

PURPLE TURTLE APPLICATION

9 GUN STREET READING

Licensing Sub Committee Hearing: 12 September 2017

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EXECUTIVE SUMMARY

1. The History of the Purple Turtle;
2. The Purple Turtle and the Reading (and International) Community;
3. Accreditations and Awards
4. The Application
5. Measures to rebut the presumption against the issue of the new Licence
6. Response to the Representations

1. *The History of the Purple Turtle*

The Purple Turtle bar has been established in Reading for nearly 3 decades, and in its current location for over 20 years. The owners (Mr Danny Fraifeld and Mr Greg Muden) are known in the locality as fervent supporters of the Reading community¹; have lived in or around Reading most of their lives; and have a particular interest in keeping the music and arts scene alive in Reading.

In recent years, those venues offering a wide variety of musical (and other) entertainment in Reading have declined; those in the Arts scene recognise the real need to encourage venues (such as the Purple Turtle) in providing entertainment of a diverse nature; for a diverse audience.

The Purple Turtle plans to expand its current offering of 'acts' to include a wider range of entertainment – particularly to attract audiences into the premises in the early evening, and throughout the week.

A number of acts/entertainers will only perform at venues of a certain size. To keep the independent arts scene vibrant in Reading, there is a real need to provide venues with a larger capacity to attract a wider range of entertainment, to fit with a mix of cultural tastes for different age groups; at different times and days of the week.

The Applicant is confident that if its application is successful (so that the Purple Turtle (at 9 Gun Street) will include the basement space currently under number 10 Gun Street) – more entertainers will be interested in appearing in Reading. This will enable the bar to attract more high profile bands in addition to comedians on the larger comedy circuit, and other entertainers.

The expansion of the basement area will also enable other associations/events which have used the current bar but have outgrown it to hopefully return once more, such as The Sunday Assembly.

The Purple Turtle aims to remain an integral part of the Reading community. As Reading grows (and perhaps succeeds in obtaining 'City' status), Purple Turtle wishes to grow with it and remain an iconic part of the Reading entertainment scene, not only for those who live and work in Reading and the Thames Valley; for students who have chosen Reading in which to study; but also for those who are visiting the Town from further afield (including those visiting from its Reading's European 'twinning' towns).

The Purple Turtle attracts a diverse group of patrons of all ages from late teens (including University students) through to those who are retired from working life. Its doors are open to those on high or low incomes with (currently) 99.9% of the entertainment being provided being free to the public. Its Blues Festivals (which includes nearly 20 acts) is also a free event – an exceptional event of a type for which many other (non-independent) operators would expect considerable entrance fees.

2. *The involvement of the Purple Turtle in the local community*

The Purple Turtle has (over the last 30 years) been an integral part of the Reading Community. Its wide-reaching support of the Reading Community (be it for those who wish to spend their free-time there; aspiring new musicians and entertainers; Reading Football Club; the wider business community; the licensed trade; the various Authorities and for local charities) has been a constant feature over the last 3 decades. Just a few examples are set out below:

- The Purple Turtle hosts 'BBC Introducing' and has seen bands such as The Amazons, Sundara Karma and Valeras perform;
- It has hosted various events for local artists to exhibit their work and has made space available for renowned art gallery, "jelly"ⁱⁱ. It has forged links with the Reading Guild of Artists and with the Marksman Gallery.
- It also works closely with Reading Fringe Theatre and hosts some of the events in its venue.
- It is a strong supporter of the "Town Twinning" with Dusseldorf and Clonmel (Ireland). Indeed on 10 September 2017, the Purple Turtle will be hosting a competition in which the Mayor of Reading and the Mayor of Clonmel will be judging. The Purple Turtle hopes that it can also continue to grow the relationship with Dusseldorf; in October, as the Purple Turtle have been invited to Dusseldorf by the Mayor. The Purple Turtle hopes to maintain and develop these ties.

- Moreover, the Purple Turtle (and as a result the town of Reading) has been referenced on 'The Late Show with James Corden', demonstrating its iconic status within the community.
- The Purple Turtle is respected by musical artists and actors from the locality. In the recent Reading Festival Fringe, the event was open by **Sons of Pitches (from Birmingham) singing a song relating to the venue!**
- The Purple Turtle entertains many local celebrities and persons of note from Reading including from time to time the **Reading Football Club** players and its Manager; and Chairman. On both occasions when Reading FC were promoted to the Premiership, Sir John Madejski, the Management and entire 1st team squad celebrated at the Purple Turtle.
- The Purple Turtle has also sponsored and curated a venue tent at **Readipop Festival**.

3. *Accreditations and Awards*

The Purple Turtle (and its owners) have invested (and continue to invest) considerable time and money into the **promotion of Reading as a place of culture**. Recently they gave up their bar in Camden to focus on the proposed development in Reading.

The planned development of number 10 Gun Street into the Crazy Horse Cafe (together with the expansion of the basement under the Purple Turtle) is **expected to cost over £1m**. The refurbishment of number 10 (which has largely stood empty over the last decade), will also lead to the **creation of more jobs in the town**.

Purple Turtle's success, as an iconic music and entertainment venue in Reading has come about through hard work; the adoption of high standards and professionalism and through the development of strong links with the Community and Authorities. Over the years this **professionalism has been recognised repeatedly**, including by:

- Reading Pubwatch Awards – 2007 to 2010; including **5* Safer Reading Awards in 3 consecutive years** – it was the first bar in Reading to achieve this. Since these awards were given there has been the same management in place at the bar gaining yet further experience in the last 7 years;
- **Best Bar None** – 5* award in 2011; this scheme closed due to lack of funding since 2011;

- Assisted (through its participation in BID) Reading obtaining **Purple Flag Accreditation**;
- **Being invited to speak to a Committee at the House of Commons** regarding licensing matters (together with other individuals from Europe);
- Winning a **“Pride of Reading”** award.

The Purple Turtle takes its business seriously and fully appreciates that its **duty to promote the Licensing Objectives is paramount**, and that the **maintenance of good partnerships** with others in the Community (be they patrons; other businesses; charities and Authorities) is crucial to fulfilling this duty. These ‘partnerships’ include:

- Being a **member of Reading BIDS** to help promote the 2014-2019 Business Plan Renewal Proposal promoting safety and security (see **Appendix 1 (pages 11-34)**).
- Being a supporter of **local charities** such as Reading Homeless Shelter and Women’s Information Centre;
- Being members of the **Doorwatch and Pubwatch** schemes.

4. *The Application: The Context*

The context for the current application began in 2015/2016 when the owners of the bar sought **planning consent** to develop number 10, and to include the basement of number 10 within the operation of number 9 (Purple Turtle). The Planning/Listed Building Consent was granted permitting the above, in **August 2016**. This Consent specifically **permits “the excavation of basement to rear as extension to existing nightclub at No.9 Gun St.”** together with the permissions relating to the development of a café/restaurant at No.10.

A new **Premises Licence for number 10** (The Crazy Horse Café) was granted in **early 2017**. The DPS for this Café/Restaurant (which will complement the Purple Turtle’s operation) is Mr Greg Muden. Suitable conditions were agreed with the Authorities and the **Premises Licence was granted without any Hearing** notwithstanding the fact that the new licensed venue is within the **Cumulative Impact Area**.

The Authorities have been kept fully informed (since at least September 2016) that the Purple Turtle (in addition to investing in the development of number 10), planned to expand

their licensed operation relating to the Purple Turtle (number 9) to include the basement of number 10.

Following the issue of the Licence for number 10 (Crazy Horse Café), in or around April 2017, the Police and Licensing Authority provided suggested conditions that they would expect to be attached to any licence granted for the expanded basement (Appendix 2, pages 35 - 40). The Applicant willingly embraced those conditions and expanded them (Appendix 2 pages 41 - 51). The application was then issued.

Disappointingly the “relevant representations” were lodged to the application without any consultation with the Applicant, and since that time, the Authorities have not substantively commented on the amended conditions proposed or on the additional information provided by the Applicant.

Since the representations were lodged, the Applicant has:

1. Suggested additional conditions to clarify the queries of the Licensing Authority (re numbers of door staff and personal licence holders);
2. Attempted to engage with the Licensing Authority and Police to ascertain their remaining concerns to no avail.
3. Confirmed that it was content to reduce the planned increased capacity of 898 to 748 for the bar – so the proposed increase to the current authorised capacity of 648 (under extant Premises Licence 000368) is now only (a maximum of) 100 patrons, notwithstanding the fact that the basement will be almost double the size of the existing basement.

5. *Measures to Rebut the Presumption against the issue of this Licence*

Whilst (for technical legal reasons) a new Licence application has been made (rather than a major variation of the existing Licence 000368) – one clearly cannot ignore the fact that the Purple Turtle venue has had (and will continue to have, until such time as that Licence is surrendered) a Premises Licence which covers the existing bar for longer trading hours than are being sought for the new (expanded) Premises. The existing licence is also subject to much less onerous conditions than have been proposed to support the new Licence. The additional (new) conditions (to support the new Licence and marginal increased capacity) are clearly shown (in blue font) on the draft conditions at pages 41 to 51.

It is equally important to appreciate that:

- Over the last 30 years, the Purple Turtle company (and its owners) has traded successfully without any prosecution for any licensing offence;
- The DPS for the Purple Turtle has been working at the venue for c. 15 years and again is a **respected professional** who has never been prosecuted for any licensing offence. He has been a member of the British Institute of Innkeeping (BII) for over 20 years; sat as Chairman of Reading Pubwatch for 11 years; has held a licence for over 25 years, and also holds SIA Security qualifications.
- Similarly the venue employs **well-respected SIA licensed door staff**.
- Whilst the Venue has offered **considerable additional conditions to support this current application** (46 conditions in total including those relating to 100% bag searches; ID Scan; dispersal provisions etc..., it should not be overlooked that the venue already has, and employs, extensive measures (as detailed in its Operations Manual) which work effectively. No specifics have been given by the authorities concerning why the offered expanded conditions are unacceptable.
- With reference to **Appendix C** to the Licensing Authority's representation (suitable conditions for a new licence premises in a CIP area) – the **Applicant's proposed conditions go beyond the matters listed therein** – see **Appendix 3 (pages 52 – 53)**;
- Considering the modest increase in capacity sought (now 100); the onerous additional measures being offer, it is likely that any incidents of a negative nature will **decrease not increase** – see the chart demonstrating this at **Appendix 4 (page 54)**.
- This is **not** a Review application; **the Bar has never been prosecuted** and the Police acknowledge that it operates as per its current Licenceⁱⁱⁱ.

6. Response to the Representations

The Response to the Representations is at **Appendix 5 (pages 55 – 65)**, although this should be considered together with the above information.

In short, whilst no disrespect to TVP is intended, the TVP statistics and information (provided in the additional information served belatedly and outside of the Representation Period), **does not stand up to scrutiny** as explained in Appendix 5.

In particular, this information:

- Is to a degree, incomplete; inaccurate and misleading^{iv};
- **fails to take account of the footfall** of patrons who attend the current venue per week (approximately 10,000)
- **fails to take into account the likely positives** of expanding the basement of number 9 (with the additional measures in place) including:
 - the fact that less people will be queuing late at night outside the venue due to the last entry condition at weekend that has been volunteered;
 - the 'reduction' in trading hours (from those permitted under the existing Licence; 100% bag search and ID scan etc..).
 - the more diverse entertainment that the larger basement will attract e.g. from the Comedy Circuit.
 - the fact that 'noisier' bands will be able to operate in the basement minimising risk of disturbance to those in the locality.
- **Fails to give any weight to the additional conditions (reflecting the additional measures)** to support the slight increase in the proposed capacity.

The Applicant (by this new Premises Licence application) is now seeking to increase the maximum capacity to **748^v** (inclusive of staff, performers and crew) from its existing authority (under its extant Licence) of 648 – so an increase of **15.4%** for an area (the basement) which will be roughly doubled in size.

The average footfall for the venue (under its current Licence 000368) is around 10,000 patrons per week; applying a simple 15% increase – this would result in an average footfall of 11,500 per week. This increased footfall has to be balanced against:

- a. The reduction in proposed trading hours;
- b. The formal 'last entry' condition of 1:30 am at weekends;
- c. Increased operations on closure – see draft conditions at Appendix 2;
- d. Increased measures on entry to bar - see draft conditions at Appendix 2;
- e. The increased space attracting more diverse entertainment (throughout the week) and with this, a more diverse profile of patrons;

An obvious (but important) consequence of the 'last entry' condition at weekends is that when patrons leave the venue after that time (1:30), the capacity will reduce down from the (potential) maximum (748) in any event. Currently there is no such Licence condition on the

existing Premises licence – so ‘one in; one out’ can be operated (if the PLH wishes) until closure of the venue.

Accordingly notwithstanding the fact that an increase in capacity is sought – which can comfortably be accommodated in a much larger basement space – it would be wrong to assume that it flows from this that there is likely to be an increase in crime and disorder due to (possibly) a few more people exiting on closure. Such an assertion would clearly entirely ignore the more onerous measures which are offered (together with **reduced trading hours**), that are bound to positively impact on the proposed operation.

Conclusions

The Applicant respectfully invites the Committee to consider all of the information provided in support of this application and specifically in rebuttal of the presumption against the grant of the application. It respectfully invites the Committee also to reach the fair conclusion that the modest increase sought in the capacity for the Purple Turtle (once the basement is expanded) of 100 patrons – when viewed in the context of the **reduced licensing hours** which would operate and the onerous conditions which would apply is highly unlikely to result in any negative implications for the promotion of the Licensing Objectives. Indeed the Committee may reasonably form the view that the planned operation under the new Licence (with the enhanced conditions) will **positively enhance** the promotion of those Objectives (in comparison to the operation under the existing Licence).

The Applicant has confirmed that if the new Licence is granted in the terms sought – then it will **surrender its existing Licence** and trade according to the **more restrictive terms of the new Licence** in the intervening period before the expanded basement is ready for use. This means that for that intervening period (which is likely to be around 12 to 18 months) the capacity of the bar will remain at the **existing 648** but the bar will be trading to **shorter hours and with more extensive measures in place**. This will clearly give the management of the bar time to embed the additional provisions before the capacity of the bar is increased slightly when the basement is a much larger space.

Finally whilst the Applicant does not accept the Police’s account of the history of this application (including the meeting in December 2016) – it has readily listened to the Police’s comments; immediately implemented some of the recommendations and adopted the draft conditions provided by them in April 2017. The latter were actually expanded to support the application eventually issued.

The Applicant is also fully cognisant of the difficulties that the Police and Authorities face (as summarised in the Thames Valley Police Business Café report at **Appendix 7 (pages 85- 100)**). It has particular concerns about the wider issues affecting Reading’s Community – particularly the problems Town wide relating to drug use (particularly the use of MDMA); rough sleepers and begging. It also understands that changing social habits – for example the trend of drinking at

home before a 'night out'^{vi} -and that the financial cut-backs in public sector funding make it increasing difficult for the Authorities to implement resources to help tackle the wider social problems.

However this application should be considered on its merits and as against the need to encourage the NTE which in the UK is worth £66 billion to the UK economy – but also provides important non-financial benefits.^{vii}

The Applicant (its owners and its management) have enjoyed a strong partnership with the Authorities over the last 30 years and it is committed to building on that partnership going forward. It 'buys into' the Manifesto for the Night Time Economy "pledges"^{viii} Appendix 6 (pages 66- 84) articulated by Philip Kolvin QC and hopes that it can work (as part of Reading BIDs and otherwise) with TVP, and RBC to make inroads in any areas yet to be achieved for example establishing (as in London) a "night time champion" to drive a planned NTE strategy forward.

The Applicant – its owners and management - adopt an 'open door' approach and will always make time to discuss any particular issues relating to its venue. Over the last 20 + years – it has frequently discussed any areas of concern and has acted upon them – for example any unsatisfactory doorstaff have been dismissed where appropriate. It is hoped that this constructive relationship can continue.

7 September 2017

ⁱ Danny and Greg were voted at number 7 in the 50 most influential people in Reading; Playbuzz February 2017

ⁱⁱ Ms Suzanne Stallard formed jelly in 1993 and over the last 24 years hundreds of artists and designers have worked with her. The gallery has supported numerous creative projects around Reading over the years. Her letter of support to the current application is attached.

ⁱⁱⁱ Page 75 "additional agenda papers", "The assembled were advised that so far as compliance with the Licence was concerned neither Reading Borough Council nor Thames Valley Police had any issues with that."

^{iv} Philip Kolvin QC in his Manifesto for the Night Time Economy warns against the risk to the NTE due to misleading crime statistics being provided – see Appendix 6

^v Originally in the application the Applicant sought an increased capacity of 898 this being the safe capacity advised by its architects and considered appropriate with the additional measures being offered (see section 6). To attempt to reach a compromise which is palatable to the Authorities, the Applicant has confirmed that it is content to seek a modest increase in the basement capacity of only 100.

^{vi} Philip Kolvin QC in his Manifesto for the Night Time Economy warns against the risk to the NTE due to misleading crime statistics being provided – see Appendix 6

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Thursday, 7 September 2017

Letter in support of The Purple Turtle

Danny and Greg's support for jelly over the past 24 years has been invaluable and has given us so much exposure and helping us connect with the local and wider community. Not only through our daytime events but also through our events during the evening period.

Notable events have included:

- Nuit Blanche - this happened for 3 years (2006-2009) supported by the Business Improvement District and was an evening event in October that started as night time began and ended with the dawn starting. Each year the event was curated by a different artist and enabled us to show and exhibit work throughout the town centre, install light features, lead family walks in the middle of the night. This project was further developed by Ed Harcourt and led to an evening performance and sound piece at Oracle Riverside in more recent years.

- Gallery 10 - we used this space as a temporary exhibition space for a number of years for artists to try out and develop new works.

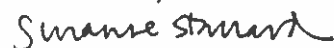
- Walking Words - a series of 9 events as part of Reading's year of culture through January and February 2016. These were programmed at different times of night and day and targeting different audiences. Danny and Greg supported us with advice and exhibiting the work 'Reading's Hidden Waterways' which were a series of night time photos taken of the rivers that flow through Reading under the streets. This culminated in a night time walk (11pm - 1am) on a Saturday night starting at the Holybrook by the library and culminating by The Salvation Army, passing Purple Turtle en route.

- Open for Art - every year since 2014. Danny and Greg have donated the use of 10 Gun Street for us to exhibit work as part of a town centre wide project that runs from Friday 8am until Sunday 11pm, with a series of events.

These events (supported by Purple Turtle) have helped us engage with and develop new audiences, challenge perceptions of what people think Reading's night time economy is about and helped provide us with a safe and secure environment to develop our work.

Danny and Greg (and their wider team) have continued to support and advise us over the years, having a positive impact on the Reading community and helping us develop our ideas, partnerships, and creating a legacy programme.

