

APPENDIX A

P Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b,c,d,e) (please read guidance note 9)

Please see below.

b) The prevention of crime and disorder

1. CCTV to be installed at the premises, maintained in good working order and used at all times when the premises are open for licensable activities. Any CCTV footage shall be kept for a minimum of 31 days and made available to the licensing authority or police upon request.
2. SIA registered door staff to be employed, following a risk assessment and in consultation with the police.
3. The Designated Premises Supervisor will ensure that an incident report register is maintained on the premises to record incidents such as anti social behavior, admissions refusals and ejections from the premises.
4. The incident report register will contain consecutively numbered pages, with the date, time, details, nature and location of the incident. The book will also contain the name and registration numbers of any door staff involved or to whom the incident was reported, or the names and personal licence numbers of any staff to whom the incident was reported.

c) Public safety

1. The Designated Premises Supervisor will review policies at the premises through risk assessments.
2. Empty bottles and glasses will be collected regularly.
3. Appropriate staff will be trained in all areas of public safety.

d) The prevention of public nuisance

1. If a disc Jockey is used on any night then he/she will ask customers to leave quietly.
2. Notices will be displayed at the exit asking customers to leave quietly.
3. Reasonable steps will be taken to recognise the needs of local residents and to encourage customers to leave quietly.
4. The premises will ensure that no bottles are emptied into external bins between 23:00 and 07:00 hours.
5. The premises shall comply with the dispersal policy attached to this application.

e) The protection of children from harm

1. The premises will adopt a 'challenge 21' policy and any person wishing to purchase alcohol who appears to be under the age of 21 shall be asked to produce an acceptable form of identification (photographic passport, driving licence PASS accredited and/or armed forces card).
2. Children will be permitted onto the premises when accompanied by a responsible adult.

Dispersal Policy



Introduction

It is recognised that there may be a conflict between the legitimate right of the Premises Licence Holder to provide entertainment and other licensable activities and the equally legitimate right of neighbours to enjoy their homes and businesses without disturbance.

The management of Churchill's acknowledge that the premises may be a source of nuisance, antisocial behaviour and crime which may create concern for the immediate neighbourhood, its residents and the relevant authorities.

It will be the established policy of the management of Churchill's that the premises will prepare and utilise a Dispersal Policy during the later evening opening hours of the premises in order to reduce/remove the potential for either nuisance or anti social behaviour.

Definition

The Dispersal Policy should not be confused with any other policy relating to the movement of patrons from the premises. For example the evacuation policy of the premises is fully detailed in the Fire Risk Assessment and will not form any part of this document.

The Dispersal policy defines the dispersal procedure (around the terminal hour for licensable activities and the sale of alcohol) at the premises.

The dispersal procedure will engage pro active measures to be initiated towards the end of and at the end of trading of the premises. The Procedure will focus on measures which will be taken to ensure minimum contact with and minimum impact on the surrounding neighbourhood and residential properties in relation to nuisance, crime and disorder and anti social behaviour.

The management of the premises have recognised the significance of having a policy detailing the procedure to be adopted at the appropriate time during trading to ensure that concerns are addressed in respect of the dispersal from the premises.

This procedure is specific to Churchill's and incorporates a number of best practice initiatives which are common to late evening economy venues.

Prior to implementation the procedure will be discussed with multi agency officers of the Local Licensing Authority and the police to fine tune where necessary and ensure buy in to the proposal.

The procedure is a working document to be reviewed and updated when necessary or at the request of any of the Agencies involved in the initial discussions prior to implementation.

Dispersal Procedure

1. Commencement of the process

The management of Churchill's will ensure that the conditions of the Premises Licence which detail specific requirements in respect of the terminal hour are adhered to. They will ensure that a process of gradual dispersal is adopted towards the terminal hour for Licensable Activities and upon cessation of bar service at the premise.

During the last 30 minutes of bar service the numbers of bar staff will be reduced and allocated to glass collection duties. Cloakroom service will be fully manned to ensure a seamless transfer of patrons' belongings to them prior to departure from the premises.

