

TOWER HAMLETS

Best Bar None (BBN)

Evaluation

2017



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Acknowledgements

Tower Hamlets introduced the Best Bar None scheme in 2014 with the help, support, and guidance from our many stakeholders. I wish to thank various services for their contribution to this project, Metropolitan Police Licensing Police, Public Health, Drug and Alcohol Action Team and the Team at Best Bar None

I am particularly grateful for the assistance given by the Canary Wharf Group whose support in the scheme allowed many other venues to take part.

Also grateful for the assistance given by The Old Truman Brewery whose support and media profile also helped to boost the scheme within the Borough.

I am particularly thankful and appreciative for the teamwork given to the scheme by the Health & Safety and Licensing Team for their combined ability to be committed in their support and co-operation without reserve or hesitation.

Special acknowledgement goes to Natalie Thompson of the Health and Safety Team for her diligent commitment to the scheme and for completing the most assessments.

Finally I would like to show my appreciation to Mr David Tolley Head of Environmental Health and Trading Standard and Tom Lewis Health & Safety and Licensing Team Leader. Thank you for the opportunity, support, and guidance throughout this project.

Best Bar None

The Best Bar None (BBN) Award seeks to raise standards within premises that are licensed for on sales of alcohol. Applicants wishing to achieve the award are required to demonstrate to assessors that they are above the minimum standard for compliance with Licensing and Health and Safety legislation, and are at least broadly compliant with Food Safety legislation.

BBN also provides practical methods that uphold the four licensing objectives and aid in the prevention of alcohol related ASB. The sustained improvement and management of the venues across the Borough therefore encourages an environment where public nuisance is not tolerated. The system of assessment and awards is highly sought after by businesses and premises will be allocated into certain categories according to their overall score. Premises with outstanding and highest scores are acknowledged as the best in their respective categories during an award ceremony.

Aims and Objectives

The Best Bar None scheme had focused primarily around the Brick Lane which consists of the most Alcohol related Crime and ASB in Tower Hamlets. The main bars from the first two year agreed to take part but at the same time did not understand the benefit of the scheme if it was to be held on such a small scale.

In general, the Bars all wish the scheme to have an effect on their business income. It was very difficult to explain that the primary reason to take part was to improve management of their premises. This is not seen as an attractive quality of the scheme especially with the relationship between licensing and licensee being very guarded.

There is a need to gain incentive for businesses to take part for reasons that could appeal to their income and status.

Another need to make the scheme more popular had arisen. This meant to seek a strong amount of venues outside of the Brick Lane area and outreach to Bars in other parts of the borough with a concentration on alcohol licensed premises.

Project Summary

This year the BBN scheme been successful in gaining the support of both Canary Wharf and the Truman Brewery who have agreed to be partners to help boost promotion and recognition of the scheme.

BBN Terms and Conditions were introduced this year which gave clear rules for applicants wishing to apply to enter the award. This led to re-rating requests to improve low Food Hygiene Rating Scheme (FHRS) Scores. This has allowed the Borough's Best Bar None to improve relationships between other Teams within Environmental Health and Trading Standards and assist venues in improving food hygiene as well as giving them opportunities for greater training opportunities. It has also led to partnership working and promotion of the Food for Health Award.

Best Bar None has also been added to the proposed Town Centre Strategy to enhance its visibility. A common issue for the Town Centre Team and Best Bar None is the touting which has now become a long running issue in Brick Lane. To assist with this Best Bar None has for the first time offered Restaurants who are licensed to sell alcohol to apply for this award. 13 restaurants have applied and this should raise standards of compliance within these premises and assist in reducing touting within Brick Lane.

The 2017 Best Bar None scheme accomplished the following:

1. A total of 40 venues applied to the Best Bar None scheme for 2017 this is a 78% rise in applications to the scheme.
2. 17 venues were awarded the National Standard in Tower Hamlets. This is an increase of 89% from the previous year of venues awarded Best Bar None Status.
3. The addition of the Terms & Conditions helped to raise standards for venues to enter the scheme and insured that compliant venues took part.
4. Trophies and Titles added a friendly competitive element and prestige to the scheme.
5. Gaining supporting partners in the scheme in the form of Canary Wharf and The Old Truman Brewery added to the Best Bar None brand.
6. The support of the Town centres team allows the scheme to gain greater visibility.
7. Every venue benefitted from the help provided within the Best Bar None assessment process.

