



SHEFFIELD CITY COUNCIL Licensing Sub Committee Report



Report of: Steve Lonnia
Chief Licensing Officer, Head of Licensing

Date: Thursday 8th September 2016 at 10:00 a.m.

Subject: Villa Mercedes, 4 Suffolk Road, Sheffield, S2
4AG

Author of Report: Georgina Hollis – 273 4264

Summary: To consider an application for the grant of a sexual entertainment licence in accordance with Schedule 3 of the Local Government Miscellaneous Provisions Act 1982 (as amended)

Recommendations: That Members note the content of the report, any further information supplied and make a renewal decision based on the evidence.

Background Papers: Attached to this report.

Category of Report: OPEN

**Schedule 3 of the Local Government Miscellaneous Provisions Act 1982
(as amended) - Sexual Entertainment Venues**

Premises – Villa Mercedes, 4 Suffolk Road, Sheffield, S2 4AG

1.0 PURPOSE OF REPORT

1.1 To consider an application for the Grant of a sexual entertainment venue licence made under Schedule 3, Section 10, of the Local Government Miscellaneous Provisions Act 1982.

2.0 THE APPLICATION

2.1 The applicant is Rockwave Leisure Limited.

2.2 The application was received on 5th July 2016 and is attached to this report, labelled Appendix 'A'.

3.0 REASONS FOR REFERRAL

3.1 Objections concerning the application have been received from the following:-

- | | | |
|----|--------------------------------------|--------------|
| a) | Interested parties - Objectors (180) | Appendix 'B' |
| b) | Interested parties – Supporters (1) | Appendix 'C' |

4.0 FURTHER INFORMATION

4.1 Investigations have been made with regards to the Villa Mercedes case in Harrogate whereby the application for renewal of the Sexual Entertainment Venue Licence was refused by the Licensing Sub-Committee on 20th August 2015.

4.2 The Licensing Service have conducted checks on the applicant which show no link in directors or management to the Villa Mercedes site in Harrogate in accordance with the statutory declarations made by the applicant (director) and manager.

4.3 The hearing will be held in two parts in accordance with the hearing procedure.

4.4 Objections will be heard in part one of the hearing. Some of the objections may need to be heard in private subject to legal advice and agreement.

4.5 The applicant will be invited to present the application in part two of the hearing.

4.6 Copies of the invites sent to the applicant and interested parties are attached to this report labelled Appendix 'D'.

5.0 FINANCIAL IMPLICATIONS

5.1 There are no specific financial implications arising from this application. However, additional costs may be incurred should the matter go to appeal. In such an eventuality it may not be possible to recover all these costs. The impact of these additional costs (if any) will be kept under review and may be subject of a further report during the year.

6.0 THE LEGAL POSITION

- 6.1 Section 27 of the Policing and Crime Act 2009 amends Paragraph 2A of Schedule 3 of the Local Government Miscellaneous Provision Act 1982 and introduces a new category of sex establishments called “sexual entertainment venues” which allows licensing authorities to regulate lap dancing clubs and similar venues.
- 6.2 Sheffield City Council has adopted the Sexual Entertainment Venue Provisions under Schedule 3 of the Local Government (Miscellaneous Provision) Act 1982 as amended by Section 27 of the Policing & Crime Act 2009 so as to have effect as from the 1st May, 2011, in relation to the whole of the Sheffield City Council area for the purposes of regulating premises deemed to be sexual entertainment venues.
- 6.3 Section 27 of the Policing and Crime Act 2009 amends Schedule 3 to the Local Government (Miscellaneous Provisions) Act 1982 and reclassifies lap dancing clubs as sexual entertainment venues and gives local authorities in England and Wales the power to regulate such venues.
- 6.4 For the purposes of these new provisions “sexual entertainment venue” is defined as:
- “any premises at which relevant entertainment is provided before a live audience for the financial gain of the organiser or the entertainer”.
- 6.5 The meaning of “relevant entertainment” is defined as;
- “any live performance or live display of nudity which is of such a nature that, ignoring financial gain, it must reasonably be assumed to be provided solely or principally for the purpose of sexually stimulating any member of an audience (whether by verbal or other means)”.
- 6.6 The Licensing Authority will have regard to the Home Office Guidance when exercising its functions in order to promote best practice and consistency across England and Wales.

7.0 EQUALITY CONSIDERATION – PUBLIC SECTOR EQUALITY DUTY

- 7.1 The public sector equality duty was created by the Equality Act 2010, and replaces the race, disability and gender equality duties. It is supported by the specific duties contained in The Equality Act 2010 (Specific Duties) Regulations 2011.
- 7.2.1 The equality duty was developed in order to harmonise the equality duties and to extend it across the protected characteristics. It consists of a general equality duty, supported by specific duties which are imposed by secondary legislation. In summary, those subject to the equality duty must, in the exercise of their functions, have due regard to the need to:
- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act.
 - Advance equality of opportunity between people who share a protected characteristic and those who do not.
 - Foster good relations between people who share a protected characteristic and those who do not.

- 7.2.2 These are sometimes referred to as the three aims or arms of the general equality duty. The Act explains that having due regard for advancing equality involves:
- Removing or minimising disadvantages suffered by people due to their protected characteristics.
 - Taking steps to meet the needs of people from protected groups where these are different from the needs of other people.
 - Encouraging people from protected groups to participate in public life or in other activities where their participation is disproportionately low.
- 7.2.3 The Act states that meeting different needs involves taking steps to take account of disabled people's disabilities. It describes fostering good relations as tackling prejudice and promoting understanding between people from different groups. It states that compliance with the duty may involve treating some people more favorably than others.
- 7.2.4 The equality duty covers the nine protected characteristics: age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation. Public authorities also need to have due regard to the need to eliminate unlawful discrimination against someone because of their marriage or civil partnership status. This means that the first aim of the duty applies to this characteristic but that the other aims (advancing equality and fostering good relations) do not apply.
- 7.2.5 Therefore members should when making any decisions consider the above duty.
- 7.2.6 An Equality Impact Assessment has been completed and attached at Appendix 'E' are the notes from that assessment. Members should be aware that equality impact assessments are under constant review.

8.0 POLICY – SEXUAL ENTERTAINMENT VENUE POLICY CONSIDERATIONS

- 8.1 Members should be aware of Section 7 of the policy with regards to the Location of Licensed Premises.
- 8.2 Members will need to consider whether in the application attached the proposed premises is in their opinion in close proximity to:-
- a) a school, nursery or other premises substantially used by or for children under 16 years of age;
 - b) a park or other recreational area used by or for children under 16 years of age;
 - c) a church or other place of religious worship;
 - d) a Hospital, Mental Incapacity or Disability Centre or similar premises;
 - e) the Cultural Hub of the City (i.e. close to the Peace Gardens and Tudor Square etc.); and/or
 - f) a central gateway to the city or other city landmark, historic building or tourist attraction.
- 8.3 Members will also need to consider the following factors when deciding if an application is appropriate:-
- a) cumulative adverse impact of existing sex establishment related activities in the vicinity of the proposed premises;
 - b) proximity to areas with high levels of crime;
 - c) whether the premises has met the relevant planning requirements; and/or

- d) the design of the premises frontage (signage/images etc)
- e) any relevant representations regarding the application.

9.0 HEARINGS REGULATIONS

9.1 The hearing procedure is set out in Schedule 3 of the Local Government Miscellaneous Provisions Act 1982 at Section 10. A copy of the hearing procedure is attached at Appendix 'F'.

10.0 APPEALS

10.1 In the event that an application for the grant, renewal or transfer of a sexual entertainment venue licence is refused, the applicant may appeal to the Magistrates' Court within 21 days of receiving notification of the decision.

10.2 If the application is refused on paragraph (c) or (d) of the discretionary grounds specified in Appendix 'G', there is no right of appeal.

10.3 There is no statutory right of appeal for objectors where an application is granted.

11.0 RECOMMENDATIONS

11.1 That Members carefully consider the application and / or any objections made and take such steps as the Committee consider necessary for the promotion of the Council's Sexual Entertainment Venue Policy and with regard to the Home Office Guidance.

12.0 OPTIONS OPEN TO THE COMMITTEE

12.1 To grant the sexual entertainment venue licence application in the terms requested.

12.2 To grant the sexual entertainment venue licence application, with additional or amended conditions.

12.3 To defer the application.

12.4 To refuse the whole or part of the application.

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Head of Licensing
Business Strategy and Regulation
Place Portfolio
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Sheffield S9 3HD

8th September 2016

Appendix A

The Application

Application for Grant of a Sexual Entertainment Venue Licence

Notes to Applicant:
 All questions must be answered unless otherwise stated.
 If relevant questions are not answered, the application will be deemed incomplete
 and returned to the Applicant.

I / WE HEREBY APPLY to the Sheffield City Council for the grant of a licence to use a premises as a Sexual Entertainment Venue.

A. THE APPLICANT

Q1	Is the Applicant:		
	a.	An individual?	<input type="checkbox"/> Answer question 2
	b.	A company or other corporate body?	<input checked="" type="checkbox"/> Answer question 3 & 4
	c.	A partnership or other unincorporated body?	<input type="checkbox"/> Answer question 5

Q2	Answer only where the applicant is an individual.	
	Full Name of the Applicant	
	Applicants permanent private address	
	Occupation (during preceding six months).	
	Telephone No.	
You need to complete Annex A. Now go to question 5		

Q3	Answer only if the Applicant is a company or other corporate body.	
	Full Name of the Applicant	Rockwave Leisure Limited
	Applicant's trading address	Villa Mercedes 4 Suffolk Road Sheffield S2 4AG
	Applicant's registered address (if different)?	17 Brett Gardens Leeds LS11 6TS
	What is the registered number of the Applicant?	09911418
	Has the Applicant previously been known by any other name, and if so, what?	N/A

	What are the full names of the Directors and Company Secretary?	Dimitra Papadimitriou
	Are any persons responsible for the management of the Applicant other than the Directors and Company Secretary? If so, state their names	Yes [] No [x]
	For all persons with a shareholding greater than 10% in the Applicant state the names, and registered address where it is a body corporate of all persons and their percentage shareholding at the date of application.	Dimitra Papadimitriou is the only beneficial owner.
	For any body corporate with a shareholding holding greater than 10% in the Applicant, state the names of its Directors and Company Secretary.	As above.
All individuals named above need to complete Annex A. Now go to question 5		

Q4	Answer only if the Applicant is a partnership or other unincorporated body:	
	Full Name of the Applicant	
	Applicants trading address	
	What are the names, of the Applicants Partners?	
	Are there persons responsible for the management of the Applicant other than the Partners? If so, state their names.	
	Has the Applicant previously been known by any other name, and if so, what?	
All individuals named above need to complete Annex A. Now go to question 6		

Q5	Will the business for which a licence is sought be managed by or carried on for the benefit of a person other than those already mentioned in answer to Q2 to Q4 above. This includes third parties such as funders and suppliers where the arrangements are not on normal arms length commercial terms or any persons who may share in the profits.	Yes [] No [x]
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A3

	If the answer is yes, state their name(s). If a body corporate body, state their place of registration and registered number, and the name(s), of all Directors, the Company Secretary and those with a greater than 10% shareholding.	
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All individuals named above need to complete Annex A. Now go to question 6

Q6	Has any body corporate or unincorporated named in Q3 to Q5 above:	
	• Ever been convicted of a criminal offence, issued with a caution, or bound over to be of good behavior?	Yes [] No [x]
	• Ever had a grant or renewal application for a sex shop, sex cinema or sexual entertainment venue licence refused or such licence revoked?	Yes [] No [x]
	• Ever been the subject of insolvency proceedings?	Yes [] No [x]
	• If Yes please provide full details including dates (this can be done on a separate piece of paper).	

Note: Question 6 does not apply to individuals as they are required to answer similar questions in Annex A.

Q7	Does the Applicant have a trading name different from that given in answer 2, 3 or 4 above? If so, state the trading name.	No. Trading name is Villa Mercedes.
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Q8	Does the Applicant operate any other sex shop, sex cinema or sexual entertainment venue in Sheffield whether licensed or not?	Yes [] No [x]
	If so, state the name, address and type(s) of sex establishment (e.g. sex shop, sex cinema, sexual entertainment venue).	

Notes to Applicant:

Each of the individuals named in Questions 2, 3, 4 and 5 must complete a copy of the form attached at Annex A to this application.

These form part of the application and must be submitted with this application. If not, the application will not be regarded as complete and will not be processed.

It will be rejected if not made complete within seven working days of receipt.

B. THE PREMISES, VEHICLE, VESSEL OR STALL

A4

Q9	Is this application in respect of:	Premises	<input checked="" type="checkbox"/> Go to Question 11
		Vehicle	<input type="checkbox"/>
		Vessel	<input type="checkbox"/>
		Stall	<input type="checkbox"/>

Q10	Answer only where the application is for a vehicle, vessel or stall		
	Give a description and state all locations where the vehicle / vessel / stall is proposed to be located during use as a sexual entertainment venue. If moving please describe the route to be taken and any places where it will be stationary.		
Now go to question 12			

Q11	Postal address of premises: Villa Mercedes 4 Suffolk Road		
	Post Town: Sheffield	Postcode: S2 4AG	
	Telephone Number: 07788446817	Email Address: ab.rockwave@gmail.com	

For Q12 to Q17 reference to premises should be taken to include vehicle, vessel or stall as appropriate.

Q12	Is the whole of the premises to be used as a sexual entertainment venue?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
	If not, state the use of the remainder of the premises		
	State the names of those who are responsible for the management of the remainder of the premises		

Q13	State the nature of the Applicant's interest in the premises.	a.	Owner	<input type="checkbox"/>
		b.	Lessee	<input checked="" type="checkbox"/>
		c.	Sub-lessee	<input type="checkbox"/>
	If the Applicant is a lessee or sub-lessee, state:			
	(i) the name and address of the landlord	Wire Mill Estates Limited Ashgate House 1 Ashgate Road Sheffield S10 1BJ		

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	(ii) the name and address of the superior landlord (if any)	N/A
	(iii) the amount of the annual rental	£30,000
	(iv) the length of the unexpired term	10 years
	(v) the length of notice required to terminate the tenancy	N/A

Q14	State the current use of the premises	Vacant Public House - Use not known
	Is there planning permission for the premises (or any site where a vehicle, vessel or stall is to be placed) which covers use as a sexual entertainment venue?	Yes [] No [x]
	If so, state the date of the planning permission	
	If not, state whether and why the use as a sexual entertainment venue is lawful, e.g. because there is a certificate of lawful use, give full details.	Currently being applied for

Q15	Are the premises licensed under any other Act, e.g. the Licensing Act 2003?	Yes [] No [x]
	Provide full details:	
	(i) Legislation	
	(ii) The applicant	
	(iii) Designated Premises Supervisor	
	(iv) Licence number	
	Does the Applicant intend to obtain or vary a licence under any other Act?	Yes [x] No []
	Provide full details:	
	(i) Legislation	Licensing Act 2003
	(ii) Type of application	Grant of Premises Licence
	(iii) Licence number	N/A

Q16	Is customer access to the premises:	Directly from the street or a public thoroughfare? [x]
		From other premises? [] Please provide details:

16

	Is each customer access from the street to be supervised at all times the premises are open to the public?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If the answer is No give full details of proposed door controls and supervision:

Q17	Are the premises, so constructed or adapted and laid out as to permit access to, from and within the premises (including WC facilities) for members of the public who are disabled?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If the answer is No give full details of proposals for affording such access:
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Q18	Are the premises being used as a sex shop, sex cinema or sexual entertainment venue at the date of this application?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
	If the answer is Yes, state the name and address of the body or person now operating the business.	Name:
		Address:

C. MANAGEMENT OF THE BUSINESS

Q19	State the identity of the person who will be primarily responsible for the day to day management of the business at the premises.	Name: Andreas Baskoutas
	Will that person be based at the premises and will the management of the business there will be his/her sole and exclusive occupation.	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
	Which person(s) will be responsible for the day to day management of the business in the absence of the person named above.	Name: An experienced deputy will be appointed

A7

	Name:
Confirm that the relief manager(s) or one of them will be based at the premises full time in the absence of the Manager.	Yes [x] No []
You should ensure that any person listed in this question is also included in Q2 to Q5 above as appropriate.	

Q20 State all times at which the premises will be used as a Sexual Entertainment Venue			
Day	Start	Finish	Please give further details here:
Mon	12.00	08.00	The premises will cease all licensable activities under the premises licence at 07.00 each day and close no later than 08.00.
		The following day	
Tue	12.00	08.00	
		The following day	
Wed	12.00	08.00	State any seasonal variations: N/A
		The following day	
Thur	12.00	08.00	
		The following day	
Fri	12.00	08.00	Non-standard timings. Where you intend to use the premises at different times from those listed in the column on the left: N/A
		The following day	
Sat	12.00	08.00	
		The following day	
Sun	12.00	08.00	
		The following day	

Q21 State proposals in respect of: (A plan of the exterior must be submitted)			
Exterior Signage	Nature:	Sign with wording "Villa Mercedes Gentleman's Club"	
	Size:	Eight metres	
	Images:	None	
	Copy Supplied:	Page 17 Yes [x] No []	

AS

	Advertising	Nature:	None
		Size:	
		Images:	
		Copy Supplied:	Yes [] No []
	Window Displays	Nature:	None
		Size:	
		Images:	
		Copy Supplied:	Yes [] No []

Q21	State any proposals for solicitation or advertisement of business in public areas (in doing so you should take account of the Council's Policy and the Standard Terms and Conditions that will apply to the licence if granted) :		
	Fliers	Images:	N/A
		Copy Supplied:	Yes [] No []
	Business Cards	Images:	No image. Only text.
		Copy Supplied:	Yes [] No []
	Other	Images:	N/A
		Copy Supplied:	Yes [] No []

Q22	What means are to be taken to prevent the interior of the premises being visible to passers-by?	<p>There are no windows at the venue. The entrance doors remain closed apart from when people enter in and leave the premises. Behind the entrance door there is a lobbied area and a partition.</p> <p>It is impossible to see into the venue.</p>
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<p>Q23</p>	<p>State what age restrictions are to be applied in respect of admissions, and how are these to be enforced.</p> <p>In answering, state what forms of identity will be accepted.</p>	<p>No one allowed in the venue if under 21 and Challenge 25 is in place.</p> <p>Only photographic (passport or drivers licence) will be permitted. In addition photographic National Identification for foreign customers in line with the Home Office guidelines is permitted.</p> <p>A refusals log book will be retained at the premises. All staff will receive training and refresher training in relation to underage admission.</p> <p>There will be prominent notices at the entrance in the premises highlighting the age limits and restrictions.</p>
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<p>Q24</p>	<p>State the arrangements for CCTV and for retention of recordings.</p> <p>In answering, state whether all public areas are to be covered by CCTV at all times the business is open and whether the feed from all cameras will be recorded.</p>	<p>A full 24 hour camera digital CCTV system will be installed to the satisfaction of South Yorkshire Police. This system will cover all public areas and at all times that the premises are open.</p> <p>All images will be retained for a period of 28 days. There will be a monitor in a secure office facility capable of viewing all cameras. In addition there will be a further monitor positioned on the main bar area supervised by a senior member of management.</p> <p>There will be a secure remote viewing capability from the premises allowing for management to view the premises remotely if need be.</p> <p>Staff will be trained in its use.</p>
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<p>Q25</p>	<p>State whether the proposal is for full nudity (nudity is defined as per the Council's Policy).</p>	<p>Yes [x] No []</p>
	<p>Give full details of the nature of the entertainment.</p> <p>Lap Dancing</p>	<p>Full nudity</p>

(A10)

Pole Dancing	Topless
Stage Strip-tease	Topless
Other	N/A
<p>State whether arrangements are proposed for private booths or areas. If so, provide full details (highlighted on accompanying plans), including proposals for supervision of such areas.</p>	<p>The premises will have private booths. These will be in a separate area. Next to the booth area is a security desk where a member of staff will be the dance manager. Payment and permanent supervision will take place from this position. In addition there will be constant management supervision in this area from members of staff and from SIA door supervisors. The booths will be 1,800 cm tall and therefore will be open above this height. This allows for supervision. The front of each of the booths will be open with a tied back curtain and voile. All booths will be covered by the digital CCTV system. As well as the physical position of supervisors in this area a CCTV monitor will be maintained behind the main bar where a member of senior management will have the booths in view. All staff will receive training in relation to the management of the boothed area and will receive refresher training in addition. The management desk in the booth area is highlighted on the attached plan and the CCTV cameras are positioned to the satisfaction of South Yorkshire Police.</p> <p>The dance manager is in possession of a two way radio and will monitor performances in the booth area. All dancers will receive a full induction cover the club rules (they will need to sign a personal record that they have undertaken the training) before commencing work.</p>

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Q26	This question need not be answered in the case of renewals.
A	<p>State proposals for preventing nuisance to residents and businesses in the vicinity:</p> <ol style="list-style-type: none"> 1. None of the performers nor any of the entertainment provided will be visible from the outside of the premises. 2. The licence holder will not display outside the premises photographs or other images which indicate that strip-tease or similar dancing takes place on the premises. 3. Any person who appears to be under the influence of drugs will not be admitted to the premises. 4. A representative of the applicant will be a member of the local Pubwatch scheme and attends regular meetings. 5. A lobby will be installed to the front entrance area with a reception desk window positioned within the lobby. This means it will be impossible for anyone to see into the venue. 6. There shall be no audible sounds/music from the outside of the premises. 7. If there are any queues outside the premises the door supervisors will patrol the queues and ensure there is no noise nuisance emanating from queuing patrons. In practice this does not happen. 8. A maximum of five people will be allowed in the outside smoking area at one time. 9. The fire doors at the premises will be closed at all times except for egress from the premises in an emergency. 10. Prominent signs are placed around exit doors, requesting customers to leave the premises quietly and respect the local neighbourhood. 11. No drinks will be permitted to be taken outside by customers (even when smoking) and there are signs in the entrance and the venue. All staff are trained in relation to this matter and it is rigorously enforced. 12. New applications for membership cannot be processed on the night when entry is sought. 13. When dancers leave the premises they will be escorted to their cars or taxi by another member of staff if they so wish. 14. The applicant will work with a local taxi company to ensure that members of the public are called from the premises direct to the taxi when it arrives. Staff are trained in relation to this as part of the dispersal policy from the premises. 15. There are no residential properties in the vicinity.
B	<p>State proposals for promoting public safety:</p> <ol style="list-style-type: none"> 1. Sufficient doorstaff will cover the premises. 2. A digital CCTV system satisfactory to South Yorkshire Police will be fitted at the premises. 3. Toughened glassware shall be used at all times throughout the premises and the staff will be trained in relation to removal of empty glasses/bottles from tables and the bar area. 4. Receptacles will be provided for the disposal of glass and other sharp objects. 5. Members of staff will be trained in first aid.

(A12)

6. Regular safety checks and risk assessments will be conducted at the premises in accordance with the current Health and Safety legislation and records will be available for inspection. External consultants (Phoenix Health and Safety Consults of Watling Court-Orbital Plaza, Watling Street, Cannock, Staffordshire, WS11 0EL, www.phoenixhsc.co.uk, t: 0845 500 8811) have been employed at considerable expense to carry out independent risk assessments for the premises.
7. The applicant will comply with all reasonable requirements of South Yorkshire Fire and Rescue Service.
8. The applicant will have a refusals log book.
9. Challenge 25 notices will be placed at the entrance to the premises and throughout the inside.
10. A toilet attendant will be employed at the premises on busier nights.
11. An opening procedures book will be signed by the doorman and management and retained in the log book. This is to ensure that the premises will be compliant with all regulatory resumes before they open to the public.
12. The unit will be maintained to the highest standards and records will be kept with regards to all maintenance work undertaken, including PAT testing and electrical Certificates.
13. The applicant will use a nitenet radio.
14. A full search policy will be in operation in relation to the premises and all staff will be trained and will receive refresher training in relation to the search policy. Signs will also be prominently displayed stating the above.

C State proposals for preventing crime or disorder:

1. There will be no physical contact between customers and performers whilst performers are dancing, except for the placing of tokens in a garter or in the hands of a dancer at the beginning or end of dancing.
2. Customers will remain seated whilst watching the performance.
3. Nudity amongst performers shall be confined to the dance booths and VIP booths only and upon completion of a dance the dancer, performers, strip dancers must:-
 - a) Ask the customers to leave the area immediately
 - b) Dress themselves immediately
 - c) Dancers must not leave the dancer area in a state of undress, they must dress in accordance with club regulations.
4. Sufficient doorstaff will cover the entrance to the premises at any time whilst strip tease/lap dancing entertainments are taking place. This will be constantly reviewed by the management along with risk assessments conducted at the premises.
5. The dance manager will be in possession of a two way communication and will monitor performances in the private booths.
6. A digital CCTV system will be provided and maintained to the satisfaction of South Yorkshire Police.
7. Any person who appears to be under the influence of alcohol or drugs will not be admitted to the premises.
8. Challenge 25 will be in operation at the premises.
9. Certain glassware shall be used at all times throughout the premises.
10. Receptacles will be provided for the disposing of glass and other sharp objects and such receptacles will be situated in an area to which the public do not have access.

- 11. Prominent signs will be in place at the entrance to the premises saying that the premises are covered by CCTV. This will also be evident within the premises and the dance booth area.
- 12. The applicant will be an active member of Pubwatch.
- 13. The applicant will have a nitenet radio.
- 14. The code of conduct for customers will be placed on the tables/booths and at the entrance.
- 15. No offensive language will be tolerated.

D State proposals for protecting children from harm:

- 1. Nobody under the age of 21 will be permitted into the premises.
- 2. Challenge 25 will be in place at the premises.
- 3. The configuration of the entrance is such that no one outside the premises can see any activities taking place within the premises.

This will ensure that none of the performers or any entertainment provided will be visible from outside of the premises.

- 4. The signage and branding of the premises will have no content which would or could cause offence.
- 5. No advertisement materials will be issued with anything other than the name and branding of the premises.

E Set out the system for training all staff in the Code of Practice for performance, and enforcing compliance. *(Note: the Code of Practice must be attached to this form.)*

Rockwave Leisure Limited will operate a thorough training schedule for employees, dancers/performers and outside contractors, focusing on Licence Conditionality, Health and Safety, Codes of Conduct and Company Policies.

Managerial staff performance will be monitored via a "points" scoring system and if weak areas are identified they will be revisited with additional training. All levels of managerial staff employed by Rockwave Leisure Limited will have a Personal Licence and/or a BII National Certificate for Designated Premises Supervisors.

Staff performance will be constantly monitored and training will be provided in accordance with the Company's training program.

A Dance Manager who is qualified and experienced in the industry will be employed at all times. They will have as part of their duties training of dancer/performers and monitoring and issuing guidance to them at all relevant times.

A14

		All relevant training records will be kept in house and copies will be kept at the Head Office.
F	Set out the system for notifying customers of the Rules for Customers, and for monitoring and enforcing compliance. <i>(Note: the Rules for Customers must be attached to this form.)</i>	Codes of conduct for customer signs will be prominently displayed at the entrance of the premises, on all tables and at the entrance of the dance booths area. If these are removed they will be replaced. This will be part of the building sign off carried out before opening for each session that the premises are open to the public. The SIA registered security staff will also be trained to explain the house rules to arriving customers. Also, prominent signs will be displayed around the unit to remind patrons of the CCTV coverage of the unit. Thorough training will be provided to all members and levels of staff in relevance to the above.
G	Set out the system for monitoring compliance with the venue's Policy for Welfare of Performers. <i>(Note: the Policy for Welfare of Performers must be attached to this form.)</i>	An experienced Dance Manager has been specifically recruited to monitor and maintain compliance with the venue's policy for welfare of performers. Additionally, all managerial staff will be adequately experienced and trained to identify and resolve issues with regards to the above. Dancers/performers will also be encouraged to come forward with ideas and thoughts that will improve working conditions. Training, guidance and advisory regular classes will also be provided by the company free of charge.

Q27	Set out any further information which you wish the authority to take into account. Include here any proposed conditions (you may attach a schedule of such conditions) or any reason relied upon to provide an exception to the authority's
------------	--

(AIS)

Sexual Entertainment Venue Policy or Standard Conditions (any such application will be referred to Licensing Sub-Committee for determination).

We believe that the conditions attached to the premises licence application to be submitted under the Licensing Act 2003 and the standard conditions to be attached to the SEV Licence by the Local Authority will ensure that the premises operate in a way which promotes the licensing objectives and will continue to create a safe environment for all concerned.

The applicant will have a structured management team with ongoing training for all staff.

Independent risk assessments have been prepared at a considerable outlay by the applicant. The management ensure that all risk assessments and policies are undertaken by all members of staff through management debriefing sessions.

The applicant will not offer any discounting on the drinks at the premises.

The applicant, wishing to portray a sophisticated image for the operation will adopt a "smart-smart casual" dressing policy with strictly no hoods, hats and sportswear.

The applicant will use a reputable SIA registered security company with excellent references and local knowledge.

The applicant has been involved in the industry since 2003 and has worked with different Council's as a DPS and has always maintained excellent relationships with the Local Authorities and successfully and responsibly run similar units in the past.

The applicant will prominently display price charges with regards to drinks and private dancing as well as all relevant notices by the entrance of the premises to ensure customers full understanding of the club's offerings prior to them entering the unit they so choose.

The applicant will maintain in perfect order the following policy books that ensure the smooth running of the business:-

1. Opening/Closing Procedure Log Book (ensuring that the unit is safe to open for the staff and public).
2. Occupancy Record Log Book (ensuring that in case of emergency authorities are aware of the number of people in the unit).
3. Refusal Log Book for the door (ensuring a record is kept of all refused entry).
4. Incident Record Book (numbered and ensuring that all incidents are appropriately recorded for reference).
5. Accident Record Book (ensuring that all accidents are appropriate recorded for reference).
6. Premises Licence Conditionality Reference Guide (ensuring that security staff can have easy access to the licence conditions when needed).
7. Security Company sign in/out Log Book (ensuring that all security staff are SIA registered with valid badges).
8. Refusal Log Book for the bar (ensuring that those refused service are noted and record kept).
9. Sign in Book for dancers/performers (ensuring that a record is kept for those dancers working on a night).
10. Weekly Rota System for dancers (ensuring that a schedule of the dancers working is available a week in advance).

Alb

11. Sign in/out book for staff (ensuring attendance and arrival/finish times are noted).
12. Full copy of the premises licence (when granted).
13. Health and Safety and Risk Assessment book.
14. Full Training Manual.

NB; All of the above are available for inspection at any time by licensing officers from the Local Authority.

The applicant will prominently display the following notices:-

Entrance/Reception

1. CCTV coverage
2. Drinks prices
3. Dancers charges
4. Part A of the premises licence
5. DPS Authorisation form
6. Rockwave Leisure Limited Public Liability Insurance
7. Security Company's Public Liability Insurance
8. Search policy
9. Leaving quietly
10. No drinks outside
11. Challenge 25
12. Taxi firm details
13. Dress code policy
14. No smoking
15. Nitenet/Pubwatch member
16. Customers code of conduct

Bar Area

1. Challenge 25
2. Measures availability
3. Credit card/debit card charges
4. Drinks price list

On tables

1. Code of conduct for customers
2. Champagne prices

On dance booths entrance

1. Code of conduct for customers
2. CCTV coverage
3. Dance prices

A17

Q28

Is there any information on this form which you do not wish to be seen by members of the public? If so, state which information and the reasons why you do not wish it to be seen.

No.

A18

Q29	Please use the checklist below to ensure you have completed all parts of the application. Tick to confirm you have enclosed all of the required information documents:
<p>I have made or enclosed payment of the fee.</p> <p>I have enclosed plans of the premises (scale 1:100) that detail all the relevant information including the designated performance areas, access and egress, etc.</p> <p>I have enclosed a site plan detailing the location of the premises (scale 1:1250) in relation to the surrounding area. ✓</p> <p>I have enclosed drawings of the proposed front elevation as existing and as proposed (scale 1:50). ✓</p> <p>I have enclosed a copy of any other licences for the premises.</p> <p>I have enclosed the Code of Practice and Disciplinary Procedure for Performers. ✓</p> <p>I have enclosed the Rules for Customers. ✓</p> <p>I have enclosed the Policy for the Welfare of Performers. ✓</p> <p>I have enclosed a completed Annex A for all individuals named in questions 2 to 5. ✓</p> <p>I understand and agree that I must send a copy of my complete application to the Chief Officer of Police no later than seven days after the date of the application.</p> <p>I understand that I must now advertise my application on or near the Premises for 21 days starting with the date of the application.</p> <p>I understand that I must advertise the application in a local newspaper within seven days after the date of the application and that a copy of the complete newspaper must be provided to the Licensing Authority in accordance with paragraph 10(8), Schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982.</p>	<p>[x]</p> <p>[x]</p> <p>[x]</p> <p>[x]</p> <p>[]</p> <p>[x]</p> <p>[x]</p> <p>[x]</p> <p>[x]</p> <p>[x]</p> <p>[x]</p> <p>[x]</p>
<p>Should the information provided in relation to this application form cease to be correct, or if there are any changes in the information provided in the application form between the date the application is submitted and the date it is determined, the Applicant must advise the Licensing Authority immediately. Failure to do so may result in any licence issued being revoked.</p> <p>I/we agree to notify the Licensing Authority should any of the information given in this application change.</p>	<p>[x]</p> <p>[x]</p>
<p>I declare that I have read and agree to abide by the standard conditions of a Sexual Entertainment Venue Licence made by Sheffield City Council in accordance with Schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982 should my application be granted.</p>	<p>[x]</p>

AP9

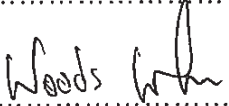
Applicants are informed that any person who, in connection with an application for the grant, renewal or transfer of a licence, makes a false statement which he knows to be false in any material respect or which he does not believe to be true, is guilty of an offence and liable, on summary conviction, to a fine not exceeding £20,000.

