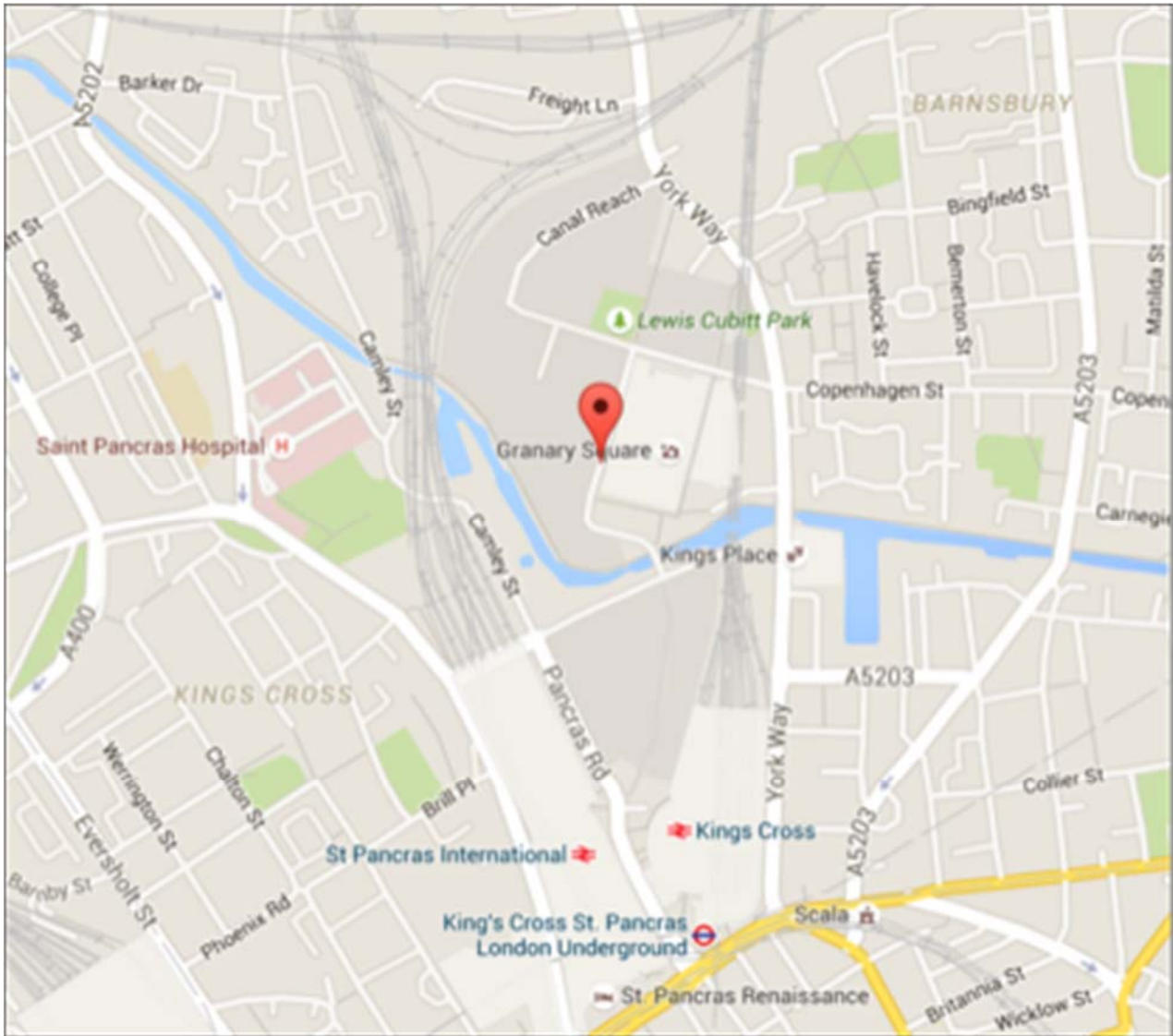


CUSTOMER MANAGEMENT PLAN

Introduction

This Customer Management Plan is submitted in response to Condition 4 of planning approval reference 2016/2317/P in respect of a change of use at ground floor level of



9-10 Stable Street, king's Cross, London N1C 4AB. The change of use is to a sui generis use as discussed with Camden Council, to facilitate the operations of the new tenant, Spiritland, a new hybrid arts centre / music brand for London. Already in operation in Shoreditch, London, this new location within the King's Cross Estate is set amongst academic, retail, commercial and residential properties, both established and forthcoming within the estate.

In respect of this surrounding context, proposed hours of opening and the vacation of customers from the premises will be as per the planning approval, managed by the tenant and monitored by the wider King's Cross Estate Services, as part of the King's Cross Estate management and security procedures.

This Customer Management Plan is specifically for the operation of Spiritland, and is submitted to LB Camden for approval in respect of Condition 4 of planning approval reference 2016/2317/P.

Access

The location of the unit, along Stable Street at the heart of King's Cross Central, means that Spiritland is envisaged to be a destination within the estate, with people travelling specifically to this music and hospitality offering.

Access for taxis is via Handyside Street and leaving South along Stable Street towards Goods Way.

The nearest stations are Kings Cross and St Pancras International Stations, which are approximately a 5 minute walk from the unit to the south, along the King's Boulevard.

The venue has one main entrance and one secondary entrance both opening onto Stable Street.