Yours sincerely



Suzanne Stallard, Director



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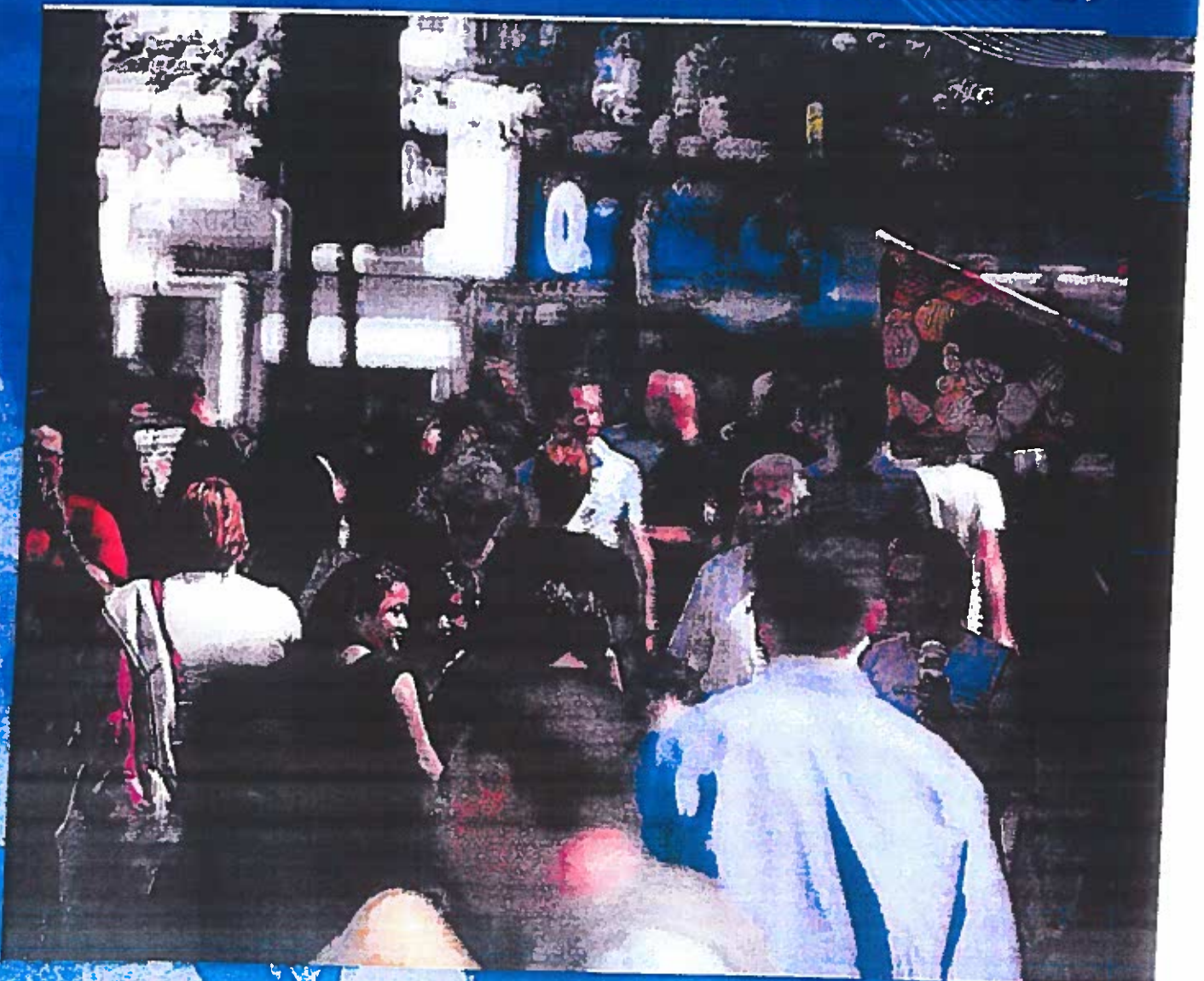
Jelly is an energetic charity championing the creative arts. We have played a strategic role in Reading's cultural life since 1993 – enabling art to appear in unexpected places and creating opportunities for people to look on and join in. We believe in the power of the arts to delight, intrigue, challenge and enrich, and we're committed to forming creative alliances and partnerships that encourage art and cultural life to flourish.

Jelly is a charity limited by
Guarantee number 1100730
Company number 04623660
Registered in England & Wales

READING BUSINESS IMPROVEMENT DISTRICT



BUSINESS PLAN RENEWAL PROPOSAL 2014-19



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What is a Business Improvement District?

A Business Improvement District (BID) is a defined area within which the businesses have voted to invest collectively in local improvements to enhance their trading environment. BIDs provide extra services within their areas, funded via a BID (levy) charge, which is payable by non-domestic ratepayers. BID services are additional to the services provided by the public services and local authority.

See page 16 for the area covered by the Reading BID.

Reading is ranked top UK city for economic wellbeing

Source: EY's Demos Good Growth Index 2013



An ambitious plan for our town centre

Dear BID Business,

In 2005, Reading businesses voted to become one of the first Business Improvement Districts (BID) in the UK. Following the success of the original BID period, businesses in Reading voted to renew and further develop the BID in 2009. This five-year programme is now coming to an end. It has delivered a Reading that is more secure, more attractive and has raised awareness of the town centre's offer to a wider customer base.

We now wish to continue the BID beyond this period. To this end, Reading UK CIC invited the BID Committee to formulate a renewal proposal for 2014-19. For the BID to continue, businesses must vote in favour in a postal ballot between 23 January and 20 February 2014.

Our plan to support and drive the town centre economy for the next five years is an ambitious one. The plan is underpinned by a commitment to preserve and build on the core services already provided by the BID while we develop a vision for the town centre which integrates many more of its stakeholders to create an even stronger town centre identity.

We will:-

- Develop new approaches to combating crime, increasing footfall and supporting the night-time economy
- Maintain the added value additional services that have made the town centre more attractive, more secure and which shoppers, visitors and our own business community have come to expect
- Engage the wider business community located within the IDR and those investing in Reading to create a more cohesive, joined up and better resourced town centre

We have delivered on the objectives and services in the plan you voted for in 2009 and many of our key related achievements are reviewed in this proposal. The proposed BID beyond 2014 will look to build on these successes. We believe a third term, covering 2014 to 2019, will deliver further demonstrable benefits for the business community and offer an exciting future. We have consulted widely. Over 100 businesses in the BID area responded to the consultation and you identified the areas that you feel are important for us to address. We have also come up with new areas of work which you have told us would benefit your business. We will review all the main areas of operation annually to ensure a high level of performance.



This document lays out in detail what the BID has achieved in the last five years and what the next BID will deliver. It also includes a section with all the essential information about the BID, including information on the levy, budgets and legal requirements.

Reading town centre is a vibrant and buoyant economy and it has continued to thrive during the recent recession. The biggest threat to Reading's future is complacency about our relatively strong position. Doing nothing, not investing in our BID again will leave a financial void which can't be filled.

Reading UK CIC has managed and delivered Reading's first two BIDs and is the proposer for the BID renewal. Voting papers will be distributed on 22 January.

On behalf of the businesses in Reading, we urge you to read this proposal and vote YES to the Reading BID 2014-19!

Yours faithfully,

Steve Belam

Steve Belam,
General Manager, Oracle Shopping Centre,
Chair, Reading UK CIC



Your priorities

We have consulted widely among town centre businesses to ask your views on the deliverables from the current BID and what you want from the new BID. In general, you told us you had very high satisfaction levels with current services provided by the BID.

Full details of the consultation is available at www.readingbid.co.uk

This is what you told us was important to your business:

- Increased daytime security where begging and shoplifting predominate
- A need for improved night-time security and safety
- Activity that promotes a safe and welcoming night-time experience in Reading
- Improved communication and networking among BID members, stakeholders and the wider community
- More recycling complementing the weekly cardboard collection
- Improved intelligence, marketing, communication, networking and engagement with key stakeholders
- Continued investment in Christmas in Reading
- Enhanced marketing and promotion of Reading's town centre
- Funded initiatives to maintain the town centre's attractive image such as floral displays and street deep cleansing
- Help drive down costs by collective procurement



Florie Brownfoot
Director, Retail & Leisure,
Hicks Baker

'All business rate payers in the town centre benefit from the result of the additional services that the BID levy provides. To maintain the quality of the town centre environment, the BID levy needs to remain in place.'

BID 2014-19 proposal summary

More secure

Ensure Reading town centre is viewed as a safe place to visit and work by building on the successes of the current BID. Fund an increased investment in PCSOs, continued CCTV operation, the adoption of the Facewatch scheme and work hand in hand with Thames Valley Police to target key security issues.



More connected

The success of the BID will be underpinned by strong collaborative working, and close communication with member businesses through a range of opportunities and channels. A key plank of this strand of the new BID will be the development of timely business intelligence for member businesses.

More attractive

Glorious hanging baskets and the spectacular Christmas lights are among a number of very successful elements of the current BID. We will build on this to develop a series of schemes to ensure the town centre is a clean and attractive place to visit and in which to work, and provide a range of cost effective recycling services to businesses.

More business

Reading UK CIC, on behalf of the BID, will ramp up its marketing and promotion of Reading to the region and beyond. The BID will fund and promote a series of targeted events, marketing initiatives, an increased use of social media and projects which drive footfall to the town centre.

More night-time

A new programme for 2014. We will create a second-tier levy for those businesses operating a licence after midnight to fund additional services to promote and manage a safe and attractive night-time sector.

More ambitious

Reading is bucking the trend in attracting well above average town centre office and residential development. During the lifetime of the next BID, we will investigate the benefits of expanding the scale and scope of the BID area to encompass the whole town centre area within the IDR, in time for BID 4.



Jacqui McMillan
General Manager, Novotel

'Reading town centre is clean, welcoming and safe, day and night. I'm convinced the extras provided by the BID are one of the reasons our guests return again and again.'

Full details of all the planned activity is found on pages 8 to 17.

What the BID has delivered

In the lifetime of the current BID, Reading has been voted one of the most resilient towns in the UK. It continues to have commercial vacancy rates well below the national average and has been named as European Micro City of the Year.

More attractive... More secure... More business

We are very proud of the contribution that the BID has made to the economic success of Reading in the last five years. This section reports on what we set out to achieve in 2009, and what has been delivered to date.

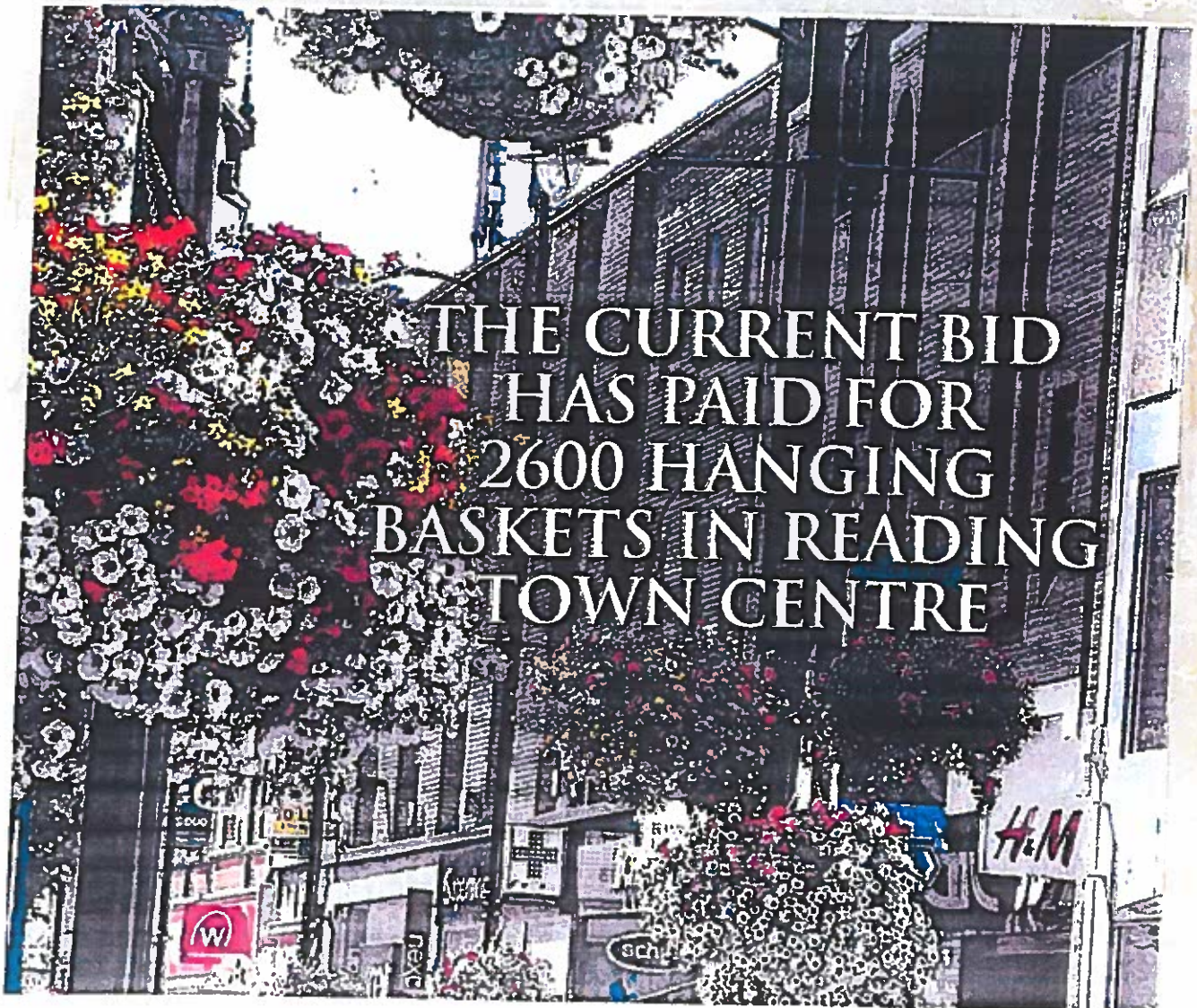
More attractive

We promised

To ensure the town continues to be a clean and pleasant place in which to shop, live and work. We committed to influencing partners and Reading Borough Council to monitor cleaning and streetscape maintenance standards and liaise on utility and construction impact and enforcement of regulations on illegal street trading, leafleting, littering, pigeon control and graffiti removal.

We delivered

- A twice-annual deep clean of the town centre to remove grime and chewing gum
- Regular weekly collection service for cardboard trade waste that makes up 70% of town centre waste
- Additional 2600 floral displays, implementing new planting designs and focal points during the lifespan of the BID



What the BID has delivered

More secure

We promised

Business representation to local authority and police on operational and strategic issues, targeting a fall in crime and encouraging an atmosphere of improved safety.

We delivered

Three additional Police Community Support Officers (PCSO) significantly augmenting the Central Reading Neighbourhood Police Team

Funded an extra CCTV operative to maximise manned coverage in town centre

Influencing of Police tasking meetings and representing town centre priorities relating to the direction of police resources Input with the local authority and Police to improve the quality of pedestrian areas through enforcement of regulations on vehicle access, illegal street trading, intrusive leafleting and fund raising

Bespoke website www.rguide.com promoting Reading's night-time offer and highlighting best safety practice

Night-time economy management through our work with the licenced trade, the police and the licensing authority

Throughout the BID period to 2012, crime in Reading town centre fell across most categories:

- Theft from motor vehicle -68%
- Burglary non-dwelling -18%
- Criminal damage -26%
- Common assault -18%
- Assault with injury -31%
- Wounding +25%
- Shoplifting +4%

Shoplifting remains an issue we plan to address.

More business

We promised

To boost footfall and visitor numbers by creating a strong brand for Reading, a pleasant town ambience, supporting customer service quality standards, developing regular, quirky and innovative crowd-pleasing events and providing cost-saving opportunities.

We delivered

One of the largest and most spectacular Christmas lighting displays in the south east

Town centre events with key themes of food, fashion, children/family, music/cultural and evening economy as well as a supporting season of festive activities

Reading's first marketing campaign specifically supporting the Christmas offer

Bespoke website www.rguide.com promoting Reading's night-time offer

Originated, launched and promoted 'Reading UK' to position and underpin Reading as a brand both nationally and internationally

Bespoke promotions using local and regional media promotional relationships

Customer service initiatives:

- Skills training to enhance retail and hospitality skill levels and offer a quality experience in customer service
- Adopted and promoted the WorldHost standard of customer service. 40 staff from eight businesses have been trained in year one
- Working with BID hotels to deliver an innovative local qualification recognised by hospitality employers



Jo Lovelock
Leader of Reading
Borough Council

'The Reading Business Improvement District has had a positive impact on the town centre since its creation in 2005. Funding from the Reading BID, coupled with in-kind support from the Council, has created an attractive and vibrant heart to Reading.'



James Freeman
Chief Executive Officer,
Reading Transport Limited

'Tens of thousands of people choose to work, shop and visit the town centre every day and the BID has been instrumental in making Reading an ever more positive and attractive place to be. For Reading Buses and for Reading, we support the yes vote.'

Reading is 23rd in the 2012 UK retail rankings, with an estimated spend of £780m

Source CACI



Becky Ottery
Owner, Eclectic Games

'The BID has been brilliant value for money for us. The BID has smartened the town centre up marvellously and does some very good things to promote Reading.'

Business plan 2014-19

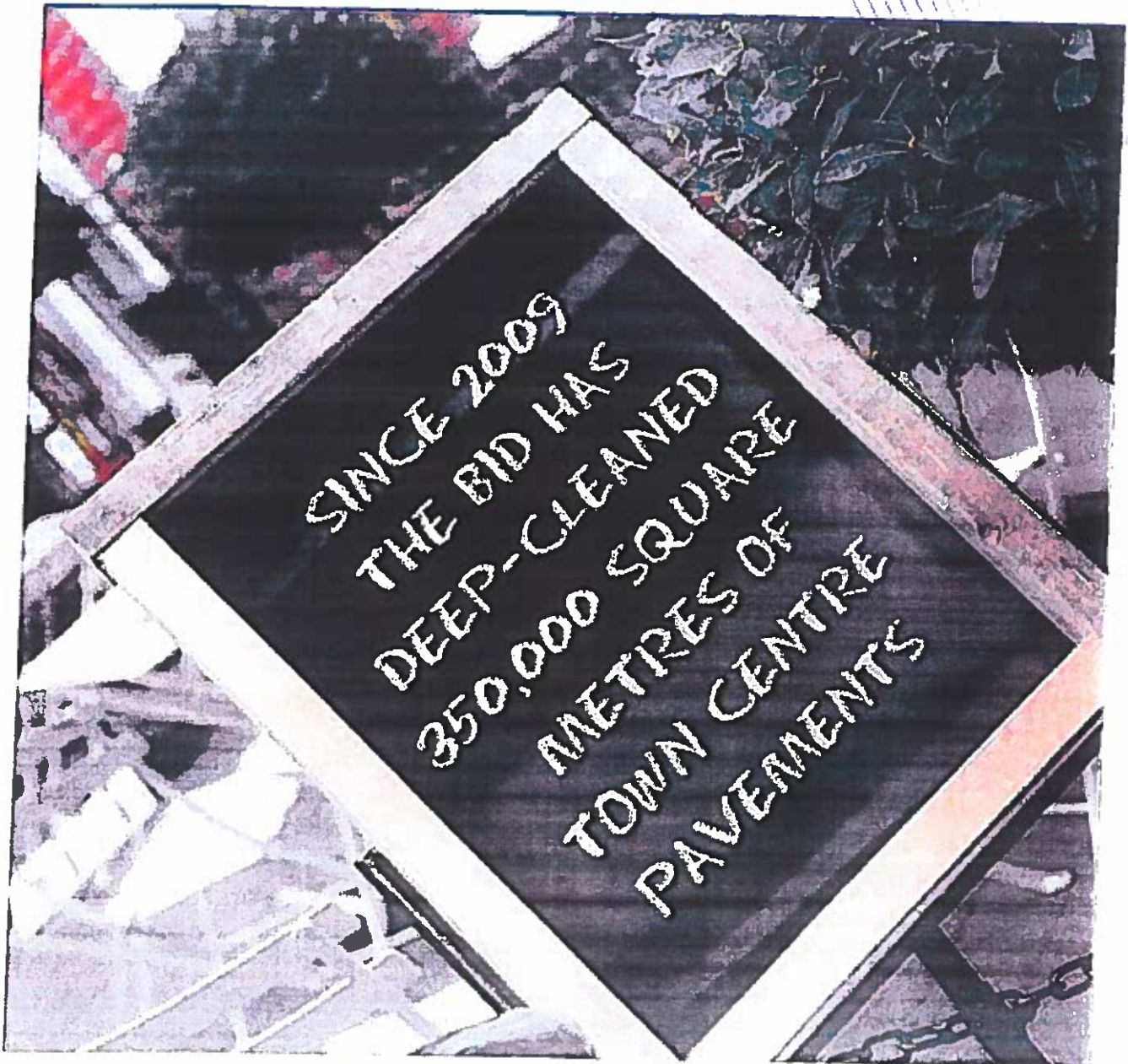
In autumn 2013, we undertook a consultation of businesses, organisations and other stakeholders in the BID area. Over 100 businesses, 23% of the total 453 hereditaments in the BID area, responded directly to the consultation, which took the form of printed, online and face-to-face surveys.

