

The WTW-SCOTT Cinema Group

Bridgwater Northgate

Supporting Statement for the Application of a Premises License

All operating hours and licensable activities described within this statement are independent of any temporary restrictions laid down by the UK Government in respect of the COVID-19 pandemic.

A copy of this Statement, the License Application and digital copies of all plans can be downloaded from: <http://downloads.wtwscottcinemas.com>

Enclosed are the following floor plans:

- Unick Consulting ref: 5309-LC_01 (Ground Floor Licensing Plan) at 1:100 scale A1
- Unick Consulting ref: 5309-LC_02 (First Floor Licensing Plan) at 1:100 scale A1

A copy of this application for public display as shown in Annex B has been placed in the following locations:

- At the Northgate Development site
- In the existing WTW-SCOTT Cinema premises at Penel Orliou, Bridgwater, TA6 3PH
- In the Bridgwater Mercury newspaper (week 13th Oct edition)

Introduction

The WTW-SCOTT Cinema Group ('the Group') is a UK cinema operator with 12 cinemas in the South & South West of England. These are: Barnstaple, Bridgwater, Bristol, East Grinstead, Exmouth, Lyme Regis, Newquay, Newton Abbot, Sidmouth, St Austell, Truro & Wadebridge.

The Group is undergoing a period of expansion and, despite a downturn in the market as a result of COVID-19, will open a new cinema at Bridgwater Northgate in 2021. We also have a further five new-build cinema schemes in the pipeline.

The WTW and WTW-SCOTT companies run separately but concurrently, with certain shared resources. The combined Group operates 12 cinemas of varying styles and identities, comprising of 34 screens. We have an annual turnover of £12m and see 2m admissions per year to our cinemas.

The Bridgwater Northgate cinema complex is being developed jointly by the Group and Sedgemoor District Council. The new 7-screen multiplex cinema will sit alongside an Allstars Bowl bowling alley, four food and beverage units and extensive public realm improvements. The cinema is a replacement for our existing venue in Bridgwater, on Penel Orliou.

The License Application

The Application seeks to allow licensed activities as follows:

Proposed Opening Times	Sunday to Thursday: 09.00 – 01.00 Friday & Saturday: 09.00 – 02.00 On no more than 10 occasions in any calendar year: 09.00 to 03.30 (on any day of the week)
Supply of Alcohol for consumption on the premises	Sunday to Saturday: 11.00 – 00.00 On no more than 10 occasions in any calendar year: 11.00 to 01.00 (on any day of the week)
Exhibition of Films	Sunday to Thursday: 09.00 – 01.00 Friday & Saturday: 09.00 – 02.00 On no more than 10 occasions in any calendar year: 09.00 to 03.30 (on any day of the week)
Recorded Music	Sunday to Thursday: 09.00 – 01.00 Friday & Saturday: 09.00 – 02.00 On no more than 10 occasions in any calendar year: 09.00 to 03.30 (on any day of the week)
Live Music	Sunday to Saturday: 11.00-00.00
Late Night Refreshment (Indoors, for consumption on the premises)	Sunday to Saturday: 23.00 – 00.00 On no more than 10 occasions in any calendar year: 23.00 to 01.00 (on any day of the week)

Whilst leases have been exchanged and signed, the next phase to go unconditional on the lease and to allow the build to begin, is for the Group to attain a Premises License suited to our operational needs.

Operating Hours Statement

The License Application for the above hours are consistent with the commercial requirements of a modern multiplex cinema operation. This is particularly the case when considered alongside the higher-end specification cinema being prepared by the WTW-SCOTT Cinemas Group for the Bridgwater Northgate operation. This will include a luxury auditorium with sofa seating, preview auditorium with recliner seating and first floor lounge, and a high-quality food and beverage offer.

To optimise the trading opportunities and hence give the greatest chance of Bridgwater being a commercial success, the Group requires the following key hours of operation:

Cinema - 09:00 – 01:00 Sunday to Thursday / 09:00 – 02:00 Friday & Saturday
Sale of alcohol, for consumption on the premises - 11:00 – 00:00 daily.