Laws and Regulations

Laws and regulations have been put in place to help alcohol licensed premise to uphold the 4 licensing objectives.

Under the Licensing Act 2003, sales of alcohol on licenced and off- licensed premises have an obligation under the ACT to prevent any sales of alcohol to children.

A set of objectives under The Licensing Act 2003 was developed which local authorities need to take into account when carrying out its functions. ¹

1. The prevention of crime and disorder,
2. Public safety,
3. Prevention of public nuisance, and
4. The protection of children from harm

The Best Bar None is the tool to help and support Licensed Premises run their venues in practical ways to prevent or uphold the objectives.

This is a voluntary scheme but achieves maximum benefits in participation that promotes an improvement in standards and friendly industry competition.

Action Plan

Incentive

Improve relationship with venues

Meet & Greet: To introduce officer and scheme on a personal one to one basis and establish a rapport and develop interest highlighting co-operation and excellence without pressure.

Improve Brand

Target recognisable and popular venues to sign up to the scheme: Building a list of the most popular venues taking part will imply a strong and popular brand.

Improve area covered within borough

Other areas: Target venues away from Brick Lane with high concentration of bars and restaurants, such as Canary Wharf & St Katherine's dock.

Support

Partners: Seek new partners to support scheme, advertise logo and make venues aware of partners.

Awareness

Platforms: Broadcast on many platforms was required to increase appeal.

Results

Incentive

Improve relationship with venues

Meet & Greet: To introduce officer and scheme on a personal one to one basis and establish a rapport and develop interest highlighting co-operation and excellence without pressure.

A total of 40 venues applied to the Best Bar None scheme for 2017 leading to 17 venues being awarded the National Standard in Tower Hamlets. This is an increase of 78% in applications to the scheme.

Table 1.1

BBN	2015	2016	2017
Applications	8	22	40
Awarded	8	9	17

Graph 1.1.

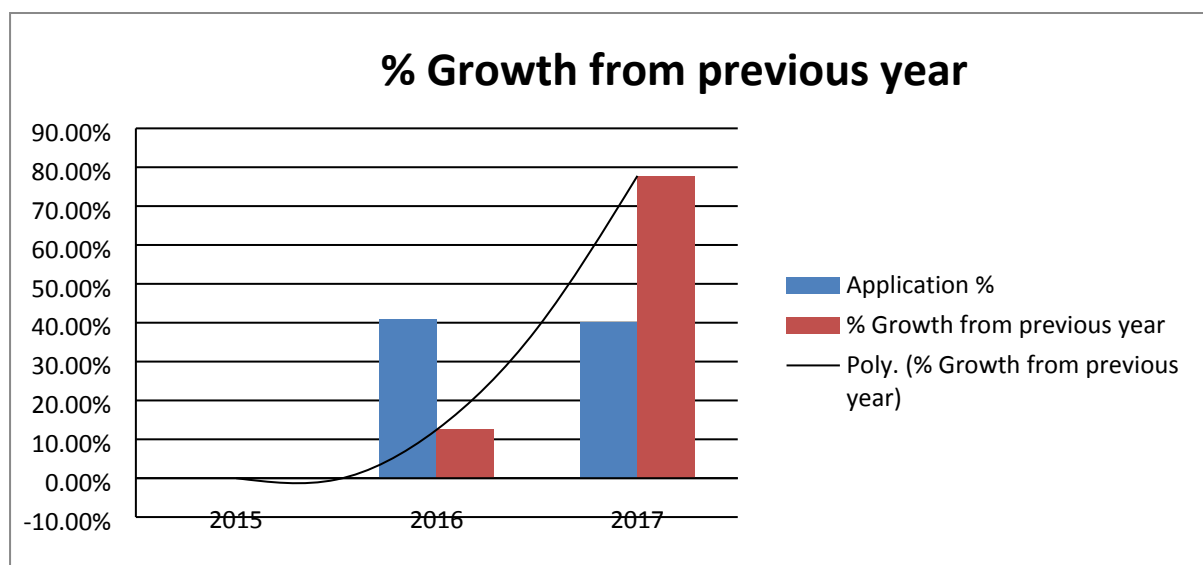


Table 1.2

BBN	2015	2016	2017
Application %	0.00%	40.91%	40.00%
% Growth from previous year	0.00%	12.50%	77.78%

Improve Brand

Target recognisable and popular venues to sign up to the scheme: Building a list of the most popular venues taking part will imply a strong and popular brand.