We have produced a proposal which is founded on the essential services that support 'more secure, more attractive and more business', delivers a raft of extra services, supports Reading town centre to become 'more connected', provides for the first time a programme to support the night-time economy and enlarges the BID area to ensure consistency.

The BID renewal is being proposed and will be managed by Reading UK CIC, a partnership of the public and private sector.

To ensure a high level of performance management, an annual review of all service areas will take place, supported by an annual survey of businesses in the BID area. Performance details will be published in the BID annual report.

The current BID concludes on 31 March 2014. If businesses wish Reading UK CIC to continue delivering the improvements that have helped in the transformation of Reading town centre since the first BID in 2005, then you must vote YES in the ballot between 23 January and 20 February 2014.



More secure

- Fund five full time uniformed PCSOs jointly with Thames Valley Police, (an increase of two officers)
- PCSOs to be a visible presence in the town centre with the specific aim of tackling aggressive begging and shoplifting through planned, high profile activities
- Fund one full-time CCTV operative
- Work with businesses and police to reduce crime and anti social behaviour
- Fund and adopt the Facewatch initiative to tackle pick-pocketing, shoplifting and anti-social behaviour. This online reporting system provides CCTV images and case files directly to the Police from businesses
- Support, promote and widen the 24-hour 'townsafe' link radio network
- Jointly fund crime prevention material with partners
- Work with partners to reduce cycle theft
- Work closely with partners including the Crime and Safety Partnership for Reading and the Reading Businesses against Crime Initiative



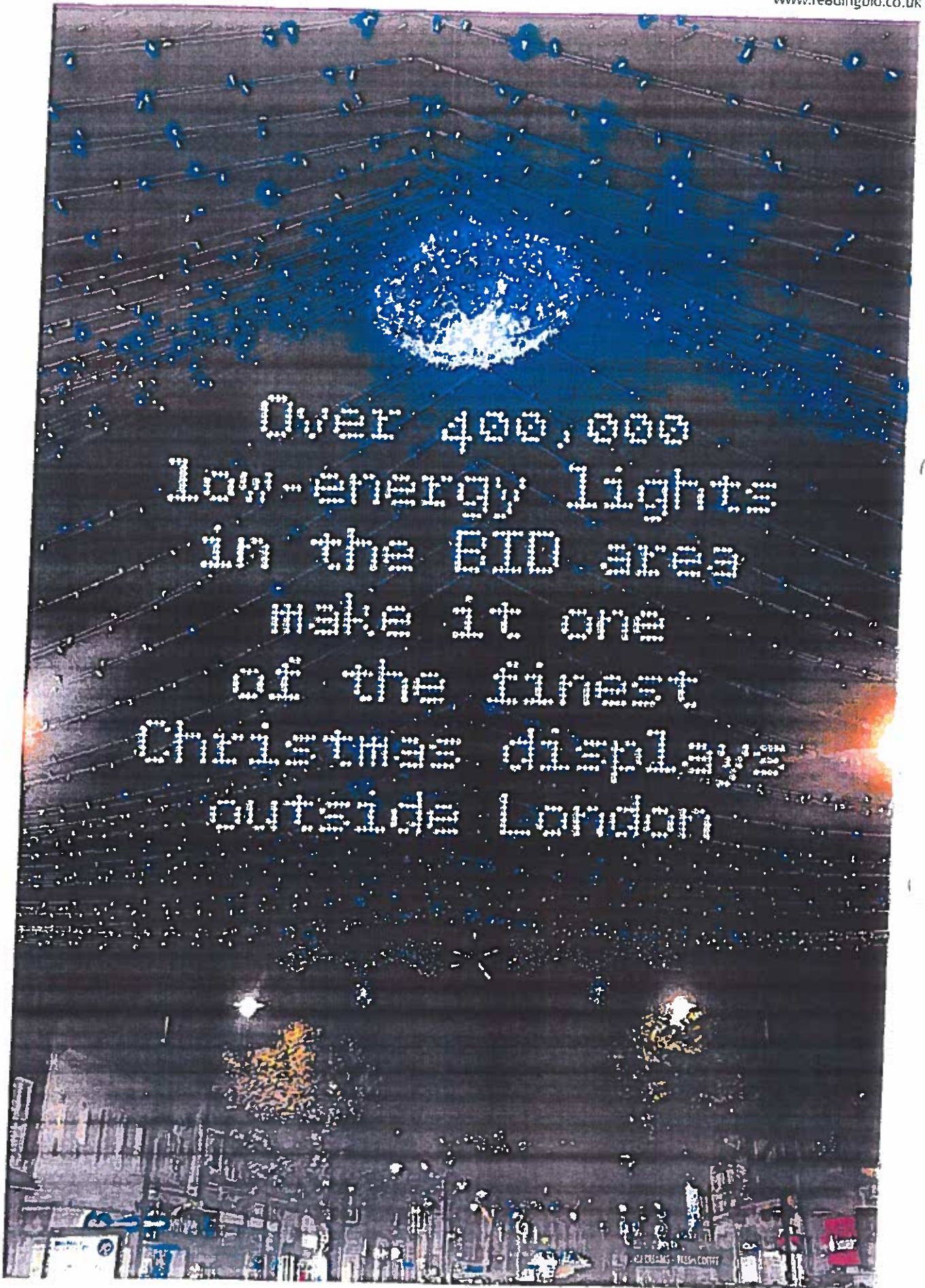
To ensure that the solutions proposed are making an effective contribution to town centre crime, there will be a review of the secure element of the BID proposal at the end of the first year.



Mandy Albary
Owner, Sordley Flowers

By playing an active part in the BID, Sordley Flowers benefits from opportunities to promote our business and reduce our costs. We are proud to be contributing to a flourishing Reading town centre and the friendly, approachable Reading UK CIC staff make it easy for us to play our full part!





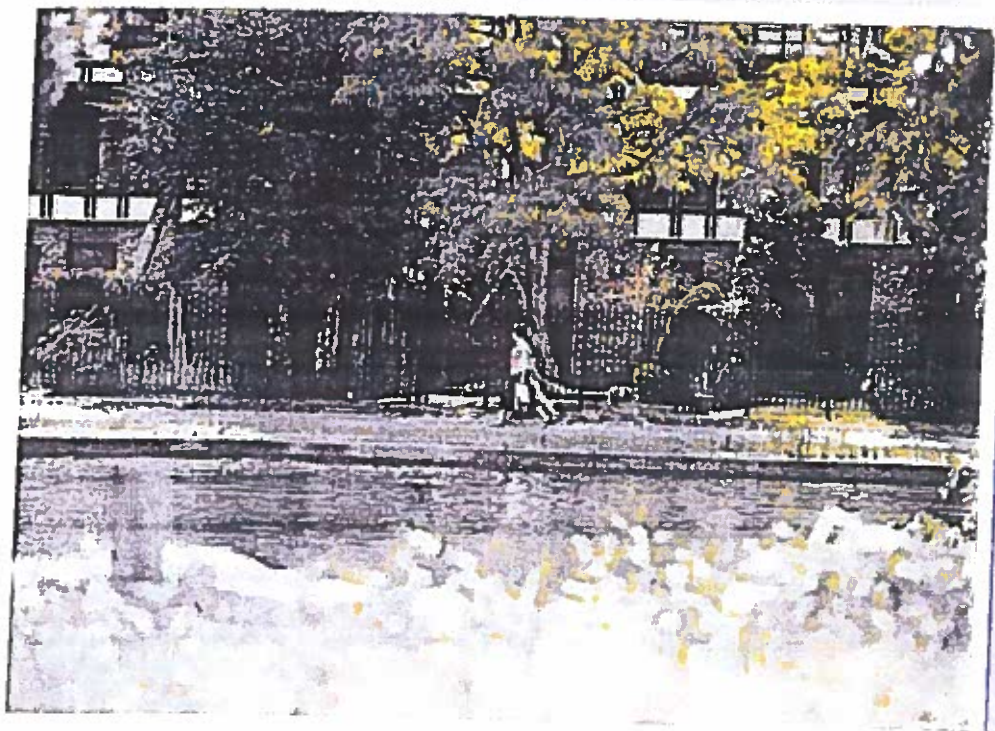
**READING
BUSINESS
IMPROVEMENT
DISTRICT 2014-19**

More attractive

- Increase participation in the weekly cardboard collection scheme
 - Explore developing the recycling scheme to include plastics and other recyclables
 - Regular cleansing and gum removal of town centre pedestrian walkways
 - Upgrade and paint street furniture
 - Provide seasonal floral displays
 - Seek voluntary and sponsorship revenues to add extra seasonal displays
 - Provide helpdesk and graffiti hotline for BID businesses
 - Monitor Council service delivery against the agreed baselines.
- The full Baseline Agreement and accompanying reports, including financials can be seen at www.readingbid.co.uk

Reading is the 19th most popular town/city in the UK for overseas visits (196,000) with the majority being business visitors

Source Visit Britain



Sir David Bell KCB
Vice-Chancellor, University of Reading

'A secure, welcoming and attractive town centre is crucially important both to businesses and visitors alike. A vibrant town centre is a significant draw for those studying and working at the University, their perceptions of the town centre will be shared well beyond Reading.'

More business

- Fund, manage and market Reading's annual Christmas lights
- Find pump prime funding to support key projects as they arise from savings and support from new funders
- Deliver an annual programme of events building on the success of festivals and celebrations instituted in the current BID
- Build more business sector-specific campaigns into the annual events calendar and provide an overarching umbrella for all town centre events
- Partner with 'Reward Your World' and local organisations to deliver a mobile customer loyalty programme
- Execute eye-catching marketing campaigns regionally and nationally to highlight Reading as a leading shopping, business and leisure destination
- Promote Reading through the high-profile use of the Reading UK brand
- Develop www.livingreading.co.uk and social media channels as key channels of communication
- Proactively place stories in regional, national and international media
- Produce and distribute the Reading UK Town Centre map/guide
- Manage, control and licence a range of agreed street activities, such as busking, events, promotions and permissions



Adam Jacobs
owner, Jacobs the Jewellers

The BID has boosted the image of Reading town centre as a great place to work, live and visit by building on solid foundations of security, cleanliness, promotional activity and better links between businesses, we grow Reading's regional reputation.



NEW
FOR BID
2014-19

More connected

During the consultation with the BID area businesses, you told us that you want us to improve communication between the BID and Reading UK CIC, Reading Borough Council, stakeholders, the public and inward investors and therefore we propose to deliver:

- Bi-annual BID member meetings/networking events
- Quarterly newsletters to BID members and interested stakeholders
- BID LinkedIn page
- Enhancement of www.readingbid.co.uk
- Provide professional intelligence/forecasting and information dissemination capability
- Promote and develop Reading as a World Host town
- Enhance the marketing of the BID area with the professional support of a marketing group sub committee
- Maximise Reading UK CIC capabilities to increase communications to potential national and international investors



NEW!
FOR BID
2014-19

More night-time

A second tier levy is planned to those businesses operating a licence after midnight to fund additional services specifically for that sector. The monies raised will be ring-fenced for initiatives to promote the evening and late night economy, reduce crime and disorder and improve safety for the public, staff, the police and premises.

It will fund:

First Stop Bus

Providing a facility for first aid treatment, triage assessment and a place of refuge. BID funding would support ongoing costs of security and the provision of a medical practitioner.

Best Bar None

Audit to ensure that management teams are using best practice in their operations.

Taxi Marshalls

Recruitment, training and deployment of Security Industry Authority registered door supervisors to manage the queues at the two main taxi ranks from 23:00 hours through to 04:00 hours on a Friday and Saturday evening.



Bill Donne
Owner, Monroe's Rib House

"This proposal contains an exciting programme to help maximise the safety and security of the public and staff working in town centre licensed premises at night time. It is great news that revenues to fund the night-time programme will be spent on worthwhile projects!"



**READING
BUSINESS
IMPROVEMENT
DISTRICT 2014-19**

Purple Flag Accreditation

An accreditation scheme that recognises excellence in the management of town and city centres at night. The BID will fund the initial application fee, the annual review fee and provide a fund for marketing the accreditation to the general public.

Reading Street Pastors

These volunteers are part-funded by the BID and will work from the First Stop Bus, engaging with town centre visitors during busy weekend periods.

Pubwatch

Sharing intelligence with officers from Thames Valley Police and Reading Borough Council on licensing and crime.

Doorwatch

Briefing and training for door supervisors.

If you run a licenced premises (alcohol or non-alcohol open at any time of the year after midnight) your charge will include the standard 1% Levy plus the 2% Night-time Levy.




Danny Frafield
Owner, The Purple Turtle

'The Purple Turtle has been an established part of Reading town centre's night time landscape for almost thirty years. We place a very high premium on safety and security and thoroughly endorse what the Night Time Programme will bring.'

Enlarged BID area

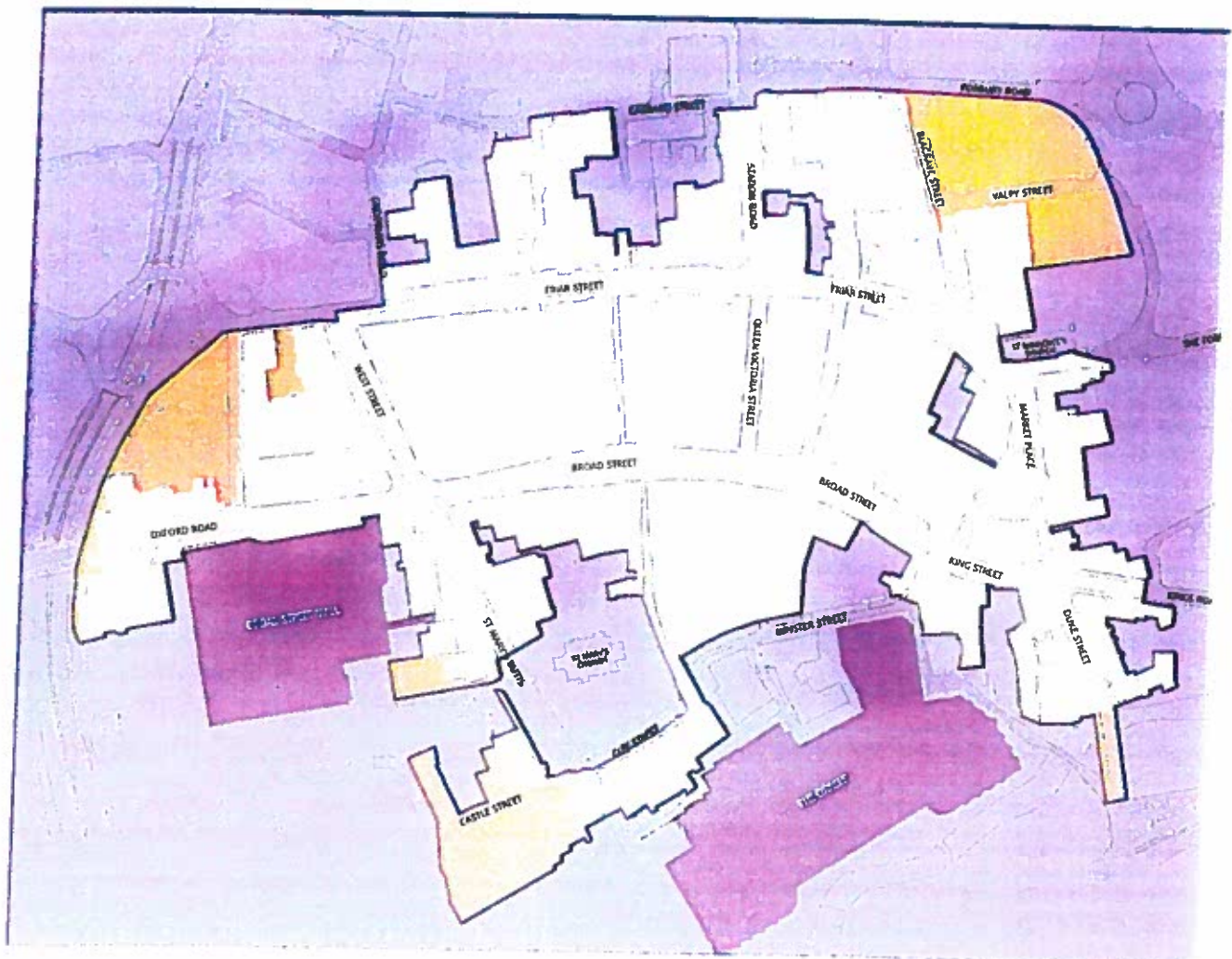
For the new BID, we are proposing slight alterations to the current boundary to fully encapsulate the main retail, financial and hospitality 'quarters' of the town centre. The minor additions close the gaps between the existing BID area and sites that have been or are planned to be regenerated, and it includes licenced premises who will be asked to contribute to the night-time programme (see page 14).

Map key

-  BID 2009-14
-  Additions to BID area for 2014-19

Streets included in BID 2014-19

Blagrove Street, Bridge Street (part), Broad Street, Butter Market, Castle Street (part), Chain Street, Cheapside, Cross Street, Duke Street, Friar Street, Gun Street, Hosier Street, Kings Road (part), King Street, London Street (part), Market Place, Oxford Road (part), Queen's Road (part), Queen Victoria Street, Station Road, St Mary's Butts, The Forbury (part), Union Street and West Street.



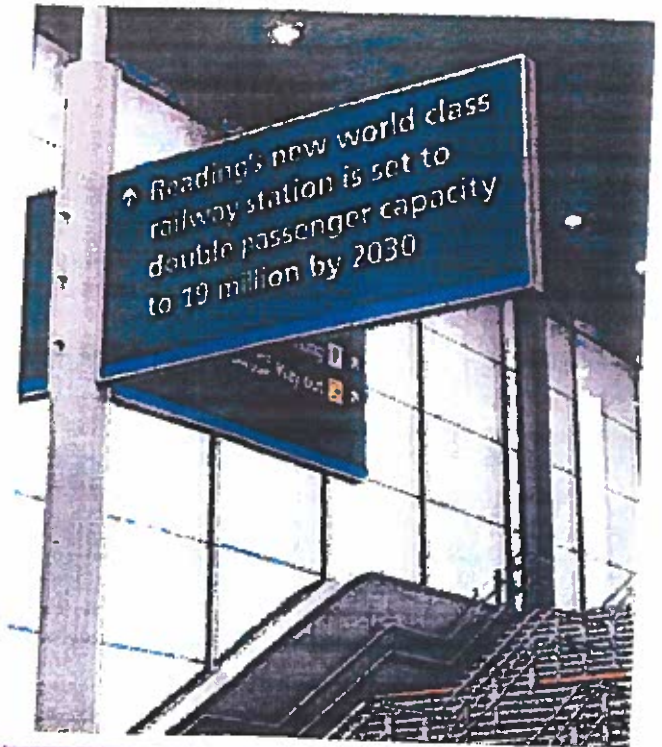
An ambitious vision for Reading's bid beyond 2019

The services and innovations provided by the BID bring direct benefit beyond the Business Improvement District. It has become apparent that the scale and scope of the Reading BID, while impressive, may not meet the needs and expectations of the wider Reading business community over the coming years.

The Next Step

Reading town centre, up to and just beyond the IDR, including the Station area and Kings Road is slowly being filled and regenerated with commercial, office and residential development. In 2013, the Cities Outlook 2013 report from Centre for Cities highlighted the impact of increasing commercial floorspace as a key driver of economic growth in major UK cities. Retail in these major cities is thriving on the back of increased footfall from office workers and residents in and around town centres. Unlike most medium-sized towns, says the report, Reading is bucking the trend and attracting well above average office and residential development. Reading is behaving like a city!

A broader approach is needed along with a re-definition of Reading's town centre that complements business, local authority and stakeholder aspirations. Therefore, during the life of the next BID we will investigate the appetite within business to expand and enlarge the BID area significantly from 2019.



