of container outside of the licensed venue. Any such an attempt will be stopped and the open vessel, bottle or other type of container will be confiscated and disposed of by the venue.

The purpose is to ensure that customers leave the area quickly, quietly and in an orderly manner. The most effective approach to dispersal is to be friendly and helpful, understanding that one of the effects of alcohol is to inhibit the effective decision-making ability.

Customers loitering may be doing so because they are unable to make a decision or easily access the information they require; often they will disperse when they are given this information.

Staff will be trained to offer options and assistance to these customers.

Door staff to provide a highly visible presence on Mark Lane, providing reassurance to residents and controlling antisocial behaviour from customers.

They will have two key responsibilities:

- (a) To monitor and control organised taxi ranks.
- (b) To patrol and monitor the vicinity of the venue to ensure that customers disperse effectively and do not contribute to anti-social behaviour.

Door staff will be expected to have a detailed knowledge of all transport options in the area and provide directions for customers who may be loitering in the vicinity of the premises. Door staff will be easily identifiable by way of their uniform and a high visibility jacket/vest. They will have direct communication with the premises via a two-way radio and to the police on the appropriate local emergency number.

### **Rubbish Patrol**

The venue will send out a 'Rubbish Patrol' following closure. They will pick up bottles and food wrappings up and down Mark Lane (These may be from sources other than the venue – but will be collected and disposed of to ensure the street remain free of rubbish outside the immediate vicinity of the venue.

### **Future Steps**

Dealing with complaints or issues is detrimental for the venue. This policy is subject to positive changes which will take place gradually with the evolving nature of the business.

It will be one of the key responsibilities of the Designated Premises Supervisor to ensure that this policy is enforced and regularly updated the policy to meet the requirements of the business.