

BEFORE BRIGHTON & HOVE CITY COUNCIL LICENSING SUB-COMMITTEE



The Brighton Zip

Madeira Drive

Brighton BN2 1EN

SUMMARY OF APPLICANT'S SUBMISSIONS

For Hearing Wednesday 20 October 2021

Introduction

1. The Applicant is Madeira Leisure Limited, the operator of The Brighton Zip (the "Premises"), a well-known attraction on Brighton seafront. Since opening in 2017, the Premises have been refurbished over time and the food served tailored to appeal more to residents of Kemptown, as opposed to day trippers wanting typical seaside fair. A presentational brochure showing the development of the site with drawings of how it looks at present is included at **appendix 1**. The sole director of the Applicant is Jeffrey Sanders who was previously the operator of the Brighton Wheel from 2011 to 2016. He runs the business with the General Manager, Delso Da Silva.
2. The food and beverage offer includes an ice cream parlour, coffee kiosk and café/restaurant. The café/restaurant is a semi-permanent structure predominantly on the ground floor, comprising a kitchen with a main order/service point for food and drink, seating on the main deck area, a further pop-up kitchen and three W.Cs. There is also a recently constructed Sundeck area with a further smaller bar. Indicative food and drink menus at **appendix 2**. Before

the Covid-19 pandemic patrons queued to order food and drink which was then served to them by a waiter or waitress.

Reasons for Applying for Temporary Event Notices (“TENs”)

3. With no revenue following the shutdown of March 2020, the previous operator of the Premises, Happyvale Limited went into liquidation, albeit that Personal Guarantees remain. Fortunately, the Applicant was able to purchase the assets and continue the business with the same management team and fifty staff. Unfortunately, due to oversight and the employee responsible for the administration of the Applicant being on sick leave due to Long Covid, the premises licence was not preserved within the required 28 days and hence the premises licence permanently lapsed.
4. A permanent lapse of premises licence is devastating for any business. In the writer’s experience, this is usually the death warrant for any operator unless a negligence claim for thousands of pounds worth of damages can be quickly pursued and settled against an Insolvency Practitioner or there is the necessary insurance in place. The Applicant had neither of those options to recover its losses and has had to preserve cash flow and rely on what sales it can get to remain afloat. Usually, the restaurant is responsible for approximately half of total income.
5. Three TENs for 18 to 19 September, 25 to 26 September and 2 and 3 October were initially applied for on the terms of the previous premises licence. Following objection from Brighton Police (more of which below) at a licensing sub-committee hearing on 16 September the first two were rejected but the final one granted. The reason for refusing the first two was to give the Applicant sufficient time to prepare to reopen for the sale of alcohol. Preparation was undertaken and the weekend of 2 and 3 October proceeded without incident. Therefore, a further TEN was applied for to cover 9 and 10 October. To the Applicant’s disappointment, a phone call was received from Mr Mark Thorogood advising that the police would be objecting to this further TEN and hence it was withdrawn and legal advice sought.
6. Keystone Law was then instructed to apply for a new premises licence as soon as possible and, following correspondence with the police, one was made on 7 October 2021. The new premises licence sought is on slightly different terms to that granted in 2019. Most notable it is for a café style, as opposed to restaurant licence, where food must be always available with alcohol supplied by waiter or waitress service to patrons, but where patrons do not necessarily have to have a full table meal. Also, the terminal hour sought for the sale of alcohol is slightly later.

7. The reason for wanting a café licence, as opposed a restaurant licence, is twofold. Firstly, a full restaurant condition with the current setup of the Premises can be difficult to enforce. When customers order drinks to be served at a table, before their table number is recorded, they are always asked if food has been ordered and, when in doubt, a receipt is requested. However, not all customers keep receipts and hence it is very difficult to ensure that only customers taking a full table meal are purchasing alcohol. The fact that there is signage to this effect does not stop a customer misleading staff. Whilst staff do patrol the seating areas, it is difficult to tell who is waiting for food or has finished their meal.
8. Secondly, there remains confusion over what constitutes a table meal. There is case law under the old Licensing Act 1964 which, rather archaically, refers to pickles and beetroot and the like, but nothing under the Licensing Act 2003, hence the confusion last year with scotch eggs being referenced by Government ministers. Many patrons simply want a bowl of chips and the Applicant is, quite rightly, concerned that this may not be sufficient to be a table meal.
9. A café licence provides the necessary reassurance that the premises cannot become a vertical drinking alcohol led establishment which tend to be the main sources of crime and disorder whilst ensuring that the Premises can operate without fear of inadvertently breaching a condition. Having food and drink both ordered and served whilst seated at tables will increase staffing costs, but it is hoped that the additional flexibility will sufficiently increase revenue to cover these.
10. The additional hours sought are to enable the Premises to be financially viable and to ensure sufficient funds are saved to construct a permanent café at the site as per the granted planning permission (see above). It was always the intention to seek to vary the previous premises licence to a café style licence but it lapsed before an application could be made.
11. The TENs now applied for are to, hopefully, prove that the Applicant can operate under the new hours and conditions sought whilst upholding the licence objectives and to bring in some much-needed revenue during this difficult time.

Brighton Police Notice of Objection

12. The police's objection to these TENs is on the basis that: the new conditions will lead to intoxication; there have been previous breaches of condition; there is no confidence that the Premises will be run in a responsible manner; the conditions proffered are unenforceable and

the Halloween weekend presents additional concerns in respect of which minimal information has been provided. The Applicant's comments on each of these concerns are as follows:

The new conditions will lead to intoxication

13. If the TENs are granted as sought, the Applicant does not intend to change the style of operation significantly. The food and drink menu will remain the same but, with no patrons queuing to order food and drink, there will be a greater control of patrons. Additional conditions, above and beyond those on the lapsed premises licence, have also been proffered. It is not an attractive venue for those wishing to binge drink. Alcohol prices are not cheap, nor are there drinks promotions. Furthermore, the range of alcoholic drinks is limited and the open-air nature of the Premises does not lend itself to a long dwell time at this time of year. With no vertical drinking and waiter/waitress service only, the operation of the Premises will be a world away from the packed late-night bars which can see high levels of intoxication.
14. Crucially, off-sales have not been applied for and the Business and Planning Act 2020 deregulation does not apply. Therefore, the Applicant cannot have patrons spilling onto the beach as is the case with many of the licensed venues on the seafront.

Previous breaches of conditions

15. The Applicant has accepted that there were breaches of the lapsed premises licence's conditions and apologised repeatedly at the previous TENs hearing for them. Whilst it does not wish to make excuses for these breaches, there were mitigating factors, namely:
 - a) With the deregulating of off sales and the continued changes to Covid-19 regulations it was difficult to understand how alcohol should be sold, when a table meal condition applied and where this alcohol could be consumed. There were thousands of reported breaches across the country and much time was spent assessing whether operators were in breach of regulations or merely failing to adhere to non-enforceable guidance, if at all. Indeed, thousands more operators flagrantly breached the terms of their premises licence with no comeuppance at all. The Applicant did seek advice, for example, in respect of the new roof terrace, but this was often contradictory and its operation was far more limited than the majority of seafront licensed businesses which developed significant outside areas and are still benefitting from a significant uplift in trade.
 - b) When the breaches occurred, the Premises had only recently reopened after a long period of closure, hence a certain operational rustiness.