In excess of £800 million is being spent to redevelop Reading station. This work, when complete, will help ensure that First Great Western can continue to play its part in supporting the development of Reading's town centre as a key economic hub in the Thames Valley.

Maggie Holt
Reading Station Manager



Andy Blair
Mayor, City of Reading

'The BID has raised the quality of the centre of Reading to the highest level. The town centre is cleaner, safer, busier and more successful as a result. The cardboard recycling service alone makes the BID great value for money for the businesses that take part.'



Essential information

Bid levy and liability

The initiatives outlined in this business plan can be delivered from an initial levy of 1% of rateable values. The liability to pay the levy is on all hereditaments (listed in the 2013 Non-Domestic Rating List that have a rateable value of £10,000 or more, and that are within the proposed BID area).

What will be the cost to my business?

At a 1% levy, the cost to ALL business in the BID will be:

Rateable value of property	Annual levy	Weekly cost	Daily cost
£10,000	£100	£1.92	£0.27
£20,000	£200	£3.85	£0.55
£50,000	£500	£9.60	£1.37
£100,000	£1,000	£19.23	£2.75
£250,000	£2,500	£48.08	£6.89
£500,000	£5,000	£96.15	£13.74

If you run a licenced premises (alcohol or non-alcohol open at any time of the year after midnight) your charge will include the Night Time Levy (described in this document) made up of 1% as above plus the 2% night-time levy.

Rateable value of property	Annual levy	Weekly cost	Daily cost
£10,000	£300	£5.76	£0.81
£20,000	£600	£11.55	£1.65
£50,000	£1500	£28.80	£4.11
£100,000	£3,000	£57.69	£8.25
£250,000	£7,500	£144.24	£20.67
£500,000	£15,000	£288.45	£41.22

If you would like to find out the rateable value of your business, refer to your rates bill or check it at www.voa.gov.uk

The BID levy, liability and collection

A BID levy of 1% of rateable value will be charged on all hereditaments listed in the local Non-Domestic Rating List, as of 1 January 2014, and which are located within the BID area. No individual hereditament within the BID area will be disregarded or exempted from the BID levy.

The BID levy may increase by an inflationary factor of up to 3% in successive years (eg up from 1% to 1.03% in year 2). The Board will assess if any increase is appropriate each year, giving careful consideration to the economic environment.

In the case of an empty, partly refurbished or demolished hereditament (rateable property) the property owner will be liable for the BID levy, and will be entitled to vote. There will be no void period and every property will pay for all 365 days of the year.

The BID levy will be collected by Reading Borough Council with a provision for installments.

Funding priorities

Reading UK CIC is committed to keeping overhead costs to a minimum and directing most resources to frontline projects and services. It will seek in-kind and pro bono support from partners to cover overhead costs, and voluntary contributions to augment the BID 2014-19 budget.

Financial arrangements and budget allocations

Reading Borough Council will reimburse Reading UK CIC with BID levies on a monthly basis and at a prudent level of contingency. Reading UK CIC will provide Reading Borough Council with quarterly updates detailing expenditure under the BID and cash flows. The BID Committee and Board will receive quarterly updates, as will the auditor.

The BID ballot

Voting entitlement

A ratepayer will be entitled to vote in the BID ballot if they are listed as a non-domestic ratepayer on the date of notice of ballot. The following rules apply: the ballot will have to meet two tests.

1. A simple majority of those voting must vote in favour.
2. Those voting in favour must represent a majority of the aggregate rateable value of those hereditaments that have voted.

Each person entitled to vote in the BID ballot shall have one vote in respect of each hereditament that they occupy or own in the geographical area of the BID on which non-domestic rates are payable.

Commencement and duration of the BID

The BID, if approved, will start on 1 April 2014 and will operate for five years. A postal ballot of business ratepayers in the BID area, based on the list of non-domestic ratepayers, will take place between 23 January and 20 February 2014. The result of the ballot will be published on the Reading Borough Council website on 21 February.

Governance

Who is proposing the BID?

The BID proposer is Reading UK CIC who initiated and managed Reading's previous BIDs. Reading UK CIC is a Community Interest Company limited by guarantee, established in 2005. The Board of Reading UK CIC is made up of founder members of the company, local stakeholders and major financial contributors.

Management of the BID

Reading UK CIC considers the Reading BID an integral part of economic development, and will oversee its delivery. Reading UK CIC will act as the 'BID Body' but will continue to delegate operational control to a committee of the Company's Board of Directors – the BID Committee. The Board appoints the Committee chair and delegates authority to the BID committee to deliver the business plan.

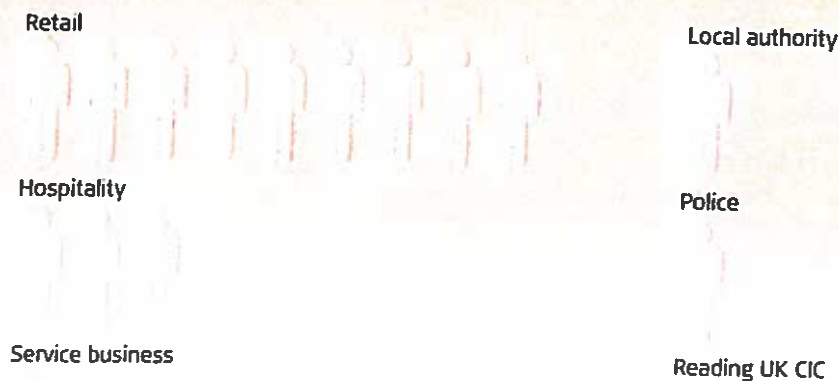
BID committee members are stakeholders and volunteers appointed on an annual basis from representative business, local agency sectors from appropriate geographical areas within the BID. This BID Committee is 'managed' by the BID Manager, who is a staff member of Reading UK CIC. In addition, Reading UK CIC has built in capacity to support the BID in the areas of employment and skills, economic development, marketing and communications.

Variations in the budget can be made by the BID Committee where alterations represent less than a 25% variation of budget. For larger variations, an EGM or AGM will be held.

Reading UK CIC governance structure



Present BID committee



Projections for 5 year budget, 2014-19:

2014 Income (1% levy):	£393,500
2014 Income Night-time programme (additional 2% levy):	£54,000
Total annual projected levy income:	£447,500

Income	Year 1 2014-15	Year 2 2015-16	Year 3 2016-17	Year 4 2017-18	Year 5 2018-19	Totals
BID3 levy at 1% all businesses	382,000	386,000	390,000	394,000	397,000	1,949,000
BID3 Night-time levy at 2%	53,000	54,000	54,000	55,000	55,000	271,000
Voluntary contributions confirmed	23,000	23,000	23,000	23,000	23,000	115,000
Additional voluntary contribution target	24,000	24,000	40,000	40,000	40,000	168,000
Sponsorship target	6,000	6,000	10,000	10,000	10,000	42,000
Total income	488,000	493,000	517,000	522,000	525,000	2,545,000
Expenditure	Year 1 2014-15	Year 2 2015-16	Year 3 2016-17	Year 4 2017-18	Year 5 2018-19	Totals
More night-time	52,000	53,000	53,000	54,000	54,000	266,000
More secure	116,000	118,000	121,000	123,000	123,000	601,000
More business	121,000	123,000	130,000	130,000	132,000	636,000
More connected	40,000	40,000	48,000	50,000	50,000	228,000
More attractive	57,000	57,000	59,000	59,000	60,000	292,000
BID service plan expenditure	386,000	391,000	411,000	416,000	419,000	2,023,000
Management and administration	*81,000	81,000	84,000	84,000	84,000	409,000
Contingency	21,000	21,000	22,000	22,000	22,000	108,000
Total expenditure	488,000	493,000	517,000	522,000	525,000	2,545,000

- Levy income based on a 97% collection rate
- Fixed costs shown under the heading of 'management and administration' will be funded through voluntary contributions where possible and revenues freed will be allocated to extra/expanded agreed projects
- *Management and administration figure of £81k represents 16.5% of projected income, in keeping with the Industry Criteria and Guidance and includes the levy collection charge. Where possible this will be funded through non-BID levy income to release further resource to programmes
- In the event of a Government decision to amend business rates during the lifetime of the next BID, Reading UK CIC will conduct a review of BID finances before determining any course of action
- Expenditure Year 1 actual budget, years 2-5 will be reviewed on a year by year basis

Alteration to bid arrangements

The BID area and the BID levy percentage cannot be altered without an Alteration Ballot.

Management charge as a percentage of total income

Management charge 16.5%

Total income 83.5%

Total expenditure per programme area

Contingency

More attractive

More connected

More business

More night-time

More secure

Existing baseline services

Much is already being achieved through the activities and resources of Reading Borough Council and Thames Valley Police. To ensure that BID resources are directed towards delivering real added value, a Partnership and Services Agreement has been prepared to secure the ongoing commitment of Reading Borough Council and Thames Valley Police, and define baseline service specification and performance monitoring arrangements. Reading UK CIC will not only be committed to monitoring these baseline standards, but also to pursuing higher standards where possible.

The agreement will, in practice, provide an essential input into the annual BID business planning process. The baseline services cover the following categories:

- Police
- Street lighting
- CCTV
- Street cleansing
- Graffiti and fly posting
- Highways and street furniture maintenance
- Gully emptying
- Licensing and enforcement of street trading
- Promotions, events and marketing
- Reading Borough Council provides other services on a Reading-wide basis, which, while not possible to baseline for their specific impact in the BID area, will have significant implications for existing and future investment in the area. The agreement seeks to promote effective engagement and dialogue between Reading UK CIC and Reading Borough Council on matters of mutual interest

See www.readingbid.co.uk for Partnership and Services Agreement and full baseline services.

Frequently asked questions

Will the levy be adjusted for inflation?

The levy will be subject to an annual adjustment in line with the (All Items) Retail Price Index, to account for inflation, up to a maximum of 3% on the previous year's levy.

Are the major shopping centres in the BID area?

The Oracle and Broad Street Mall shopping centres are not in the BID area. However, they both have units that face directly onto the BID area, which cannot be accessed by customers from within the shopping centre. These businesses will be charged the levy, and the same principle will apply to centres and arcades such as Kings Walk, Harris Arcade and Bristol & West Arcade. Both shopping centres pay a voluntary levy through their management companies on behalf of their tenant businesses.

Who collects the levy?

In accordance with the regulations, the Reading BID levy will be collected by Reading Borough Council on an annual basis and the funds transferred to Reading UK CIC net of collection costs. Final yearly accounts will be produced and submitted to Companies House by Reading UK CIC.

When will I need to pay?

The levy will be due in full on 1 April each year that the Reading BID is in operation, and will be invoiced on a separate bill from the business rates.

Will the levy change as a result of a rating valuation appeal?

There will be no adjustments during the year to reflect changes in individual rating values due to appeals. Changes in rating values will be reflected in a corresponding change to the levy collected from the appropriate properties in the following year.

Will new businesses be liable for the levy?

Where a new assessment is brought into the rating list (e.g. a newly erected property, a refurbished property or a property resulting from a split or merger), the BID levy will be due on the new assessment from the effective date of the entry in the rating list, and the BID levy will be apportioned accordingly. Where there was no liable person as at 1 April of each financial year, the liable person as at the effective date of the rating list entry will be liable to pay the BID levy for that year.

What will happen following a removal from the rating list?

Where a property is taken out of rating (e.g. due to demolition or a split or a merged assessment), the BID levy will be due up to the date of the removal from the rating list and the annual BID levy will be apportioned accordingly.

Will there be discounts for empty properties?

For empty properties, there is no void period. Charities receiving mandatory charitable relief will be entitled to 80% relief on their levy.

How will the BID ensure recovery action?

During the last five years of the Reading BID, Reading Borough Council – as Billing Authority – achieved an average collection rate of 97.3%. Write-off action has only been authorised by Reading UK CIC's BID Committee after extensive and thorough recovery action has been exhausted. Nevertheless, Reading UK CIC will make a provision for non-collection of levy and a prudent contingency will be established in each financial year. In the event of non-payment, Reading Borough Council will issue appropriate reminders, summons will be issued and court action may be taken, for which extra costs will become payable by the levy payers concerned.

What is the relationship of the 'Reading UK' brand to the BID?

'Reading UK' is the brand name adopted by the Business Improvement District (BID) covering Reading town centre, and is the branding used for the delivery of all events, services and marketing undertaken by Reading UK CIC.

How to vote

A postal ballot of business ratepayers in the BID area will take place between 23 January and 20 February 2014. On 9 January, the Notice of Ballot along with a Ballot Statement outlining the key points of the BID proposal will be sent to the voting contact for your business.

Your ballot paper will reach the named BID voting contact for your business on 23 January and must be cast and returned by 5pm on Thursday 20 February 2014.

ERS is the designated independent electoral organisation carrying out the election on behalf of Reading Borough Council.

For more information on the ballot process or the business plan proposal for the next Reading Business Improvement District, contact the BID Manager, Bobby Lonergan, on 0118 900 1623 / bid@livingreading.co.uk

If you want Reading's success to continue you must vote YES for the BID 2014-19.



The commercial vacancy rate in Reading stands at 11.24%, 28% below the national average

Sources Hicks Baker and Local Data Company



BID 2014-19 will
invest £2.5 million
in making the
Reading BID area
more secure, more
attractive, more
connected, support
the night-time
economy and help
grow your business

Win
well
Over
Be
the l



VOTE YES!

Reading Business Improvement District is proud of the BID achievements to date. If you want Reading's success to continue, you must vote yes for the next BID.

Find out more:

Reading UK CIC
Davidson House
Forbury Square
Reading RG1 3EU
T 0118 900 1623
E bid@livingreading.co.uk
www.readingbid.co.uk



Conditions Agreed with Thames Valley Police.

Public Safety

CCTV

1. A CCTV system shall be installed, in accordance with current or amended Home Office Code of Practice for Digital CCTV Systems. The system shall be maintained and operated correctly to the satisfaction of Thames Valley Police, (TVP) ensuring **ALL** licensed areas of the premises (except toilet facilities) are monitored, including all entry and exit points enabling frontal identification of every person entering and in any light condition.
2. All cameras shall continually record whilst the premises are open to the public and the recordings shall be kept and available for a minimum of 31 days with time and date stamping and except for mechanical breakdown beyond the control of the proprietor shall be made available upon request to the authorised officers of (TVP) Reading Borough Council (RBC). Any breakdown or system failure will be notified to TVP immediately and remedied as soon as practicable. Any request from (TVP) or RBC for a recording to be made for evidential purposes must be carried out immediately.
3. Recordings shall be made available to an authorised officer of TVP or an authorised officer of RBC together with facilities for viewing **with immediate access by a person qualified to operate the system.**
4. A sign advising customers that CCTV is in use shall be positioned in a prominent position. A fully trained person who can operate the system shall be available at all times when the premises is open to the public.

Door Staff

1. A register of Door Staff shall be kept. The register must show the following details:
 - Full SIA registration number.
 - Date and time that the Door Supervisor commenced duty, countersigned by the Designated Premises Supervisor or Duty Manager.
 - Date and time that the Door Supervisor finished work, countersigned by the Designated Premises Supervisor or Duty Manager.
 - Any occurrence or incident of interest involving crime & disorder or public safety must be recorded giving names of the Door Supervisor involved.
 - A record of the number of patrons on site shall be made half hourly in the door register.
2. The Door Supervisor register shall be kept at the premises and be available for inspection by an authorised officer of TVP, or an authorised officer from RBC and shall be retained for a period of 1 year.
3. Door Staff shall be clearly identifiable at all times whilst on duty and display Hi-Visibility personalised armbands containing their SIA badge.

4. Door Staff shall receive Vulnerability. This training shall formally take place once every 6 months and signed records of this training shall be maintained. These records shall be kept for a minimum of 1 year and shall be made available to any authorised Officer of TVP or an authorised Officer of RBC.

Search Policy

1. The Premises Licence Holder shall implement a 100% search policy in a written format agreed with TVP, to prevent illegal weapons and drugs being brought onto the premises, including search, detection, confiscation, storage and disposal of drugs procedures.
2. Notices shall be displayed advising the public that the right to conduct an outer body search is reserved as a condition of entry, and that the TVP shall be informed if anyone is found in possession of illegal drugs or offensive weapons.

Clubscan Device

1. At all times the premises is operating under the terms and conditions of the premises licence the Premises Licence Holder shall ensure all customers, non-regular staff, promoters and performers entering the premises are to have their details verified by an ID Scan Device. This condition shall not apply to headline performers whose identity is already known.
2. The ID Scan Device shall record the names and dates of birth of all persons entering the premises and retain the image and details of the ID. These records shall be kept for a minimum of thirty one days and shall be made available to any authorised Officer of TVP or an authorised Officer of RBC.
3. Records shall be made available to an authorised officer of TVP or an authorised officer of RBC together with facilities for viewing **with immediate access by a person qualified to operate the system.**
4. Any breakdown or system failure will be notified to TVP immediately and remedied as soon as practicable.

Drugs Initiative

1. The Premises Licence Holder shall implement an active policy, agreed with Thames Valley Police, (TVP) to prevent illegal weapons and drugs being brought onto the premises, including search, detection, confiscation, storage and disposal of drugs procedures.
2. The venue shall also actively partake in drugs initiatives run by TVP (including, but not exclusively, drug itemiser, passive drug dogs and spiked drinks campaigns).

Townsafe Radio

1. The Premises Licence Holder shall participate in the Local Town Radio Scheme when the premises are opened for licensable activities after 2100hrs Monday to Sunday inclusive.

Staff Training

1. The Premises Licence Holder shall ensure that all staff employed in the sale of alcohol shall be trained in their responsibilities and a record of their training shall be maintained.

These records shall be made available to any authorised Officer of TVP or an authorised Officer of RBC. This training shall formally take place once every 6 months and signed records of this training shall be maintained. These records shall be kept for a minimum of 1 year and shall be made available to any authorised Officer of TVP or an authorised Officer of RBC.

Incident Book

1. An incident book shall be used to record details of incidents that occur in and around the venue. The incident book shall truly reflect what has occurred and shall be specific in detail. If incidents involve members of staff, including Door Staff their names shall be entered onto the log book. All incidents shall be signed off either by the Designated Premises Supervisor (DPS) or the nominated individual when the DPS is not on site.
2. All visits by an enforcement authority, all refusals of service, shall be recorded. The incident book shall be retained for a period of six months and shall be made available on request to any authorised Officers of TVP or authorised Officers of RBC.

Drinks

1. The Premises Licence Holder shall ensure that a system of preventing drinks being taken from the building by customers other than to the beer garden or any other enclosed area which is adopted and maintained. The Premises Licence holder shall prevent customers from leaving the premise with any alcoholic or non alcoholic drinks from the Premises in open containers (e.g. glasses, opened bottles, & cans).

Operation of the Premises

Last Entry

1. The Premises Licence Holder shall ensure that no new customers shall be permitted entry to the venue after 01.00 a.m. Re-admission to existing customers to retrieve personal belongings and those who have gone outside to use the smoking area is permitted, subject to a search by the Door Staff prior to being let in.

Music

1. All recorded music shall be reduced to a background level thirty minutes prior to the time the premises is required to be closed to the public.

Capacity

1. The maximum capacity of the venue is six hundred and forty persons inclusive of members of staff and any persons providing Regulated Entertainment and crew.

Dispersal Policy

1. A written closure and dispersal policy, agreed with TVP, for controlling the closing of the premises and the departure of customers at the conclusion of the licensed activities shall be put in place and shall be actively operated. This policy shall be made available to any authorised Officer of TVP or an authorised Officer of RBC. The policy shall whilst dealing with the dispersal of patrons the door staff shall wear full high visibility vests.

2. The Premises Licence holder shall ensure notices are predominantly displayed at all exit points to advise customers that the area surrounding the premises is an Alcohol Restriction Zone.

