

FEVER AND BOUTIQUE EPSOM - HEARING 25 APRIL 2017

FEVER EVIDENCE

APPENDIX B

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LICENCE
CONSULTANTS

**Fever & Boutique
5-9 Spread Eagle Shopping Mall, Epsom, Surrey KT19 8DN**

Introduction

1. I, Michael Watson, of Licence Consultants, Suite 843, 19-21 Crawford Street London W1H 1PJ make this statement to provide additional relevant information in regard to a Review of the Premises Licence under section 51 Licensing Act 2003, for Fever & Boutique.
2. I have been a licensing consultant with Licence Consultants since 2004. Licence Consultants is a licensing consultancy service with a respected reputation amongst the Police, local authorities, and our private clients.
3. Previously, I was:
 1. a civilian licensing officer with the Metropolitan Police Clubs and Vice Unit (CO14) from 1994 to 2001; and
 2. a licensing officer at the London Borough of Islington from February 2001 to June 2004.
4. I have attained the Certificate of Higher Education in Licensing Law from Birmingham University and am a member of the Institute of Licensing. My role as a consultant is to work in partnership with the statutory authorities. I have given evidence at Licensing Committees, planning appeals and licensing appeals before Magistrates and the Crown Court.
5. I have been an independent licensing consultant for over twelve years. I have worked with a wide variety of premises including night clubs, bars, restaurants and hotels. My clients include Novus Leisure (owners of the Tiger Tiger brand and over 30 late licensed premises in London), Maxwells Restaurants (Café de Paris, Roadhouse & Guanabara), Drake & Morgan, The Box Soho, Cirque Le Soir, Mahiki, D & D London, the Truman Brewery and the London Park Lane Hilton.
6. I have worked with many venues, in different environments, to design successful management procedures to ensure that there will be no harm to residential amenities by reason of noise or disturbance.

Instructions and Scope of Work

7. I have been engaged by Fever & Boutique and asked to conduct independent licensing observations whilst the premises is trading and to examine the operational policies and procedures in conjunction with the management of the premises.
8. I confirm that, notwithstanding that I was engaged by Fever & Boutique, I have prepared this Witness Statement together with all opinions expressed herein, as an independent professional licensing consultant.

Observations

10. I conducted two observations of the premises; the first observation on 25th March 2017 (00:15 – 03:45 hours) and the second observation on 26th March 2017 00:00 – 04:45 (BST) hours.
11. The purpose of the observations was to see Fever & Boutique operating during trading hours on both a Friday and Saturday night.
12. The observations were 'overt' and staff at the premises were aware of my presence.
13. The observations were conducted both outside and inside the premises. I positioned myself outside until last guest entry time at 01:30 hours. I then regularly patrolled inside and outside the premises until 03:00 (04:00 on 26th March 2017) to monitor dispersal when guests began to leave the premises in volume.
14. The weather was cold, clear and dry on both nights.
15. The clocks moved forward one hour to British Summer Time (BST) on 26th March 2017.
16. There was a uniform police presence outside the premises for virtually the whole of the time I was at the premises, save for several short periods of time when they were called away. I also noted police left at 04:00 hours on 26th March 2017 and did not return.

General Notes

17. Fever & Boutique is located in a small shopping arcade, Spread Eagle Mall, in the centre of Epsom.
18. The venue benefits from a Premises Licence that permits the sale of alcohol and provision of regulated entertainment Sunday to Wednesday until 02:00 hours and until 03:00 hours Thursday to Saturday (subject to conditions).
19. The premises reached capacity (500 persons) on both nights I conducted observations.
20. The premises is situated on a busy junction of Ashley Road (A24), High Street (A24) and Waterloo Road.
21. There is a wide pavement at the front of the shopping centre on Ashley Road. Ashley Road is one way in a north to south direction.
22. There is a second entrance to Spread Eagle Mall from the High Street.

Entry Controls

23. Fever & Boutique utilize barriers to control queuing and entry. The barriers are placed on the pavement outside the front of Spread Eagle Mall. One set of barriers run from the entrance of the mall around the building towards the High Street. This queue accommodates paying customers. Further barriers on the other side (the right hand side as you look at the premises) facilitates a small VIP/ guest list queue.
24. The entrance to the shopping mall from the High Street is closed using barriers.
25. The General Manager and Designated Premises Supervisor (DPS) was positioned at the entrance overseeing the queues and vetting entry on both nights.

