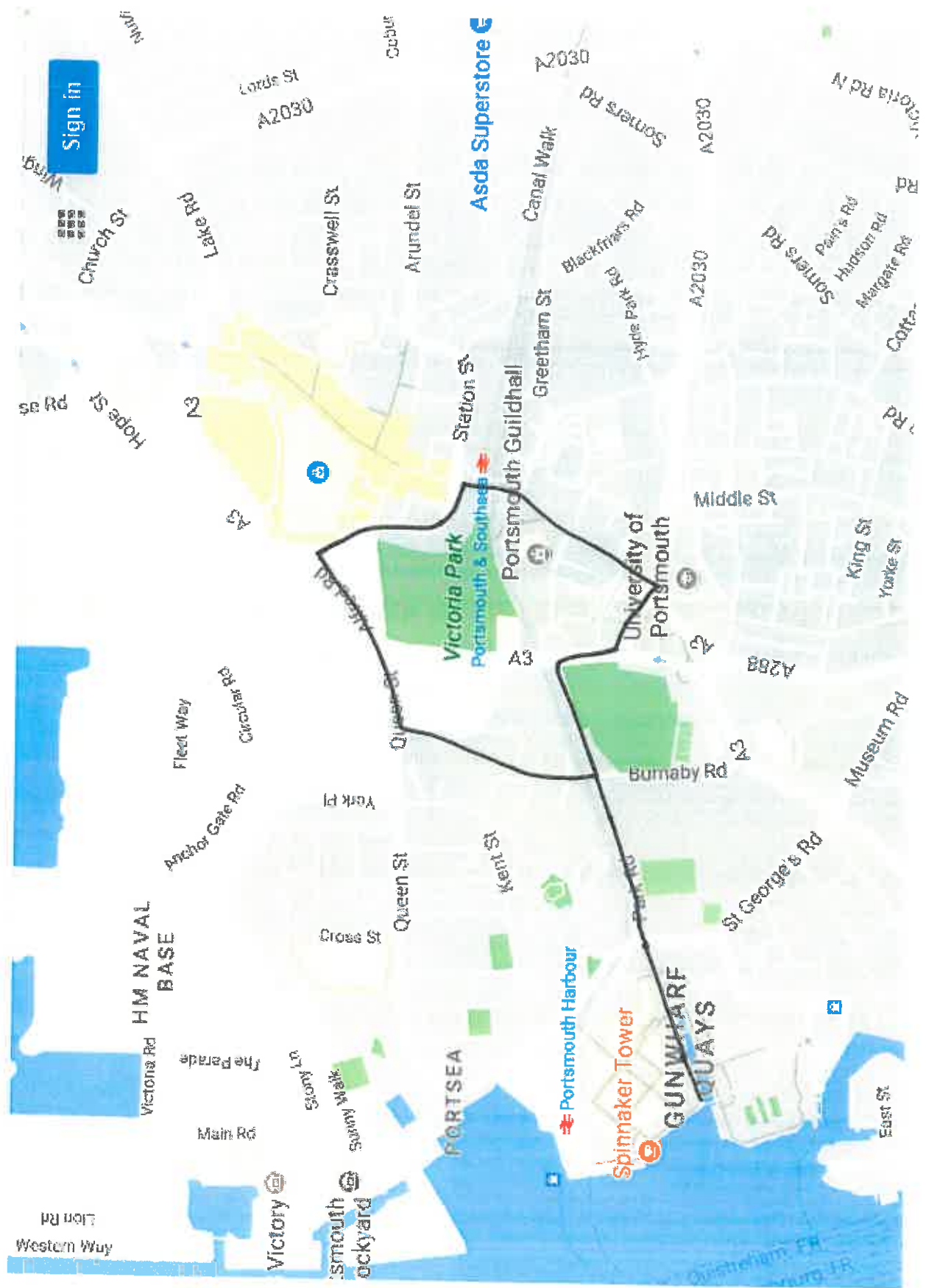


PRYZM, Stanhope Road, Portsmouth PO1 1DE

Variation of Premises Licence (Hours)

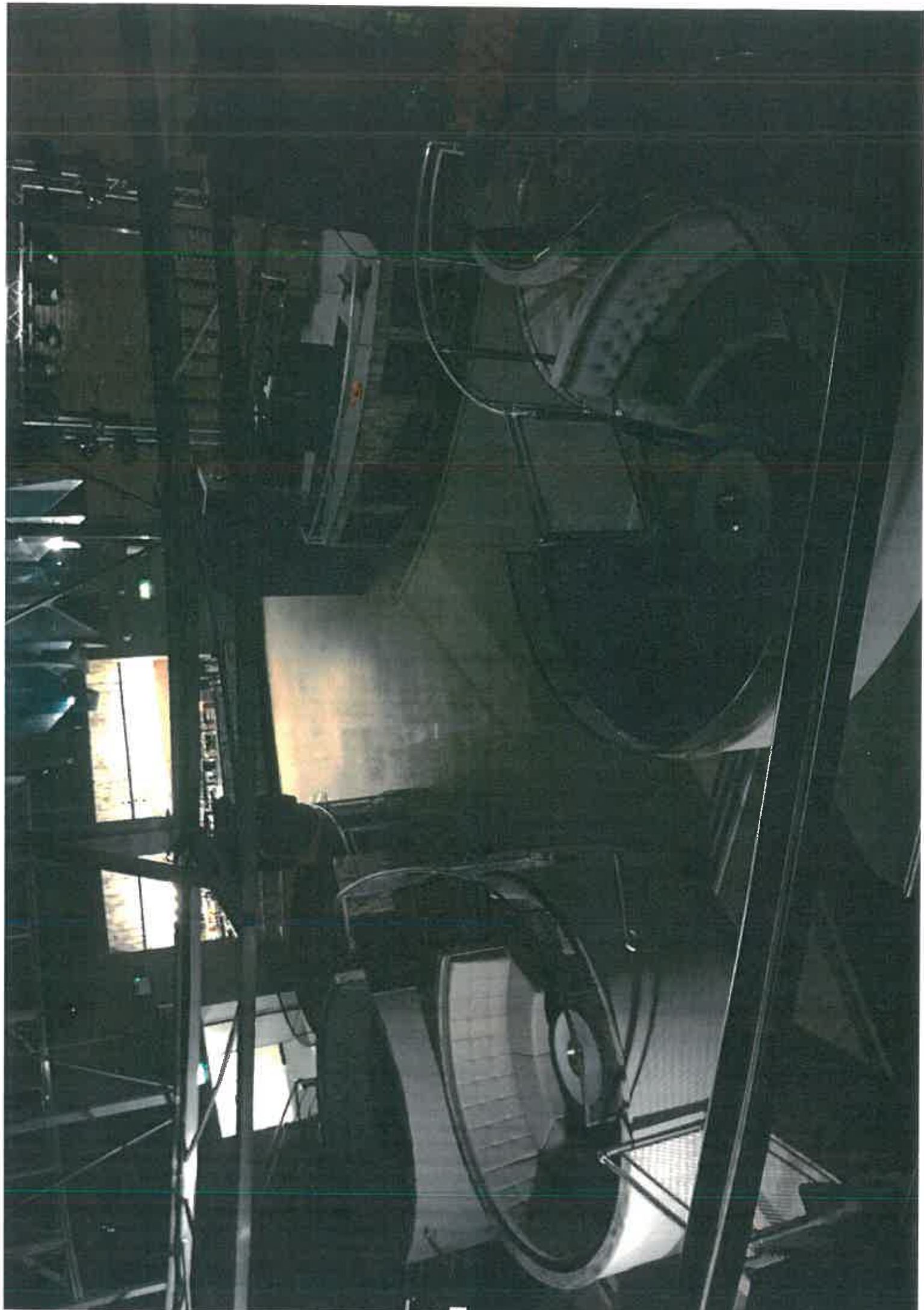
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ELTIC NIGHT INDEX