Noise

1. The licensee shall ensure that no noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which in either case gives rise to undue disturbance to local residents;

Protection of Children from Harm

Challenge 25

1. The premises shall at all times operate a challenge 25 policy to prevent any customers who attempt to purchase alcohol and who appear to staff members to be under the age of 25 years without having first provided identification.
2. Only a valid British driver's licence showing a photograph of the person, a valid passport, proof of age card showing the "PASS" hologram or Military Identity Cards are to be accepted as identification.
3. Notices advertising the Challenge 25 and proof of age policies shall be displayed in prominent positions on the premise.

Note: Military ID Cards are not to be seized

4. Children shall not be permitted in the venue after 19.00 p.m.

Conditions Agreed with Environmental Protection

1. All external doors and windows must be kept closed, other than for access and egress, when events involving amplified music or speech are taking place.
2. The placing of refuse - such as bottles - into receptacles outside the premises shall only take place between the hours of 08.00hrs and 21.00hrs.
3. Periodic observation of the noise level and the likelihood that it will cause disturbance, shall be undertaken by a member of staff at the boundary at reasonable and regular intervals and logged. This log must be made available for inspection by an Authorised Officer.
4. The logbook must set out: time and date of observation; observer; observation of noise level i.e. either A: satisfactory level of noise unlikely to cause disturbance, or B: unsatisfactory level of noise, likely to cause disturbance; and if the level of noise is unsatisfactory, the action taken to resolve situation.
5. During operating hours, the licensee or a nominated representative shall be available to receive and respond to nuisance-related complaints. A contact number shall be readily available to residents upon request.

Conditions Agreed with Environmental Health

1. In the event of the premises closed for alterations, additions, and repairs or decorating they shall not be reopened until the consent of the Council has been obtained.
2. Except with the prior consent of the Council no work in connection with any alterations, repairs or decorating in areas occupied by the public or performers should be carried out while the public or performers are on the premises.
3. If the Council so require, the premises shall be closed to the public until the work has been completed.

N.B. Any consent given by the Council for licensing purposes does not exempt you from the need to obtain Planning Permission or Building Regulations Approval. Nor does consent given by the Council relieve the Designated Premises Supervisor of the necessity to seek a variation in the terms of the licence e.g. increase in the permitted numbers or variation of hours, and if required by the Council, of Advertising that application.

4. The toilets shall be kept in a clean and well maintained condition.
5. All wash hand basins shall be provided with a supply of hot and cold running water, soap, a suitable means of drying hands and, if necessary, waste bins.
6. All parts of the premises, including any external areas, storage areas etc... and external means of escape from the premises shall be kept in a clean condition to the satisfaction of the Council.

Sue Dowling

From: Stuart McNaught <stuart@purpleturtlebar.com>
Sent: 31 August 2017 11:13
To: Sue Dowling
Subject: Fwd: Amended Conditions
Attachments: Turtle Cons 30 Mar 17.doc

----- Forwarded message -----

From: "King Mike" <Mike.King@thamesvalley.pnn.police.uk>
Date: 30 Mar 2017 12:47
Subject: Amended Conditions
To: "Stuart McNaught" <stuart@purpleturtlebar.com>
Cc: "Wheeler Simon" <Simon.Wheeler@thamesvalley.pnn.police.uk>, "Narancic, Peter" <peter.narancic@reading.gov.uk>, "French, Richard" <Richard.French@reading.gov.uk>

Good Afternoon All

Please find attached the conditions I am proposing to the DPS. Having spoken to him he has agreed that they do need updating to the extent that the ones from Env Protection and Health may be reduced as they are covered by other Primary Legislation. He may get back to me with some amendment to the wording which we can discuss.

Regards,

Mike

Mike King | Licensing Officer | Thames Valley Police | Reading & West Berkshire Local Police Areas |
Reading Police Station, Castle Street, Reading, RG1 7TH | Telephone | Internal 7516353 | External **01189
536353** | Mobile **07800 703310**



Draft conditions as at 7 September 2017

Note:

Light blue conditions are an expansion/variant of the conditions on Licence 9000368

Dark blue conditions are entirely new and do not appear on the existing Licence, and are offered in support of the new Licence application, and to rebut CIP presumption.

Public Safety

CCTV

1. A CCTV system shall be installed, in accordance with current or amended Home Office Code of Practice for Digital CCTV Systems. The system shall be maintained and operated correctly to the satisfaction of Thames Valley Police, (TVP) ensuring all licensed areas of the premises (except toilet facilities) are monitored, including all entry and exit points enabling frontal identification of every person entering and in any light condition.
2. All cameras shall continually record whilst the premises are open to the public and the recordings shall be kept and available for a minimum of 31 days with time and date stamping and except for mechanical breakdown beyond the control of the proprietor shall be made available upon request to the authorised officers of (TVP) Reading Borough Council (RBC). Any breakdown or system failure will be notified to TVP immediately and remedied as soon as practicable. Any request from (TVP) or RBC for a recording to be made for evidential purposes must be carried out immediately.
3. Recordings shall be made available to an authorised officer of TVP or an authorised officer of RBC together with facilities for viewing with immediate access by a person qualified to operate the system.
4. A sign advising customers that CCTV is in use shall be positioned in a prominent position. A fully trained person who can operate the system shall be available at all times when the premises is open to the public.

Door Staff and Personal Licence Holders

5. To aid the promotion of the Licensing Objectives, the Premises Licence Holder will ensure that:
- (a) at least one Personal Licence Holder is on duty on each level (the ground floor and/or the basement), in which a bar is operational; and
 - (b) the following minimum number of SIA licensed security staff will be on duty at the Premises as per the table below:

Day of week	Minimum when basement bar in use	From 21:00	From 22:00/23:30/24:00 increasing to	Minimum security staff at closure:
Sun into Mondays	-	2	6	6
Mon/Tues		2	6	6
Tues/Wed		2	5	5
Wed/Thurs		2	5	5
Thurs/Friday		2	6	6
Friday/Sat		2	9	9
Sat/Sun		2	9	9

6. A register of Door Staff shall be kept. The register must show the following details:
- a. Full SIA registration number.
 - b. Date and time that the Door Supervisor commenced duty, countersigned by the Designated Premises Supervisor or Duty Manager.
 - c. Date and time that the Door Supervisor finished work, countersigned by the Designated Premises Supervisor or Duty Manager.
 - d. Any occurrence or incident of interest involving crime & disorder or public safety must be recorded giving names of the Door Supervisor involved.
 - e. A record of the number of patrons on site shall be made half hourly in the door register.
7. The Door Supervisor register shall be kept at the premises and be available for inspection by an authorised officer of TVP, or an authorised officer from RBC and shall be retained for a period of

1 year.

8. Door Staff shall be clearly identifiable at all times whilst on duty and display Hi-Visibility personalised armbands containing their SIA badge.
9. Door Staff shall receive Vulnerability training. This training shall formally take place once every 6 months and signed records of this training shall be maintained. These records shall be kept for a minimum of 1 year and shall be made available to any authorised Officer of TVP or an authorised Officer of RBC.

Admission Policies

Search Policy

10. **The Premises Licence Holder shall implement a written search policy (following discussion with TVP), to minimise the risk of illegal weapons and drugs being brought onto the premises, including search, detection, confiscation, storage and disposal of drugs procedures. The search policy shall provide, as a minimum:**
 - a) For 100% bag search of all customers attempting to enter the premises, from when the PLH's Security personnel start shift;
 - b) For random searches of any customer when considered appropriate by PLH's Security personnel or PLH Management based on risk assessment of the night in question;
 - c) For the operation of intelligence lead searches of any customer as required.
11. **Notices shall be displayed advising the public that the right to conduct an outer body search is reserved as a condition of entry, and that the TVP shall be informed if anyone is found in possession of illegal drugs or offensive weapons.**

Challenge 25 and ID SCAN

12. At all times that the premises is operating under this licence, the Premises Licence Holder shall ensure that its staff operate a Challenge 25 Policy (to minimise the risk of alcohol being sold to underage customers). This Policy shall (as a minimum provide) that before entry (or

alternatively, before any sale of alcohol), any person who appears to be under the age of 25 will be required to produce photo ID in the form of a passport; driving licence, UK Military ID card; PASS (or similar) card to prove that he/she is over the age of 18, before being permitted.

13. Notices advertising the Challenge 25 and proof of age policies shall be displayed in prominent places in the premises so that they can be seen internally and externally.

14. Children shall not be permitted in the premises after 19.00.

15. ID SCAN shall be available as a condition of entry and specifically the PLH's staff shall :

- a) operate 100% ID Scanning for all customers from 24:00 Friday & Saturday; and
- b) from when its security personnel start shift, daily operate an ID scan of all customers reasonably thought to be under 25; and
- c) shall ID scan any potential customer of any age at any time in large groups or intelligence lead.

"Customer" for the purposes of this condition shall include any patron; non-regular Staff, promoters and performers entering the premises. This condition shall not apply to headline performers and regular staff members whose identity is already known to PLH staff.

16. The ID Scan Device shall record the names and dates of birth of all persons entering the premises and retain the image and details of the ID. These records shall be kept for a minimum of thirty one days and shall be made available to any authorised Officer of TVP or an authorised Officer of RBC.

17. Records shall be made available to an authorised officer of TVP or an authorised officer of RBC together with facilities for viewing with immediate access by a person qualified to operate the system.

18. Any breakdown or system failure will be notified to TVP immediately and remedied as soon as practicable.

Measures to minimise the risk of entry of intoxicated customers

19. **The PLH shall have a breathalyser unit available for Security staff to use at their discretion as an aid to determine the intoxication of customers trying to gain entry.**

Drugs Initiative

20. **The Premises Licence Holder shall implement an active policy, agreed with Thames Valley Police, (TVP) to prevent illegal weapons and drugs being brought onto the premises, including search, detection, confiscation, storage and disposal of drugs procedures.**
21. **The venue shall also actively partake in drugs initiatives run by TVP (including, but not exclusively, drug itemiser, passive drug dogs and spiked drinks campaigns).**

Town-safe Radio

22. **The Premises Licence Holder shall participate in the Local Town Radio Scheme when the premises are opened for licensable activities after 2100hrs Monday to Sunday inclusive.**

Staff Training

23. **The Premises Licence Holder shall ensure that all staff employed in the sale of alcohol shall be trained in their responsibilities and a record of their training shall be maintained. These records shall be made available to any authorised Officer of TVP or an authorised Officer of RBC. This training shall formally take place once every 6 months and signed records of this training shall be maintained. These records shall be kept for a minimum of 1 year and shall be made available to any authorised Officer of TVP or an authorised Officer of RBC.**

Incident Book

24. **An incident book shall be used to record details of incidents that occur in and around the venue. The incident book shall truly reflect what has occurred and shall be specific in detail. If incidents involve members of staff, including Door Staff their names shall be entered onto the**

log book. All incidents shall be signed off either by the Designated Premises Supervisor (DPS) or the nominated individual when the DPS is not on site.

25. All visits by an enforcement authority, all refusals of service, shall be recorded. The incident book shall be retained for a period of six months and shall be made available on request to any authorised Officers of TVP or authorised Officers of RBC.

Drinks

26. The Premises Licence Holder shall ensure that a system of preventing drinks being taken from the building by customers other than to the beer garden or any other enclosed area which is adopted and maintained. The Premises Licence holder shall prevent customers from leaving the premise with any alcoholic or non-alcoholic drinks from the Premises in open containers (e.g. glasses, opened bottles, & cans).

Operation of the Premises

Hours of Operation and Entry restrictions

27. The terminal hour for cessation of alcohol on Fridays, Saturdays & Mondays shall be 03.30, with closure at 04.00. On Sundays, Tuesdays, Wednesdays & Thursdays the terminal hour will be 03.00 with closure at 03.30.
28. Save for LWE Card-holders (who can gain entry subject to condition 28), the PLH shall ensure that no new customers shall be permitted entry to the premises after 01.30 on Saturday and Sunday mornings. Re-admission to existing customers to retrieve personal belongings and those who have gone outside to use the smoking area is permitted, subject to a search by the Door Staff prior to being let in.
29. For a "late worker" (being a person who works (full-time; part-time; on an ad hoc or shift basis) beyond midnight) to gain access to the premises between 01:30 and 03:00 Saturday or Sunday mornings, he/she shall have to show to the DPS or Duty Manager a valid 'Late Worker Entry' card ("LWE card"). Further:
- a. To obtain a LWE card, he/she shall (in advance of his/her first late night entry) attend at the Premises and shall provide the DPS (or his nominated Deputy) with:

- a. A passport photo showing his clear image;
 - b. Form of ID with photo (e.g. passport or driving licence) stating his/her home address;
 - c. Documentary evidence to show that he/she is a "late worker" (for example a recent payslip showing hours of work; contract of employment; offer letter; shift pattern on email) – with details of the employer(s) for whom he/she works.
 - d. A completed LWE Card application form (providing the information at Appendix A).
- b. Provided that the DPS/his nominated deputy has a genuine belief based on the documentation provided that the Individual qualifies as a late worker, he may issue him/her with a sealed, numbered LWE card (with photo included) for late night entry for a period of one year from date of issue. The LWE card shall provide that:
- i. It must be shown to the DPS; Duty Manager or Head of Security before Late Entry will be permitted, along with formal ID.
 - ii. The DPS/Duty Manager will record his/her late night entry in the LWE Record
 - iii. The date of expiry;
 - iv. That the Management of the Purple Turtle can withdraw the LWE Card at any time;
 - v. That entry is not guaranteed
 - vi. The LWE Card is not transferable and if misused will be revoked;
 - vii. That on transfer of the Premises Licence to any Third Party (other than to an associated company of Purple Turtle Holdings Ltd) the LWE card will cease to be effective.
- c. That the Premises Licence Holder/DPS will keep a daily LWE Record of any late worker entry (available for inspection to authorised officers of Reading Borough Council and TVP on reasonable request) recording:
- i. The name of the LWE Card Holder;
 - ii. The formal ID against which the LWE Card was checked
 - iii. The LWE Card number
 - iv. The date and time of entry

Music

30. All recorded music shall be reduced to a background level thirty minutes prior to the time the premises is required to be closed to the public.

Capacity

31. The maximum capacity of the venue is **748** inclusive of members of staff; security and any persons providing Regulated Entertainment (and crew).

Dispersal Policy

32. A written closure and dispersal policy, agreed with TVP, for controlling the closing of the premises and the departure of customers at the conclusion of the licensed activities shall be put in place and shall be actively operated. This policy shall be made available to any authorised Officer of TVP or an authorised Officer of RBC.
33. Whilst dealing with the dispersal of patrons the door staff shall wear full high visibility vests.
34. The Premises Licence holder shall ensure notices are predominantly displayed at all exit points to advise customers that the area surrounding the premises is an Alcohol Restriction zone.
35. Two of the three PLH Duty Managers shall assist with queue management between 00:01 and 01:30 on Saturday and Sunday mornings.
36. Music and alcohol sales in the Cellar Bar shall finish 30 minutes prior to the main bar (ground floor), on Saturday & Sunday mornings, to encourage a gentle 'wind-down' and gradual dispersal of customers.
37. PLH Security staff* shall leave the premises on closure via the front door exit, for a last assessment of Gun Street and the direct surrounding area. Any patrons in the immediate locality and known to have been in the premises that evening will be asked politely to make their way home/move away from the area, so as to not disturb residents nearby and to minimise the risk of any crime and/or disorder,

Noise

38. The licensee shall ensure that no noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which in either case gives rise to undue disturbance to local residents;
39. All external doors and windows must be kept closed, other than for access and

egress, when events involving amplified music or speech are taking place.

40. The placing of refuse – such as bottles – into receptacles outside the premises shall only take place between the hours of 08.00hrs and 21.00hrs.
41. Periodic observation of the noise level and the likelihood that it will cause disturbance, shall be undertaken by a member of staff at the boundary at reasonable and regular intervals and logged. This log must be made available for inspection by an Authorised Officer. The logbook must set out: time and date of observation; observer; observation of noise level i.e. either A: satisfactory level of noise unlikely to cause disturbance, or B: unsatisfactory level of noise, likely to cause disturbance; and if the level of noise is unsatisfactory, the action taken to resolve situation.
42. During operating hours, the DPS or a nominated representative shall be available to receive and respond to nuisance-related complaints. A contact number shall be readily available to residents upon request.
43. In the event of the premises closed for alterations, additions, and repairs or decorating they shall not be reopened until the Council has been notified, at least 7 days in advance of opening.
44. Except with the prior consent of the Council no work in connection with any alterations, repairs or decorating in areas occupied by the public or performers should be carried out while the public or performers are on the premises.
45. The toilets shall be kept in a clean and well maintained condition.
46. All wash hand basins shall be provided with a supply of hot and cold running water, soap, a suitable means of drying hands and, if necessary, waste bins.
47. All parts of the premises, including any external areas, storage areas etc... and external means of escape from the premises shall be kept in a clean condition to the reasonable satisfaction of the Council.

Definitions

PLH means:

Premises Licence Holder or its management including the DPS or his nominated deputy.

PLH Security Staff means

any security staff employed by the PLH or employed by a third party company, providing services to the PLH

Appendix A

Application for a Late Worker Entry Card

<p><u>Personal</u> <u>Details of</u> <u>Applicant</u></p>	<p>Name of Applicant</p>	<p>Date of Birth</p>	<p>Home Address:</p>	<p>Formal photo ID shown confirming Identity/Address:</p> <p>Passport Driving Licence Other – Specify <i>Retain copy</i></p>
<p><u>Late Work</u> <u>Details</u></p>	<p>Employing organisation (1)</p>	<p>Place of work</p>	<p>Do you work until midnight – daily; monthly; on a casual basis?</p>	<p>Evidence provided to support late night working pattern e.g.</p> <p>Contract of employment; Offer letter; Pay slip; Letter/email from organisation at (1); Other: Specify: <i>Retain copy</i></p>
<p><u>Late Worker</u> <u>Card Details</u></p>	<p>Number of Card</p>	<p>Date of Issue</p>	<p>Date of expiry</p>	<p>Photo</p>
<p><u>Late Worker</u> <u>Card Details</u> <u>[Copy for</u> <u>Applicant]</u></p>	<p><u>Number of Card</u></p>	<p><u>Date of Issue</u></p>	<p><u>Date of expiry</u></p>	<p><u>Photo</u></p>

Appendix C

Suggested measure as per Appendix C	Proposed Condition offered by Applicant	Op Manual Ref
The adoption of a "Challenge 25" policy	11 and 12	Licensing Objectives Policy para 4; Admissions & Search para 1
Off sales to be made in sealed containers for consumption away from the premises		Dispersal Policy para 2.8
Smoking policy including assessment of noise and litter created by premises users		Licensing Objectives Policy para 3.2; Queue and Capacity Management para 2.5
Use of plastic/polycarbonate drinking vessels and containers		Dispersal Policy para 2.8; Searching & Admissions Policy para 1.3
Searching customers, drugs, weapons, seized or lost and found property	9, 19 and 20	Searching & Admissions Policy para 1.4, 2
Refusals book for under-age persons and the intoxicated	23 and 24	General Policies and Working Practices para 2
Installation of digital CCTV	1 to 4	Licensing Objectives Policy para 1.6; CCTV; Security Staff para 2.5
SIA door staff displaying appropriate badges and recording all incidents of crime and disorder	5, 6, 7 and 8	Licensing Objectives Policy para 1
Membership of a Crime Reduction Partnership, Pub Watch, Neighbourhood Watch or similar schemes		Licensing Objectives Policy para 3.1; General Policies and Working Practices para 1
Use of 'Townsafe' radio system or similar accredited scheme	21	Licensing Objectives Policy para 1.4
Regular training and recording of licensing legislation, policies and procedures	22	Security Staff para 2; Duty of Care (Drink & Drugs) para 1, 2, 3, 4
Records of regular checks of premises in relation to drug use	19 and 20	Duty of Care (Drink & Drugs) para 1.2
Systems in relation to barred clients		Barring Policy para 1, 2 and 3
Agreed minimum notice for special events and/or other restrictions	13 – No access to venue after 19:00 by children	Security Staff para 3.2
Forms of best practice	11 and 12	Licensing Objectives Policy para 1.6, 4; Admissions & Search para 1; Security Staff para 2; Duty of Care (Drink & Drugs) para 1,2,3,4; CCTV; Dispersal Policy 1 and 2; Licensing Objectives Policy para 1.1
Additional Measures not listed in Appendix C But offered by/operated by the Applicant.	Proposed Conditions	Operations Manual provisions
100% bag search by PLH Security staff when on shift;	9(a)	Searching and Admissions Policy para 2.4
Random searches and intelligence led searches	9(b) and 9(c)	