In addition, in order to maintain the opportunity to take part in nationwide midnight releases of major new film titles, we require the flexibility to extend our offering on up to no more than 10 occasions per calendar year:

Cinema - 09:00 – 03:30, any day of the week

Sale of alcohol, for consumption on the premises - 11:00 – 01:00 daily, any day of the week

Alcohol: The sale of alcohol for consumption on the premises will be permitted to cinema ticket holders only after 20:00 every day. Before this time, sale of alcohol to non-ticket holders will be available when customers are using the bar or exterior seating area, up to a maximum capacity of 42 persons. Sale of alcohol to cinema ticket holders to 00:00hrs permits the choice of alcohol to be available to cinema guests whatever the start time of the film proposed. No off-sales will be permitted and external seating areas (as demarked on the licensing plan) will be closed after 22:00. It is important to note that the vast majority of alcohol sales will take place to customers enjoying their beverage whilst watching a film and in private hire settings in the first floor lounge.

Films: The majority of UK multiplex cinemas regularly operate such that at least one of their main evening performances each day will conclude after midnight, but this can vary with the length of each film. See Annex C for comparative justification showing some approved license

In addition, during key releases (including major 'blockbusters' such as 'Star Wars') the film is occasionally made available in key locations for a midnight screening on the day of release, enabling film fans to see the film before anyone else. Given the investment by the Group and the District Council in the cinema and leisure development, it is important that the Group are able to offer these film fanatics this opportunity otherwise they will seek these shows at other local cinemas. These performances are relatively infrequent and are invariably on a mid-week night. We would anticipate that full use of these trading hours would only be needed in a minority of weeks reflecting the 'event' nature of the major releases. Although in our current Bridgwater venue, we operate these shows upon receipt of Temporary Event Notifications, the costs associated with these applications have a direct effect on the monetary performance of the performance on the night, hence the license application.

There is typically a strong audience for 'late shows' of key releases during weekend periods in marketplaces with strong student representation, with cinemas typically providing a safe and friendly late-night leisure destination for the local community.

We typically experience no disturbances during these occasions as the audiences for these screenings have often planned their visits some time in advance and attend with friendly and positive attitudes. We do, however, deliver appropriate training to all colleagues, and employ a number of security measures, including a manned ticket control point, regular patrols, and a full in-screen CCTV system to ensure that every visitor has an enjoyable experience. Sale of alcohol to cinema ticket holders only during the evenings is a common operating procedure in cinemas across the country and hence this is part of the standard training delivered to our Teams. In addition, the sale of alcohol to customers not purchasing a ticket – but only in designated bar areas – is also common across the country. Operation at Everyman Cinemas and Picture House Cinemas are solid examples of this.

We enjoy late licenses in a number of our venues. In Barnstaple, we retain a 24-hour license for opening and film exhibition and have never experienced a problem with the operation, despite being in the middle of a town centre and surrounded by residential apartments at first floor level.

The ability to remain flexible with operating hours will allow the Group to maximise the opportunities presented by all film releases to ensure Bridgwater is a not only viable at the most basic level, but also

a long term commercial success as the leisure and hospitality industry regains it's footing in a post-COVID world.

The cinema will operate 364 days per year, excluding Christmas Day. Typically, cinema screenings would commence at 1pm on weekdays outside of school holidays and 10am at weekends and during school holidays, finishing around midnight. The full operating hours within the license application allow the most flexibility.

Live Music: The performance of live music is not a key function of the venue, however, an application is made for the performance of live music to cover odd occasions where that activity adds value to a film performance or private hire event. Examples of such activity within the last 12 months at our venues include:

- A 45-minute choir performance before the start of the film, by the Chivenor Military Ladies Choir, to enhance the opening night of the film "Military Wives". The event was covered by BBC local news.
- A 30-minute acoustic singer/songwriter performance as part of a private hire event for a major corporate partner.
- An in-foyer performance by brass band musicians ahead of a regional film premiere.

Recorded Music: The playback of recorded music is defined as follows. Incidental background music at low volume in the cinema foyer, bar seating area, lounge and toilets; "Non-sync" recorded music in the cinema auditoria played between showtimes as incidental music while customers are taking their seats. The request for licensed times to fall in line with film showing times covers the occasions when customers may be leaving the venue.

For the avoidance of doubt, Live and Recorded music is not the primary function of the venue and is used to add perceived value to the experience and surroundings.

Capacities

Auditoria

<i>Aud 1</i>	<i>Aud 2</i>	<i>Aud 3</i>	<i>Aud 4</i>	<i>Aud 5</i>	<i>Aud 6</i>	<i>Aud 7</i>
28 fixed 1 w,chair	92 fixed 2 w,chair	221 fixed 4 w,chair	153 fixed 2 w,chair	133 fixed 4 w,chair	100 fixed 2 w,chair	12 fixed
					Total	739 fixed 15 w,chair

First Floor VIP Lounge

Standard seated configuration	12
As multifunction space	25

Ground Floor Café Bar

Standard seated configuration	20
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Exterior Seating Areas

Standard seated configuration	22
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Film Certification

We adhere strictly to BBFC policies which state that no person under the age for an age-restricted feature film may be admitted. To that end, our staff are trained to question and refuse admission to those that are, or appear to be, under the legal age rating for a feature film. This is supported by in-cinema advertisement of the age restrictions and supporting information for the customers benefit. We have precedent in this regard via the operation of the existing Bridgwater venue.

