



## **THE SECRET CLUB, HAMMERSMITH BAR AND LOUNGE DISPERSAL POLICY**

Last updated 5 Dec 22

### **PURPOSE**

This policy provides guidance for the management, employees and contracted service providers on the control of customers of The Secrets Club ("the Club"), both inside and outside the premises.

This policy sets out the reasonable steps to be undertaken to prevent unnecessary and avoidable disturbance to residents, services and other businesses operating in the vicinity of the premises.

We should always strive to operate in a manner which causes the minimum impact from noise nuisance and anti-social behaviour from customers to neighbours and other members of the public.

All staff and contracted service providers will be trained in this policy and other appropriate skills to achieve an orderly and safe dispersal from the premises.

It is the responsibility of the Designated Premises Supervisor to ensure that this policy is enforced and to regularly update the policy to meet the requirements of the business.

### **LOCAL COOPERATION**

The Club will work with other premises, taxi companies, the local authority and Police to ensure that this policy and other policies are aligned and to share information and best practice.

### **DISPERSAL**

Dispersal shall take place through the main entrance situated at the front of the premises onto Glenthorne Road.

All conditions relating to dispersal included in the Premises Licence will be enforced and relevant staff and contracted service providers will be trained in these conditions.

Allocation of staff in the last 30 minutes prior to closing will be reviewed to ensure that the collecting of glasses and the clearing of other waste is prioritised. This will provide a message to customers that the premises is in the process of closing and encourages them to finish their drinks and prepare for departure.

We will make an announcement at the end of the night to encourage customers to disperse gradually and to leave the area quietly.

Where the cloakroom is in operation additional staff will be allocated to ensure people can collect their belongings as efficiently as possible as they are leaving the premises.

A Door Supervisor will be positioned at the entrance/exit to remind people to leave quietly and to prevent customers from re-entering the premises. The remaining Door Supervisors will be split between inside the venue and outside the venue to manage dispersal. Once the premises has been



fully vacated, all Door Supervisors will be present outside the premises, wearing high-visibility vests, to ensure a swift dispersal of customers from Glenthorne Road. This will be achieved by encouraging use of local taxis and encouraging customers to proceed to walk to their destination in a quiet and orderly manner.

We will ensure that adequate signage is available at the exit asking customers to leave quietly and not to congregate outside or in the local area. Door supervisors will direct customer's attention to these signs as they leave. Door supervisors will remove drinks and glass from customers as they leave to ensure no glass leave the premises.

Customers who wish to smoke will be escorted out of the building and directed to the smoking area. The rear door of the first floor may be used to access the smoking area. This will mitigate the risk of people congregating outside the premises. The door supervisor will ensure that customers are continuously reminded to maintain a minimal noise level, and no more than three people will be permitted in the smoking area at a time.

## **DOOR SUPERVISORS**

All staff members will be licensed by the Security Industry Authority, and will be employed by the security company based upon the risk assessment carried out in relation to the following factors:

- Size of the venue
- Expected attendance
- Type of event taking place
- Location of the premises
- Time of year
- Special occasion (New Year, Halloween, Local Festivals etc.)
- Premises Licence Conditions

Door Supervisors will be tasked with:

**Management of the Queue to Enter the Premises.** Where a queue forms, the door supervisors will monitor to ensure the behaviour of those queuing is conducive with the entry policy. Any person who appears to be drunk or intoxicated will be removed from the queue prior to them reaching the front.

While monitoring the queue the Door Supervisor should remove alcohol from anyone consuming alcohol while queuing or if they are unwilling to give up their alcohol remove them from the queue and advise them they will be refused entry as a result.

The Door Supervisor should ask people to have their ID ready to show at the door, and have it readily available in preparation for the ID scanner.

Door Supervisors must seek to control the noise from any person queuing outside the premises in order to reduce the potential for noise to disturb people living and working in the local community. This is achieved by politely reminding customers that anyone not complying with the request will be refused entry to the premises.

**Dispersal from the Premises.** Once the premises is closed, the Door Supervisors shall assist with the dispersal of customers from the premises and subsequently the area. The purpose of an effective dispersal is to ensure that customers leave the area quickly, quietly and in an orderly manner.



The most effective approach to dispersal is to be friendly and helpful, understanding that one of the effects of alcohol is to inhibit the effective decision-making ability. What may seem obvious and logical to a sober person, may seem confusing and complicated to a person who has consumed alcohol.

Customers loitering may be doing so because they are unable to make a decision or easily access the information they require; often they will disperse when they are given this information. Many customers will move on if they can be helped to achieve one of the following outcomes:

- How to get home?
- Where they can go next?
- Where they can get some food?

By providing this information it can encourage them to leave the immediate area more quickly.

Just because someone arrived using one form of transport, we shall not assume that transport option is still available to them or that they can remember immediately how they arrived. Give them options, and offer assistance.

**Door Supervisors will be easily identifiable.** The law requires Door Supervisors to display their SIA Licence, however the use of a clear uniform and high visibility jacket will provide greater awareness of their presence.