2. Adoption of calming measures

Music volume levels and lighting levels will be optimally used to calm patrons and prepare them for the external area. In particular volumes of noise will be reduced prior to the cessation of licensable activities.

3. Cloakroom Management

Efficient cloakroom management at the end of the evening is pivotal to the smooth operation of the emptying of the premises. Staffing levels will be increased not only in the cloakroom but in the area of the cloakroom to ensure a smooth transition of people inside the premises to departure.

4. Notices at exits of the premises

High visibility notices will be displayed at the exits to the premises requesting patrons respect the environment in which the premises are situated and to leave both the premises and area quietly.

5. Door Supervision

Security Industry accredited personnel will be utilised to:

Within the premises:

- Encourage patrons to drink up and progress to the cloakroom/exits of the premises during the "wind down period" at the end of the evening.
- Ensure that exiting patrons are aware of their responsibility to others and local residents upon departing from the premises
- Ensure that patrons do not attempt to depart the premises with bottles/glasses. A receptacle for deposit of bottles and glasses will be available immediately inside the exits of the premises.

- Will direct patrons to taxi facilities where appropriate and ensure that patrons do not congregate outside of the premises.

6. Customer dispersal objectives

- Door staff will continue to operate externally after the premises have closed to ensure patrons depart the area quietly and quickly
- Dedicated taxi phone lines will be available from within the premises to book facilities before patrons exit the premises.
- Phased closure of areas within the premises will ensure gradual dispersal later in the evening.

7. Training of ALL staff

Training and refresher training of all staff is significant in ensuring the dispersal plan works in a seamless fashion. New personnel will undergo training before being operational within the premises. Frequent refresher training and input from staff on potential areas of improvement will drive a risk adverse approach to the dispersal policy.

Churchill's Hove

STYLE BAR AND RESTAURANT

OUR FISH IS SOURCED FROM ENGLISH DAY BOATS AND IS CERTIFIED SUSTAINABLE. OUR BEEF IS BRITISH. OUR CHICKEN AND EGGS FREE RANGE. AND ALL PRODUCE ARE SOURCED LOCALLY WHERE POSSIBLE



Possible décor (4)



Possible décor (5)



Main

Pan fried lake served with Crashed potato & chorizo, Japenide and saffron Sauce.

Meat's Marin are served with garlic bread and skinny fries.

Today's Catch buttered or grilled with chips or house salad.

Pan fried sea Bass served with roasted fennel and Swiss chard and garlic butter.



Scotch egg, commitment
 mayo
 Fried calamari, aioli
 Beer battered fish &
 chips
 Burger & chips
 Vegetarian meze plate
 Welsh rarebit
 Hand cut chips
 Bread and oil




Bar Menu

Club Sandwich
 Chicken, ham, egg salad with
 chips
Churchill's Burger
 Burger & hand-cut chips with
 nature's 'ketchup' or ketchup
Steak Sandwich
 Corned Beef, Onion and Cheese
Salads
 Chicken, avocado, tomatoes and
 baby gem salad
 Roast potatoes, squash, beetroot,
 onion, rocket
 Gravy, Cheese and Baby Spinach
 salad with green beans, carrot,
 pepper and Fanta dressing
Crab Linguini
 shell pasta and prawns



Churchill's Express Lunches

Rebuilding a car. Being
 resistant to research
 because it might indicate
 particular design were large
 investments. Talk about
 because of the need to keep
 with your competition and partly
 to comply with all the regulations
 and standards. The problem
 with getting the car to the
 market is that it's a very
 difficult and expensive
 process. It's a very hard
 job and it's a very hard
 job. It's a very hard job.
 It's a very hard job. It's a
 very hard job. It's a very
 hard job. It's a very hard
 job. It's a very hard job.



How much will my project cost?

Mixed berry brulee
**Sticky toffee pudding
 with Vanilla ice
 cream.**
**Passion fruit
 cheesecake with
 cream.**
British cheese board



Something Sweet ???