- c) August 2021 was an exceptional time as locals and tourists, deprived of foreign holidays, flocked to the seafront. Staff at the Premises were overwhelmed and failed to control who was, and was not, having food. Such demand is never likely to be repeated.

No confidence that the Premises will be run in a responsible manner

16. The police have confirmed that, had the previous premises licence not lapsed, the breaches of condition would have led to a 'stepped approach' with the Designated Premises Supervisor beginning called to a meeting with him. Usually, when there is a serious lack of confidence in management a review application follows, rather than simply a meeting being called. In reality, due to the much-maligned approach of the Licensing Act 2003 to insolvency, the Applicant is in the same position as if the premises licence had been reviewed and revoked. As the licensing sub-committee will be aware, premises licences are usually only revoked following serious crime such as shootings, stabbings, gang activity, open drug dealing etc.
17. The Applicant's team is booked to attend refresher licensing training (see confirmation at **appendix 3**) and all staff have been trained as per proposed condition 7.
18. Unless a series of TENs are granted there is no opportunity of the Applicant to show that it can operate in a responsible manner. The Applicant is happy to adopt further conditions and policies to reassure Brighton police and would welcome any proposals they have.

Conditions proffered are unenforceable

19. It is not acceptable that conditions attached to a TEN are unenforceable and merely advisory. Any breach of a condition attached to a TEN is carrying on a licensable activity on, or from, a premises otherwise than under and in accordance with an authorisation (see section 136 Licensing Act 2003) which is a criminal offence.
20. In addition, any failure to operate according to the conditions attached to any TEN will no doubt be used in evidence at any hearing to determine the application for the new premises licence.

Halloween weekend presents additional concerns

21. The Applicant is aware that Halloween weekend is busy in Brighton. Whilst revellers are generally attracted to the later, noisier, indoor bars and clubs, this weekend has been risk assessed (please see **appendix 4**) and the decision has been taken to employ two door supervisors from 19:00 to midnight if the TEN is permitted to go ahead.

22. Furthermore, as per proposed condition 10, a draft crowd management procedure/dispersal policy has been prepared for approval by Brighton police. Please see **appendix 5**.
23. If Brighton police still consider that further steps have to be taken over Halloween the Applicant would be happy to discuss them.

Section 182 Guidance (the “Guidance”) & Statement of Licensing Policy (the “Policy”)

24. The Guidance explains that ‘the system of permitted temporary activities is intended as a light touch process (author’s emphasis) and this is reiterated in the Policy. As the licensing sub-committee will be aware, the vast majority of TENs proceed unopposed.
25. The Applicant understands the Premises is located in a Cumulative Impact Zone. However, this policy applies to new, or variations to, premises licences or club premises certificates, not TENs. If representations are received to the application for a new premises licence the Applicant will produce evidence of exceptional circumstances including, but not limited to: corporate social responsibility; community support; the ancillary nature of alcohol to other business activity and the general style of operation.

Conclusion

26. The Applicant recognises that the licensing sub-committee hearing to determine these TENs is entirely separate from any further hearing to determine the application for a new premises licence if representations are received. The licensing sub-committee is perfectly entitled to grant the TENs as sought but then refuse the application for the new premises licence or grant it in part. However, without the ability to use TENs the Applicant has no opportunity to show that it can uphold the licensing objectives with the new conditions proposed or to realise some much-needed revenue. With regard to the later, the loss of the premises licence has been truly disastrous and many operators faced with such a shock would have thrown in the towel, closed the business and made the staff redundant.
27. These economic factors can properly be considered in a licensing determination. In R (o/a/o Hope and Glory Public House Ltd) v City of Westminster Magistrates’ Court and Others [2011] EWCA Civ 31, the Court of Appeal (per Toulson LJ) observed that [at 42]:

*‘Licensing decisions often involve weighing a variety of competing considerations: the demand for licensed establishments, **the economic benefit to the proprietor and to the***

***locality by drawing in visitors and stimulating the demand**, the effect on law and order, the impact on the lives of those who live and work in the vicinity, and so on.”*

28. It is accepted that mistakes have been made but lessons have been learnt. Save for the routine inspections last Summer, the Premises have not been a concern to the statutory authorities and its owner, Mr Jeffrey Sanders, ran the Brighton Wheel using a council premises licence for many years without complaint. The Applicant would like to work with the police and respectfully asks that the licensing sub-committee to grant the TENs to give the business a chance to succeed.

NIALL McCANN

Partner, Keystone Law

15 October 2021



THE ZIP

THE BRIGHTON ZIP
BRAND AND BUSINESS STRATEGY

HISTORY

The Brighton Zip has been operating since 2017. It is one of Brighton's major leisure offerings with over 25,000 riders a year. The zip is one of the few leisure activities that has a physical element to it. It consists not only of the zip wire itself but also the walk down the seafront to The Zip Base camp, this has two benefits one is the additional exercise and the other is giving customers the opportunity to see other businesses and shop fronts on the return walk. The site has been operated by the same person prior to Brighton Zip since 2011. The Zip operator was also responsible for bringing Brighton wheel to the seafront, a big attraction and a huge investment to the city which brought hundreds of jobs over the years, and raised Madeira Drive's profile in Brighton with both with tourists and residents alike. During this time they worked closely with BHCC's to pass the wheel through planning and were allowed to operate under BHCC own license to create VIP events and support charity evenings. This partnership was incredibly successful.

13 The Brighton Zip as a concept was born out of the need to use the site for leisure after the wheel was removed. The reason for its removal was partly due to the investment from BHCC in the I360. Once again, the operator regenerated the site and supplemented the leisure activity with a simple food court offering. They were approved for a premises license in April of 2019 and added alcohol offering to their food offering.

Brighton Zip are one of the few companies that have committed to being open throughout the winter. While not commercially profitable during the off season, it's has always been important to the local family business to provide year-round employment to their core staff.

The long-term plans for the site were to create a permanent restaurant to cater for the tourist trade near Brighton Pier. In essence this plan remains the same, but The Brighton Zip seek to approach the project in a different way to align the operation with the cultural needs and behaviour of the local people of Brighton and Hove and to manage the social responsibility and challenges COVID-19 has brought to business in the hospitality and leisure sector.





MADIERA DRIVE

It's been clear that Madeira Drive has suffered from neglect over the years, almost the forgotten stretch of seafront. Even with significant investment from historic operators like Brighton Zip, Concorde 2 and new operators, such as Loaded and The Electric Arcade the area has traditionally been a difficult place to operate, and very tourist focused. When the Covid-19 Pandemic hit it decimated businesses along the seafront from bars to restaurants, venues to leisure activities. The damage to these businesses and major employers runs deep and regardless of the support and schemes it has put business back for years, leaving companies carrying huge amounts of debt. Even with a cultural feel that the worst is over these businesses will carry damages far into the future and income is not by any means back to pre-pandemic levels.

There was one significant change to Madeira drive, the pedestrianisation of the road for additional exercise space during the Lockdown. Locals began to discover a part of their seafront they had not considered regularly visiting before. This derelict forgotten part of the seafront began to show signs of growth and innovation, alongside the changes and reduction in visiting tourists.