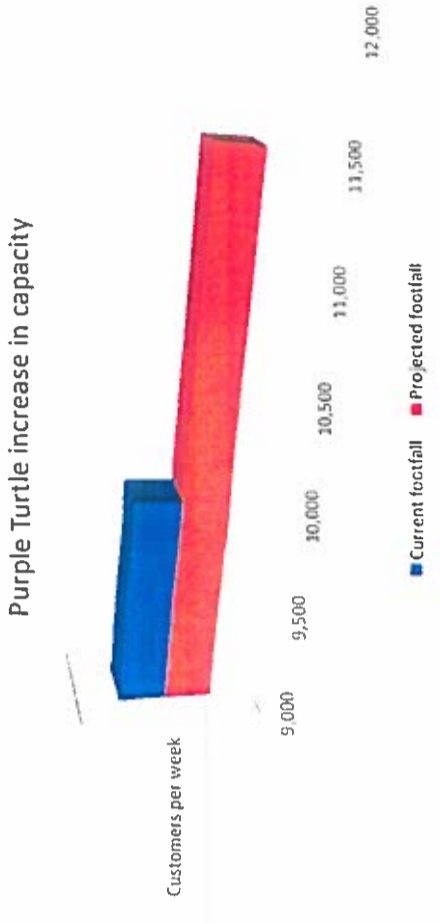
Notices relating to outer body search	10	
ID scans	14, 15, 16 and 17	Searching & Admissions Policy para 1.2
Availability of breathalyser unit for use by Security Staff	18	Searching & Admissions Policy para 1.6
Prevention of drinks being taken outside Premises	25	Licensing Objectives Policy para 2.4
Earlier closing hours	26	Searching & Admissions Policy para 1.9
Last entry provision for weekends (with bespoke "Late Worker" provisions)	27 and 28	Searching & Admissions Policy para 1.9
Reduction of music levels near to closing to wind-down	29	Dispersal Policy para 2.2
Queue management specifics	34	Licensing Objectives Policy para 3.5; Queue and Capacity Management para 2
Alcohol and music wind-down in Cellar Bar	35	Dispersal Policy para 2
Specific measures to prevent undue noise nuisance	37 to 40	Licensing Objectives Policy para 3.2, 3.6
Assessment of Gun Street and direct surrounding area on closure by PLH Security Staff	36	Dispersal Policy
Capacity limit	30	
General provisions to ensure quality of facilities	44 to 46	

Purple Turtle - Projected Increase in Footfall 2017

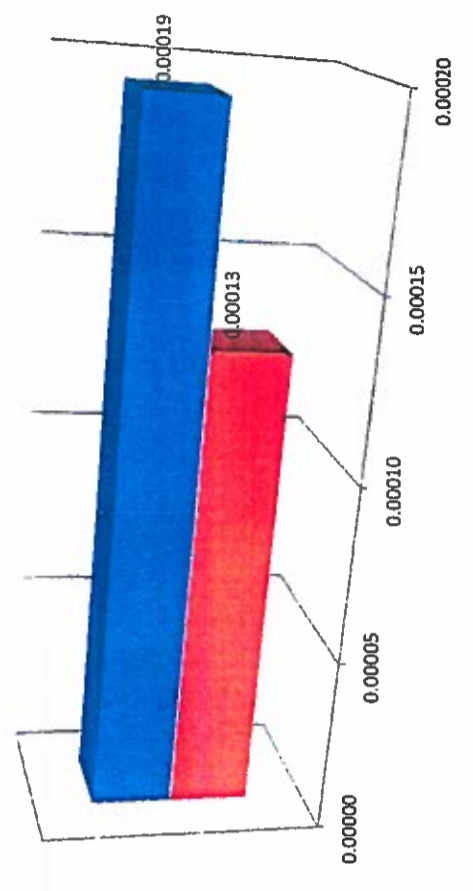
Capacity current	648
Capacity projected	748
Increase %	15.4%
No of weeks	35
	35 week total
Estimated Av. Footfall	10,000
No of alleged incidents	350,000
Projected av. footfall	11,543
	67

Based on the footfall per week increasing by the same % as the capacity

	Weekly	Annually
Current footfall per week	10,000	520,000
Projected footfall per week	11,543	600,236
Increase %	15.4%	
	Per week	Per annum
Current Footfall	10,000	520,000
No of alleged incidents		100
Projected footfall	11,543	600,236
Projected no of alleged incidents		80



Purple Turtle alleged incidents by footfall

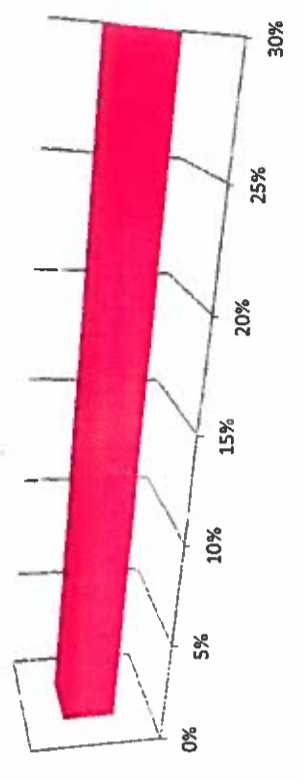


Alleged incidents by footfall (current) 0.00019
 Alleged incidents by footfall (projected) 0.00013

Projected reduction in alleged incidents (to allow for current reducing trend (2016/2017 Police comparison), and effect of additional measures including reduced trading hours), 30%

Current incidents to ff - 1 : 5200
 Projected incidents to ff - 600,236/5200 less 30%

Projected reduction in alleged incidents



Projected reduction in alleged incidents (to allow for current reducing trend (2016/2017 Police comparison), and effect of additional measures including reduced trading hours).

Purple Turtle: Representation Points

Preliminary Response (to be expanded at Hearing)

Assertion by Representor	Reference in Licensing Policy/Guidance	Evidence?	Response By Applicant	Evidence
Licensing Authority 6.7.17				
Applicant has not fully demonstrated in Operating Schedule that there will be no negative cumulative impact on licensing objectives	s. 8 and para. 14.20 Guidance		<p>This assertion is inaccurate as:</p> <ol style="list-style-type: none"> 1. There will be no increase in the number of "licensed premises" as a result of this application; 2. The re-configured Premises will be bigger (to accommodate 748 instead of 648) but this expansion will be balanced by the additional measures in place; expanded conditions and lesser trading hours and thus is likely to lead to an enhancement of the Licensing Objectives 3. The Operating Schedule provides full information to demonstrate why it is likely that there will be no negative impact. 	<p>See Executive Summary and Appendix 4</p> <p>See application; Operations Manual and draft conditions and Appendix 4</p>

			<p>4. Further under the proposed new licence the licensing hours sought are shorter than those which apply under the current licence.</p>	<p>See information in LIC 2 and in Operations Manual.</p>
<p>The capacity of the venue will be increased but has not been specified in application</p>	<p>s. 8.5.1 & 13.1.4</p>		<p>This statement is wrong. The maximum capacity is clearly STIPULATED in the application in proposed condition 30 (in section 18) as 898 (inclusive of staff; performers and crew). This capacity is well within the boundaries recommended by the Fire Authority.</p> <p>Note that since the application was made the Applicant has confirmed that it is content in the circumstances to limit the capacity to 748 (so an increase of only 100 on the current permitted capacity).</p>	<p>See information in the executive summary</p>
<p>to detailed policies given relating to increased numbers (dispersal; search; rugs; door staff numbers)</p>			<p>This assertion is also inaccurate.</p> <p>The Premises operate (and would continue to operate) in accordance with a detailed Operations Manual a copy of which has been provided to the Responsible Authorities.</p> <p>See also the details provided in section 18 of the Application form and the NEW conditions which have been proposed to deal specifically with any issues which may arise due to the increased indoor capacities.</p>	<p>See Operations Manual</p> <p>New conditions have been offered to expand on the existing conditions and are specifically focussed towards ensuring that the increased capacity will not adversely affect the Licensing Objectives - see Appendix 2</p>

Applicant has not explained why the proposed measures it has offered are appropriate	Par. 8.41 Guidance		This assertion is also inaccurate. See LIC 2 and supporting information	
A rebuttable (not absolute) presumption applies – Appendix C reports a number of policies and conditions which could be included in an operating schedule and considered by the Council	s. 8.1.9	See annotated Appendix C cross referencing with proposed conditions – at Appendix 3 to the bundle	Appendix 3 In addition – under this proposed new Licence, REDUCED licensing hours would apply along with NEW measures including 100% bag search (as per condition 9(a)); ID Scan (100% as per condition 14(a)), and last entry provisions (as per condition 27); and conditions to support the orderly dispersal of patrons (e.g. suggested condition 36).	
Cumulative impact: Concerns of residents and need to control number of licensed premises so do not result in unreasonable disturbance for residents	s. 8.1.4		No objections from local residents. The venue has traded for in excess of 20 years from this location, and enjoys an excellent record in terms of its relationship with local residents.	See all information in the LIC 2 form; draft expanded conditions and in the bundle supporting the application (including Executive Summary of the Application), and Appendices
Police Representation of 14 August				
Concerns about increased capacity		No elaboration		

Some concerns for the proposed conditions		No elaboration	The Applicant is surprised by this observation as the proposed conditions originated from the Police in April 2017 and were subsequently tailored and expanded by the Applicant to support the application.	Appendix 2
venue is "responsible for a large percentage of serious crime during this period."		No elaboration	The Applicant is unable to respond to this vague assertion but emphatically denies that the venue is responsible for any "serious crime".	See Executive Summary and Appendix 3.

Purple Turtle

Response to Additional Information served by Police

Additional information from TVP (pages 75 to 131 of Agenda Papers)

On Friday 1 September (weeks after the conclusion of the Representation Period) the Applicant was served with 56 pages of further documentation by TVP. This includes

1. A 6 page "Neighbourhood Policing and Partnerships Report" – now pages 75 to 81 of Agenda Papers, dated 1 September 2017 (AP);
2. 28 Appendices containing various figures; reports; comparison materials and bar charts.

On the following 5 September – the 'missing Appendix X' was also received.

Exclusion of TVP Additional materials

The Applicant invites the Committee to disregard the documentation at pages 75 to 131 as:

1. It does not form part of (as it does not clarify) the "relevant representation" served within the statutory period (which is at page 60 of the AP).
2. Instead the Report (at pages 75 to 81) contains information which (if considered relevant) clearly could have been provided within the Representation Period;
3. The additional Report (and materials) fails to clarify the Police's representation (of 14 August) as it:
 - a. **Does not identify why** the Police have 'concerns about increased capacity' in that there is no response given by the Police to the fact that the proposed change in capacity will outweighed by the increased accommodation; the increased licence conditions and the fact that the trading hours being sought are a reduction from existing Premises Licence 900368.
 - b. **Does not elaborate on why** the Police have "some concerns" about the proposed conditions.
 - c. It does not clarify **how** the number of (alleged) incidents (67 out of a footfall of around 350,000 customers) at the bar supports the (strongly refuted) assertion that the bar is "responsible for a large percentage of serious crime" in Reading.
4. In contrast the Report and Additional Information contains:
 - a. Irrelevant and inaccurate information which pre-dates the application (page 75);
 - b. Meaningless and unreliable statistics (particularly as footfall is entirely ignored) and charts which bear no relation to "serious crimes" in Reading generally, or relating to the NTE in Reading, or indeed relevant to the Purple Turtle (pages 83 to 87);

Purple Turtle

Response to Additional Information served by Police

- c. Endless incorrect references and dates (sometimes in the same paragraph) – making it impossible for the Applicant to respond effectively (page 77 is just one example where the Gen 40 report does not match the Appendix);
 - d. Historical information which no explanation of how this could possibly be relevant to the application - for example reports from 2015 have been included;
 - e. Wide (negative) assertions are made and comparisons (without any transparency) drawn without supporting evidence. One example is the “comparison” data relating to “four other venues” in Reading – Appendices E to J (pages 88 to 100). This information is unintelligible and unreliable. Bearing in mind the unique features of the Purple Turtle (in terms of its style; diverse clientele; diverse entertainment; trading hours etc....) the Applicant has no confidence that any comparison would be accurate.
5. Whilst the Applicant (and its DPS) is happy to comment on each and every Appendix to the Report (as well as to the various references to incidents in the Report), it does not consider that the Licensing Committee is the correct forum for this.

In many instances the Appendices can be read in many ways – certainly in a number of the examples quoted, one could argue that incident was managed correctly by the Applicant and its staff (taking their responsibilities seriously and balancing it with the resources of the Authorities). The Applicant understands that out of the various incidents noted, **none** has led to any criminal prosecution.

6. The Purple Turtle management are happy to sit down with the Police and to work through their information separately – rather than challenging the comments made in the Report before the Committee. However the NTE needs to be supported and encouraged in Reading and it has to be accepted that with “the best will in the world” perfection in terms of running a venue will never be achieved.

References to Licensing Policy Statement/Revised Guidance; Case Law
& other Legislation; Guidance and Information

References by Licensing Authority and TVP with Applicant's replies

RBC's Statement of Licensing Policy (LP)	Applicant's Reply (with additional observations in red)
Section 8 relating to Cumulative Impact	Noted; considered and factored into the LIC 2 Operating Schedule and draft conditions to support the Application.
Section 8.5.1: Reference to increasing capacity and CIP	The Applicant agrees that the CIP applies to its application – hence the information provided to rebut the presumption
Sections 8.1.9 to 8.1.11 LP are consistent with paragraph 14.20 of the Revised Guidance to the Act.	This statement is agreed
Imposing safe capacities: 13.1.4	The Applicant agrees with the statement provided at section 13.14 and has no issue with a capacity of (748) (inclusive of staff and performers) being imposed on the "Premises"
Section 8.6.8: Relates to bars/clubs/music and dancing venues.	The Applicant considered para 8.6.8 in detail before submitting the formal application. The conditions offered (which originated from the Police and Licensing Authority) set out detailed measures to rebut the presumption – Appendix 2
Appendix C lists a number of policies and conditions that could be included in an operating schedule and considered by the Council.	Reference should be made to Appendix C with Comparison Information – which demonstrates that the measures offered by the Applicant are well in excess of the measures listed in this appendix – see Appendix 3 in bundle
Appendices IX and X to Reading Borough Council's Licensing Policy	This information (as at 2009) is noted.

<p>Indicating levels of crime and disorder in Gun Street and the rest of the cumulative impact area between 02.00 hours and 05.59 hours.</p>	
<p>Revised Guidance to the Act (and Act)</p>	
<p>Para. 1.5: Key aims of LA 2003</p>	<p>This Guidance was duly noted in the preparation of this application. This paragraph includes reference to the principal aims of the legislation including "recognising the important role which pubs and other licensed premises play in our local communities by minimising the regulatory burden on business; encouraging innovation and supporting responsible premises"</p>
	<p>1.16 Appropriate Conditions</p> <p>..."cannot seek to manage the behaviour of customers once they are beyond the direct management of the licence holder and their staff but may impact on the behaviour of customers in the immediate vicinity of the premises or as they enter or leave..."</p>
<p>Para. 8.38: Applicants are expected to have regard to the Council's Statement of Licensing Policy.</p>	<p>1.17 "Conditions must be tailored to the individual type; location and characteristics of the premises and events concerned. This is essential to avoid the imposition of disproportionate and overly burdensome conditions...."</p> <p>The Applicants gave full regard to the Licensing Policy when preparing this application and the draft conditions in support. It is also fully recognisance of its terms having run licensed premises in Reading for almost 3 decades.</p>
<p>Para. 8.39: Applicants are expected to demonstrate that they understand the layout of the local area and proximity to residential premises so as to fully and effectively gauge the risk posed to the local area.</p>	<p>The Applicants gave full regard to how their expanded basement premises might impact on the local area; what risks this might pose and how those risks can be removed; hence the expanded conditions to reflect the extended measures.</p>
<p>Paragraph 8.40 -- states premises for example in close proximity to</p>	<p>The Applicants reviewed their current operational procedures and have</p>

<p>residential premises should consider what effect this will have on their smoking, noise management and dispersal policies to ensure the promotion of the public nuisance objective.</p>	<p>suggested expanded measures (supported by bespoke conditions) to manage the effect that the extended basement might have on residential premises nearby. Appendix 2 refers.</p>
<p>Para. 8.41 – Applicants are expected to make it clear <u>why</u> the steps being proposed in the operating schedules are appropriate for the premises.</p>	<p>The Applicant’s reasoning is set out in full in the LIC 2 (in particular in section 18) and in previous correspondence with the Authorities.</p>
<p>Para. 8.44 – Applicants are expected to provide licensing authorities with sufficient information in this section to determine the extent to which the proposed steps are appropriate to promote the licensing objectives in the local area.</p>	<p>Detailed information has been provided in the Application form and in discussion/correspondence with the Authorities.</p>
<p>A rebuttable presumption is not a presumption that is absolute; it is a presumption that maybe overturned if sufficient evidence can be provided against the presumption.</p>	<p>There is no disagreement that the presumption against the grant of a Licence is rebuttable; the Applicant avers that it has provided cogent evidence rebutting the presumption (following the RBC, Licensing Policy; the Revised Guidance to the Act, and following input from the Police and Licensing Authority)</p>
<p>Paragraph 9.12 states that the Police should be the Licensing Authority’s main source of advice on matters relating to the prevention of crime and disorder licensing objective.</p>	<p>Noted. This paragraph goes on to state that whilst the Licensing Authority should accept all “reasonable and proportionate representations” from the Police and, “it remains incumbent on the Police to ensure that their representations can withhold scrutiny to which they would be subject at a hearing.”</p>
<p></p>	<p>Para 9.37 – As a matter of practice Licensing Authorities should seek to focus the hearing on the steps considered appropriate to promote the particular licensing objective or objectives that have given rise to the specific representation and avoid straying into undisputed areas.</p> <p>A Responsible Authority or other person may choose to rely on their written</p>

	<p>representation. They may <u>not</u> add further representations to those disclosed to the applicant prior to the hearing but they may expand on their existing representation.</p>
	<p>The Licensing Authority must hold a hearing to consider (relevant representations).... (section 18(1) LA 2003)</p>
	<p>"Relevant Representations" defined in section 18(7) LA 2003 are limited to representations ... "made by ... a Responsible Authority within the period prescribed by section 17(5)(c)).</p>
	<p>Para. 9.42: all licensing determination should be considered on a case by case basis ...</p>
	<p>Para. 9.43 – the Authority's determination (of the Application) should be evidence based, justified as being appropriate for the promotion of the licensing objectives and proportionate to what it is intended to achieve.</p>
	<p>Para. 9.44: the Licensing Authority is expected to come to its determination based on an assessment of the evidence on both the risks and the benefits either for or against making the determination.</p>
	<p>Para 10. 10.4 – Proposed conditions to emerge from risk assessment 10:10 – Proportionality of conditions, inter alia to prevent conditions becoming a deterrent to premises holding events that are valuable to the community.</p>
	<p>Para 11.24 "Licensing authorities do not have the power to judge the criminality or otherwise of any issue. This is a matter for the courts."</p>
	<p>Para 11.26 "it is important to recognise that certain criminal activity or</p>

	<p>associated problems may be taking place or have taken place despite the best efforts of the licence holder and the staff working at the premises and despite full compliance with the conditions attached to the licence....."</p>
	<p>Para 14.13 – "...Licensing law is not the primary mechanism for the general control of nuisance and anti-social behaviour by individuals once they are away from the licensed premises, and therefore beyond the direct control of the individual, club or business...."</p>
	<p>Para 14.20 to 14:41 – Cumulative Impact principles including exceptions to policies</p>
	<p>Other relevant legislation/Guidance for the Licensing Authority to consider</p>
	<p>The Licensing Act 2003; Post Legislative Scrutiny; House of Lords Select Committee on the Licencing Act 2003.</p>
	<p>Human Rights Act 1998: The principal obligations arising under the Human Rights Act 1998 being:</p> <ol style="list-style-type: none"> a. A duty to take into account the relevant decisions/opinions of the various bodies including, most importantly, those of the European Court of Human Rights; b. The means used to impair the right or freedom must be no more than is necessary to accomplish the legitimate object – the more severe the restriction the more important the objective must be if the measure is to be justified in a democratic society; c. The right to a fair trial d. The right to respect the private and family life e. The protection of property

	<p>Article 1 of the First Protocol (Peaceful enjoyment of one's possessions) – the 3 questions the Court should ask when considering whether interference is proportionate are:</p> <ol style="list-style-type: none"> 1. Whether the legislative objective is sufficiently important to justify limiting a fundamental right. 2. Whether the measures designed to meet the legislative objective are rationally connected to it and 3. Whether the means used to impair the right freedom are no more than is necessary to accomplish that objective.
	<p>Case Law decided under the Licensing Act 1964 will still apply insofar as they accord with standard Public Law principles.</p> <p>These principles are:</p> <ol style="list-style-type: none"> 1. A policy should normally be applied subject to the requirement to consider each case on its merits. 2. Where appropriate exception should be made to the policy 3. In considering whether to make an exception the Tribunal should consider what the aims of the policy are and whether those aims would still be met if the application is granted.
	<p>Provided the proper and clear reasons are given there is no reason why the making of an exception to the policy should result in a meritorious application being allowed (R (on the application of the British Bar and Pub Association) v Canterbury City Council [2005] EWHC 1318 (Admin) 2005 ALL ER 285.)</p>
	<p>Thames Valley Police – Business Café Report – November 2016 – Appendix 7 to bundle</p>

	Reading Business Improvement District - Appendix 1 to Bundle Manifesto for the Night Time Economy – Philip Kolvin QC – Appendix 6 to bundle.