26. On both nights six (6) door supervisors were positioned at the entrance and queues to supervise and control entry.
27. Door supervisors employed at the entrance and outside the premises wear high visibility clothing.
28. A 'safe' area is maintained in front of the entrance to the shopping centre to give space for guests entering and leaving, to maintain it as emergency exit and to allow security and management to properly manage the area.
29. The premises was operating a 'challenge 25' policy and all guests appearing under 25 years old were age checked on entry and then had their identification scanned electronically using an electronic identity scanning machine.
30. The identity scanning machine showed 563 scanned (550 through door) on Friday night 578 scanned (566 through door) on the Saturday night. [NB the discrepancy (more identities scanned than guests attending the premises) was explained as that sometimes identity documents have to be scanned more than once to register with the machine.]
31. I witnessed males being routinely searched throughout both nights. Searching consisted of a physical pat down. Bags were also being opened and searched.
32. The premises was operating a smart casual (no trainers) dress code.
33. I frequently witnessed people being refused entry for failing to meet the dress code and many were refused entry for being intoxicated.
34. The premises maintains detailed daily records including all refusals.

Door Supervisors

35. Thirteen (13) door supervisors were employed on each night of the observations.
36. The minimum ratio of door supervisors to guests at any time was 1:38.
37. The door supervisors were smartly dressed, identifiable and correctly wearing Security Industry Authority (SIA) badges.
38. Door supervisors were positioned throughout the premises in appropriate key locations – smoking area, dance floors, cloak room as well as the entrance.
39. All door supervisors were equipped with radios and earpieces.

Management

40. I noted there appeared to be at least four managers on duty each night of the observations. Managers were highly visible and appeared to be well in control of the venue.
41. There was a manager at the entrance of the premises at all times.
42. All managers were equipped with radios.

Inside Premises

43. The premises utilizes polycarbonate drinking vessels.

- 44. There was a good level of staff inside the premises.
- 45. Bars were well staffed and customers did not appear to face long wait times to be served.
- 46. Bar support circulated the venue collecting empties and mopping up spillages.
- 47. Management and door supervisors patrolled the premises monitoring for intoxication and any other issues. I did not see any guests who appeared obviously intoxicated. I saw managers and security assessing guests who were potentially intoxicated and taking them outside or to the guest welfare area (see below).
- 48. I did not see any persons who appeared under age in the premises. The guest age range appeared to be early to mid-20s.
- 49. The premises offers cloakroom facilities and I did not see any unattended property within the venue.
- 50. The ratio of male to female guests appeared evenly split.

Guest Welfare

- 51. The premises uses the corridor from the second entrance to the shopping mall (from the High Street) as a guest welfare area. This is a quiet, safe place where any guests who may be intoxicated or are unwell can sit until they recover. This area was only used occasionally and was not in great demand.
- 52. All guests are offered a free bottle of drinking water as they leave the premises.
- 53. I witnessed one female receive first aid from staff for an injured toe.

Smoking

- 54. The premises operates a private enclosed smoking area at the rear of the building.
- 55. No guests are permitted to smoke at the front of the premises or within the shopping mall. Guests are directed to the dedicated smoking area at the rear of the premises.
- 56. The smoking area was permanently monitored by a door supervisor.
- 57. Guests were not permitted to take their drinks from the premises into the smoking area. A table was positioned by the exit for guests to leave their drinks while they smoked.
- 58. The maximum number of guests in the smoking area at any one time was approximately 45 persons.

Exit Controls and Dispersal

- 59. At the end of the night the premises lowers tempo and volume of the music gradually to encourage guests to leave quietly.
- 60. The premises closes in stages to ensure a controlled stream of guests leaving. The fever room closes first and guests are directed through to Boutique.
- 61. As guests leave and the premises empties, more door supervisors are posted outside to supervise guests leaving.

- 62. The barriers outside are used to funnel guests towards and into the High Street.
- 63. On both nights I saw eight (8) door supervisors outside actively encouraging guests to disperse the area quickly and quietly.
- 64. On both nights the area was clear of guests by 03:45 hours (04:45 hours BST on 27th March).
- 65. There is a black cab rank opposite the premises in Waterloo Road.
- 66. The majority of guests appeared to leave in booked mini cabs.