It is this that has triggered Brighton Zip to once again regenerate and refocus its business at local residents. Brighton Zip is a family business who have lived in Brighton for the past 30 years. Graphite Design has been contacted to help develop this new concept and reach more local audiences.

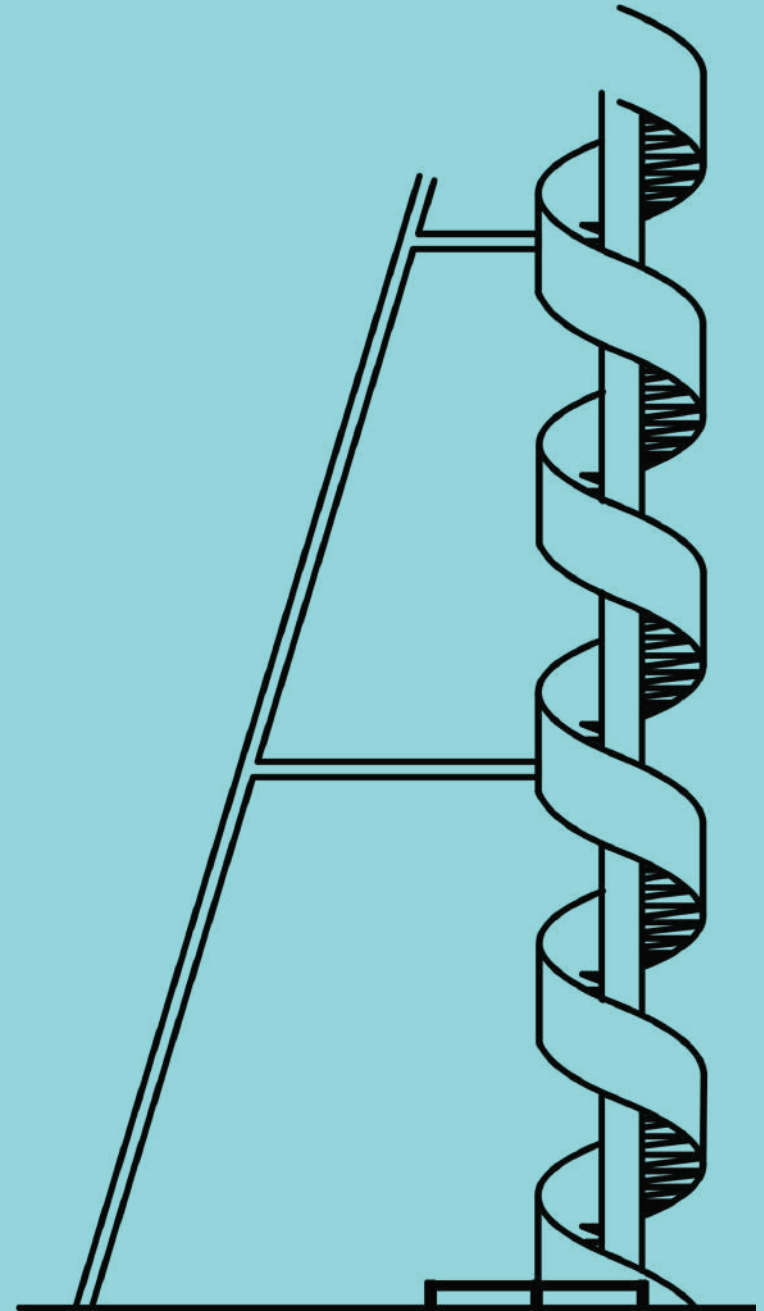
THE BRIEF

Brighton Zip wants to create a new hub for local residents, families, foodies and adventure seekers. They want to tap into Brighton's love for pop up - local food, local beer, and the love of socialising. They want to bring the traditions that local Brightonians all love about being a seaside town, while moving away from the traditional 'kiss me quick' and 'fish and chip' offering. Knowing that investment in indoor dining is incredibly risky at the moment they want to create a vibrant outdoor environment with a food and activity focus that local people can enjoy all year round.

GOALS

- + Site redevelopment to engage local audiences.
- + Update branding to be modern, clean and more accessible.
- + New food with pop-up options and kitchen takeovers.
- + New local coffee offering.
- + Venue for local artists, charities and kitchens.
- + Make the ZIP Deck + WIRE a year-round operation.

**BRIGHTON ZIP THE NEW
PLACE TO MEET.**



THE STRATEGY

SITE

Re-Style the ZIP deck, to integrate with the local audiences more.

- + Clean and remove cluttered signage
- + Create a strong colour pallet that brings a mix of the tradition seafront styling with the new bolder colour choice
- + Bring the zip and the food court together to feel like one cohesive operation
- + Create an original asset to the site for local people to enjoy
- + Tidy the visuals and operational bar and kitchen elements
- + Make the coffee shop a more accessible unit that relates to the site
- + Create a clear entrance and brand for the site.
- + Install signage that give the space a title 'The Zip Deck'

BRANDING

Create one clean brand across the whole operation and communication platforms.

- + Update logo
- + Create basic brand guidelines and follow them through all arms of the company
- + Tie the site clearly to the branding
- + Make a strong brand presence across the site
- + Make relationships with other brands that supports Brighton Zips goals
- + Make enviromentally friendly choices in all branding activations

PARTNERSHIPS

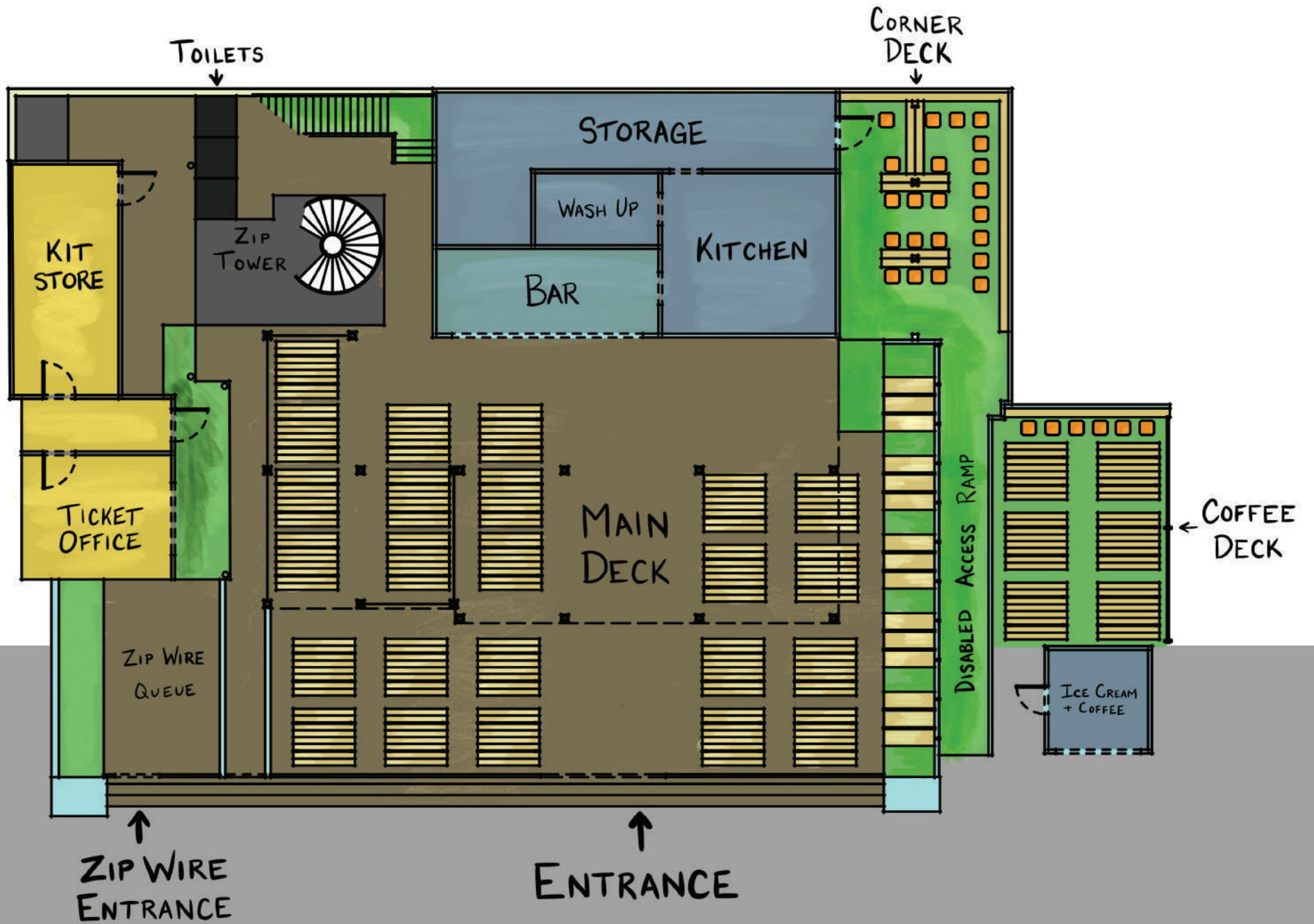
Work with other Brighton businesses in collaboration to create great experiences for customers.

