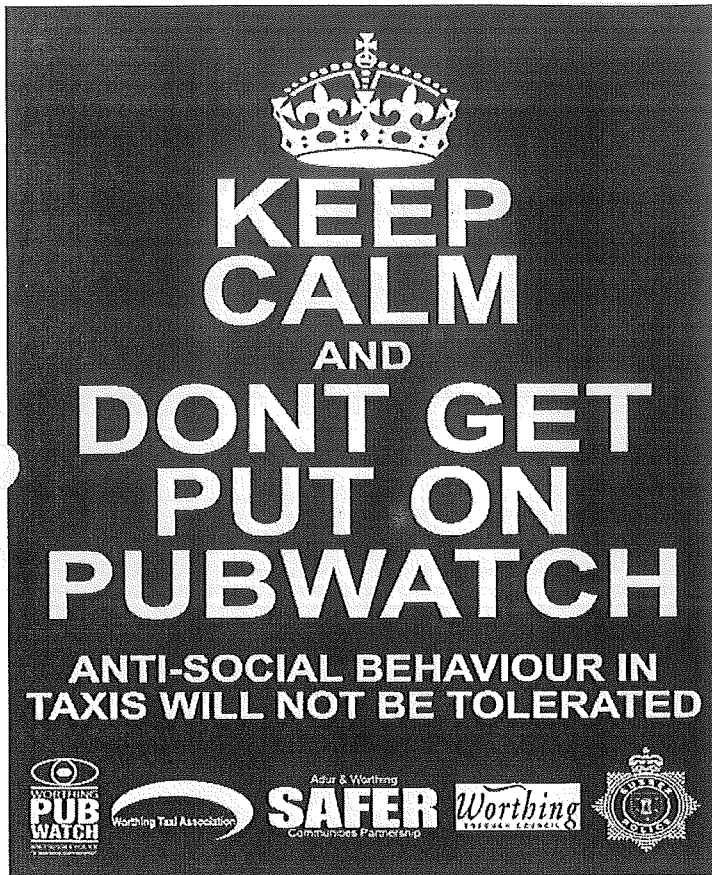
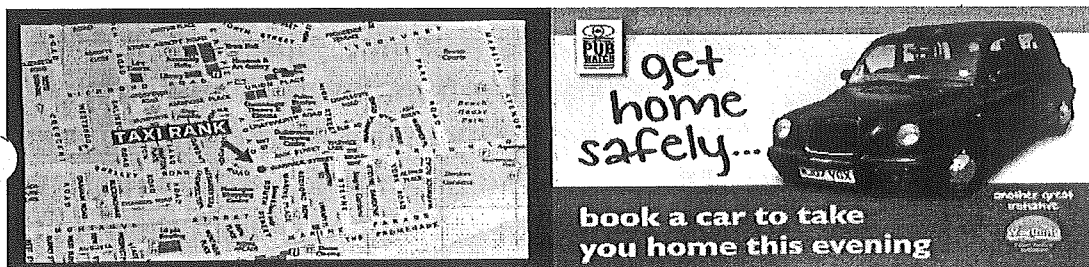


Below is just some of the campaigns and initiatives we have implemented over the past 12 months to help make the venue and town a safer place. All these campaigns are on going indefinitely and are always part of our marketing and advertising campaigns.



Being part of the town centre taxi rank partnership, we produced this campaign which has been circulated with all members of pubwatch and Worthing taxis. These were made into window stickers and posters of various sizes by Sharon Clarke (town centre manager)



This is an idea we brought to the taxi rank partnership, It was originally and idea to educate people to plan their journey home at the start of the night, giving them information on where the taxi rank is and numbers of the local private hire firms. The original design we produced was taken and improved to look like this by Sharon Clarke. These cards are now readily available in the town.

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**intoxicated?**

**No sale!**

It is an offence to sell alcohol to a drunk

It is an on the spot £80 fine for anyone caught selling alcohol to a person who is intoxicated.

This campaign was aimed at the staff and was adapted from an initiative by derbyshire police. This is currently still up in the staff room as well as in our training programme. This was also offered to the other members of pubwatch



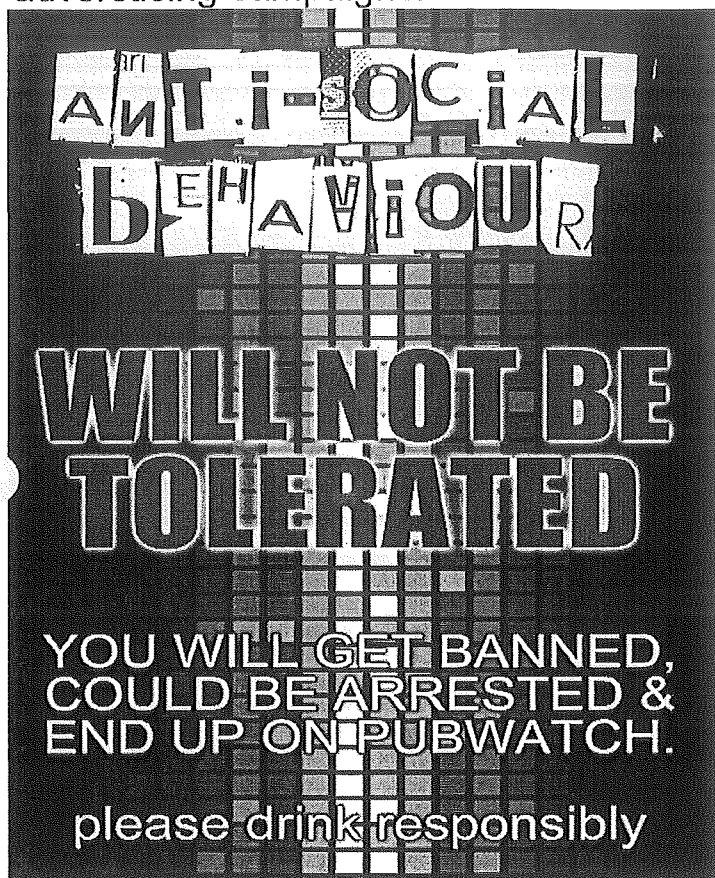
**GET ME HOME SAFE!**

**LIQUID LOUNGE**

**IF YOU GET LEFT ON YOUR OWN, PLEASE ASK A MEMBER OF STAFF & WE WILL ARRANGE A TAXI FOR YOU & A SAFE PLACE TO WAIT UNTIL IT ARRIVES.**

This was a campaign aimed at vulnerable females, who may have been left by their friends for example We would arrange for a taxi and have a member of staff wait with them in the venue until it arrived. This has been very successful and we have even paid for taxis if they haven't got enough money! This is advertised in all venues on all TV screens and posters around the club.

Below is just some of the campaigns and initiatives we have implemented over the past 12 months to help make the venue and town a safer place. All these campaigns are on going indefinitely and are always part of our marketing and advertising campaigns.



Anti-social behavior campaign ran inside the venues on 16 TV screens as well as posters in every toilet cubical. These were also given to other pubs and clubs to use.



Don't drink and drive campaign ran internally offering free soft drinks to all designated drivers. This was also on the TV screens and posters around the venues