

**M** Describe the steps you intend to take to promote the four licensing objectives:

**a) General – all four licensing objectives (b, c, d and e)** (please read guidance note 9)

We are aware that the premises fall within the Cumulative Impact Zone for Brick Lane, but believe that the following measures, combined with the type of operation and hours of trading will not give rise to any negative impact on the licensing objectives:

1. Licensable activities will only take place under the licence between the 1st June and the 31st July each year.
2. The premises shall not be open solely for the sale or consumption of alcohol
3. At least 2 months before the commencement of events each year, the licence holder or its nominated representative will supply:-
  - (a) an event management plan and ;
  - (b) a security plans to Tower Hamlets Police and the Licensing Authority and;
  - (c) a Noise Management Plan to the Responsible Authority for the Protection of the Environment, which should include predicted background noise levels (prior to the event), noise measuring points, noise mitigation measures (including Music Noise Levels, leaflet drop to residents with contact number for event organisers)
4. The licence holder will co-operate with the responsible authorities through the Safety Advisory Group process in evaluating the proposals
5. Licensable activities shall conclude no less than 30 minutes prior to the planned finish of any event.
6. A noise limiter must be fitted to the musical amplification system used for licensable activities, set at any level determined by and to the satisfaction of an authorised officer of the Responsible Authority for the Protection of the Environment and the Premises Management, so as to ensure that no noise nuisance is caused to local residents or businesses. The operation panel of the noise limiter shall then be secured by a key or password and access shall only be by persons authorised by the Premises Licence Holder. The cut-out level of the limiter shall not be altered without prior agreement with an authorised officer of the Responsible Authority for the Protection of the Environment.
7. World Cup matches shall only be screened to pre risk-assessed corporate bookings.
8. Staff engaged in the conduct of licensable activities shall be trained in the promotion of the licensing objectives as pertinent to their role. Where the role includes the sale of alcohol, training shall be provided on age recognition and assessment of drunkenness. A record of this training shall be maintained in a log book which shall be in bound format and made available for inspection by an authorised officer of the local authority or police.
9. An incident log book shall be maintained at the premises in bound format that shall be used to record any incident that is pertinent to the licensing objectives. The licence holder shall regularly review any entries that are made in this log book, which shall be made available for inspection by an authorised officer of the licensing authority or police.

10. Information shall be provided to customers who book the venue regarding the Licence Holder's policies on acceptable behaviour, admission, proof of age and dispersal.

11. Where any discrete event is held at the premises, regard will be had to the relevant provisions of The Event Safety Guide ('The purple guide'). Policies shall be prepared and notified to the Licensing Authority prior to the event which shall include reference to :

- The Profile of the audience
- The Type of Regulated Entertainment to be provided
- The Capacity anticipated
- Access and Egress arrangements, including admission criteria
- Glass Management
- Evacuation
- Security
- Drugs Control
- Noise control
- Wind-down arrangements
- Safeguarding arrangements

12. In relation to the security plan ;

An assessment of behaviour and intoxication will be conducted on entry with strict no entry policy for anyone who appears to be intoxicated - is applied to all events

Staff are to be aware of customers vulnerability due to drink and drugs and take appropriate actions to safeguard their safety such as arranging transport home, calling for medical assistance or calling the police.

A refusals book of all people refused sale of alcohol is to be maintained for all events.

A refusals book of all people refused entry to the premises is to be maintained for all events, documenting why the person was refused entry.

An incident book is to be kept for all events documents all crimes or incidents of note that take place.

#### **b) The prevention of crime and disorder**

13. Alcohol shall only be permitted to be consumed in the areas of the premises marked in green.

14. No sale of alcohol for consumption on the premises shall take place within the thirty minutes preceding the anticipated close of the premises.

15. A notice shall be displayed at the entrance to the premises which gives details of the admissions policy, including the approach of the licence holder to issues such as drugs and weapons.

16. A risk assessment shall be conducted prior to any event taking place to determine the number of security staff or attendants that are required. This assessment shall have regard to any advice issued by the Police, Fire Authority or Authority Responsible for Health and Safety. Staff shall be engaged to supervise the entrances to the premises whilst licensable activities are being conducted, in accordance with this assessment

17. An admissions policy shall be adopted, which shall be provided to the licensing authority and police in advance of an event.

18. Registered security staff shall be engaged whilst licensable activities are undertaken in accordance with a risk assessment and taking account of advice provided by the police. Door staff will be easily identifiable by wearing a uniform, high visibility jackets or arm bands.
19. Door staff will sign into a register detailing their full SIA licence number, their name, contact details and the time and date their duty commenced and concluded.
20. A CCTV system shall be maintained at the premises whilst licensable activities are being conducted and during dispersal. Recordings of the images from this system shall be made and kept available for a period of 31 days from the date of recording. The system will be designed so as to enable copies of recordings to be taken in a format which can be viewed on domestic-grade reproduction equipment. (NB: Police and Licensing Officers have the power of inspection of such recordings under the provisions of the Licensing Act 2003)  
A trained member of staff will be on duty to operate the system whenever the premises are open

#### **c) Public safety**

It is considered that all issues of public safety are adequately dealt with by virtue of the provisions of ;

- The Health and Safety at Work etc Act 1974
- The Regulatory Reform (Fire Safety) Order 2005

#### **d) The prevention of public nuisance**

21. Prior to the commencement of any licensable activities, an acoustic evaluation shall be conducted to determine the potential for sound to break out from the premises. This assessment will form the basis for a noise management plan, which shall be documented and held available for inspection by an authorised officer of the local authority. This plan shall include the monitoring of sound during the conduct of licensable activities at identified noise sensitive locations, a wind-down arrangement and dispersal policy.
22. Noise control measures will be implemented, which will include the installation of an acoustic hood over loudspeakers, sound-absorbing materials on acoustically reflective vertical surfaces and a sound limiting device which will be set in accordance with recommendations agreed with the licence holders acoustic consultant and the Councils' noise control officer.
23. Luminaires on the external aspect of the premises shall be directed so as not to radiate directly towards the windows of any occupied residential property that is immediately adjacent to the site.
24. Notices shall be displayed at the public exits of the premises seeking that patrons leave the area in a manner that does not cause disturbance to neighbours. Staff will be engaged to monitor patrons who are leaving and take corrective action in accordance with a dispersal policy. The dispersal policy shall be provided to all staff engaged in such activities and maintained on site for reference whilst any licensable activity is carried out.
25. A designated smoking area for patrons shall be established in the area indicated in blue on the approved plan. At least one attendant, steward or licensed security

operative shall monitor the area whilst it is in use for this purpose.

26. A telephone number shall be displayed on the external aspect of the premises which members of the public may telephone if they should be disturbed by noise. This number shall be monitored whilst a licensable activity is being conducted and calls shall be noted in the log book mentioned in (8) above, along with details of any corrective action taken
27. Signage shall be erected at the exits of the premises to seek that patrons behave in a responsible manner when leaving and have regard for neighbours. These signs shall be supplemented by verbal instructions by staff.
28. A plan shall be devised and operated to address the management of rubbish generated from licensable activities on the site. This shall form part of the event management plan.

**e) The protection of children from harm**

29. Where any person appears to be under the age of 21, proof of age shall be required before any sale of alcohol is made. Acceptable identification shall be a passport, driving licence or any other form of identification recognised by the Licensing Authority's Statement of Licensing Policy or a government department as being a valid method of age verification.

All other matters are considered to be dealt with by virtue of the mandatory conditions.