Premises Licence Conditions

- 67. I was provided with a copy of the Premises Licence for the premises prior to conducting the two observations.
- 68. The premises appeared to fully comply with Premises Licence conditions.

The Four Licensing Objectives

- 69. In my professional opinion, based on the two observations I carried out, the premises does promote the Four Licensing Objectives

Prevention of Crime and Disorder

- 70. The premises has a professional and proactive security team who are highly effective.
- 71. I witnessed two incidents of crime and disorder during the two nights.
- 72. On the Friday night during dispersal one male attempted to urinate at the side of the building on the High Street. Security immediately intervened, told him it was unacceptable and moved him along.
- 73. On arrival on the Saturday at midnight I witnessed one male being restrained by two door supervisors and a uniform police officer. I was told that the male had been refused entry and become very aggressive and assaulted a door supervisor. Two females accompanying the male had also become very aggressive and assaulted a door supervisor and a manager.

Public Safety

- 74. The premises shows real concern for the wellbeing of customers. This is evidenced by the provision of the guest welfare area, free bottles of drinking offered to every guest and first aid facilities.

Prevention of Public Nuisance

- 75. I did not witness any music noise breakout from the premises.
- 76. Customers in the smoking area were audible when I stood in the car park at the rear of the premises, but I cannot say whether this would constitute a nuisance.
- 77. The premises operates effective queuing and dispersal procedures.
- 78. I did not see any rubbish or waste from the premises that would constitute a nuisance.

Protection of Children from Harm

- 79. The premises operates a strict 'challenge 25' policy.
- 80. Guests appearing under 25 are ID checked twice before being permitted entry.
- 81. All guests have their identification electronically scanned on entry.

The Application for Review

- 82. I have read the application for Review by Surrey Police and note that the main points of the review are crime and disorder, issues relating to underage persons, public nuisance and safety and intoxication.
- 83. During my visits to the premises I considered these points and would remark as follows:
- 84. Crime and Disorder: There is a very high ratio of security to guests. The security team are alert and quick to react to any potential issues. The strict vetting on entry and a policy of early intervention reduces the risk of violence.
- 85. Public Nuisance: Dispersal is planned, managed and controlled. Managers allocate security where required and are able to react quickly to a changing situation.
- 86. Public Safety: Guest welfare is given very serious consideration at the premises and resources allocated accordingly. The number of security enables the premises to deal with any issues effectively and reduce any risk to the safety of guests or members of the public.
- 87. Underage Persons: There appears to be a local issue with underage guests producing valid forms of identification belonging to other people who are 18 or over in attempting to enter the venue and circumvent the age checks. Of course, in this situation, the ID will scan and the machine will not alert the operator as the ID provided will be valid identification of someone 18 or over. The premises has introduced supplementary checks to prevent this from happening; asking the guests for secondary ID, questioning guests on personal information and additional staff checking the same ID more than once.
- 88. Intoxication: Staff are trained to identify signs of intoxication, intervene early and take appropriate action. Guests are assessed and either asked to leave or given water and any other assistance necessary.

Conclusions

- 89. Management and security are proactive and effective.
- 90. The premises operates strict entry procedures and vetting, including age checks, ID scanning, and searching.
- 91. Dispersal is well organized and effective.
- 92. The premises has a good working relationship with local uniform police.
- 93. Based on my observations over one weekend, I would assess that Fever and Boutique is operated in a very professional manner. Clearly much consideration has been given to operating procedures and how the premises operates.

This statement is to the best of my belief and understanding true and accurate.

Signed  Dated 10.04.2017

Michael Watson

STATEMENT OF SHANE COOKE

I, Shane Cooke care of Bridgegate Security (GB) Limited, 541 Woodborough Road, Nottingham, NG3 5FR will say as follows;-

My date of birth is 27 November 1958 and I am the Operations Manager for Bridgegate Security, a position I have held since May 2007. Before taking up this position I was a serving police officer for 32 years.

I am a fully qualified trainer (registered with Highfield International) I am qualified to teach most things within the Security Industry Authority. I also hold a Maybo teacher trainer qualification for, conflict management training and physical intervention.

For the past several weeks I have been spending time at Fever & Boutique in Epsom, Surrey. Delivering individual training to Bridgegate Security staff deployed at this unit. I have delivered refresher training to the front of house door supervisors in conflict management and customer service.