I/we certify to the best of my/our knowledge and belief that the information given in this application is complete and correct in every respect. [x]

Name: ... Woods Whur 2014 Limited

Position in Organisation: Solicitors for the applicant

Date: ... 4 July 2016

Signature: 

Q30	Contact name (where not previously given) and postal address for correspondence associated with this application:	
	Address:	
	Paddy Whur Woods Whur 2014 Limited Devonshire House 38 York Place	
	Postal Town: Leeds	Post Code: LS1 2ED
	Telephone Number: 0113 234 3055	
	Mobile Number: N/A	
Email Address: paddy@woodswhur.co.uk		

Please return the fully completed form and all attachments to:
Licensing Service,
Block C, Staniforth Road Depot
Staniforth Road
Sheffield
S9 3HD

VILLA MERCEDES

Code of conduct for Dancers/Performers

1. **The club** will be open 30 minutes before the doors are open to the public. Dancers will be expected to be at the club at least 15 minutes prior to opening and pay their Floor Fee upon arrival. If Dancers are to arrive later than the time agreed, they will be charged according to the charges set by the company. Dancers are requested to sign in on arrival and sign out on leaving.
2. **Any queries** as to appropriate clothing, hair, makeup and jewellery should be referred to the club manager.
3. **Dancers** are asked to arrive and leave the club quietly in respect to our neighbours.
4. **Dancers may not give out their telephone number** or any contact information to any customer, accept any telephone number or contact information from any customer or otherwise make any arrangement whatsoever to meet a customer outside the premises. A dancer may provide a customer with the days and shifts that they are working at the club.
5. **Dancers shall not be intoxicated** through drink or drugs on the premises at any time. Intoxicated dancers will be fined and/or have their contract for services terminated immediately and will be removed from the premises.
6. **Dancers should refrain** from chewing gum and smoking is only permitted within the designated areas, set by the Club. When smoking on the designated areas Dancers should at all times not be in a state of undress.
7. **Dance:**
 - o **Stage performances-** each dancer must perform on the stage throughout the night.
 - o **Private dances-**all private performances are to be topless or fully nude performances and performed on the booths areas only.
 - o **VIP dances-** these will take place in the designated VIP area and charged at a rate set by the Club per fifteen minutes. There is no limit on how long one customer may stay in the VIP. Customers may not be charged again for VIP dances unless they agree and the time paid-for has fully elapsed.
8. **If a customer attempts to touch** or speak to a dancer inappropriately during a booth performance, the dancer may cease the dance, and explain the club rules to the customer. If necessary the dancer should ask for assistance from security or management.
9. **Selling of any form of sexual favours** is prohibited and shall result in the immediate termination of the dancers' contract for services with the clubs.
10. **Accepting a customer's offer** of payment in return for sexual favours, whether or not the dancer has any intention of carrying them out, will result in the immediate termination of the dancers contract for services with the clubs.
11. **Lewd and lascivious behaviour** is not permitted within any of the clubs and such conduct will result in the immediate termination of the dancer's contract for services with the clubs.
12. **All clubs owned by Rockwave Leisure Limited.** have a zero tolerance policy regarding the illegal use and selling of drugs. Any dancer who is witnessed or known to be under the influence of, or found to sell, or be in

possession of an illegal drug will have their contract for services with **Rockwave Leisure Limited.** terminated immediately. The dancer will also be escorted from the premises and/or reported to the relevant authorities.

- 13. **Dancers are asked** not to have spouses or boyfriends visit any of the clubs on the night that the dancer is performing.
- 14. **Dancers** are not allowed to visit the premises when they are not working.
- 15. **Dancers are required** to sign a disclaimer that they have no previous convictions for sex or drug offences.
- 16. **All dancers** will pay the appropriate floor fee upon arrival.
- 17. **All dancers** will be provided with a clear purse, which they must carry with them during their shift, for the purpose of keeping their dancing chips
- 18. **Dancers** are not allowed to carry cash with them at any time during their shift. All cash including tips must be changed for dancing chips. If a dancer is found to carry cash during their shift, that cash will be removed and retained by the Club.
- 19. **The Club** accepts no responsibility for the loss, theft, or damage of any valuables and/or personal belongings of the dancers during their shift. The Club will safe-keep any valuables at dancers requests in the Club's safe within a signed and dated envelope. The dancer can recover the envelope containing their valuables at the end of their shift.
- 20. **Dancers** are not allowed to bring their own alcoholic drinks for consumption during their shift. If a Dancer is found to have brought their own alcoholic drinks they will be fined in accordance to the Fines set by the Club.
- 21. **Dancers** must be dressed and groomed in accordance with the Club's guidelines.
- 22. **All Dancers** are required to be fully aware of the notices and guidelines displayed in the changing room by the Club.
- 23. **The Club** employ extensive use of recorded CCTV, which is reviewed on a regular basis
- 24. **The Company**, require proof that you have the intention of paying your own tax and national insurance. A letter from your accountant or your agreement as specified in this contract will meet this requirement.

Adhering to the above will guarantee a long successful and rewarding career for all dancers/performers.

Code of Conduct- Dancers Agreement

I certify that I have read and understood the codes of conduct pertaining to dancing when occupying space at the **Rockwave Leisure Limited.** clubs.

I agree to comply with the attached code of conduct and realise that breach of the code will result in me not being able to occupy space at any of the **Rockwave Leisure Limited.**

Acknowledged and agreed to be abided by.

Dancers Name: _____

Dancers Signature: _____

VILLA MERCEDES

Code of Conduct for Customers

1. Customers must be seated before a dancer can commence a performance, and must remain seated during the performance.
2. There must be no touching of the dancers at any time during the dance.
3. No propositioning the dancers.
4. The customers must not dance at any time.
5. The customer must remain fully clothed during a dance.
6. The customer may not use offensive language at any time during his/her visit to the premises.

Any breach of these rules will result in the customer being excluded from the club.

VILLA MERCEDES

Dancer's Welfare Policy

- All dancers undergo a full induction as follows:
 - A break down, explanation and completion of 'dancer contract' according to specified legislation
 - 2 forms of I D to include an address form and photograph (driving licence/passport)
 - Tour of the venue outlining fire escapes and procedure, security and health and safety issues
 - Basic training in both pole and private dancing – an experienced dancer will give an example of a private and pole dance according to specified legislation and work on a one to one basis with each new girl to ensure their understanding and competence in both the private booths and on stage
 - Risk assessment
 - Code of conduct
 - Earning potential and Company Charges
 - Fines
 - Benefits and incentives
 - Correct dress code and appropriate footwear
 - Pros and cons of chosen profession
 - Managing finances
 - Choosing an accountant
- Each dancer is issued with 3 documents as follows:
 - Dear Dancer Letter – a letter outlining what is expected from the individual dancer within the venue, including helpful tips and hints
 - Fines – a document which specifies forbidden behaviour to meet current legislation
 - House Fees – a document to outline all costs applicable as a self employed dancer

Every dancer signs a document to show their receipt and understanding of the above documents.

- **ROCKWAVE LEISURE Ltd. has specifically recruited a Dancers Manager for ensuring that every dancer's stay with the company is pleasant, safe and rewarding; providing training, guidance, advise and help when required.**
- Andreas Baskoutas (Dancer's Manager) is the first point of contact for all dancers regarding, welfare, reliability, and punctuality and presentation issues. Andreas has been in the lap dancing industry for 12 years and can offer support, advice and guidance to all dancers based upon years of experience, especially because she

spent some time being a dancer herself. Andreas offers the full induction and training of every dancer.

- Security – all dancers are introduced to security staff and given a full talk on personal safety, conflict management and risk reduction
- Upon completion of induction each dancer is offered the opportunity to undergo a working audition (providing the dancer is happy and confident to continue in their chosen profession). The working audition is a perfect chance for the new dancer to have a taste of the industry and for us as a venue to check their suitability based on attitude and capability
- Stage name – all dancers are encouraged to choose an alias or stage name to ensure their safety and avoid recognition outside of work, combating all issues associated with working within the entertainment industry
- Mobile Phones – dancers are allowed to keep a phone in their bag at all times to allow contact with family/friends if needed. However use of mobile phones on the floor or in the private dancing booths is strictly prohibited. This measure is taken to ensure there is no communication or exchange of customer and dancer details outside the security of the venue for safety reasons.
- Clear Plastic Wallets – Upon induction every dancer is given a clear plastic wallet which allows complete transparency into the dancers' bag. This ensures all dancers do not carry any forbidden substances or sharp/harmful objects. By taking this measure we also ensure dancers do not retain client business cards or details to reiterate the above point.
- Pole dancing class – As a venue we offer an optional *free* pole dancing class for girls to enhance their earning potential. Whilst we offer ALL basic training needed we have a qualified instructor who boasts years of experience and public liability insurance. Structured lessons are the best way to boost dancers confidence and help them to learn intricate tricks and moves in a safe and correct manner. The class is available on a weekly basis before the venue is open to the general public
- Fully equipped, private changing rooms – Our private changing rooms boast a secure, coded door entry system, mirrors, lockers for personal belongings and chairs. Mirrors and chairs are set at an appropriate height to reiterate posture and comfort issues.
- Complimentary water, cordial, tea and coffee, mints are available to ensure dancers' refreshment needs are met
- Heating/air con – We boast an elaborate, modern heating/aircon system altered daily to provide good working conditions for all staff and dancers.
- Dancewear – we recommend reputable dancewear vendors and have regular visits from clothes vendors to ensure all dancers have access to appropriate footwear and dancewear
- Incentives – multiple incentives are offered to all dancers to reward hard work and reliability eg. Paid Holidays, Gifts, Money, etc
- Finances – each dancer is advised as to the benefits of declaring their income, as a self-employed worker. Full details of an accountancy firm specialising in the industry are advertised and are available upon request. Advice is also provided upon the benefits of saving, as revenue can vary according to season and current climate.
- Alcohol – all dancers are closely monitored by management and staff to avoid over consumption and issues related to alcohol.

- Transport to and from work – all dancers are offered an escort to and from their lift/taxi when arriving at and leaving the venue to ensure personal safety upon request.
- Taxis - we recommend a reputable, local taxi firm to all dancers and reiterate the importance of leaving and arriving in a licensed vehicle, details can be found displayed prominently in the reception area and in the changing room.
- Heel height – we do not have a minimum heel height to ensure posture and joint pains are alleviated.
- Training and refreshment training sessions are held regularly to ensure that health and safety issues remain fresh in everybody's mind. Dancers are also acquainted with the First Aiders at work, and Medical Boxes locations.
- Dancers are explained the CCTV coverage specifications set by the South Yorkshire Police Department.
- Training and refreshment training sessions are held regularly with regards to the Premises License Conditions in relation to the Performance of Dance.
- Dancers are explained the disciplinary record that the Company keeps.

SHEFFIELD CITY COUNCIL

Statutory declaration sheet for application for grant of Sexual Entertainment Venue licence.

One of these forms must be completed by (i) the applicant;
(ii) all directors of any company applying for a licence; and
(iii) any other person who will be responsible for the management of the licensed premises.

Further copies of this form can be downloaded from our website at:
www.sheffield.gov.uk/sev.

Q1	Full Name:	ANDREAS BASKOUTAS.
	Former Name (if any):	
	Position in relation to Applicant (e.g. Director, Partner, Manager):	MANAGER
	Date of Birth:	24/08/1976
	Gender:	Male <input checked="" type="checkbox"/> Female <input type="checkbox"/>
	Permanent Residential Address:	17 BRETT GARDENS
	If resident at this address for less than 3 years, state previous address:	

Q2	Have you been a resident in the United Kingdom for more than six months prior to the date of the application?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If the answer is No give the date your residency started:
----	---	--

Q3	Have you ever been disqualified from holding a sex establishment licence (sex shop, sex cinema or sexual entertainment venue) under Schedule 3, Paragraph 17 of the Local Government (Miscellaneous Provisions) Act 1982?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If the answer is Yes give full details:
----	---	--

(A27)

Q4	Have you ever been involved in the management of a business, whether as proprietor, director, company secretary, partner, manager, supervisor or otherwise which has had any of the following types of licence refused, refused on renewal, reviewed or revoked?	
	Sex establishment licence	Yes [] No <input checked="" type="checkbox"/>
	Licence for the sale of alcohol	Yes [] No <input checked="" type="checkbox"/>
	Licence for the provision of entertainment, whether sexual or otherwise.	Yes [] No <input checked="" type="checkbox"/>
	Personal licence under the Licensing Act 2003	Yes [] No <input checked="" type="checkbox"/>
	If the answer is Yes to any of the above give full details:	

Q5	Have you ever been convicted of a criminal offence, whether in the United Kingdom or elsewhere?	Yes [] No <input checked="" type="checkbox"/>	If the answer is Yes please give full details below:	
Details of previous convictions and/or cautions				
	Date of Conviction	Court of Conviction	Nature of Offence	Sentence

A28

Q6	To your knowledge are you currently the subject of any criminal investigation?	Yes [] No [✓]
	If the answer is Yes please give full details:	

Q7	Have you ever had any civil legal action taken against you?	Yes [] No [✓]
	If the answer is Yes please give full details:	

Q8	Have you ever been declared bankrupt or entered into an arrangement with creditors or an individual voluntary arrangement?	Yes [✓] No []
	If the answer is Yes please give full details:	COLAZIONE LIMITED. RESTAURANT BUSINESS R

Q9	Have you ever been disqualified from acting as a company director?	Yes [] No [✓]
	If the answer is Yes please give full details:	

A29

Q10	Is there any other information which you believe the licensing authority would reasonably expect notice of or you would like the licensing authority to take into account when considering the information you have supplied?
------------	---

Q11	Is there any information on this Annex which you do not wish to be seen by members of the public? If so, state which information and the reasons why you do not wish it to be seen.
------------	---

Q12	I declare that I believe the information given above is true and complete in every respect.
	Name: <u>ANDREAS BASKOUTAS</u>
	Position in Organisation: <u>MANAGER</u>
	Date: <u>01/06/16</u>
	Signature: <u>AB</u>
	Where the applicant is a body corporate or unincorporated body this application should be signed by a partner, the secretary or a director stating in which capacity it is signed.

SHEFFIELD CITY COUNCIL

Statutory declaration sheet for application for grant of Sexual Entertainment Venue licence.

One of these forms must be completed by (i) the applicant;
(ii) all directors of any company applying for a licence; and
(iii) any other person who will be responsible for the management of the licensed premises.

Further copies of this form can be downloaded from our website at:
www.sheffield.gov.uk/sev.

Q1	Full Name:	Dimitra Papadimitriou
	Former Name (if any):	Dimitra Papadimitriou
	Position in relation to Applicant (e.g. Director, Partner, Manager):	director
	Date of Birth:	24/07/1979
	Gender:	Male [] Female [<input checked="" type="checkbox"/>]
	Permanent Residential Address:	17 Brett Gardens LS11-6TS Leeds
	If resident at this address for less than 3 years, state previous address:	

Q2	Have you been a resident in the United Kingdom for more than six months prior to the date of the application?	Yes [<input checked="" type="checkbox"/>] No [] If the answer is No give the date your residency started:
----	---	---

Q3	Have you ever been disqualified from holding a sex establishment licence (sex shop, sex cinema or sexual entertainment venue) under Schedule 3, Paragraph 17 of the Local Government (Miscellaneous Provisions) Act 1982?	Yes [] No [<input checked="" type="checkbox"/>] If the answer is Yes give full details:
----	---	---

A3i

Q4	Have you ever been involved in the management of a business, whether as proprietor, director, company secretary, partner, manager, supervisor or otherwise which has had any of the following types of licence refused, refused on renewal, reviewed or revoked?		
	Sex establishment licence	Yes []	No [X]
	Licence for the sale of alcohol	Yes []	No [X]
	Licence for the provision of entertainment, whether sexual or otherwise.	Yes []	No [X]
	Personal licence under the Licensing Act 2003	Yes []	No [X]
	If the answer is Yes to any of the above give full details:		

Q5	Have you ever been convicted of a criminal offence, whether in the United Kingdom or elsewhere?	Yes []	No [X]	
	If the answer is Yes please give full details below:			
	Details of previous convictions and/or cautions			
	Date of Conviction	Court of Conviction	Nature of Offence	Sentence

A32

Q6	To your knowledge are you currently the subject of any criminal investigation?	Yes [] No <input checked="" type="checkbox"/>
	If the answer is Yes please give full details:	

Q7	Have you ever had any civil legal action taken against you?	Yes [] No <input checked="" type="checkbox"/>
	If the answer is Yes please give full details:	


Q8	Have you ever been declared bankrupt or entered into an arrangement with creditors or an individual voluntary arrangement?	Yes [] No <input checked="" type="checkbox"/>
	If the answer is Yes please give full details:	

Q9	Have you ever been disqualified from acting as a company director?	Yes [] No <input checked="" type="checkbox"/>
	If the answer is Yes please give full details:	

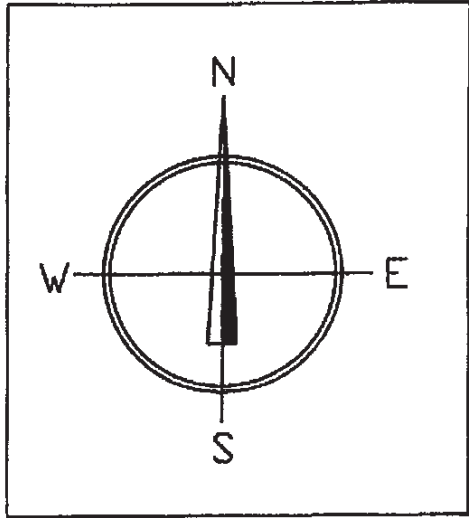
A33

Q10	Is there any other information which you believe the licensing authority would reasonably expect notice of or you would like the licensing authority to take into account when considering the information you have supplied?
------------	---

Q11	Is there any information on this Annex which you do not wish to be seen by members of the public? If so, state which information and the reasons why you do not wish it to be seen.
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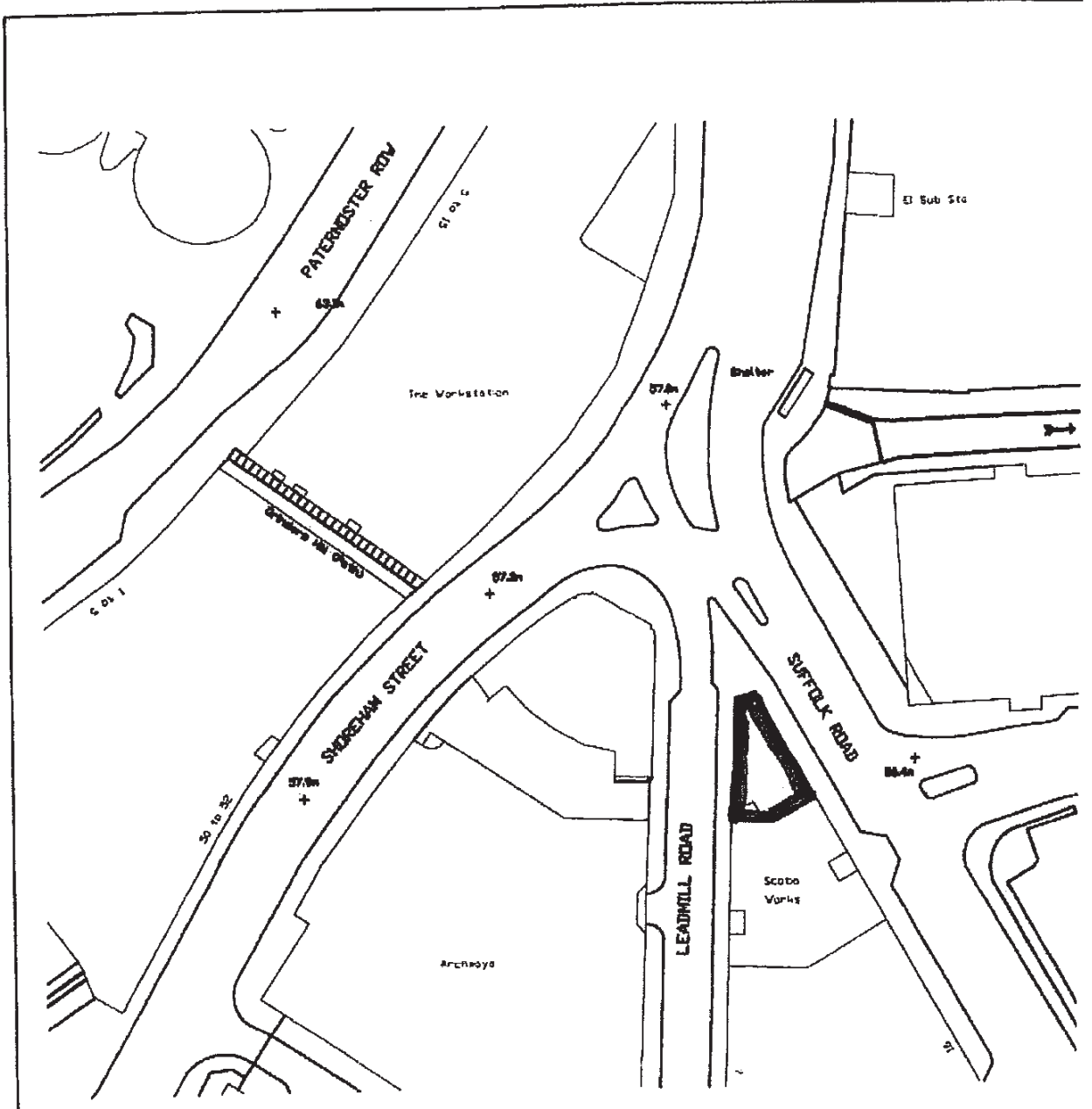
Q12	I declare that I believe the information given above is true and complete in every respect.
	Name: <u>Dimitra Papadimitriou</u>
	Position in Organisation: <u>director</u>
	Date: <u>01/06/2016</u>
	Signature: 
	Where the applicant is a body corporate or unincorporated body this application should be signed by a partner, the secretary or a director stating in which capacity it is signed.

A34



PROJECT:	
PREMISES LICENSE 4 SUFFOLK ROAD, SHEFFIELD	
CLIENT:	
Rockwave Leisure 17 Brett Gardens Leeds LS11 6T	
TITLE:	
PREMISES LICENSE PROPOSAL	
DRAWN:	SCALE:
CAV	AS NOTED 1/1250
DATE:	DWG NO:
15/04/2016	01

A35



O.S. PLAN

Ordnance Survey (c) Crown Copyright 2012. All rights reserved. Licence number 100020449

Appendix B

Representations – Objectors

Good evening,

I wish to submit an objection for the licensing of the sexual entertainment venue Villa Mercedes.

My reasons for objecting to this licence renewal are many and varied, including:

1 That the licence for Sexual Entertainment Venue Spearmint Rhino has recently been renewed despite over 70 objections from Sheffield citizens- such a high number of objections are a clear indication that SEV's are not welcome in the Sheffield Cultural Industries Quarter.

2 That according to the grounds for objection, a premises of such nature should not be licensed near a place of worship, school, or organisation for vulnerable people-Spearmint Rhino and the aforementioned establishment Villa Mercedes clearly both fall into this category.

3 That as a founding member of the UK Women's Equality Party, and Sheffield branch member, I put to you that licensing such an establishment shows the city of Sheffield motto "where everyone matters" to be something of a misnomer, as the wellbeing of children, vulnerable citizens and the young should be considered a priority.

Equality begins and ends where the safety, wellbeing and treatment of women and girls is given equal status to men.

WE currently endorse the Nordic model in our policies- "Criminalising the purchase of sex and providing women who sell sex with support services including help to those who wish to exit the sex trade. This approach penalises the demand for commercial sex, as well as pimping, while decriminalising individuals who sell sex and providing them with support services. Referred to as the Sex Buyer Law or the Nordic Model, this approach recognises sexual exploitation as a form of violence mainly directed at women and children." See detailed example here: http://catwa.org.au/files/images/Nordic_Model_Pamphlet.pdf

4 How can we justify our Purple Flag status when longstanding civil servants, and council workers have been made redundant in this great city, and yet consider licensing a premises where the exploitation and sale of women for the gratification of a mainly male clientele is seen as a viable source of revenue?

5 The Showroom Cinema and Workstation are both within close proximity to the premises, and the Sheffield railway station.

What sort of an impression to visitors to the city would having such an establishment in these close quarters set?

6 Violence against sex workers is sadly still a tragic part of society, as this article and subsequent documentary film illustrates how liberal licensing laws in the neighbouring city of

Leeds clearly fail women with devastating consequences. <https://www.theguardian.com/uk-news/2016/jul/04/man-guilty-murder-sex-worker-leeds-daria-pionko-lewis-pierre>

<http://www.bbc.co.uk/iplayer/episode/p04045rz/sex-drugs-murder-life-in-the-red-light-zone>

7 Post EU Referendum, money obtained from such establishments should surely be spent on the enhancement of our public services, rejuvenation of our homeless services and charities, investment in women's organisations and mental health services, liaison and development with local businesses, not in providing employment for an organisation that you would need to erase from your CV or application form for employment opportunities, and that both limits the future prospects of workers whilst simultaneously contributing to the proliferation of the sex industry "market" across the UK.

8 Licensing such a premises would clearly alarm and alienate both the staff, and clients of the neighbouring organisations offering services to vulnerable people, and may cause them to relocate as a result of paying potentially exorbitant rent on a city centre location, whilst also potentially risking loss of business of the clientele of these longstanding and well respected organisations.

Is this a risk that you are willing to take for such a marginalised and disreputable licenced organisation?

9 Sheffield City Council has a designated Equality and Women's Hub, designed to address the very inequalities and systemic abuses of women and girls that this type of organisation perpetuates, we already have a thriving night-time economy whereby both sexes can participate on an equal level in society despite the trade of these establishments which lower the tone and demoralise the work of many organisations striving for the opposite goals in the city of Sheffield. Establishments of this sort contribute to a very negative perception of both women and men, and Villa Mercedes is clearly no exception. See below article for illustration:

<http://www.harrogateadvertiser.co.uk/news/crime/harrogate-strip-club-villa-mercedes-loses-license-after-allowing-audience-participation-1-7577997>

10 A contribution to the licensing of premises on site of a far less controversial premises that could open day and night, without the stigma of objections being logged and a hearing process every year as this one would surely prove to be a thorn in the side of Sheffield City Council licensing committee

In light of the above grounds, I would ask you to reconsider granting this licence.

Yours faithfully,
Emma Sposato

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Good morning,

I wish to submit an objection for the licensing of the sexual entertainment venue Villa Mercedes.

My reasons for objecting to this licence renewal are many and varied, including:

1 That the licence for Sexual Entertainment Venue Spearmint Rhino has recently been renewed despite over 70 objections from Sheffield citizens- a clear indication that SEV's are not welcome in the Sheffield Cultural Industries Quarter.

2 That according to the grounds for objection, a premises of such nature should not be licensed near a place of worship, school, or organisation for vulnerable people- Spearmint Rhino and the aforementioned establishment Villa Mercedes clearly both fall into this category.

3 That as a founding member of the UK Women's Equality Party, and Sheffield branch member, I put to you that licensing such an establishment shows the city of Sheffield motto "where everyone matters" to be something of a misnomer, as the wellbeing of children, vulnerable citizens and the young should be considered a priority.

Equality begins and ends where the safety, wellbeing and treatment of women and girls is given equal status to men.

WE endorse the Nordic model in our policies- Criminalising the purchase of sex and providing women who sell sex with support services including help to those who wish to exit the sex trade. This approach penalises the demand for commercial sex, as well as pimping, while decriminalising individuals who sell sex and providing them with support services. Referred to as the Sex Buyer Law or the Nordic Model, this approach recognises sexual exploitation as a form of violence mainly directed at women and children. See detailed example here: http://catwa.org.au/files/images/Nordic_Model_Pamphlet.pdf

4 How can we justify our Purple Flag status when longstanding civil servants, and council workers have been made redundant in this great city, and yet consider licensing a premises where the exploitation and sale of women for the gratification of a mainly male clientele is seen as a viable source of revenue?

5 The Showroom Cinema and Workstation are both within close proximity to the premises, as is the Sheffield train station and proposed HS2 railway station. What sort of an impression to visitors to the city would having such an establishment in these close quarters set?

6 Violence against sex workers is sadly still a tragic part of society, as this article illustrates how liberal licensing laws in the neighbouring city of Leeds clearly fail women with devastating consequences. <https://www.theguardian.com/uk-news/2016/jul/04/man-guilty-murder-sex-worker-leeds-daria-pionko-lewis-pierre>

7 Post EU Referendum, money obtained from such establishments should surely be spent on the enhancement of our public services, rejuvenation of our homeless services and charities, investment in women's organisations and mental health services, liaison and development with local businesses, not in providing employment for an organisation that you would need to erase from your CV or application form for employment opportunities, and that both limits the future prospects of workers whilst simultaneously contributing to the proliferation of the sex industry "market" across the UK.

8 Licensing such a premises would clearly alarm and alienate both the staff, and clients of the neighbouring organisations offering services to vulnerable people, and may cause them to relocate as a result of paying potentially exorbitant rent on a city centre location, whilst also potentially risking loss of business of the clientele of these longstanding and well respected organisations.

Is this a risk that you are willing to take for such a marginalised and disreputable licenced organisation?

9 Sheffield City Council has a designated Equality and Women's Hub, designed to address the very inequalities and systemic abuses of women and girls that this type of organisation perpetuates, we already have a thriving night-time economy whereby both sexes can participate on an equal level in society despite the trade of these establishments which lower the tone and demoralise the work of many organisations striving for the opposite goals in the city of Sheffield.

10 A contribution to the licensing of premises on site of a far less controversial premises that could open day and night, without the stigma of objections being logged and a hearing process every year as this one would surely make.

In light of the above grounds, I would ask you to reconsider granting this licence.

Yours faithfully,

Emma Sposato

Women's Equality Party Sheffield

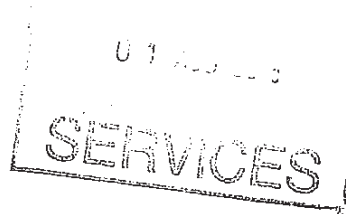


B3a (2)
Paul Blomfield MP
Member of Parliament for Sheffield Central

[REDACTED] Sheffield
t: 0114 [REDACTED]
[REDACTED]

Matt Proctor
Licensing Enforcement & Technical Officer,
Licensing Service,
Sheffield City Council,
Block C, Staniforth Road Depot,
Staniforth Road,
Sheffield,
S9 3HD

27 July 2016



GH
Dear Matt

Re. application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Row, Sheffield, S2 4AG.

I am writing to object in the strongest possible terms to the above application. All my reasons correspond with the grounds for refusal as set out in Sheffield City Council's Sexual Entertainment Licensing Policy.

Primarily I would urge the Council to refuse the application based on an assessment of the relevant locality, as set out in Paragraph 12 of Schedule 3 to the 1982 Act. I will set out my objections to the chosen locality according to Sheffield City Council's own assessment of what constitutes an inappropriate location for a Sexual Entertainment Venue (SEV).

Firstly, under the 'Discretionary Grounds for Refusal', your policy states that "the grant or renewal of the licence would be inappropriate, having regard to the use to which any premises in the vicinity are put". The Council will be aware that the premises of Sheffield Rape and Sexual Abuse Centre (SRASAC) and Sheena Amos Youth Trust are in the [REDACTED] of the proposed location of this SEV. Therefore the granting of a SEV licence to Villa Mercedes would be entirely inappropriate, given that the purpose of SRASAC is to offer confidential support and advice to victims of sexual abuse and rape and Sheena Amos Youth Trust is a sexual health charity offering sexual health care and education to young people. In the Council's own words, a concentration of SEVs "can result in a potential fear of crime, anti-social behaviour, noise pollution and other disturbance to residents". Given the nature of the work carried out by both organisations and the vulnerability of their clients, an SEV in the direct locality would inevitably undermine the services offered by these charities. It

would have a significant impact on their clients' safety and wellbeing, as well as their ability to remain anonymous when presenting at the premises. It could also impact on the safety of volunteers at the charities, who often work late into the evening.

I would also argue that the vicinity is an entirely inappropriate location on the grounds that it encompasses not only Sheffield Hallam University Students' Union, but also a significant concentration of student accommodation. Students would therefore be frequenting the location at all hours of the day and night, and as the Council points out, with two SEVs in close proximity would inevitably experience "*fear of crime, anti-social behaviour, noise pollution and other disturbance*".

In addition, there are other strong reasons to object to the location on the following grounds, as set out in the Council's own SEV policy – "*the Council will not licence premises that it feels are in close proximity to:-*

"a) a school, nursery or other premises substantially used by or for children under 16 years of age;"

Sheena Amos Youth Trust offers educational and recreational activities for children from 11 years of age, whilst SRASAC welcomes victims from as young as 13 years old. The University Technology College takes students from 14 years old and is located nearby, with many pupils using the area on their lunch break and using the road as a thoroughfare on their journey to and from school. Also, the Leadmill often holds events for young people from the age of 14.

"c) a church or other place of religious worship;"

Christ Church Central is now meeting at the Workstation, 15 Paternoster Row, which is in the immediate vicinity.

"d) a Hospital, Mental Incapacity or Disability Centre or similar premises;"

Freeman College, a day and residential education and care centre for young people with special educational needs and disabilities, is in the immediate vicinity of the proposed SEV.

"e) the Cultural Hub of the City (i.e. close to the Peace Gardens and Tudor Square etc.);"

The location of this SEV is in the Cultural Industries Quarter Conservation Area. The area is a "cultural hub", housing the popular Showroom Cinema, which plays an important role in many city cultural festivals including Doc Fest, a number of art galleries, as well as popular bars and restaurants on neighbouring streets.


"f) a central gateway to the city or other city landmark, historic building or tourist attraction."

The location is evidently in very close proximity to the train station and forms a gateway to the Cultural Industries Quarter Conservation Area (CIQ). As the Council points out, in the CIQ there are 16 listed buildings and several unlisted significant buildings such as the Showroom Cinema. Sheffield Hallam Student's Union is also a city landmark, attracting visitors from across and beyond the city. As outlined above, the significant concentration of art galleries such as the Site Gallery and Yorkshire Art space Persistence Works attracts many tourists to this area. The Leadmill is also an important cultural entertainment venue and tourist attraction in the city.

B3c

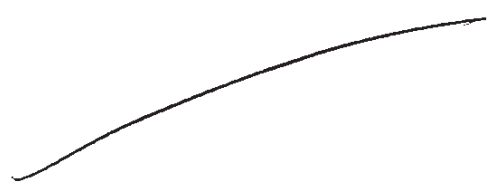
Finally, I would urge the Council to consider the application in light of Harrogate Borough Council's refusal to renew Villa Mercedes' SEV licence in November last year. In the words of the Chair of Harrogate Council's Licensing Committee: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers [...] despite considerable input from the council and the police over a period of six months". With such a track record, I would be very concerned about granting a licence to a club that continually flouted the regulations of its licence.

I look forward to receiving notification of the receipt of this letter of objection and of the date and nature of the hearing that I hope will take place in due course.

With few wishes


Paul Blomfield MP

Copied to: Cllr. David Barker, Cllr. Alan Law



Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Proposed Villa Mercedes lap dancing bar

From: Andrea Small [REDACTED]
Sent: 22 July 2016 10:22
To: licensingservice
Subject: Proposed Villa Mercedes lap dancing bar

Dear Sirs

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) “central gateway to the city....or tourist attraction”

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings.
- this would be in very close proximity to the Showroom cinema.
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmin Rhino has literally just had their license renewed and is very nearby.
- when walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the existing SEV (Spearmin Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.
- the Council’s own promotion of the city is “Sheffield – where everyone matters” – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council’s equality policies and Sheffield’s own widely publicised belief of Sheffield being a city “where everyone matters.”
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

Btc

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

<http://www.harrogateadvertiser.co.uk/news/crime/harrogate-strip-club-villa-mercedes-loses-license-after-allowing-audience-participation-1-7577997>

yours faithfully

Andrea Small

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Representation regarding the application for the SEV Villa Mercedes

From: Zero Option
Sent: 02 August 2016 22:44
To: licensingservice
Subject: RE: Representation regarding the application for the SEV Villa Mercedes

Thank you for your response.

