

# **The Royal Venue (Cleveleys) Limited**



## **The Venue Code of Conduct for Responsible Retailing**

Updated July 2015

# Contents

	Page
Overview	3
<b>1 Prevention of Crime and Disorder</b>	
1.1 Food	4
1.2 Responsible Drinks Retailing	5
1.3 Price Structure	5
1.4 Highly Trained Staff	5
1.5 Management Structure	5
1.6 Preventing Drunkenness and Disorderly Behaviour	5
1.7 Zero Tolerance to Drugs Use	6
1.8 CCTV	6
1.9 Door Staff	6
1.10 Pubwatch Schemes	7
1.11 Drinkaware	7
<b>2 Maintaining Public Safety</b>	
2.1 High Quality Design	8
2.2 Disabled Facilities	8
2.3 Electrical and Gas Safety	8
2.4 Health and Safety	8
2.5 Fire Safety	8
<b>3 Prevention of Public Nuisance</b>	
3.1 Dispersal Policy	9
3.2 Regular Meetings with Local Residents	9
3.3 Music and Dancing	10
3.4 Standards Monitoring Visits	10
3.5 Outside Areas	10
3.6 Preventing Odour Escapes	10
<b>4 Protection of Children from Harm</b>	
4.1 Family Friendly Environment	11
4.2 Challenge 25	11
4.3 Gambling	11

## Overview

The Royal Venue (Cleveleys) Limited began trading in 2002. Over time we have developed a sophisticated range of practices and procedures aimed at providing a safe and convivial environment in which the public may enjoy the wide range of facilities which we offer. The procedures that we have put in place are subject to constant review and improvement and are the result of careful consideration by our experienced team of directors, managers and professional advisors.

Overall, our aim is to provide a distinctive kind of establishment which attracts a broad range of customers. We aim to create the congenial atmosphere of the traditional pub combined with features found in modern cafes, restaurants and bars. We successfully achieve this through a combination of high-quality design, good management and the provision of an all-day menu and a range of quality products.

This Code sets out the operational procedures that we as a company have put in place to ensure we are actively promoting the four licensing objectives; Prevention of Crime and Disorder, Preservation of Public Safety, Prevention of Public Nuisance and Protection of Children from Harm. At all times we operate to ensure that our commercial imperatives do not override the core values set out in the Code.

The Code is divided into four sections, one for each of the four licensing objectives, with specific practices and procedures identified under the relevant objective. There is, however, considerable overlap between our practices and the objectives so that some of our procedures simultaneously address more than one of the objectives. For example, our staff training procedures address all four objectives and our CCTV policy meets both the crime prevention and the prevention of public nuisance objectives.

Our approach has always been to work closely with the statutory authorities and with local residents to ensure that the licensing objectives are being actively promoted. We appreciate that the success of the licensing regime depends on the continuation of strong partnerships between the licensed trade, responsible authorities and interested parties. We are always sensitive to concerns raised by interested parties or responsible authorities. We are always willing to modify our policies to address those concerns when that is deemed necessary.

Jacqueline Anne Slack  
Director

# 1 Prevention of Crime and Disorder

## 1.1 Food

- 1.1.1 At The Venue the provision of good quality food at reasonable prices is at the core of our business. A full menu is available in our premises from Noon till 9pm, 7 days of the week.
- 1.1.2 Food has become an increasingly important element of our operation in recent years and in particular since the introduction of the smoking ban in England and Wales in 2007. Our experience is that a smoke-free premises provides a much more conducive atmosphere in which to eat, especially for families with children. As a consequence, in the past few years we have seen our food sales increase significantly.
- 1.1.3 We offer a variety of menus from our regular menus to seasonal specials and the recent introduction of our earlybird menu which is served Monday - Saturday 4pm till 7pm.
- 1.1.4 We always use high quality ingredients and increasingly offer regional dishes and locally sourced products. We also take great care to ensure that artificial ingredients are avoided wherever possible. For example we use free range eggs, cod from sustainable stocks, the beef in our burgers is 100% British and cooking oils without trans-fats.