Bridgegate Security staff, within the premises, have received training in 'best proactive' policies, customer care and physical intervention.

I have observed Bridgegate Security staff working at the premises to ensure that all company policies are followed.

Signed: Shane Cooke

Date: 16 March 2017

NO GOING BACK

A NEW LOOK AT AN OLD
PROBLEM

BOUNCER VS DOORMAN

- WHAT ARE YOU? YOU CHOOSE!
- **A DOOR MAN** "GOOD CHOICE". Because that's what you are a doorman
- Key differences that display that fact?
- Your personal Dress code
- Your Manners to other people
- Your Conduct in carrying out your duties
- Your Importance as viewed by others.
- Your 21st Century role

WHAT IS A GOOD DOORMAN

- 18 Stone plus
- None compromising
- Got some attitude
- Sorts the s—t out
- Pocket full of girls names
- And pictures
- "NO" OF COURSE NOT
- YOU HAVE NOTHING TO PROVE "AND"
- AS DOORSTAFF WE CAN ALL ENJOY THE JOB
- AND BE SAFE!!

YOUR CONDUCT

- Reflects you no matter what you think you are.
- Reflects Bridgegate Security it is never just your image that is damaged.
- Reflects the venue. **Why?**
- By affecting customer perception.
- Reflects door Security Nationally.

A NIGHT CLUB CLUB COCKTAIL

- Alcohol
- Drugs
- Members of the opposite sex?
- Not always wearing a lot?
- Semi darkness to **DARK**
- Loud **LOUD** noise!! (Then what)?
- Squeeze them in.

THE MODERN DOORMAN

- A SECURITY PROFESSIONAL
- IN LINE WITH ANY OTHER ARM OF SECURITY
- CASH IN TRANSIT
- MINOR CLOSE PROTECTION
- FIRE WARDEN (EVACUATION)
- ANTI TERRORIST THREAT
- FIRST AID SUPPORT
- COMMISSIONAIRE
- RIOT CONTROL
- ARREST OF INDIVIDUALS FOR CRIME (MAJOR)
- THE FACE OF YOUR UNIT!

YOUR DRESS CODE

- If you look Professional it is likely you will feel Professional.
- This affects the Perception by others.
- Team Identity (Waistcoats).
- Pride – you are good at what you do, but the way you look may regretfully tell another story!

OPERATIONAL ETTIQUETTE

- The percentage game?
- Don't blame all for the idiot that's in front of you.
- Ever been a customer?
- How do you really want to be treated.
- Conflict management?
- Your attitude affects your behaviour!
- Your teams safety?
- You fight / your mates will have to.

YOUR IMPORTANCE

- Management needs to trust you.
- The Client needs to trust the Security Provider..
- The customer needs to trust you.
- You are the face of the Venue and of Bridgewater Security.
- No matter the reason / violence / crowd / evacuation / first aid / C.P.celebs / C.I.T. they need **YOU!**

TOOLS OF THE TRADE

- What do we have in our **armoury**?
- Hearts and Minds.
- Empathy.
- Getting up "Close and Personal" ?
- Take the trouble to know your customer base.
- You will always have regulars?
- Interaction can save you, don't be a stranger all the time

TAKE OWNERSHIP

- YOUR CONTRIBUTION IS KEY-HOW?
- THE FEEL OF THE VENUE-AFFECTS
- THE SUCCESS OF THE VENUE
- A BUSY VENUE NEEDS?
- DOORSTAFF!!
- WHO PUTS YOU DOWN?
- WHO HOLDS YOU BACK?
- **YOU!!**
- MOST VENUES ALWAYS WISH MORE OF THEIR DOOR STAFF
- ENJOY IT BECAUSE **YOU** CAN

B19

B19

DUTY OF CARE

THE DOORMAN AND HIS
IMPORTANCE

B20

B20

DEFINITION

- Duty of care is a broad ranging legal principle.
- Simply Stated.
- It means that one must take reasonable steps to ensure their actions do not knowingly cause harm to another individual.

DUTY OF CARE TO WHO

- To all who enter the venue
- No matter creed religion
- Sexual orientation
- Disability
- AND to individuals who you detain or eject
- Once you have detained someone be aware of them and their safety should there be signs of perhaps some medical condition epilepsy diabetes or have they taken drugs
- They are now in your charge.