- + Bring in a local coffee company Red Roaster to provide training for staff, a better quality product and a trusted local brand
- + Connect with Street. Diner a local street food market and stall broker to provide local food offerings through their contacts
- + Connect with local venues and festivals to engage in existing events providing space for activations such as screenings, receptions and small-scale performances
- + Develop a relationship through previously mentioned activity with local Brighton audiences to create a year round non-seasonal business

THE BEST SUNSET IN BRIGHTON
ALL YEAR ROUND.

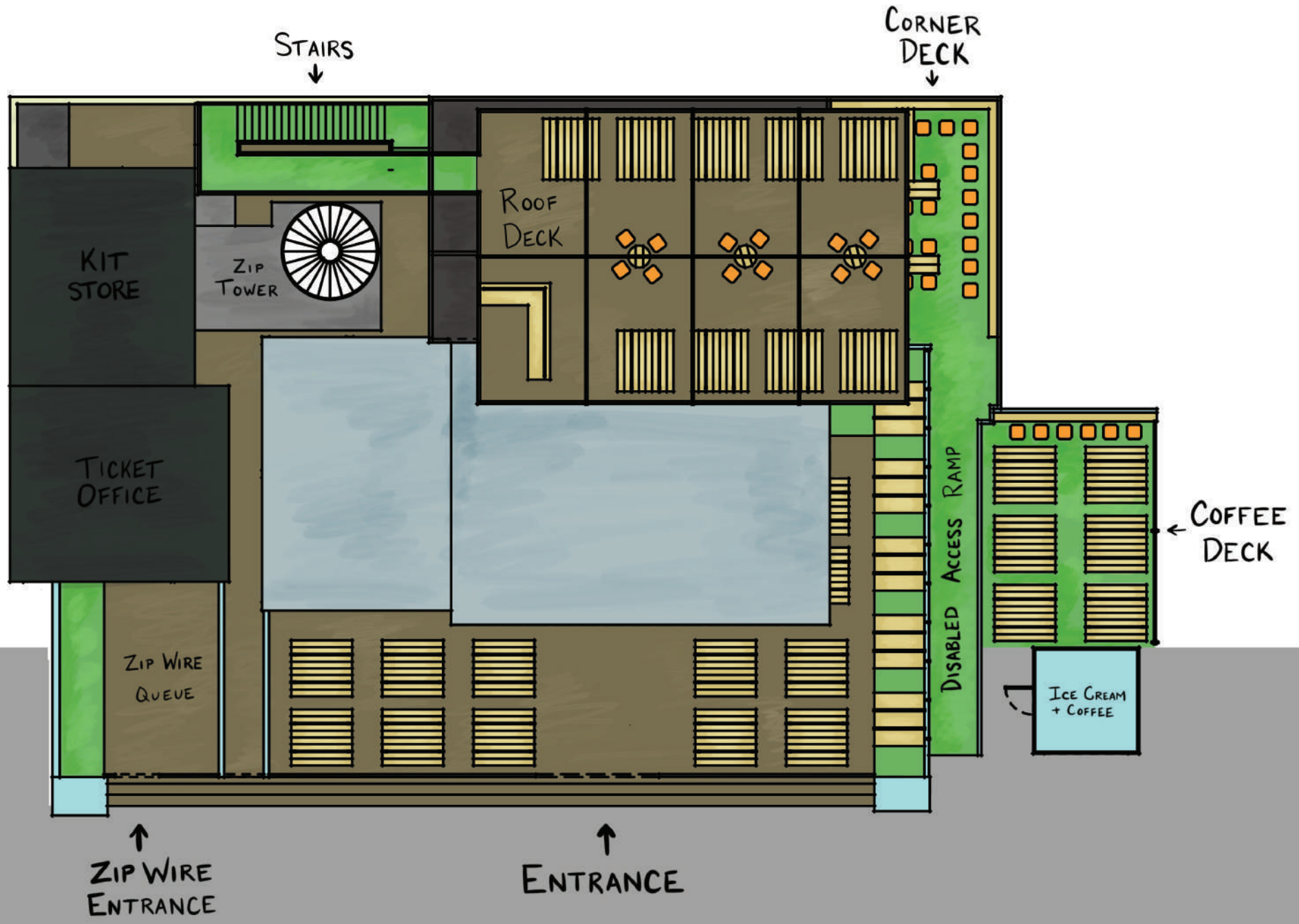
SITE LAYOUT PROPOSALS

GROUND FLOOR



ROOF DECK

19



SKETCH CONCEPT



THE ZIP

PRICE LIST

ZIP WIRE

SINGLE RIDER _____ £16
DUAL RIDER _____ £30

VIDEO WRIST BAND

RECORD YOUR TRIP _____ £3

WWW.BRIGHTONZIP.COM

ENTRANCE

KIT DROP

THE ZIP BAR + KITCHEN

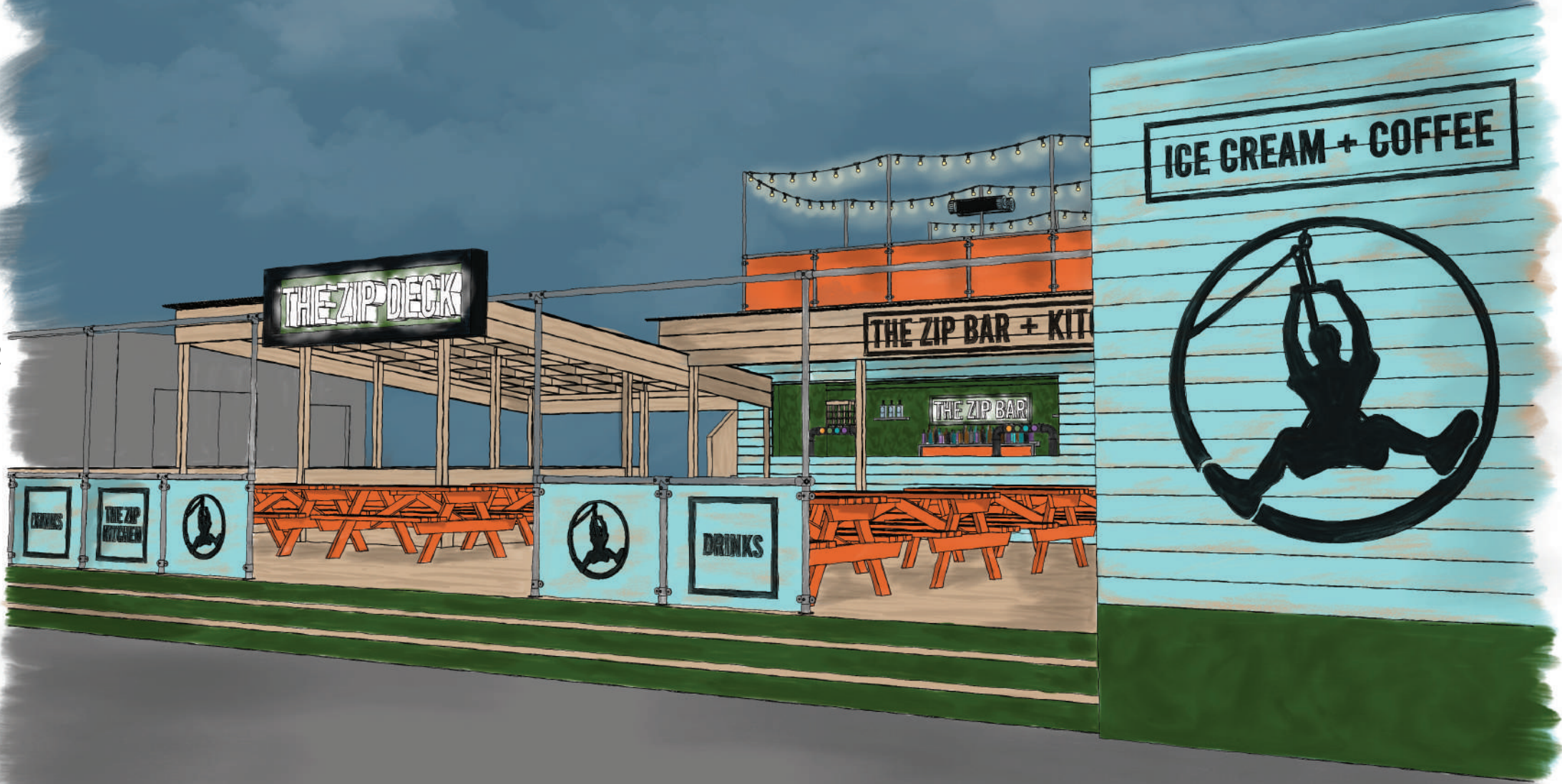


**THE ZIP
KITCHEN**

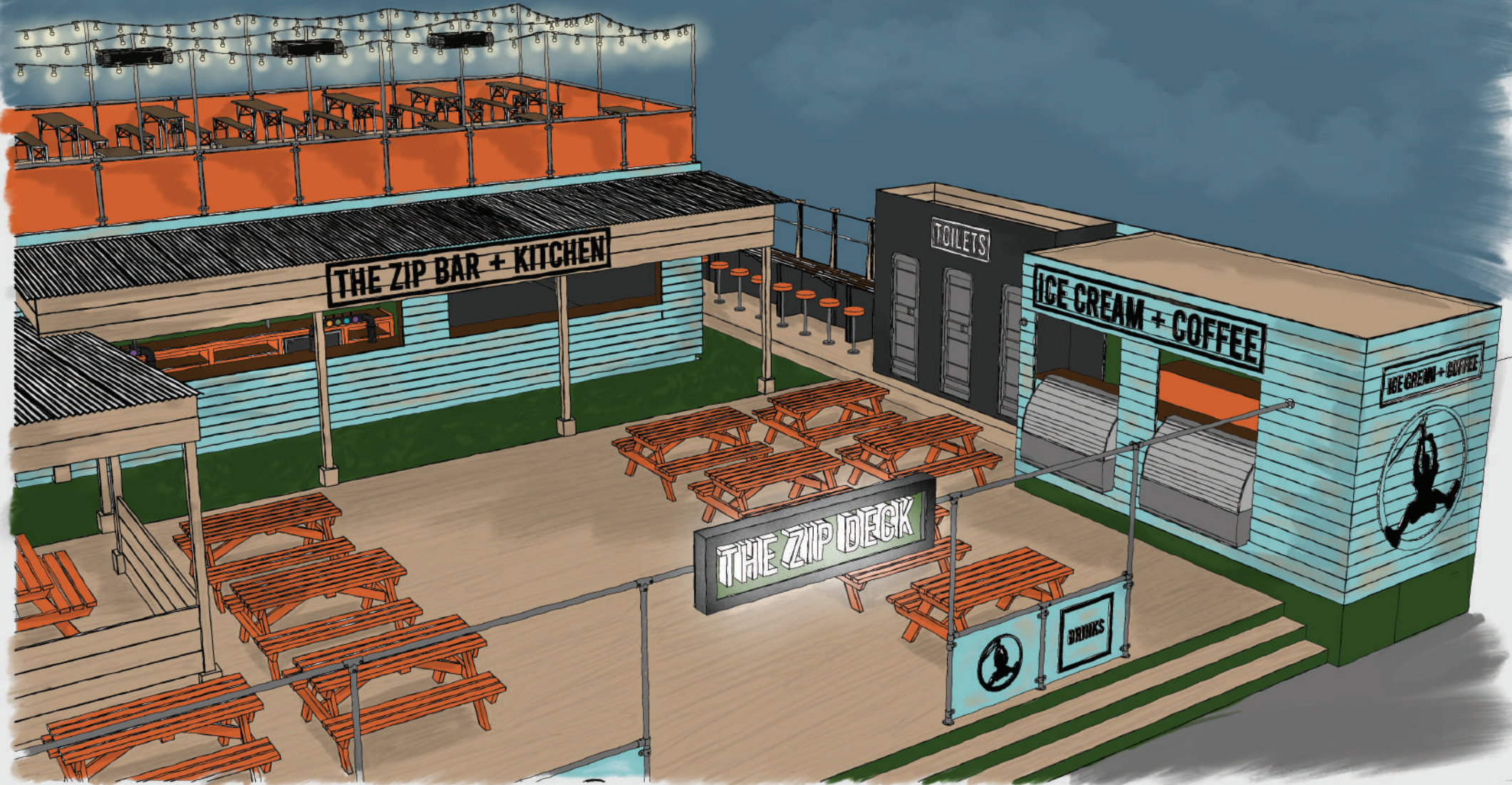
**FISH
+
CHIPS**

SKETCH CONCEPT

21

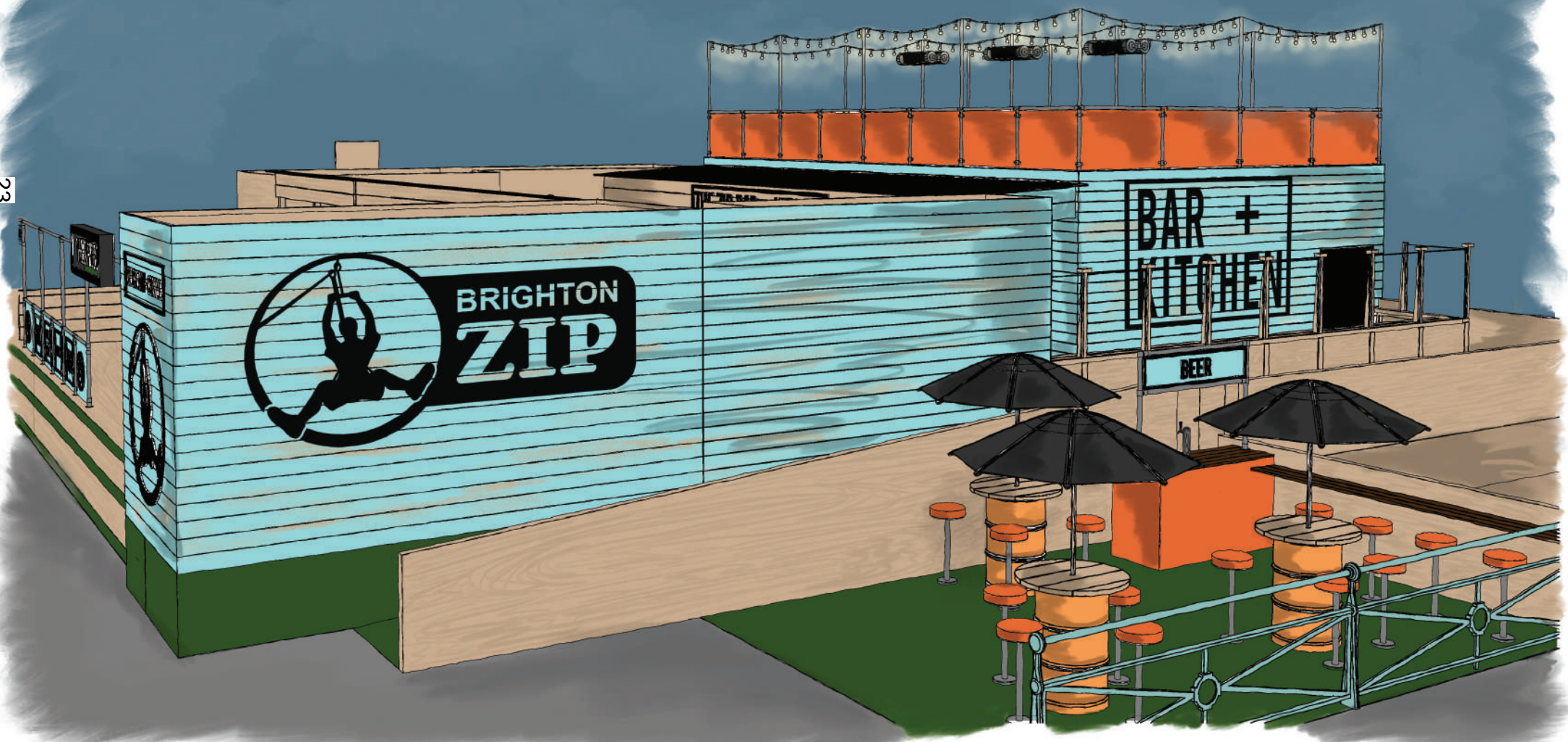


SKETCH CONCEPT