We would welcome a discussion with the Council about why fears about women's safety (ie fear of crime and sexual violence) is constantly dismissed as "moral grounds". This is utterly offensive and insensitive to the 400,000 women per year who are sexually assaulted and the 85,000 who are raped and all survivors of sexual violence. It is a common refrain from the Council.

I refer you to this comment:

Some critics claimed a sex-orientated venue would put the safety of women at risk, but officers said their recommendation was based on the impact on the area, not on moral grounds.

From this article from 2013: <http://www.sheffieldtelegraph.co.uk/news/no-wildcat-action-as-lap-dance-venue-in-sheffield-is-blocked-1-5454560>

Could you please append this email to our letter of objection?

Best wishes

Zero Option

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Villa Mercedes

From: Roz Wollen [REDACTED]
Sent: 01 August 2016 22:14
To: licensingservice
Subject: Villa Mercedes

Dear Sir or Madam

I am objecting to the application for a license for a Sexual Entertainments License for Villa Mercedes at Suffolk Road Sheffield , by Rock Leisure Ltd.

I believe this to be an unsuitable business in the gateways to the City Centre, and where there is already another SEV at Spearmint Rhino. One is too many and two is not acceptable in an area where there are young people and students

Please confirm my objection

Rosalind Wollen

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Villa Mercedes - Application Leadmill Road

From: Abi [REDACTED]
Sent: 13 July 2016 14:08
To: licensingservice
Subject: Villa Mercedes - Application Leadmill Road

Dear sirs,

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to **refuse** it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city....or tourist attraction"

My general terms of objection are as follows:

The part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC. There are a number of organisations in the area which support vulnerable children and adults.

There are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.

this would be in very close proximity to Sheffield Hallam buildings.
this would be in very close proximity to the Showroom cinema.

The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
the Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors.

Spearmint Rhino has literally just had their license renewed and is very nearby.
when walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.

The Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them.
this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."

Granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.

The council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

B7c

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation' (<http://www.harrogateadvertiser.co.uk/news/crime/harrogate-strip-club-villa-mercedes-loses-license-after-allowing-audience-participation-1-7577997>)

With kind regards
Abi

Hollis Georgina (CEX)

From: licensingservice
To: Jonathan Richards
Subject: RE: Villa Mercedes application Leadmill Road

From: Jonathan Richards [REDACTED]
Sent: 13 July 2016 13:26
To: licensingservice
Subject: Villa Mercedes application Leadmill Road

To Whom it may concern,

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

“the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality.”

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(i) to the character of the relevant locality: or

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Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) “cultural hub of city”

f) “central gateway to the city....or tourist attraction”

My general terms of objection are as follows:

the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.

there are a number of organisations in the area which support vulnerable children and adults.

there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.

this would be in very close proximity to Sheffield Hallam buildings.

this would be in very close proximity to the Showroom cinema.

The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.

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I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

Yours sincerely

Jonathan Richards

Hollis Georgina (CEX)

From: licensingservice
To: Ruth Parrott
Subject: RE: Villa Mercedes application at the end of leadmill road

From: Ruth Parrott [REDACTED]
Sent: 12 July 2016 13:49
To: licensingservice
Subject: Villa Mercedes application at the end of leadmill road
-- I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

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- Spearmint Rhino has literally just had their license renewed and is very nearby.*

- *when walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.*
- *the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them.*
- *this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."*
- *granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.*
- *the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.*

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as

B9d

stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

Business Manager

Ruth Parrott



Hollis Georgina (CEX)

From: licensingservice
To: Heather Paterson
Subject: RE: Objection to sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

From: Heather Paterson [REDACTED]
Sent: 06 July 2016 20:54
To: licensingservice
Subject: Objection to sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG
Importance: High

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Whilst I do not support calls for a blanket ban on any SEV applications in the city (I believe this simply serves to cause more damage by moving such establishments and related activity 'underground' increasing the risk for workers and also do not think that the licensing authority has a place in restricting legal activity on grounds of subjective objections based on personal taste or morals), I do however believe in this instance based on the grounds above that the proposed location for this establishment is wholly inappropriate.

The adjacent unit, Scotia Works, provides services for young and vulnerable people.

The next unit is the Leadmill which holds regular busy 14+ events which means that children and young people would regularly be queuing directly outside the proposed venue.

The proposed venue is also directly opposite student accommodation which houses 1st year students, the majority of whom have just turned 18.

Based on the above I call upon Sheffield City Council to consider the appropriate number of establishments for this location to be nil due to the fact that the use of premises in the immediate locality

is primarily utilised by young and / or vulnerable people and request that the application is refused and a more suitable location, if desired, be sought.

Thank you for your time in considering this objection.

Regards

Heather Paterson

Hollis Georgina (CEX)

From: licensingservice
To: Susan Hodkin
Subject: RE:

From: Susan Hodkin [REDACTED]
Sent: 06 July 2016 17:10
To: licensingservice
Subject:

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council’s Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

- In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes’ SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC’s Licensing Committee John Ennis said: “The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. “This was despite considerable input from the council and the police over a period of six months.”
- In relation to Appendix B point c) – there is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing ‘sexual entertainment’.
- In relation to Appendix B point d) i – the character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.

I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

B12

Hollis Georgina (CEX)

From: licensingservice
Subject: RE: strip club at the end of Leadmill Road, Sheffield

From: Linda Mathers [REDACTED]
Sent: 07 July 2016 12:47
To: licensingservice
Subject: strip club at the end of Leadmill Road, Sheffield

I wish to object to the proposed strip club at the end of Leadmill Road, Sheffield on the following grounds:-

Young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road. Very close proximity to Sheffield Hallam buildings too.

Vulnerable adults in the college on the same road.

Ethical Property tenants in Scotia Works

The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.

The Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.

Spearment Rhino has literally just had their license renewed and is very nearby. We don't need a second strip bar anywhere near it.

It's on the main ring road (gateway to the City) and would be the first thing people see as they're driving into town and walking out of the train station in this direction, not exactly the image the city should be portraying in such a prime location.

Furthermore, Villa Mercedes lost their Harrogate strip club license on November 16 2015 at Harrogate Magistrates Court, as they had allowed audience participation and physical contact with the dancers.

Yours sincerely,
Linda Mathers

Hollis Georgina (CEX)

From: licensingservice
Subject: RE: objection to SEV licence

From: Povey, Hilary A [REDACTED]
Sent: 07 July 2016 14:28
To: licensingservice
Subject: objection to SEV licence

TO WHOM IT MAY CONCERN

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG. This is a letter of objection to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on grounds c) and d).

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam University buildings
- queues for The Leadmill, including under 18s and those very little older will run past their doors
- When walking around this area, women will feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Women should not have to feel like this in their city.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes has lost its license after 'allowing audience participation'.

Yours faithfully
 Hilary Povey

B14a

Hollis Georgina (CEX)

From: licensingservice
Subject: RE: Villa Mercedes

From: Kate Green [REDACTED]
Sent: 10 July 2016 11:05
To: licensingservice
Subject: Villa Mercedes

I fully support the opposition letter below re the application of this business. It does nothing but degrade and objectify women. I've only just found out about it so late in sending in. I think it's crucial that you listen to the women of this city. SEV's send all the wrong messages about women's sexuality – this club will further cheapen the dignity of Sheffield. It also increases risks to women who have a birth right to freely walk the streets of Sheffield at any time day or night. I suggest there is a great big question mark over the males who attend dives like this. The lowest common-denominator ... is that really how you want to rate our city?

Please reply and ensure my opposition is included.

Kate Green

Respond to this post by replying above this line

New post on **Zero Option**



Villa Mercedes lap dancing bar application on Leadmill Road by [zerooptionssheffield](#)

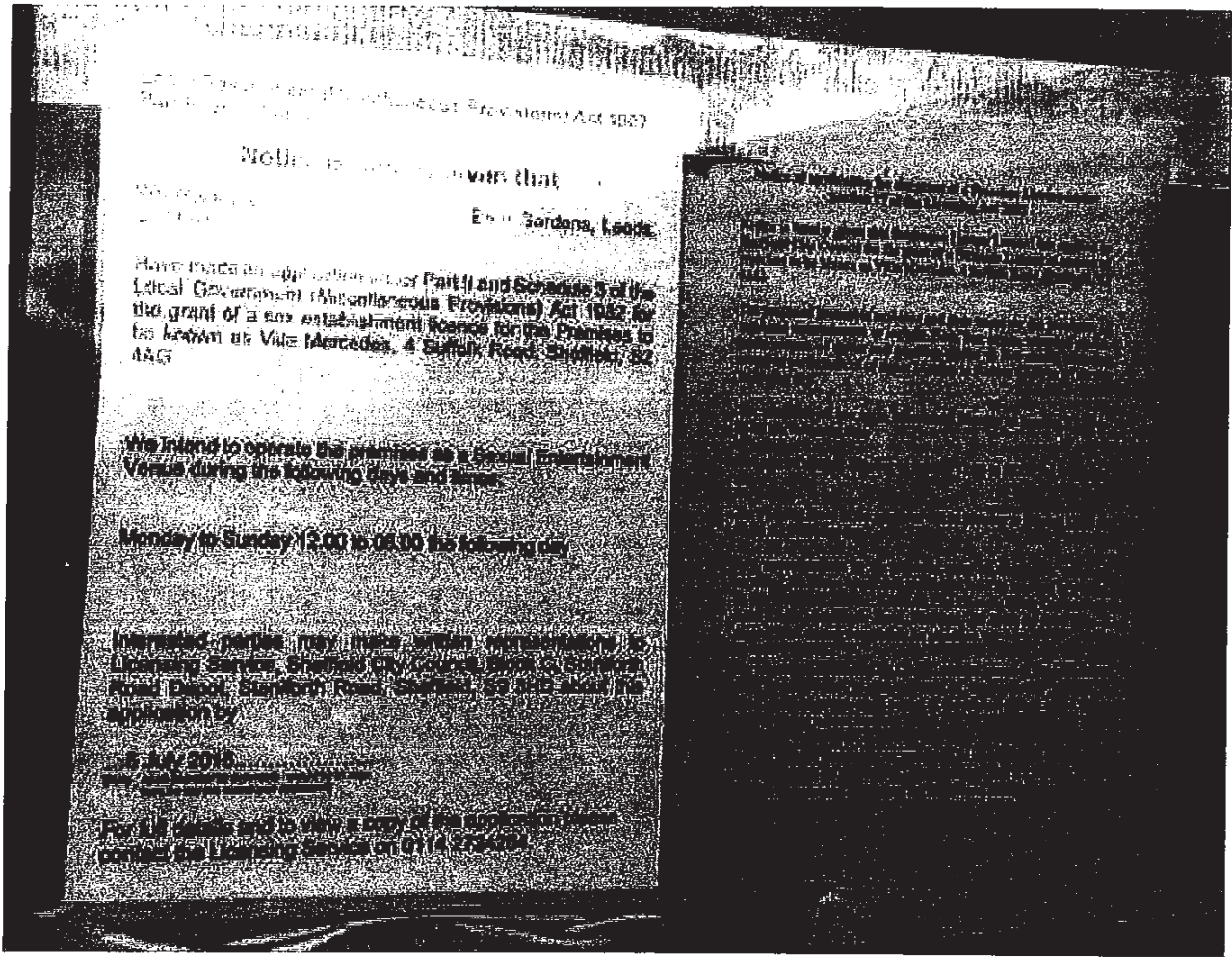
It came to our attention last last night (July 4th) that a notice appeared yesterday on the building at the end of Leadmill Road that an application has been made for a Villa Mercedes lapdancing bar - with deadline of today (5th July) to object.

We were informed by local businesses that they had heard rumours of this a few weeks ago and had asked Sheffield Licencing Committee for confirmation only to be told on 16th June that no application had been made. Staff from local businesses have been monitoring the site as well as the local press for notification of an application which has to give a 21 day notice period for objections.

We strongly oppose this and all sexual entertainment venues (SEVs) in our city. We are also concerned that no impact assessment has been carried out when we know from speaking to local businesses that they strongly oppose this as it will have a detrimental impact on them.

We and others are seeking clarification with the Licensing Committee about the sudden appearance of the notice below. Following a search on their website, we have failed to find any application.

B14b



We strongly urge residents and visitors to Sheffield to object.

We know this is short notice, however, we too have been caught out.

Here is a template letter to use. We recommend emailing it to licensing@sheffield.gov.uk with a read receipt.

Only those who object before the deadline will be invited to attend any hearing, should there be one.

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

“the number of sex establishments in the relevant locality at the time the application is made is equal to or

exceeds the number which the authority consider is appropriate for that locality.”

The grounds go on to state that “Nil may be an appropriate number for the purposes of (c)”

Ground d):

“the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made.”

Sheffield City Council also has “statutory obligations in relation to disability race and gender” ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) “cultural hub of city”

f) “central gateway to the city....or tourist attraction”

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings
- this would be in very close proximity to the Showroom cinema
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Women should not have to feel like this in their city.
- the Council’s own promotion of the city is “Sheffield – where everyone matters” – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the

sexualisation and objectification of them.

- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

--

Hollis Georgina (CEX)

From: licensingservice
Subject: RE: Objection to application

From: Darren Bristow [REDACTED]
Sent: 08 July 2016 14:51
To: licensingservice
Cc: Michelle Webster
Subject: Objection to application

To whom it may concern.

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

- In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said:

"The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."

- In relation to Appendix B point c) – there is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.

- In relation to Appendix B point d) i – the whole character of the locality would be adversely affected by the opening of a sexual entertainment venue. This area is a gateway to the City and is the first thing that visitors will see when arriving from the station. It is also in a far too prominent position for anyone (Sheffield residents and visitors alike) to see as they drive along what is a major route through the city.

Also nearby is student housing, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities.

It would be totally inappropriate for such a venue to be located here. I for one would not want my daughter to be a student in Sheffield and have to pass by such a place on her way to and from her studies!

The whole nature and character of this currently attractive locality would be significantly changed, damaged and spoiled with the opening of such a venue.

I am totally astonished by the fact that the city council has even considered this venue bearing in mind its location and with it being in an area that is, in many respects, a shop window for the city. What does this say for Sheffield if the first thing people see when they get off the train is a sex club ?!

BISb

Please acknowledge receipt, via email, of this objection.

Yours sincerely
Darren Bristow

Hollis Georgina (CEX)

From: licensingservice
Subject: RE: no to new licence

From: nohatboy boy [REDACTED]
Sent: 05 July 2016 20:34
To: licensingservice
Subject: no to new licence

To whom it may concern,

**I object in the strongest terms to granting this license being granted.
The opening and closing times and the area situated are not acceptable.**

It is very close a women's support network which meet within [REDACTED] yards of this building. Including women who are or have been raped. this is offensive to women and especially women who are suffering at the hands of men.

Please rethink granting this licence. Also with the area having eating places, Hotels and Coffee houses this would also compact on the people who frequent this Family area on a daily basis. Lastly, it already has a Casino in the area which is also attracting people of no abode who harass people on a daily basis, and target women.

Please think of turning down this licence.

R. Bond

Hollis Georgina (CEX)

From: licensingservice
Subject: RE: Villa Mercedes, 4 Suffolk Road, S2 4AG

From: Andy Grice [REDACTED]
Sent: 05 July 2016 20:26
To: licensingservice
Cc: Andrew Neil
Subject: Villa Mercedes, 4 Suffolk Road, S2 4AG

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council’s Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

“the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality.”

The grounds go on to state that “Nil may be an appropriate number for the purposes of (c)”

Ground d):

“the grant or renewal of a licence would be inappropriate, having regard –

- (i) to the character of the relevant locality: or
- (ii) to the use to which any premises in the vicinity are put: or
- (iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made.”

Sheffield City Council also has “statutory obligations in relation to disability race and gender” ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments wit local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

- e) “cultural hub of city”
- f) “central gateway to the city...or tourist attraction”

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings.
- this would be in very close proximity to the Showroom cinema.
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- when walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal. ~

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

<http://www.harrogateadvertiser.co.uk/news/crime/harrogate-strip-club-villa-mercedes-loses-license-after-allowing-audience-participation-1-7577997>

If you could email me a response in receipt of this email please.

B17c

Regards,

Andrew Grice

[REDACTED]

Sheffield

[REDACTED]

Hollis Georgina (CEX)

From: licensingservice
To: Oisin O'Doherty
Subject: RE: Objection to Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

From: Oisin O'Doherty [REDACTED]
Sent: 05 July 2016 19:13
To: licensingservice
Subject: Objection to Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG
Importance: High

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city....or tourist attraction"

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings.
- this would be in very close proximity to the Showroom cinema.
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- Spearmint Rhino has literally just had their license renewed and is very nearby.
- when walking around this area, which as a Council you encourage people to do due to the other

businesses and services in the area, women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.

- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

Yours sincerely,
Mr O'Doherty



Hollis Georgina (CEX)

From: licensingservice
Subject: RE: Application for a licence by Villa Mercedes

From: Laura Richardson [REDACTED]
Sent: 06 July 2016 00:00
To: licensingservice
Subject: Application for a licence by Villa Mercedes

Dear members of the licensing service,

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)". Personally I am opposed to there being any sexual entertainment venues in Sheffield city centre particularly as the area is frequented by young people, and is also increasingly becoming a residential area

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by treating them as a commodity and so normalising the sexualisation and objectification of women. As a mental health therapist with extensive experience of working with people who have experienced sexual abuse and trauma, it is my view that and that this kind of venue contributes to the sexualisation of young women and and the objectification in other areas of society.

I am very concerned to know whether the City Council has carried out any impact assessments with local organisations and businesses, and most particularly with representatives of the organisations that assist young people who have experienced sexual trauma.

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city....or tourist attraction"

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings.
- this would be in very close proximity to the Showroom cinema.
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- when walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them. The existence of Spearmint Rhino underlines every time I visit the Showroom or walk to the station that business rates are being prioritised above women's sense of safety in this city. This is unacceptable in my opinion.
- this image of a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: [Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'](#)

yours sincerely

Laura Richardson

Hollis Georgina (CEX)

From: licensingservice
Subject: RE: application for sexual entertainment venue

From: nicky brighid [REDACTED]
Sent: 05 July 2016 21:11
To: licensingservice
Subject: Re: application for sexual entertainment venue

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I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore, Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city....or tourist attraction"

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.

- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings.
- this would be in very close proximity to the Showroom cinema.
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- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them.
- this image of a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal. The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

Yours,

Nicola Brighid

Licensing Service
Sheffield City Council
Block C
Staniforth Road Depot
Staniforth
Sheffield S9 3HD

Sheffield 5/7/16

I have been advised that there is a notice up on a building at the end of Leadmill Road, Sheffield applying for planning permission for a 'Sexual Entertainment Venue', i.e. a strip club, by Villa Mercedes. It appears that the notice went up early in July 2016 giving a deadline for objections as 5th of July! When searching the Sheffield Council's website for the application for such a license, it was nowhere to be found. There seems to be some irregularity here regarding the time scale involved; surely the deadline from when the notice appeared and until the deadline for objections should be much longer. And should the council not have had the application readily available for everyone to read from the outset of the notice appearing? Regardless, I have decided to send my objection through, in the hope that this will reach you anyway and be taken into account.

I strongly object to the application for a strip club on Leadmill road.

It is wrong on so many levels to give planning permission to a club of this type in such a location.

The club will be positioned in the middle of a very busy young student area. I am here referring to the Unite buildings opposite and the student flats, which are being built on Suffolk Road, the close proximity to the Sheffield Hallam University and the live music venue The Leadmill (on the same road). Furthermore, it will be positioned on the entrance to the main ring road and very close to the train station – what a welcome to the city!

With young students walking around the area late at night, passing the club will be a seriously unpleasant experience and a constant reminder of the normalization of an ongoing sexual exploitation of especially young women in our society. It develops the illusion of women's sexual availability and reinforces gender inequality and is detrimental to women's sense of safety. It is our responsibility to protect especially young women from harm, whether physical or mental, and allow them to feel safe walking around Sheffield night or day.

You would worry also that the terrible decision, to allow the strip club Spearmint Rhino to have their license renewed, despite its location next to the Student Union, has opened up a floodgate of similar for women demeaning and intimidating venues in this area. I think it is time for the council to take notice and decide what type of city Sheffield should be, how we welcome people to the city and the future image of the city centre.

Furthermore, Villa Mercedes comes with a truly appalling track record and lost their Harrogate strip club license on November 16 2015 at Harrogate Magistrates Court, as they had allowed audience participation and physical contact with the dancers.

<http://www.harrogateadvertiser.co.uk/news/crime/harrogate-strip-club-villa-mercedes-loses-license-after-allowing-audience-participation-1-7577997>

Having young teenagers myself, I for one, am certainly not happy with the position of the venue so close to where my children fare. Please, do not give this strip club their planning permission.

Yours Sincerely,

Dr Lone Kristensen

████████████████████

████████████████████

Hollis Georgina (CEX)

From: licensingservice
Subject: RE: Licence application by Villa Mercedes

From: Rosemary Crockett [REDACTED]
Sent: 06 July 2016 12:48
To: licensingservice
Subject: Licence application by Villa Mercedes

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city....or tourist attraction"

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings
- this would be in very close proximity to the Showroom cinema
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Women should not have to feel like this in their city.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

Yours sincerely

Rosemary Crockett



Hollis Georgina (CEX)

From: licensingservice
Subject: RE: Proposed Licencing

From: Joanne Shovelton [REDACTED]
Sent: 06 July 2016 12:32
To: licensingservice
Subject: Proposed Licencing

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

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from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.

- there are a number of organisations in the area which support vulnerable children and adults.
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- this would be in very close proximity to Sheffield Hallam buildings.
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The Council may also wish to note the following:

Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

Yours

Mrs J L Shovelton-Fullick

B23c

[REDACTED]

[REDACTED]

Sent from my iPhone

Development Education Centre

(South Yorkshire)



B24a

Scotia Works,
Leadmill Road,
Sheffield S1 4SE

Head of Licensing
Licensing Service
Block C
Staniforth Road Depot
Staniforth Road
SHEFFIELD
S9 3HD

6th July 2016

Dear Madam or Sir

I wish to object to the Rockwave Leisure Limited application of a Sexual Entertainment Venue license for premises at 4 Suffolk Road, Sheffield S2 4AG to be known as Villa Mercedes on the following grounds:

- The prevention of crime and disorder, including fear of crime, noise pollution, anti-social behaviour or disturbance to residents
- The protection of children from harm

I work at DECSY in Scotia Works which is an Ethical Property managed workspace on Leadmill Road, Sheffield S1 4SE and adjacent to the proposed venue. Tenants from Scotia Works include many third sector organisations who work with vulnerable adults and teenagers as well as local school children at Scotia Works premises during the day and evening.

My concern is that the venue will increase the fear of crime that the clients of these charities experience within the cultural industries quarter. A further concern is that the venue portrays that it is acceptable that women act as sexual objects for the gratification of men which contributes to society's violence against women and girls. DECSY have been running a Gender Respect project with local schools for the last three years and the venue would directly undermine all of the work that we have been carrying out.

In addition to this:

- Young students live in the surrounding area, especially in the Unite buildings on Leadmill Road and the new flats being built on Suffolk Road. The proposed venue is also in very close proximity to Sheffield Hallam buildings too.
- There are also vulnerable adults in the Freeman college on Leadmill Road.
- The Leadmill Club hosts over 200 club nights a year, with the majority of the customers at peak times being very young students only just turned 18 who again would be queueing past their doors.
- Spearmint Rhino has just had their license renewed and is very nearby. We don't need a second strip bar anywhere near it.
- The proposed venue is on the main ring road and would be the first thing people see as they're driving into Sheffield and walking out of the train station in this direction, not exactly the image the city should be portraying in such a prime location.

I ask that you refuse this application

Yours sincerely

Helen Griffin
Joint Co-ordinator and Education Advisor

Head of Licensing
Licensing Service
Block C
Staniforth Road Depot
Staniforth Road
SHEFFIELD
S9 3HD

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Yours sincerely

H. Conduit

Hazel Conduit

Hollis Georgina (CEX)

From: licensingservice
Subject: RE: Objection to application for lap-dancing bar in Sheffield

From: Maggie Wykes [REDACTED]
Sent: 06 July 2016 11:43
To: licensingservice
Subject: Objection to application for lap-dancing bar in Sheffield

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yours
Maggie Wykes

--
Dr Maggie Wykes

Centre for Criminological Research
School of Law



Hollis Georgina (CEX)

From: licensingservice
Subject: RE: Villa Mercedes lapdancing bar licensing application

From: Mary Gerrard [REDACTED]
Sent: 06 July 2016 12:56
To: licensingservice
Subject: Villa Mercedes lapdancing bar licensing application

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "**statutory obligations in relation to disability race and gender**" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city....or tourist attraction"

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings
- this would be in very close proximity to the Showroom cinema
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Women should not have to feel like this in their city.

- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation. Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

Mary Gerrard (DR)

Re:- Application for a sexual entertainment venue license by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this license and I call for the council to refuse it.

I believe that the Council should refuse the license application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on the following grounds.

“the grant or renewal of a license would be inappropriate, having regard –

- (i) to the character of the relevant locality: and
- (ii) to the use to which any premises in the vicinity are put.

Due to the change of use of the surrounding area.

This area was until recently largely composed of a range of industrial buildings in moderate to poor repair; which were originally the home of small cutlery manufacturers and such like. The area is of considerable significance to the history of Sheffield.

As the industries declined this area has become a thriving mix of artists, silversmiths, film makers, musicians, and the related small businesses, such as cafes, cinemas, art galleries and coffee bars that support them. The latest development is an increase in accommodation for students and young couples provided by the conversion of industrial buildings into flats and bedsits.

There is a lap dancing venue (Spearmint Rhino) which is opposite an art gallery (Site Gallery) and a cinema/cafe complex (Showroom). Although the local population is very tolerant the general feeling is that from a planning perspective a lap dancing club is out of place in this area. Objection to the renewal of Spearmint Rhino's license is increasing each year. The lease for spearmint Rhino has 7 years to run. In the likelihood that objections will increase each year it seems sensible to plan now for a site where sexual entertainment venues are acceptable to both clients and the surrounding population.

Incidentally has the Council carried out any impact assessments with local organizations and businesses?

Yours sincerely

Lizz Tuckerman

Hollis Georgina (CEX)

From: licensingservice
Subject: RE: SEV Licence - Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

From: Liz Nicholas [REDACTED]
Sent: 13 July 2016 19:00
To: Hollis Georgina (CEX)
Subject: Fwd: SEV Licence - Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

Liz Nicholas
[REDACTED]

I am involved with Under the Stars, which runs nightclubs and gigs for vulnerable adults at The Leadmill. I am also a female patron of the Leadmill and feel that having a sexual entertainment venue nearby would definitely affect my attendance and how secure I would feel. Customers of such a venue could not be trusted to behave with respect to women who were outside in the local area.

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made.”

Sheffield City Council also has “statutory obligations in relation to disability race and gender” ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) “cultural hub of city”

f) “central gateway to the city....or tourist attraction”

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings.
- this would be in very close proximity to the Showroom cinema.
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- when walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that

they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.

- *the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them.*
- *this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."*
- *granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.*
- *the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.*

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

I await news of the outcome of this application.

Liz Nicholas

[REDACTED]

[REDACTED]

Hollis Georgina (CEX)

From: licensingservice
Subject: RE: Villa Mercedes lapdancing venue application

From: Andy Healey [REDACTED]
Sent: 05 July 2016 09:47
To: licensingservice
Subject: Villa Mercedes lapdancing venue application

Dear friends

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city...or tourist attraction"

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings
- this would be in very close proximity to the Showroom cinema
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Women should not have to feel like this in their city.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

Hollis Georgina (CEX)

From: licensingservice
Subject: RE: Objection to SEV license

From: Roche-Jacques, Shelley [REDACTED]
Sent: 04 July 2016 20:20
To: licensingservice
Subject: Objection to SEV license

Dear Sir or Madam

I am writing to object to the Sexual Entertainment Venue License application for Villa Mercedes, 4 Suffolk Road, Sheffield.

I am a lecturer at Sheffield Hallam University and frequent this area of the city during the day, and sometimes at night.

I object to the granting of an SEV license to the venue on the grounds of its grossly inappropriate location.

The club would be located:

- In the Cultural Industries Quarter
- Close to the train station (highly visible to visitors to our city)
- Close to a number of charities supporting vulnerable women (some victims of domestic violence)
- Close to The Leadmill (which hosts events for people aged 14+, who queue down the street)
- Close to the Sheffield Hallam Student Union building and student accommodation.

It should be noted that Sheffield Hallam Students Union's elected body of officers recently objected to the renewal of the SEV license for Spearmint Rhino, and that the granting of a further license will be met with anger and dismay.

I, and the Sheffield Hallam Student Union Officers, feel that the presence of such venues contradicts the ethos of Sheffield as a city, and undermines the safe, friendly and inclusive environment we strive to create for the young people who come to live and study here.

The sign posted on the premises at Suffolk Road states that the deadline for objections is 5th July 2016. I am unsure how this can be the deadline for objections as I believe the venue is required to display the notice for 21 days, and I don't believe it has been posted for that length of time.

Yours faithfully

Shelley Roche-Jacques

Dr Shelley Roche-Jacques FHEA

Hollis Georgina (CEX)

From: licensingservice
Subject: RE: objection

From: Bridget Rose Gilbert [REDACTED]
Sent: 04 July 2016 21:44
To: licensingservice
Subject: objection
Importance: High

I object to the application for a licence for a strip club on Leadmill Road on the following grounds

Young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road. Very close proximity to Sheffield Hallam buildings too.

Vulnerable adults in the college on the same road.

Ethical Property tenants in Scotia Works

The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.

The Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.

Spearmint Rhino has literally just had their license renewed and is very nearby. We don't need a second strip bar anywhere near it.

It's on the main ring road (gateway to the City) and would be the first thing people see as they're driving into town and walking out of the train station in this direction, not exactly the image the city should be portraying in such a prime location.

This is not how women should be portrayed, increasing their vulnerability and doing a continued disservice to all the work done over decades by feminists to reduce the disparity of equality between male and females.

This is not sex positive, it's horrible and unacceptable, particularly in these times of austerity that women will see this as a realistic option because society is failing to protect them or provide them with anything better. Please don't let it go ahead. What if it was your daughters?

Bridget Rose Gilbert

Social worker/Women's Officer in the Sheffield Socialist Party/Feminist/TUSC candidate for Broomhill/Mother and Community Activist

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to SEV license - Villa Mercedes

From: Nikki [REDACTED]
Sent: 04 July 2016 22:14
To: licensingservice
Subject: Objection to SEV license - Villa Mercedes

I am writing to object to the application by Villa Mercedes for an SEV for a property next to the Leadmill.

In the first instance I would like clarification on when the application was submitted and how long the objection period is. I understand that there should be 21 days for an application to be advertised but I am told that the Leadmill made enquiries on 16th June and were advised that an application was not in place. Therefore, I would like to know when the application was submitted because if the deadline is tomorrow then a 21 day period has not been honoured and therefore, the deadline should be extended.

My reasons for objection are that this venue is in the gateway to the city, it is not the kind of place that the Council should want visitors to the city to have as their first impression of Sheffield. Furthermore, it is next door to the Leadmill which is frequented by young people from 14 years old and open at similar hours to what Villa Mercedes is applying for. I am also aware there are a number of projects for vulnerable women in the area, the Showroom which attracts visitors from across the city and beyond, and the Student's Union.

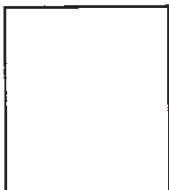
I urge the Licensing Sub-Committee to seriously take into consideration its own policy in relation to this issue, specifically point 7 on the location of licensing premises, plus all the planning development policies for that area to develop it further as a gateway for the city. I would also argue that these premises put at risk children because of how it feeds into a sexist and dangerous view of the relationship between men and women (please refer to the Jay and Casey reports which identified cultures of misogyny as directly linking to the abuse of children), the public because of how this sort of transaction fosters misogyny, and the public because of how men who frequent these establishments often display signs of aggression towards women because they consider them as objects.

If the Licensing Sub-Committee ignores its own policy in relation to this issue, one might query why the policy is there in the first place.

Furthermore, I would strongly encourage the Licensing Sub Committee to consider how a decision to grant this venue an SEV license would breach their Public Sector Equality Duty and flies in the face of all the work that the Council has done to promote equality and celebrate women through examples such as the Sheffield Women of Steel statue and the Recognising and Valuing Female Talent in Women Project.

Kind regards

Nikki Bond
[REDACTED]



Hollis Georgina (CEX)

From: licensingservice
Subject: RE: re objection letter for for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

From: Anna Childs [REDACTED]
Sent: 05 July 2016 09:57
To: licensingservice
Subject: re objection letter for for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

I wish to object to for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

There is already a SEV that you have just renewed the license in the same area.

The area is a growing development area with young people and new visitors coming to the city. Young people starting business and crafts. New venues and colleges and schools.

I work in my workshop which has 24 hours and I hate working there at night. Mainly because of spearmint rhino I so wish it was a club or bar that I and others can attend and enjoy. I do not think it is appropriate to add yet another SEV alienating more than half the population.

When I saw the corner being developed I thought great a new bar a coffee shop and new young business. That is was the area needs to add to the wonderful new gateway the internationally growing showroom the respected site gallery the university the digital offices, The iconic Leadmill But please not another SEV.

Is this area of the city just going to get neglected I hope not. So many of us queue up outside the Leadmill so many businesses inside the Leadmill. It is on the same road as Freeman College. School kids walk by it on the way to school (Yes they do). This is the gate way to the city and the potential development of that area with all the new flats and houses and business should not be hindered by a SEVs. Not forgetting the new river walk way. Please lets progress to the 21st century.

They do not contribute to the community they are large multi-national business which take money out and do not put back they create in equality within the community.

Please ask the licensing committee to refuse this application

Yours sincerely

Anna Childs

Anna Childs
[REDACTED]

Hollis Georgina (CEX)

From: licensingservice
Subject: RE: complaint

From: Roz Wollen [REDACTED]
Sent: 04 July 2016 23:27
To: licensingservice
Subject: complaint

I am writing to object to the application for a SEV for Rockwise Leisure, at 4 Suffolk street under the name of Villa Mercedes on the grounds that there are Young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road. Very close proximity to Sheffield Hallam buildings too. Vulnerable adults in the college next door to us. Ethical Property tenants in Scotia Works including a rape crisis centre which is right next door. Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18's queuing past their doors. We host over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors. Spearmint Rhino has literally just had their license renewed and is very nearby. We don't need a second strip bar anywhere near it. It's on the main ring road and would be the first thing people see as they're driving into town and walking out of the train station in this direction, not exactly the image the city should be portraying in such a prime location.