THE DOOR SUPERVISOR

- You are the eyes ears and implementers of operational protocol.
- All procedures where ever created will cascade down to Operations.
- That will usually mean you!
- It is not all one sided the law relates very robustly to the responsibilities of the owner (Operator)
- Covering many aspects of duty of care in defining vicarious liability.

YOUR ROLE

- Consider your agreement when accepting your SIA Badge.
- Consider even that you will carry out “Duty of Care” sometimes without even knowing it.
- Why ?
- Because it is your very nature to help and assist.

THE CULTURE OF LITIGATION

- Will without emotion take lively hoods, close premises and even imprison.
- No one is protected from its reach.
- Kings Cross / corporate manslaughter
- We have to be aware of its meaning.
- To protect ourselves and the client.
- They are one and the same.

KNOWLEDGE GIVES PROTECTION

- It avoids mistakes by prior knowledge of the subject “Duty of Care” and helps step away from the dangers of ignorance.
- It allows remedial action Pre – incident, during an incident and post incident action.

THE COURTS

- Will look at the nature of the relationship between the two parties.
- Whether the incident resulting in harm was reasonably foreseeable.
- The proximity of causal connection between one persons conduct and the other persons injury.

NEGLIGENCE

- Negligence is carelessness.
- A failure to take reasonable care for the safety or well being of others.
- Negligent actions are not an exercise in perfection but rather an address of reasonableness.
- In effect what a reasonable person might have done or not done in the circumstances of a particular case.

LAW OF NEGLIGENCE

- Negligence – defined and proven as a breach of duty of care, will entitle a person to receive compensation.
- In the ensuing case many aspects will be assessed and exposed.
- Therefore prevention is far better than any cure could ever be.
- Easier and quicker to implement.
- It PROTECTS YOU!
- It PROTECTS THE CLIENT.

DUTY OF CARE

- Is there an obligation to take reasonable care to avoid causing foreseeable harm to another person or their property.
- Negligence can be established if the plaintiff can prove.
- The defendant owed them a duty to take reasonable care.
- The defendant breached that duty
- The defendant's breach of duty caused the injury or damage suffered by the plaintiff.
- The injury or damage suffered was not too remote a consequence of the breach of duty.

WHERE DO WE GO FROM HERE

- Life and our work is now a paper trail of making sure we cover ourselves.
- What building site does not use hard hats?
- Ever seen a hot tap now saying contains hot water.
- OR the tin of salmon that carry's a warning this product contains fish??

STEP OUTSIDE THE BOX

- Anything from wet floors with no signs to excess smashed glass flag it up.
- Blocked exits tell management.
- Radios that do not work don't wait until someone gets hurt only to say "yeah he might have radioed for help but that radio has not worked for weeks.
- It cannot be fixed if it is not flagged up.
- Bare flex, smell of gas, what ever when ever, and document it.

PRESUMPTION

- Never presume; it is the mother of all debacles.
- You are security; people will inform you of situations they have seen or experienced.
- Never presume someone is dealing with it.
- Never presume it's a hoax, get it checked.
- There is a fight in exit 2? There a guy having a fit in the smoking area? I've been raped? A guy just dragged a girl into an exit?
- Make sure its followed through.
- Make sure its investigated.
- Its someone's sister, brother cousin??

COMMUNICATION

- “COVER YOURSELF”
- Outside use the link!
- Inform management!
- Get support from where ever is right, first aid, door staff, police and of course always keep management informed and in the loop.
- Create a paper trail to support your actions.
- Good door staff are nearly always the ones with anticipation they see issues before they are issues.
- This protects them, the customer, the venue, and of course the staff.

1539

1534

THEY NEED YOU

- You are the professionals.
- Your family and friends may well be anywhere London underground, a bar, going on a flight to Spain.
- Would you want your family on a flight with no metal detection, the underground with no means of security or assistance.
- A bar with no security.
- **WELL THAT'S WHAT YOU ARE THERE MEANS OF SUPPORT AND ASSISTANCE.**
- We owe them a duty of care morally and in law, that is our undertaking which is a responsibility we share from the DPS down.

636

Fever nightclubs

Bar Fever Epsom - Bar Fever Epsom, 5 - 9 Spread Eagle Walk, Epsom, KT19...

