

The Nightclub Operations Director's Guide to

How Self-Service Lockers Increase Guest Spend and Reduce Labour Costs

**Less queueing. Less staff handling.
More time for guests to enjoy the
venue.**

Self-service smart lockers help nightclubs
reduce repetitive cloakroom handling,
improve guest flow and create new revenue
opportunities.

Includes Jassie Breda case study

**Less labour.
More guest time.
Smarter revenue.**



Reduce labour
pressure



Increase guest
time



Create locker
revenue

The Hidden Cost of Manual Cloakrooms

A traditional cloakroom looks simple, but every coat or bag creates a repeated staff transaction - at drop-off and again at collection.

Where labour time goes



Repetitive handling

Staff receive, store, locate and return every item.



Lost tickets

Verification stops normal processing and creates disputes.



Queue management

Extra staff may be needed during narrow peak windows.



Closing-time retrieval

Teams remain tied to storage while the venue is closing.



Manual capacity checks

Limited visibility makes demand harder to manage.



The more manual interactions your storage operation requires, the more staff time it consumes.

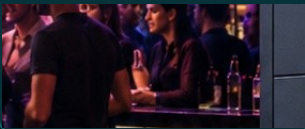
When Guests Queue, They Aren't Spending

Guest time has commercial value. Queues take customers away from the bar, music and social experience - while staff are tied up handling belongings.

1

Drop-Off Queues

The guest journey starts with waiting instead of enjoying the venue.



2

Repetitive Handling

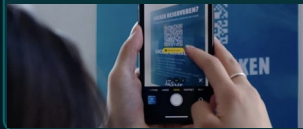
Every item requires staff time at both ends of the night.



3

Lost Tickets

One exception can slow the queue and pull in a manager.



4

Staff Interruptions

Teams are diverted from security, hospitality and guest support.



5

Early Exit Behaviour

Guests may leave early to avoid the closing-time collection surge.



6

Closing-Time Queue

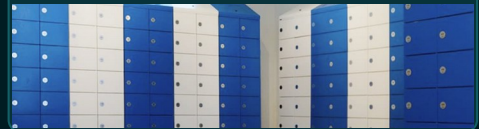
Customers wait for coats instead of enjoying the final part of the night.



7

No Live Visibility

Operators cannot easily see storage usage or remaining capacity.



Smart lockers do not force guests to spend more - they remove the queues that take guests away from the experience.

How Smart Lockers Reduce Labour Pressure

Self-service changes storage from a staff-led process into a parallel guest journey. Multiple customers can store or collect belongings at the same time.



Self-Service Access

PIN, QR code or mobile authentication.



Multiple Guests at Once

Parallel storage and collection improves throughput.



Live Availability

Operators see locker use and remaining capacity.



Lower Staff Intervention

Teams focus on service instead of repetitive handling.



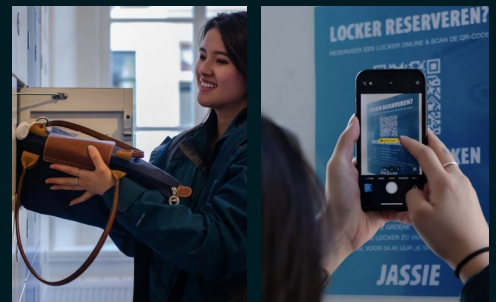
Faster Collection

Guests retrieve belongings independently.



Paid Rental Models

Storage can support a direct revenue stream.



**Smarter storage.
Lower labour.
More guest time.**



Efficient



Reliable



Scalable



Revenue
Ready

Case Study: Jassie Breda

From Cloakroom Cost to Commercial Asset

A centralised self-service locker hub supported multiple nightlife venues, reducing repeated cloakroom handling while creating a scalable storage service.

Jassie's Challenges



Limited space in venues

Bars and cafes lacked room for traditional cloakrooms.



Operational inefficiency

Hospitality staff were burdened with coat handling.



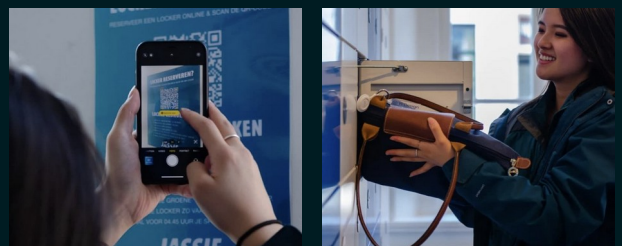
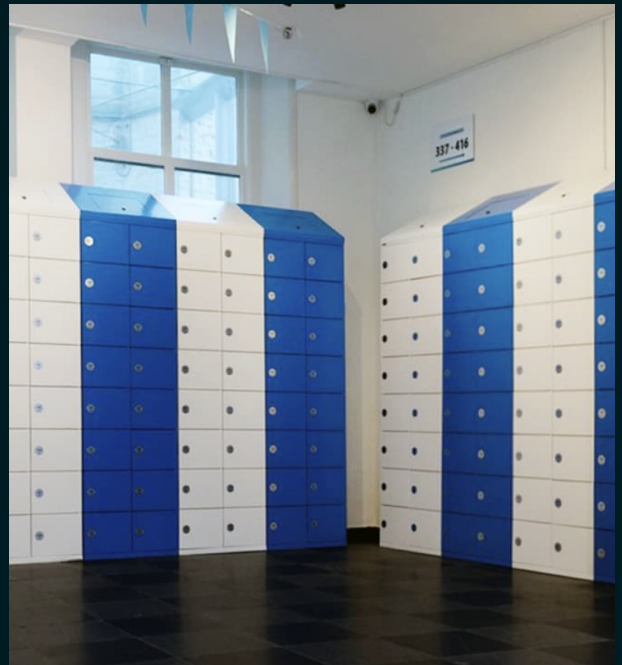
Poor visitor flow

In-house storage created queues at peak times.



Inconsistent guest experience

Lost or misplaced coats weakened trust and satisfaction.



512

smart lockers deployed

€180,000

revenue generated in the first year

ZERO DOWNTIME

during high-volume operation

Ready to Make Storage Work Harder?

The right storage model can reduce repetitive handling, protect guest time and create a measurable commercial opportunity.

Why VPOD Smart Lockers?



Self-service digital access



Live usage and availability



Lower repetitive staff handling



Flexible paid-rental models



Scalable nightclub storage



Book a Demo

See how VPOD CrowdStor Smart Lockers can help your venue:

- ✓ Reduce cloakroom labour pressure
- ✓ Give guests faster self-service storage
- ✓ Protect more time for the nightlife experience
- ✓ Explore paid locker revenue



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Less labour. More guest time. Smarter revenue.