Iconic and popular venues were targeted along with cornerstone venues of the community such as local pubs that were not a part of a chain or group but a favourite within the community.

Table 1.3

Boisdale Canary Wharf	Horn of Plenty
Café 1001	London Cocktail Club
Casa Blue	Manjal Indian Restaurant
East London Liquor Company	QMUL Drapers Bar & Kitchen
QMUL Griff Inn Bar and Kitchen	The Redchurch
The Big Chill Bar	The Ten Bells
The Coborn	The Tower Hotel - The Lawn
The Henry Addington	The Tower Hotel - Xi Bar
The White Hart	

Improve area covered within borough

Other areas: Target venues away from Brick Lane with high concentration of bars and restaurants, such as Canary Wharf & St Katherine's dock.

Canary Wharf opened the estate to the Best Bar None scheme. This was the first approach for the scheme to the estate and initial support was granted. St Katherine's Dock venues applied to the scheme opening up the St Katherine's dock area. An application from Crossharbour introduced the scheme to the Isle of Dogs.

Support

Partners: Seek new partners to support scheme, advertise logo and make venues aware of partners.

CANARY WHARF

GROUP PLC

Image 1.1

As Landlords for retail businesses the CWG were very interested in the scheme to help improve the safety of the community on the estate, to improve the running of the licensed premises and acknowledge the work of their existing retail premises.

Having the added logo helped licensed premise accept the scheme easier however, it was the venues from outside Canary Wharf that it impressed. This indicates that Canary Wharf has an influence on businesses in the other parts of the borough as an exclusive site that supports the BBN scheme.



Image 1.2

The Old Truman Brewery is a brand that owns land where some bars are located and is the biggest area in Brick Lane that is connected to the nightlife reputation of Brick Lane from the 80s and 90s. The business development officer chairs the Brick Lane pubwatch which the surrounding businesses attend. Aligning with the Truman brewery was a logical next step to strengthen the Best Bar None appeal.

Awareness

Website

The Tower Hamlets website in the previous 2 years was utilised to announce the existence of the Best Bar None scheme. The revealed that there was greater potential to galvanise traffic to the website but also increase aware and make the application process easier.

Social Media

The Twitter account of Tower Hamlets was greater accessed on behalf of Licensing. This allowed community and industry awareness to grow online.

Partners

With the Met Police and the new addition of the CWG and The Truman Brewery as partners in the BBN scheme gave the scheme the ability to broadcast through their channels. This allowed access to mailing lists and twitter channels to broadcast the same message increasing awareness further.

Meet and greet

Despite the wonders of modern technology, the best and most successful method of adding venues to the scheme has been the personal face to face approach. This helped answer immediate questions from the managers and set the person at ease.

Awards

Table 2.1

Venue	Award	Award	Award
Boisdale Canary Wharf	Accredited	Crown of Canary Wharf Best restaurant	Best of the Best Restaurant 2017
Café 1001	Accredited		
Casa Blue	Accredited		
East London Liquor Company	Accredited		
Horn of Plenty	Accredited		
London Cocktail Club	Accredited	Community Award	
Manjal Indian Restaurant	Accredited	Best of the Rest Tower Hamlets. Best Restaurant	
QMUL Drapers Bar & Kitchen	Accredited	Best Newcomer	
QMUL Griff Inn Bar and Kitchen	Accredited	Best Newcomer	
The Big Chill Bar	Accredited	Best of Brick Lane. Best Bar	Best of the Best Bar 2017