Released: June 2017
Data: February 2017 - April 2017

PETER MARKS CHIEF EXECUTIVE, THE DELTIC GROUP

I have often spoken about the fact that the late night economy is an important contributor to the wealth and health of a town centre. Late night leisure businesses are known for creating jobs and drawing people to the high street, but as our latest research has shown, their impact is more far-reaching. Not only do people spend money on getting ready for a late night out, supporting our high streets in the process, we've also seen a positive link between an individual's mental and physical wellbeing and a fun night out.

With so much in the news about the importance of both physical and mental wellbeing, it's great to see that Brits feel that late night leisure activities have a positive impact on both their physical and mental wellbeing. Over a third (35.6%) of respondents, and over half (55.4%) of 18-21 year olds, said that they felt better about themselves when they have a good/fun late night out. It's clear to me that the night time economy is more important than ever before.

Our third Deltic Night Index supports a trend we have seen for some time now. Clubbers are looking for exciting and unique experiences to share with friends both offline and online, with a greater focus on entertainment, premium service and drinks.

It highlights the importance for late night operators to continually innovate their offer and to place a greater focus on entertainment and creating unique experiences. The three reports have shown us that Brits do like a good night out but in a market that changes so quickly it's vital that we always think about what else we can do to ensure we give our customers a reason to come back time and again.



HEADLINE FINDINGS JUNE 2017 - THE LATE NIGHT ECONOMY

- Consumer spending on late night leisure is up by 6.3% (or £3.30) to £55.56 on the last quarter
- The average late night out lasted 4 hours 49 minutes, a 28 minute increase on the last quarter
- Spending on pre-drinks, transport, entry fees and drinks in the venue have all increased, while expenditure on food has decreased by 12.3% (or £1.97) compared to the last quarter
- Spending on drinks in late night venues has increased by 18.50% (or £2.70) to £17.32
- Spending on entry fees increased by 18.1% (or £0.96) when compared to the previous quarter
- 37.2% of Brits go on a late night out at least once a week
- Over a third of respondents believe that a late night out has a positive impact on their overall mood (35.4%), their mental wellbeing (34.8%) and their relationship with friends (34.0%)
- Over half (50.8%) of respondents say they always go for a quality brand when choosing a drink, a number which increases to 55.8% amongst 18-21 year olds

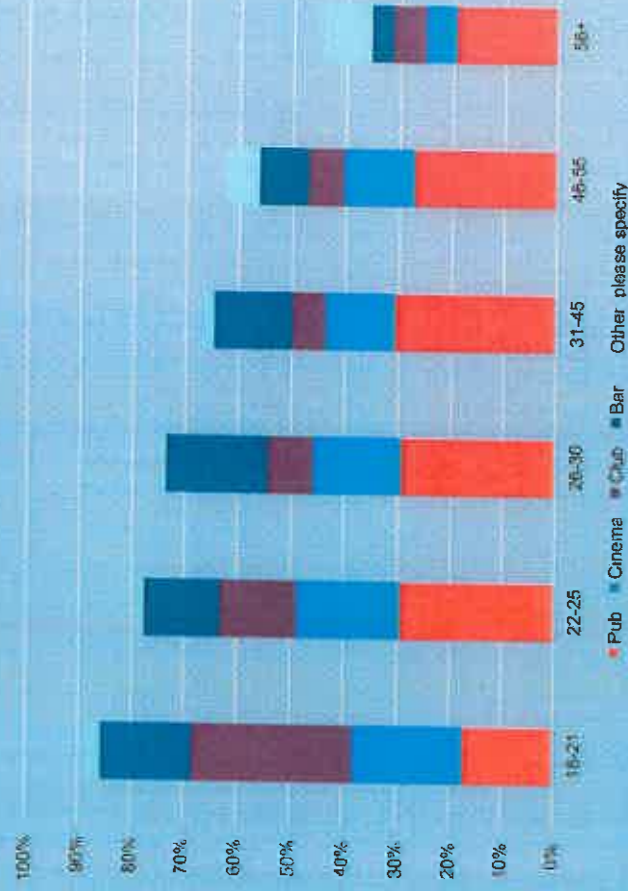


LATE NIGHT ECONOMY SPENDING BY LATE NIGHT ACTIVITY

Pubs remain the most popular late night activity for the third quarter in a row. The pub is the most popular late night activity for all ages except 18-21 year olds, where clubbing is the most popular activity.

- Pubs remain the most popular late night activity, with just under a quarter (24.2%) of respondents spending the most money in pubs each month
- 30.2% of 18-21 year olds spend the most money in clubs each month
- Amongst the 18-21 age group clubbing saw an increase of 9.9% compared to the last quarter
- The top three late night activities for men are pubs, followed by the cinema and then clubs and bars joint third
- For women, clubbing is now one of the top three late night leisure activities, overtaking bars. The top three activities are now pubs, cinema and then clubs

Late night expenditure
broken down by activity and age group



LATE NIGHT ECONOMY SPENDING BY LATE NIGHT ACTIVITY: REGIONAL BREAKDOWN

- People from Brighton are most likely to spend more money on clubbing each month than on any other late night activity
- People from Bristol are most likely to spend more money on going to the cinema each month than on any other late night activity, whereas people from Newcastle and Brighton are likely to spend the least
- Going to the pub is the most popular late night activity in the majority of regions. These were Belfast, Birmingham, Cardiff, Edinburgh, Glasgow, Leeds, Liverpool, London, Manchester, Newcastle, Norwich, Plymouth, Sheffield and Southampton

