

Dispersal Policy for The Brighton Zipwire

**Introduction and Definition**

Madeira Leisure Ltd is committed to providing the best experience for all visitors to The Brighton Zip, but we are also committed to the undertakings that we have made to our neighbours. The same operators have managed the current site for over 11 years and we are acutely aware of the importance of ensuring, as far as possible, that customers leave quietly. We understand that our proximity to residential properties and the nearby beach makes the orderly and safe dispersal of our customers of great importance.

We need to manage our outside spaces and our audience's interaction with local people during our trading hours. We will ensure that there is suitable training for all our staff, and particularly our Front of House staff and our management team, so that we can adequately manage and control customers when arriving, whilst they are with us during their stay and when they are leaving the building. We will operate this Dispersal Policy to assist in the promotion of our Licensing Objectives, and to help address any matters of concern, so that we can minimise our impact on the neighbourhood in relation to potential nuisance and anti-social behaviour. This will be achieved by exercising pro-active measures towards and at the end of the evening.

The Dispersal Procedure has been formulated by the local management in conjunction with senior representatives of the unit. It will be discussed with the licensing officers of the local council and police and in place prior upon implementation.

The Dispersal Procedure is subject to review and will address problems and concerns as they are identified in order to establish a permanent reduction or elimination.

For the avoidance of doubt a vulnerable person is defined as:

***“Anyone exposed to the possibility of being attacked or harmed, either physically or emotionally or of taking action that could cause themselves harm”***

## **Venue Dispersal and Direction of Footfall**

In the event of venue dispersal, either at the end of nightly session or in the event of a power cut for example all patrons will be guided to the front door of the venue located on Madeira Drive. The management team and security team will carry out checks after the dispersal / egress throughout all areas of the venue to ensure no members of the public remains on the premises.

The security team at the front of the venue will guide customers away from the front doors and down Madeira Drive towards the pier, away from residential areas, asking customers to keep the noise to a minimum and assist customers getting taxis if required.

## **End of Evening Operational Policies:**

1. Calling last orders such that there is adequate drinking-up time. This will help with the gradual dispersal of any audience remaining at the end of a normal trading day.
2. Staff encouraging customers to finish their drinks and prepare to leave in plenty of time, as well as discouraging customers from congregating outside the venue, and making plans for finishing group conversations prior to leaving. Staff will also encourage audience members and customers to disperse on their chosen route home as quickly and quietly as possible.
3. Adequate signage letting audience members know that they should respect our neighbours and users of the local area when leaving the building.
4. Customers will be directed by staff towards the main entrance and exit on Madeira Drive unless the disability ramp is needed in which patrons will be redirected, as this will be the primary access into or to exit the building after 11:00pm.
5. Promote safety on leaving and encourage people to wait inside the site parameter for a taxi. We will also communicate with local firms to agree an operating policy and the best pick up points for minimal disruption.

6. The Brighton Zip does not have any audience parking spaces and we will advise all customers not to drive or park in the surrounding areas due to it being designated as mostly a cycle lane as of 2021.
7. Signage and staff training will make it clear that customers will not be allowed to leave our premises with open drinks. This will be implemented by the bar supervisor on site, DPS and or SIA where applicable.
8. Weekly Operations Meetings will be in place to discuss any incidents in the previous week and planning for any expected large audiences or events that may need extra measures. This will also be to ensure that the management methods and the actions in this policy are working and having the desired effect.
9. Regular external patrols staff employed by The Brighton Zip will ensure that during opening hours there are no litter issues, or any unwanted gatherings in the immediate vicinity of the building.
10. External CCTV has already been installed to prevent nuisance and monitor activity in the area. Recordings are kept for over one month as required by the Police.

### **SIA Door Supervisors**

We have developed practices which:

1. encourage customers to drink-up and progress to the exit within a venue throughout the latter part of drinking-up time;
2. ensure that for the period of 30 minutes after the premises closes, door staff where applicable, will be available in high visibility clothing, to assist the police patrol on Madeira Drive;
3. draw the attention of exiting customers to the notice on the exit panel and ask them to be considerate;

4. ensure the removal of all bottles and glasses from any customer who attempts to leave the venue carrying one. Bins will be positioned across the decking to encourage glasses/bottles to be thrown. However, this does not include plastic water bottles or J20;
5. actively encourage customers not to assemble on the decking or in the road;
6. direct customers to the nearest taxi ranks, or other transportation away from the area.

#### **Taxi Rank & Car Parking**

1. A taxi rank can be sourced over the Old Steine at East Street, the other being on Kings Road outside Burger King.
2. Assistance can be given to help allocate taxi's and or Ubers.