2017 - 03



SERVICE
EXCELLENCE
REPORT

94.8%



YOUR PERFORMANCE:
EXCELLENT

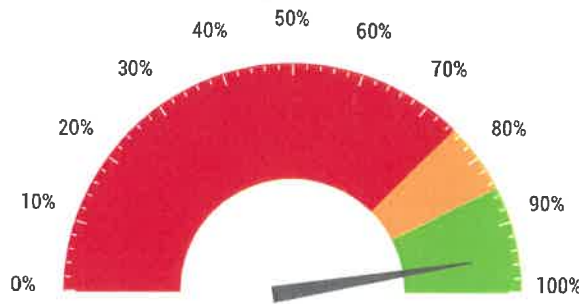
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Fever nightclubs
 Bar Fever Epsom - Bar Fever Epsom, 5 - 9 Spread Eagle Walk, Epsom, KT19...
 2017 - 03



SURVEY SCORE



94.8%

SECTION SUMMARY

		CURRENT	PREVIOUS	DIFF.
Online presence	100.0%	100.0%	-	-
Exterior and Approach	66.7% 33.3%	66.7%	-	-
Door supervisor team	100.0%	100.0%	-	-
Entrance and cloakro	100.0%	100.0%	-	-
Bar	100.0%	100.0%	-	-
Bar service	66.7% 33.3%	66.7%	-	-
Toilets	100.0%	100.0%	-	-
Overall Impressions	100.0%	100.0%	-	-
TOTAL	94.8% 5.2%	94.8%	-	-

SCORED MISSING

CURRENT: 2017-03
 PREVIOUS: PREVIOUS SURVEY (-)

QUESTION CATEGORY SUMMARY

		CURRENT	PREVIOUS	DIFF.
Ambiance	100.0%	100.0%	-	-
Engaging service	66.7% 33.3%	66.7%	-	-
First Impressions	91.7% 8.3%	91.7%	-	-
House Keeping	100.0%	100.0%	-	-
Lasting Impressions	100.0%	100.0%	-	-
TOTAL	94.8% 5.2%	94.8%	-	-

SCORED MISSING

CURRENT: 2017-03
 PREVIOUS: PREVIOUS SURVEY (-)

BSA

Fever nightclubs

Bar Fever Epsom - Bar Fever Epsom, 5 - 9 Spread Eagle Walk, Epsom, KT19...

2017 - 03



ATTENTION AREAS

MISSING / POSSIBLE

Bar service

2 / 6

Exterior and Approach

1 / 3

Improving your performance on these sections would increase your score for this visit by 5.2%, giving you a total of 100.0%.

i The questions displayed above are those for which you received only partial or no credit, and which most negatively impact your overall score. Focusing your attention on these critical areas in the future will help increase your overall scores.



Fever nightclubs

Location: Bar Fever Epsom - Bar Fever Epsom - 5 - 9 Spread Eagle Walk, High St, Epsom, SR KT19 8DN

Survey Total: 94.83% (55 / 58)

Date: Saturday, March 25, 2017

Reviewers Observations

Reviewers observations / comments

Visit date

1. What is the date that you are visiting this venue?

25.03.2017

2. What is the time that you are visiting this venue?

22:30:00

Online presence 100.00% (3 / 3)

3. Was this venue's website quick and easy to find and on the first page of Google?

1/1

Yes

4. Did the website provide you with ALL the information you were looking for?

1/1

Yes

5. What was good about the website/s and what, if any, improvements would you make?

Comment: It looked like a trendy place to visit and was visually appealing, with bright colours and eye-catching images. It didn't have information about the standard entrance price, which would be useful.

6. Are the social media are the accounts being updated regularly with relevant and interesting posts?

1/1

Yes

Comment: There were posts from the day we were visiting and all the content was current.

7. What has the on-line presence of this venue and its reviews on Google / Trip Advisor done to effect/set your expectations?

Comment: I would say that the online presence made me want to visit the venue to find out more. The photos on the website were of people enjoying themselves and it was easy to navigate. It was a little disappointing to not know the cost of standard entrance, as people may not take the time to enquire and may be concerned that it could be costly.

The presence on facebook and other social media is a good thing, especially for the target audience.