Late night expenditure by activity broken down by city

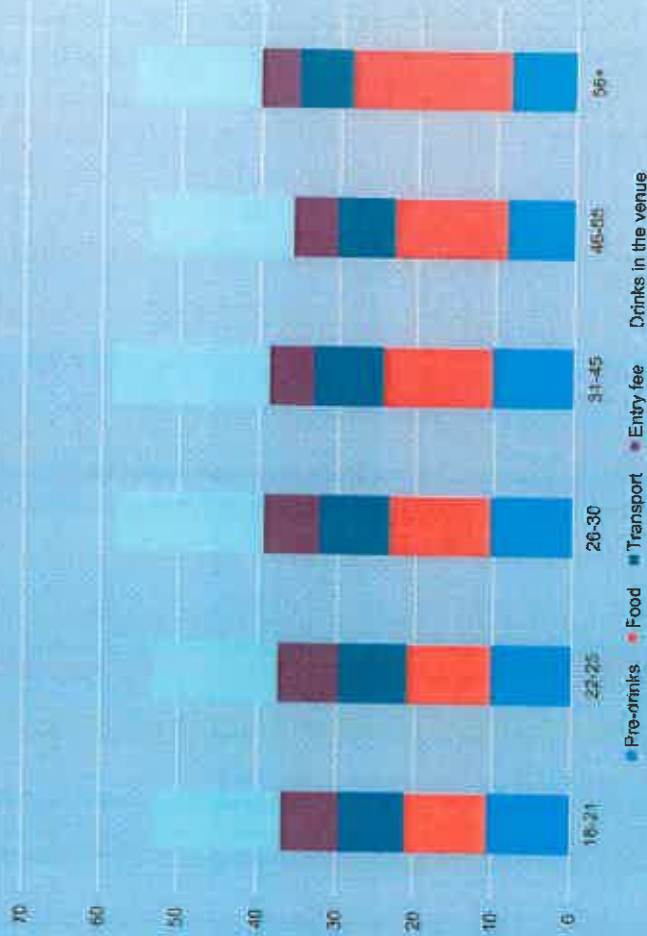


LATE NIGHT SPEND MIX

Spending on pre-drinks, transport, entry fees and drinks in the venue have all increased, while expenditure on food has decreased.

- Brits spend £55.56 on an average late night out. When compared to the last quarter overall spending on late night activities is up by 6.3% (£3.30)
- Brits spend an average of £9.78 on pre drinks, £14.00 on food, £8.18 on transport, £6.28 on entry fee and £17.32 on drinks in the venue on a late night out
- 18-21 year olds spend the most money on pre-drinks at £10.57. This is an increase of 7.4% compared to the previous quarter
- Women spend more money on pre-drinks, food, transport and entry fees, whereas men spend more on drinks in the venue

Late night expenditure broken down by activity and age groups



LATE NIGHT SPEND MIX: REGIONAL BREAKDOWN



Pre-drinks
Glasgow £11.73
 Leeds £8.14
 Liverpool £8.37
 Manchester £11.05
Newcastle £8.05
 Southampton £10.53



Food
Edinburgh £15.86
 Leeds £11.86
 Liverpool £12.22
 London £15.49
Newcastle £10.92
 Southampton £15.70



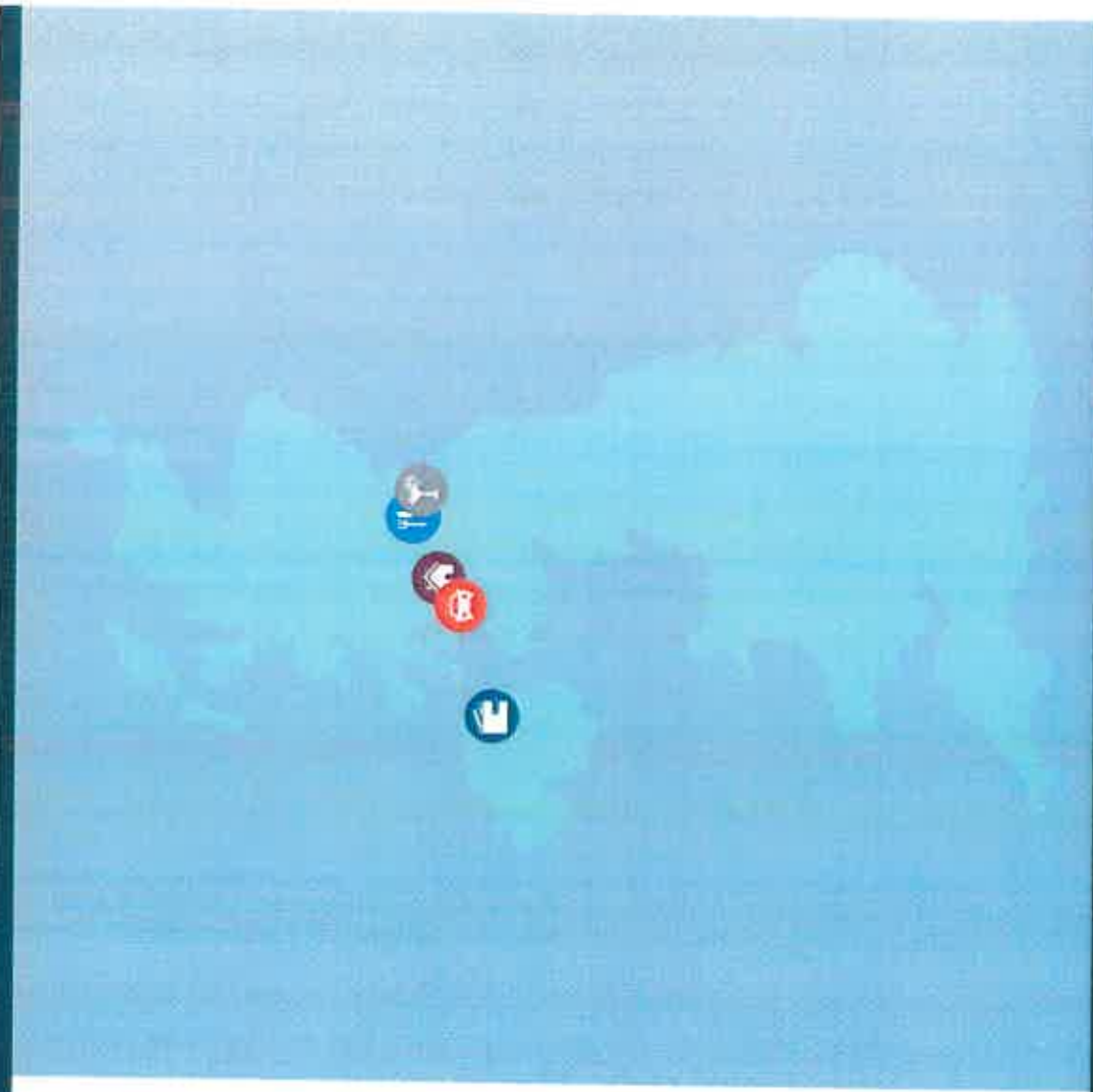
Transport
 Brighton £6.73
Edinburgh £5.85
Glasgow £9.05
 Leeds £6.47
 London £9.01
 Norwich £8.94



Entry fee
Belfast £8.99
Brighton £3.18
 Edinburgh £3.37
 Glasgow £7.35
 London £8.44
 Norwich £7.25
 Nottingham £3.92