Please do not accept this license

Rosalind Wollen

Hollis Georgina (CEX)

From: licensingservice
Subject: RE: Objection to Application for SEV license for premises in Suffolk Road

-----Original Message-----

From: Jude Dodds
Sent: 04 July 2016 23:58
To: licensingservice
Subject: Objection to Application for SEV license for premises in Suffolk Road

Dear Madam/Sir,

I wish to object to a license being granted for a new Sexual Entertainment Venue on 4 Suffolk Road, Sheffield S2.

I view hiring women to strip or lap dance to be a form of sexual abuse which society is just beginning to openly analyse and understand more profoundly, given our greater understanding of the many ways women and girls are abused. As such, Sexual Entertainment Venues involve the sexual abuse of women and there is no place in Sheffield or anywhere else in the world where this can be viewed as acceptable.

Should Sheffield Council grant such a license it would be effectively acting as a pimp, participating in making women available for men to

(ab)use: no-one's body can be separated from their mind-one cannot consent to selling one's body without doing serious psychological damage. This is a commercial transaction which the state should not sanction, in the same way that we do not sanction the selling of various body organs.

Sheffield already has one SEV and that is very near to this venue. This new venue is on the edge of the cultural industries quarter and very near the train station so will be seen by tourists and others arriving in Sheffield as the road from the station is across the road from this venue, so it will be 'in the face' of everyone driving from the station.

It is also on Sheffield city centre ringroad so not at all in a discrete position-what message does this give our visitors?

This venue is very near to Sheffield UTC, a school for 14-19 year olds.

Many pupils will have to walk past this offensive place just to get to school.

The Leadmill hosts events for under 16s and is on the same block. The Showroom cinema which hosts international events is across the road.

Many objections were raised with regard to license renewal for Spearmint Rhino-many of which apply to this venue.

I hope the Licensing Committee will decide that it would not be appropriate to have any more SEVs in this area and decline the application-otherwise I hope there will be an opportunity for objectors to give their views at a public hearing as, work permitting, I would welcome the opportunity to further explain my objections.

Yours faithfully,
Judith Dodds

Hollis Georgina (CEX)

From: licensingservice
To: Zero Option
Subject: RE: Objection to Villa Mercedes

From: Zero Option [REDACTED]
Sent: 05 July 2016 08:21
To: licensingservice; Proctor Matthew
Subject: Objection to Villa Mercedes

It has come to our attention, following the appearance of a notice on the proposed new SEV, Villa Mercedes, that the deadline for objections is today. We have it on authority from staff from businesses in the area that they have been closely monitoring the proposed site for any such application notice, as well as the local press and that the notice only appeared yesterday. When enquiries were made by interested parties, they were informed very recently that an application had not yet been submitted. Furthermore, I have conducted a search on your website and can find no such application.

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and we call for the council to refuse it.

We believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

“the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality.”

The grounds go on to state that “Nil may be an appropriate number for the purposes of (c)”

Ground d):

“the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made.”

Sheffield City Council also has “statutory obligations in relation to disability race and gender” ensuring that these factors are not used to discriminate against anyone. We believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) “cultural hub of city”

f) “central gateway to the city....or tourist attraction”

Our general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings
- this would be in very close proximity to the Showroom cinema
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Women should not have to feel like this in their city.
- the Council’s own promotion of the city is “Sheffield – where everyone matters” – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that

Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."

- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

We also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

Zero Option

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Zero Option is a campaign to make Sheffield SEV free.

You can read more about us [here](#).

Hollis Georgina (CEX)

From: licensingservice
Subject: RE: New Seve Club vukla Me3rcedes

From: Lisa Markham [REDACTED]
Sent: 05 July 2016 08:28
To: licensingservice
Subject: New Seve Club vukla Me3rcedes

I am writing to object in the strongest possible terms to the potential licensing of this operation.

Firstly I cannot see that the proper notification process and time scale for objections has been followed. I understand that on 16th June interested parties were advised that no such application had been received. How then can the deadline be 5th July?

Secondly the location (Setting aside the inappropriateness of a Sheffield City Council approving any SEV given its commitment to a Fair city agenda and to Equality and safety for all) is highly inappropriate.

In the light of my personal and professional interest in this issue and the number of people concerned about the re licensing of Spearmint Rhino I am dismayed that no notification has been received and that I discovered by accident.

Lisa Markham

Safeguarding Coordinator
Hallam Pastoral Centre

This email is confidential and is for the use of the intended addressee only. If you are not the intended addressee, you may not copy, disseminate or otherwise act on this email or its contents. In this event, please contact the sender as soon as possible.

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Hollis Georgina (CEX)

From: licensingservice
Subject: RE: Objection to Villa Mercedes SEV application

From: Suffragette [REDACTED]
Sent: 05 July 2016 08:46
To: licensingservice
Subject: Objection to Villa Mercedes SEV application

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and we call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

“the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality.”

The grounds go on to state that “Nil may be an appropriate number for the purposes of (c)”

Ground d):

“the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made.”

Sheffield City Council also has “statutory obligations in relation to disability race and gender” ensuring that these factors are not used to discriminate against anyone. We believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of

women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) “cultural hub of city”

f) “central gateway to the city...or tourist attraction”

Our general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings
- this would be in very close proximity to the Showroom cinema
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby and this poses an even greater risk to making the whole area a 'no go' one.
- When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Women should not have to feel like this in their city.
- the Council's own promotion of the city is “Sheffield – where everyone matters” – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in

complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."

- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also want to know what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

Alison Boydell

Hollis Georgina (CEX)

From: licensingservice
Subject: RE: New Bar At The End Of Leadmill Road

From: Ian Lawlor [REDACTED]
Sent: 04 July 2016 18:17
To: licensingservice
Cc: Andrea Marsden; Hague Julie; Ian Lawlor
Subject: Re: New Bar At The End Of Leadmill Road
 Hi Emma,

We've just seen the attached notices on the window of the aforementioned bar. They are planning on turning it into a strip bar as we feared.

They claim that the deadline to make representations against the sexual entertainment license is 5th July (tomorrow) however they are supposed to have the notice up for 21 days. This is the first day it has been visible and when you last emailed me regarding this matter 18 days ago you hadn't received an application. There's also nothing listed on the online application register still.

It looks to me like they've either not displayed the notices until the very last minute or purposely put a fake date in an attempt to discourage people making representations.

Could you please confirm the actual deadline for making representations so that we can prepare?

Just so there is something in writing from ourselves before the 5th July deadline that they have displayed I wanted to make it very clear that we are 100% opposed to this license being granted.

A summary of the reasons are below;

- There are so many young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road. It is in very close proximity to the Sheffield Hallam buildings too.
- There are vulnerable adults in the college next door to us.
- Ethical Property tenants in Scotia Works right next door. This would really tarnish their image.
- There is a rape crisis centre in the immediate area which again could ruin them having a strip bar right next to them.
- We host over 100 14+ events every year, the queues for which run in that direction so would see under 18's queuing past their doors and having to walk past them to get to our venue.
- We host over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would have to walk past them to reach our venue.
- Spearmint Rhino has literally just had their license renewed and is nearby. Sheffield doesn't need a second strip bar anywhere near it.
- It's on the main ring road and would be the first thing people see as they're driving into town and walking out of the train station in this direction, not exactly the image the city should be portraying in such a prime location.

Thanks for your help with this matter.

Kind regards,

Ian Lawlor | General Manager
 The Leadmill Limited



*Winner of UK's Best Live Venue Teamwork
 - Live UK Awards 2015, 2012 & 2011
 Winner of Venue Of The Year
 - Fly Awards 2014*

B41

Hollis Georgina (CEX)

From: licensingservice
Subject: RE: Application for SEV licence by Rockwave Leisure Limited

From: Tom Reaney [REDACTED]
Sent: 05 July 2016 11:53
To: licensingservice
Subject: Application for SEV licence by Rockwave Leisure Limited

Dear Sir/Madam,

I write to you on behalf of the LGBT+ Equality Hub in Sheffield (part of the wider Equality Hub Network) to object to the application for a SEV licence by Rockwave Leisure Limited.

Our initial objections are as follows:

- The posting of the Notice and the length of time given to object/comment/discuss concerns is wholly unacceptable
- The proximity of such a venue as is being applied for to that of a charity/volunteer service for victims of rape and sexual abuse is totally morally and ideologically unfathomable. The impact on individuals needing access to such a sensitive and vital service by being in such close proximity to an SEV would be immeasurable – if just one person is discouraged from accessing Sheffield Rape Crisis, that is one person too many

On a personal level, I also object to this application for the above reasons.

Best wishes,

Tom Reaney

Chair, LGBT+ Equality Hub

Hollis Georgina (CEX)

From: licensingservice
Subject: RE: OBJECTION TO LICENCE FOR SEX ESTABLISHMENT ON SUFFOLK ROAD

From: Judy Kelso [REDACTED]
Sent: 05 July 2016 12:24
To: licensingservice
Cc: Steve Slack
Subject: OBJECTION TO LICENCE FOR SEX ESTABLISHMENT ON SUFFOLK ROAD

To whom it may concern,

I would like to object to the application for a licence to run a sex establishment. The premises are known as Villa Mercedes, on Suffolk Road, S2 4AG.

I am a Charity Manager for a youth service, SAYiT, that is based in [REDACTED] proposed sex establishment - Scotia Works. We work with vulnerable young people aged 12 to 25 and the siting of the proposed sex establishment would pose a safeguarding risk and threat to the young people we work with. Young people would not feel safe visiting our premises, especially with the proposed licence running from 12 noon to 8am the next morning. We could have a significant drop in the number of young people accessing our services. We have spent years establishing ourselves as a credible and safe organisation for vulnerable young people and siting this proposed sex establishment next door to our offices will undo years of hard work. We are funded by Sheffield City Council and have to provide a lot of information to prove ourselves as working within clear safeguarding policies. It would be contradictory for Sheffield City Council to ask for that information and then allow the siting of this proposed venue next to our premises.

There are other organisations in our building for whom this proposed licence would be detrimental to their business. Other vulnerable people are served by the organisations, and these people will be less likely to access our services and will feel threatened by the siting of the proposed venue so close by. There are other organisations in the area that serve young and vulnerable people, such as Freeman College, UTC, Sheffield Hallam University and the Leadmill nightclub.

I do not believe the proposed sex establishment would be of benefit to the local area, or to Sheffield more generally. There is already a sex establishment, Spearmint Rhinos, nearby. There were many objections to that licence and there is certainly no need for a second establishment so close by. The proposed venue is very close to the train station and is one of the first buildings visitors would see when arriving in the city. If we want to promote Sheffield as a diverse city welcoming to all, then this is NOT the way to do it. The proposed sex establishment objectifies and disrespects women. We have many prominent and successful women in the city, including the leader of the council. Sex establishments which promote women merely as objects for men's sexual pleasure go against everything the council is trying to promote in terms of equality and diversity.

There has been a lot of confusion about the application for a licence from the proposed venue. The notice that was put up in the venue window yesterday (4th July) has the closing date for objections as today (5th July) on one section, and 2nd August on another section. The licensing office this morning was unable to confirm the correct date, nor why there are two dates. If the closing date is today, the notice has not been put up for the correct amount of time (21 days) and nor was it available on the council website yesterday evening.

I would like confirmation of the closing date for objections.

Judy Kelso

Charity Manager
SAYIT (Sheena Amos Youth Identity Trust)

[Redacted]

[Redacted]

[Redacted]

www.sayouthtrust.org.uk

B43a

Hollis Georgina (CEX)

From: licensingservice
Subject: RE: Objection letter

From: Jo Gunston [REDACTED]
Sent: 05 July 2016 12:32
To: licensingservice
Subject: Objection letter
Importance: High

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

“the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality.”

The grounds go on to state that “Nil may be an appropriate number for the purposes of (c)”

Ground d):

“the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made.”

Sheffield City Council also has “statutory obligations in relation to disability race and gender” ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) “cultural hub of city”

f) “central gateway to the city...or tourist attraction”

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the

City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.


- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings
- this would be in very close proximity to the Showroom cinema
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Women should not have to feel like this in their city.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

Jo Gunston

Freelance journalist


Hollis Georgina (CEX)

From: licensingservice
Subject: RE: Objection to Villa Mercedes SEV application

From: Ellie Willcocks [REDACTED]
Sent: 05 July 2016 12:16
To: licensingservice
Subject: RE: Objection to Villa Mercedes SEV application

Dear Madam / Sir,

I wish to object to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG on the grounds that:

Ground c):

“the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality.”

The grounds go on to state that “Nil may be an appropriate number for the purposes of (c)”

Ground d):

“the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made.”

Sheffield City Council also has “statutory obligations in relation to disability race and gender” ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) “cultural hub of city”

f) “central gateway to the city....or tourist attraction”

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall

and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.

- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings
- this would be in very close proximity to the Showroom cinema
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
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- Spearmint Rhino has literally just had their license renewed and is very nearby.
- When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Women should not have to feel like this in their city.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

B44c

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

Yours faithfully,

Eleanor Willcocks



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Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to Sexual Entertainment Venue Licence Application by Rockwave Leisure

From: Mel Kanarek [REDACTED]
Sent: 05 July 2016 13:21
To: licensingservice
Subject: Objection to Sexual Entertainment Venue Licence Application by Rockwave Leisure

To whom it may concern

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city....or tourist attraction"

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings
- this would be in very close proximity to the Showroom cinema
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has just had their license renewed and is very nearby.
- When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. *Women should not have to feel like this in their city. As a female business owner based in the Workstation, I feel that I should not be subject to this when I walk to and from my place of work out of hours.*
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- the image of a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

B45c

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

Yours sincerely

Mel Kanarek

--

Mel Kanarek

[Redacted]

[Redacted]

[Redacted]

Sheffield Hallam University

5 July 2016

Chief Licensing Officer Licensing
Services Sheffield City Council
Block C,
Staniforth Road
Sheffield
S9 3HD

Re: Premises to be known as Villa Mercedes, 4 Suffolk Road, Sheffield, S2 4AG -
Application under Part II and Schedule 3 of the Local Government (Miscellaneous
Provisions) Act 1982 - Sex Establishment License

We, Sheffield Hallam University, wish to object to the above application for the reasons outlined below.

We believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on the following grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard -

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and

gender” ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

- e) “cultural hub of city”
- f) “central gateway to the city...or tourist attraction”

Our general terms of objection are as follows:

- the site is in an extremely prominent position, on a corner of the A61. The part of the City that the club is situated is the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It has also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam University buildings
- this would be in very close proximity to the Showroom cinema
- The Leadmill hosts over 100 aged 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has just had their license renewed and is very nearby.
- When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route

walking to the centre of town so that they do not have to go past the SEV. Women should not have to feel like this in their city.

- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

We also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

We will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: *Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'*

Section 7 of Sheffield City Councils Sexual Entertainment Venue Licensing Policy states that The Council may refuse the grant or renewal of the license if it would be inappropriate, having regard to the character of the relevant locality; and that the

Council acknowledges that licensed premises (sexual entertainment venues) *"can result in a potential fear of crime, anti-social behaviour, noise pollution and other disturbance to residents"*.

The route past the venue is a very high traffic area for students with an abundance of student accommodation nearby: the route for students to Sheffield Hallam takes them directly past the venue during normal working hours and around the clock, due to Sheffield Hallam University's Learning Centre opening hours 24/7 and teaching hours up to 9pm. There is also concern that our students are entitled to and need to feel safe and secure during their studies at Sheffield Hallam and that a venue such as this will undermine the perception of safety that the City and the University has spent considerable resources to ensure. The existence of such a venue would portray the area in an anti-social light not conducive with its setting within the Cultural Industries Quarter, with fear and perception of crime being induced in some people who use the area including walking past the venue.

The Policy states that the council will not license premises that it feels are in close proximity to: -

- a) a school, nursery or other premises substantially used by or for children under 16 years of age;
- b) a park or other recreational area used by or for children under 16 years of age;
- c) a church or other place of religious worship;
- d) a Hospital, Mental Incapacity or Disability Centre or similar premises;
- e) the Cultural Hub of the City (i.e. close to the Peace Gardens and Tudor Square etc.); and/or
- f) a central gateway to the city or other city landmark, historic building or tourist attraction.

The presence of such venue in the heart of the Cultural Industries Quarter is inappropriate, with the focus of the area being arts, media and education mixed with industrial heritage. Sheffield train station and the main transport interchange is just a moment's walk from the venue providing a main gate way to and from the city centre and

we feel that having another venue of this kind in such a location gives a negative impression of Sheffield and Sheffield Hallam University.

According to Sheffield City Councils' Urban Design Statement, the venue is surrounded by significant buildings of character, is within a Character Area and is adjacent to a Landmark..

Sheffield City Council states that its vision for the Cultural Industries Quarter is 'to develop its growing reputation as a thriving cultural enclave and will help to establish Sheffield as a regionally and nationally significant centre for knowledge and creativity' and that 'mixing of uses within the Quarter could offer a diverse range of activity. These uses would complement each other and not inhibit the development of the Quarter as a vibrant cultural destination'. We feel that this new venue does not complement any of these attributes and in fact works in total opposition to the above statements and is in no way cultural, artistic or educational.

The venue is not in close proximity to a church or place of worship; however a large number of students studying at Sheffield Hallam University are religious and regularly visit our Prayer Rooms and Multi-faith Chaplaincy located *off* Pond Street. It is likely that a venue such as this may cause offence to such students.

Sheffield Hallam University also has various Cultural and social hubs nearby including Cafes on Arundel Street and an art gallery in the Cantor Building. Other gallery spaces are often used by Sheffield Hallam including several venues on Brown Street and Paternoster Row.

Yours Sincerely



Mark Swales
Director of Estates and Facilities

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to Villa Mercedes lap dancing bar

From: Peggy Walker <[REDACTED]>
Date: 5 July 2016 at 14:31:21 BST
To: Licensingservice@sheffield.gov.uk
Subject: **Objection to Villa Mercedes lap dancing bar**

Hello

I would like to formally object to the application for a license for a new sexual entertainment venue close to the Leadmill in Sheffield. (Villa Mercedes lap dancing bar)

The proposed venue is in a very prominent position – in the gateway to the city from the railway station. It is also a route walked along by hundreds of children who attend the UTC on Shoreham Street.

It does not give the right message. It is not an appropriate place for it.

I also find the opening hours appalling – I walk past the building on my way to and from work and would feel uncomfortable walking past people who use the facility, or who work there, at 6/7/8 o'clock in the morning!

Many thanks, Peggy Walker

[REDACTED]

[REDACTED]

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Licensing application For SEV in
Importance: High

From: Tony Maltby [REDACTED]
Sent: 05 July 2016 12:59
To: licensingservice
Subject: RE: Licensing application For SEV in
Importance: High

Head of Licensing
Licensing Service
Block C
Staniforth Road Depot
Staniforth Road
SHEFFIELD
S9 3HD
5th July 2016

By Email

Dear Madam or Sir

I refer to the application for a sexual entertainment venue (SEV) license by Rockwave Leisure Limited of 17 Brett Gardens in Leeds LS11 6TS at the premises known as Villa Mercedes at 4 Suffolk St, Sheffield S2 4AG. I have been alerted to this application by my colleague Meera Kulkarni at Sheffield Rape Crisis, who is very concerned that this application requests opening hours between 12noon to 8am, which would impact both on their service and volunteers because of the very close proximity to their building of this SEV. I find it appalling that such an application should have been made without any consideration of the businesses and other users close by, perhaps emboldened by the recent and astonishing relicensing of Spearmint Rhino.

I believe that the Council should **refuse** the license application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on the following grounds:

Ground d):

"the grant or renewal of a license would be inappropriate, having regard –

(i) to the character of the relevant locality: or **(and in particular)**

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has statutory obligations in relation to disability, 'race' and gender" and age ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. This is particularly important in view of the recent revelations regarding the sexual exploitation of minors in the city, in Rotherham and elsewhere.

– the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and

objectification of them. Further it promotes this city as 'Our Fair City' and such an application runs counter to that social justice determined outcome.

–granting a license would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub Network, the Social Cohesion strategy and indeed the campaign 'Our Fair City' arising out of the Sheffield Fairness Commission. It is counterintuitive to work within our community of Sheffield that is bringing communities of identity together to tackle equalities issues within the Council and the city,

If the panel feel that they cannot make a refusal decision without further discussion, I would ask that a hearing is held so that the application can be discussed in more detail. I write this letter as a member of the Equality Hub Network Board, as a member of the Sheffield Fairness Commission and because of my key strategic role within the VCF sector in Sheffield. You should note that the Equality Hub Board has recently condoned the extension of the license to the Spearmint Rhino SEV and we will actively pursue the revocation of licenses if awarded on the grounds of equality, fairness and social justice.

I look forward to hearing from you.

Yours sincerely

Tony Maltby

Dr Tony Maltby,

Member, Sheffield Equality Hub Network Board

Fair City Champion

Sheffield Fairness Commissioner

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

From: Tom Jolly [REDACTED]
Sent: 05 July 2016 12:59
To: licensingservice
Subject: application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

Dear Sheffield Council

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality; or

(ii) to the use to which any premises in the vicinity are put; or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city....or tourist attraction"

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings

- this would be in very close proximity to the Showroom cinema
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Women should not have to feel like this in their city.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

Yours sincerely

Tom Jolly
Managing Director
Jolly IT Solutions Limited

[Redacted signature block]

[Redacted signature block]

Hollis Georgina (CEX)

From: licensingservice
Subject: RE: Objection to Villa Mercedes on Leadmill Road

From: Luke Dixon [REDACTED]
Sent: 05 July 2016 12:41
To: licensingservice
Subject: Objection to Villa Mercedes on Leadmill Road

Dear Sir/Madame,

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

“the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality.”

The grounds go on to state that “Nil may be an appropriate number for the purposes of (c)”

Ground d):

“the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made.”

Sheffield City Council also has “statutory obligations in relation to disability race and gender” ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) “cultural hub of city”

f) “central gateway to the city...or tourist attraction”

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.

- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings
- this would be in very close proximity to the Showroom cinema
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Women should not have to feel like this in their city.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

Your faithfully,

Luke Dixon

57Digital Ltd

[REDACTED]

[REDACTED]

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Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Villa Mercedes, 4 Suffolk Road, Sheffield, S2 4AG

From: Amber Dainty [REDACTED]
Sent: 05 July 2016 12:42
To: licensingservice
Subject: Villa Mercedes, 4 Suffolk Road, Sheffield, S2 4AG

Dear Sir/Madam,

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city...or tourist attraction"

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings
- this would be in very close proximity to the Showroom cinema (our business is located in The Workstation, and we often take clients to bars/cafes in the vicinity)
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Women should not have to feel like this in their city.

BS16

- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

I really hope you take these points into account as I know of many local businesses who oppose the venue.

Yours Faithfully,
Amber Dainty
PR & Marketing Manager

57Digital Ltd

[REDACTED]

[REDACTED]

[REDACTED]

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Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to SEV license applied for by Rockwave Leisure Ltd - Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

From: Stuart Craigen [REDACTED]
Sent: 05 July 2016 12:37
To: licensingservice
Subject: Objection to SEV license applied for by Rockwave Leisure Ltd - Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

“the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality.”

The grounds go on to state that “Nil may be an appropriate number for the purposes of (c)”

Ground d):

“the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made.”

Sheffield City Council also has “statutory obligations in relation to disability race and gender” ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) “cultural hub of city”

f) “central gateway to the city...or tourist attraction”

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings
- this would be in very close proximity to the Showroom cinema
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Women should not have to feel like this in their city.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

Yours Sincerely

Stuart Craigen



Sheffield City Council
Licensing Section
Block C, Staniforth Road Depot
Staniforth Road
Sheffield
S9 3HD

Tuesday 5th July 2016

Dear Sir/ Madam

PRIVATE AND CONFIDENTIAL:

**Objection to the Application for a sexual entertainment venue licence by Villa Mercedes,
4 Suffolk Road, Sheffield S2 4AG.**

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

- In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."
- In relation to Appendix B point c) – there is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.
- In relation to Appendix B point d) i – the character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.

[REDACTED]

I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

[REDACTED]
[REDACTED] If you require any further information, please do not hesitate to contact me.

Yours faithfully

Meera Kulkarni
[REDACTED]

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Sexual Entertainment Venue Licence

From: Robinson Adele [REDACTED]
Sent: 05 July 2016 15:51
To: licensingservice
Subject: Sexual Entertainment Venue Licence

Dear Licensing

The Equality Hub Network Board are writing to object to the for a Sexual Entertainment Licence from Rockwave Leisure Limited, of 17 Brett Gardens in Leeds LS11 6TS. (Premises to be known as Villa Mercedes at 4 Suffolk St, Sheffield S2 4AG). This objection is due to the very close proximity of the Sheffield Rape Crisis Centre.

The objections are based upon the location as set out in the Sexual Entertainment Venue Policy of the Council, Appendix B d) ii of the policy

- d) the grant or renewal of the licence would be inappropriate, having regard
 - ii) to the use to which any premises in the vicinity are put;

It notes that a licence will not be granted if near to a premises which are

- d) a Hospital, Mental Incapacity or Disability Centre or similar premises;**

We would argue that the Sheffield Rape Crisis Centre is such a similar premises in that it provides counselling and other services to people who are in a vulnerable position and who are often are experiencing mental distress. The service provides Sheffield's Independent Sexual Violence Advisor Service (ISVA) which is funded by Government, supported by the Council and offers a free and confidential specialist service providing practical help and emotional support who has been raped or sexually assaulted at any time in their lives. Given the nature of the service provided, that it will be used by people who have experienced sexual abuse and sexual exploitation, we think it would therefore be inappropriate to grant a sexual entertainment licence at the above nearby premises.

The SEV Policy Section 7 further notes the Council will also consider the following factors when deciding if an application is appropriate:-

- a) cumulative adverse impact of existing sex establishment related activities in the vicinity of the proposed premises;
- b) proximity to areas with high levels of crime;
- c) **whether the premises has met the relevant planning requirements; and/or**
- d) the design of the premises frontage (signage/images etc. see paragraph 8 below).
- e) **Any relevant representation and/or objection to the application.**

The application notes that the licence is from 12 noon to 8am, the Rape Crisis Centre is open in the day and in the evenings and will have service users, staff and volunteers, who are often survivors of sexual violence themselves, attending the centre at these times. This timing issue is further grounds of objection e) above.

Also the applicant did not display a Notice 21 days in advance, it was only displayed from the 4th July, nor did they put a copy in the local newspaper nor to our knowledge serve a copy of the application to the Chief of Police. We therefore further object on the grounds of the applicant not having met the relevant requirements set out.

A further issue in this case is due to the very nature of the service, [REDACTED]

Dr Tony Maltby- Chair, Sheffield 50+ and Age Hub and Tom Reaney Chair, LGBT+ Equality Hub

on behalf of the Equality Hub Network Board

Hollis Georgina (CEX)

From: licensingservice
Subject: RE: OBJECTION TO STRIP CLUB ADJACENT TO SCOTIA WORKS, LEADMILL ROAD. SHEFFIELD.

From: Steve Slack [REDACTED]
Sent: 05 July 2016 11:21
To: licensingservice
Cc: Leroy Williamson; Judy Kelso
Subject: OBJECTION TO STRIP CLUB ADJACENT TO SCOTIA WORKS, LEADMILL ROAD. SHEFFIELD.

I wish to object to the request for a licence to run a sex club adjacent to Scotia Works on Leadmill Road

SAYIT is a young people's charity established in 1999 and has a history of working with young people around sexual health, HIV and sex and relationships with a particular emphasis on the needs of young LGBT+ people. Many of the young people we work with, whose ages range from 11-25, are very vulnerable and many experience mental health problems. Some have experienced sexual abuse and violence.

We recently heard rumours that a bar next door to our premises on Leadmill Road was being converted to a 'Strip Club' - or what is sometimes inappropriately and euphemistically referred to as a Gentleman's Club! We have been unable to confirm these rumours but last night a notice was posted on the building confirming our fears - and we understand with a closing date for objections today (though I have as yet not confirmed this myself and there seems to be some uncertainty).

It would be outrageous that such an establishment should be sited next to Scotia works where young people attend at all times of the day. There are also other organisations within the building who for reasons of confidentiality do not wish to be named but who work with very vulnerable people. I understand, too, that the Leadmill night club have over a hundred events throughout the year aimed at young people aged under 18 - and a strip club in the vicinity would have a negative impact upon their offer to young people.

I am objecting to the outrageous and insensitive decision to even consider siting such an establishment next to Scotia Works without due consideration of the purposes of Scotia Works - not to mention the fact that the proposed Sex Club is opposite the railway station and will be seen by passengers arriving into the city.

Finally, I believe that the siting of such a venue in the vicinity of services for young people constitutes a serious child safeguarding issue.

Many thanks and best wishes,
Steve Slack

Steve Slack.
CEO
Sheena Amos Youth Trust,
[REDACTED]
[REDACTED]
Sheffield.
[REDACTED]
[REDACTED]

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: FW: Application for the Grant of a Sexual Entertainment Venue Licence - Villa Mercedes, 4 Suffolk Road, Sheffield.

From: Samantha Holland [REDACTED]
Sent: 06 July 2016 11:03
To: Hollis Georgina (CEX); licensingservice
Subject: Re: FW: Application for the Grant of a Sexual Entertainment Venue Licence - Villa Mercedes, 4 Suffolk Road, Sheffield.

Many thanks for the acknowledgement, and for the reminder re. including a full address.

I'm not sure I included my full address with my objection - hence my objection's copied in below, with my full address at the end:

Objection to the Application for a sexual entertainment venue licence by Villa**Mercedes, 4 Suffolk Road, Sheffield S2 4AG.**

Along with many others, I believe the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii (and with reference to Schedule 3 of the 1982 Act).

In relation to Appendix B point (a)

Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On 20 August 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."

In relation to Appendix B point c)

As you're aware, there's already a 'sexual entertainment venue' on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.

In relation to Appendix B point d) i

The character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognised and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.

In particular, the Leadmill hosts over 100 events for 14yos+ annually, the queues for which run in the direction of the proposed site, so would potentially see under 18s queuing past their doors. Further, the Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being young students only just turned 18 who again would be queuing past the doors.

I attended Doc/Fest as a delegate this year and overheard several surprised and negative comments from delegates from outside Sheffield about the proximity of the other 'sexual entertainment venue' to the Showroom cinema and other cultural industries venues.

[REDACTED]

[REDACTED]

I firmly believe - along with other objectors - that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

The Council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation. Granting this licence would be contradictory to this and to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.

[REDACTED]

Please refuse the application for this license.

Yours faithfully,
Samantha Holland (Dr).

[REDACTED]

Hollis Georgina (CEX)

From: licensingservice
Subject: RE: Application for a licence by Villa Mercedes

----- Forwarded message -----

From: Laura Richardson <[REDACTED]>
Date: Tuesday, 5 July 2016
Subject: Application for a licence by Villa Mercedes
To: licensingservice@sheffield.gov.uk

Dear members of the licensing service,

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)". Personally I am opposed to there being any sexual entertainment venues in Sheffield city centre particularly as the area is frequented by young people, and is also increasingly becoming a residential area

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by treating them as a commodity and so normalising the sexualisation and objectification of women. As a mental health therapist with extensive experience of working with people who have experienced sexual abuse and trauma, it is my view that and that this kind of venue contributes to the sexualisation of young women and and the objectification in other areas of society.

I am very concerned to know whether the City Council has carried out any impact assessments with local organisations and businesses, and most particularly with representatives of the organisations that assist young people who have experienced sexual trauma.

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city....or tourist attraction"

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings.
- this would be in very close proximity to the Showroom cinema.
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- when walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them. The existence of Spearmint Rhino underlines every time I visit the Showroom or walk to the station that business rates are being prioritised above women's sense of safety in this city. This is unacceptable in my opinion.
- this image of a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

yours sincerely

Laura Richardson

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

From: jane leathley [REDACTED]
Sent: 08 July 2016 09:57
To: licensingservice
Subject: Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

- In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."
- In relation to Appendix B point c) – there is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.
- In relation to Appendix B point d) i – the character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.
- In relation to d), Scotia Works – next door to the proposed venue – is the base for a number of local charities, voluntary and community organisations who provide services to vulnerable client groups. The location of a sexual entertainment venue next door (the entrance to Scotia Works and the entrance to the venue are within a few yards of each other) could have a tremendously negative impact on the accessibility of these services to vulnerable client groups, who do access the building during the evenings and at weekends as well as across the working week. Scotia works itself is a tremendously valuable resource for the voluntary and community sector and its ongoing viability as a base for these organisations could be undermined by a development which would change the nature of its immediate surroundings.

B58b

Yours sincerely,

Jane Leathley



7 July 2016

Re: The application for a sexual entertainment venue licence by Villa Mercedes,
4 Suffolk Road, Sheffield S2 4AG

Dear Sir or Madam

This is an objection letter to the application for this licence and we call for the council to refuse it.

We believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality; or

(ii) to the use to which any premises in the vicinity are put; or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. We believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses such as ourselves?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city....or tourist attraction"

Our general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.

- there are students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings
- this would be in very close proximity to the Showroom cinema
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being students
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Women should not have to feel like this in their city.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards. We will fully support the council in the face of any challenge to the council by giving a refusal.

Regards



Amanda Pearce, Director

NDR Enterprises Limited



I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the license application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality; or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city....or tourist attraction"

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings
- this would be in very close proximity to the Showroom cinema
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.

- the Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- As the owner of a Subway restaurant we have a large student client base and young children who visit with parents. I would not want these kids to see the SEV opposite my store whilst looking out of the window. I feel that this could lead to a loss of business for my store.
- I also employ female staff who already feel unsafe in the area and I feel that another SEV would add to this problem and this could lead to loss of staff for my business.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

Yours Sincerely
 Mr N Thakrar
 Director
 NDR Enterprises Limited

B66a



Sheffield City Council
Block C, Staniforth Road Depot
Licensing Service
Staniforth Road
Surrey Street
S9 3HD

Date: 5th June 2016

To whomever it may concern,

We refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

We believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality; or

(ii) to the use to which any premises in the vicinity are put; or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

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Our general terms of objection are as follows:

- The part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It also is an access route for young people travelling to and from Sheffield College and UTC.
- There are a number of organisation's in the area which support vulnerable children and adults.
- There are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.