Exterior and Approach

66.67% (2 / 3)

8. Was this venue easy to identify along the street?

0/1

No

Comment: There isn't any signage clearly visible. The main entrance is out of the way under a shop.

9. Was the overall appearance of the exterior well lit, clean and well-kept?

1/1

Yes

10. Were the entrance barriers in good order and set up neatly?

1/1

Yes

11. What was your first impression from the exterior?

Comment: From first impressions it was well organised and appeared to be a popular place. The queue was the first indication we saw that it was a nightclub, as there was no visible signage. It was formed of a younger age group.

Door supervisor team

100.00% (6 / 6)

12. Were ALL the door staff wearing official "Security" badges (With "SIA" on them)?

1/1

Yes

Comment: They all had them strapped to their arms.

13. Were "Challenge 21" or "Challenge 25" posters visible on the front door?

1/1

Yes

Comment: They were also at the bar.

14. How busy was the club when you arrived?

Moderately busy (2 - 5 people queuing)

Comment: 10 minutes of queuing but that was because it was only at 10:30.

15. Were you greeted with a smile and a friendly verbal welcome by the door team?

1/1

Yes

Comment: They were very welcoming and when we left, one doorman said to have a safe journey home.

1/1

16. Was your ID scrutinised and your likeness checked?

Yes

17. Were the door team dressed smartly and appropriately?

1/1

Yes

18. If you, or another customer, asked the door staff a question were they able to answer with polite, confidence?

N/A

Comment: We didn't ask any questions.

19. During your time entering and leaving the venue where the door staff polite, calm and courteous to all customers you could see them conversing with?

1/1

Yes

20. Describe your experience with the door supervisor team: What was good about it and what would you improve if anything?

Comment: I wouldn't improve anything, I think they were very professional and I certainly would want them around if a fight broke out. They also maintained a courteous manner and contributed to a good first impression.

21. Please name or describe the door staff that you saw.

Comment: Doorman 1 male, bald, well built in 40s. 2 was younger male in 20s with blonde curly hair. There was a lady at the desk taking photos, with long blonde hair and in her 20s approximately.

Entrance and cloakroom

100.00% (3 / 3)

22. Was it clear where to go to pay for entry as soon as you walked in?

1/1

Yes

23. Was the person you paid smiling and polite?

N/A

Comment: We had free entrance from a text service that we saw online.

24. Was your payment processed simply and correctly?

N/A

25. If you had a coat to hand in was this done efficiently and with a smile?

1/1

Yes

26. Was the entrance clean and tidy?

1/1

Yes

27. Please summarise your entrance, ticket and cloakroom experience.

Comment: I obviously liked that there was a free entrance policy before 11pm. However I think £2 per coat is a little steep but then as we weren't paying entrance, this wasn't so bad.

Bar	100.00% (9 / 9)
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28. Which bar were you served at and what influenced your choice?

Comment: We came in and turned right immediately, we chose it because it was the first bar we saw.

29. Did the lighting levels create an effective ambience? 1/1

Yes

30. Was the temperature of the bar comfortable? 1/1

Yes

31. Were the music level appropriate for the style of music, clientele and level of business? 1/1

Yes

32. Were the bar tables arranged in an orderly fashion and appear that they were being cleared and wiped regularly? 1/1

Yes

33. Did the bar itself appear organised and free from dirty glasses, clutter and excess spillages? 1/1

Yes

34. Were the bottles of wine, spirits, beers and other drinks displayed attractively and with flair? 1/1

Yes

35. Were ALL the staff in the bar that you saw appropriately dressed and neatly presented? 1/1

Yes

36. Was the dance-floor glass free and spillage free? 1/1

Yes

37. Did you see glass collectors and cleaners actively clearing and cleaning glasses and spillages throughout the venue? 1/1

Yes

38. What did you like about the bar? What might make it even better?

Comment: I liked the decor, there were added touches like striking velvet material on certain panels of the walls to match the seating. Lots of chandeliers were a nice additional feature. One of the highlights was the selection of music. The DJ played some great tunes. The seating was a little limited as there were quite a few booths that you had to reserve.

Bar service	66.67% (4 / 6)
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39. Please describe your server/s so that we can identify them.

Comment: We went to the same server. The girl was in her early twenties, white, petite with dark hair tied up. She wasn't wearing a name badge and didn't have a strong accent.