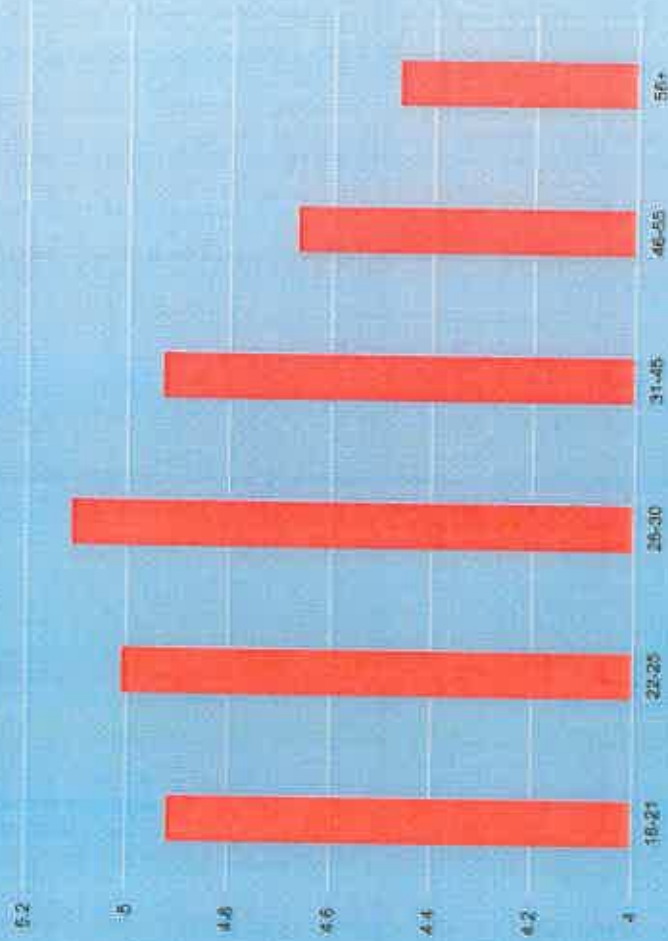
Drinks in the venue
 Belfast £19.65
 Brighton £16.32
Bristol £15.52
Edinburgh £20.42
 Glasgow £19.55
 Sheffield £16.29



LATE NIGHT TIMINGS

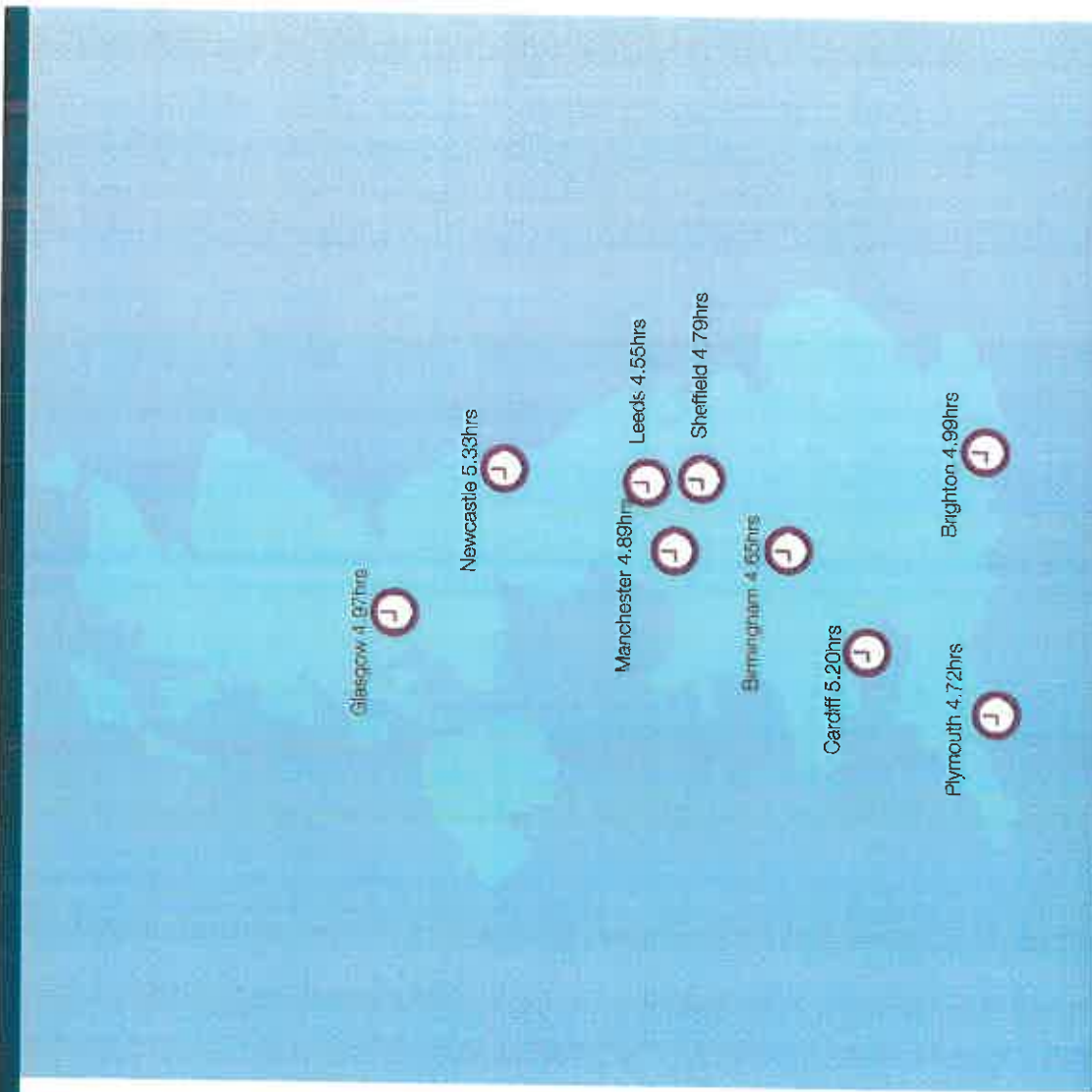
- The average night out lasted 4 hours 49 minutes, a 28 minute increase on the last quarter
- On average women respondents who go on late nights out leave home at 19:55 whereas men on average leave home for a night out at 19:37
- Respondents aged 18-21 are likely to be the last to leave the house for a late night out, with the average time being 20:17
- For 2 in 5 respondents (40%), the average late night out lasts 3-4 hours
- For just under 2 in 5 respondents (39%), the average late night out lasts 5-6 hours
- On average, respondents aged 26-30 have the longest night out with an average of 5 hours and 7 mins

Average length of a night out per age group



LATE NIGHT TIMINGS: REGIONAL BREAKDOWN

- For those from Newcastle, the average night out lasts 5.33 hours (the longest of any city) followed by Cardiff and Edinburgh
- For the second quarter in a row, people from Leeds tended to have the shortest nights out at 4.55 hours
- Nearly 8% of people from Norwich say their average late night out lasts between 9 and 10 hours