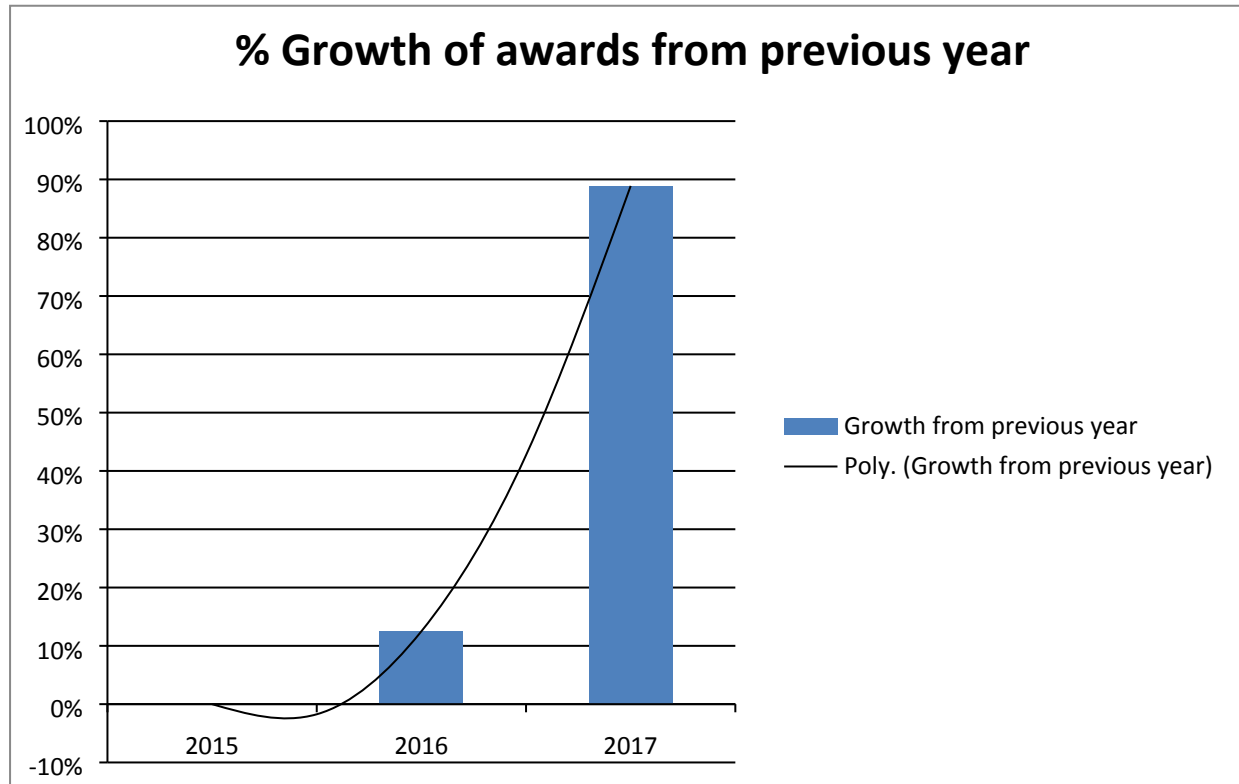
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The Coborn	Accredited		
The Henry Addington	Accredited	Crown of Canary Wharf Best Bar	
The Redchurch	Accredited		
The Ten Bells	Accredited		
The Tower Hotel	Accredited	Best of the Rest Tower Hamlets. Best Bar	
The White Hart	Accredited	Most Improved Bar	

Table 2.1

BBN	2015	2016	2017
Awarded	8	9	17
% Growth from previous year	0%	13%	89%

Graph 2.1



2016



Image 2.1

2017



Image 2.2

2016



Image 2.3

2017



Image 2.4

2017



Image 2.5

2017



Image 2.6

Next Steps

In 2015, the Project Officer will focus on gathering new ASB intelligence and data across all wards in the borough. Wards that highlight high levels of ASB will be considered to set up Tower Hamlets second CAP. Local services will be contacted to be part of a steering group and objectives will be set and managed by the Project Lead Officer.

Comms improvement

A strategic plan of a year to help gain better awareness for all industry premises in Tower Hamlets is required. The number of alcohol licensed premises open past 12am is reaches past 100 venues. Therefore, there is great potential for the scheme to reach greater numbers.

Better relationships with partners

Seeking active partners can help improve the strength of the BBN brand but more importantly help cope with greater numbers. For example, the cost of an award ceremony for larger numbers of participants requires greater specialist venues which, in turn, add greater financial pressure upon the council. Partners that can contribute to such costs can help justify a spend to the public and demonstrate a unifying agenda of efforts to lower alcohol related crime and asb and rewarding venues who take active part in that.

Better prizes

The reward in taking part in the Best Bar None scheme is ultimately possessing a venue that has reached a national standard equipped to deal with most potential incidents and preventing many others.

The addition of a title and trophy has boosted the appeal to many venues. To continue to improve on this, prizes for the team or individual who sat the assessment and improved the venue can be rewarded. To adhere to the perception of not rewarding through alcohol or the alcohol industry, the prizes would need to be from a neutral source to add to the prestige of the Award.

Strict assessment cut off

Assessments for the 2017 scheme went in as far as February for the March ceremony. This was due to being generous with the time for venues to improve and meet the minimum criteria. This had an effect on the lead up time to the ceremony and its press release and campaign.

