

GUEST MANAGEMENT PLAN
25HOURS HOTEL SHOREDITCH
201-207 SHOREDITCH HIGH STREET, LONDON, E1 6LG

Introduction

1. This Guest Management Plan sets out the guiding principles for the operation of the premises in respect of the management and dispersal of guests who may be attending the licensed premises. It seeks to highlight the management principles, which are adopted by the operator, to ensure that the use of the premises in respect of guests - queue management and dispersal - does not have any undue impact upon the local amenity in the vicinity of the premises.

Entrance and Egress

2. Public access to the restaurant, bar and hotel lobby is from two entrances upon Fairchild Street.
3. Staff will be trained to avoid guests queuing outside the new restaurant, those waiting for a table will be accommodated within the restaurant bar area. Both the hotel lobby and restaurant bar area are designed so as to accommodate guests waiting for a table internally. This ensures that those waiting to be seated are all accommodated within the building. In the unlikely event of a queue forming for that restaurant a trained member of staff will be present to manage the guests and make sure there are no obstructions caused.
4. Guests leaving the venue do so through the same entrances on Fairchild Street from the ground level.

5. To minimise the disturbance, all patrons leaving that area after 23:00 will be specifically reminded the proximity of local residents and asked to leave quietly. This will be reinforced by the appropriate signage displayed near to the doors requesting guests to leave quietly, designed at the hotel's discretion.

6. Access to the licensed areas upon the 10th and 27th/28th floors will be via lifts and stairs which will be accessed by entrance into the hotel lobby area. This has a permanently manned reception desk with staff who will manage the ingress and egress of guests wishing to access those other levels to the building. The member of staff will control this access and manage it appropriately. Again the design and space of the reception area allows an area internally to accommodate guests. In the unlikely event of a queue forming, a trained member of staff will be present to manage guests and make sure there is no obstruction caused in the external areas on Fairchild Street and entry points to the premises.

Operation

7. In relation to tables and bookings at ground floor, these will be managed on a staggered basis throughout opening to ensure that the load on the kitchen remains balanced and that orders are not delayed. This avoids creating concentrations of activity at certain times, which could lead to large groups of people exiting the premises at the same time. Rather, because of the staggered bookings, guests naturally leave at different times as their meals come to an end. Again, due to the ingress and egress route to the other floors, a natural staggered process of guests will happen due to the access routes to obtain entry to the 10th and 27th/28th floors.

8. Each Shift Manager will ensure compliance with licensing and planning requirements, they will make sure good practice is maintained. The Designated Premises Supervisor

will work in conjunction with the Shift Manager to ensure any issues arising with the operation of the licensed premises are quickly addressed.

9. Local residents and their local resident groups will be provided with the Designated Premises Supervisor's contact details for them to raise any concerns should they arise.
10. In addition to regular checks performed by staff, clear signage to prevent smoking littering and noise will be displayed at points around the premises, designed at the hotel's discretion. In the unlikely event that a queue should form externally to the premises, guests will not be permitted to drink or smoke while waiting in the queue.
11. Both the Managers of the restaurant and bar on the ground floor and the hotel reception staff will manage the dispersal of guests out of the Ground Floor exits at appropriate times. Members of staff will be positioned at the ingress and egress points on Fairchild Street in order to control and manage the dispersal of guests from the premises at the end of the licensable activities hours authorised by any Premises Licence.
12. The use of door staff will be risk assessed on an ongoing basis by any Designated Premises Supervisor. Where engaged, door staff shall be licensed by the Security Industry Authority and maintain and control both queue management and dispersal when engaged.
13. Contact numbers of local taxi firms shall be kept at the premises and made available to patrons requiring a taxi.
14. The premises will keep under review the management of queuing guests and the dispersal of guests at the premises, and consider and update this policy accordingly.