**MANIFESTO
FOR THE
NIGHTTIME
ECONOMY**

PHILIP KOLVIN QC

INTRODUCTION

At the heart of every great town or city is a great night time economy.

The NTE is worth £62 billion to the UK economy. It provides jobs for over 1.3 million people.

But its benefits go far wider.

Cities are among the finest achievements of humankind. They are lively, evolved and complex spaces in which people live, work and play. Let's take away one element, and no city is worthy of the name.

The leisure economy is a big part of the reason why people move to cities, including workers and students.

It is fundamental to the tourist draw of the UK. It is the inspiration and foundation for much of our creative industries – tourism, music, media and performance.

It is the driver for supply chains of vital importance to local economies including food and beverages, transportation, retail and security.

As shopping progressively moves online, it is fundamental to the vitality and vibrancy of our high streets. Without it, many of our city centres would be lonely and dangerous places at night. Without it, many streets would experience decline.

Most importantly, the leisure economy is where, after the stresses of ever longer working days, we meet, eat, socialise, read, relax, learn, laugh, fall in love, celebrate, and breathe as we work hard to achieve, as social animals.

Night time economies are like gardens. They need to be planned and tended. Otherwise they may grow wild or even decay.

This manifesto lays down some simple messages for the development of vibrant, sustainable night time economies.

A NIGHT TIME ECONOMY FOR ALL

Whether in a major capital city or a small market town, there are key features of a great night time economy.

First, it attracts every sector of the population, regardless of age, race, gender, sexuality or physical or mental ability.

Second, it caters for every interest, whether that is eating, drinking, dancing, music, performance or merely gathering.

Third, it is attractive to all income groups. Nobody should be excluded from the night time economy on grounds of wealth.

Fourth, it should be accessible, whether by public or private transport, or on foot, at all hours.

Fifth, it should be safe and amenable, through good signage, lighting, access and security; for a diverse range of users throughout the day and night.

The principles are easy to state. The goals can only be attained through partnership, planning and investment.

THREATS

In recent years, there have been some key trends which threaten our night time economies.

First, there has been an increasing trend of drinking at home, fuelled by price differentials between the on- and off-trade.

Second, the ability to purchase leisure services on-line, whether films, sporting events or gambling services, has increased the relative attractiveness of home consumption of leisure.

Third, increasing parking charges and reduced night transportation services are impediments to city centre use at night.

Fourth, increased habitation of city centres, which ought to help the night time economy, has threatened it. Where dwellings are built near to leisure premises, whether with planning permission or as a result of permitted development, local authorities come under pressure to reduce the hours, impact or even existence of the leisure facilities. Increasingly, leisure premises are being closed and sold off for housing, so reducing the number of facilities while increasing the local population wishing to use them.

Fifth, and most important, the key regulatory tool of the night time economy is licensing, which tends to be a reactive tool, whereas the main tool in the day time economy is planning, which works proactively. While planning is about place-making, licensing is about place-keeping. This must be resolved, for otherwise great night time economies will happen in spite of rather than because of the work of public authorities.

That is why the purpose of this manifesto is to restate the value of the night time economy and the principles necessary to foster it.

VISION

A great night economy is unlikely to happen and will never be sustained by accident. It must be planned. And to be planned there must be a vision. The vision must then be translated into action by gathering the power and talents of all the agents of change – public authorities, investors, leisure operators, transport providers and residents representing all population sectors and interests.

The partnerships must have access to all levers of control – planning, regeneration, licensing and policing, to drive the economy towards the shared vision.

Manifesto pledge 1:

Every town and city shall have a vision for its night time economy.

NIGHT TIME CHAMPIONS

Every town and city should have a night time champion. In some cities it is called a night mayor. In others, there is a night time economy commission. In some, there is just a highly effective individual, be it a mayor, a leader or a local authority chief executive, who is invested with the power and authority, or who simply has the leadership and charisma, to bring parties together to develop the vision and then drive towards it.

Without a champion, action happens in silos, initiatives fall on stony ground, apathy and frustration set in, and so the seeds of decline are sown. With it, results can be rapidly achieved, as the city, harnessing all talents, acts as a magnet for investors, creative operators, and new city centre users, and so great spaces are born.

Manifesto pledge 2:

Every town and city shall have an identified night time champion.

PARTNERSHIP

A successful night time economy both serves and protects at least three groups of people – those who work in it or one of the industries serving it, those who use it and those who live and work around it. Some people fall into two or even all of these groups.

The industry is driven by creative and entrepreneurial people, investors and landowners.

The urban fabric comprising the night time economy is driven by statutory planning authorities and regeneration agencies.

The industry is regulated by policing, planning, licensing, environmental health, health and safety and trading standards authorities.

For an economy to be planned in which creativity finds its outlet, entrepreneurship is rewarded, investment is made worthwhile, users are stimulated, workers are employed and residents protected, all of these constituent elements must be brought together in partnership, clustered around the vision, sharing the goals, finding the balance between vibrancy and protection.

However visionary the makers, a regulatory system which is geared to squeezing out growth will cause their vision to fail. However idealistic the vision, unless it is tethered to realistic economic planning it will remain unrealised.

Partnership is therefore at the root of a successful night time economy.

Manifesto pledge 3:

Every town and city will bring together a partnership of planning and regulatory authorities, operators, entrepreneurs, landowners, residents and users to drive and realise the vision.

NIGHT TIME ECONOMY STRATEGY

Every town and city has a housing strategy, a retail strategy, a regeneration strategy, even a waste strategy.

Yet, despite the important role and function of the night time economy, few towns and cities have a leisure economy strategy.

To have a vision is commendable, but without a strategy to attain it, it is a chimera.

While licensing policies set out the principles by which the leisure economy is to be regulated, few set out the principles by which it is to be promoted and developed, let alone protected. For example, what uses are to be developed in which places, according to what management polides over which hours?

This must change.

Every good strategy starts with:

- A baseline assessment of current provision.
- An assessment of needs.

There are many ways of assessing needs. But a starting point may be to survey not only the population which visits the centre at night, but the population which doesn't. Why not? What is the constraint? Diversity, cost, safety, access, rival centres?

From the assessment, the strategy must then set out the practical steps by which the vision for the centre is to be attained.

Manifesto pledge 4:

Every town and city will produce a leisure strategy, to attain the vision for its night time economy.



PLANNING

The planning system is key to the promotion of sustainable leisure economies.

At a central level, national planning policy must reinforce the cultural and economic value of the leisure economy.

Local planning frameworks must:

- Translate the leisure strategy into practical planning policy.
- Identify the zones for development of leisure facilities.
- Promulgate policies to encourage such development.
- Identify leisure assets of value to the community.
- Protect such assets against loss or threats from incompatible development.

In recent times, planning policy has encouraged the development of residential uses in town and city centres. This is a positive trend.

However, leisure uses are now being lost to residential development, and new residential users are pressuring authorities into preventing new leisure uses or curtailing the rights of established uses. Planning authorities have a key role in ensuring that an appropriate balance is maintained between the development of residential uses, the protection of established leisure uses and the development of new leisure uses. The success of our towns and cities depends on the needs of one group not being permitted to predominate over the needs of another.

In the case of new residential uses, the planning system can assist by effective spatial planning so that residential uses are not planned next to late night facilities, by requiring construction measures to minimise nuisance, or by requiring developers to waive rights to complain of nuisance.

Manifesto pledge 5:

National and local planning policies shall recognise the value of the night time economy and be oriented to promote and protect it.

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DESIGN

Urban design is fundamental to the creation of attractive and safe spaces and buildings for people to visit at night.

This depends not only on set-piece central squares, but attractive places to dine out, the access routes to the centre, the lighting, the interaction with vehicular traffic, the signage for users, the architecture of new developments, the sense of arrival in the centre, the clarity and excitement of the layout and the treatment of facades.

Even where there is little to spend, much can be achieved by modest upgrades to the street scene, planting and lighting schemes and signage, to bring a sense of care and unity to an otherwise neglected centre.

Manifesto pledge 6:

Every town and city centre will be designed, so far as possible, to enhance the experience of users of the night time economy.

VOLUNTARY MEASURES

Increasingly, the industry has come to recognise that the regulatory system is a safety net to ensure that operators do not fall below minimum standards. Minimum standards are necessary but insufficient to create great, safe customers experiences.

And so, voluntary measures have been developed which define new standards of excellence in the industry and which create mechanisms to attain such standards. And other groups and agencies have worked to increase the standards and protections within the night time economy. These include:

- Best Bar None.
- Purple Flag.
- Pubwatch.
- PASS.
- Business Improvement Districts, including Night-Time Bids.
- Taxi marshalling schemes.
- Street pastors.
- Approved Contractor scheme for security providers.

Such schemes improve the standards of each operator subscribing to them. Widespread operation encourages the remainder to raise their standards through peer and customer pressure.

Manifesto pledge 7:

Night time operators will promote and support voluntary local schemes raising standards of operation and protection.

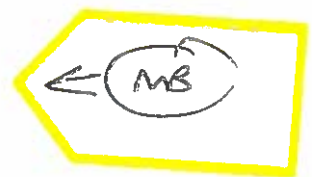
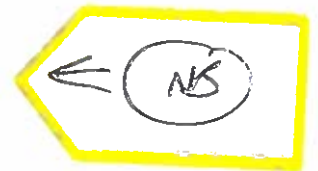
LICENSING

The licensing regime is designed to further the licensing objectives (prevention of crime and disorder, prevention of public nuisance, public safety and the protection of children from harm) through a system of premises and personal licensing.

Individual decisions are made having regard to local policy and national guidance.

In general, the licensing system is not managed so as to recognise the value of the night time economy, or to translate vision or strategy into decision-making. Where there are policies dealing with the locality, these tend to be negative (such as cumulative impact policies) rather than positive, recognising the importance of the area to leisure provision in the centre concerned, or the importance of particular assets in the life of the community. The concept of proportionality, whereby the regulatory objectives of the authority are balanced against the cultural, community, economic or employment value of the asset or proposal, is often misunderstood or ignored.

In order for licensing to be aligned with the leisure strategy for the centre, it is essential that licensing policy recognises the value of the night time economy, states what it supports as well as what it opposes, translates the leisure strategy into practical licensing proposals including zoning and other measures, and commits the authority to regulating in the least intrusive manner so as to promote and not stifle investment in the leisure economy.



Manifesto pledge 8:

National and local licensing policies shall recognise the value of the night time economy. Local licensing policies shall aim to promote the vision for the night time economy, translate the leisure strategy into policy, and advocate regulation by the least intrusive measure consistent with promotion of the licensing objectives.

REGULATION

The system of regulation, whether through licensing, policing, environmental health or health and safety, is an indispensable means of protecting the public through recognizing and enforcing against non-compliant practices, and rooting out the worst operators.

However, overused, the regulatory system can impose unsustainable costs on businesses, deter investment and drive out operators. The aim must always be to recognize and take a light touch with good operators, aim to improve the management practices of other operators and seek to close or curtail operations only as a matter of last resort.

Before enforcement action is taken, there should be a documented partnership process to improve management practices, including formal action plans and audits of compliance with such plans. Licensing authorities should make clear that, except where urgent action is necessary, they are unlikely to take regulatory action except where documented action plans have failed.

Authorities should also commit to taking measures to improve management in preference to action to curtail or close operations, unless specific action is genuinely warranted on the facts of the individual case.

Authorities should recognize that, where leisure facilities admit members of the public, and particularly where alcohol is sold, there will always be some crime and disorder, and some level of intoxication. Furthermore, it is inevitable that there will be some level of disturbance of residents who live in towns and city centres where night time uses occur. These facts are not by themselves sufficient reasons to review, let alone curtail or close, night time operations. The litmus test is usually whether venues are managed appropriately to control such occurrences.

REGULATION

Examples of poor regulatory practice are reviews, summary reviews or closures based on:

- Single incidents of violence which occur without fault on the part of management.
- Crime statistics produced without:
 - Analysis of whether the crime occurred.
 - Analysis of whether the crime has been correctly classified, e.g. GBH or common assault.
 - Analysis of whether the crime occurred at or because of the venue, or is merely the reported incident.
 - Analysis of whether the level of crime is excessive having regard to the hours and days of trade and the average football.
 - Analysis of whether the levels of crime are a function of diligent reporting or hard measurement.
 - Consideration of whether it is appropriate to have reviews upon them. For example, levels of reported theft are rarely if ever a relevant issue for a licence review.

Regulatory action is often taken on the basis of minor incidents which have gone unreported or because a minor crime which has not been prosecuted. Practice and police requirements in these regards vary significantly across the country. Best police force should publish its reporting and crime scene preservation protocols in partnership with the industry.

Manifesto pledge 9:

Regulatory action should not be taken before partnership measures have been exhausted, except in urgent cases. Such action should be based on transparent, consistent and agreed evidential standards.

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CHANGING PERCEPTIONS

The heightened attention placed on regulation in recent years, together with negative press attention, have conspired to cast the night time economy in a poor light, deterring many who would otherwise be occasional or even regular users. This helps to perpetuate a user monoculture which then perpetuates the same negative image.

Local authorities, land-owners, investors and operators must work together to change the perceptions of town centres through social marketing and positive press relations. To begin to lure back those who otherwise avoid centres at night, partnerships should create positive city centre events such as late night shopping, night markets, food markets, civic celebrations, light nights, illuminated park nights, carnivals and fairs.

Manifesto pledge 10:

The public and private sector must work together to change the perception of town and city centres so as to build the diversity and spending of night-time users.

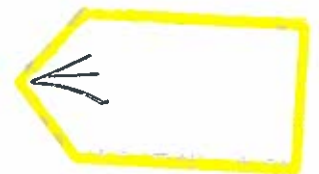
INTEGRATION

Many who leave their work in town and city centres do not come back in at night. Some who use centres during the day, e.g. to shop, do not come in at night at all.

A successful strategy for town and city centres involves a high degree of integration between leisure and other uses.

For example, there is no reason why services such as shops, medical facilities, libraries and art galleries cannot operate on one or more nights per week so as to produce greater synergies with the leisure economy.

The effective abolition of happy hours has meant that fewer people occupy town and city centres during the crucial "bridging" hours between the end of office hours and the start of night time hours. But not all happy hours are undesirable, and permitting leisure facilities to attract workers based on price will help to create a bridge between day time and night time businesses, retain a diverse customer base in the centre, and reduce pre-loading at home.



Manifesto pledge 11:

Town and city centres must aim to integrate leisure and other uses so as to promote customer cross-over and create bridges between the day- and night-time economy.

TRAINING

UK leisure is the powerhouse of our economy. It is at the heart of our tourist draw, the employment of our youth, our creative and cultural industries, the regeneration of our towns and cities, and our reasons for living here in the first place.

As such, the lack of a harmonised, unified system for qualifications is an ongoing concern, which would not be tolerated in any other regulated industry. While there are separate training courses offered by a vast range of employers and training providers they often lack external validation and benchmarking, duplicate resources, and leave hospitality workers as mere workers when they ought to be a respected profession.

Worse, there are no national vocational qualifications for regulators, whether licensing or police officers, councillors who are the policy and decision-makers, or magistrates.

The development of common standards of training and education in the industry needs to be a priority, so that all those involved, whether as employees, licensees or regulators, are working to a common set of standards.

Manifesto pledge 12:

The industry will participate in a set of qualifications forming a path of career development for all those working in, regulating or otherwise involved in the night time economy.

To support or comment on the Manifesto
follow [@NTEManifesto](#) on Twitter
or visit [Comerstone Barristers](#) on LinkedIn.

PHILIP KOLVIN QC



Philip Kolvin QC is Head of Comerstone Barristers and a Patron and past Chairman of the Institute of Licensing.

He is the editor of a number of books on the leisure economy, including *Licensing: Premises Law, Practice and Policy*, *Sex Licensing*, and *Gambling for Local Authorities, Licensing, Planning and Regeneration*.

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20:20 Vision

Philip Kolvin QC reflects on the changing attitudes to the night-time economy

In the old days, the route into licensing for barristers was through criminal law. The business of licensing was conducted in the conflict setting of a magistrates court, often between advocates schooled in the rhetorical arts of jury advocacy. The genetic codes for such work were rooted in place keeping: the business of regulation of an errant and rather dangerous industry. My own way in was through planning, my native terrain being council buildings where professionals came together to forge visions for their areas, in the recognition that local authorities could take a lead on place shaping, the business of creating towns and cities which work for all, by harnessing the entrepreneurship of the private sector to the will of the people as expressed through policy. This approach involves answering four key questions, what should go where, over which hours and on what conditions? If you get that right, then decision by decision, venue by venue, you inch your town towards being a place of delight. In that world, "what do we want?" is as important a question as "what don't we want?"

I've banged that particular drum for 15 years. I wrote about the principles in my doorstopper of a book *Licensed Premises: Law, Practice and Policy*, and then was, I guess, not too amazed when far more people read my *Manifesto for the Night Time Economy* in which I synthesised the principles into a few bite-sized commandments.

I think that we are now beginning to see the tectonic plates shifting. Authorities are now starting to express what they do want to see in their licensing policies. Schemes such as BIDS and Purple Flag are raising consciousness about how partnership work can increase the quality of whole town centres at night. Great work has been done by the Portman Group in bringing together the voluntary schemes under one umbrella – the Local Alcohol Partnerships Group – to advise the LAAs areas on the possibilities. A new company – Nightworks – has been formed to research and promote the benefit of diversity in the night time economy. And, perhaps seminally, the Mayor of London Sadiq Khan, has appointed a Night Czar and a Chair of the Night Time Commission to devise and promote a vision for our capital city. These are the first such appointments in the UK, and if they work we can expect them to be followed elsewhere.

