

## **INTRODUCTION**

This Plan has been developed by JD Wetherspoon plc ("the Company") to protect all persons who will live, work or engage in other activities in the immediate vicinity of its public house proposed at Bransty Arch, Bransty Row, Whitehaven.

In formulation of this Plan, regard has been had in particular to the proximity of nearby residential properties in the vicinity of the premises, with a view to ensuring the venue is compatible with them.

Ensuring implementation of this Plan will be the responsibility of the Premises Manager and their team with the support of the Area Manager and Regional Manager, together with any support necessary from Head Office. All staff at the venue will be expected to be familiar with its contents.

## **COMPANY OVERVIEW**

The appended information from the industry-leading CGA Peach Brand Tracker highlights some key aspects to the Company's trading style (<https://cgastrategy.com/our-story/>):

1. JD Wetherspoon is the No.1 'Licensed Venue of Choice for Consumers', with over 11m visits compared to the next-placed operator Greene King and Nando's with approx. 5m.
2. JD Wetherspoon is the 3<sup>rd</sup> 'Most Visited' of all catering brands in England, Wales and Scotland, behind only McDonalds and Costa.
3. On average, more than half (59%) of all visits to JD Wetherspoon venues involve both food and drink purchases, whilst its wet-to-dry split of sales in new openings is approximately 50:50, similar to many restaurants.
4. Between 71% - 84% of visits to JD Wetherspoon venues take place between 08.00 to 20.00hrs, Monday to Sunday, such that the Company is not a 'late-night' focused operator.
5. JD Wetherspoon has one of the highest food hygiene ratings of any multi-site restaurant operator in the UK, ranked 5<sup>th</sup> with a rating of 4.98 across its 778 venues in England.
6. As voted by the Soil Association 'Out to Lunch Awards', JD Wetherspoon has the 'best children's menu' in terms of health and nutritional content.

The Company supports responsible retailing - <https://www.jdwetherspoon.com/investors-home/bsr/responsible-retailing>

The Company is a key stakeholder and active participant in the Heart of London BID <https://heartoflondonbid.london/>

The Company has been voted as a UK 'Top Employer' for 17 consecutive years, with dedicated training and development programmes in place. It has the lowest turnover of staff in the industry with the longest serving managers and pays in excess of the London Living Wage.

The above policy has informed the formulation of this Plan and will inform its implementation.

## **THE PLAN**

### **General Arrangements**

- The proposed public house will operate as a traditional JD Wetherspoon venue, which will be individually named and designed, without amplified music of any type, so there will be no music noise escape when customers exit or enter the venue.
- The garden to the venue will have a maximum capacity of 460 customers, though it is highly unlikely that it will ever trade with this level of occupancy, as the majority of the customer area is utilised by tables and seats, with a minimum of 224 seats being maintained for customers at all times the public house is in use.
- The venue will open at the same times as currently advertised – opening at 08.00hrs each day and closing at 00.00hrs the following day Mondays to Sunday. However as per the EHO request as part of the planning application for the Garden a reduced hours to the garden of 21:00 Monday to Sunday would be acceptable.
- Some waste will be stored at the back of the premises in the new Bin store however some will remain in the internal store on the ground floor, hours of removing waste especially glass will be carefully co-ordinated with EHO / Local residences to prevent disturbance.

### **Management of Customers**

- It is the policy of JD Wetherspoon that all of its venues will operate in such a way so as to not cause a negative impact on its neighbours.
- At any given trading time, there will be up to 30 staff on duty, the majority of which will be front of house in customer facing roles.
- The venue's management will ensure that staff are made aware of the need to respect the rights of neighbours to the quiet enjoyment of their homes, businesses and other activities and staff will be advised to keep their own noise levels to a minimum when arriving and leaving the premises at the beginning and end of trading hours.