40. If you had to wait at the bar to be served was it within a reasonable amount of time? 1/1

Yes

Comment: We were served within the minute of approaching, both times.

41. How long did you wait? Did you feel there was an appropriate amount of staff for the level of business?

Comment: It was under a minute. There were plenty of staff, for the number at the venue.

42. Were your drinks served in a timely manner after you ordered them? 1/1

Yes

43. Did your drink/s contain sufficient ice? 1/1

Yes

44. Were you asked to *double up* or *go large* when ordering any house spirits? 0/1

No

Comment: This wasn't offered.

45. Were you asked if you wanted any *shooters* with your drink/s? 0/1

No

Comment: This wasn't asked of us.

46. Did you see the drinks being rung up and the money put into the till?

N/A

Comment: We paid with card.

47. Was your bar server efficient and *correct* with taking your payment / giving change?

N/A

Comment: As we paid by card.

48. Overall were you served in an upbeat manner with a genuine smile, eye contact and a "thank you"? 1/1

Yes

49. How would you summarise your service in the bar?

Comment: It was very efficient, as both times we didn't have to wait long. It was impressive that the bars were sufficiently manned and queuing wasn't required.

1344

50. Please list exactly, your drinks and how much the first and second round was?

Comment: We ordered a pint of San Miguel and a vodka with cranberry juice. We were charged £8.35 for both and a copy of one of the receipts is attached.

Entertainment

51. What entertainment was on that evening or during your visit?

DJ

52. Please comment on the entertainment:

Comment: The DJ was excellent, he judged the crowd really well and played tunes that seemed to appeal to a large number. There were people on the dance floor at 11pm, when it wasn't very crowded.

Toilets

100.00% (8 / 8)

53. Were the toilet door locks working?

1/1

Yes

54. Did the loos smell fresh and clean?

1/1

Yes

55. Were the toilet bins clean & not overflowing?

1/1

Yes

56. Were the toilet walls, flooring, paintwork & tiles all clean?

1/1

Yes

57. Were the loos a comfortable temperature?

1/1

Yes

58. Was there plenty of loo roll & handsoap?

1/1

Yes

59. Were the hand-dryers working or/and disposable handtowels available?

1/1

Yes

60. Were the loos, hand basins and taps free from staining, mildew & limescale and appear that they had been cleaned that day?

1/1

Yes

61. If there was a *freshen up person* in the loos was their behaviour / customer interactions appropriate?

N/A

Comment: There wasn't a freshen up person on duty, I don't think there would have been space for them.

62. What was your overall impression of the toilets?

Comment: In my opinion, they were a little small. It was tight to get to the sinks and let people by to the cubicle. Otherwise they were very clean, and it was good that there was spare toilet roll.

Overall Impressions **100.00% (20 / 20)**

63. How did you rate your experience at this venue against *value for money*?

10/10

Excellent value for money (10 pts)

Comment: As there was no charge at the door, it was excellent value for money.

64. How closely did this venue meet your *expectations*?

It greatly exceeded my expectations

Comment: I gave this rating due to the decor and the DJ playing great tunes.

65. What was your overall impression?

10/10

Fabulous (I was really impressed with this venue) (10 pts)

Comment: The quick service at the bar particularly stood out to us.

66. What, if anything, does this venue offer that makes it an outstanding or unique experience?

N/A

Comment: I would say there isn't anything unique, but I enjoyed the visit.

67. What are the three strongest attributes that this venue has?

Comment: Fast service, glamorous decor and great music.

68. If this was your venue what would you do to enhance the customer experience?

Comment: I enjoyed my visit, but to improve they could add pricing to the website and some signage to the outside.

69. What age group do you belong to?

31 - 35

Bill & Reimbursement -

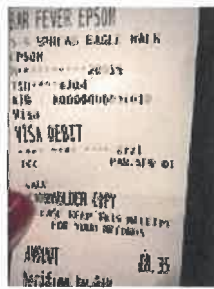
70. Please upload at least one image that supports your feedback.

Comment: The first is of the entrance, once past the photo desk.



71. Please upload photos of your entrance/drink receipts and/or a picture of the exterior as your proof of visit.

Comment: Receipt attached.



If you have fulfilled this survey as per the client brief, please confirm your entitlement to the allowance of £45.

45.00

Survey Total: 94.83% (55 / 58)