

Customer Management Plan

Introduction

Planning permission was granted on 14/10/2016 for the change of use of part of the ground floor of Albion House, 55 New Oxford Street, London, WC1A 1BS from Class B1 (office) to Class A4 (drinking establishment) (LPA reference: 2016/2859/P). Condition 5 of this planning permission requires the submission of a Customer Management Plan to demonstrate how the proposed use will manage customers vacating the premises each day and how levels of noise emanating from the site will be mitigated to not cause disturbance to the wider site.

The purpose of this document is to outline the steps that Flight Club Darts Ltd (FCDL) will be taking to ensure minimum disruption to the local amenities during the operation of part of the ground floor of Albion House, 55 New Oxford Street, London, WC1A 1BS as a Class A4 drinking establishment. This document details the management of customer arrivals, attendance and departures at the site.

Flight Club is a very experienced operator and we understand that to run a successful business requires us to adopt the spirit of partnership with the local community and to have good neighbourly relations. Our operation attracts pre booked groups whom consist of either corporate functions, local residents and local businesses as well as tourists. We staff each of our dart playing areas and we have created a special service button at each oche so customers can place orders at their allocated areas and not have to go to the bar. We also ensure that any bookings are spread out so that customers do not arrive all at once which in turn ensures that once they have finished there is no mass exodus and dispersal is gradual. Customers are met by a greeter and there is no direct access to any bar without having gone through various members of highly trained staff. We would like to assure you FCDL are here to invest in making this part of New Oxford Street a better and safer environment and want to produce a quality premises that will make the area proud.

FCDL have already met with both the licensing team at Camden Council and the Metropolitan Police and have agreed various conditions to address their concerns and offered various conditions that we think can promote the licensing objectives. These licensing objectives include the prevention of crime and disorder, public safety and the prevention of public nuisance. Our Premises Licence was approved by Camden Council on 26/07/2016 and as such the Council and the Police have already agreed that our use is a suitable and appropriate use for these premises. The conditions and the requirements of the Premises Licence will provide Camden Council with on-going regulatory control over our use of these premises at all times. We must and will comply with all of the requirements of the Premises Licence at all times. There is also no need for the Local Planning Authority to attempt to replicate these controls.

Ingress

Door supervision and control of customer ingress and egress is an essential part of the operation of the site for FCDL, and when managed correctly it ensures not only the safety and enjoyment of our customers, but also peace of mind for our neighbours. Our door supervisors and site managers have a wide and involved role to play in ensuring we operate a safe and friendly leisure facility.

The entrance area is in particular a key area of responsibility and brings with it very important roles:

- Monitoring and managing people entering Flight Club
- Monitoring and managing any queues, entering and leaving the venue
- Exit and re-entry
- Managing the safe and quiet egress of people leaving Flight Club

Door supervision and control of customer ingress will be an essential part of the operation for FCDL. T-Class Security will be hired to provide SIA door staff for the site entrance, to ensure the safety of all Flight Club customers and, moreover, the peace of mind for our neighbours. Flight Club SIA staff will be ensuring that every bag that enters the premises is visually checked, while other SIA staff are meeting and greeting customers. Flight Club does operate a Challenge 25 policy.

It is a condition of the granted Premises License that a minimum of 3 SIA authorized supervisors must be employed from 2000 hours until close of the venue on Thursdays, Fridays and Saturdays. These staff will be meeting and greeting customers, checking bags and generally managing customer ingress and egress. The SIA authorized supervisors will patrol the venue and its entrance/exit, maintaining a visible supervisor presence. They will be instructed take action against any behavior that is antisocial or unacceptable. All SIA door supervisors will have personal radios where they can be contacted by management.

On a Friday and Saturday evenings there is the possibility of queues outside the venue during peak times, starting from 7pm through to 9pm. If this occurs, people will be required to form an orderly queue outside of the entrance on New Oxford Street.

Egress

The general manager on duty and the SIA licensed door staff will take responsibility for ensuring that all Flight Club customers exit the venue and the surrounding area in a quick, quiet and safe manner, causing minimal disturbance to the local residents. The Premises License contains a condition that requires the implementation of a dispersal policy which directs customers away from nearby residential properties as quickly and swiftly as possible, with customers being directed onto New Oxford Street to the nearest public transport. Staff training will ensure that staff will:

- Know directions to all local transport links (tube and bus)
- Know the local bus routes
- Be aware of underground / overground closing times
- Have the local PCO licensed minicab number to hand
- Direct patrons to leave venue exiting down New Oxford Street towards Holborn
- Use of rope stands to direct patrons upon exit

We will also ensure that the SIA licensed door staff are trained to correctly move taxi touts away from the area and to report any persistent offenders to the Police. Selected marshals from Flight Club will patrol the surrounding area to collect any litter left by Flight Club patrons.

Prevention of Noise Breakout

Flight Club is essentially a basement venue and completely contained indoors, consequently noise breakout should not be a major issue. Managers and door supervisors will be responsible for monitoring and controlling noise levels from any queuing customers. Inside the premises any loud or disruptive behaviour will be dealt with immediately and in an appropriate manner. Patrons who act in a disruptive manner will be refused entry or removed from the premises after fair warning.