

# DIAGEO

PROMOTING RESPONSIBLE DRINKING



ROYAL GARDEN HOTEL  
LONDON

# ARE YOU THE BEST BAR NONE?

THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA

**88**  
BEST BAR NONE

**L F B**  
LONDON FIRE BRIGADE



**METROPOLITAN  
POLICE**

Working together for a safer London



THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA

# The Royal Borough of Kensington and Chelsea and the Metropolitan Police invite you to take part in Best Bar None 2014!

**Welcome to the Royal Borough's seventh year of Best Bar None.**

**Following six excellent years, where half of the borough's eligible premises have been awarded Best Bar None membership, we are now inviting you to take part in the award scheme.**

Best Bar None originated in Manchester in 2003, and since then the scheme has been successfully introduced in towns and cities across England, Wales and Scotland. Best Bar None has had significant success in reducing crime, disorder and harm in scheme areas around England.



*2013 Bar category and overall winner, Janet's Bar, Old Brompton Road*

## **The benefits of Best Bar None for you will include:**

- Recognition of high management standards.
- Strengthening relationships with the Police, Environmental Health and the Council's Licensing Team.
- Only awarded venues will be publicised and promoted on the internet, in the local and trade press, at the Town Hall and in other local publications.
- Awarded premises will be able to use the Best Bar None logo and display a BBN members certificate.
- Positive competition with fellow licensees to become the best outlet in each category (pubs, bars and nightclubs), and;
- A possible increase in footfall and revenue in your premises as the scheme goes forward.

## **The benefits of Best Bar None throughout the Royal Borough also include:**

- A Borough that is committed to delivering a safer night time environment.
- A Borough with a diverse range of evening attractions.
- A Borough that demonstrates the increasing importance of promoting responsible retailing.
- A Borough committed to working in partnership to achieve collective success.

Participation in the scheme shows willingness by operators in the licensed trade to work in partnership with other agencies and to set high standards of management for other operators to follow. All the partners in the award scheme are committed to promoting the continuous improvement of our night time economy.

This year will see the addition of a new category – Best Newcomer! To be eligible your premises will need to be a new or second year entrant to BBN and have an exemplary record in relation to crime/disorder as well as noise/public nuisance.

# Five Easy Steps to Best Bar None Membership

## Step 1:

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- An application is completed by you and sent to us accompanied by the £35 entry fee.
- Part of the application will ask that you identify which category your premises falls within. These are:

**Best Bar**

**Best Pub**

**Best Nightclub**

- Guidance on the assessment process is attached to the application form and will be of assistance to you when preparing for the assessment visit.

## Step 2:

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- You will be contacted by a trained assessor who will make a mutually convenient appointment to visit your premises.
- Two trained assessors from the partner agencies within the borough will carry out the assessment between June and September 2014.
- The assessment will last between one and two hours, and will consist of an evaluation of the management procedures and processes in place within your premises.
- Assessments are based on essential, desired and bonus criteria.

## Step 3:

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- Your assessment will be scored and, subject to reaching all the essential criteria, you will be awarded BBN membership.
- If you rank within the top scoring premises your assessment papers will be put before an independent judging panel, who will decide the winner and runner up for each category of premises and the Borough's overall winner.

## Step 4:

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- You will be invited to attend an awards evening, where, subject to attaining the minimum criteria, you will be presented with a members certificate to display at your premises.

## Step 5:

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- If you are awarded BBN membership, your premises details will be added to the BBN website with links available to your own, and other relevant websites. Additionally, you will be able to display the BBN logo on your own website and advertising literature.
- Feedback for all premises will be available from the assessors.
- Awarded premises will receive publicity within local and trade press and other publications.

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For further information contact Cass Spencer on  
020 7341 5708 or email [bestbarnone@rbkc.gov.uk](mailto:bestbarnone@rbkc.gov.uk)  
[www.rbkc.gov.uk/bestbarnone/](http://www.rbkc.gov.uk/bestbarnone/)



Janet's Bar is very grateful to be part of the Best Bar None Award Scheme. This past year Janet's Bar won Best Bar and Best Overall Venue. This is the second time that we have taken both prizes. In past years, we have been recognised as winner in the Best Bar category.

Winning these awards is a fantastic experience for us. We work very hard to stress to staff the importance of compliance with Licensing regulations. This award gives the staff something to strive towards.

Being part of the Best Bar None Scheme aids us in focusing on our relations with our neighbours and the community at large. This shows our staff the importance of being courteous while controlling our clients. We try to avoid having our clients cause any nuisance or disturbances.

Janet's Bar has an excellent working relationship with the Licensing Team, the Council, and the local Police. We appreciate the guidance and support that we receive from these Governmental agencies. Winning the Best Bar None awards year after year, shows these bodies that we indeed take the scheme very seriously. We are constantly striving to up our performance by reaching out to the community and our clientele with new and innovative ways to keep Janet's Bar a safe premises.

**Janet Evans, Owner, Janet's Bar**