The night time economy is hugely important to the UK economically and culturally. It is bizarre that, with all the care we take about fostering the day-time economy, we should leave the night time economy to case by case decision-making. Thinking is now shifting. In the next few months I will be speaking in Austin Texas, Liverpool and Dublin about how we can put culture and leisure at the heart of town and city regeneration, and am looking forward to discussing what I learn with friends and colleagues in the exciting period ahead.

Philip Kolvin QC is Head of Cornerstone Barristers and of its licensing team. He has recently been appointed Chairman of the Night Time Commission for London and also Chairman of the Advisory Panel for Nightworks.

Business Café



**Police report on the Businesses Café event held on 3rd
November 2016 in Reading**

by PC Tom Connolly

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Introduction

The Reading Town Centre Neighbourhood Policing Team organized the Business Café Event with the aim of engaging with the local businesses whilst all together in one room. The reasoning behind this was to start with a fresh perspective on what the businesses in Reading felt were the main crime problems affecting their community and how they felt we could work better together to tackle these problems. All of the businesses within the Town Centre were invited by hand delivered letters and through advertising by the local BID (Business Improvement District). The World Café style engagement tool was used for this event.



Details of the structure of the event

The event was run as a World Café style event. The chosen venue was St Laurence Church, Friar Street, Reading due to its large size and central location. A small kitchen area was set up and this provided drinks and light refreshments for the attendees. The rest of the venue was set up in 'Café style' with tables covered with tablecloths, pens, 'menus' describing the events itinerary and the questions which were to be asked. An Officer out of uniform was sat on each of the tables acting as a facilitator for the conversations being held and introducing each of the questions. The facilitators also had the role of encouraging the participants to write down everything they discussed onto the table cloths so that the valuable information they provided was recorded and not lost. Sufficient pens were provided on the tables to allow all participants to write themselves if they wanted.



The event began by the café host introducing the Acting Chief Inspector Emma Burroughs who provided a short overview of the aims of the event. This was quickly followed by an introduction from the chair of the Business Improvements District (BID) Graham Mountford, who gave an input on what type of crimes had been brought to their attention and an oversight of the Town Centre's current known problems. The events first question was then introduced by the host and the participants were left to discuss it at their tables. After a short period the café host drew back the audience's attention and approached some of the tables. A member of that table then summarized the main points

they had discussed. This allowed concerns and ideas to be shared with the rest of the participants on the other tables. This process was then repeated for the second question with an introduction by Pete Edwards the Neighbourhood Policing Field Officer. After each question the tablecloths were collected. After this the event was then formally closed.



The questions which we chose to ask the businesses were:

What type of crime affects your business most?

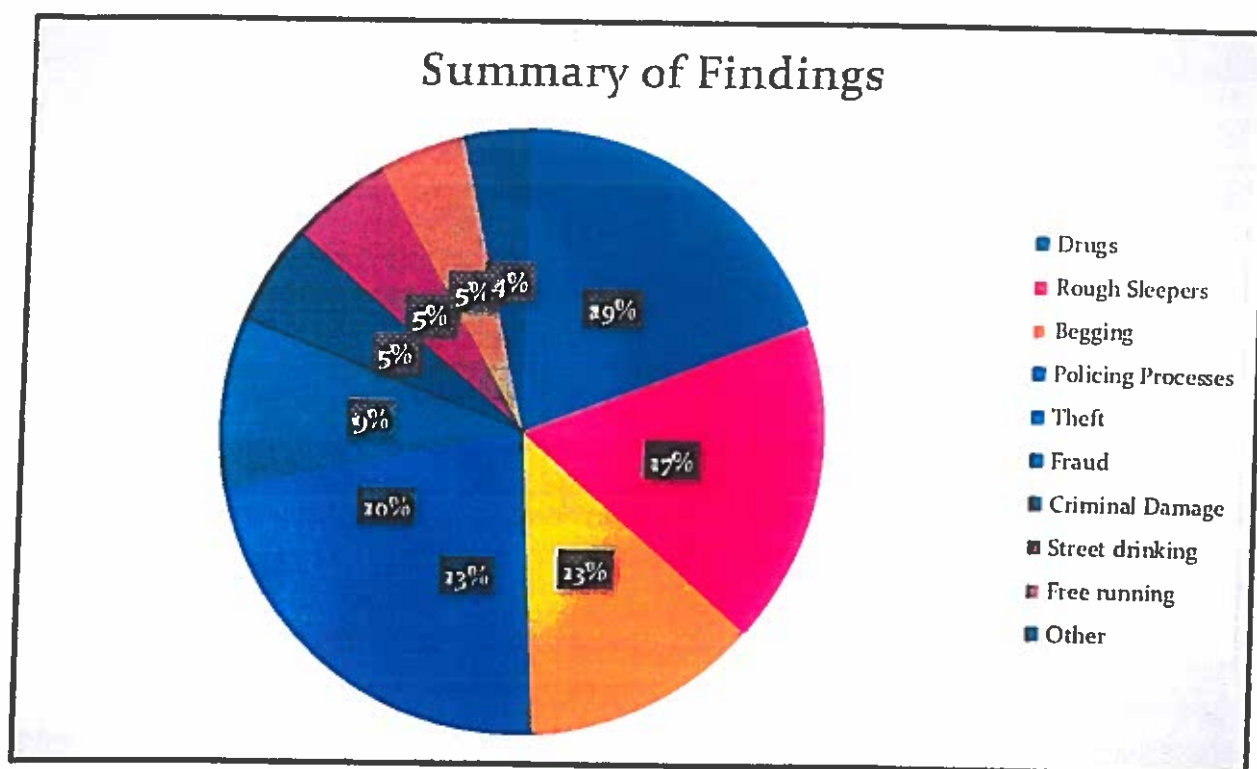
Followed by:

How could we work together as a community to address these issues?

After the event the tablecloths were reviewed and all of the writings recorded from them onto a word document. These points were then summarised into this report to provide an accurate representation of the issues raised and discussed by the business community members. A qualitative method of data analysis based on the number of references made to specific subsequently identified topics has been used to summarise the points raised and to display the findings visually.

What did we learn from the event?

Q1. What type of crime affects your business most?



The 'Summary of Findings' chart visually represents the data collected in terms of the main topics identified and the amount they were referenced in the data by the business community. The main points made by the community in terms of these topics have been summarized under their headings below.

Drug Dealing and Use

Drug use in the Town was a major issue raised. The businesses described drugs being openly used and injected in the street. Particular problems with drug users taking drugs in public toilets was referenced. Complaints about needles and other drug paraphernalia being left in doorways and in the street was a related problem.

Rough Sleepers

Rough sleepers were detailed as being another major issue to the businesses. The homeless population are often the same people who beg and drink on the streets which are other major issues raised. The homeless population were detailed to be prevalent in the carparks and in the doorways. The rough sleepers are seen by business representatives to be intimidating to them, their staff and their customers. Businesses felt especially intimidated when asking the rough sleepers to move on.

Begging

Begging was described as another large issue in the Town Centre. The businesses described beggars as being prevalent on all of the roads where businesses operate and often sat next to the cash machines. Begging was described as the asking for money from others by well-known persistent beggars or asking for money for the purchase of alcohol during the daytime by members identified to be from the traveller community. Beggars were seen to be a nuisance in that they annoyed and intimidated their customers. References to how to best educate the public about beggars and maybe giving to homeless charities rather than to them directly were made.

Policing Processes

Direct references to police procedures, response and investigation were heavily referenced. The businesses stated that the police were not in the right place at the right time. They stated that there was a lack of police response during the night time economy and made references to specific procedures they felt were wrong. They stated that night time economy policing did not deal with the beggars at all, that visibility and numbers of officers had reduced and that the new process of reactive rather than proactive policing was not well received. The businesses believed that night time economy crime had not reduced, but was just now not being seen by the police.

A lack of number of PCSO's in the town was referenced as were their patrol patterns, which appeared to them to exclude certain areas of the town.

The police were criticized for their knowledge on how to deal with beggars and the street population and acting inconsistently. The other main references were about the arguments they had between the police and council in terms of who took responsibility for ongoing problems, as well as the lack of support from the call centre's when they called 101. A slow or lack of police response and police investigation was referenced multiple times especially for the reoccurring issues of begging, rough sleeping and drug use.

Theft/Shoplifting

Thefts and shoplifting was another highly referenced crime mentioning a group of 20-30 prolific shoplifters being the biggest cause for the majority of crimes.

Fraud

Fraud was also a particularly referenced problem. Diverse types of fraud are affecting the businesses in the Town. These include internet based fraud, money changing/note counting scams, counterfeit currency, fake insurance claims and fake documents.

Criminal Damage

Criminal damage in terms of general vandalism, graffiti and damage to structures and street furniture were a clearly referenced crime problem.

Street Drinking

Street drinking was mentioned as an issue. Drunk people spread all over the town were described as being a problem during daytime hours. Street drinking during the daytime is perceived by the businesses to make their customers feel uncomfortable and intimidated.

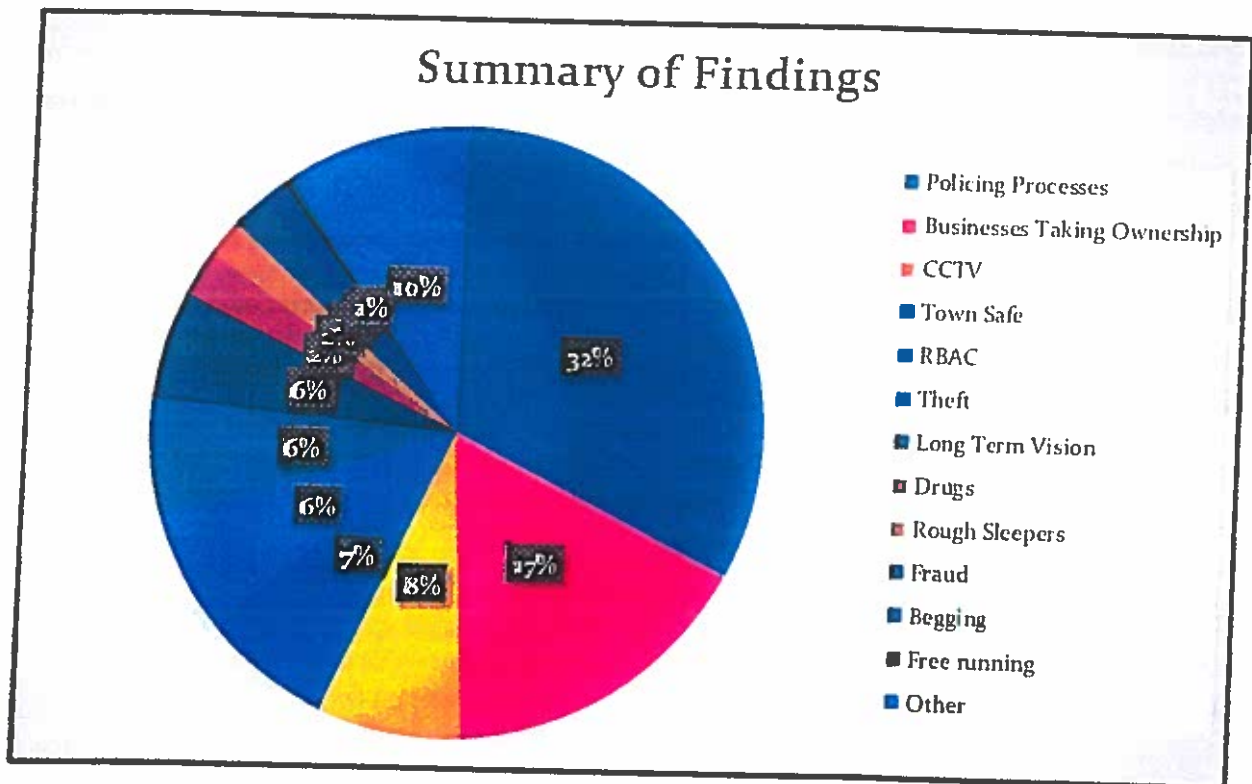
Free running

Free running (the practice of running on rooftops and jumping from them) was another issue of relatively high concern to many of the businesses. It was argued that this was partly the businesses responsibility and in general there was a lack of ownership associated with the roofs and their access points.

Other

Businesses feel the number of buskers in the Town Centre are too high. Alcohol pricing in the Town and how businesses have their own responsibility in relation to the cause of the street drinking was discussed. Other crimes mentioned were bike thefts, littering and recurrent urinating/defecating in doorways and the street.

Q2. How could we work together as a community to address these issues?



The 'Summary of Findings' chart visually represents the data collected in terms of the main topics identified and the amount they were referenced in the data by the business community. The main points made by the community in terms of these topics have been summarized under their headings below.

Policing Processes

Suggested changes to policing practices and processes were extensive and have been further summarized:

- Face to face training and training packs to be provided by the police on the topics of vigilance and staff rights and responsibilities for dealing with shoplifters

- Increased visibility of the police to prevent crime. Suggestions included having a police box/porta cabin on Broad Street along with more consistent patrol routes.
- Night time economy – working in better partnership with the businesses and being on foot patrol not in vans was requested as it provided more reassurance to the night time economy businesses
- Electronic methods of crime reporting and more updated technology for sharing CCTV between the police and the businesses should be introduced
- Increased face to face contact with the police to increase communication and positive relationships with all businesses. Other forms of communication including via email, Facebook etc. to be used to keep them all updated
- Meetings such as Pub-watch need invigorating as they are existing methods which already work
- Urinating in the Town Centre should be enforced without discretion as the situation is not being properly addressed by the police who are too soft on offenders
- Police response to incidents need to be more reliable especially for incidents of detained shoplifters, bike thefts and rough sleepers
- 101 call takers need to be more supportive rather than dismissive of the businesses problems
- Regular meetings between the businesses and police to increase and maintain communication and working relationships
- Higher use of CBO's
- The use of the Community Payback Scheme to clean the town i.e. by litter picking and cleaning shop fronts and painting doorways

Businesses taking ownership of problems

A very well referenced topic was how the businesses themselves can take ownership of some of the problems to help tackle them without police help and support. These have been summarized below:

- Collective responsibility for the environment by the businesses e.g. picking up litter, installing outside lighting, high quality CCTV and maintaining the look of their premises. The broken window thesis was referenced in relation to this point. Businesses also need to make sure they are keeping their own premises secure.
- Increasing door staff numbers if required to deal with the night time economy rather than relying on the police
- The council and businesses could clear up areas such as car parks to reduce anti-social behaviour e.g. rough sleeping
- Businesses can provide education to the public about donating money to homeless charities rather than giving to those begging in the town

- To reduce Town Centre drinking businesses need to be more responsible and not sell alcohol to the known alcoholics and people who cause anti-social behaviour in the Town. Other businesses should keep watch and take responsibility for making sure this happens and pressure is put on other businesses
- The systems that are already in place need to be used properly i.e. town safe radios, meetings such as Hotel Watch and schemes such as RBAC
- Increasing security guard numbers to reduce theft. Security guards can civilly ban thieves and can work to prevent crimes from taking place rather than relying on the police
- Businesses could 'give back' to the town by holding an annual event gala to raise money to put towards crime reduction. Businesses could consider offering work to those living on the street in conjunction with the homeless charities to stop them from ending up back in the same position again
- Businesses must take responsibility in reporting crime and taking ownership of their problems rather than relying on other agencies

CCTV

A need for improved quality and greater coverage of CCTV within the Town Centre was highly requested as a means to reduce and investigate crime. Improved lighting and CCTV in targeted locations such as the bike racks was noted. Temporary CCTV at problem locations was also an idea raised. Businesses recognized that they themselves need to take responsibility for the quality and coverage of the CCTV within and outside their own premises.

Town Safe

The Town safe radio scheme is also highly referenced topic. It has been reported by the businesses that it is an area that could be significantly improved. Businesses noted that the radios are not used properly by all of the businesses that have them; they are often not kept switched on or listened too and updates are not regularly passed on them when crimes or attempted crimes take place. The lack of widespread usage frustrates the better users as the communication chain breaks down between the stores. It was also suggested that stores receive more comprehensive radio training to increase their use by increasing knowledge and confidence.

RBAC Scheme

The RBAC scheme was critically reviewed by the businesses. The scheme was considered to require improvement with its co-ordination, needed better and more central information sharing. Businesses wanted more information on what information they can share and to receive more updates about the people identified through the scheme. Many

businesses questioned whether it was working at all and suggested alternatives such as Facewatch and DISC.

Theft/Shoplifting

Methods of tackling theft and shoplifting was a strongly referenced topic. Better use of store security was identified as being key to preventing the crime in the first place and reducing the police's work load. An increased use of communication between stores from phoning each other, having inter-store meetings and using town-safe radios were all referenced in terms of reducing the demand. In terms of bike theft the use of better, more secure and visible bike shelters were suggested.

Long Term Vision for the Town

A long term vision for Reading Town Centre was a much discussed topic. The businesses felt that there should be a short term and a long term plan in place for what the businesses and police wanted the Town to develop into in the future. There was a strong desire for there to be a 'Town Centre Manager' who had oversight of the Town in terms of the BID, RBAC scheme, Pub-watch, police, council and other schemes to manage accountability and manage communication. They identified that there were a lot of good processes already in place and a better strategic co-ordination would provide massive benefit to the town.

Drug Dealing and Use

The businesses questioned what they should do if they find used needles/sharps. They suggested that a 'sharps collection' should be a process that all businesses are aware of how to request. They described drug taking as becoming a 'norm' and that this needs to be addressed to maintain a focus on the seriousness of the issue.

Rough Sleepers

The businesses wanted the processes and policies on dealing with rough sleepers made clear to them. By understanding the processes they felt they could then better help St Mungo's and the police by acting in a supportive manner by referring the rough sleepers and taking any advised action to help tackle the problem.

Fraud

Fraudulent crimes were identified as requiring some input from the police on how to report them and how to identify counterfeit notes and also the procedure for dealing with them. A protocol for distraction/sleight of hand type frauds was also requested.

Begging

Begging was hardly referenced but better enforcement and public awareness training were mentioned.

Free running

Free running was only mentioned once. The problem was identified as a business community problem that required their input to solve such as by securing the roofs and putting obstacles in place to prevent it.

Other

Other suggestions included the extension of pedestrian only zones in the Town to make room for more street trading and mini-markets. Improved signage around the town and fairer use of parking spaces to allow customers to park for a short time to collect their purchases were other ideas put forward for consideration.

What's next?

What can we put in place immediately and what ideas can we develop during future events?

The Reading Business Café event was a hugely successful event and has provided an excellent insight into the beliefs and problems within the business community in Reading Town Centre. A feedback event will be held in the upcoming months where the conclusions of this report can be distributed and problems interrogated. Until the feedback event takes place there are some immediate actions which the police can take to start tackling some of the issues raised. These have been identified and listed below:

- There are some strong themes which emanate from the data collected. One of the themes which carries through both of the questions is the wanting by the businesses for training and information from the police. Many of the issues which cause the businesses problems are poorly understood by them and by being provided with information they will feel more confident to tackle the issues independently or to report the issues to the police. Officers can be identified as SPOCs for the various topics raised who can provide information to the businesses about them (particularly - fraud, begging, rough sleeping and drug paraphernalia).
- The introduction of the new Operating Model for the Reading Local Police Area has enabled PCSOs to focus on the visibility and engagement side of their role rather than being used for other purposes. This has resulted in dedicated patrolling to tackle ASB issues, especially begging and more constant visibility.
- The RBAC and Town-safe radio usage can be promoted and improved by further training being given to members where necessary. This will provide the confidence to report more crime intelligence and will support other businesses across the network.
- Briefing slides for officers on Operation Night-safe and a face to face input through daily morning briefings to all of the response and neighbourhood policing teams to address the need to robustly deal with the urinating in the street and begging in the Town Centre. This will ensure a consistent and fair approach and will reassure the businesses that we are listening to them.
- A multi-agency working group, chaired by Reading Borough Council is examining the begging and rough sleeping problem to determine lasting solutions.

- This report will be reviewed by relevant Officers who can start to implement actions and start to problem solve some of the more complex issues and requests with the data provided

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