- staff will be responsible for dealing with any customers who could disturb neighbours when leaving the premises and will be trained on how to take the appropriate action.
- Signage will be erected by all exits to the venue to remind customers of the need to respect the rights of neighbours to the quiet enjoyment of their homes, businesses and other activities.
- If, on occasion, customers are found to be making excessive noise, a member of staff will take immediate action to rectify the situation, e.g. ask the customer to talk more quietly or, if problems persist, ask them to leave the premises entirely.
- The Company will operate a zero-tolerance policy towards poor customer behaviour in all areas of the premises. The Company's experience is that regular customers soon appreciate the restrictions and compliance becomes second nature.
- The Company does not offer irresponsible drinks promotions such as Happy Hours, all-you-can-drink offers, etc, instead focusing on providing excellent value, good-quality food and drink in a comfortable and relaxed environment. Any promotions are largely linked to food, e.g. a drink (alcoholic or non-alcoholic) as an option with most main meals, which does not encourage excessive consumption of alcohol over a short period of time.
- The nature of the Company's food and drink offer, and the competitive pricing structure encourages a broad range of customers including families and pensioners to its venues, which assists in creating an atmosphere in which troublesome customers do not feel comfortable. This venue will not offer amplified music, which could otherwise encourage a younger clientele base.

### **Arrangements to Prevent Queuing on the Street**

- The Company does not trade in a way which means customers queue before being seated and customers are free to enter through the main entrance without the need to be directed to a table.
- Dedicated members of staff will ensure prompt cleaning of tables once customers leave the premises.

### **Opening Windows**

- The proposals will retain the existing opening shopfront to Bransty row, there will be access doors leading to the roof however these will be on self-closing devices, so noise from the trading public house will not seep into the garden area to the rear.

## **Smoking Arrangements**

- The Company does not encourage smoking and all its venues operate 70% of their external areas on a non-smoking basis. However, the Company recognises that some customers choose to smoke and therefore propose to provide a small smoking area within the garden which would include a receptacle for litter and to extinguish cigarettes. This area will be checked and cleaned on a half-hourly basis by staff throughout the trading day. Appropriate signage will be erected to advise customers of the designated smoking area.
- the venue's management will ensure that staff are trained to monitor and communicate that customers do not smoke outside the designated area.
- The arrangements for smokers will be reviewed with the Council as local planning authority three months after opening, to confirm that it is operating satisfactorily.

## **Arrangements for Drinks Outside**

- Drinks will not be allowed to be taken outside of the garden & pavement café area and appropriate signage will be erected to advise customers that drinks cannot be taken outside.
- staff will monitor as part of their duties and, if necessary, tell customers not to take drinks outside.
- If a customer is found outside with a drink, they will be asked to return inside. Should the customer ignore the request, staff will remove the drink if possible, and refuse re-entry and further service

## **Taxi Protocol**

- Customers who have ordered a vehicle will be allowed to wait inside the premises until that vehicle arrives.
- Whilst the Company believes that the majority of its customers will travel to this venue on-foot or via public transport it will encourage any private hire/taxi/Uber operators to establish a "pick-up protocol" which will require drivers to not sound horns, leave engines running for prolonged periods of time or play music at levels likely to cause disturbance whilst waiting for customers. A recommended location for 'pick-ups' will be agreed with the Council as local planning authority.

## **Deliveries and Collections/Waste**

- As this is an existing site the current management are familiar with restrictions on these necessary deliveries and collections, working with neighbours to agree an amicable timetable. Deliveries, collections and outside disposal of waste and bottles from the venue will be at times which will not disturb neighbours.
- The refuse storage area is internal at present but undersized the new yard at the rear of the premises will prevent bins being stored on the street for any unnecessary amount of time. Glass crushers will not be utilised. No glasses will be emptied from the public house into the large glass bins within the designated area between 23.00hrs and 07.00hrs. Daily refuse collections will take place after 07.30hrs.
- Servicing frequency will be similar to that undertaken in respect of the former restaurant use. It is anticipated that there will generally be 3-4no. deliveries per week, with a maximum of 5no. per week.
- The refuse storage area and delivery bay are not large enough to accommodate vehicles internally. Therefore, vehicles will set down and the bins/delivery cages, etc. will be wheeled in and out the building.
- For the avoidance of doubt, deliveries, collections and outside disposal of waste and bottles glass bins will take place in the morning in accordance with all necessary Council regulations and will not be emptied or collected in external areas between 22.00hrs and 07.30hrs the following day.