The Workstation · [REDACTED] · Sheffield · [REDACTED]
0114 [REDACTED] · [REDACTED] · www [REDACTED]

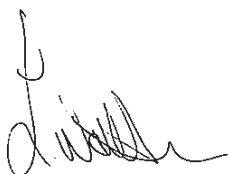
Page 169

Company Limited by Guarantee No. 5105212 · Registered in England and Wales

- This would be in very close proximity to Sheffield Hallam buildings
- This would be in very close proximity to the Showroom cinema
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- The Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- The Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- This image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- Granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- The council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

We also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?



Zoe Walton
Finance Manager
Community Media Solutions

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Villa Mercedes

From: Louise Hall [REDACTED]
Sent: 06 July 2016 15:58
To: licensingservice
Subject: Villa Mercedes

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

“the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality.”

The grounds go on to state that “Nil may be an appropriate number for the purposes of (c)”

Ground d):

“the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made.”

Sheffield City Council also has “statutory obligations in relation to disability race and gender” ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) “cultural hub of city”

f) “central gateway to the city....or tourist attraction”

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with

access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.

- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings.
- this would be in very close proximity to the Showroom cinema.
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- when walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'. <http://www.harrogateadvertiser.co.uk/news/crime/harrogate-strip-club-villa-mercedes-loses-license-after-allowing-audience-participation-1-7577997>

--

Louise Hall
Careers Liaison, Alumni and Undergraduate Recruitment Officer





Sheffield City Council
Licensing Section
Block C, Staniforth Road Depot
Staniforth Road
Sheffield
S9 3HD

6 July 2016

By email to: licensing@sheffield.gov.uk

Dear Sirs

Re: Rockwave Leisure Limited, Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG
Sexual Entertainment Venue/Gentleman's Club with lap dancing,
entertainment and licenced bar

We refer to the application for a sexual entertainment venue as detailed above.

This is an objection letter to the application for this licence and I call for Sheffield City Council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

- (i) to the character of the relevant locality: or
- (ii) to the use to which any premises in the vicinity are put: or
- (iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Showroom/Workstation, [REDACTED]

Tel: [REDACTED] Fax: [REDACTED]



SHOWROOM WORKSTATION SHEFFIELD

B236

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone.

We believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

- a) a school, nursery or other premises substantially used by or for children under 16 years of age;
- c) a church or other place of religious worship;
- e) cultural hub of city
- f) central gateway to the city...or tourist attraction

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings
- this would be in very close proximity to our business, the Showroom cinema, which has screenings and regular school visits for children aged from 4 years old; and specialised screenings for young people with learning disabilities, for the elderly and for specialised organisations such as Mencap.
- The Showroom also is used as a place of education as we run training courses several times a year for young people aged up to 18 years old, including a summer residential school which is recruited for across the UK
- The Showroom is also used on a weekly basis by Church groups as a place of worship
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.

Showroom/Workstation, [REDACTED]
Tel: [REDACTED] Fax: [REDACTED] www.[REDACTED]



SHOWROOM
WORKSTATION
SHEFFIELD

~~BB3c~~
BB3c

- the Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Women should not have to feel like this in their city.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the Council says it stands for, everything that the council should stand for, and has a duty to work towards.



SHOWROOM
WORKSTATION
SHEFFIELD

B63d

We also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

Sheffield Media and Exhibition Centre Limited will fully and actively support the Council in the face of any challenge to the Council by giving a refusal.

Yours faithfully

Julie Simpson
General Manager
On behalf of Sheffield Media and Exhibition Centre Limited



Dear Sir / Madam

I am getting in touch in regards to a recent application for a Sexual Entertainment Venue Licence by Villa Mercedes for the premises situated on 4 Suffolk Road, Sheffield, S2 4AG.

I work at The Leadmill as our Promotions Coordinator and I am responsible for putting on and promoting weekly club nights (18+) and other special events including 'Leadmill Cinematic' film screenings (14+).

I also make up half of 'Stay Safe, Stay Sheffield' which is a relatively new Sheffield specific social project with the aim of offering practical advice and support regarding safety and crime. We hope to empower and support members of the public to enjoy the public space, without fear of harassment, abuse or discrimination and put the focus back into enjoying Sheffield's rich vibrant and diverse community in a way that is mindful and inclusive.

The application for a SEV licence is inappropriate for a number of reasons and I **strongly object** to it being approved.

The characteristics of the relevant locality and the Council Policy indicate that it would be inappropriate for a sexual entertainment venue to be located near a large number of buildings in the immediate vicinity. These include; The Leadmill, Showroom & Workstation, Sheffield Train Station, UTC, Freeman College, Leadmill Point, Archways & Trigon student accommodation.

The location for the proposed premises is around the corner from Sheffield Train Station as well as being located directly on a main road and route in and out of the city and to connecting towns. Said building is highly visible and the Villa Mercedes logo will be prominent for all that pass by. We do not want this to be one of the first impressions of our lovely city that visitors receive; it could negatively contribute to our tourism industry. Suffolk road is also used as an access route to a number of student buildings; UTC, Freeman College and the University accommodation. Having to walk past the premises could be putting these young adults at risk of harassment, derogatory comments and a general feeling of being unsafe or unwelcome.

Here at The Leadmill we are in the fortunate position of having a large number of successful events that regularly see our customer's queueing to the end of Leadmill Road and around the corner, right outside the Suffolk Road property for up to a few hours at a time. We have over 100 14+ events every year and we frequently find that it is often the younger customers that arrive early for our live events and therefore queue outside. This would put them in a very uncomfortable and vulnerable position as well as passing on the unsavoury message that it is acceptable to sexualise women. One of our regular events 'Under the Stars', held every two months, is a disco for around 400 customers with disabilities and learning difficulties, giving them a safe and secure environment. The proposed venue would threaten the existence of this event as customers could easily feel vulnerable, intimidated and no longer want to attend. The Leadmill need to be offering a safe environment for all of our customers and Sheffield city has a responsibility to do the same.

I would also argue that The Leadmill is classed as a 'Tourist Attraction', 'Historic Building' and 'Cultural Hub of the City', all grounds for dismissal as stated in Schedule 3 1982 Act. We are the UK's second longest running independent music venue, having opened our doors in 1980. Our building façade and our Neon Sign, is immediately recognisable, photographed and visited frequently. The Leadmill also contributes Live events, Comedy, Theatre, Club and Film to our cultural industry.

Finally, we already have a very closely located sexual entertainment venue. Spearmint Rhino is based at 60 Brown St, Sheffield, South Yorkshire S1 2BS. This is a mere 2 minute walk away from Suffolk Road and they have just had their licence renewed.

Normalising the sexualisation and objectification of women are not values that I wish to be instilled in anyone and I think we have to question what number of sexual entertainment venues is appropriate for Sheffield?

I believe we all have a responsibility to all to ensure that the proposed Villa Mercedes venue never opens its doors.

Kind Regards,
Jess Stockton

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

Importance: High

From: Dale Atkins [REDACTED]
Sent: 06 July 2016 10:40
To: 'licensingservice@sheffield.gov.uk'
Subject: Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.
Importance: High

Dear Sir / Madam

I am formally lodging an objection to the above application. I am giving my reasons in the body of this email but am also attaching a word document version.

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

- In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said:

"The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. This was despite considerable input from the council and the police over a period of six months."

- In relation to Appendix B point c) – there is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.
- In relation to Appendix B point d) i – the whole character of the locality would be adversely affected by the opening of a sexual entertainment venue. **This area is a gateway to the City and is the first thing that visitors will see when arriving from the station.** It is also in a far too prominent position for anyone (Sheffield residents and visitors alike) to see as they drive along what is a major route through the city.

Also nearby is **student housing**, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of **diverse and sometimes vulnerable clients** and volunteers as well as a college for **young people with special educational needs and disabilities**.

It would be totally inappropriate for such a venue to be located here. I for one would not want my daughter to be a student in Sheffield and have to pass by such a place on her way to and from her studies!

The whole nature and character of this currently attractive locality would be significantly changed, damaged and spoiled with the opening of such a venue.

I am totally astonished by the fact that the city council has even considered this venue bearing in mind its location and with it being in an area that is, in many respects, a shop window for the city. What does this say for Sheffield if the first thing people see when they get off the train is a sex club?!

Mr Dale Atkins

B6S6



Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to Sexual Entertainment Venue S2 4AG

From: Helen Pine [REDACTED]
Sent: 08 July 2016 21:10
To: licensingservice
Subject: Objection to Sexual Entertainment Venue S2 4AG

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

“the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality.”

The grounds go on to state that “Nil may be an appropriate number for the purposes of (c)”

Ground d):

“the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made.”

Sheffield City Council also has “statutory obligations in relation to disability race and gender” ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) “cultural hub of city”

f) “central gateway to the city....or tourist attraction”

My general terms of objection are as follows: **Page 181**

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings.
- this would be in very close proximity to the Showroom cinema.
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has just had their license renewed and is very nearby.
- when walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

Blob

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

Helen Pine



Sent from my Samsung Galaxy smartphone.

Head of Licensing
Licensing Service
Block C
Staniforth Road Depot
Staniforth Road
SHEFFIELD
S9 3HD

9th July 2016

Dear Madam or Sir

I wish to object to the application of a Sexual Entertainment Venue license by Rockwave Leisure Limited for premises at 4 Suffolk Road, Sheffield S2 4AG to be known as *Villa Mercedes* on the following grounds:

- The prevention of crime and disorder, including fear of crime, noise pollution, anti-social behaviour or disturbance to residents
- The protection of children from harm

I work at Scotia Works which is an Ethical Property managed workspace on Leadmill Road, Sheffield S1 4SE and adjacent to the proposed venue. Tenants from Scotia Works include many third sector organisations who work with vulnerable adults and teenagers as well as local school children at Scotia Works premises during the day and evening.

My concern is that the venue will increase the fear of crime that the clients of these charities experience within the cultural industries quarter. A further concern is that the venue portrays that it is acceptable that women act as sexual objects for the gratification of men which contributes to society's violence against and harassment towards women and girls.

In addition to this:

- Young students, including many from overseas who maybe especially vulnerable, live in the surrounding area, especially in the Unite buildings on Leadmill Road and the new flats being built on Suffolk Road. The proposed venue is also in very close proximity to Sheffield Hallam buildings too.
- There are also young adults with disabilities at Freeman college on Leadmill Road.
- The Leadmill Club host over 100 14 years + events every year, the queues for which run in the direction of the proposed venue and potentially queue past their doors.
- The Leadmill Club also host over 200 club nights a year, with the majority of the customers at peak times being very young students only just turned 18 who again would be queuing past their doors. The club is a known tourist attraction in the city.
- Spearmint Rhino has just had their license renewed and is very nearby on Brown Street. It would be inappropriate to license a similar establishment in the area.
- The proposed venue is on the main ring road and would be the first thing people see as they're driving into Sheffield and walking out of the train station in this direction, not exactly the image the city should be portraying in such a prime location.

I ask that you refuse this application

Yours sincerely



Rob Unwin

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Villa Mercedes lapdancing bar licensing application

From: Mary Gerrard [REDACTED]
Sent: 06 July 2016 16:39
To: licensingservice
Subject: Re: Villa Mercedes lapdancing bar licensing application

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard -

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "**statutory obligations in relation to disability race and gender**" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city....or tourist attraction"

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings
- this would be in very close proximity to the Showroom cinema
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Women should not have to feel like this in their city.

- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation. Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

Mary Gerrard (DR)

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Villa Mercedes Application

From: Julie Thorpe [REDACTED]
Sent: 13 July 2016 12:04
To: licensingservice
Subject: Villa Mercedes Application

-- I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has “statutory obligations in relation to disability race and gender” ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

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My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.*
- there are a number of organisations in the area which support vulnerable children and adults.*
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.*
- this would be in very close proximity to Sheffield Hallam buildings.*
- this would be in very close proximity to the Showroom cinema.*
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.*
- the Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors.*
- Spearmint Rhino has literally just had their license renewed and is very nearby.*
- when walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of*

the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.

- *the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them.*
- *this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."*
- *granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.*
- *the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.*

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

B69d

Julie Thorpe
Service Manager
Under the Stars



Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection

From: Katie Thornhill [REDACTED]
Sent: 13 July 2016 09:49
To: licensingservice
Subject: Objection

Hello,

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

- In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."
- In relation to Appendix B point c) – there is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.
- In relation to Appendix B point d) i – the character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.

I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

Many thanks,
 Katie Thornhill



[Redacted]

Client Support Worker

[Redacted]

[Redacted]

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Application for a SEV licence by Villa Mercedes

From: Peter Fleming [REDACTED]
Sent: 12 July 2016 18:50
To: licensingservice
Subject: Application for a SEV licence by Villa Mercedes

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG
This is an objection letter to the application for this licence and I call for the council to refuse it.

The following text is identical to that used by Robin Raily in his objection letter. I fully endorse it and cannot improve upon it:

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments wit local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city....or tourist attraction"

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It as also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings
- this would be in very close proximity to the Showroom cinema

- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Women should not have to feel like this in their city.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

Professor Peter Fleming



Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Fwd:

From: Susan Hodkin [REDACTED]
Sent: 12 July 2016 11:48
To: licensingservice
Subject: Fwd:

To whom it may concern

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

- In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."
- In relation to Appendix B point c) -- there is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.
- In relation to Appendix B point d) i -- the character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.

I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

Susan Hodkin
[REDACTED]
[REDACTED]
[REDACTED]

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection against licensing application

From: Carol Sexty [REDACTED]
Sent: 11 July 2016 15:31
To: licensingservice
Cc: 'carol hotmail'
Subject: Objection against licensing application

Dear Licensing Department,

Re: Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I would like to state my opposition to the above licence application being granted, on the following grounds:-

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

- In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."
- In relation to Appendix B point c) – there is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.
- In relation to Appendix B point d) i – the character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.



I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

 If you require any further information, please do not hesitate to contact me.

Please can you acknowledge receipt of my objection and keep me updated on this application?

Many thanks

Carol Sexty

BACP Accredited Counsellor and Psychotherapist.



E Henderson,
Scotia Works,

[REDACTED]
[REDACTED]
[REDACTED]

Head of Licensing
Licensing Service
Block C
Staniforth Road Depot
SHEFFIELD
S9 3HD

11 July 2016

Dear Sirs

I wish to object to the Rockwave Leisure Limited application of a Sexual Entertainment Venue license for premises at 4 Suffolk Road, Sheffield S2 4AG to be known as Villa Mercedes on the following grounds:

- The prevention of crime and disorder, including fear of crime, noise pollution, anti-social behaviour or disturbance to residents
- The protection of children from harm

This is a totally inappropriate location for such a degrading function for the following reasons:

- The proposed venue is in close proximity to the Cultural Hub of the City (The gold route). As referred to in item 7, Sexual Entertainment Venue Licensing Policy.
- Thousands of visitors arriving at Sheffield station each year would be passing in close proximity to this building, which would give a seedy, degrading impression of Sheffield.
- Hundreds of students live and study in very close proximity and young people attending the Leadmill night club will be exposed to the supposedly acceptable exploitation of women as well as potentially dangerous 'customers'.
- Men leaving the venue, alcoholically and sexually intoxicated, would be a serious risk to women in the area.
- The message given to visitors of other religions is that the UK believes it is acceptable to exploit women as part of every day life, exacerbating the opinions of some, who may feel that lessons need to be taught.
- There are several vulnerable support groups in the area which could be catastrophically affected by the above.

Yours sincerely

E Henderson

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Application for a SEV licence by Villa Mercedes

From: Robin Raily [REDACTED]
Sent: 12 July 2016 14:37
To: licensingservice
Subject: Application for a SEV licence by Villa Mercedes

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments wit local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city...or tourist attraction"

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It as also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings
- this would be in very close proximity to the Showroom cinema
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.

- the Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Women should not have to feel like this in their city.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: [Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'](#)

Robin Railly BSc (Hons) IPSM



Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to application for a sexual entertainment venue by Villa Mercedes, 4 Suffolk Road, Sheffield S3 4AG

From: Jane Woodford [REDACTED]
Sent: 16 July 2016 07:04
To: licensingservice
Subject: Objection to application for a sexual entertainment venue by Villa Mercedes, 4 Suffolk Road, Sheffield S3 4AG

Head of Licensing

Licensing Service

Block C

Staniforth Road Depot

Staniforth Road

Sheffield

S9 3HD

16th July 2016

Dear Sir/Madam

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S3 4 AG

I believe that this licence application should be refused under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

“the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality.”

The grounds go on to state that “Nil may be an appropriate number for the purposes of (c).

Ground d):

“the grant or renewal of a licence would be inappropriate, having regard –

- i) To the character of the relevant locality: or
- ii) To the use to which any premises in the vicinity are put: or
- iii) To the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made.”

In addition Schedule 3 1982 Act provides specific grounds to refuse license:

- e) “cultural hub of city”
- f) “central gateway to the city . . . or tourist attraction”

The part of the city involved is one of the first things that visitors arriving by train or driving via the Parkway see. It is not the impression of Sheffield that I would like newcomers to take away with them. It is also very close to Sheffield Hallam University campus with many young people about all the time. It is not appropriate to have a sex entertainment venue so central and visible.

The area is characterised by cultural establishments, notably the Leadmill and the Showroom. Adding a sex entertainment venue will do direct harm to any intention to maintain the cultural character of the area.

Yours sincerely

Jane Woodford

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Villa Mercedes application at the end of leadmill road

----- Forwarded message -----

From: Ruth Parrott <[REDACTED]>
Date: 12 July 2016 at 13:48
Subject: Villa Mercedes application at the end of leadmill road
To: licensingservice@sheffield.gov.uk

-- I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made.”

Sheffield City Council also has “statutory obligations in relation to disability race and gender” ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) “cultural hub of city”

f) “central gateway to the city....or tourist attraction”

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings.
- this would be in very close proximity to the Showroom cinema.
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.

- *when walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.*
- *the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them.*
- *this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."*
- *granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.*
- *the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.*

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

Business Manager



Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection

-----Original Message-----

From: Margaret Oakley
Sent: 16 July 2016 12:46
To: licensingservice
Subject: Objection

To whom it may concern

I want to register my objection to the licence application for a new sexual entertainment/strip club venue proposed by Villa Mercedes on Leadmill Road. The area is one that is frequented by young people of a vulnerable age - as students of Hallam University, and as customers of the Leadmill, which hosts over 100 events every year for young people aged 14 and above, as well as 200 club nights each year - all these events attracting young people, potentially queuing along Leadmill Road and past the proposed site for the new Strip Club.

As there is another strip bar in the vicinity, a second one in an area to which so many young are drawn is totally inappropriate and not necessary.

I also understand that Villa Mercedes lost their Harrogate strip club licence only last year, as they had allowed audience participation and physical contact with the performers. This in itself should raise alarm bells in your consideration.

I hope and trust that those reviewing this application will decline granting a licence.

Yours faithfully
Margaret Oakley

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Concerned Business Owner and Property Owner near The Leadmill

From: Mantra Media [REDACTED]
Sent: 18 July 2016 09:59
To: licensingservice
Subject: Concerned Business Owner and Property Owner near The Leadmill

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has “statutory obligations in relation to disability race and gender” ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) “cultural hub of city”

f) “central gateway to the city....or tourist attraction”

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings.
- this would be in very close proximity to the Showroom cinema.
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.

- when walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as

stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

Watch the video from my recent talk on the Psychology of Social Media - [Here!](#)

Johnny Pawlik
Managing Director

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: License representation Rockwave leisure Ltd

From: Kevin Fitzpatrick [REDACTED]
Sent: 14 July 2016 16:25
To: licensingservice
Subject: License representation Rockwave leisure Ltd

Dear Sir/Madam

I am aware of two applications made by Rockwave Leisure Ltd to the City Council in relation to the 'Villa Mercedes' premises situated at 4 Suffolk Road. One application is under the licensing act and the other under the Local Government Miscellaneous Local provisions act 1982.

I am the City Manager for Unite Students in Sheffield and manage two large student properties located on Leadmill Road close to Sheffield Hallam University and adjacent to the Villa Mercedes premises (within approximately 15 metres).

I wish to register an objection to the applications made. The basis for this opposition is that granting these licenses would not promote the licensing objectives of the Council, namely:

- The prevention of crime and disorder
- The promotion of public safety
- The prevention of public nuisance
- The protection of children from harm

Our concern centres around four main areas, firstly noise or public nuisance; our properties housing some 600 students (typically aged 18-21) are already within 15 metres of Leadmill club which provides regular music entertainment impacting on our student's home life and study. Another venue in close proximity of our properties also provides entertainment and alcohol sales to the areas already vibrant night time economy. An additional venue would exacerbate our concern for students being able to maintain a peaceful home life.

Secondly we have concerns around public safety. The venue is located on a very busy city centre corner opposite our property, which leads to a very narrow road. We believe this poses a safety concern as there will be increased traffic through vehicle drop offs and waiting taxis.

Thirdly and with regard to the protection of children from harm, there are many young impressionable students in the area and also a college catering for 14-19 year olds. We therefore see this application as inappropriate for the immediate area.

Lastly we believe that the granting on the licenses would lead to an increase in crime and disorder. Whilst no comprehensive research has been produced to draw a direct link we note that several constabularies including Devon & Cornwall Police, have previously objected to similar license requests on the grounds that an increase in crime is a risk. Additionally it's worth noting that the area is also home to an organisation which supports the victims of sexual exploitation.

Based on our above submission we would urge the Licensing Committee to deny both license applications.

B&O b

Yours sincerely

Kevin Fitzpatrick

Kevin Fitzpatrick



www.unite-group.co.uk | www.unite-students.com

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Registered Office: The Core, 40 St Thomas Street, Bristol, BS1 6JX. Registered in England Number 3199160.

This email has been scanned.

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

From: Craig Wolstenholme [REDACTED]
Sent: 19 July 2016 18:23
To: licensingservice
Subject: Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

Dear Sir / Madam

I am formally lodging an objection to the above application for the reasons shown below:

- Since Meadowhall opened, I believe the City Centre has gone into decline but things are gradually improving. There is lots of development around the Moor and the new retail quarter is going to be built soon. I see a bright future for the City Centre but by opening another sexual entertainment venue I feel this will have a detrimental effect on the image of Sheffield, particularly as it will be very close to the Sheffield station so one of the first things that visitors will see upon arriving.
- There is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.
- The location is not ideal for this venue as nearby is **student housing**, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of **diverse and sometimes vulnerable clients** and volunteers as well as a college for **young people with special educational needs and disabilities**.
- I recently watched a documentary on Channel 4 about a sexual entertainment venue called 'City Saunas' based near the Wicker in Sheffield. I was surprised that one of the people on the programme mentioned that there are already about 20 similar establishments between the Wicker and Attercliffe. I fear that if the council approves this latest application then the problem could snowball with similar further applications following. The gateway to the city around Sheffield train station may then become known as the sexual entertainment area. This is not something that will improve the image of Sheffield.

For the reasons above, I hope you decline this application.

Mr Craig Wolstenholme



Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Application for a sexual entertainment venue licence - 4 Suffolk Road

From: paulinelord [REDACTED]
Sent: 21 July 2016 12:01
To: licensingservice
Subject: Application for a sexual entertainment venue licence - 4 Suffolk Road

Dear Licensing Service

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I understand that there is currently an application pending for the above SEV licence.

I object to this on the following grounds:

1. There is already a similar type of venue on Paternoster Row – another premises granted a licence would make this area of the city the 'Sleaze Quarter' of Sheffield.
2. This area is the first that people see when they come out of the train station – this gives the wrong impression of what Sheffield is about for both locals and visitors.
3. There's currently student housing in the area – this is not the sort of area that you would want your newly independent 18-year-old faced with in their new city.
4. There are numerous charities located within this area – vulnerable clients should not be subjected to this type of premises when they are seeking help.
5. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society – though I accept that women working in this industry must make their own choices in this.

Thank you.

Regards
Pauline Lord

[REDACTED]

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Application for a licence for Villa Mercedes

From: Susan Linley [REDACTED]
Sent: 15 July 2016 14:16
To: licensingservice
Subject: Application for a licence for Villa Mercedes

I am writing to strongly object to the city council allowing yet another licence for what is basically a strip club - this time on Suffolk Road - in a prominent position in Sheffield.
The proposed area is frequented by young, vulnerable people.
Have you learned nothing from events in Rotherham?
Its location so close to the Leadmill - a music venue used by large numbers of students from the nearby colleges and university - adds to its unsuitability.
Please put the youth of our beautiful city before the expected revenue to be gained by the council.
The situation is exacerbated by the fact that the proposed licensee has already been refused renewal of their licence in another city for inappropriate activity.
The good reputation and safety of our youth are at stake.
Please take note.
Mrs. S Linley and Mr A linley

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to Licence Application by Villa Mercedes

From: Clare Turner [REDACTED]
Sent: 13 July 2016 22:53
To: licensingservice
Subject: Objection to Licence Application by Villa Mercedes

Dear Licencing Service

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4
Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city....or tourist attraction"

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults including Sheena Amos Youth Identity Trust (which supports LGBT+ young people) and Sheffield Domestic Abuse Outreach Project
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings.
- this would be in very close proximity to the Showroom cinema.
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.

- when walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

B84a

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

Yours sincerely

--

Clare Turner

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: OBJECTION TO LICENSE RE VILLA MERCEDES

From: Maggie Leathley [REDACTED]
Sent: 20 July 2016 13:51
To: licensingservice
Subject: OBJECTION TO LICENSE RE VILLA MERCEDES

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

As a resident of Sheffield I wish to request that the Council refuse the above licence application for the following reasons, based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

- In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."
- In relation to Appendix B point c) – there is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'. This creates the impression that rather than being a "Cultural Industries Quarter" it is now a "Sexual Exploitation/entertainment (depending on your views of the matter) Quarter". Either way this does not create a welcoming and safe impression of the City, and may well have a detrimental effect on other organisations and businesses in the area.
- In relation to Appendix B point d) i – I believe the character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that many visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognized and admired local music venue frequented by young people, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This currently safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.

I would expect Sheffield City Council to take seriously their responsibility for creating and maintaining a welcoming and safe City Centre, not a sleazy one which appears hostile and exploitative to many people.

Yours faithfully,

Maggie Leathley

PS Please confirm that this objection has been registered and let me know if there is any more I should do in order to achieve that.

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Villa Mercedes

From: Jillyvoucher IMAP
Sent: 18 July 2016 16:22
To: licensingservice
Subject: Re: Villa Mercedes

I have just been made aware of an application for a strip club on Suffolk Road/ Leadmill Road. I am writing to object most strongly to this application on the following grounds:

There are many young students in the area especially in the Unite buildings and and the surrounding Hallam University buildings.

There are new student flats being built on Suffolk Road.

There are vulnerable young adults in the college nearby.

The Leadmill hosts many events for age 14+ teens every year and long queues invariably build up and these under 18's will potentially queue past this proposed venue's doors.

The Leadmill hosts well over 200 club nights per year with the majority of customers being young students who again would be queuing past this proposed strip clubs doors.

Spearmint Rhino (another undesirable addition to the area) is very close by. We really don't need or want another strip establishment in this area.

The proposed venue is on one of the main roads into the city and would be seen by people as they are driving into town or walking in that direction from the train station. Is this the kind of image the city wants to portray? I sincerely hope not.

I also understand that Villa Mercedes in Harrogate lost their strip club license as they had allowed audience participation and physical contact with the dancers.

I sincerely hope that this application is rejected by the council. Let's regenerate the city centre with good, wholesome, attractive venues not seedy strip clubs.

Sent from my iPad

Head of Licensing
Licensing Service
Block C, Staniforth Road Depot
Staniforth Road
SHEFFIELD S9 3HD

B87

26 July 2016

Dear Madam or Sir,

We wish to object to the Rockwave Leisure Limited application of a Sexual Entertainment Venue license for premises at 4 Suffolk Road, Sheffield S2 4AG to be known as Villa Mercedes on the following grounds:

- The prevention of crime and disorder, including fear of crime, noise pollution, anti-social behaviour or disturbance to residents
- The protection of children from harm
- The number of sex establishments in the relevant locality
- The grant or renewal of the licence would be inappropriate, having regard—
 - (i) to the character of the relevant locality;

We are members of the Board of Trustees for MESH, a community-focussed charity. MESH is based at Scotia Works, which is an Ethical Property managed workspace on Leadmill Road, Sheffield S1 4SE and adjacent to the proposed venue. Tenants from Scotia Works include many third sector organisations that work with vulnerable adults and teenagers as well as local school children who visit Scotia Works premises during the day and evening.

One of our concerns is that the venue will increase the fear of crime that the clients of these charities experience within the cultural industries quarter. A further concern is that the venue portrays that it is acceptable that women act as sexual objects for the gratification of men, which contributes to society's violence against women and girls.

In addition to this:

- Young students live in the surrounding area, especially on Leadmill Road and the new flats being built on Suffolk Road. The proposed venue is also in close proximity to Sheffield Hallam University.
- Vulnerable adults attend Freeman College on Leadmill Road. The Leadmill Club host over 100 14 years + events every year, the queues for which run in the direction of the proposed venue and potentially queue past their doors.
- Spearmint Rhino's SEV license was renewed recently for nearby premises. Licensing a further SEV in the relevant locality would be excessive, and to add to the number of SEVs here would be to alter the locality's character.
- The proposed venue is on the main ring road and near the station, thus giving a potentially damaging first impression of Sheffield to the city's visitors

For these reasons we ask that you refuse the SEV license application in question.

Yours sincerely,

MESH Board of Trustees
Steve Joseph (Chair)
Ruth Baldwin
Carol Borrill
Clive Crawford
Marie Ellis
Mike Fitter
Maggie Jardine
Shannon M. Kennedy
Jessica Ryan-Smith
Peter Wilson

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Opposition to licensing new lap dancing club on Leadmill Street

From: Claire Williams [REDACTED]
Sent: 25 July 2016 11:47
To: licensingservice
Subject: Opposition to licensing new lap dancing club on Leadmill Street

Dear Sir/Madam,

I would like to oppose the plans for the Villa Mercedes Lap dancing club on Leadmill Road for the following reasons:

- It's proximity to student accommodation. The university area is seen to be open but safe space for students and there are many dangers that are associated with this type of venue that will potentially make this area unsafe for young people.
- It's proximity to the Leadmill night club. Young people and students leave this club very late at night under the influence of alcohol and the dangers associated with this type of venue being close by will make them, particular the young females, very vulnerable to danger on their way home.
- Again, this venue could be the cause of dangerous situations for people walking home from the railway station late at night.
- It's proximity to Spearmint Rhino. There is already another club available very close by in the area catering for this type of entertainment, another one is not needed.
- Having two clubs, which provide controversial entertainment of this type, very close to the railway station, does not give the best impression for visitors coming into the city.

I look forward to your response on this matter.

Many thanks and best wishes,

Claire

--

Claire Williams
Research Support Administrator

[REDACTED]

[REDACTED]

Hellewell Lindsey

From: C.Scott [REDACTED]
Sent: 24 July 2016 09:50
To: licensingservice
Cc: A Tucker [REDACTED]
Subject: Objection to Villa Mercedes Club, 4 Suffolk Road, Sheffield S2 4AG

To whom it may concern.

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I wish to register a serious objection to this proposal as Headteacher of All Saints Catholic High School situated on Granville Road. I have reiterated a wide range of pre-prepared objections below but this will be specifically harmful for the students attending my school who need to walk through this area to access transport to and from school.

Families are already very nervous about the implications of school buses being withdrawn and children having to walk through the centre of town – this will further compound their worries

We spend a great deal of time these days working with our young people to alert them to the dangers of Sexual Exploitation and yet by agreeing to this proposal the council will effectively be condoning this.

The timing of this proposal means that we as a school cannot fully register our objection because we are on the summer vacation. As a minimum the consultation period must be extended so that the full disapproval for this scheme can be known.

Further:

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city....or tourist attraction"

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It has also an access route for young people travelling to and from Sheffield College, UTC and **All Saints Catholic High School**.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings.
- this would be in very close proximity to the Showroom cinema.
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- when walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

Yours faithfully

Clare Scott
Headteacher
All Saints Catholic High School

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to Villa Mercedes Club, 4 Suffolk Road, Sheffield S2 4AG

From: Andy Tucker [REDACTED]
Sent: 25 July 2016 19:14
To: licensingservice
Cc: C. Scott; N. Brady
Subject: Fwd: Objection to Villa Mercedes Club, 4 Suffolk Road, Sheffield S2 4AG

To whom it may concern.

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I wish to register a serious objection to this proposal as Chair of Governors of All Saints Catholic High School situated on Granville Road. I totally agree with and reiterate the comments made by Mrs Scott, the Head Teacher of the school and also reiterate a range of pre-prepared objections below.

This will be specifically harmful for the students attending All Saints school who need to walk through this area to access transport to and from school.

Families are already very nervous about the implications of school buses being withdrawn and children having to walk through the centre of town – this will further compound their worries

We spend a great deal of time these days working with our young people to alert them to the dangers of Sexual Exploitation and yet by agreeing to this proposal the council will effectively be condoning this.

The timing of this proposal means that the school cannot fully register our objection because we are on the summer vacation. As a minimum the consultation period must be extended so that the full disapproval for this scheme can be known.

Further:

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city...or tourist attraction"

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It has also an access route for young people travelling to and from Sheffield College, UTC and **All Saints Catholic High School**.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings.
- this would be in very close proximity to the Showroom cinema.
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
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- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the

B90d

policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

Yours faithfully

Andy Tucker

Chair of Governors

All Saints Catholic High School



19 July 2016

Chief Licensing Officer Licensing
Services Sheffield City Council
Block C,
Staniforth Road
Sheffield
S9 3HD



Re: Premises to be known as Villa Mercedes, 4 Suffolk Road, Sheffield, S2 4AG - Application under Part II and Schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982 - Sex Establishment License

As the recognised representative body for all 37,000 students at Sheffield Hallam University we, Sheffield Hallam Students Union, wholeheartedly endorse the objection submitted by the University dated 5 July.

As President of the Students' Union, representing approximately 20,000 female students, I was appalled to learn that our City Council was being asked to consider a license for a business that exists solely to promote the objectification and sexualisation of women, in the very heart of our city's University and Cultural Industries Quarter.

The Students Union, located at the HUBS (the former National Centre for Popular Music) on Paternoster Row, aims to provide a welcoming and safe "home from home" for all our students. We know from talking to students, prospective students and parents/carers that our location, next to the sex establishment "Spearmint Rhino", already causes concern. It also creates real challenges for us in attracting women, from our hugely diverse student body, to access our facilities and resources. The development of another such establishment in close proximity will further exacerbate this situation and will be contrary to the image of the Students Union and this area that we, and others, are working hard to promote. At a time when student recruitment and retention is key to the University and the City as whole, what message are we sending to our future students and the people that care for them?

As an organisation, we put on many evening and night-time events for students. We pride ourselves on the efforts that we take to ensure that all students can enjoy a night out free from unwanted harassment and sexual intimidation. In November 2014, our Student Union Council reinforced this by passing a policy to take a zero tolerance approach to sexual harassment in the Union. We are therefore greatly concerned for the personal safety of

students leaving these events, as well as for our workforce of about 60 staff, the majority of who are women, leaving work in the evening.