SKETCH CONCEPT

23

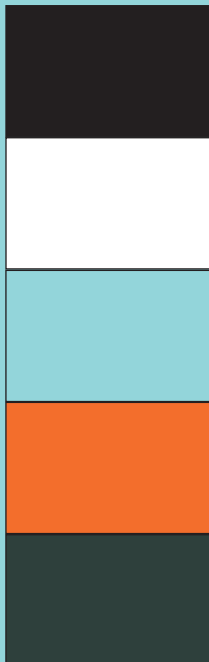


BRAND PROPOSALS

BRANDING STYLE PROPOSAL

- + Black and white versions of the logo on Brighton Blue
- + All signs hand painted instead of printed
- + Single font, taken from current branding 'Bebas'
- + Single simple box around titles
- + All titles in block capitals
- + The use of + symbol instead of the word 'and' or '&' In titles.

COLOUR PALETTE



TEXT AND LOGO COLOUR

TEXT AND LOGO COLOUR

PRIMARY COLOUR

ACCENT COLOUR

ACCENT COLOUR

OLD LOGO

The old Brighton Zip logo, has become dated over time and needs modernising. Taking the multiple font styles and removing alot of the colour will help clean the logo.



NEW LOGO

The new Brighton Zip logo creates a modern silhouette of the old logo design. By simplifying the mutli-colour branding to a high-contrast, monochrome palette, it turns what was once a logo into an icon - a recognisable symbol that can be used in many applications, from packaging, to signage, and t-shirts.



THE ZIP

PACKAGING

Update the Brighton Zip packaging to reflect the new brand and style guidelines.