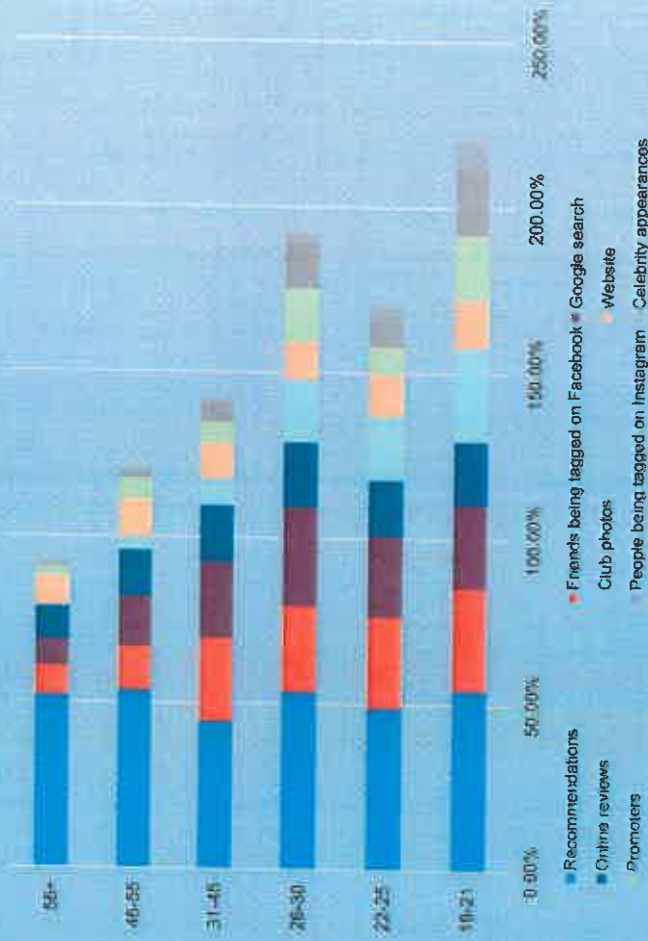


PLANNING A LATE NIGHT

For the third quarter in a row, recommendations proved the most important factor for consumers when choosing where to go on a late night out. However, this quarter, club photos have replaced websites as the fifth most important factor when planning a night out.

- The top 5 ways respondents choose where to go when planning a night out are:
 - Recommendations (no change)
 - Friends being tagged on Facebook (up one place)
 - Google Search (down one place)
 - Online reviews (no change)
 - Club photos (new entry)
- Over half (50.9%) respondents choose where to go on a late night out based on recommendations. This has decreased by 2.1% from the previous quarter
- Over 1 in 5 (22.0%) respondents choose where to go on a late night out by friends being tagged on Facebook. This has increased by 3.3% from the previous quarter

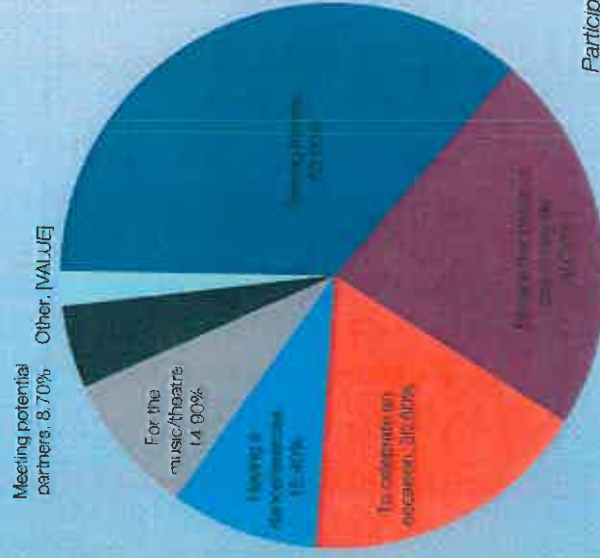
Factors and their importance in determining where people go on a late night out



WHY DO WE GO OUT?

- For the third quarter in a row, seeing friends remains top of the list of reasons Brits go on a late night out, with 63.9% citing this as the main reason
- This is followed by escaping the stress of day to day life (40.3%) and to celebrate an occasion (30.5%)
- 37.2% of women say that a top reason for going on a night out is to celebrate an occasion. Whereas, less than a quarter of men (23.6%) say this is a main reason
- Over 1 in 10 men (12.3%) said that a main reason for them going on a night out is to meet a potential partner, but this is true for just 1 in 20 (5.3%) women
- 14.5% of 18-30 year olds said that a main reason for them going on a night out is to meet a potential partner

Top reasons Brits go on a late night out

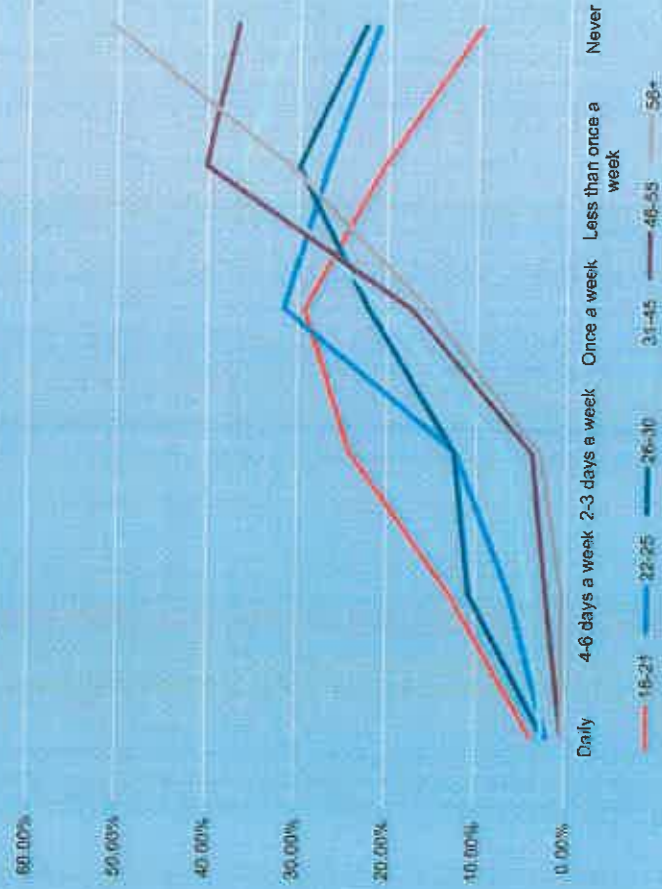


Participants were asked to select up to three

FREQUENCY OF LATE NIGHTS

- When compared to the last quarter, the average number of times Brits go on a late night out has increased from 0.89 days a week to 1.26 days a week
- Compared to the last quarter, the number of people who go on late night out 2-3 times a week is up by 0.7%, and the number people going on a late night out 4-6 times a week is up by 0.5%
- On average, over two thirds (69.8%) of Brits aged 18-21 go on at least one late night out each week, up from 67.4% last quarter
- Nearly a quarter (24.1%) of 18-21 year olds go out on late nights 2 to 3 times a week, this is up by 5.2% when compared to the last quarter. The number of 18-21 year olds who go out 4-6 days a week has also increased by 4.7% for the same period
- On average, British men continue to go out on late nights out more often than British women (1.41 times weekly for men vs 1.11 per week for women). When compared to the last quarter the frequency of late night outs for both sexes has increased
- Over 1 in 10 (11.2%) Brits aged 18-30 go on late night out 4-6 times a week
- In the following cities, people are most likely to go on a late night out at least once a week
 - Brighton (48.7%)
 - London (44.1%)
 - Bristol (41.0%)
 - Glasgow (40.2%)
 - Manchester (39.8%)

Frequency of late nights broken down by age



SAFETY

- 94.9% of Brits continue to feel safe staying with their friends on a night out (compared to 96.0% last quarter)
- 85.7% of Brits feel safe keeping their belongings with them at all times on a night out. This is a small increase from 85.4% last quarter
- Top ten cities were people felt somewhat to extremely safe travelling by themselves on a late night out:

↑	Glasgow
↑	Cardiff
↑	Plymouth
↑	Liverpool
↑	Southampton
↓	Edinburgh
↑	Newcastle
↓	Nottingham
↓	Norwich
↑	Sheffield

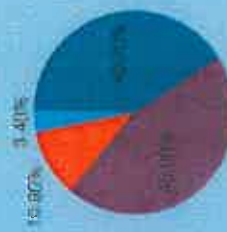
How safe do we feel on a night out?