B91b

In addition, we work closely with Sheffield Hallam University to promote, encourage and support sporting excellence at all levels. As part of this, the Students' Union has many female sports teams coming back from late night fixtures throughout the year, then having to make their way home to purpose-built student accommodation in the very area being considered for this establishment, or to privately rented homes along the Bramall Lane/Shoreham Street corridors.

Finally, we would like to congratulate Sheffield Hallam University, the City Council and the publicly and privately funded organisations that have allocated huge levels of investment into successfully revitalising the City Campus, station and Cultural Industries Quarter and creating an important gateway to the city; actively encouraging people to walk through these areas in safety and with confidence. The addition of another licensed sex establishment is not only highly inappropriate, it counters this vision, undermines the significant financial outlay already made and threatens further investment.

We therefore recommend in the strongest terms that the City Council refuses this license.

Yours sincerely



Emily Wilkes

President

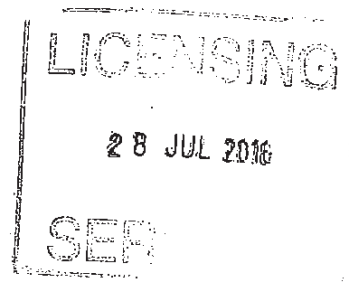
Sheffield Hallam Students' Union

B92a



GILL FURNISS MP
HOUSE OF COMMONS
LONDON SW1A 0AA

Sheffield Brightside & Hillsborough
349 Shirecliffe Road
Sheffield S5 8XJ



Our Ref: GF/DS

27th July 2016

Sheffield City Council
Licensing Section
Block C, Staniforth Road Depot
Staniforth Road
Sheffield
S9 3HD

Dear Sir/Madam,

I am writing to formally register my objection to the application for a Sexual Entertainment Venue (SEV) Licence made by Rockwave Leisure Ltd for Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

Although these premises are not in my constituency, I have been approached by a number of my constituents with their concerns about the impact such a venue would have on the city centre.

Aside from my own more general opposition to the objectification of women which SEVs promote, I note that the Council's own SEV licencing policy lists a number of discretionary grounds for the refusal of a licence, and I feel that a number of those grounds are applicable to this case.

In particular; *"(c) the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality"* and; *"(d) the grant or renewal of the licence would be inappropriate, having regard— (i) to the character of the relevant locality; or (ii) to the use to which any premises in the vicinity are put"*.

With regard to (c), as you know, there is already one such SEV on nearby Brown Street, and I see no reasonable grounds for the establishment of another such venue less than five minutes walking distance away.



GILL FURNISS MP
HOUSE OF COMMONS
LONDON SW1A 0AA

Sheffield Brightside & Hillsborough
349 Shirecliffe Road
Sheffield S5 8XJ

With regard to (d)(i), I wish to highlight that Suffolk road is at the very heart of the city. For those arriving in Sheffield by train and traveling onwards on foot or by car to the west or south of the city, this venue will be one of the first they see. In its own guidance, the Council states that SEV licences will not be granted to premises which are near to "*a central gateway to the city*". This location clearly fits this criteria, and I would urge licencing officers to consider carefully the message that such a venue would send out about our city to visitors.

With regard to (d)(ii), I would point out that a number of organisations supporting vulnerable young people and adults are based nearby, including Sheena Amos Youth Identity Trust, and many venues in the vicinity hold regular events aimed at under-18s, in particular the Showroom Cinema and The Leadmill. Given this, and the points listed above, it is clearly not appropriate for this SEV licence to be granted.

With best wishes,

A handwritten signature in black ink that reads "Gill Furniss".

Gill Furniss

THE CHILDREN'S MEDIA CONFERENCE

28 July 2016

I refer to the application for a sexual entertainment venue licence by Villa Mercedes,
4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

- (i) to the character of the relevant locality: or
- (ii) to the use to which any premises in the vicinity are put: or
- (iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone.

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

- e) "cultural hub of city"
- f) "central gateway to the city...or tourist attraction"

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. Villa Mercedes will give visitors the impression that Sheffield is 'sleezy'. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults. I am on the Board of the **SHIFT** charity, based in the Workstation – near the proposed venue. SHIFT works with vulnerable 16-19 year-olds to help them upgrade their qualifications so that they can go to college or enter employment. Two SEVs so close to a training organisation such as ours is inappropriate for our boys the girls. It will also undermine parents' confidence in our organisation; it may undermine our Ofsted rating; it will undermine our viability as a business and a charity. SHIFT has been in existence in this area before Spearmint Rhino and Villa Mercedes and we should not feel forced to

- move out because inappropriate activity wants to move in.
- I am Director of **The Children's Media Conference** which attracts over 1100 media delegates to Sheffield every July: www.thechildrensmediaconference.com We are a successful business, employing local people and inviting national and international delegates to the Showroom, Workstation, Site Gallery, Hubs, and other venues. Our business is based around the Showroom precinct. Another SEV in the area will impact negatively on the attractiveness of our area as a delegate/ tourist attraction and as a cultural hub. In order to make a success of events such as the CMC and Doc/Fest this area needs to have a cultural vibe, not a sexualized/ dodgy vibe.
 - The CMC also runs **Playground**, an exhibition for children and families at Site Gallery: cmcplayground.com. Anymore SEVs in the area will undermine the attractiveness of children's activities.
 - there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
 - this would be in very close proximity to Sheffield Hallam buildings.
 - this would be in very close proximity to the Showroom cinema.
 - The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
 - the Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
 - Spearmint Rhino has literally just had their license renewed and is very nearby.
 - when walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.
 - the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them.
 - this image of a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
 - granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
 - the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation?

Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

B93c

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following news story: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'.

Yours faithfully



Kathy Loizou
Director

Company Address The Children's Media Conference Limited, [REDACTED]
Registered Office [REDACTED]
Registered in England & Wales Company Number 0718 6979 VAT Number 988 0058 84

B94a

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: SEV application with receipt request
Attachments: Licensing Committee July 2016.docx

From: Bridget Kelly [REDACTED]
Sent: 28 July 2016 11:10
To: licensingservice
Subject: FW: SEV application with receipt request

Please accept our objections to the licensing of the sexual entertainment venue on Lead mill road.

Yours sincerely

Bridget Kelly

Chief Executive
SHIFT





The Licensing Committee

29th July 2016

Dear Committee

Re: application for a sexual entertainment venue license by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this license and I call for the council to refuse it.

SHIFT objects strongly because:

- Proximity to several education institutes including SHIFT – we work with young people aged 16-18 years of age
- Proximity to the railway station could define this area as a destination for sexual tourism
- A second SEV in the Cultural Industries Quarter represents further poor modelling of adult sexual behavior
- As the gateway to the city and current economic and social upgrading a second SEV represents a seedy introduction to the city

I believe that the Council should refuse the license application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual

entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city....or tourist attraction"

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings
- this would be in very close proximity to the Showroom cinema
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Women should not have to feel like this in their city.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.

- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection

From: Charlotte Anne Morgan [REDACTED]
Sent: 21 July 2016 10:32
To: licensingservice
Subject: Objection

Dear Sir / Madam

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

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My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings.
- this would be in very close proximity to the Showroom cinema.
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- when walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them.
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- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

→

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to SEV by Villa Mercedes

From: Sara Gowen [REDACTED]
Sent: 27 July 2016 08:15
To: licensingservice
Subject: Objection to SEV by Villa Mercedes

Dear Licensing Department

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city....or tourist attraction"

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings.
- this would be in very close proximity to the Showroom cinema.
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.

- the Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- when walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them.
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- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

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I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

Yours sincerely
Sara Gowen

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Villa Mercedes application
Importance: High

From: Coppard, James [REDACTED]
Sent: 29 July 2016 09:31
To: licensingservice
Subject: Villa Mercedes application
Importance: High

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

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My general terms of objection are as follows:

- The part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the

Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and the University Technical College.

- There are a number of organisations in the area which support vulnerable children and adults.
- There are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- This would be in very close proximity to Sheffield Hallam buildings.
- This would be in very close proximity to the Showroom cinema.
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
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- When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.
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- This image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- Granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- The council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: <http://www.harrogateadvertiser.co.uk/news/crime/harrogate-strip-club-villa-mercedes-loses-license-after-allowing-audience-participation-1-7577997>

Best regards,

James Coppard



ALETHEIA GENTLE

27 July 2016

Dear Madam or Sir,

I refer to the application for a sexual entertainment venue license by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this license and I call for the council to refuse it.

I believe that the Council should refuse the license application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

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(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability, race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city...or tourist attraction"

My general terms of objection are as follows:

- the part of the city that the club is situated in is the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station, and those driving into the City from the Parkway, and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings.
- this would be in very close proximity to the Showroom cinema.
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby – why does Sheffield need tow SEV's in such close proximity to each other?
- when walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- this image of a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a license would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the Council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

Yours faithfully,

Aletheia Gentle

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to Licence Application by Villa Mercedes

From: Clare Turner [REDACTED]
Sent: 13 July 2016 22:53
To: licensingservice
Subject: Objection to Licence Application by Villa Mercedes

Dear Licencing Service

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4
Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has “statutory obligations in relation to disability race and gender” ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) “cultural hub of city”

f) “central gateway to the city....or tourist attraction”

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults including Sheena Amos Youth Identity Trust (which supports LGBT+ young people) and Sheffield Domestic Abuse Outreach Project
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings.
- this would be in very close proximity to the Showroom cinema.
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.

- when walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

B99d

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

Yours sincerely

--

Clare Turner

29th July 2016

To whom it may concern,

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

This is an objection letter to the application for this licence and I call for the council to *refuse it*.

I believe that the Council should refuse the license application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground C):

"The number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."
The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground D):

"The grant or renewal of a license would be inappropriate, having regard –

- (i) To the character of the relevant locality: or
- (ii) To the use to which any premises in the vicinity are put: or
- (iii) To the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

E) "Cultural hub of city"

F) "Central gateway to the city...or tourist attraction"

My general terms of objection are as follows:

The part of the city that the SEV is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It has also an access route for young people travelling to and from Sheffield College and UTC.

There are a number of organisations in the area which support vulnerable children and adults.

There are young students surrounding the area, especially in the Unite student buildings opposite, Freeman College's building next to The Leadmill and the new flats being built on Suffolk Road.

This would be in very close proximity to many Sheffield Hallam buildings.

This would be in very close proximity to the Showroom cinema and Workstation, which is a cultural hub in Sheffield.

The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past the SEV's doors.

The Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.

The Leadmill hosts events from Under The Stars, which is a local social enterprise. They hold bi-monthly club events at The Leadmill which welcome customers with disabilities and

learning difficulties, giving them a safe and secure environment to experience a club atmosphere and to socialise. With attendances of over 400 at each event, there is often a queue which goes down the road and next to the SEV. Both Under The Stars and The Leadmill could experience a loss in attendances and business if the SEV is granted its license due to customers feeling vulnerable and intimidated, no longer wanting to attend.

Spearmint Rhino has just had their license renewed and it is less than 5 minutes walking distance from the proposed SEV.

The Council's own promotion of the city is "Sheffield -- where everyone matters" -- this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.

The Leadmill is a historic building in Sheffield and its neon sign has become an iconic symbol of the venue and of Sheffield's creative industry. Having been established for over 36 years and having over 135,000 customers walking through its doors every year the venue has become a tourist attraction to music fans from across the world. PRS for Music recognised this in 2015 when they awarded the venue with a Music Heritage Award, to celebrate The Leadmill as the location of Pulp's first gig. A plaque is located on the outside of the building to recognise this historic national status. Music fans from across the world often visit the venue (even when it is not open) just to have a photo outside the iconic building. Freeman College also has a site located on Leadmill Road, which offers day and residential education and care in Sheffield to young people with special educational needs and disabilities (SEN). Which the council states it will not license premises that it feels are in close proximity to disability centres or similar premises.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

Regards,
Jazmin Bellamy-Marks



Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection SEV Villa Mercedes, 4 Suffolk Road,

From: Mamie McKie [REDACTED]
Sent: 30 July 2016 20:50
To: licensingservice
Subject: Objection SEV Villa Mercedes, 4 Suffolk Road,

30th July 2016

To whom it may concern

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, Address:
 4 Suffolk Road,
 Sheffield
 S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it. I believe that the Council should refuse the license application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground C):

"The number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground D):

"The grant or renewal of a license would be inappropriate, having regard –

(i) To the character of the relevant locality: or

(ii) To the use to which any premises in the vicinity are put: or

(iii) To the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

E) "Cultural hub of city"

F) "Central gateway to the city....or tourist attraction"

My **general** terms of objection are as follows:

- The part of the city that the SEV is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It has also an access route for young people travelling to and from Sheffield College and UTC.
- There are a number of organisations in the area which support vulnerable children and adults.
- There are young students surrounding the area, especially in the Unite buildings opposite, Freeman College's building next to The Leadmill and the new flats being built on Suffolk Road.
- This would be in very close proximity to many Sheffield Hallam buildings.
- This would be in very close proximity to the Showroom cinema and Workstation, which is a cultural hub in Sheffield.
- The Leadmill (Where I am the Front of House Manger, and respectfully, the Child Protection Officer.) hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past the SEV's doors.
- The Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- The Leadmill hosts events from Under The Stars, which is a local social enterprise. They hold bi-monthly club events at The Leadmill which welcome customers with disabilities and learning difficulties, giving them a safe and secure environment to experience a club atmosphere and to socialise. With attendances of over 400 at each event, there is often a queue which goes down the road and next to the SEV. Both Under The Stars and The Leadmill could experience a loss in attendances and business if the SEV is granted its license due to customers feeling vulnerable and intimidated, no longer wanting to attend.
- Spearmint Rhino has just had their license renewed and it is less than 5 minutes walking distance from the proposed SEV.
- The Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- The Leadmill is a historic building in Sheffield and its neon sign has become an iconic symbol of the venue and of Sheffield's creative industry. Having been established for over 36 years and having over 135,000 customers walking through its doors every year the venue has become a tourist attraction to music fans from across the world. PRS for Music recognized this in 2015 when they awarded the venue with a Music Heritage Award, to celebrate The Leadmill as the location of Pulp's first gig. A plaque is located on the outside of the building to recognise this historic national status. Music fans from across the world often visit the venue (even when it is not open) just to have a photo outside the iconic building.
- Freeman College also has a site located on Leadmill Road, which offers day and residential education and care in Sheffield to young people with special educational needs and disabilities (SEN). Which the council

states it will not license premises that it feels are in close proximity to disability centres or similar premises.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

On a more personal note, I would have to walk past this premise to get to and from my place of work. I wouldn't feel comfortable or safe having to walk past a SEV, and know that other members of female staff have raised this same concern. I choose to avoid areas, such as Spearmint Rhino, as I have been made to feel objectified in the past. The thought of this happening every day is one that has brought me much personal distress.

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

Kind Regards,

Mamie McKie

--

Mamie McKie | Front Of House & HR Manager
The Leadmill Limited

[Redacted contact information]

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to Villa Mercedes SEV licence application

From: Beth [REDACTED]
Sent: 30 July 2016 06:46
To: licensingservice
Subject: Objection to Villa Mercedes SEV licence application

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c): "the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality." The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d): "the grant or renewal of a licence would be inappropriate, having regard

1. to the character of the relevant locality: or
2. to the use to which any premises in the vicinity are put: or
3. to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

Please could you let me know if the Council has carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

- e) "cultural hub of city"
- f) "central gateway to the city....or tourist attraction"

My general terms of objection are as follows:

- The part of the city that the club is situated: this is in the gateway to the City and would be one of the first things that visitors and Sheffield residents will see on leaving the train station or driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1.

- The area is an access route for young people travelling to and from Sheffield College and there are a lot of young people who pass this area on their way to/from UTC.
- There are a number of organisations in the area which support vulnerable children and adults, including Sheffield Rape Crisis, located in Scotia Works, only yards from the proposed venue.
- The area is home to many young people who are students in the the Unite buildings opposite and the new flats being built on Suffolk Road. The venue would also be in very close proximity to Sheffield Hallam buildings.
- The Leadmill hosts over 100 events every year for children and young people, including events for the 14+ age group. Queues for the Leadmill run towards the proposed venue and could potentially include under 18s queuing past their doors. The Leadmill also hosts over 200 club nights a year, with the majority of their customers at peak times being young students only just turned 18 who again would be queuing past their doors.
- The proposed venue is also very close to the Showroom Cinema, which of course hosts films for children and young people including the popular Shocomotion festival specifically for children.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- When walking around this area, many women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there. For example, women have reported having to look around to see if there are people coming out of the SEV or taking a different route walking to the centre of town so that they do not have to go past the SEV. I have personally avoided this area since the existing SEV was sited there. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City and local businesses should not be penalised because of the location of an SEV.
- Granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- The council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

The Council's own promotion of the city is "Sheffield – where everyone matters". 'Everyone' includes the female citizens of the city who should not have to tolerate the normalisation and promotion of the sexualisation and objectification women's bodies. A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

Yours faithfully

Beth Longstaff





Head of Licensing, Licensing Section
Block C, Staniforth Road Depot
Staniforth Road
Sheffield S9 3HD

1 August 2016

Dear Licensing

Objection to Villa Mercedes SEV application

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

This is an objection letter to the application for this licence and I call for the Council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on the following grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

However, as there is already a sex establishment (Spearmint Rhino) within the immediate vicinity, an additional one is totally unacceptable.

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made.”

With regards to (i)

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College, All Saints and UTC.
- it is very close to the Cooperative Funeral Care.

With regards to (ii)

- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new student accommodation block being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings, including existing student accommodation. Sexual violence and 'lad culture' on campus is an increasing problem for young women and is widely reported: <http://www.telegraph.co.uk/women/womens-life/11343380/Sexually-assault-1-in-3-UK-female-students-victim-on-campus.html>
<http://www.nus.org.uk/en/nus-calls-for-summit-on-lad-culture/>
<https://www.theguardian.com/education/mortarboard/2014/jan/27/rape-culture-campus>
- this would be in very close proximity to the Showroom cinema, which hosts many family events.
- the Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors.

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city....or tourist attraction"

With regards to f) see the first bullet point under (i) above. Is it the Council's wish to transform this area into a Las Vegas style *Strip*? Furthermore, there are a number of national and international events in the cultural industries quarter (such as the annual Doc Fest/Off the Shelf Festival etc) which would require visitors encountering this proposed sex establishment upon driving into the city, leaving the station and the first thing to be seen if taking a taxi/being collected by car from the station.

Sheffield City Council also has “statutory obligations in relation to disability race and gender” ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. I refute the Council’s continued contention that these are “moral grounds”. Since when is sexism and misogyny a “moral” issue? This club blatantly promotes misogyny and male sexual entitlement as can be seen from the former Sheffield club’s website (screencap below). Has the Council carried out any impact assessments with local organisations and businesses, many of whom I know for a fact, strongly object to this SEV?

OUR PACKAGES

OUR EXCLUSIVE VIP CHAMPAGNE LOUNGE IS AVAILABLE FOR HIRE!

TAILOR MADE PACKAGES.

- BIRTHDAY PARTIES
- STAG PARTIES
- HEN PARTIES
- CORPORATE EVENTS
- DIVORCES
- PROMOTIONS
- FAILING YOUR DRIVING TEST
- WINNING ON A SCRATCH CARD
- YOUR MOTHER-IN-LAW PASSING AWAY (RIP)
- NAILING THAT BUSINESS DEAL
- YOUR GIRLFRIEND BEING ON THAT TIME OF THE MONTH

ANY EXCUSE TO VISIT US. GET IN TOUCH FOR PRICES: 0778844 6817

When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area (not least that is a transport hub), women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. This is evidenced by the UK Royal Institute of Town Planning which states that "Evidence shows that in certain locations, lap dancing and exotic dancing clubs make women feel threatened or uncomfortable."¹ Adding another SEV into the same area would exacerbate this.

¹ Royal Town Planning Institute (2007) *Gender and Spatial Planning, Good Practice Note 7*. Available from: http://www.rtpi.org.uk/media/1731629/gpn7-gender_and_spatial_planning_2007.pdf

Women should not have to feel like this in their City. As a regular commuter to Leeds, I already feel intimidated leaving Sheffield Midland Mainline station and am frequently accosted and approached by men on my route from the station up to Leopold Street where I catch a bus. Having another SEV in such close proximity to the existing one and so close to the station would increase street harassment of women significantly rendering this entire area a "no go" one for women.

Furthermore, I would strongly encourage the Licensing Sub Committee to consider how a decision to grant this venue an SEV license would breach their Public Sector Equality Duty and flies in the face of all the work that the Council has done to promote equality and celebrate women, such as, the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the Council and the city. Other excellent examples are the recent much lauded women of steel statue which celebrates and promotes the pivotal role of women in the two world wars as well as the Recognising and Valuing Female Talent in Women Project; both are a refreshing change from the Council's endorsement of SEVs, in particular Spearmint Rhino.

The Council should also note that in 2015, Villa Mercedes had its licence withdrawn in Harrogate due to breaching its licence conditions by allowing "audience participation". The details are provided here in a press piece: <http://www.harrogateadvertiser.co.uk/news/crime/harrogate-strip-club-villa-mercedes-loses-license-after-allowing-audience-participation-1-7577997> In this light, how suitable is the applicant? I draw your attention to the following:

The Council may refuse the grant or renewal of a licence in the following circumstances:-

(a) the applicant is unsuitable to hold the licence by reason of having been convicted of an offence or for any other reason;

Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate.

If the Licensing Sub-Committee ignores its own policy in relation to all of the above that I have outlined, as it did with the Spearmint Rhino licence renewal, one might query why the policy is there in the first place. A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the Council purports to stand for, everything that the council should stand for, and has a duty to work towards.

Alison Boydell

OBJECTION TO APPLICATION FOR A
SEXUAL ENTERTAINMENT VENUE LICENCE
From The Women's Equality Party, Sheffield Branch

INTRODUCTION

1. On 5th July 2016 Rockwave Leisure Ltd, trading as Villa Mercedes, submitted an application for a Sexual Entertainment Venue (SEV) licence to Sheffield City Council. The proposed site is 4 Suffolk Road, and the description given on the application is "Sexual Entertainment Venue / Gentleman's Club with lap dancing, entertainment and licensed bar".

LAW / REGULATIONS

2. The licensing of sexual entertainment venues is governed by Schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982 c. 30 ("LG(MP)A"). S. 12 of Schedule 3 provides as follows:
 - (2) Subject to paragraph 27 below, the appropriate authority may refuse—
 - (a) an application for the grant or renewal of a licence on one or more of the grounds specified in sub-paragraph (3) below;
 - (b) an application for the transfer of a licence on either or both of the grounds specified in paragraphs (a) and (b) of that sub-paragraph.
 - (3) The grounds mentioned in sub-paragraph (2) above are—
 - (a) that the applicant is unsuitable to hold the licence by reason of having been convicted of an offence or for any other reason;
 - (b) that if the licence were to be granted, renewed or transferred the business to which it relates would be managed by or carried on for the benefit of a person, other than the applicant, who would be refused the grant, renewal or transfer of such a licence if he made the application himself;
 - (c) that the number of sex establishments, or of sex establishments of a particular kind, in the relevant locality at the time the application is determined is equal to or exceeds the number which the authority consider is appropriate for that locality;
 - (d) that the grant or renewal of the licence would be inappropriate, having regard—

- (i) to the character of the relevant locality; or
- (ii) to the use to which any premises in the vicinity are put; or
- (iii) to the layout, character or condition of the premises, vehicle, vessel or stall in respect of which the application is made.

(4) Nil may be an appropriate number for the purposes of subparagraph (3) (c) above.

(emphasis added)

3. Sheffield City Council has also provided criteria for objections to applications for sexual entertainment venues, which reflects the Act in part. Appendix B of the SEV Policy Document sets out the grounds upon which objections may be made:
 - (a) the applicant is unsuitable to hold the licence by reasons of having been convicted of an offence **or for any other reason**
 - (b) if the licence were to be granted, renewed or transferred the business to which it relates would be managed by or carried on for the benefit of a person, other than the applicant, who would be refused the grant, renewal or transfer of such a licence if he made the application himself;
 - (c) the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality;
 - (d) the grant or renewal of the licence would be inappropriate, having regard—
 - (i) to the character of the relevant locality; or
 - (ii) to the use to which any premises in the vicinity are put; or
 - (iii) to the layout, character or condition of the premises, vehicle, vessel or stall in respect of which the application is made.

(emphasis added)

4. The discretionary power of councils in deciding whether or not to grant SEV licences is broad. By way of example, the refusal of local councils to grant SEV licences has been upheld in the appellate courts in a number of instances, including
 - a. In *R (on the application of Bean) v Leeds CC* [2014] EWHC 878 (Admin) the High Court upheld the decision of Leeds City Council to refuse SEV licences to clubs in the proximity of 'sensitive' buildings, including religious buildings; and
 - b. In *R (on the application of Thompson) v Oxford City Council* [2014] EWCA Civ 94 the Court of Appeal upheld the decision of Oxford

City Council to refuse to renew a licence where student accommodation was in the process of being built nearby.

SUBMISSIONS

Proximity to the Together Women Project

5. Under Schedule 3 s. 12 (3) (d) (ii) LG(MP)A (see paragraph 2 above) it is submitted that, having regard to “the use to which any premises in the vicinity are put”, the grant of the licence in this case would be inappropriate.

6. The Together Women Project, a women’s charity, operates from [REDACTED]. Its website describes its functions thus:

“Sheffield Together Women Project provides holistic and gender-specific support to vulnerable women across the city of Sheffield. The centre has a women-only facility in the heart of Sheffield that offers a safe and welcoming place for women to engage in meaningful support and community services, all under one roof.

Each woman coming into the centre is allocated a Key Worker who will support her throughout her time with TWP. Key Workers provide emotional and practical support with a wide range of needs including: **housing, parenting, substance misuse, health, benefits and debt, domestic abuse, education and employment, and confidence building.**

We offer a programme of groups and activities that is always changing in response to the needs of women. We also offer specialist services in our centre such as **alcohol counselling, sexual health drop in, debt advice** and others which are delivered by local Sheffield agencies.”¹

(emphasis added)

7. The proposed site of the Villa Mercedes is [REDACTED] miles – [REDACTED] – away from the Together Women Project². The fact that the Villa Mercedes would be on Suffolk Street, a prominent thoroughfare, means there is a high likelihood of vulnerable women on their way to the Together Women Project being forced to walk past Villa Mercedes if they wish to benefit from the support and assistance they need.

¹ <http://www.togetherwomen.org/centres/sheffield>

² Source: Google Maps

<https://www.google.co.uk/maps/dir/4+Suffolk+Road,+Sheffield+S2,+UK/106+Arundel+Ln,+Sheffield+S1/@53.3772019,-1.4678656,17z/data=!3m1!4m1!4m13!4m12!1m5!1m1!1s0x48798284a7ad0f1f0x4ac0ba7fb5f260c1!2m2!1d-1.4641209!2d53.3760614!1m5!1m1!1s0x4879787f9c8baa5f0x95dce8d8a23845aa!2m2!1d-1.4672329!2d53.3770553>

8. There is an inherent and obvious benefit to the services provided by the Together Women Project. It is equally evident that vulnerable women should be actively encouraged to use its services, and that for some of these women being forced to walk past an SEV on the way to do so would be a significant barrier. To allow the application of Villa Mercedes would undermine the positive work being done by the Together Women Project.

Student population

9. Under Schedule 3 s. 12 (3) (d) (i) LG(MP)A (see paragraph 2 above) it is submitted that, having regard to “the character of the relevant locality”, the grant of the licence in this case would be inappropriate.
10. The most recent statistics show the combined student population of Sheffield University and Sheffield Hallam University is 60,139³. Allowing for half that population to be female, the total female student population is approximately 30,000.
11. Rising costs of living, together with increased tuition fees and the recent government decision to abolish maintenance grants mean 77% of students describe themselves as being worried about debt⁴.
12. The large student population and position of the proposed site, on a main thoroughfare, would lead to an increased temptation for young female students to consider employment at Villa Mercedes. Accordingly, it is submitted that the granting of an SEV licence to Villa Mercedes would be inappropriate.

Effect on the local area

13. It is further submitted that, also under Schedule 3 s. 12 (3) (d) (i) LG(MP)A (see paragraph 2 above), having regard to “the character of the relevant locality”, the grant of the licence in this case would be inappropriate because of the negative effect on an area already struggling with crime and anti-social behaviour.
14. In May 2016 alone, 1128 crimes were reported in Sheffield City Centre, including:
- a. 570 instances of anti-social behaviour;
 - b. 137 violent and sexual offences;
 - c. 20 public order offences; and
 - d. 17 drugs offences⁵.

³ Source: University of Sheffield (26,309); Sheffield Hallam University (33,830)

⁴ <http://www.nus.org.uk/en/take-action/education/cutthecosts/>

⁵ National Crime Map for Sheffield City Centre: <https://www.pnlice.uk/south-yorkshire/KD1/crime/>

15. The fact that Villa Mercedes seeks a licence allowing it to keep its doors open from midnight to 8 am means it would act as a magnet for those refused drink or access at other establishments, increasing the rate of crime and anti-social behaviour from patrons who would very likely otherwise return home.

Company History of Breaching Licence Conditions

16. Finally, pursuant to s. (a) of Appendix B of the Sheffield City Council SEV Policy Document, the application is opposed on the ground that the applicant is unsuitable to hold the licence.
17. In August 2015, Villa Mercedes' application to renew an SEV Licence was refused by Harrogate Borough Council for reasons including physical contact with the dancers and allowing audience participation⁶. The Chair of the Borough Council's Licensing Committee, John Ennis, gave the following reasons:
 "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. This was despite considerable input from the council and police over a period of six months"⁷.
18. As such, Villa Mercedes has not just a history of breaching licensing conditions, but of doing so despite assistance from the council and the police. This is clear evidence that the company does not take its obligations to comply with licence conditions seriously, and accordingly is not fit to be granted a licence in this case.

CONCLUSION

19. Ultimately, considering the vulnerable women, the student population, and crime statistics in Sheffield, the granting of an SEV licence to Villa Mercedes would have a detrimental effect on the local area and would therefore be inappropriate. Furthermore, the fact that the applicant has a history of disregarding licencing conditions (despite the intervention of the police and local council) which are designed to safeguard its employees, as well as members of the public, demonstrates that the applicant is unfit to hold an SEV licence.

Harriet Johnson
 Doughty Street Chambers
 Dated this 27th July 2016

⁶ <http://www.harrogateadvertiser.co.uk/news/crime/harrogate-strip-club-villa-mercedes-loses-licence-after-allowing-audience-participation-1-7577997>

⁷ Ibid

B104f

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Information regarding Judicial Review 2
Attachments: R App Thompson v Ox CC.pdf

From: Women's Equality Party - Sheffield [REDACTED]
Sent: 01 August 2016 09:12
To: licensingservice
Subject: Information regarding Judicial Review 2

As referred to in previous email.

Charlotte Mead

Women's Equality Party Sheffield

<https://www.facebook.com/WomensEqualityPartySheffield@WEPSheffield>

B104g

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Information regarding Judicial Review 1
Attachments: R App Bean v Leeds CC (1).pdf

From: Women's Equality Party - Sheffield [REDACTED]
Sent: 01 August 2016 09:11
To: licensingservice
Subject: Information regarding Judicial Review 1

As referred to in previous email.

Charlotte Mead

Women's Equality Party Sheffield

<https://www.facebook.com/WomensEqualityPartySheffield@WEPSheffield>

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

From: [REDACTED]
Sent: 29 July 2016 20:46
To: licensingservice
Subject: application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

“the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality.”

The grounds go on to state that “Nil may be an appropriate number for the purposes of (c)”

Ground d):

“the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made.”

Sheffield City Council also has “statutory obligations in relation to disability race and gender” ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) “cultural hub of city”

f) “central gateway to the city...or tourist attraction”

My general terms of objection are as follows:

the part of the city that the club is situated in is the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the main station and those driving into the City from

the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC. There are a number of organisations in the area which support vulnerable children and adults. There are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road. This would be in very close proximity to Sheffield Hallam buildings. This would be in very close proximity to the Showroom cinema. The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors. The Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors. Spearmint Rhino has literally just had their license renewed and is very nearby. When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City. The Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them. This image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters." Granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city. The council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

Regards

Vicky Fisher

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection letter

From: Laura Selby [REDACTED]
Sent: 31 July 2016 16:04
To: licensingservice
Subject: Objection letter

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments wit local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city....or tourist attraction"

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see leaving the train station and those driving into the*

City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.

- *there are a number of organisations in the area which support vulnerable children and adults.*
- *there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.*
- *this would be in very close proximity to Sheffield Hallam buildings.*
- *this would be in very close proximity to the Showroom cinema.*
- *The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.*
- *the Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors.*
- *Spearmint Rhino has literally just had their license renewed and is very nearby.*
- *when walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.*
- *the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them.*
- *this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."*
- *granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.*
- *the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.*

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

Yours faithfully,
Laura Selby

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

From: holmesmith simon [REDACTED]
Sent: 29 July 2016 15:41
To: licensingservice
Subject: Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

Dear Sir/Madam

We refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and we call for the council to refuse it.

We believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

“the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality.”

The grounds go on to state that “Nil may be an appropriate number for the purposes of (c)”

Ground d):

“the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made.”

Sheffield City Council also has “statutory obligations in relation to disability race and gender” ensuring that these factors are not used to discriminate against anyone. We believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) “cultural hub of city”

f) “central gateway to the city....or tourist attraction”

Our general terms of objection are as follows: **Page 280**

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
 - there are a number of organisations in the area which support vulnerable children and adults. there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
 - this would be in very close proximity to Sheffield Hallam buildings
 - this would be in very close proximity to the Showroom cinema
 - The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
 - the Leadmill hosts over 200 club nights a year, with the majority of the customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
 - Spearmint Rhino has literally just had their license renewed and is very nearby and this poses an even greater risk to making the whole area a 'no go' one.
 - When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Women should not have to feel like this in their city.
 - the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active - - part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
 - the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

We also want to know what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

We will fully and actively support the council in the face of any challenge to the council by giving a refusal.

Yours sincerely

Sarah Butler and Simon Holmesmith

██████████

██████████

██████████

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to licensing application re. villa Mercedes

From: Maggie Leathley [REDACTED]
Sent: 29 July 2016 15:22
To: licensingservice
Subject: Objection to licensing application re. villa Mercedes

Please note I have now provided my address details as requested; please keep these confidential and do not pass on to third parties.