Door supervisors can expediate the dispersal of customers with their actions both at closing time and throughout the night by:

- Controlling the level of intoxication of customers throughout the night and acting appropriately when people become intoxicated. Any customer who becomes too intoxicated to be served at the bar, shall be removed from the premises. This is not solely the responsibility of the Door Supervisors; bar staff should also monitor levels of intoxication and refuse service as necessary.
- Prevent re-entry 60 minutes prior to closing.
- Encourage customers to leave gradually at the end of the night; try and avoid large numbers of customers all leaving at the same time.
- Provide information about the transport options from the premises.
- Remove drinks and glasses and bottles from those leaving the premises
- Remind customers who are leaving to do so quietly and direct their attention to the signs displayed
- Ask customers not to assemble or loiter outside the premises once they have left; politely reminding those who do not comply that they may be refused entrance in the future if they fail to disperse.

## **OUTSIDE THE PREMISES**

It is important that Door Supervisors provide a highly visible presence on Glenthorne Road, providing reassurance to residents and controlling antisocial behaviour from customers. They have two key responsibilities:



- To monitor and control organised taxi ranks.
- To patrol and monitor Glenthorne Road and Banim Street to ensure that customers disperse effectively and do not contribute to anti-social behaviour in the local area. Door supervisors will have a detailed knowledge of all transport options in the area and provide directions for customers who may be loitering in the vicinity of the premises.

Door Supervisors will be easily identifiable by way of their uniform and a high visibility jacket / vest. They will have direct communication with the premises via a two-way radio and to the police with mobile phones programmed with the appropriate local emergency number.

## **SIGNAGE AND LIGHTING**

The following signs will be displayed at the premises:

- Signs highlighting the Entry Requirement of the Premises
- Signs requesting customers to Leave Quietly and Respect the Neighbours
- Signs to inform customers that drinks may not leave the premises at any time.
- Signs providing guidance on travel options at the end of the night.

These signs are to be displayed prominently at the entrance and exit from the premises, or the door supervisor must have them to hand to provide to customers.

**Lighting (External).** External lighting must be sufficient for customers to leave the premises safely. External lighting will be regularly reviewed to ensure it is not a cause of nuisance to neighbours. Both internal and external lighting will be regularly reviewed to ensure it does not impede the effectiveness of CCTV.

## **TRANSPORT**

In order to facilitate the dispersal of customers from the premises, customers will be provided with information on the various means of transport available from the premises:

**Taxi & Taxi Ranks.** The premises shall display the number(s) of a local taxi company and the location of any taxi rank located in the proximity of the premises. The local taxi company whose numbers are displayed will be contacted to advise them of the location of the premises and informed of the appropriate collection point; they will be asked not to sound their horns on arrival, and not leave their engines running for lengthy periods of time.

Where a taxi has been called for a customer, those persons will be asked to wait inside for their taxi to arrive, whilst the premises is in operation.

Door Supervisors will be aware of customers venturing into the street / road as they leave the premises and control this in order to promote Public Safety and prevent the potential for accidents and injuries.

## **SMOKING AREAS**

The premises operate a controlled smoking area at the rear of the building, accessible via the main



entrance at the side of the premises.

The maximum number of customers permitted in the smoking area at any one time is restricted to three. The number of people using the smoking area will be controlled by a Door Supervisor to ensure that the maximum number is not exceeded at any time.

The smoking area is specifically for smokers and no drinks, glasses or bottles are permitted in this area. Once customers have finished smoking they should be directed back inside the premises to reduce the noise generated outside the premises.

The smoking area will be closed 30 minutes prior to the closure of the premises.

### **BOTTLES, GLASSES & LITTER**

The premises will maintain the area immediately to the front of the premises, ensuring at the end of each night that any litter and cigarette butts are removed.

No glasses, bottles or other drinks are permitted to leave the premises and it is the responsibility of the Door Supervisor to ensure this rule is enforced. This includes preventing such items being taken into the smoking area or away from the premises at the end of the night.

It may be the case that glass bottles and glasses are brought to the area from other premises and left in the vicinity or at the front of the premises. It is the responsibility of the Door Supervisor to ensure none of these items enter the premises or the smoking area.

Despite these items not originating from the premises, it is the responsibility of staff to clear them on a regular basis and to check at the end of the night that no such items remain to the front of the premises.

Effective house-keeping of this nature reduces the chances of glasses and bottles breaking or causing potential accidents. Consideration should also be given that such litter causes a nuisance to neighbours and while much of this may not originate from the premises an effort should be made to clear such litter as is reasonable by way of being a good neighbour.

We will place signs at the exits reminding customers that drinks may not be removed from the premises or be taken into the smoking area.

Prior to closing the premises we will check that all litter to the front of the premises has been cleared.

Sweeping outside the premises at the end of the session clears smaller rubbish and may assist in getting customers to move away from the premises.