Mains


Slow cooked Pork Belly
Mashed potato with
apple & Cider sauce

Chicken Ballotine,
smoked and potato
fricassee

Colson liver bubble and
smoked onion ring and
jus

Pile of the day with
spinach and jus

Pumpkin and porcini
mushroom lasagne



Traditional roast beef

Roast Chicken

Roast Pork

Roast Lamb

Roasted butternut
squash spelt risotto, with
Cress salad and shaved
Caeppilly

The Best Sunday Roast in Town
all of our roast come with all the
trimming



Welcome to Churchill's Hove



Demographic data Brighton and Hove

Labour Supply Brighton and Hove

			Nat
Economically active	137,900	75.3%	76.2%
In employment	128,100	69.9%	70.3%
Self employed	20,200	10.6%	9.0%
Unemployed	10,600	7.7%	7.0%
Employment by occupation Apr2010-Mar 2011			
Soc 2000 major group	68,000	31.3%	44.8%
manager/senior	18,300	14.3%	15.7%
Professional	24,400	19.1%	14.1%
Associate prof /Tsc	25,200	19.7%	14.8%
sk major group 4/5	21,600	20.7%	20.0%
Admin & Sec	11,200	10.2%	10.7%
Skilled trades	8,600	9.4%	10.2%
Personal services	9,000	7.0%	8.8%
Sales cus services	13,100	10.2%	7.4%

Risk Management

We have in place measures and assessment to help us control and reduce the potential risk faced within our venue, and ensuring that we comply with policy and legislation.

- **Compliance with health and safety legislation;**
- **Operational compliance-to ensure we operating efficiently during trading and remain compliant with legislation;**
- **Historical compliance- to ensure the demonstration of due diligence**
- **Undertake daily checks and team meeting prior to venue opening, and staff change over to ensure smooth transition**

Social Issues

Binge drinking we recognise that alcohol misuse and binge drinking are important issues not just for our industry as they threaten to compromise the well-being of our customers, but also society at large. Our employees are well positioned to influence the attitudes and behaviours of customers and are therefore trained to be able to identify those who they consider might exceed a safe and responsible alcoholic intake, where they deem it appropriate, they will often also refuse to serve any customer whom they consider has consumed enough.

- Underage drinking regrettably remains a major issue within our society Churchill's uses the "Challenge 21" scheme

Security

- Customer security as stated is paramount , our customer wish to relax in a safe environment and to achieve this we employ the services of a third party door stewarding company "Pagoda Security" whose staff endeavour to ensure the welfare of our customers both inside and outside our venue. These door stewards are trained to be proactive in recognising potential incidents and to identify vulnerable individuals and provide assistance where necessary.

creating Safer Venue

- Churchill's Hove is undergoing a refurbishment and will receive an upgraded CCTV system. This means that our technology meets the latest requirements and as we invest in our security system, we continually strive to ensure our equipment is based on the latest and most reliable technology available.

Introduction.1

- As you will see in this document we have established the four 'P's that underpin our daily approach to our business. Our management and employees work to these and maintain consistently high standards because they are.
- **Passionate** about our business;
- **Principled** in their daily activities;
- **Professional** in the way they deal with people and issues;
- **Participate** fully in every aspect of their work.

Introduction.2

- As well as recognising our responsibilities toward our customers, employees and the community, we also appreciate the need to conduct ourselves in an ethical and responsible way. This is because we know the effect our business can have on the community in which we operate so we will continually try to deliver the highest ethical and responsible standards throughout Churchill's.

Demographic data Brighton and Hove

- Brighton and Hove themselves were results of amalgamations:
- Brighton was incorporated as a **municipal borough** in 1854, later becoming a **county borough** under the **Local Government Act 1888**; it covered the parish of Brighton and part of Preston
- Hove became a local board of health in the late 19th century, originally covering the parish of Hove
- In 1893 the parish of **Aldington** was added to Hove local board
- Hove became incorporated as a municipal borough in 1898
- **Hangleton**, Preston Rural and **West Blatchington** were added to Hove in 1928
- **Oringsdean**, **Patcham** and **Rattingdean** were added to Brighton in 1928
- **Portslade-by-Sea** was added to Hove in 1974 under the **Local Government Act 1972**; both Brighton and Hove became non-metropolitan districts of East Sussex
- The football team, **Brighton & Hove Albion F.C.**, predates the unification of the two boroughs by 96 years.
- On 15 October 2004, Brighton and Hove was granted **Fairtrade City** status.

