



Best Bar None
Safe Newcastle
Room 34
Civic Centre
Newcastle upon Tyne
NE1 8PR
Tel: 0191 277 7833
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This matter is being dealt with by: Joe Hogan
Our reference: BBN/JH

Dear Colleague

Thank you for your interest in the Newcastle Best Bar None 2010 scheme. We are delighted to enclose your application form and accompanying information. The main aim of the scheme is for licensed premises to work in partnership with Safe Newcastle to provide a safer environment in which to visit, socialise and work.

The scheme works by assessing venues on a range of licensing issues including the prevention of crime and disorder, responsible retailing, door policy, noise, drug awareness and underage drinking. This award scheme is unique to the licensed trade – it is the only scheme award to set a minimum standard of operation and encourage the sharing of best practice by rewarding safe and well managed licensed venues with the issue of an accredited award.

Taking part in this year's scheme offers you a number of benefits including

- Demonstrating to your customers that you care about their safety and security on a night out
- Improving customer and staff safety
- Contributing to enhancing Newcastle's reputation as a safe and vibrant place to visit and enjoy
- Gaining free positive publicity for your venue

This year we will be incorporating some new questions in the application form relating to customer service and tourism. This will reflect the involvement of our new partners in the scheme, Newcastle Gateshead Initiative and Tourism North East.

We look forward to working with you and continuing the excellent achievements already accomplished through Best Bar None in keeping Newcastle a safe and vibrant city.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Joe Hogan', written in a cursive style.

Joe Hogan
Community Safety Officer