## 1.2 Responsible Drinks Retailing

- 1.2.1 The Venue takes the issue of responsible drinks retailing extremely seriously. We understand that we are in the business of selling alcohol and we cannot therefore take the moral high ground, but we strive to operate our establishment in such a way that we create a safe and convivial atmosphere which encourages people to behave well. We work closely with the statutory authorities to ensure that any initiatives designed to achieve these goals are fully supported by our local operators. We are continually looking for new ways to ensure that the facilities and promotions offered in our premises do not encourage the excessive consumption of alcohol and unruly behaviour that often goes with it.
- 1.2.2 The provision of food throughout our trading hours is a vital component of our approach to responsible drinks retailing. The consumption of food both before and during the consumption of alcohol is widely recognised to slow down its absorption into the blood stream. We encourage adults to drink in moderation and to enjoy alcoholic beverages in a sensible manner, preferably around mealtimes.
- 1.2.3 We do not engage in irresponsible drinks promotions. We do not offer 'all inclusive' promotions where our customers can drink unlimited amounts for a set fee. Neither do we offer promotions that entice customers with free alcoholic drinks such as buy-one-get-one-free promotions.
- 1.2.4 We sell a wide range of soft drinks, fruit juices and coffee. Where drinks are promoted we always offer a range of drinks including ones of different alcoholic strengths, soft drinks and coffee.
- 1.2.7 We recognise the importance of informing customers about the alcoholic strength of products and unit measurements. We always try to source alcoholic products (wine, RTDs, bottled lagers and beers) that prominently advertise both the alcohol-by-volume ('ABV') content and units as a part of their packaging.

- 1.2.8 We adopt a socially responsible approach to marketing. We place our responsible retailing messages in prominent positions in public areas to ensure that our customers are kept well informed about our commitment to these practices.

### **1.3 Price Structure**

- 1.3.1 The Venue offers reasonable prices across the full range of products on offer to our customers and not just on alcoholic drinks. This approach has been always been an attractive part of our offer from the customer point of view. In our view customer behaviour is primarily influenced by strong management, highly trained staff, and a robust approach to responsible drinks retailing rather than the pricing of alcoholic products.
- 1.3.2. We continually review the pricing structure of our alcoholic and non-alcoholic products to ensure that we are encouraging sensible drinking at all times.
- 1.3.3 Our approach to the sale of alcohol is to concentrate on the range and quality of the products on offer rather than to use price as an incentive.

### **1.4 Highly Trained Staff**

- 1.4.1 Training is provided for all employees regardless of their role, their age or their hours of work. It is widely recognised that the level and quality of staff training is a significant factor in controlling the behaviour of customers on licensed premises. Our employees are extensively trained on their obligations under licensing law.
- 1.4.3 Training of our management personnel is conducted on a modular basis with continuing assessment throughout their employment period. Bar staff training is primarily carried out on site by management personnel.
- 1.4.4 An essential element in having a well trained staff is our ability to retain our employees.

### **1.5 Management Structure**

- 1.5.1 Our management structure is designed to ensure that we encourage responsible behaviour on our premises. Our establishment each have an average of two - three managers and all of these hold personal licence qualifications or are working towards them. There is always at least one manager (often more) on duty throughout trading hours and at peak times there will be a designated manager supervising the bar and 'walking the floor'.
- 1.5.2 The Management team have the support of the Director who maintains regular contact with management at all levels. This management structure ensures that if any employee has any question or requires further support they can immediately ask for assistance from their management team.

### **1.6 Preventing Drunkenness and Disorderly Behaviour**

- 1.6.1 In recent years we have taken numerous positive steps to ensure that the facilities and promotions offered in our establishment do not encourage the excessive consumption of alcohol. All of our employees are provided with intensive induction and refresher training on our Don't Do Drunk policy. This policy is designed to ensure that alcohol is not served to anyone who appears to be drunk or to anyone who is trying to purchase alcohol on their behalf. Our employees are trained to continually assess the state of sobriety of any customer purchasing alcoholic drinks or consuming alcohol within the premises. As part of this training we reassure our employees that if they ever feel uncomfortable dealing with a situation then they must notify the Manager and ask for their assistance. Our management teams are asked to support the decision of any employee not to serve a customer who appears to be drunk or disorderly.

- 1.6.2 All employees are trained to immediately notify the Duty Manager if any customer becomes insulting, threatening or aggressive. The Duty Manager is then able to act to prevent this behaviour escalating into violence. If such disorderly behaviour does occur on our premises the management team will take immediate action to diffuse the situation. If the disorderly individual refuses to leave the premises then, if necessary, the police will be called to assist in the ejection.
- 1.6.4 Details of disorderly customers are circulated to other licensed venues via the PubWatch or similar local intelligence systems. We will always support 'Banned from One - Banned from All' initiatives which ensure that a consistent approach is taken by licensed premises to refuse entry to anyone who has been included on the PubWatch 'banned list'.