Travelling by myself



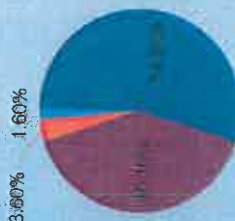
Keeping your belongings with you



Leaving my drink unattended



Staying with your friends



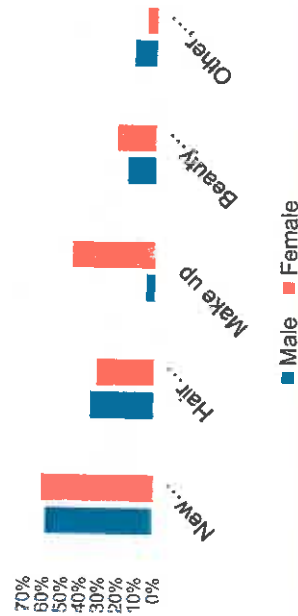


SPECIAL FOCUS:
Physical and mental well being

HIGHLIGHTS

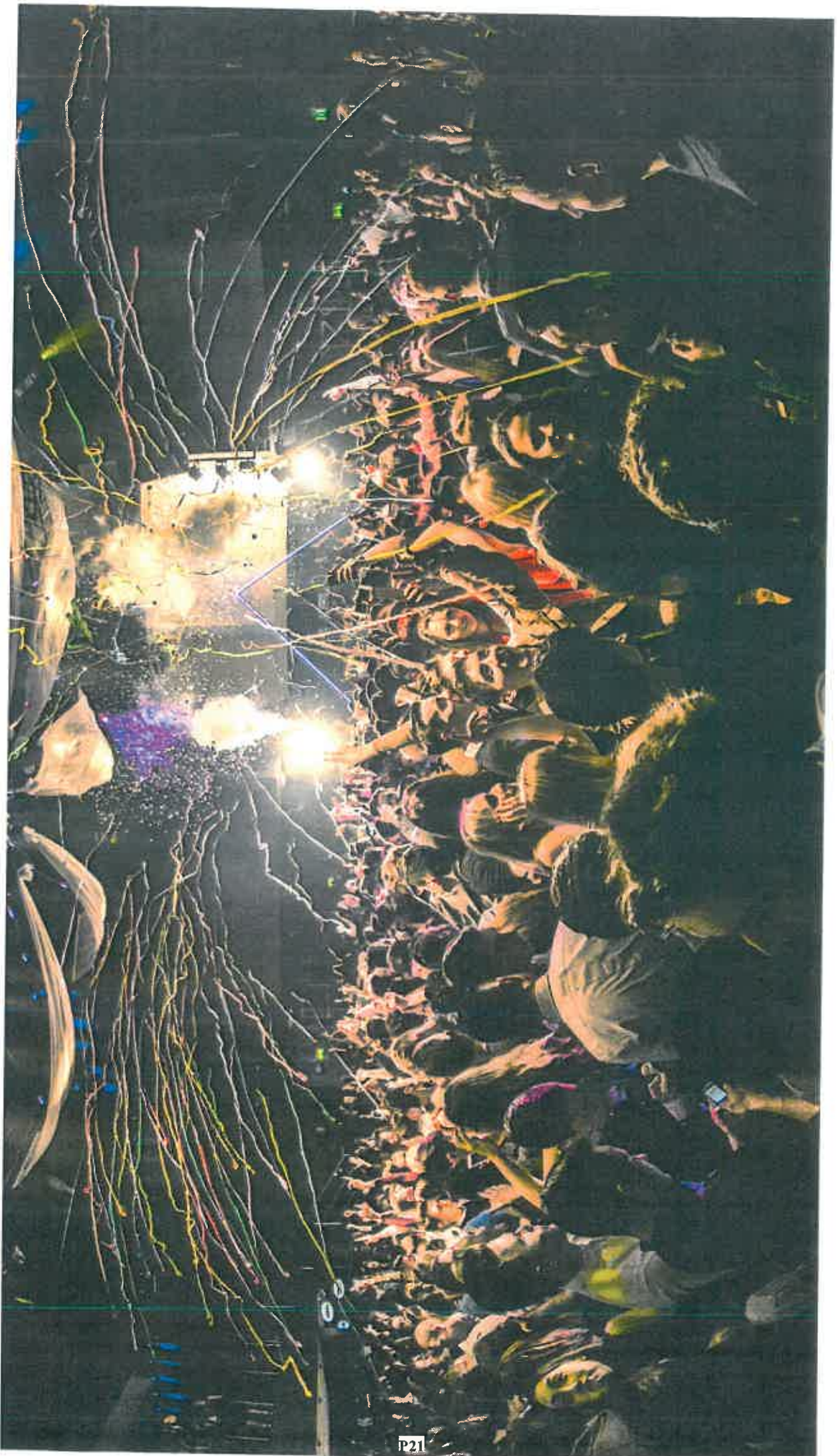
- 35.6% of respondents, and 52.8% of 18-25 year olds, said they felt better about themselves when they have a good/fun late night out
- Almost 3 in 10 (27.5%) respondents said that going on a late night out makes them feel good which benefits their mental wellbeing
- Over a third of respondents believe that a late night out has a positive impact on their overall mood (35.4%), their mental wellbeing (34.8%) and their relationship with friends (34.0%). There was little regional difference. A fifth (20.3%) of Brits feel that a late night out has a positive impact on their confidence
- 38.1% of respondents said that keeping fit and looking good was important to them as they like to look their best on a night out
- Over half (50.8%) of respondents agreed that when choosing a drink, they always go for a quality brand, with 1 in 6 (15.7%) of respondents stating that they strongly agree

How men and women spend their money preparing for a late night out



REGIONAL FOCUS

- Those in Brighton are most likely to believe that a late night out has a positive impact on their confidence with 30.6% saying it does, while those in Newcastle are least, with only 11.5% of respondents feeling it effects their confidence
- 38.9% of respondents in Brighton felt that a late night out is very important to their social life, while only 22.1% of those in Newcastle did
- A quarter (25.3%) of Bristol residents and almost a quarter of London (24.6%) and Manchester (24.2%) said they purchase better quality drinks / services because it looks better on social media, compared to just 9.6% of those in Newcastle, and 10.5% of respondents in Leeds
- in preparation for a late night out:
 - 75.0% of those in Edinburgh and 73.7% in Birmingham spend money on new clothes and shoes, compared to just 47.2% in Liverpool
 - 46.4% of those in Belfast spend money on hair treatments, compared to 25.7% of those in Brighton
 - 40.0% of those in Brighton spend money on makeup, compared to just 17.3% in Southampton
 - 30.3% of those in Norwich spend money on beauty treatments, compared to 11.1% in Sheffield



METHODOLOGY

Sample size: 2,444

Sampling theory:

The Censuswide panel was originally recruited via sampling specialists and since has grown organically. Panellists can opt to answer all surveys – but will be filtered out if a survey is not relevant to them. Panellists are also invited to participate in surveys via a newsletter. All surveys are incentivised according to the specialism of the panel, rewards include; points for prizes, cash and air miles all of which vary in value depending on the survey length.