Workshops

The dropout rate of applications to assessments was high in numbers but was consistent in percentage drop out of around 60%. This was due to varying factors.

- Managers not very keen to take part in the scheme.
- Criteria being very intimidating.
- Not enough time to complete changes for managers of businesses where they take on a majority of the work and are time pressured.

Due to high demand workshops on the assessment criteria are being provided to help participants through the criteria.

All venues for the workshops are current Best Bar None members who have been accredited to National Standard and have kindly agreed to host the workshop for free.

- 22nd May 9:30am** Tower Hotel, St Katharine's Way, London, E1W 1LD
- 23rd May 9:30am** Boisdale Canary Wharf, Cabot Place, Canary Wharf, London , E14 4QT
- 24th May 14:00pm** The Ten Bells, 84 Commercial St, Spitalfields, London E1 6LY
- 31st May 14:00pm** The Big Chill Bar, Dray Walk, Brick Ln, London E1 6QL

Glossary

ASB = Anti-Social Behaviour

BBN = Best Bar None

CWG = Canary Wharf Group

MET = Metropolitan Police

TH= Tower Hamlets

YP = Young Person

Appendix 1 Application form

BEST BAR NONE Tower Hamlets

Application Form

Please click the type of premises you are applying for:

Pub Bar Club Restaurant

Premises Name:
Premises Address:
Postcode:

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Name of applicant/ Manager:
Telephone Number:
Email Address:
Premises Licence Holder's Name (If different from DPS)
Area Managers Name:
Address:
Postcode:
Telephone Number:
Email Address:

Please return application form to:

Vincent Fajilagmago ,Licensing and Health & Safety Team, London Borough of Tower Hamlets, Mulberry Place, 5 Clove Crescent, London E14 1BY.

Note:

- Assessments take place from the start of May to the end of November.
- Terms and conditions apply

**NO fee is involved in this application.*

**Once we have received your application we will be in touch to arrange an appointment.*

**For further information please contact email Licensing and Safety Team: 0207 364 5008 email:*

Licensing@towerhamlets.gov.uk

Appendix 2 Terms & Conditions

Best Bar None Terms and Conditions of Entry 2016

1. The London Borough of Tower Hamlets ("LBTH") reserves the right to amend the judging criteria/terms and conditions if deemed necessary but will remain within the spirit of the published criteria terms & conditions.
2. The Assessors' visit is designed to verify the details on the application form and to carry out an inspection based on pre-set criteria. Applicants must make themselves and their premises available for inspection on the date agreed with the Assessors.
3. The first part of a Best Bar None ("BBN") assessment is the assumption operators are aware of and working within; the times, licensable activities and conditions of the premises licence for the premises. If the assessor is not satisfied of this, the remainder of the assessment will not take place.

4. The assessors of the awards cannot accept responsibility for the validity of claims made by applicants, although care will be taken to verify details provided.
5. 'Awarded' means the Premises is deemed to have satisfied the minimum standards laid down by the Best Bar None Scheme ("Scheme") and can display the award in the premises, being the subject of the award.
6. Application forms must be completed and returned to the :
Licensing Team
Environmental Health & Trading Standards
John Onslow House
1 Ewart Place
London
E3 5EQ

Or scanned and emailed to Licensing@towerhamlets.gov.uk

7. When received, applications will be reviewed for any existing management issues, i.e. prosecutions, simple cautions, police warnings, premises licence reviews etc. This also includes ongoing complaints (of any nature) relating to the operation of the premises. The LBTH reserves the right to decline or put on hold applications where concerns are not deemed resolved.
8. All entries must hold a Food Hygiene Rating Scheme (FHRS) score of 3 or above at time of entry; those entries with a score of 2 or lower will be invited to improve their score before assessment or disqualified.
9. The application form and all supporting material will become the property of LBTH and cannot be returned to applicants.
10. All material submitted will be kept and treated in compliance with Data Protection Legislation.
11. Award winning premises does not grant immunity from prosecution for any offences, or a review of their premises licence, and is no guarantee of the safety of the premises.
12. Comments made by the assessors or independent panel (whether in the shortlisting or the final judging, or otherwise) are confidential and will not be released by the organizers, subject to the following rules.

The result of the competition will be kept confidential until the Awards Dinner and any attempt to ascertain the result beforehand may result in the disqualification of the relevant entry.