## **1.7 Zero Tolerance to Drug Use**

- 1.7.1 The Venue operates a zero tolerance policy towards drug use and we will take whatever measures are necessary to ensure this policy is being actively promoted. In particular, we co-operate with the police to ensure that wherever a risk has been identified customers are searched upon entry and where illegal substances are found, they are confiscated and given to the police at the earliest opportunity.
- 1.7.2 Where a search policy is in place we make every effort to ensure that customers are aware that this is a voluntary procedure and that they have the right to decline this 'condition of entry'. If a customer does decline and our door staff or employees remain concerned that the person is in possession of illegal substances they will make every effort to notify the police of these concerns so that a police search can be considered.
- 1.7.3 Employees are expected to be extra vigilant to prevent drug use occurring and all receive specific training on how to deal with such issues should they arise. Our Managers will always welcome any additional site specific training that local police wish to offer that may be particularly relevant to their locality.
- 1.7.4 Toilet checks are carried out by employees at frequent intervals during peak trading times and they are carried out at least once every hour during all other trading hours. These checks help ensure that no illegal activities take place in these areas.

## **1.8 CCTV**

- 1.8.1 CCTV is provided throughout our premises. It has proved to be an active deterrent for anti-social behaviour and we are committed to continuing its provision. Our premises are fitted with digital equipment and the camera locations are selected in conjunction with the local police Crime Prevention Officer whenever possible.
- 1.8.2 We are committed to training adequate numbers of employees in the use of the CCTV system so that immediately following an incident a trained member of staff is always available to replay footage and download material. This material will always be made available to the statutory authorities without delay.
- 1.8.3 All CCTV footage will be retained for a period of at least 31 days.

## **1.9 Door Staff**

- 1.9.1 Where door staff are engaged they work in accordance with our policies and procedures under the control of a Head Door Supervisor. Their primary function is to ensure that the points of exit and entry and outside areas remain under supervision while also monitoring the interior of the premises to maintain a safe and relaxing environment for customers and employees alike. We would always expect door staff to meet the high standards of service and behaviour that we would expect from our own staff. We expect them to give customers confidence in their ability (and our ability) to create a safer environment. We expect that they can control and handle themselves in an appropriate manner in any situation where customers are rude, aggressive, violent and know how, when deemed necessary, to use

proportionate force in controlling a situation. We ensure that all door supervisors are registered and in possession of an SIA badge and refuse to allow any unbadged door supervisor to work on our premises.

#### **1.10 PubWatch**

- 1.10.1 Our Managers are expected to take an active role in the local PubWatch scheme. We will support the establishment of a local PubWatch where one is not already in existence. The type of support we can provide includes providing expertise on how to set up a local PubWatch scheme and or PubWatch online, offering our premises as venues in which PubWatch meetings can be held and chairing those meetings.
- 1.10.2 We always support initiatives introduced by the local PubWatch schemes to reduce crime and disorder in town centres.

#### **1.12 Drinkaware**

- 1.12.1 The Venue fully support the Drinkaware strategic aims and hope to raise their profile and highlight their valuable work by communicating their sensible drinking messages within our establishment.
- 1.12.2 We actively promote the Trust by including a reference to their website [www.drinkaware.co.uk](http://www.drinkaware.co.uk) on most of our 'alcohol-related' point-of-sale and marketing materials. Their website is recognised as the leading public source of information on sensible drinking behaviour. A link to their website is provided on our own company website.

## **2 Maintaining Public Safety**

### **2.1 High Quality Design**

- 2.1.1 We aim to provide comfortable, efficient and ergonomic dining facilities and accessible customer areas suitable for all types of customer.
- 2.1.2 Customer areas are designed aesthetically and surfaces are carefully chosen to ensure safety. Our premises are large in size and this allows us to provide ample seating space which in turn prevents overcrowding and creates a safer and more welcoming atmosphere. All floor coverings are assessed for suitability and are slip resistant so as to minimise slips and trips. The sanitary accommodation consists of ceramic tiles and either quarry tile flooring or non-slip flooring similar to the kitchen and behind the bar. Again, consideration is given to maximising slip resistance when choosing flooring.

### **2.2 Disabled Facilities**

- 2.2.1 We are fully aware of our obligations in respect of accessibility for disabled persons and we aim to our premises as accessible to everyone as is possible within the constraints of the building.

### **2.3 Electrical and Gas Safety**

- 2.3.1 All electrical systems are installed in accordance with Part P Building Regulations and are under the supervision of the Electrical Services Consultant. The Company follows good electrical practice guidance and ensures that all equipment is maintained in a safe condition in accordance with the Electricity at Work Regulations 1989.
- 2.3.2 All gas appliances are installed by CORGI registered engineers and thereafter maintained within the planned maintenance scheme.
- 2.3.3 Electrical safety procedures form part of the overall health and safety management system.