Registration:

When joining the panel, each member is double opted in (an opt in and validation process) as well as completing a profiling questionnaire – which we then use to store their relevant information and are able to target specific sectors easily.

Accuracy of panel:

Our panel is monitored to remove any 'career respondents'. We pay special interest in any respondents who are seen to be completing surveys at speed or are entering contradictory data and they will be removed from the panel if they are found to be giving false data.

Question types:

Text, pictures, video and audio can be included in the survey – the question types include single and multiple response, sliding scales, grids and open ended questions.

Reporting:

We can provide the data in a variety of formats – Word, Excel, PowerPoint, SPSS.

As standard, you will receive four demographic breakdowns as part of the survey package and providing they have been requested beforehand, we can also offer a wide range of splits, varying from household income to which supermarket the respondent shops in.

Additional graphs and charts are also available on all surveys by request.

Accreditation:

Censuswide.com complies with the MRS Code of Conduct (2010) which is based upon the ESOMAR principles (for more information visit www.esomar.org)

The main principles for the code are:

1. Market researchers will confirm to all relevant national and international laws.
2. Market researchers will behave ethically and will not do anything which might damage the reputation of market research.
3. Market researchers will take special care when carrying out research among children and other vulnerable groups of the population.
4. Respondents' cooperation is voluntary and must be based on adequate, and not misleading, information about the general purpose and nature of the project when their agreement to participate is being obtained and all such statements must be honoured.
5. The rights of respondent as private individuals will be respected by market researchers and they will not be harmed or disadvantaged as the result of cooperating in a market research project.
6. Market researchers will never allow personal data they collect in a market research project to be used for any purpose other than market research.
7. Market researchers will ensure that projects and activities are designed, carried out, reported and documented accurately, transparently, objectively and to appropriate quality.
8. Market researchers will conform to the accepted principles of fair competition.

UNDER STRICT EMBARGO UNTIL 00.01AM, FRIDAY 16TH JUNE 2017

Research shows late night leisure positively impacts mental and physical wellbeing

Latest Deltic Night Index shows consumer spending on late night leisure up 6.3% on previous quarter

Headline findings

- Consumer spending on late night leisure is up by 6.3% or £3.30 to £55.56 on the last quarter
- 35.6% of respondents, and 55.4% of 18-21 year olds, said they felt better about themselves when they have a good/fun late night out
- Almost 3 in 10 (27.5%) respondents said their late night out makes them feel good which benefits their mental wellbeing
- Over a third of respondents believe that a late night out has a positive impact on their overall mood (35.4%), their mental wellbeing (34.8%) and their relationship with friends (34.0%). A fifth (20.3%) feel it has a positive impact on their confidence
- 38.1% of respondents agreed that keeping fit and looking good was important to them as they like to look their best on a night out
- Over half (50.8%) of respondents agreed that when choosing a drink, they always go for a quality brand, a number which increases to 55.8% amongst 18-21 year olds
- On average, people spend 1 hour 52 minutes and £12.40 on getting ready for a late night out

London, 16th June 2017: The latest Deltic Night Index report reveals a positive correlation between enjoying a late night out and improved mental and physical wellbeing. 35.6% of people surveyed said they felt better about themselves when they have a good/fun late night out¹. Just over a third of respondents stated that they found that enjoying a late night out had a positive impact on their overall mood (35.4%), mental wellbeing (34.8%) and a fifth (20.3%) felt it had a positive impact on their confidence. These figures were higher amongst 18-21 year olds, with almost half (48.7%) stating that a late night out positively impacts their overall mood and 43.4% admitting its positive contribution to their mental wellbeing.

From a physical point of view, 38.1% of respondents agreed that keeping fit and looking good was important to them as they like to look their best on a night out. Additionally, 16.7%, and 24.5% of 18 – 25 year olds, felt that enjoying a late night out has a positive impact on their physical wellbeing.

The report also looked at the late night leisure sector's effect on the wider UK economy. On average, Brits spend 1 hour 52 minutes and £12.40 on getting ready for a late night out – this rises to £19.28 for 18-21 year olds. 59.4% of respondents spend money on new clothes or shoes to wear, 32.8% on hair treatments or cuts, and 18.5% spend money on beauty treatments. For each of these, there was only a small difference between men and women.

Overall, spending on late night leisure is up 6.3% on the last quarter (Feb 2017 – Apr 2017, compared to Nov 2016 – Jan 2017). The amount people spent on drinks in late night venues increased by 18.5% (or £2.70) to £17.32. Spend on entry fees also increased by 18.1% (or

£0.96) when compared to the previous quarter, however spending on food decreased by 12.3% (or £1.97).

The research also supports the trend that people are drinking less but higher quality products: just over half (50.8%) of respondents say they always go for a quality brand, a number which increases to 55.8% amongst 18-21 year olds.

This is the third Deltic Night Index, a quarterly report published by late night leisure leader [The Deltic Group](#) which looks at changing consumer behaviours in the UK's late night leisure sector, which encompasses clubbing, drinking and eating out, cinema and live music amongst others.

Peter Marks, Chief Executive of The Deltic Group commented, "We know that the late night sector has a positive impact on town centres by creating jobs and drawing people to the high street but now we have strong data which demonstrates that its impact is more far-reaching. Not only do people spend money on getting ready for a late night out, supporting our high street in the process, the latest research also shows the positive link between an individual's mental and physical wellbeing and a fun night out.

"As we've seen in the last two reports, the trend is clear. People are increasingly looking for exciting and unique experiences to share with friends both on the night and afterwards through social media."

Report highlights

- When asked what types of late night leisure they spend the most money on each month, 24.2% of Brits said pubs. The cinema was the second most popular late night activity, with 13.2% saying they spent the most on this
- However, that changes with 18-21 year olds. 30.2% said they spent the most money on clubs each month, and 20.7 said they spent the most money on the cinema
- The average late night out lasted 4 hours 49 minutes, a 28 minute increase on the last quarter
- Spending on pre-drinks, transport, entry fees and drinks in the venue have all increased however expenditure on food has decreased by 12% or £1.97 compared to last quarter
- Spending on drinks in late night venues has increased by 18.40% (or £2.70) to £17.32
- Spending on entry fees increased by 36.8% or £1.96 when compared to the previous quarter

Deltic trades under a number of names including PRYZM, ATIK, Fiction, Cameo, Kuda, Vinyl, and the new Bar&Beyond brand. The group's business model is to create memorable experiences for its consumers by offering a range of premium drinks, private booths, party packages and an entertainment led offering, all in exceptional venues.