Publicity

1. By signing or submitting an entry, all applicants agree to participate in awards-related publicity.
2. Only the details of those applicants which are long listed/shortlisted will be made public.
3. LBTH reserve the right to use recordings, film, and photographs taken at the shortlisting and the Awards Dinner and to use any non-confidential material supplied by applicants for promotional purposes.
4. Applicants who are selected as finalists may be asked at a later stage to prepare / produce further details or information to promote the Awards.

Terminology

1. The “Assessor(s)” means any representative appointed by the London Borough of Tower Hamlets to carry out assessments under the Scheme.
2. “Premises” means any premises seeking an award under the Best Bar None Scheme in the area covered by the London Borough of Tower Hamlets.

Appendix 4 Assessment Criteria

Section A - Prevention of Crime & Disorder			Points
E1	Must provide evidence of regular security reviews (written evidence required).		
E2	Must provide evidence of a procedure in place to ensure that anyone carrying out the role of a door supervisor is licensed by the SIA or subject to a Licence Dispensation Notice, i.e. register of door supervisors on duty.		
E3	Describe your policy on searching patrons.		
E4	Must have an incident book and record each incident.		
E5	Venue must have Employers / Public Liability Insurance.		
E6	Must ensure that any security company employed by the venue has adequate insurance cover.		
D7	The data captured on a digital CCTV system is retained request from the police at all times during operational for a period of 31 days and is readily available on request from the police at all times during operational hours.		
D8	There is a responsible person who is able to provide that data to the police upon request.		
D9	Mapping system used to identify hot spots within the premises.		
D10	All Staff are easily identified, e.g. use		

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D11	Can demonstrate that information of persons ejected / barred e.g. door log / online scheme, is shared with all staff.		
D12	Where door staff are not required at licensed premises, venue management and staff are trained in counter terrorism. (Bonus points for evidence)		
D13	Staff are aware of their duty of care for vulnerable people who are suffering adversely from alcohol or drug consumption and know what they should do. (Bonus points for evidence)		
D14	Door company registered as an SIA Approved Contractor.		
B15	Evidence of security briefings.		
B16	Any additional security measures in place (e.g. metal detectors, door arches, ID scanners, breathalysers, panic buttons etc).		
B17	Door staff attend regular security / licencing meetings.		
E18	Describe policy to prevent and deal with drunkenness.		
E19	Must provide evidence of compliance to the mandatory code in relation to drinks promotions and availability of smaller measures.		
D20	Takes practical steps to discourage drink driving.		
D21	Consider the impact of drinks promotions e.g. risk assessment. (Bonus points for evidence)		
B22	Uses info / leaflets / publicity to inform employees about behaviours associated with alcohol /customers and drunkenness (e.g. drink spiking, sexually transmitted diseases etc).		
B23	Has clear alcohol unit content information available to customers.		
B24	Displays Drinkaware or similar materials such as unit information, "Why let good times go bad?" point of sale materials etc.		
B25	Information is available to customers about alcohol advice services.		
B26	Provides anti drink spiking devices.		
E27	Clear policy regarding safe disposal of drugs.		
E28	Has a proactive approach to preventing drug use including evidence of regular toilet monitoring, controlling flat surfaces etc.		
E29	Must provide evidence of a clear policy on prevention of illegal drug use and supply on the premises.		
B30	Displays customer information with regards to drug misuse.		
E31	Must provide evidence of a lost property recording system or locked box / cupboard.		
D32	Private areas are kept locked and secured when premises are open.		
D33	Has a clear anti-theft policy. (Bonus points for evidence)		
B34	Have additional anti-theft measures in place (e.g. bag hooks, mirrors etc).		
E35	Must provide evidence of policies in place for preventing and dealing with disorder, weapons, managing conflict and recording incidents. (Bonus points for evidence)		