### **CLOAKROOM & LOST PROPERTY**

Customers shall be reminded by way of notices and announcements that collecting items left in the cloakroom prior to the end of the night may allow them to avoid queues at the end of the night. This in turn will lead to some people dispersing in a more orderly way and being less frustrated if they leave having had to queue for a period of time to retrieve their coats and bags.

Additional staff will be allocated to the cloakroom as appropriate at the end of the session to reduce waiting times.



Any possessions that are found left behind at the end of an event will be held for a period of three months unless claimed by their owner. At this time they will be donated to local charities and no claim can be made against the company. Notices to this effect will be displayed at the premises.

### **‘SOFT CLOSURE’ - MUSIC & ENTERTAINMENT**

A ‘soft closure’ is in place at the premises. This is designed to close the premises slowly and thus to encourage a more even dispersal rather than everyone being asked to leave at the same time. This in turn seeks to minimise the potential for noise and anti-social behaviour which can occur when larger numbers of people leave a venue at the same time.

The music volume will be turned down at midnight to a level agreed with Environmental Health, and furthermore 60 minutes prior to the premises closing. The music will be turned off at closing time. This stepped approach advises customers that the premises is closing and also allows them to finish their drinks in a quieter environment; this in turn will reduce the noise customers make when they leave. Customers who leave a loud premises will naturally talk more loudly once they leave, thus the potential for nuisance is greater.

Customers will be notified by announcement of ‘Last Orders’ giving the 10 minutes to purchase a last drink if they wish to do so. ‘Time’ will then be announced when the bar closes.

Once ‘Time’ has been announced the smoking area will be closed, people still smoking should be allowed to finish their cigarette, but no further people should be admitted to the area.

When ‘time’ has been called, staff cleaning and collecting glasses will start politely asking people to finish their drinks. Doing this in a polite individual manner, rather than shouting at the whole bar, is likely to have a more positive effect.

When the music has been turned off and the lighting turned on, customers should be asked to leave the premise. All customers should vacate the premises within 20 minutes of ‘time.’





# SECRETS HAMMERSMITH LIMITED

Tuesday 9<sup>th</sup> May 2023

Dear local resident,

I write with reference to your objection, regarding the application for renewal of the SEV licence in respect of Secrets, 62 Glenthorne Road, London, W6 OLR, which was forwarded by LBH&F to me.

The application is for the renewal of the SEV licence for Secrets. The renewal application is made on the same terms as those that currently apply and have done so for many years.

Secrets have operated from the venue since July 1997 and always to the highest standards and we strive to be good neighbours at all times. Accordingly, we endeavour to swiftly address any issues giving cause for concern, as and when they are brought to our attention, as this ensures that we can investigate matters fully, as soon as possible, and address any issues at the appropriate time, not least with a view to establishing whether the matters raised are in fact related to Secrets.

We note your concerns about being woken up on a few occasions by general shouting and disturbance in the street, although you have not been able to confirm that the source of the disturbance was from patrons of Secrets. Are you able to give any confirmation about this? Have you made any complaint to the club about these issues as we have no record of any complaints being logged relating to this? It would help us enormously if you have further details so that we can try and identify the specific concerns and deal with them for you and to check our external CCTV. We always try and work with residents when their concerns are identified to us.

The Police have given no indication of any disturbances from our premises and we have had no complaints from any other residents complaining of similar matters.

Without reference to specific matters, we are unable to carry out such investigations. However, we have checked our daily operational reports in the twelve month period, prior to the renewal of the SEV licence, and



# SECRETS HAMMERSMITH LIMITED

confirm that we did not receive any complaints of the type raised in your letter which related to Secrets.

I am also attaching a copy of our dispersal policy for you to consider. You will note from page 4 that the door staff have specific instructions to patrol and monitor Glenthorne Road and Banim Street to ensure that customers disperse effectively and do not contribute to anti-social behaviour in the local area. Door supervisors will have a detailed knowledge of all transport options in the area and provide directions for customers who may be loitering in the vicinity of the premises.

We believe that our door staff carry out their duties diligently and we are not aware that patrons from our premises are causing these issues as the door staff are required to report such events.

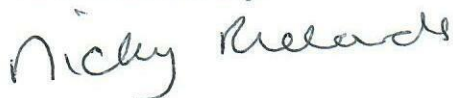
You do not indicate in your letter whether you have tried to make contact with members of our Management at Secrets in order to ensure that matters are brought to our attention swiftly and dealt with, if appropriate.

We would, therefore, like to ensure that you have the correct details of those who will be able to assist you, should you experience difficulties in the future, with a view to establishing the cause of the problem.

Should you have cause for concern, we would appreciate your contacting (any evening during the club opening hours) the duty manager, Elena Grigorescu on 07817 296 293. The club number is 0208 563 7974, alternatively, you may contact me at The Head Office during the daytime hours of 10:30 to 18:30 on 020 8942 2501.

I would, therefore, kindly request that, in light of the information provided in this letter, you can see your way clear to withdrawing your objection.

Yours sincerely,



Nicky Richards

Technical Manager

For and on behalf of Secrets Hammersmith Limited.