Core Licensing Policies

The Group follows a comprehensive CCTV layout, which includes CCTV cameras in all public areas, bars and within auditoria. This is for the protection of our customers, our staff and our business. We enjoy strong relationships with local police departments and do our best to assist with disseminating CCTV footage where required, within ICO guidelines – we are fully registered with the ICO in this regard. Our CCTV can be monitored and backed up off-site using secure cloud solutions.

We operate a Challenge 25 policy for all alcohol sales. Our staff undergo a significant amount of training and are well versed in the requirements, and challenges, of alcohol sales. We maintain that we see very few issues related to alcohol consumption, due in part to our training regime, and also in part due to the type of customer choosing to consume alcohol during a cinema screening. We make no sales to anyone suspected to be under the influence of drugs or alcohol and in the case of the Northgate cinema, only serve alcohol on the premises.

For the protection of children, we are fully aware of our duty of care to those on our premises and we do our best to identify vulnerable persons. For this reason, we may refuse admission to adults who do not have children with them for films that are aimed primarily at youngsters and, if they are admitted, we may require them to sit towards the rear of the auditorium.

At certain times and for certain films, we may require unaccompanied under 15's to sit in the front of the auditorium, where they are more easily observed by staff, for their own safety and protection. We patrol all auditoria at a minimum of 20-minute intervals to look out for any issues, including customer safety, presentation standards, and film piracy. We do not allow admission for unaccompanied children after 7pm, and it goes without saying that BBFC guidelines and certificates are upheld.

Exit Strategy

We are an experienced cinema exhibitor and operate many cinemas within residential areas. We will have customer messaging on all exit points to remind our customers to respect the neighbours upon exit. Our cinema team will also be present at the close of each day to reinforce this policy when people leave. We will also try to ensure as far as practically possible that the final films of the day exit points are staggered to ensure a steady stream of customer exits from the building.

Annex A

Conditions proposed to promote the licensing objectives under M, boxes a), b), c), d), and e)

1. The maximum capacity of the venue is 979 persons. To calculate this capacity, we use the following: Capacity of individual screens added together, plus the capacity of the largest auditoria added again.
2. The cinema has been designed in accordance with all current building regulations. The developer will attain building regulations certification for the construction of the shell, while the Group will attain the same for the interior fit out.
3. A Fire Safety Strategy has been undertaken by the developer, acting as those responsible for the shell construction; in addition, an ongoing Fire Safety Strategy will be developed by the cinema operator – it is a requirement of the lease and of building regulations for the Group to supply this.
4. Acoustic breakout requirements are written into the Shell Specification, supplied by the Group to the developer. The developer has designed a cinema shell with all necessary acoustic treatment to prevent the breakout of acoustic noise from within the cinema shell, as well as from HVAC units.
5. Sale of alcohol shall be made under the following instances:
 - To any customer wishing to use the internal or external seating areas of the bar (within the premises demise), up to 20:00hrs only, and up to a maximum for 42 persons. Crowding at the bar counter will be discouraged;
 - After 20:00hrs, only to a person admitted to the premises by purchasing a ticket, or whose admittance payment has been made in advance (an advance booking for a paperless ticket);
 - To persons over the age of 18 years.
 - To a customer who is not intoxicated or under the influence of drugs.
6. Alcohol shall be stored in store rooms, secured by a maglock and digital access device (i.e NFC key or similar). Alcohol on display at sales counters shall be either a) obscured by a steel shutter; or b) removed from display; overnight.
7. The premises shall include a full CCTV system. The high-definition CCTV system shall include a comprehensive array of colour cameras around the premises, including within the auditoria. The CCTV system shall continuously record for a period of 31 calendar days, with date and time stamping. In-auditoria CCTV can be monitored from the screen attendants control point.
8. Sedgemoor District Council (SDC) will place and operate CCTV cameras on the exterior of the building for the monitoring of the car park and associated public realm areas.
9. A staff member who is trained in the operation of the Scott Cinemas CCTV system, along with all requirements of the ICO, shall always be present on the premises – this will usually be the Duty Manager. The staff member concerned will be able to show the police or licensing authority (only), the recording of the preceding 31 days immediately when requested. Although the car park and public realm cameras shall be the responsibility of SDC, cinema staff will maintain active contacts to SDC should viewing be required.
10. Staff will be fully trained to high standards in accordance with our training policy, which includes relevant health and safety issues.
11. Patrols of the auditoria will take place by staff every 20 minutes during feature film exhibition.
12. Where alcohol is sold, it shall be decanted into CE-marked vessels for consumption within a cinema auditorium. All beverage vessels (whether for alcohol or not) used for the

consumption of food and drink within the auditoria shall either be sustainably disposable, or CE-marked for reusable vessels.