### **2.4 Health and Safety**

- 2.4.1 All management staff and Associates are trained in basic health and safety to a level commensurate with their job responsibilities.
- 2.4.2 A Safety Policy Statement is displayed on the staff notice board or in the staff area and detailed procedures in respect of safe working practices etc are contained in the written Safety Policy Manual.
- 2.4.3 An extensive accident and incident reporting and monitoring system is in place, with all accidents / incidents being reported to our independent health and safety consultants. Accidents are investigated where necessary and RIDDOR reporting is undertaken.

### **2.5 Fire Safety**

- 2.5.1 The Venue complies with the terms of the Regulatory Reform (Fire Safety) Order. We conduct regular fire risk assessments focusing on the safety of all relevant persons in situations of fire. We identify and define the nature and extent of both the fire precautions that must be put in place to protect against fire and the inherent risks that remain, and take steps to remove or reduce those risks where appropriate.
- 2.5.2 All employees are trained in basic fire safety and regular refresher training is undertaken. Daily, weekly and monthly logs of fire safety checks are kept and all fire protection / precaution systems are regularly maintained.



## 3 Prevention of Public Nuisance

### 3.1 Dispersal Policy

3.1.1 The Venue operates a dispersal policy designed to minimise the negative impact of our premises on its locality. A key element of encouraging customers who are leaving our premises to behave in a responsible fashion is ensuring that they are well-managed whilst on the premises. We set out previously the measures that we adopt to ensure customers are well managed on our premises.

3.1.2 We accept that our responsibilities cannot simply end at our front door and that, by contributing to a better managed premises at the end of the night, we can help deliver a safer town centre. We acknowledge that by the very nature of our operation we can be potential sources of nuisance, anti-social behaviour and crime which may create concern for the immediate neighbourhood, its residents and the authorities. We therefore implement a dispersal policy in our premises which will seek to reduce the pressure on the police at the end of trading, ease customers' passage home and minimise the likelihood of local residents being disturbed. The key factors of that policy are:

Where music is provided, music levels will be reduced towards the end of the evening to assist in the quiet and orderly dispersal of customers. Our experience is that because customers have not been using raised voices against the background of loud music immediately prior to leaving the premises they tend to leave more quietly.

Wherever possible, lighting levels are manipulated to become 'brighter' at the end of trading hours to encourage the gradual dispersal of patrons during the last part of trading and the drinking up period.

On dispersal our staff actively encourage customers not to congregate outside The Venue, direct customers to the nearest taxi ranks or other transportation away from the area; and ensure the removal of all bottles and glasses from departing customers.

Our managers and door staff will not hesitate to speak to any groups that congregate in the vicinity of the premises after closing time and ask them to move on.

We generally request that a minimum of 30 minutes drinking-up time is incorporated in the premises licence as an aid to the gradual dispersal of all customers in the premises at the end of the evening.

We ensure that there is strong management and staff presence in the customer area and at all exit points during the dispersal period.

We routinely place signage at exit doors asking customers to respect the rights of our neighbours to the quiet enjoyment of their homes.

Where it is deemed appropriate we can provide customers with site-specific information on how they can get home safely. Where customers require individual assistance in obtaining safe transport from our premises we do whatever is reasonably possible to help, for example by providing details of bus routes or contacting taxi and private hire operators on their behalf.

### 3.2 Regular Meetings with Local Residents

3.2.1 We attach the utmost importance to the careful investigation and prompt resolution of any complaint made in relation to the day-to-day running of our premises. We have always emphasised the importance of building close relationships with local residents. Our Managers are expected to resolve any complaints from local residents quickly and effectively. If they cannot be resolved on a premises level they are referred to Director for resolution.

- 3.2.2 Our Management Team and Directors are always willing to convene regular meetings with residents whenever such meetings are sought by our neighbours. These meetings provide a useful forum for residents to raise any concerns that they may have regarding our operation and provide our management team with an opportunity to become a better neighbour.

### **3.3 Music and Dancing**

- 3.3.1 Where music is provided in our premises it is provided by means of high quality sound systems controlled by central computers so that we maintain control over the style of music played. Where it is deemed necessary sound limiters will be installed. The sound systems allow for music to be zoned within the premises. This means that the level of music can be varied in accordance with the use of each area and ensures that particularly sensitive parts of the premises can be kept quieter. Music levels are reduced towards the end of the evening to assist in the quiet and orderly dispersal of customers.
- 3.3.2 Designated dance floors are provided where customer dancing is allowed and, to ensure the safety of customers, it is company policy that drinks are not permitted in these areas.
- 3.3.3 To ensure that neighbouring premises are not adversely affected by escaping noise a site specific noise survey is undertaken by an independent specialist and their recommendations incorporated into the scheme. Their recommendations are based on either general guidelines or on local authority policy with respect to monitored existing noise levels.
- 3.3.4 All rooms are developed to a high standard to ensure good sound attenuation.