Replace plasticware for sustainable materials that can be easily recycled and are biodegradable.

Replace multi-colour boxes with simple kraft boxes, so all packaging has a cohesive look.



- + BROWN KRAFT BOXES
- + RECYCLABLE, BIODEGRADABLE COFFEE CUPS
- + RECYCLABLE, BIODEGRADABLE PINT CUPS
- + BIODEGRADABLE BAMBOO CUTLERY
- + STAMPED WITH ZIP LOGO

UPDATES SEPTEMBER 2021

BEFORE



AFTER



28



BEFORE

AFTER

BEFORE



AFTER



AFTER



BEFORE



AFTER



30

AFTER



AFTER



BEFORE



AFTER



AFTER



31

APPENDIX 2



BAR + FOOD

CLASSICS

ALL SERVED WITH CHIPS

COD + MUSHY PEAS _____	8.20
JUMBO SAUSAGE _____	5.60
SAVELOY _____	5.60
CHICKEN NUGGETS _____	6.80
SCAMPI _____	7.50
CHIPS _____	3.00
MUSHY PEAS _____	1.00
CURRY SAUCE _____	1.00

DIPPING SAUCES

BBQ _____	1.00
AMERICAN MUSTARD _____	1.00
SWEET CHILLI _____	1.00
BURGER RELISH _____	1.00
BURGER SAUCE _____	1.00

BURGERS

ALL SERVED WITH CHIPS

ZIP BURGER _____	6.60
ZIP BURGER WITH CHEESE _____	7.10
MEGA ZIP BURGER WITH CHEESE AND BACON _____	8.10
ZIP CHICKEN BURGER _____	6.60
ZIP CHICKEN BURGER WITH CHEESE _____	7.10
VEGGIE ZIP BURGER _____	5.50