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

As a resident of Sheffield I wish to request that the Council refuse the above licence application for the following reasons, based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

- In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."
- In relation to Appendix B point c) -- there is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'. This creates the impression that rather than being a "Cultural Industries Quarter" it is now a "Sexual Exploitation/entertainment (depending on your views of the matter) Quarter". Either way this does not create a welcoming and safe impression of the City, and may well have a detrimental effect on other organisations and businesses in the area.
- In relation to Appendix B point d) i -- I believe the character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that many visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognized and admired local music venue frequented by young people, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This currently safe yet vibrant area and the nature and

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character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.

I would expect Sheffield City Council to take seriously their responsibility for creating and maintaining a welcoming and safe City Centre, not a sleazy one which appears hostile and exploitative to many people.

Yours faithfully,

Maggie Leathley

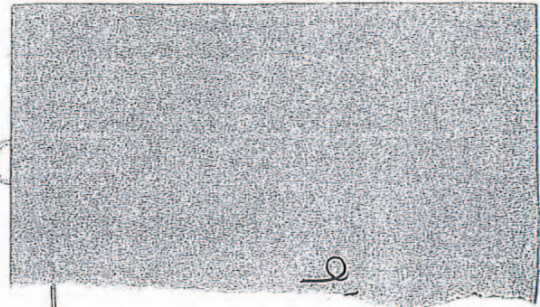
[REDACTED]

[REDACTED]

PS Please confirm that this objection has been registered and let me know if there is any more I should do in order to achieve that.

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B109a

Sean Brown
Chair of Trustees
Sheena Amos Youth Trust



Head of Licensing
Licensing Service
Block C
Staniforth Road Depot
Staniforth Road
SHEFFIELD
S9 3HD



7 July 2016

Dear Madam or Sir

I wish to object to the Rockwave Leisure Limited application of a Sexual Entertainment Venue license for premises at 4 Suffolk Road, Sheffield S2 4AG to be known as Villa Mercedes on the following grounds:

- The prevention of crime and disorder, including fear of crime, noise pollution, anti-social behaviour or disturbance to residents
- The protection of children from harm

I work at Scotia Works which is an Ethical Property managed workspace on Leadmill Road, Sheffield S1 4SE and adjacent to the proposed venue. Tenants from Scotia Works include many third sector organisations who work with vulnerable adults and teenagers as well as local school children at Scotia Works premises during the day and evening.

My concern is that the venue will increase the fear of crime that the clients of these charities experience within the cultural industries quarter. A further concern is that the venue portrays that it is acceptable that women act as sexual objects for the gratification of men which contributes to society's violence against women and girls.

In addition to this:

- Young students live in the surrounding area, especially in the Unite buildings on Leadmill Road and the new flats being built on Suffolk Road. The proposed venue is also in very close proximity to Sheffield Hallam buildings too.
- There are also vulnerable adults in the Freeman College on Leadmill Road. The Leadmill Club host over 100 14 years + events every year, the queues for which run in the direction of the proposed venue and potentially queue past their doors.
- The Leadmill Club also host over 200 club nights a year, with the majority of the customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has just had their license renewed and is very nearby. We don't need a second strip bar anywhere near it.
- The proposed venue is on the main ring road and would be the first thing people see as they're driving into Sheffield and walking out of the train station in this direction, not exactly the image the city should be portraying in such a prime location.

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I ask that you refuse this application

Yours sincerely

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

Sean Brown

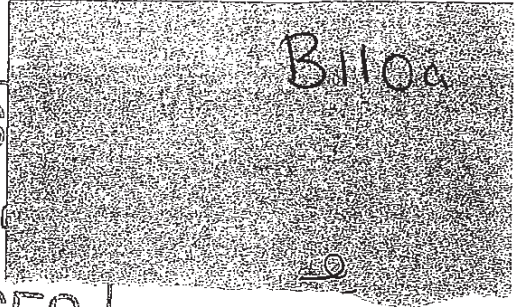
Chair of Trustees

Signed on behalf of Sheen Amos Youth Trust (SAYIT) Trustees

~~108~~

Ben Pearson #2

LICENS
01 AUG 2016
SERVICES



6 July 2016

To Whom It May Concern

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B1106

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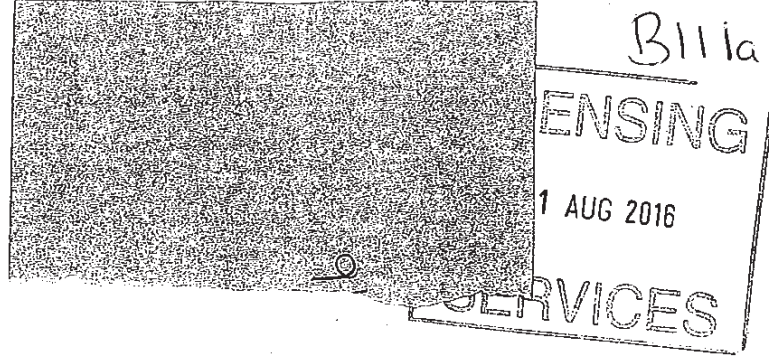
Yours sincerely



Ben Pearson

MR ANTONY UNDERWOOD

~~DOE~~



6 July 2016

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B1116

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MR ANTOU UNDERWOOD



Robyn Payne



HE
~~AS~~
B112a

6 July 2016

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B1126

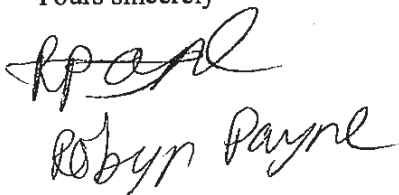
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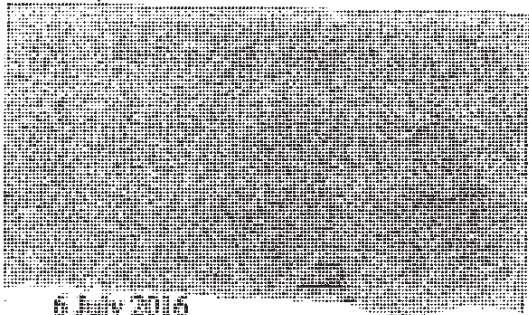
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Alex Dinkford



6 July 2016



12d
B113e

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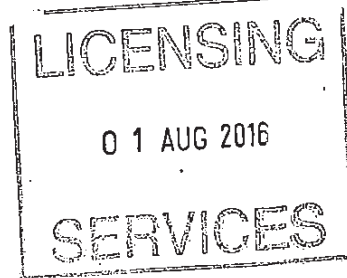
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A Brailsford

Asa Gudmundsdóttir

B114a ~~72~~
112



6 July 2016

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~~B1146~~
B1146

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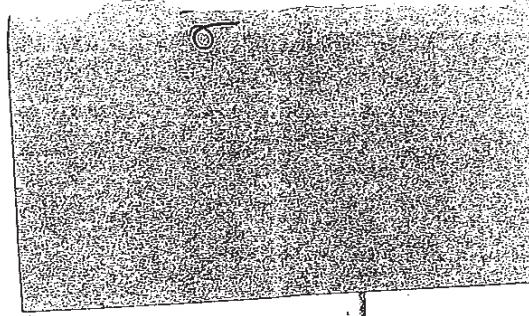
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B11Sc. #1

(112)



2016

SERVICES

6 July 2016

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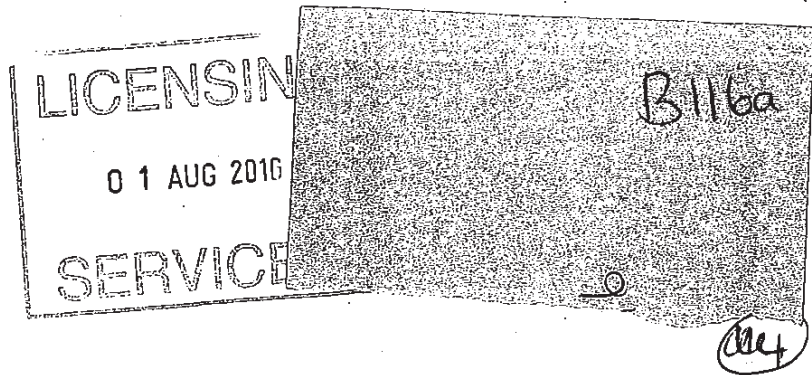
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Jessica Alice Faith Wallace ^{FEJ}



6 July 2016

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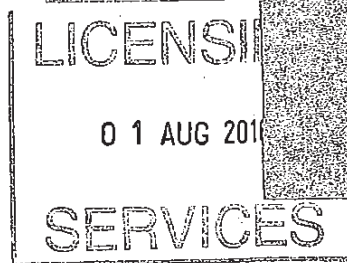
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Yours sincerely

J.A.F. Wallace

Alex Edwards

B117a



6 July 2016

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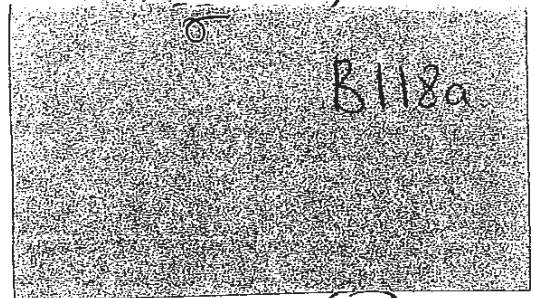
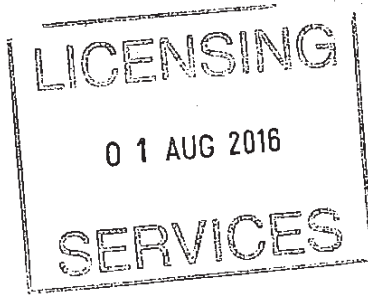
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Mx Welby Phipps ¹²ⁱ



(Handwritten initials)

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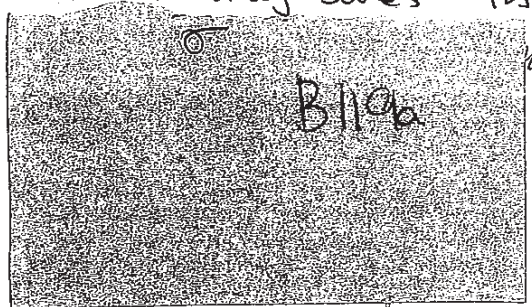
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Sabrina Furley-Jones

117



01 AUG 2016
SERVICES

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B1196

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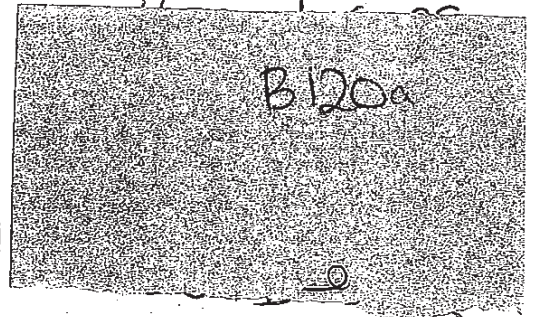
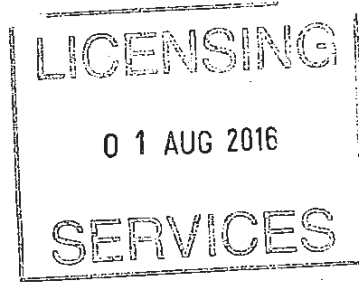
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S.F. Jones

Rosie Wkeywood ~~17/7~~



(118)

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B1206

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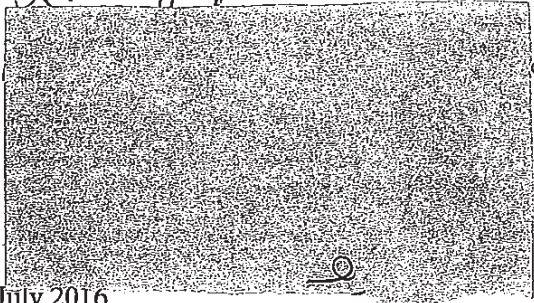
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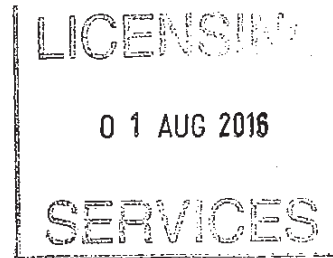
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Rachel Nagre



6 July 2016



R9

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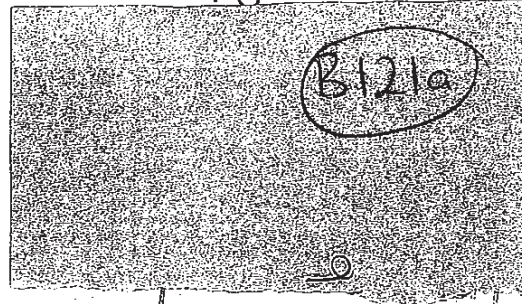
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Pagan D'isterano

12m



B121a

Re

01 AUG 2016

SERVICES

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I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

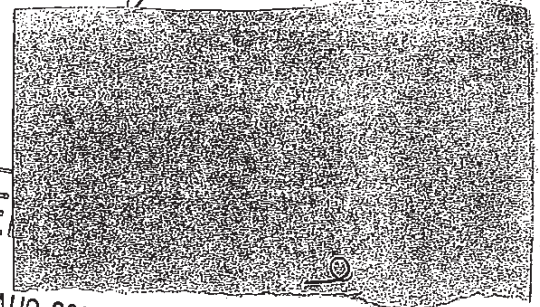
Yours sincerely

P. Distance

B122a

Imogen Goldsmith

12n



LICENCE
01 AUG 2016
SERVICES

(121)

6 July 2016

To Whom It May Concern

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments wit local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city....or tourist attraction"

My general terms of objection are as follows:

B122b

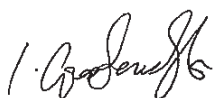
- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings.
- this would be in very close proximity to the Showroom cinema.
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- when walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

Yours sincerely



B123a

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Zero Option's Objection to Villa Mercedes – submitted 1st August 2016
Attachments: Letter of Objection VM SR.docx

From: Miss Johnson [REDACTED]
Sent: 01 August 2016 18:08
To: licensingservice
Subject: Zero Option's Objection to Villa Mercedes – submitted 1st August 2016

To Sheffield Council Licensing Service,

Kind regards,
Miss KA Johnson

Head of Licensing

Licensing Section

Block C, Staniforth Road Depot

Staniforth Road

Sheffield S9 3HD

Submitted via email

1st August 2016

Dear Sheffield Licensing

Objection to Villa Mercedes SEV

We refer to the application for a sexual entertainment venue licence by:

Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and we urge the Council to refuse it under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on the following grounds:

Ground c):

“the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality.”

The grounds go on to state that “Nil may be an appropriate number for the purposes of (c)”

The current number in the area is one (one too many) with Spearmint Rhino and Sheffield does not need another SEV within such close proximity (or indeed anywhere).

Ground d):

“the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made.”

In respect of the above:

1. there are a number of charities and organisations in the area which support vulnerable children and adults, some of which cannot be named because of their confidential addresses. However, we are aware that the Council knows which organisations we are referring to and we also know that they have been in contact with the Licensing Department to express their concerns. We share their concerns and believe this to be not only a safeguarding issue but that should this club proceed, it would impact on those service users, staff and volunteers accessing vital services.
2. there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.

3. there is a residential block on Suffolk Road.
4. the Subway's (directly opposite) customers are overwhelmingly school children.
5. this would be in very close proximity to Sheffield Hallam buildings including existing student accommodation and the new accommodation which is under construction directly opposite on Suffolk Road.
6. this would be in very close proximity to the Showroom cinema which hosts family events.
7. this would be directly next to the Leadmill which hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors. The Leadmill also hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
8. it would be on the same road as two of Freeman College's buildings which provides students (16 – 25) who have a range of complex learning, mental health and behavioural needs.
9. we have been made aware of plans to expand on the fact that there are a number of educational establishments in the area with the creation of a "knowledge quarter/corridor" and would like the Council to carefully consider how this is compatible with not one, but potentially two SEVs.

e) "cultural hub of city" and f) "central gateway to the city....or tourist attraction"

1. the part of the City that the club would be situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1.

2. it is also an access route for young people travelling to and from Sheffield College, All Saints and UTC by car, bus or on foot.
3. this would be in close proximity to the number of national and international events locations, as well as a direct access route, for example, Doc Fest; the children's media conference; Off the Shelf etc

When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Women should not have to feel like this in their City. Spearmint Rhino is also within very close proximity. An additional SEV would deter many women from accessing this quarter, which is their human right. We note the Council's refusal to take on board objections from women of Sheffield regarding the Spearmint Rhino licence who have clearly and articulately expressed their fear of sexual harassment and sexual assault in the vicinity of SEVs, which promote the notion of male sexual entitlement and the objectification of women. The Council has a duty under the Public Sector Equality Act to foster good relations between the sexes yet we repeatedly hear the Council put forward that these objections amount to "anecdotal evidence" or that they are "moral" issues and are therefore dismissed and not admissible. We also like the council to answer this? If a venue were actively promoting racism and ableism or homophobia, would these be considered "moral issues"? We remind you that anti-discriminatory practices and policies are enshrined in law and that gender is a protected characteristic. Many researchers and academics have written papers and reports highlighting how the sexualisation and commodification of women contribute to a culture which is harmful. Papers can be provided on request.

Despite the Council's contentions of "anecdotal evidence" the following corroborates the views expressed by many Sheffield women:

A paper published in *Criminal Justice Matters* (2012 Patiniotis & Standing) states:

"... the women describe feeling frightened, disempowered, violated, embarrassed, unsafe (particularly if men are around), and avoid certain streets at night where they know there is a lap dancing club."

And goes onto quote from women they interviewed:

"I avoid this street at night. I feel disempowered and angry and violated when I walk down this street, as there is a lap dancing club on it. The closer I get to that awful venue, the worse I feel. I feel some relief after I've passed it. It's worse when there are men around."

"I feel embarrassed and uncomfortable as a woman walking down this street. I used to feel sorry for the women who were coming to work as I left for home."

Patiniotis and Standing continue "However, women also reported avoiding certain streets and feeling frightened in the day time, when the clubs are closed. It is the existence of the clubs that causes women to feel alienated in public space at all times, and fearful of the threat of violence posed by the sexual objectification of women."

"Women's avoidance tactics include crossing the street so as not to walk past a SEV, avoiding certain streets altogether, and no longer using bus stops that are situated near lap dancing clubs, as their vicinity makes them feel vulnerable and unsafe."

This is further evidenced by The UK Royal Institute of Town Planning (2007) that “in certain locations, lap dancing and exotic dancing clubs make women feel threatened or uncomfortable.”

The Council’s own promotion of the City is “Sheffield – where everyone matters” – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them. Again, we contest that this is a so called “moral” objection.

We remind you of your obligations under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

According to your policy, you state that:

5. The Council’s Legal Obligations

There are a number of statutory provisions which apply to every action the Council takes as a public authority. These include, for example:

1. duty to have regard to the interest of Sheffield’s tax payers;
2. its Human Rights Act obligations;
3. its duty to have due regard to the need to promote race equality and to the need to eliminate unlawful race discrimination and the statutory obligations in relation to disability age and **gender**. [our emphasis]

We also ask what actions or discussions the Council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment? We are aware that the overwhelming majority of local businesses and organisations strongly oppose this SEV. Was there any

consultation process about how this would impact on them, their clients and service users?

Further ground for discretionary refusal of a licence are:

(a) the applicant is unsuitable to hold the licence by reason of having been convicted of an offence or for any other reason;

Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.


We also draw your attention to the following from the previous Villa Mercedes' website, which is extremely offensive and misogynistic in its promotion of the death of a mother-in-law as a cause for celebration or a girlfriend's period as a motive for seeking out "sexual entertainment". This also implies that sexual services are on offer with reference to the girlfriend having her period, and presumably not wanting to have sex or men being put off sexual contact with a menstruating woman.

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We invite comments from the Council as to whether they find such attitudes appropriate and non-discriminatory.

Yours sincerely

Zero Option, Sheffield

Signature: KA Johnson

Date: 01/08/2016

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: application for sexual establishment licence for former Stockroom Pub

From: ambrose white [REDACTED]
Sent: 01 August 2016 22:05
To: licensingservice
Subject: Re: application for sexual establishment licence for former Stockroom Pub

Applicant:	Rockwave Leisure Ltd
Premises:	Villa Mercedes
Address:	4 Suffolk Road Sheffield S2 4AG
Type of Premises:	Sexual Entertainment Venue / Gentleman's Club with lap dancing
Ward:	Central
Legislation & Type of app:	Local Government (Miscellaneous Provisions) Act 1982 Application for Grant of a Sexual Entertainment Venue Licence

I wish to make a representation for the above referenced application for a sexual entertainment licence for the former Stockroom pub, Suffolk Road, Sheffield.

Reading Sheffield Council's policy on Sexual Entertainment venues, I understand that that objections can be made to the application being granted as inappropriate having regard:

- (i) to the character of the relevant locality; or
- (ii) to the use to which any premises in the vicinity are put; or
- (iii) to the layout, character or condition of the premises, vehicle, vessel or stall in respect of which the application is made.

I wish to object as a resident on the grounds that the granting of a sexual entertainment licence for this premise would be inappropriate given (i) the character of the locality and (ii) the use to which premises in the vicinity are put.

The premises are located within the Cultural Industries Quarter Conservation Area. The 2001 Conservation Area Appraisal and Guidelines identifies that the Stockroom falls within a location designated as "Gateway" to the Cultural Industries Quarter. Furthermore Sheaf Square and Sheffield Station has been redeveloped as a major gateway for the city, as part of the Gold Route ([http://www.welcometosheffield.co.uk/content/files/1281/The-Gold-Route--pdf--2-2mb-\[1\].pdf](http://www.welcometosheffield.co.uk/content/files/1281/The-Gold-Route--pdf--2-2mb-[1].pdf)). For Sheaf Square "the aim was to reconnect the station to the City Centre, make an impressive gateway space for visitors and ensure a clear and unobstructed pedestrian route.". It is this need for an "impressive gateway space for visitors" that makes the granting of a sexual entertainment licence for a premises adjacent to this gateway so inappropriate.

This objection to a sexual entertainment licence is not made on moral grounds but does consider that the presence of a sexual entertainment venue will have a negative impact on visitor impressions of Sheffield, after so much investment has successfully been made to improve the image of Sheffield (the positive impacts of the Sheffield Station and Sheaf Sq project were cited in Network Rail's Value of Station Investment report <http://www.networkrail.co.uk/WorkArea/DownloadAsset.aspx?id=30064781305> - without quoting too extensively from this, it is interesting to consider the statements made about the area such as this observation from the report's authors: "For example, in Sheffield one interviewee noted that 'we're not embarrassed to meet people off the train anymore and now include the station in any walking tour with prospective investors'").

Furthermore the as yet undeveloped site on the footprint of the demolished Sheaf and Dyson House may have its viability affected by the presence of such a venue so close by - it is hard to imagine any developer or prospective occupier of high quality commercial property judging a sexual entertainment venue positive enhancement of their surroundings.

Finally, uses of surrounding premises make the granting of a sexual entertainment licence in this location unsuitable. The Showroom caters for families and young children, with special events regularly put on (<http://www.showroomworkstation.org.uk/showroom/young-cinema>) - and hosts annually the Children's Media Conference

B124b

where leading professionals in children's media meet from round the country. Having a sexual entertainment venue so close cannot be deemed to leave delegates with a good impression of the suitability of Sheffield to host such events. Also in close proximity is the University Technical College for 14-19 year olds. A number of students at the college travel from outside Sheffield, arriving by train and making their way to the College through this area. Once again, it seems self evidently inappropriate for such students to have their place of study in an area with such activities taking place (this has of course already been exacerbated by the continued granting of the Spearmint Rhino licence).

I hope you are able to consider my representation and look forward to hearing the outcome of the application.

Thanks,

Ambrose White

From: licensingservice
Subject: FW: Objection to the opening of Villa Mercedes club

From: Heather Ditch [REDACTED]
Sent: 01 August 2016 22:45
To: licensingservice
Subject: Fwd: Objection to the opening of Villa Mercedes club

To whom it may concern,

I'd like to lodge an objection to the establishment of the Villa Mercedes in Sheffield.

There will always be a variety of opinions on the place of strip or lap dancing clubs in our cities in 2016. I'm open-minded about how people enjoy their leisure time - but I object to Villa Mercedes in part because of a general objection to an industry that profits from the nudity of employees. That is fundamentally wrong, and something that I really want our city council to address in the most direct way possible - by refusing permission to an establishment that is founded purely for profit from women's bodies. It would be great news to most parents if they didn't have to explain to children that men exploit women for money; that this is the way of the world - it's only the way as long as we allow it to be. This is a general objection, I know, and one that will be seen as ideological and so, I suppose, groundless. Even if it is relevant and real - things don't get better for women unless we challenge this kind of behaviour. One man's 'innocent fun' (which is how it's often pitched) is not just an affront to the woman he demeans, but to all women, and it fuels a culture of denigration.

There are numerous accounts and pieces of research that attest to a link between these establishments and the occurrence of sexual violence towards women. An article by Zoe Williams in 2008 stated "In Camden, a report by the Lilith project comparing the three years before and after the opening of four lapdancing clubs found that incidents of rape rose by 50% and sexual assault by 57%." The same article cites a connection, no matter how well hidden, between these clubs and a 'murkier' side to the sex industry. (<https://www.theguardian.com/commentisfree/2008/apr/23/ukcrime>)

There is potential for Villa Mercedes to be an 'acceptable face' to a business that exploits and even abuses, is hard to regulate or monitor and very well protected by those involved. I don't want that happening in Sheffield. This is our fair and friendly city. This establishment clearly serves customers to the detriment of staff.

Add to that the location - an area with a burgeoning student population. Many will be young women away from home for the first time. Inevitably, the nature of the venue will attract a large cohort of men. These men will have spent the evening inside the club able to pay for and get some level of sexual gratification. I'd argue it's inappropriate that something like that exists in an area populated by so many young women. It makes that area, as far as I'm concerned, a bit of a 'no go'. I'd be wary of that area knowing the audience it caters to. A number of recent reported sexual assaults in our city, one fatal to a young student just last year, should be fresh in the minds of the panel - there is an inevitable and undeniable connection between places like Villa Mercedes and the assault of women. That to me has no place in Sheffield in 2016. There are also women's projects by - places women consider safe refuge

and places of support - they need to occupy these areas to access services. To place this kind of club so close by is irresponsible to them.

Strip clubs, lap dancing clubs, 'adult entertainment venues' - whatever they want to be called - amount to one thing: a dated affront to liberty. They are outmoded. Yes people (men, generally) profit, yes customers (men generally) benefit - but there is a price (women's generally). And I hope that very soon we will look back and wonder how it was ever allowed. It still seems strong to me that at the heart of our 'cultural quarter' is the Spearmint Rhino. As much as anything else, it's just embarrassing that we entertain the idea of this kind of venue at the same time as seeking to cement Sheffield's status as a modern, progressive city with heart, creativity, friendliness and an amazing welcome. It counters that completely and does the city, and in particularly the women and girls of this city, no favours at all.

If the panels decision needs to be based on who and how many this establishment serves, they should keep in mind that is a genuine disservice to more people than benefit from it. It does more harm than good. And I object on those grounds.

Thank you.
Heather.

Lapdancing's naked truths

B125c



Zoe Williams

It is a nonsense to deny there is a link between legal clubs and the sex industry's murkier side

Contact author

@zoesqwilliams

Wednesday 23 April 2008 09.43 BST Last modified on Tuesday 7 April 2009 13.30 BST

The following correction was printed in the Guardian's Corrections and clarifications column, Monday 12 January 2009

The article below cited statistics from a 2003 study which said that the number of rapes increased by 50% and indecent assaults by 57% in the London borough of Camden after four lap dancing venues opened. According to the Lilith Report on Lap Dancing and Striptease in the Borough of Camden the statistics were based on information published by the Metropolitan police relating to the financial years 1998-99 and 2001-02. The Metropolitan police have provided us with the following figures: 72 rapes and 162 indecent assaults in the borough in 1998-99, and 96 rapes and 251 indecent assaults in 2001-02, which corresponds to a 33% increase in rape and a 55% increase in indecent assault.

It's the kind of loophole the sex industry must have been dreaming of: in 2003, when the Licensing Act came into force, lapdancing clubs could suddenly be opened as easily as a karaoke bar or a Starbucks. Previously they needed a special nudity licence. The results are striking - the number of clubs in Britain has doubled, to 300, in just four years.

<https://www.theguardian.com/info/2015/dec/08/daily-email-uk>

Advocates of these seedy places are always on about no-touching rules, and how stripping just couldn't be more different to prostitution, but the evidence says differently. Research presented at the Kilkenny conference on human trafficking and the sex industry this year found that most women working as prostitutes start off at the legal end of the sex trade, and lapdancing clubs are like market day for traffickers.

Dancers say those no-touching rules are a red herring, since the competition is too intense for such niceties; and furthermore, there is no taboo attached to punters offering money for full sex after one of these "no-touching" dances. And the evidence shows an increase in sexual assaults when a lapdancing club opens, affecting both dancers and women who happen to live in the area. In Camden, a report by the Lilith project comparing the three years before and after the opening of four lapdancing clubs found that incidents of rape rose by 50% and sexual assault by 57%.

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I'm talking in broad brushstrokes, but I think everybody has always known this about these clubs. It doesn't make sense for the legal sex industry to have no interaction with the illegal one. The participants are the same people: you don't get "nice men" who are only turned on by legal naked women and have

B126a

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Villa Mercedes licence application

From: Susan Allaker [REDACTED]
Sent: 01 August 2016 22:42
To: licensingservice
Subject: Villa Mercedes licence application

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments wit local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city....or tourist attraction"

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City*

from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.

- *there are a number of organisations in the area which support vulnerable children and adults.*
- *there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.*
- *this would be in very close proximity to Sheffield Hallam buildings.*
- *this would be in very close proximity to the Showroom cinema.*
- *The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.*
- *the Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors.*
- *Spearmint Rhino has literally just had their license renewed and is very nearby.*
- *when walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.*
- *the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them.*
- *this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."*
- *granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.*
- *the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.*

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

Susan Allaker

Sent from my iPhone

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Villa Mercedes

From: Louise Haigh MP [REDACTED]
Sent: 01 August 2016 15:47
To: licensingservice
Subject: Villa Mercedes

To whom it may concern:

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call on the council to refuse it.

I have been contacted by a number of constituents who are extremely concerned about this application and have asked me to represent their views by submitting an objection.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

“the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality.”

The grounds go on to state that “Nil may be an appropriate number for the purposes of (c)”

Ground d):

“the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made.”

Sheffield City Council also has “statutory obligations in relation to disability race and gender” ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) “cultural hub of city”

f) “central gateway to the city....or tourist attraction”

My general terms of objection are as follows:

- the part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. It is also an access route for young people travelling to and from Sheffield College and UTC.
- there are a number of organisations in the area which support vulnerable children and adults.
- there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
- this would be in very close proximity to Sheffield Hallam buildings.
- this would be in very close proximity to the Showroom cinema.
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.
- the Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has literally just had their license renewed and is very nearby.
- when walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.
- the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them.
- this image or a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."
- granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.
- the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation'

Yours sincerely

B127c

Louise

--

Louise Haigh MP

Member of Parliament for Sheffield Heeley

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Villa Mercedes license

From: m turner [REDACTED]
Sent: 01 August 2016 15:18
To: licensingservice
Subject: Villa Mercedes license

Dear Licensing Authority.

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground d):

"the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments wit local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

e) "cultural hub of city"

f) "central gateway to the city....or tourist attraction"

My general terms of objection are as follows:-

I have concerns about how the council can reconcile having not one, but two such premises in close proximity to the bus, coach and train stations, and the image that having SEVs in these locations gives to visitors to the city.

"Welcome to Sheffield. Come and have a lapdance!

Such premises are intimidating to women, I personally do not want to have to walk past such clubs. The part of the city that the club is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1.

It is also an access route for young people travelling to and from Sheffield College and UTC.

There are a number of organisations in the area which support vulnerable children and adults.

there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road including the catholic high-school, All Saints which is on Granville Road - Just a couple of hundred metres from Villa Mercedes' proposed premises.

Is it appropriate for 11 to 16 year olds to be having to walk past the venue, on their way to school?

I do not believe that they should have to do that. Especially as their journey would coincide with the time that the clients would be leaving the club (0800 hours)

the premises would also would be in very close proximity to Sheffield Hallam buildings and student accommodation.

It also goes against the principle of the proposed "knowledge corridor" proposed for the area immediately surrounding both the existing Spearmint Rhino SEV and the proposed Villa Mercedes.

How does the council reconcile the juxtaposition of the club with the education quarter?

It will also be in very close proximity to the Showroom cinema.

The Leadmill, literally yards away from the proposed venue hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors.

the Leadmill also hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors.

Spearmint Rhino, another SEV in the vicinity has only just had their license renewed and is very nearby. It is only two or three hundred metres away from Villa Mercedes' proposed location.

For those women walking around this area, which as a Council policy has been encouraged for people to do, due to the other businesses and services in the area, they feel nervous because of the existing SEV (Spearmint Rhino) and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Adding another SEV into the same area would exacerbate this. Women should not have to feel like this in their City.

the Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their City promoting and normalising the sexualisation and objectification of them.

this image of a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief of Sheffield being a city "where everyone matters."

granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.

the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also want to ask what actions or discussions the council has taken, in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

The Council may also wish to note the following: Harrogate strip club Villa Mercedes loses license after 'allowing audience participation':- I am aware of this and further evidence that shows that SEVs frequently breach their own rules about "no physical contact" between staff and the clientele.

Yours

Mrs Michelle Turner



B129a

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection Letter - SEV - Villa Mercedes
Attachments: Objection Letter - Villa Mercedes - Elyse Peacock.docx

From: Elyse Peacock [REDACTED]
Sent: 01 August 2016 11:57
To: licensingservice
Subject: Objection Letter - SEV - Villa Mercedes

Please see attached my objection letter for the SEV license on Suffolk Road (Villa Mercedes).

Many thanks

Elyse

--

Kind regards,
Elyse Peacock [REDACTED]

The Leadmill Limited

1st August 2016

To whom it may concern

I refer to the application for a sexual entertainment venue license by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this license and I call for the council to refuse it.

I believe that the Council should refuse the license application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground C):

"The number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground D):

"The grant or renewal of a license would be inappropriate, having regard –

(i) To the character of the relevant locality: or

(ii) To the use to which any premises in the vicinity are put: or

(iii) To the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

E) "Cultural hub of city"

F) "Central gateway to the city....or tourist attraction"

My general terms of objection are as follows:

- The part of the city that the SEV is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall

and beyond with access to the M1. It has also an access route for young people travelling to and from Sheffield College and UTC.