Noise and Dispersal

Effective management of the front door, and a proactive approach towards noise/nuisance outside of the premises will be taken at all times, to mitigate disturbance to local residents. An assessment of the potential risks and methods of mitigation is set out below.

| Risk | Identified potential problems | Actions and resources | Measurement |
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| Customers arriving | Pavement area is blocked by our queues | <ul style="list-style-type: none"> • Staff to be briefed to manage queues outside of the bar. • Work effectively with | <ul style="list-style-type: none"> • Duty Manager to assess throughout open period. • Management to assess needs of projected busy |

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| | | <p>Dishoom and other residents on an overall strategy.</p> <ul style="list-style-type: none"> • Additional staff for known busy evenings. • Resources (rope and pole) available within the bar for deployment. | <p>periods.</p> <ul style="list-style-type: none"> • All incidents to be logged. |
| | Persons refused access | <ul style="list-style-type: none"> • Management to notify Kings Cross Security for CCTV coverage. • Persons advised to leave the area. • Neighbours informed of refusal. | <ul style="list-style-type: none"> • Refusal Log maintained onsite. • Management to be informed immediately of any refusals. • SIA Door Supervisors employed for busy events. |
| Customers Leaving | Large groups leaving the property at same time | <ul style="list-style-type: none"> • Staff to monitor and manage dispersals by engaging with guests to break the volume up. Engaging with customer service and discussion. • Where security staff are onsite they will manage dispersal. • Capacity of property is under 100. • Projected crowd demographic is <30 year old enthusiasts and professionals. • Controlled dispersal with the bar closing earlier than the property clear out time. | <ul style="list-style-type: none"> • Management to monitor. • Nominated member of staff with delegated responsibility for monitoring egress. |
| | Customers leaving with | <ul style="list-style-type: none"> • Staff/Security to ensure that no drinks leave | <ul style="list-style-type: none"> • Management to monitor. • CCTV for |





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| | drinks | <p>the bar.</p> <ul style="list-style-type: none"> • Bin to be located near to entrance. • Signage at entrance for guests leaving. | <p>monitoring/recording.</p> <ul style="list-style-type: none"> • Nominated member of staff with delegated responsibility for monitoring egress. |
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


Licensing

As a late night entertainment venue, we take our license very seriously, consequently the protection of the license is a key responsibility.

As a summary of adherence to key licensing objectives is set out below.

| License Objective | Controls | Measurement |
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| Understanding the Licensing Act 2003 | <ul style="list-style-type: none"> • Well trained staff who are aware of the law, their responsibilities and the bars policies. • All staff advised in writing of the licensing law before they start work. They will sign against these rules. • Training provided on the premises specific to the policies and the venue. • Records kept of the date, name of person and position. | <ul style="list-style-type: none"> • Management to monitor. |
| The Prevention of Crime and Disorder | <ul style="list-style-type: none"> • CCTV within the premises. • Out of bounds areas to be secured. • SIA Door Supervisors employed for events and busy nights. • Property searched prior to opening each day for suspicious packages. • Door admission policy in place. • All persons breaching the license conditions will be ejected or | <ul style="list-style-type: none"> • Management to monitor. • Reports of violence or crime to be discussed fully with staff. |

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| | <p>refused.</p> <ul style="list-style-type: none"> • Capacity controlled within  property at the front door. • Crime Scene Preservation Policy in place. • Staff trained in Conflict Management. • Zero tolerance to use of drugs. All persons caught in possession of drugs (no matter how small or Class) will be refused access. • Drugs safe onsite. All drugs logged onsite and handed over to the Police at an agreed interval. • Regular toilet checks by staff. • Drug Awareness training provided to staff. • Lost and Found Policy in place. • All staff to be briefed on mobile phone theft. | |
| Public Safety | <ul style="list-style-type: none"> • A full risk assessment will be undertaken prior to the property being open to the public. Copy kept at the venue. • A full fire risk assessment will be undertaken prior to the property being open to the public. • Duty Manager pre opening checks. • First Aid Box onsite, fully stocked and in date. • First Aid trained staff onsite. • Documented capacity maintained. • Glass collection policy in place. • Bottle bins kept away from  public access. • Accident Book onsite. All  RIDDOR accidents to be  reported to the HSE. • Retained Safety Advisor for advise and regular reviews. | <ul style="list-style-type: none"> • Management to monitor. • Accidents and Near Misses to be discussed fully with staff. |

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| | <ul style="list-style-type: none"> • Evacuation Policy in place and communicated to staff. • Fire detection system in place. • All means of escape to be kept  clear, unlocked, with signage and checked throughout the open period. • Fire extinguishers onsite and in date. • Any persons who appears under the influence of drugs to be refused admission. • Duty of Care policy in place for anyone who is suffering adverse effects from drugs or alcohol. • If a customer suspects their drink has been spiked the Police must be informed immediately. • Increased lighting at the end of the night to affect the alertness of customers leaving the venue. | |
| Prevention of public nuisance | <ul style="list-style-type: none"> • Noise and Dispersal Policy in place. • Management to monitor. • Doors kept closed where possible. • Method onsite for monitoring the noise levels. • Log Book maintained of noise monitoring. • Contact number made available to local residents. • Street litter caused by property to be cleaned in immediate vicinity. • Close working relationship with Kings Cross Security. | <ul style="list-style-type: none"> • Management to monitor. • Complaints monitored |
| Protection of children from harm | <ul style="list-style-type: none"> • No ID – No Sale, Challenge 25  Policy enforced. • Target demographic is >30  years old. • Only accept photographic driving licences, passports or PASS (Proof | <ul style="list-style-type: none"> • Management to monitor |

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| | <p>of Age Standards Scheme) cards approved as means of ID. Any other forms of ID such as EU National ID cards, these must bear a photograph, date of birth and holographic mark.</p> <ul style="list-style-type: none">• Refusal log onsite.• Staff trained in ID and refusal policy. | |
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Conclusion

Spiritland is envisaged to be an exciting destination within King's Cross Central. To achieve this, the tenant will ensure that the location is safe, secure and in compliance with the license and planning approval, to protect the local residents' amenities.