BREAKFAST

SERVED UNTIL 12PM

BACON + EGG BAP _____	4.50
BACON BAP _____	3.50
EGG BAP _____	2.50



WINE MENU

WHITE

125ML / 175ML / 250ML / BOTTLE

- DOMAINE DE PELLEHAUT, BLANC** 3.90 / 5.00 / 7.50 / 23
STRIKINGLY AROMATIC WITH STUNNING INTENSITY OF CITRUS FRUIT AND WHITE BLOSSOM
- PINOT GRIGIO, PRIMI SOLI** 4.00 / 5.60 / 8.00 / 24
DRY, CRISP AND FRUITY WITH A WONDERFUL HINT OF LEMON
- SAUVIGNON BLANC, WADDLING DUCK** 4.50 / 6.00 / 8.50 / 27
A NOSE OF INTENSE, FRESH GOOSEBERRY FRUIT. THE PALATE IS DRY AND FULL OF WHITE PEACH

ROSE

- DOMAINE DE PELLEHAUT, ROSÉ** 3.90 / 5.00 / 7.50 / 23
AROMATIC AND EASY-DRINKING WITH A REFRESHING INTENSITY OF STRAWBERRIES AND RASPBERRIES
- CÔTES DE PROVENCE ROSÉ, QUINSON** 26
A DREAMY SOFT PINK COLOUR. ELEGANT AND FINE FLAVOURED RED BERRIES WITH A HINT OF SPICE

RED

- DOMAINE DE PELLEHAUT, ROUGE** 3.90 / 5.00 / 7.50 / 23
A MEDIUM BODIED BLENDED RED WITH AUTUMN BERRY FRUITS AND A SILKY SMOOTH STRENGTH
- MALBEC, LOS HAROLDOS CHACABUGO** 4.00 / 5.60 / 8.00 / 24
SILKY SMOOTH FLAVOURS OF DAMSON AND BLACK FRUIT WITH WONDERFUL CONCENTRATION.
- MERLOT THE MUSEUM, FRANSCHHOEK CELLARS** 4.00 / 5.50 / 8.00 / 23.50
JUICY DARK BERRY FLAVOURS AND BLACK CHERRY NUANCES, SLEEK AND SMOOTH

SPARKLING

- PROSECCO, CA BOLANI BRUT DOC** 4.20 / / / 25
PLEASANTLY FRUITY AND WITH A GOOD AROMATIC INTENSITY, RECALLS WISTERIA FLOWERS AND RENNET APPLES. HARMONIOUS AND PLEASANT WITH A HINT OF SWEET ALMOND
- RATHFINNY CUVEE** 45
THE SUSSEX, VINTAGE CLASSIC, MADE IN A SINGLE SITE VINEYARD AND AGED FOR 36 MONTHS IN THE BOTTLE



BAR

DRAUGHT

PINT / HALF

OFFSHORE PILSNER _____	5.50 / 2.80
ATLANTIC PALE ALE _____	5.50 / 2.80
PRAVHA LAGER _____	5.00 / 2.60
ASPALL CIDER _____	4.80 / 2.60

HOUSE SPIRITS

25ML / 50ML

SMIRNOFF VODKA _____	3.80 / 4.80
HAVANA CLUB 3YO _____	3.80 / 4.80
HAVANA ESPECIAL _____	3.80 / 4.80
JACK DANIEL'S WHISKY _____	3.80 / 4.80
GORDON'S GIN _____	3.80 / 4.80

BOTTLES

CORONA EXTRA _____	5.00
BIRRA MORETTI _____	4.00
NON ALCOHOLIC BEER _____	4.00
REKORDERLIG STRAWBERRY + LIME _____	6.50
REKORDERLIG WILD BERRY _____	6.50
REKORDERLIG PASSION FRUIT _____	6.50

CRAFT CANS ARE ALSO AVAILABLE AT THE BAR

SPIRITS

25ML / 50ML

GREY GOOSE VODKA _____	5.50 / 8.00
HAVANA 7 YEAR _____	5.00 / 8.00
HAVANA CUBAN SPICED _____	4.20 / 6.20
GORDON'S FLAVOURED GIN _____	3.80 / 5.80
TANQUARAY GIN _____	4.20 / 6.50
WHITLEY NEILS GIN _____	4.20 / 6.70
BRIGHTON GIN _____	5.00 / 7.50
MALIBU COCONUT RUM _____	3.80 / 5.80
MALIBU FLAVOURED RUM _____	3.80 / 5.80
KRAKEN RUM _____	3.80 / 5.80
BELL'S SCOTCH _____	3.80 / 5.80
MIXER _____	1.20
FEVER TREE MIXER _____	2.20 BOTTLE

APEROL SPRITZ _____	8.00 GLASS
PIMMS _____	6.50 GLASS

GOLD TEQUILA _____	4.00
SAMBUCA BLANCO WHITE _____	4.00
SAMBUCA ANTIGUA BLACK _____	4.00
TUACA _____	4.00
CAZCABEL HONEY _____	4.00
CAZCABEL COFFEE _____	4.00

**INN Dispensable**

Unit 45, BasePoint Centre, WaterlooVille, PO7 7TH

Telephone:
02392345679VAT Number
GB 750186636

Customer Brighton Zip Wire	Reference
Invoice Number SI-1175	Invoice Date 15/10/2021
Invoice Address Madeira Drive Brighton BN2 1TB	Delivery Address Madeira Drive Brighton BN2 1TB

Description	Qty	Price	Net Amount	% VAT	VAT	Total (£)
Trainer Fees (Day Rate)	1.00	350.00	350.00	20.00	70.00	420.00
ARAR Exam Fee (ARAR Exam)	6.00	20.00	120.00	20.00	24.00	144.00
DPS Exam Fee (DPS Exam)	1.00	50.00	50.00	20.00	10.00	60.00

Net Amount 520.00 (£)	VAT Amount 104.00 (£)	Total 624.00 (£)
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VAT Rate	Net (£)	VAT (£)	Total (£)
Standard 20.00%	520.00	104.00	624.00

Notes ARAR & DPS Training Course 2 November 2021
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Terms and Conditions TERMS: Paid with thanks Bank details Nat West Sort Code: 55-70-34 Account No: 16265386 Account Name: Inn-Dispensable BS Ltd

APPENDIX 4

OCTOBER 30th + 31st Weekend
SIA 7pm – 12am

What are the hazards?	Who might be harmed and how?	What are you already doing?	What further action is necessary?	Action by who?	Done
Violence, threatening behaviour, verbal abuse	Staff and the public risk confrontation, being offended and or seriously injured if assaulted or if caught up in fighting.	<ul style="list-style-type: none"> ▪ Staff trained to spot potential trouble makers, defuse tense situations etc. ▪ Adequate number of trained, SIA badged security staff (x2). ▪ Staff trained in procedures re-entry, queuing, etc and quiet signs displayed for public. ▪ Information sharing with police and other security staff at licensed premises in the area. ▪ CCTV system is in place and recordable for several months. ▪ Walkie-talkie system allows bar staff to talk to security staff – BCRP. ▪ Controlling numbers of customers entering. ▪ Security staff aware of all exits. ▪ Drinks not served to people obviously under the influence ▪ Glass collectors used. ▪ Dispersal policy in place. 	<ul style="list-style-type: none"> ■ No further action at this stage. 	General Manager. X2 SIA to be employed	
Underage Drinking	Those under 18 years of age Adolescents who are drinkers are more likely to have conduct disorders	<ul style="list-style-type: none"> ▪ Staff to ID all those who look under 25 (Challenge 25 policy) ▪ Staff to watch out for suspicious activity or groups 	<ul style="list-style-type: none"> ■ Ensure staff are all aware of our policies in training and know what to look out for 	Staff Manager	Done