### **3.5 Outside Areas**

- 3.5.1 Since the introduction of the smoking ban outside areas have become an increasing important part of our premises. Whatever the scope, size or location of these areas we ensure that we always deliver carefully managed areas that are both sympathetic to the premises and the surrounding environment and, more importantly, are designed to ensure that minimal impact is caused to the public who are going about their business using the public highway.
- 3.5.2 While each area is developed specifically for the environment it occupies we operate all outdoor dining areas in accordance with the following principles; provision of sufficient furniture to discourage vertical drinking, allocation of staff to ensure the areas are kept clean and empty glassware and bottles are regularly removed.
- 3.5.3 All outside areas that are specifically used by smokers are closely managed to prevent any noise or litter nuisance occurring. All areas are equipped with adequate cigarette disposal bins and employees ensure that these bins are regularly checked and that any smoking materials discarded on the ground are removed. Outside areas are managed at all times to ensure that customer behaviour outside the premises does not adversely affect our neighbours or the general public.
- 3.5.4 All our outside areas are covered by CCTV.

### **3.6 Preventing Odour Escapes**

- 3.6.1 All our premises have independently connected mechanical ventilation systems incorporating fans and ducting which terminate above the level of the eaves where applicable.
- 3.6.2 All kitchen extract ventilation passes through grease eliminating baffles at a rate that reduces the risk of odour-nuisance occurring. Kitchen extracts are located away from neighbouring properties.
- 3.6.3 Refuse collection is conducted at frequent intervals either via the use of a private refuse collection company.

## 4 Protection of Children from Harm

### 4.1 Family-Friendly Environment

- 4.1.1 We encourage families to dine with us in our establishment which, together with our award-winning children's menu, further increases the age and range of our customers.
- 4.1.2 Legally, unaccompanied children aged between 16 and 18 are permitted to enter a licensed premises provided that they do not consume alcohol. However, children in this age bracket are only permitted in our premises provided they are accompanied by an adult and are there to dine. If adults are visiting the premises with children and young people and purchasing alcoholic drinks then we operate a 'house rule' which requires them to purchase meals for each member of the group. Once the meals have been finished and the tables cleared we recommend that only one additional alcoholic drink be purchased per adult. This approach is designed prevent children and young people being neglected by their responsible adult whilst in our premises.

### 4.2 Challenge 25

- 4.2.1 We abide by a Challenge 25 policy in our premises. Under this policy, all of our employees are trained to ask any customer who appears to be under the age of 25 years to provide valid proof of age. We apply this policy not just to the sale of alcohol, but also to the use of AWP (amusement with prize) machines and the sale of tobacco products. Employees are also trained to be vigilant to ensure that customers buying drinks at the bar are not buying them for underage individuals.
- 4.2.2 All employees receive induction training on our Challenge 25 policy when they commence employment with The Royal Venue (Cleveleys) Limited and then receive regular refresher training. All employees complete video training, quizzes and sign a letter to confirm that they have had this training and understand their responsibilities. All training records are retained on personnel files and these files are regularly reviewed by the management team.
- 4.2.3 If any shortcomings are identified the individual employee is required to undergo further training until the policy is satisfactorily understood by them and applied.
- 4.2.4 Our Challenge 25 policy is actively promoted within the premises using signs at every entrance and back-of-house posters throughout the premises. Every customer that is refused entry to the premises or is asked to leave the premises is logged via the 'Refusal' or 'Refused Service' record book.
- 4.2.5 The Venue has adopted the industry standards and recognises only the following forms of identification as valid forms of proof of age:
  - National passport
  - Photographic Drivers' Licence
  - United Kingdom 'PASS' accredited age identification card with photograph.
- 4.2.6 If a young person tries to use ID which is fake or has been altered in any way, the ID is retained by the management team and given to the police at the first reasonable opportunity.

### 4.3 Gambling

- 4.3.1 The Venue upholds the principles of the Gambling Act 2005. Our employees are trained to adopt a Challenge 25 policy towards the use of AWP (amusement with prize) machines and take proactive measures throughout trading hours to prevent children and young people from accessing these machines.