13. At the close of the trading day, staff will remind customers to leave the premises quietly in order to respect local residents within the area. In addition, signage will be placed at exit points.
14. A proof of age scheme will be operated within the premises in relation to alcohol sales and admission to feature films. For alcohol sales, this will be a Challenge 25 scheme where the only acceptable forms of identification are recognised forms such as a driving license or passport. For admission to feature films, BBFC guidance will be applied and persons under the age limit for any given film will not be admitted.
15. A log shall be kept detailing the instances of all refused sales of alcohol. This log will include the date, time, reason for the refusal, together with the name of the member of staff refusing. The log shall be available for inspection at all times while the premises is open.
16. Unaccompanied children (those aged 14 and under) will not be permitted to watch a film without an adult being present for any performance due to commence after 19:00hrs.

Annex B

Copy of the Newspaper and Public Display Notice

Licensing Act 2003

Premises License Application

We, **WTW-SCOTT CINEMAS SOUTHWEST LTD**, hereby give notice that we have applied on **Wednesday 7th October** to Sedgemoor District Council as the Licensing Authority for the Grant of a Premises License for the premises known as:

Scott Cinema, Northgate Leisure Development, Bridgwater, Somerset

The application is for:

Exhibition of Films: Sunday to Thursday: 09.00 – 01.00; Friday & Saturday: 09.00 – 02.00; and on no more than 10 occasions in any calendar year: 09.00 to 03.30 (on any day of the week)

Recorded music: Sunday to Thursday: 09.00 – 01.00; Friday & Saturday: 09.00 – 02.00; and on no more than 10 occasions in any calendar year: 09.00 to 03.30 (on any day of the week)

Live Music: Sunday to Saturday: 11.00-00.00

Supply of Alcohol for consumption on the premises; Sunday to Saturday: 11.00 – 00.00; and on no more than 10 occasions in any calendar year: 11.00 to 01.00 (on any day of the week)

Late Night Refreshment (Indoors, for consumption on the premises); Sunday to Saturday: 23.00 – 00.00; and on no more than 10 occasions in any calendar year: 23.00 to 01.00 (on any day of the week)

Any person who wishes to submit representations in connection with this application should send their representations in writing to: Licensing Unit, Sedgemoor District Council, Bridgwater House, King Square, Bridgwater, Somerset, TA6 3AR, to arrive no later than 28 consecutive days from the date of this notice; details of representations received will be forwarded to the applicants to enable them to comment. The representations received and the applicants' comments will be taken into account in determining the application.

Relevant representations will be forwarded to the applicant and published on the Council's website.

It is an offence to knowingly or recklessly make a false statement in connection with an application and that person is liable on conviction to a fine not exceeding Level 5 on the Standard Scale. A

Register of Applications can be inspected at the Council Offices and details are also available at www.sedgemoor.gov.uk/licensing. Enquiries: 0300 303 7806, or email: licensing@sedgemoor.gov.uk

Annex C – Comparative Justification

	<u>Opening</u>	<u>Films</u>	<u>Sale of Alcohol</u>	<u>Other</u>
Odeon Durham	Sun – Thurs 09.00-01.00 Fri & Sat 09.00-02.00 09.00-03.00 on 10 days of the year	Sun – Thurs 09.00-01.00 Fri & Sat 09.00-02.00 09.00-03.00 on 10 days of the year	Sun – Thurs 11.00-00.00 Fri & Sat 11.00-01.00 11.00-01.00 on 10 days of the year	Late night refresh, Live music, Prerecorded, Dance, Other ent, late night refresh
Odeon Exeter	Every day 11.00-04.00	Every day 09.00-03.30	Every day 11.00-01.30	Late night refresh, Live music, Prerecorded, Dance, Other ent, late night refresh
Merlin Torquay	Every day 08.45-02.30	Every day 09.30-02.30	Not offered	Late night refresh

Annex D – Bar & Lounge Visualisations



