

Madam Jojo's, 6 Brewer Street, London

DISPERSAL POLICY

1. OBJECTIVE

- 1.1 The objective of the dispersal policy is to ensure a quiet, controlled, safe and swift dispersal of customers from the Premises.
- 1.2 The policy addresses nuisance caused to local residents from the following risks:
 - 1.2.1 Noisy or anti-social behaviour by customers leaving the Premises.
 - 1.2.2 Large numbers of people leaving the Premises at the same time.
- 2.3 Despite the Premises' central London Soho location, employees will be made aware that local residents live close by and convey this to customers upon exiting the Premises.

2. LOCATION

- 2.1 The premises is situated at 6 Brewer Street, close to the intersection with Wardour Street. The location can be considered the heart of Soho and is very busy with pedestrians and vehicles. Wardour Street serves as an important local thoroughfare.

3. GENERAL ENTRY/EGRESS

- 3.1 Access to the Premises is via a box office style entrance on Brewer Street. The location of the entrance is a few meters away from the original Madam Jojo's entrance which has been in operation for over 27 years. The entrance will be supervised by a minimum of 2 trained SIA security staff
- 3.2 All conditions relating to dispersal included in the Premises licence will be enforced and relevant staff will be trained in these conditions, as well as the terminal hours and operating hours outlined on the premises licence.
- 3.3 Queuing for the premises will be directed along Brewer Street. The queue will be managed at all times by trained SIA security staff and where a queue forms, they will monitor to ensure the behaviour of those queuing is conducive with the entry policy.
- 3.4 The door team play a key role in the implementation of several aspects of the dispersal policy:
 - Encouraging customers to progress to the exit within the venue.
 - Drawing the attention of exiting customers to the notices and asking them to be considerate;
 - Ensuring the removal of all bottles and glasses from departing customers;
 - Actively encouraging customers not to congregate outside the venue; and
 - Directing customers to the nearest taxi ranks or other transportation away from the area.
- 3.5 Appropriate signage will be displayed to ensure customers understand the importance of leaving quietly and where the transport links are.

- 3.6 Where necessary, SIA staff will supervise the dispersal of customers until they have left the vicinity of the Premises safely and quietly.
- 3.7 The capacity of the premises shall not exceed 300 persons at any point.
- 3.8 Where a cloakroom is in operation additional staff will also be allocated there to ensure people can collect their belongings as efficiently as possible as they are leaving the premises.
- 3.9 CCTV supervision will be provided to the entrance/exits at all times.

4. TRANSPORT

- 4.1 Customers will be expected to arrive and depart by various modes of transport. The Premises has excellent transport links very close by including night-tube, night buses, trains and taxis. These, predominantly, are located to the east of the premises on Wardour Street.

4.2 TAXI

- 4.2.1 Black cabs are readily available right through the day and night in Soho. Customers can be encouraged to go directly towards Wardour Street when leaving the Premises.
- 4.2.2 Other forms of app based taxis may also be used by customers. Customers can wait inside the Premises until their taxi has arrived and staff can direct them to Wardour Street to ensure a quick and quiet exit.

4.3 RAIL/TUBE

- 4.3.1 The Premises is very well situated in the middle of 4 easily accessible tube stations on foot:
 - (a) Piccadilly Circus (0.2 miles)
 - (b) Leicester Square (0.3 miles)
 - (c) Oxford Circus (0.5 miles) and
 - (d) Tottenham Court Road (0.4 miles) underground stations
- 4.3.2 With the extension of the night tube, the above stations are serviced by the following tube lines on weekends throughout the night:
 - (a) Central line;
 - (b) Northern line;
 - (c) Victoria line;
 - (d) Piccadilly line.
- 4.3.3 The new Crossrail station at Tottenham Court Road (0.4 mile) when complete in the near future will service Reading to Essex on the Elizabeth line.
- 4.3.4 Where necessary customers will be given directions to the above stations and will be reminded to reach the stations quietly and quickly, particularly at night.

4.4 BUSES

- 4.4.1 The immediate area surrounding the Premises is extremely well serviced by public buses. TFL bus services, including night buses, are accessible by several bus stops on Shaftesbury Avenue, Regent St and Charing Cross Road, all easily accessed from Brewer Street and Wardour Street.

5. STAFFING

- 5.1 During operating hours and for a time after closing, the entrance area will be a minimum of 2 SIA registered security staff.
- 5.2 The SIA door supervisors will also be responsible for managing the area in and around the entrance and the smoking area.

6. SIGNAGE

- 6.1 Notices will be displayed at the exits reminding customers to respect the premises' local residents and local businesses and to encourage customers to disperse as quickly and as quietly as possible.

7. SMOKING

- 7.1 Persons leaving the Premises temporarily to smoke will be carefully supervised and managed. There will be a dedicated smoking area in Walkers Court.
- 7.2 Smokers will not be permitted to take drinks outside.
- 7.3 If staff wish to smoke on their breaks, they will be asked to leave the immediate vicinity. This will be set out in the staff handbook. Staff will also be instructed to keep noise to a minimum when smoking to avoid causing a nuisance to local residents.