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D36	Clear procedures are in place for determination and preservation of crime scene and witness details until police arrive. (Bonus points evidence of annual review)		
B37	Are aware of additional initiatives such as street marshalling, night angels, street pastors etc.		
Section B - Public Safety			
E38	Undertakes full building check prior to opening to the public and prior to closing for security threats, drugs and lost property.		
E39	Manages external areas effectively (e.g. drinking, smoking, noise, litter etc).		
E40	Must provide evidence of a written accident recording system.		
E41	Can demonstrate how they manage capacity, including outside areas.		
D42	Has one first aider with access to an adequate first aid kit on duty at all times.		
B43	Provides a first aid room / quiet area to assist injured persons.		
B44	Uses comfort factor to manage capacity, e.g. venue capacity is 200, and policy is 160.		
E45	Must provide evidence of a procedure for building evacuation in the event of an emergency.		
D46	Effective queue management to deal with potential disorder when entering premises.		
B47	Conducts regular evacuation training exercises for fire, bomb scares etc.		
D48	Notifies the police / other agencies of any special events.		
D49	Consults with neighbourhood businesses / residents prior to event taking place.		
D50	Undertakes a formal risk assessment prior to an event and puts appropriate measures in place. (Bonus points for written evidence)		
E51	Must provide evidence of an effective glass collection policy inside and outside, including perimeter checks.		
E52	Must provide evidence of effective spillage and broken glass policy.		
D53	All bottle skips or bins in public areas within the vicinity of the premises to be secured / locked.		
D54	Has measures in place to prevent patrons leaving the premises with glasses / bottles.		
D55	Uses alternative to glass for special events or drinks that are taken outside where risk assessed.		
B56	Voluntarily makes use of polycarbonate, i.e. not a licence condition		
E57	Must provide evidence of a written fire safety risk assessment which has been completed or reviewed in the last twelve months.		
E58	Must have an adequate fire detection warning system in place.		
E59	Fire exits must be free from obstruction and well lit at all times.		
E60	Must provide evidence that all fire safety checks are documented.		

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E61	Must provide evidence of fire equipment being inspected / serviced annually.		
E62	Must provide evidence of annual fire evacuation training exercises. (Bonus points awarded for extra training sessions)		
D63	Provides / displays information to customers with regard to accessing taxis and public transport.		
B64	Provides active assistance to customers by providing a free taxi phone service.		
B65	Provides a safe waiting area for customers to wait for taxis or other transportation.		
Section C – Prevention of Public Nuisance			
E66	Can provide evidence of a risk assessment for ‘noise’ at work.		
E67	Can describe close down and dispersal policy.		
E68	Must provide evidence of a noise nuisance policy.		
D69	Glass disposal is carried out with thought to surrounding neighbours.		
D70	Is a member of ‘Pubwatch’ or other recognised partnership / crime prevention groups.(Bonus points for evidence)		
B71	Where appropriate is involved in a suitable community initiative (Schools Project, CDRP, Neighbourhood Watchetc).		
Section D – Protection of Children from Harm			
E72	Must provide evidence of a robust proof of age verification policy and evidence that procedures are followed at all times.		
E73	Must provide evidence of current posters stating that proof of age may be required e.g. Challenge 21. (Bonus points for Challenge 25)		
D74	Clear policies and procedures specific to the protection of children are in place e.g. risk assessments.		
D75	Provides customers with the opportunity to apply for proof of age cards e.g. PASS.		
D76	Actively monitors all areas to prevent age / alcohol related offences.		
Section E – Training			
E77	Must provide evidence of staff training with clear documented policies including records of ongoing refresher training for:		
	· Drunkenness		
	· Disorder		
	· Drugs		
	· Crime Prevention		
	· First Aid		
	· Fire and use of fire equipment		
	· Security / Counter Terrorism		
	· Underage Sales / Proxy Sales / Responsible Alcohol Retailing		
	· Conflict Management		

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	D78 Supports and records staff achievements in accredited qualifications		
Section F – General Comments			
	Please use this space to make further (evidenced) comments with regard to this application which may be used as part of the process)		

Appendix 5 Stakeholders

David Tolley	Head of Environmental Services and Trading Standards	David.Tolley@towerhamlets.gov.uk
Vincent Fajilagmago	Licensing Officer, Tower Hamlets CAP lead	Vincent.fajilagmago@towerhamlets.gov.uk
Tom Lewis	Trading Standards Team Leader	Tom.Lewis@Towerhamlets.gov.uk
Jill Goddard	Public Health	Jill.goddard@towerhamlets.gov.uk
Rachael Sadegh	Drug and Alcohol Action Team (DAAT) coordinator	Rachael.sadegh@towerhamlets.gov.uk
Andrew Shrimplin	Retail General Manager, Canary Wharf Group	candice.johnson@canarywharf.com
Steve Paton	The Old Truman Brewery	steve@trumanbrewery.com
PC Mark Perry	Metropolitan Licensing Police	MARK.J.Perry@met.pnn.police.uk