The Deltic Night Index is quarterly a comprehensive research report conducted by [Censuswide](#) into the UK late night economy and consumer trends.

The report surveyed 2444 people across the UK.

¹ A late night out is defined as anything from 6pm to 6am, where the majority of the night is spent out past 10pm

-Ends-

Our brands include:

Enquiries

Hudson Sandler

Lucy Wollam or Emily Jones on deltic@hudsonsandler.com or 020 7796 4133

Notes to Editors

- Deltic Group is UK's largest operator for late night bars and clubs with 57 clubs and bars throughout the UK, from Aberdeen to Plymouth
- Employs 3000 people
- The Group has a strategic focus on investing in its estate, people and entertainment to create great nights out for its customers
- The Group is dedicated to being a best in class responsible operator. In addition, it runs the "Echo Trust" charity fund, which regularly donates to children's hospitals and schools in the local areas surrounding its venues
- The company was recognised by the industry when it won a hat-trick of awards at The Publican Awards 2016: Best Late Night Operator, Responsible Retailer of the Year and Best Pub Operations Team
- Deltic is constantly pioneering new concepts including a broader choice of music rooms. PRYZM Kingston was the first to offer a female only area with a pamper room and opportunity to catch up away from the main dance floor and has also trialled a private dance floor concept at its Leeds and Brighton sites
- Halloween is Deltic's busiest night of the year with over 90,000 customers last year

Censuswide Methodology

Sampling theory:

The Censuswide panel was originally recruited via sampling specialists and since has grown organically. Panellists can opt to answer all surveys – but will be filtered out if a survey is not relevant to them. Panellists are also invited to participate in surveys via a newsletter. All surveys are incentivised according to the specialism of the panel, rewards include; points for prizes, cash and air miles all of which vary in value depending on the survey length.

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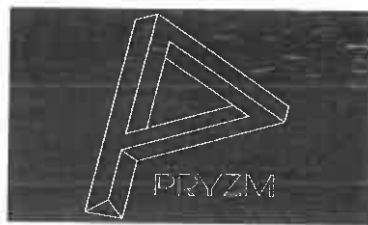
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Dispersal Procedure for PRYZM, Stanhope Road, Portsmouth, PO1 1DU

Introduction

It is acknowledged by Deltic that there may be a conflict between the legitimate right of the Premises Licence Holder to provide regulated entertainment and other licensable activities and the equally legitimate right of neighbours to enjoy their homes and businesses without disturbance.

Deltic also acknowledges that popular venues are potential sources of nuisance, antisocial behaviour and crime which may create concern for the immediate neighbourhood, its residents and the relevant authorities.

It is an established policy of Deltic that for each venue a Dispersal Procedure (around the terminal hour) is prepared.

Definition

The Dispersal Procedure is not to be confused with The Evacuation Procedure, any design standard, any other operational policies or any agreed/enforced rules or guidelines.

The Dispersal Procedure (around the terminal hour) is dedicated to make the maximum contribution by exercising pro-active measures, towards and at the end of trading, to move customers from the venue and its immediate area in such a way as to cause minimum disturbance or nuisance to neighbours, both residential and business, and to make the minimum impact upon the neighbourhood in relation to potential nuisance, antisocial behaviour and crime.

The relevance of the time of closure is recognised as meriting this special attention and concern.

This procedure document is specific to this venue and its locality, but it includes a number of functions and tasks which are common to all Deltic venues and/or to all venues of the same brand.

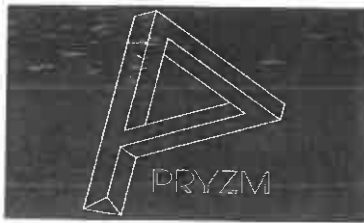
The Dispersal Procedure has been formulated by the local management in conjunction with senior representatives of the venue.

The Dispersal Procedure is subject to review and will address problems and concerns as they are identified in order to establish a permanent reduction or elimination of any nuisance, anti-social behaviour and crime.

Dispersal Procedure for PRYZM, Stanhope Road, Portsmouth, PO1 1DU

Dispersal Procedure Document

1. Relevance of Licensing Conditions:



We will ensure that the conditions of the Premises Licence, around the terminal hour, are strictly adhered to. This will be operated to encourage the dispersal of patrons gradually, both during the last part of trading and following the end of bar service.

During the last 30 minutes of bar service the points in each bar will be reduced and certain staff reallocated to collecting glasses or offer customer service in the cloakroom to assist customer departure. A series of measures will be implemented to assist dispersal throughout this period and the 'drinking-up' time.

2. End of Evening Operational Policies:

We will use volume levels, type of music played and variation of lighting levels to encourage the gradual dispersal of patrons during the last part of trading and during the drinking-up period.

DJ announcements may be used to both encourage a gradual dispersal and to remind customers to mindful of their behaviour when outside the premises.

3. Cloakroom:

The cloakroom is situated in order to assist the swift return of coats. Management and operation of the cloakroom plays an important part in the dispersal process. (Staffing and control systems are increased in the period prior to bar closure.)

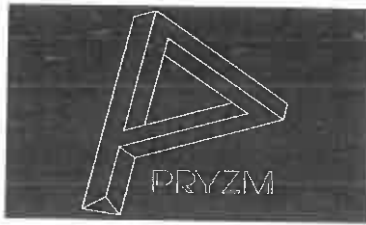
4. Notices at Exit:

In line with company policies, highly visible notices are placed in the foyer requesting exiting customers to leave quietly.

5. Door Supervisors:

We have developed practices which:

- encourage customers to drink-up and progress to the exit within a venue throughout the latter part of drinking-up time;
- draw the attention of exiting customers to the notices in the foyer and ask them to be considerate;
- ensure the removal of all bottles and glasses from any customer who attempts to leave the venue carrying one. A table will be positioned just inside the venue by the door to the foyer to collect glasses/bottles;
- actively encourage customers not to assemble outside the venue, regularly patrolling Stanhope Road from 12am onwards;



- direct customers to the nearest taxi ranks or other transportation away from the area.

6. Measures to Promote Customer Dispersal and Safety:

Road Safety: As venue exits open onto a public footpath, procedures will be implemented to ensure separation of customers and traffic, this may be met by the installation of permanent or removable barriers.

Barriers: Barriers are in place, at the front door during the time that customers are admitted to the premises. These are removed once admissions have finished, usually 1 hour before we close. There are no barriers outside the venue from that point onwards unless required as a result of the above.

Rubbish: During the evening any bottles/cans that are seen on the street near the premises, are disposed of by the front door staff. This and any other litter that is found outside the premises after closing, during dispersal is picked up and disposed of by door staff regardless as to who's litter it is.

CCTV & Lighting CCTV is provided outside the premises. Adequate lighting is provided within the vicinity of the premises.

7. Staff:

Consideration is given to procedures for staff departures.

8. Training:

Training at all levels is conducted to ensure understanding and implementation of the venues specific Dispersal Procedure.