Concept Statement

"Churchill's Style bar and Restaurant where service and elegance reigns supreme, The emphasis is on high quality British food along with traditional values"

Mr Kevin Churchill

How long will this project take?

- Scheme design
- Measured survey
- Planning applications 6week
- Detailed design
- Site work 8 weeks

We anticipate opening within 15 week of receiving

Proposed opening times

- Monday 10am till Midnight
- Tuesday 10am till Midnight
- Wednesday 10am till Midnight
- Thursday 10am till Midnight
- Friday 10am till 2.00 am
- Saturday 10am till 2.00 am
- Sunday 10am till Midnight

How long will this project take?

- The shortest time for this project would be 15 weeks from starting design work to commencing trading. The chart shows a typical our 15 week program which can be followed comfortably for the interior design and building of this projects. This program can only start once the design brief is ready and once all our branding is designed (otherwise the interior and brand designs will not match up).
- Larger projects costing over £500,000 usually take 9 months to a year or more to complete.
- The slowest parts of the process are usually obtaining planning consent and building regulations approval from the council and obtaining my team and I are managing the complete refurbishment we will act as quickly as possible to get this venue ready

OK, but what are some rough costs?

- A small cafe or wine bar of 20-50 covers started from scratch with new equipment will often cost about £150,000 to £300,000.
- A small restaurant of 50-70 covers, requiring an internal refurbishment but with an existing kitchen will often cost between £200,000 and £400,000.
- A medium-sized restaurant of 100 - 150 covers and a new rear building extension for kitchens or toilets usually costs at least £300,000 but can easily cost more than £500,000.
- A large bar with a restaurant and function area for 300 users will often cost between £900,000 and £2.5M.
- Work in big city centres such as London often costs more than work in the provinces because of higher labour costs, difficult site access, parking and other restrictions.
- Fitting out work in malls and other new developments often requires starting from scratch and working to high standards, especially in the UK suggest an average UK cost of about £1419* per square meter excluding professional fees (at least 15%) and costs of direct supply plant and equipment. I find that this is generally
- * source, Building Magazine

Our Vision

Churchill Restaurant and Lounge bar Hove

This restaurant continues to recreate this wonderful sense of occasion. You can't help but make an entrance as you sweep down the restaurant's iconic main staircase to the animated chatter of a big restaurant in full swing.

As you go down those stairs, you enter into a timeless, colourfully designed dining room. The menu has wide appeal - a mix of sophisticated bistro classics plus several modern dishes with a fun twist. The wine list adds a further touch of sophistication and the service is always impeccable.

Churchill's cocktail bar, with its leather chairs and soft banquettes, offers the perfect lounge setting to enjoy cocktails and champagne while taking in the buzzing atmosphere of the restaurant. The bar menu offers a great selection of quick dishes to share for lunch or to accompany evening cocktails, including chorizo with an apple-and-honey dressing and crayfish cocktail.

The menu at Churchill's changes regularly with the seasons. We work hard to build strong relationships with small- to medium-sized local suppliers, ensuring that our menus are as seasonal and sustainable as possible. Our executive head chef has designed some beautiful menus and the restaurant is open for lunch and for dinner with menus for all to enjoy every aspect of Churchill's cuisine.

Enjoy cocktail classics and the many wonders that is Churchill's bar Monday to Saturday, an iconic spot in the heart of Hove. Make the most of our Cocktail Club menu, where you can enjoy a monthly selection of cocktails at £6.50 all night, every Thursday. Along with fun and live music, from a range of the most talented musicians of the moment.

Once a month as part of Churchill's Cocktail Club on the third Thursday of the month, learn to mix your favourites with our special master classes. Tickets are priced at £20 and after the master class we invite you to dine in the restaurant with a 20% discount.

We believe that we have the right idea's, along with a proven strong management structure and customer service skills. To give the people of Hove and visitors something to be proud off.

Regards

Mr J Davis