

### **3am Extension:**

- We have found that customers begin to leave from around 2am, which means there is less of a crowd on the street when the venue closes at 3am.

- By making a curfew at 12.30am, one of the conditions of a 3am license, there would be less chance of "pre loading" as the customer will be in for longer and therefore loses the incentive to preload. Also with doormen being on from scratch it makes it easier to make sure customers are not drunk on entry.

- In the city the majority of 3am licenses are usually given to either basement or first floor premises that are not open before 10pm. This means that they are more open plan premises as pubs tend to be designed with nooks and crannies which makes it harder to monitor late at night. With the premises being on the basement and first floor they can then remain closed before 10pm as rent, rates are far cheaper. This ensures the venue is strictly designed for late night entertainment and not a multitude of uses which can compromise safety and health.

- With normal pubs shutting an hour before the late night venue it gives taxi drivers time to get the first customers home before the late night venue shuts. This reduces the opportunity for violence, frustration, noise pollution etc. and increases the revenue for taxi drivers. It also helps the police monitor a town centre as opposed to when all premises pour out at the same time.

- The late licence allows the venue to charge, which in turn allows it to spend more on the entertainment. This can encourage local youngsters not to go to the city but stay in their home town.

1. If the entertainment is better then it attracts more people therefore it increases the tourist and also encourages the local to stay.

2. If the entertainment is better it allows us to compete with the cities in terms of young professionals.

3. When we have had 3am extensions we have put on some very expensive performers and they receive the door money. This allows the venue operator to source bigger names raising the profile of that particular town.

- There can be problems with customers from other bars gathering outside the biggest venue when it closes at the same time as all the other bars. This increases the chance of incidents on the street outside and also makes it difficult to get the crowds to leave. When 3am licence is in place this problem is completely eradicated.

- The 3am licence means that customers do not remain on the street after closing as they do with the 2am licence, i.e. they tend to go straight home due to the later time. Similarly this also means that people do not move on to un-monitored house parties where there is no control over drinking and behaviour. Most of the serious problems occur at private parties where there is no supervision. At these parties, people drink too much, arguments are not sorted by security and are allowed to escalate, drugs are sold and taken freely, there is no control over noise which is usually way above the acceptable level that you would have in a late night venue with a high investment in sound proofing etc. This causes serious problems for the neighbours and the community as a whole.

- With 3am licences bar trade always slows down in the last 90 minutes of opening and customers drink more responsibly because they do not feel time pressure. At the moment some late night venues only sell alcohol for an hour to an hour and a half. This creates tension as the bar has to make a profit and then has 15 minutes to clear the venue. This creates a degree of frustration for the customer and therefore outside in a crowd there is more potential for disorder.

- Customers, in general, are more relaxed, there is happier atmosphere and there is much less aggressive behaviour during the 3am licence extensions - we have not had any incidents on the nights we have had extensions.

- As Argyll relies on the tourist industry we feel the 3am extension will add to the visitor experience.

- Many young, backpacker type, tourists come to the area and expect a good night out. They are often disappointed when the entertainment has to stop by 01:30am and they can no longer buy alcohol after 2am.

- For the tourist sector in Argyll to claim that venues can provide more high profile entertainment and refreshments until 3am would be a huge attraction for the area.

- The extra hour provided by an extension will allow venues time to increase revenue in order to have more diverse entertainment. For example, at present most places have one DJ performing on a typical Saturday night with 2am licence, but with a 3am extension they can have at least one live band every Saturday night as well. Again this is a huge selling point for tourism and would greatly enhance the experience for visitors and locals alike.