	<p>Children may attempt to buy alcohol from the site</p> <p>If they have been illegally drinking on the beach, there is risk of harm or injury to the adolescents</p>	<ul style="list-style-type: none"> ▪ The amount of drinks each person will buy will be monitored ▪ 2 SIA available for back up 	<ul style="list-style-type: none"> ■ Extensive alcohol training is implemented for all staff who are hoping to work behind the bar 		
Aggravated Behaviour	<p>Based upon Halloween fuelled behaviour, scare antics and otherwise</p> <p>Staff and public risk of people's aggravated behaviour if Halloween pranks are subject to the site by individuals aka scare tactics</p> <p>Drunkenness heightened in individuals due to it being a celebratory event in the year</p>	<ul style="list-style-type: none"> ▪ Staff briefed and prepared on the potential risks of aggravated behaviour ▪ SIA patrolling the site throughout the evening for an extra level of protection ▪ No selling to drunk or disorderly people ▪ Ensuring table meals are available at all hours ▪ Have a staff policy of gathering a supervisor or manager if anyone feels even slightly threatened 	<ul style="list-style-type: none"> ■ Ensure staff are all aware of our policies in training and know what to look out for ■ Extensive alcohol training is prematurely implemented for all staff who are hoping to work behind the bar 	Staff Manager	Done
Dispersal Control	<p>Staff risk confrontation and being offended on dispersal of the property.</p> <p>Queues may gather if all tables were busy and were leaving at the dispersal time announced.</p>	<ul style="list-style-type: none"> ▪ Glass collectors used ▪ Dispersal policy in place ▪ SIA to control dispersal on requested TENS ▪ Walkie-talkie system allows bar staff to talk to security staff - BCRP ▪ Overcrowding not permitted in any area. 	<ul style="list-style-type: none"> ■ All staff are trained and briefed on the new table service systems and waitress service ordering, in order to prevent queuing of any sort and or crowd ■ Crowds are avoided by having a no vertical drinking policy in place 	Staff Manager	Done

		<ul style="list-style-type: none"> ▪ Security staff aware of all exits. ▪ All orders are waitress service only to control queuing 			
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All staff policy on any violence, threatening behaviour, verbal abuse presented to them within the site is that they seek immediate support from a DPS, Supervisor and or Management. A BCRP Scheme is in place if further back up is required. Having two SIA doorman on site for events such as this means that there is instantly less risk of disruption and or harm to be caused. Our SIA Doormen will be on site between 7pm – 12pm.

Dispersal Policy for The Brighton Zipwire

Introduction and Definition

Madeira Leisure Ltd is committed to providing the best experience for all visitors to The Brighton Zip, but we are also committed to the undertakings that we have made to our neighbours. The same operators have managed the current site for over 11 years and we are acutely aware of the importance of ensuring, as far as possible, that customers leave quietly. We understand that our proximity to residential properties and the nearby beach makes the orderly and safe dispersal of our customers of great importance.

We need to manage our outside spaces and our audience's interaction with local people during our trading hours. We will ensure that there is suitable training for all our staff, and particularly our Front of House staff and our management team, so that we can adequately manage and control customers when arriving, whilst they are with us during their stay and when they are leaving the building. We will operate this Dispersal Policy to assist in the promotion of our Licensing Objectives, and to help address any matters of concern, so that we can minimise our impact on the neighbourhood in relation to potential nuisance and anti-social behaviour. This will be achieved by exercising pro-active measures towards and at the end of the evening.

The Dispersal Procedure has been formulated by the local management in conjunction with senior representatives of the unit. It will be discussed with the licensing officers of the local council and police and in place prior upon implementation.

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.

For the avoidance of doubt a vulnerable person is defined as:

“Anyone exposed to the possibility of being attacked or harmed, either physically or emotionally or of taking action that could cause themselves harm”

Venue Dispersal and Direction of Footfall

In the event of venue dispersal, either at the end of nightly session or in the event of a power cut for example all patrons will be guided to the front door of the venue located on Madeira Drive. The management team and security team will carry out checks after the dispersal / egress throughout all areas of the venue to ensure no members of the public remains on the premises.

The security team at the front of the venue will guide customers away from the front doors and down Madeira Drive towards the pier, away from residential areas, asking customers to keep the noise to a minimum and assist customers getting taxis if required.

End of Evening Operational Policies:

1. Calling last orders such that there is adequate drinking-up time. This will help with the gradual dispersal of any audience remaining at the end of a normal trading day.
2. Staff encouraging customers to finish their drinks and prepare to leave in plenty of time, as well as discouraging customers from congregating outside the venue, and making plans for finishing group conversations prior to leaving. Staff will also encourage audience members and customers to disperse on their chosen route home as quickly and quietly as possible.
3. Adequate signage letting audience members know that they should respect our neighbours and users of the local area when leaving the building.
4. Customers will be directed by staff towards the main entrance and exit on Madeira Drive unless the disability ramp is needed in which patrons will be redirected, as this will be the primary access into or to exit the building after 11:00pm.
5. Promote safety on leaving and encourage people to wait inside the site parameter for a taxi. We will also communicate with local firms to agree an operating policy and the best pick up points for minimal disruption.

6. The Brighton Zip does not have any audience parking spaces and we will advise all customers not to drive or park in the surrounding areas due to it being designated as mostly a cycle lane as of 2021.
7. Signage and staff training will make it clear that customers will not be allowed to leave our premises with open drinks. This will be implemented by the bar supervisor on site, DPS and or SIA where applicable.
8. Weekly Operations Meetings will be in place to discuss any incidents in the previous week and planning for any expected large audiences or events that may need extra measures. This will also be to ensure that the management methods and the actions in this policy are working and having the desired effect.
9. Regular external patrols staff employed by The Brighton Zip will ensure that during opening hours there are no litter issues, or any unwanted gatherings in the immediate vicinity of the building.
10. External CCTV has already been installed to prevent nuisance and monitor activity in the area. Recordings are kept for over one month as required by the Police.

SIA Door Supervisors

We have developed practices which:

1. encourage customers to drink-up and progress to the exit within a venue throughout the latter part of drinking-up time;
2. ensure that for the period of 30 minutes after the premises closes, door staff where applicable, will be available in high visibility clothing, to assist the police patrol on Madeira Drive;
3. draw the attention of exiting customers to the notice on the exit panel and ask them to be considerate;

4. ensure the removal of all bottles and glasses from any customer who attempts to leave the venue carrying one. Bins will be positioned across the decking to encourage glasses/bottles to be thrown. However, this does not include plastic water bottles or J20;
5. actively encourage customers not to assemble on the decking or in the road;
6. direct customers to the nearest taxi ranks, or other transportation away from the area.

Taxi Rank & Car Parking

1. A taxi rank can be sourced over the Old Steine at East Street, the other being on Kings Road outside Burger King.
2. Assistance can be given to help allocate taxi's and or Ubers.