## **Liaison with Neighbours**

- It is the policy of JD Wetherspoon that all of its venues will operate in such a way so as to not cause a negative impact on its neighbours. The majority of its 877 venues across the UK and Ireland have residents, businesses and other noise sensitive uses adjacent to them with few complaints. The Company has always emphasised the importance of building close relationships with its neighbours.
- Two weeks prior to the first opening of the public house, a telephone number will be circulated to neighbours to allow any complaints as to noise from the venue or as to any other elements of its operation to be communicated easily. In the first instance, this will be dealt with by the Premises Manager and if they are unable to resolve the complaint, it will be escalated to the Area Manager and Head Office.
- The Company will convene regular meetings with its neighbours unless it is apparent through declining attendance that such meetings are no longer necessary. The meetings will allow for issues which arise from the operational issues of the venue to be discussed. In the first instance, meetings will be held every month for the first 12 months following

opening of the public house and, thereafter, once per quarter or as frequently as neighbours consider necessary.

## **Handling of Complaints**

- If any complaints of noise disturbance are received by a member of staff, the complaint will be brought to the attention of the Premises Manager on duty and immediate steps will be taken to prevent a recurrence of the situation. If a complaint cannot be resolved on a premises level, it is referred to an Area or Regional Manager or to Head Office to assist in finding a quick and fair resolution. The Company attaches the utmost importance to the careful investigation and prompt resolution of any complaint made in relation to the day-to-day running of any of its venues.

## **Safety and Security**

- The Company has many venues in across the country and has a good working relationship with its neighbours, and the Police in order to promote a safe environment in its premises. These policies deter poor customer behaviour and nuisance and also help prevent petty crime and pickpockets along with high quality CCTV and the prompt reporting of incidents.
- Full digital CCTV coverage of the premises will be provided with images retained for a period of 31 days. Liaison will take place with the Police as to location of cameras, should it be necessary. Bodycams are also provided which link into the main CCTV system. Image quality will allow for identification. All management staff will be trained in downloading images from the system on request from the Police or other statutory authority. The Company encourages the Council, Police and any other interested parties to consult and recommend how the CCTV system is configured in advance of the public house opening.
- It is Company policy that all shift-running personnel (shift leaders and shift managers) in addition to managers and door supervisors must wear 'body-cams' at all times, linked to the premise's CCTV system, therefore allowing any incidents and poor customer behaviour to be recorded and reviewed with appropriate action taken.
- The Company has a Standard Operating Policy, an Emergency Response Plan and a Bomb Threat and Evacuation Procedure and trains its associate-level staff on Counter Terrorism Awareness, including handling bomb threats and suspect packages.
- The Company promotes Pubwatch, a highly successful voluntary organisation, which research shows reduces poor customer behaviour in licensed premises. The Company encourages the venue's manager to be the chair or active member once any Pubwatch scheme is established. <https://www.nationalpubwatch.org.uk/>
- Training commensurate with role and grade is provided to all employees. All staff involved with the sale of alcohol receive training in 'Don't Do Drunk' (the Company's policy to prevent excessive consumption of alcohol) and 'Challenge 21/25' (the Company's "proof

of age” policy). This training allows staff to identify and tackle low level disruptive, high spirited or unruly behaviour from customers who then may cause nuisance when leaving. Training for staff is refreshed on a twice-yearly basis.

- The Company supports the ‘Ask for Angela’ safety initiative promoted by the Metropolitan Police and the Mayor of London, working with licensed venues across the capital to help keep people safe whilst enjoying a night out.

## **ONGOING OBLIGATIONS**

This Plan will be reviewed by the Premises Manager on a regular basis, together with their Area Manager and, where it is identified upon review that amendments are necessary, it will be updated accordingly.