- There are a number of organisations in the area which support vulnerable children and adults.
- There are young students surrounding the area, especially in the Unite buildings opposite, Freeman College's building next to The Leadmill and the new flats being built on Suffolk Road.
- This would be in very close proximity to many Sheffield Hallam buildings.
- This would be in very close proximity to the Showroom cinema and Workstation, which is a cultural hub in Sheffield.
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past the SEV's doors.
- The Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- The Leadmill hosts events from Under The Stars, which is a local social enterprise. They hold bi-monthly club events at The Leadmill which welcome customers with disabilities and learning difficulties, giving them a safe and secure environment to experience a club atmosphere and to socialise. With attendances of over 400 at each event, there is often a queue which goes down the road and next to the SEV. Both Under The Stars and The Leadmill could experience a loss in attendances and business if the SEV is granted its license due to customers feeling vulnerable and intimidated, no longer wanting to attend.
- Spearmint Rhino has just had their license renewed and it is less than 5 minutes walking distance from the proposed SEV.
- The Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- The Leadmill is a historic building in Sheffield and its neon sign has become an iconic symbol of the venue and of Sheffield's creative industry. Having been established for over 36 years and having over 135,000 customers walking through its doors every year the venue has become a tourist attraction to music fans from across the world. PRS for Music recognised this in 2015 when they awarded the venue with a Music Heritage Award, to celebrate The Leadmill as the location of Pulp's first gig. A plaque is located on the outside of the building to recognise this historic national status. Music fans from across the world often visit the venue (even when it is not open) just to have a photo outside the iconic building.
- Freeman College also has a site located on Leadmill Road, which offers day and residential education and care in Sheffield to young people with special educational needs and

disabilities (SEN). Which the council states it will not license premises that it feels are in close proximity to disability centers or similar premises.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation. Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

Regards

Elyse Peacock

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to Licensing Application

From: Shearer West [REDACTED]
Sent: 01 August 2016 14:35
To: licensingservice
Subject: Objection to Licensing Application

To: Licensing Services, Block C, Staniforth Road Depot, Staniforth Road, Sheffield S9 3HD

Objection to licensing application from Rockware Leisure for sexual entertainment venue, gentleman's club with lapdancing, entertainment and licensed bar at 4 Suffolk Road, Sheffield S2 4AG

We wish to object to the above licensing application on the following grounds:

- Many of our University of Sheffield students regularly visit this area to socialise in the evenings, with the Leadmill providing a popular venue. We have a duty of care to all our students and feel that such an establishment - both in terms of the nature of its business and the proposed opening times - would be likely to increase the risks to our students in this area.
- The proposed venue is on the main ring road and will be very visible to people driving into town, as well as those walking from the train station in that direction – this is not the kind of message we want to send out about our city to the thousands of students and their families who come here.
- Spearmint Rhino, a similar establishment in the same general area, has just had its license renewed. It is not in our or the city's interest that this part of the city becomes a focus for such venues.


Professor Shearer West

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Professor Shearer West

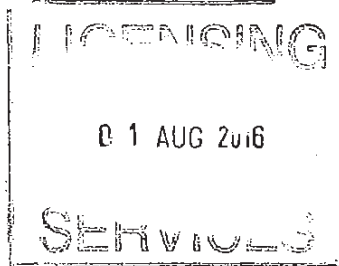
[REDACTED]

[REDACTED]

[REDACTED]

B131a Glt 
acknowledged

Matt Proctor
Licensing Enforcement & Technical Officer
Licensing Service
Sheffield City Council
Block C, Staniforth Road Depot
Staniforth Road
Sheffield
S9 3HD



NC/VM
28 July 2016



Dear Mr Proctor

**Re. application for a sexual entertainment venue licence by
Villa Mercedes, 4 Suffolk Row, Sheffield, S2 4AG**

I am writing to object in the strongest possible terms to the above application. All the reasons correspond with the grounds for refusal as set out in Sheffield City Council's Sexual Entertainment Licensing Policy.

Primarily I would urge the Council to refuse the application based on an assessment of the relevant locality, as set out in Paragraph 12 of Schedule 3 to the 1982 Act. I will set out my objections to the chosen locality according to Sheffield City Council's own assessment of what constitutes an inappropriate location for a Sexual Entertainment Venue (SEV).

Firstly, under the 'Discretionary Grounds for Refusal', your policy states that *"the grant or renewal of the licence would be inappropriate, having regard to the use to which any premises in the vicinity are put"*. The Council will be aware that the premises of Sheffield Rape and Sexual Abuse Centre (SRASAC) and Sheena Amos Youth Trust are in the [redacted] of the proposed location of this SEV. Therefore the granting of a SEV licence to Villa Mercedes would be entirely inappropriate, given that the purpose of SRASAC is to offer confidential support and advice to victims of sexual abuse and rape and Sheena Amos Youth Trust is a sexual health charity offering sexual health care and education to young people. In the Council's own words, a concentration of SEVs *"can result in a potential fear of crime, anti-social behaviour, noise pollution and other disturbance to residents"*. Given the nature of the work carried out by both organisations and the vulnerability of their clients, an SEV in the direct locality would inevitably undermine the services offered by these charities. It would have a significant impact on their clients' safety and wellbeing, as well as their ability to remain anonymous when presenting at the premises. It could also impact on the safety of volunteers at the charities, who often work late into the evening.

I would also argue that the vicinity is an entirely inappropriate location on the grounds that it encompasses not only Sheffield Hallam University Students' Union, but also a significant concentration of student accommodation. Students would therefore be frequenting the location at all hours of the day and night, and as the Council points out, with two SEVs in close proximity would inevitably experience *"fear of crime, anti-social behaviour, noise pollution and other disturbance"*.

In addition, there are other strong reasons to object to the location on the following grounds, as set out in the Council's own SEV policy - *"the Council will not licence premises that it feels are in close proximity to:-*

- "a) a school, nursery or other premises substantially used by or for children under 16 years of age,"*

Sheena Amos Youth Trust offers educational and recreational activities for children from 11 years of age, whilst SRASAC welcomes victims from as young as 13 years old.

Our Sponsors:



Supported by:



Our University Technology College takes students from 14 years old and is located nearby, with many pupils using the area on their lunch break and using the road as a thoroughfare on their journey to and from school.

Also, the Leadmill often holds events for young people from the age of 14.

"c) a church or other place of religious worship;"

Christ Church Central is now meeting at the Workstation, 15 Paternoster Row, which is in the immediate vicinity.

"d) a Hospital, Mental Incapacity or Disability Centre or similar premises;"

Freeman College, a day and residential education and care centre for young people with special educational needs and disabilities, is in the immediate vicinity of the proposed SEV.

"e) the Cultural Hub of the City (i.e. close to the Peace Gardens and Tudor Square etc.);"

The location of this SEV is in the Cultural Industries Quarter Conservation Area. The area is a "cultural hub", housing the popular Showroom Cinema, which plays an important role in many city cultural festivals including Doc Fest, a number of art galleries, as well as popular bars and restaurants on neighbouring streets.

"f) a central gateway to the city or other city landmark, historic building or tourist attraction."

The location is evidently in very close proximity to the train station and forms a gateway to the Cultural Industries Quarter Conservation Area (CIQ). As the Council points out, in the CIQ there are 16 listed buildings and several unlisted significant buildings such as the Showroom Cinema. Sheffield Hallam Student's Union is also a city landmark, attracting visitors from across and beyond the city. As outlined above, the significant concentration of art galleries such as the Site Gallery and Yorkshire Art space Persistence Works attracts many tourists to this area. The Leadmill is also an important cultural entertainment venue and tourist attraction in the city.

I look forward to receiving notification of the receipt of this letter of objection and of the date and nature of the hearing that I hope will take place in due course.

Yours sincerely



Mr N Crew
Executive Principal
The Sheffield UTC Academy Trust

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Villa Mercedes lapdancing bar application, Cultural Quarter SEV, Suffolk Road, Sheffield

From: Olusola McKenzie [REDACTED]
Sent: 02 August 2016 23:32
To: licensingservice
Subject: Villa Mercedes lapdancing bar application, Cultural Quarter SEV, Suffolk Road, Sheffield

Head of Licensing

Licensing Service

Block C Staniforth Road Depot

Staniforth Road

SHEFFIELD S9 3HD

02 August 2016

Dear Madam or Sir

We refer to the application for a sexual entertainment venue licence by Rockwave Leisure Ltd., 17 Brett Gardens Leeds LS11 6TS.

This is an objection letter to the application for this licence and I call for the council to refuse it.

We believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on the following grounds:

Ground c):

“the number of sex establishments in the relevant locality at the time of the application is equal to or exceeds the number which the authority consider is appropriate for that locality.”

The grounds go on to state that “Nil may be an appropriate number for the purposes of (c)”

The current number in the area is one with Spearmint Rhino and Sheffield does not need another SEV within such close proximity (or indeed anywhere).

Ground d):

“the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made.”

In respect of the above:

– the location of the proposed club is in an area where students are concentrated. There are young students surrounding the area, especially in the Unite buildings opposite and it is in very close proximity to Sheffield Hallam buildings including existing student accommodation. Also, this is an access route for young people travelling to and from Sheffield College and UTC.

– it is in close proximity to a hub of young impressionable people, sometimes vulnerable and often away from home for the first time.

Sheffield City Council also has “statutory obligations in relation to disability race and gender” ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

Furthermore Schedule 3 1982 Act provides specific grounds to refuse/renew license:

e) “cultural hub of city” and f) “central gateway to the city...or tourist attraction”

– the part of the city for where the proposed club is to be situated is unsuitable due to it being in the “cultural heart” of the city. The Sexual Entertainment Venue is situated in the cultural heart of Sheffield, and within the area of the railway station, the main gateway and welcome point to the city, encompassing the pedestrianised walk way up to town centre.

My general terms of objection are as follows:

– the Council’s own promotion of the city is “Sheffield – where everyone matters” and this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them

– granting a license to this establishment for a SEV would appear that the Council is normalising this type of venue in a very active part of the city, and as such giving the impression that Sheffield as a city condones both the sexualisation and objectification of women, which is in complete contradiction to the Council’s equality policies and Sheffield’s own widely publicised belief of Sheffield being a city “where everyone matters.”

– granting a licence would be contradictory to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.

– the council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

We also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

B132e

If the panel feel that they cannot make a refusal decision without further discussion, we would ask that a hearing is held so that the application can be discussed in more detail.

We look forward to hearing from you.

Yours sincerely

Olusola McKenzie

Sheffield City Centre Residents Action Group (SCCRAG)

Secretary

[REDACTED]

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to Villa Mercedes SEV

From: Justin Rowntree [REDACTED]
Sent: 02 August 2016 23:21
To: licensingservice
Subject: Objection to Villa Mercedes SEV

Head of Licensing

Licensing Section

Block C, Staniforth Road Depot

Staniforth Road

Sheffield S9 3HD

Submitted via email - 2nd August 2016

Dear Sheffield Licensing

Objection to Villa Mercedes SEV

I refer to the application for a sexual entertainment venue licence by:

Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and i urge the Council to refuse it under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on the following grounds:

Ground c):

“the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality.”

The grounds go on to state that “Nil may be an appropriate number for the purposes of (c)”

The current number in the area is one (one too many) with Spearmint Rhino and Sheffield does not need another SEV within such close proximity (or indeed anywhere).

Ground d):

“the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality; or

(ii) to the use to which any premises in the vicinity are put

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made.”

In respect of the above:

there are a number of charities and organisations in the area which support vulnerable children and adults, some of which cannot be named because of their confidential addresses. However, we are aware that the Council knows which organisations we are referring to and we also know that they have been in contact with the Licensing Department to express their concerns. We share their concerns and believe this to be not only a safeguarding issue but that should this club proceed, it would impact on those service users, staff and volunteers accessing vital services.

there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.

there is a residential block on Suffolk Road.

the Subway's (directly opposite) customers are overwhelmingly school children.

this would be in very close proximity to Sheffield Hallam buildings including existing student accommodation and the new accommodation which is under construction directly opposite on Suffolk Road.

This would be in very close proximity to the Showroom cinema which hosts family events.

this would be directly next to the Leadmill which hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors. The Leadmill also hosts over 200 club nights a year, with the majority of their customers at peak times being very young students only just turned 18 who again would be queuing past their doors.

it would be on the same road as two of Freeman College's buildings which provides education for students (16 – 25) who have a range of complex learning, mental health and behavioural needs.

we have been made aware of plans to expand on the fact that there are a number of educational establishments in the area with the creation of a “knowledge quarter/corridor” and would like the Council to carefully consider how this is compatible with not one, but potentially two SEVs.

e) “cultural hub of city” and f) “central gateway to the city....or tourist attraction”

the part of the City that the club would be situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1. it is also an access route for young people travelling to and from Sheffield College, All Saints and UTC by car, bus or on foot.

this would be in close proximity to the number of national and international events locations, as well as a direct access route, for example, Doc Fest; the children's media conference; Off the Shelf etc

When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV.

Women should not have to feel like this in their City. Spearmint Rhino is also within very close proximity. An additional SEV would deter many women from accessing this quarter, which is their human right. We note the Council's refusal to take on board objections from women of Sheffield regarding the Spearmint Rhino licence who have clearly and articulately expressed their fear of sexual harassment and sexual assault in the vicinity of SEVs, which promote the notion of male sexual entitlement and the objectification of women.

The Council has a duty under the Public Sector Equality Act to foster good relations between the sexes yet we repeatedly hear the Council put forward that these objections amount to “anecdotal evidence” or that they are “moral” issues and are therefore dismissed and not admissible. We also like the council to answer this? If a venue were actively promoting racism and ableism or homophobia, would these be considered “moral issues”? We remind you that anti-discriminatory practices and policies are enshrined in law and that gender is a protected characteristic. Many researchers and academics have written papers and reports highlighting how the sexualisation and commodification of women contribute to a culture which is harmful. Papers can be provided on request.

Despite the Council’s contentions of “anecdotal evidence” the following corroborates the views expressed by many Sheffield women:

A paper published in Criminal Justice Matters (2012 Patiniotis & Standing) states:

“. . . the women describe feeling frightened, disempowered, violated, embarrassed, unsafe (particularly if men are around), and avoid certain streets at night where they know there is a lap dancing club.”

And goes onto quote from women they interviewed:

“I avoid this street at night. I feel disempowered and angry and violated when I walk down this street, as there is a lap dancing club on it. The closer I get to that awful venue, the worse I feel. I feel some relief after I’ve passed it. It’s worse when there are men around.”

“I feel embarrassed and uncomfortable as a woman walking down this street. I used to feel sorry for the women who were coming to work as I left for home.”

Patiniotis and Standing continue “However, women also reported avoiding certain streets and feeling frightened in the day time, when the clubs are closed. It is the existence of the clubs that causes women to feel alienated in public space at all times, and fearful of the threat of violence posed by the sexual objectification of women.”

“Women’s avoidance tactics include crossing the street so as not to walk past a SEV, avoiding certain streets altogether, and no longer using bus stops that are situated near lap dancing clubs, as their vicinity makes them feel vulnerable and unsafe.”

This is further evidenced by The UK Royal Institute of Town Planning (2007) that “in certain locations, lap dancing and exotic dancing clubs make women feel threatened or uncomfortable.”

The Council’s own promotion of the City is “Sheffield – where everyone matters” – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them. Again, we contest that this is a so called “moral” objection.

We remind you of your obligations under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

According to your policy, you state that:

The Council’s Legal Obligations

There are a number of statutory provisions which apply to every action the Council takes as a public authority. These include, for example:

duty to have regard to the interest of Sheffield’s tax payers;
its Human Rights Act obligations;

its duty to have due regard to the need to promote race equality and to the need to eliminate unlawful race discrimination and the statutory obligations in relation to disability age and gender. [our emphasis]

I also ask what actions or discussions the Council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment? We are aware that the overwhelming majority of local businesses and organisations strongly oppose this SEV. Was there any consultation process about how this would impact on them, their clients and service users?

Further ground for discretionary refusal of a licence are:

(a) the applicant is unsuitable to hold the licence by reason of having been convicted of an offence or for any other reason;

Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I look forward to your reply - Please acknowledge receipt of this objection.

Justin Rowntree
[REDACTED]

B134

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: OBJECTION TO APPLICATION FOR SEXUAL ENTERTAINMENT VENUE LICENCE FOR VILLA MERCEDES

From: Jude Dodds
Sent: 02 August 2016 22:35
To: licensingservice
Subject: OBJECTION TO APPLICATION FOR SEXUAL ENTERTAINMENT VENUE LICENCE FOR VILLA MERCEDES

Dear Licensing Committee members,

Re Application for a Sexual Entertainment Venue licence by Rockwave Leisure Services, 17 Brett Gardens, Leeds (for the premises to be known as Villa Mercedes, 4 Suffolk Road, Sheffield).

As the Chair of the Board of Trustees for Sheffield Women's Counselling and Therapy Service I am writing to express the objections of the Board to the application for a Sexual Entertainment Venue Licence for the above premises.

According to Sheffield Council's Sexual Entertainment Venue Licencing Policy Section 7 states that 'the Council will not licence premises that it feels are in close proximity to:-

- a) a school, nursery or other premises substantially used by or for children under 16 years of age and
- d) a Hospital, Mental Incapacity or Disability Centre or similar premises.'

These premises are in the [REDACTED] of Sheffield Rape and Sexual Abuse Centre (SRASAC) . As such it would be totally inappropriate to permit a lapdancing club in the vicinity.

SRASAC supports women and girls from 13 years of age who have been raped or sexually abused and the Centre is visited by clients throughout the day. In addition the Centre is staffed by volunteers and staff who run the telephone helpline in the evening.

It would not be appropriate to expect women and in particular, survivors of trauma and abuse, to have to experience walking past or nearby to a Sexual Entertainment Venue in order to access support from SRASAC.

We thus consider that sufficient grounds are present for Sheffield Council to decline a licence in this instance.

We would be grateful if you would confirm receipt of this email.

Yours faithfully,

Carol Jepson
Chair of Board of Trustees

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Online Feedback about Licensing

-----Original Message-----

From:
Sent: 02 August 2016 20:52
To: licensingservice
Subject: Online Feedback about Licensing

The following information was sent from the Legal & Governance Feedback Form on 02/08/2016 20:54

First Name
Chris

Surname
Todd

Title:
Mr

Address

Subject
Villa Mercedes

Details

I object the the application for a license for Villa Mercedes, 4 Suffolk Street, Sheffield, S2 4AG.
I object to this application because this type of venue is likely to increase the likelihood of sexual assaults in and around the immediate area [Camden Borough Council noted an increase of 33% in reported rapes and 50% in sexual assault in the years following the opening of 4 clubs in their area]. This type of venue is demeaning to women. It does nothing to increase any sense of the area being cosmopolitan and attractive to all types of persons, indeed the presence of such an odious premises will actively inhibit any growth that the area mat see. The fact that these premises, despite the fact they are so close to student flats, the train station and the Showroom cinema, all of which have a regular and constant stream of young people attending, are even being considered a license to operate is astounding and potentially extremely harmful to the image of Sheffield and I urge you to turn down this particular application.

B136a

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to the application for Sexual Entertainment Venue.
Attachments: licence objection.docx

From: AnneMarie House [REDACTED]
Sent: 02 August 2016 20:42
To: licensingservice
Subject: Objection to the application for Sexual Entertainment Venue.

To whom it may concern,
Please find attached my objection to the application for a new Sexual entertainment venue in Sheffield.

Annemarie House.

Objection to the Application for a Sexual Entertainment Venue (SEV) licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that Sheffield City Council should refuse the licence application to Villa Mercedes based on Sheffield City Council's Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a License points a), c), and d) i and ii.

Appendix B point a):

The applicant for this license, although listed as Rockwave Leisure Ltd, has the same registered address as Tabasco Leisure Ltd. Tabasco Leisure previously operated a Villa Mercedes club located at 1 Oxford Street, Harrogate. On August 20th 2015, this club had its application for renewal of its SEV license refused by Harrogate Borough Council (HBC). The grounds for this were that the operators allowed physical contact with the dancers and also allowed audience participation. The Chair of HBC's Licensing Committee stated that the operator "repeatedly fell short of... and failed to manage the premises and dancers. This was despite considerable input from the council and from the police, over a six month period".

Appendix B point c):

There is already another SEV located on Paternoster Row, within 200 yards of the proposed new venue. This means that there would be two such venues within an extremely close proximity.

Appendix B point d) i:

The character of this area would be considerably adversely affected by the presence of the proposed SEV. This is the gateway to the city and as such welcomes visitors, and residents, giving them a first impression of what Sheffield stands for and what it has to offer.

This area is the gateway to the city and visitors being welcomed into the city by the presence of two SEV in such a close distance would create a negative first impression on visitors to Sheffield. This will also have a negative impact on people engaging with, and working for, the services listed in point d ii) below.



There is also the potential for creating an area, which would then become known, for providing, and attracting increased, sexual entertainment services.

Appendix B point d) ii:



Also located in this area currently is:

- Substantial housing for students;
- A number of charities offering support for vulnerable women and young people;
- An educational establishment for young people with SEN and Disabilities;
- A well respected and nationally recognised Music venue;
- A number of ethical and creative up and coming businesses.

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: APPLICATION BY VILLA MERCEDES FOR SEV

From:
Sent: 02 August 2016 20:34
To: licensingservice
Subject: APPLICATION BY VILLA MERCEDES FOR SEV

Dear Sheffield Licencing Committee

I would like to submit my objections in the strongest possible terms to the application by Villa Mercedes for the operation of a sex club on Suffolk Road in the city centre. A sex club anywhere would attract my objection on moral grounds alone, although I understand these are deemed inadmissible in planning terms, despite the surge in misogyny which such a venue would undoubtedly go further to encourage. However, the proposed location is utterly unacceptable and the council simply cannot permit such a venue to establish itself in such a sensitive area. I visit venues in this and the surrounding environs frequently. I would be intimidated to do so if such an establishment was operating at all hours of the day and night. Why should I feel intimidated to use the facilities of my own city; this city belongs to me and my female friends much more than it belongs to a corporate entity profiteering from the exploitation of women in the name of entertainment. This is not what the city council should accept as being part of the nighttime economy it is seeking to encourage. Please do not allow this place to get a foothold in Sheffield.

There is very little I can add to the attached submission setting out all the reasons why this application should not and cannot be granted.

<https://zerooptionblog.wordpress.com/2016/08/01/zero-options-objection-to-villa-mercedes-sumbitted-1st-august-2016/>

Yours faithfully

Tracey Smith

Sent from my Honor Mobile

Head of Licensing
 Licensing Service
 Block C
 Staniforth Road Depot
 Staniforth Road
 SHEFFIELD
 S9 3HD

Dave Berry
 [REDACTED]
 [REDACTED]
 [REDACTED]
 [REDACTED]

2nd August 2016

Dear Madam or Sir

I wish to object to the Rockwave Leisure Limited application of a Sexual Entertainment Venue license for premises at 4 Suffolk Road, Sheffield S2 4AG to be known as Villa Mercedes on the following grounds:

- The prevention of crime and disorder, including fear of crime, noise pollution, anti-social behaviour or disturbance to residents
- The protection of children from harm

I used to work at and use Scotia Works which is an Ethical Property managed workspace on Leadmill Road, Sheffield S1 4SE and adjacent to the proposed venue. Tenants from Scotia Works include many third sector organisations who work with vulnerable adults and teenagers as well as local school children at Scotia Works premises during the day and evening. Some clients may also have been victims of sexual abuse and domestic violence.

My concern is that the venue will increase the fear of crime that the clients of these charities experience within the cultural industries quarter. A further concern is that the venue portrays that it is acceptable that women act as sexual objects for the gratification of men which contributes to society's violence against women and girls.

In addition to this:

- Young students live in the surrounding area, especially in the Unite buildings on Leadmill Road and the new flats being built on Suffolk Road. The proposed venue is also in very close proximity to Sheffield Hallam buildings too.
- There are also vulnerable adults in the Freeman college on Leadmill Road. The Leadmill Club host over 100 14 years + events every year, the queues for which run in the direction of the proposed venue and potentially queue past their doors.
- The Leadmill Club also host over 200 club nights a year, with the majority of the customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- Spearmint Rhino has just had their license renewed and is very nearby. We don't need a second strip bar anywhere near it.

- The proposed venue is on the main ring road and would be the first thing people see as they're driving into Sheffield and walking out of the train station in this direction, not exactly the image the city should be portraying in such a prime location.

I ask that you refuse this application

Yours sincerely

Dave Berry

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Villa Mercedes licence

-----Original Message-----

From: Guy Whittaker
Sent: 02 August 2016 00:08
To: licensingservice
Subject: Villa Mercedes licence

Dear Madam/Sir,

Allowing this lap-dancing club to go ahead would be a terrible idea.
What makes places like Sheffield a good place to live is that here, everybody's worth is taken seriously.
Places that promote the sexuality of a person as their only worthwhile talent belong in history- not in plans for the future.
Give this the old heave-ho would you?

Yours in good faith,
Guy Whittaker

B140

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: objection

From: Liz Roscoe [REDACTED]
Sent: 02 August 2016 08:54
To: licensingservice
Subject: objection

Dear Sir/ Madam,

I'd like to voice my very strong objection to this proposal. This kind of business makes the city centre more unsafe for women and is not the kind of city I want my children to grow up in. Various reports cite a link between these places and an increase in assaults. Around 6 years ago Camden Borough Council noted an increase of 33% in reported rapes and 50% in sexual assault in the years following the opening of four clubs in the area. There are a lot of young students out and about and living around our 'cultural quarter'. This will make the area feel much more unsafe for young women and will change the identity of this area for the worse.

Yours sincerely,
Liz Roscoe

1st August 2016

To whom it may concern

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and I call for the council to refuse it.

I believe that the Council should refuse the license application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground C):

"The number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground D):

"The grant or renewal of a license would be inappropriate, having regard –

(i) To the character of the relevant locality: or

(ii) To the use to which any premises in the vicinity are put: or

(iii) To the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

E) "Cultural hub of city"

F) "Central gateway to the city....or tourist attraction"

My general terms of objection are as follows:

- The part of the city that the SEV is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall

and beyond with access to the M1. It has also an access route for young people travelling to and from Sheffield College and UTC.

- There are a number of organisations in the area which support vulnerable children and adults.
- There are young students surrounding the area, especially in the Unite buildings opposite, Freeman College's building next to The Leadmill, Ret Tape Studios and the new flats being built on Suffolk Road.
- This would be in very close proximity to many Sheffield Hallam buildings.
- This would be in very close proximity to the Showroom cinema and Workstation, which is a cultural hub in Sheffield.
- The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past the SEV's doors.
- The Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
- The Leadmill hosts events from Under The Stars, which is a local social enterprise. They hold bi-monthly club events at The Leadmill which welcome customers with disabilities and learning difficulties, giving them a safe and secure environment to experience a club atmosphere and to socialise. With attendances of over 400 at each event, there is often a queue which goes down the road and next to the SEV. Both Under The Stars and The Leadmill could experience a loss in attendances and business if the SEV is granted its license due to customers feeling vulnerable and intimidated, no longer wanting to attend.
- Spearmint Rhino has just had their license renewed and it is less than 5 minutes walking distance from the proposed SEV.
- The Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.
- The Leadmill is a historic building in Sheffield and its neon sign has become an iconic symbol of the venue and of Sheffield's creative industry. Having been established for over 36 years and having over 135,000 customers walking through its doors every year the venue has become a tourist attraction to music fans from across the world. PRS for Music recognised this in 2015 when they awarded the venue with a Music Heritage Award, to celebrate The Leadmill as the location of Pulp's first gig. A plaque is located on the outside of the building to recognise this historic national status. Music fans from across the world often visit the venue (even when it is not open) just to have a photo outside the iconic building.
- Freeman College also has a site located on Leadmill Road, which offers day and residential education and care in Sheffield to young people with special educational needs and

disabilities (SEN). Which the council states it will not license premises that it feels are in close proximity to disability centres or similar premises.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

Regards

Rebecca Walker





Zero Option Sheffield

Zero Option Campaign

Head of Licensing
Licensing Section
Block C, Staniforth Road Depot
Staniforth Road
Sheffield S9 3HD

Submitted via email

1st August 2016

Dear Sheffield Licensing

Objection to Villa Mercedes SEV

We refer to the application for a sexual entertainment venue licence by:

Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

This is an objection letter to the application for this licence and we urge the Council to refuse it under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on the following grounds:

Ground c):

"the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."

The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

The current number in the area is one (one too many) with Spearmint Rhino and Sheffield does not need another SEV within such close proximity (or indeed anywhere).

Ground d):

“the grant or renewal of a licence would be inappropriate, having regard –

(i) to the character of the relevant locality: or

(ii) to the use to which any premises in the vicinity are put: or

(iii) to the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made.”

In respect of the above:

1. there are a number of charities and organisations in the area which support vulnerable children and adults, some of which cannot be named because of their confidential addresses. However, we are aware that the Council knows which organisations we are referring to and we also know that they have been in contact with the Licensing Department to express their concerns. We share their concerns and believe this to be not only a safeguarding issue but that should this club proceed, it would impact on those service users, staff and volunteers accessing vital services.
2. there are young students surrounding the area, especially in the Unite buildings opposite and the new flats being built on Suffolk Road.
3. there is a residential block on Suffolk Road.
4. the Subway's (directly opposite) customers are overwhelmingly school children.
5. this would be in very close proximity to Sheffield Hallam buildings including existing student accommodation and the new accommodation which is under construction directly opposite on Suffolk Road.
6. this would be in very close proximity to the Showroom cinema which hosts family events.
7. this would be directly next to the Leadmill which hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past their doors. The Leadmill also hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.
8. it would be on the same road as two of Freeman College's buildings which provides students (16 - 25) who have a range of complex learning, mental health and behavioural needs.
9. we have been made aware of plans to expand on the fact that there are a number of educational establishments in the area with the creation of a “knowledge quarter/corridor” and would like the Council to carefully consider how this is compatible with not one, but potentially two SEVs.

e) “cultural hub of city” and f) “central gateway to the city....or tourist attraction”

1. the part of the City that the club would be situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the

train station and those driving into the City from the Parkway and from the south of the City into town, Meadowhall and beyond with access to the M1.

2. it is also an access route for young people travelling to and from Sheffield College, All Saints and UTC by car, bus or on foot.
3. this would be in close proximity to the number of national and international events locations, as well as a direct access route, for example, Doc Fest; the children's media conference; Off the Shelf etc

When walking around this area, which as a Council you encourage people to do due to the other businesses and services in the area, women feel nervous because of the SEV and have to change their behaviour because of it being there, for example having to look around to see if there are people coming out of the SEV, take a different route walking to the centre of town so that they do not have to go past the SEV. Women should not have to feel like this in their City. Spearmint Rhino is also within very close proximity. An additional SEV would deter many women from accessing this quarter, which is their human right. We note the Council's refusal to take on board objections from women of Sheffield regarding the Spearmint Rhino licence who have clearly and articulately expressed their fear of sexual harassment and sexual assault in the vicinity of SEVs, which promote the notion of male sexual entitlement and the objectification of women. The Council has a duty under the Public Sector Equality Act to foster good relations between the sexes yet we repeatedly hear the Council put forward that these objections amount to "anecdotal evidence" or that they are "moral" issues and are therefore dismissed and not admissible. We also like the council to answer this? If a venue were actively promoting racism and ableism or homophobia, would these be considered "moral issues"? We remind you that anti-discriminatory practices and policies are enshrined in law and that gender is a protected characteristic. Many researchers and academics have written papers and reports highlighting how the sexualisation and commodification of women contribute to a culture which is harmful. Papers can be provided on request.

Despite the Council's contentions of "anecdotal evidence" the following corroborates the views expressed by many Sheffield women:

A paper published in *Criminal Justice Matters* (2012 Patiniotis & Standing) states:

"... the women describe feeling frightened, disempowered, violated, embarrassed, unsafe (particularly if men are around), and avoid certain streets at night where they know there is a lap dancing club."

And goes onto quote from women they interviewed:

"I avoid this street at night. I feel disempowered and angry and violated when I walk down this street, as there is a lap dancing club on it. The closer I get to that awful venue, the worse I feel. I feel some relief after I've passed it. It's worse when there are men around."

"I feel embarrassed and uncomfortable as a woman walking down this street. I used to feel sorry for the women who were coming to work as I left for home."

Patiniotis and Standing continue "However, women also reported avoiding certain streets and feeling frightened in the day time, when the clubs are closed. It is the existence of the clubs that causes women to feel alienated in public space at all times, and fearful of the threat of violence posed by the sexual objectification of women."

"Women's avoidance tactics include crossing the street so as not to walk past a SEV, avoiding certain streets altogether, and no longer using bus stops that are situated near lap dancing clubs, as their vicinity makes them feel vulnerable and unsafe."

This is further evidenced by The UK Royal Institute of Town Planning (2007) that "in certain locations, lap dancing and exotic dancing clubs make women feel threatened or uncomfortable."

The Council's own promotion of the City is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them. Again, we contest that this is a so called "moral" objection.

We remind you of your obligations under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation.

According to your policy, you state that:

5. The Council's Legal Obligations

There are a number of statutory provisions which apply to every action the Council takes as a public authority. These include, for example:

- a. duty to have regard to the interest of Sheffield's tax payers;
- b. its Human Rights Act obligations;
- c. its duty to have due regard to the need to promote race equality and to the need to eliminate unlawful race discrimination and the statutory obligations in relation to disability age and **gender**. [our emphasis]

We also ask what actions or discussions the Council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment? We are aware that the overwhelming majority of local businesses and organisations strongly oppose this SEV. Was there any consultation process about how this would impact on them, their clients and service users?

Further ground for discretionary refusal of a licence are:

- (a) the applicant is unsuitable to hold the licence by reason of having been convicted of an offence or for any other reason;

Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street,

Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

We also draw your attention to the following from the previous Villa Mercedes' website, which is extremely offensive and misogynistic in its promotion of the death of a mother-in-law as a cause for celebration or a girlfriend's period as a motive for seeking out "sexual entertainment". This also implies that sexual services are on offer with reference to the girlfriend having her period, and presumably not wanting to have sex or men being put off sexual contact with a menstruating woman:

The advertisement is for 'our packages' at Villa Mercedes. It features three vertical bars on the left labeled 'main', 'our bar', and 'our packages'. The main text reads: 'OUR EXCLUSIVE VIP CHAMPAGNE LOUNGE IS AVAILABLE FOR HIRE! FEEL LIKE A SUPER STAR AND GET ACCESS TO OUR SUPER EXCLUSIVE VIP LOUNGE. AVAILABILITY IS LIMITED, SO IF YOU ARE LOOKING TO STAND OUT FROM THE CROWD GET IN TOUCH NOW!' Below this is a small image of a person in a sequined outfit. To the right, under the heading 'TAILOR MADE PACKAGES.', is a list of services: '- BIRTHDAY PARTIES', '- STAG PARTIES', '- HEN PARTIES', '- CORPORATE EVENTS', '- DIVORCES', '- PROMOTIONS', '- FAILING YOUR DRIVING TEST', '- WINNING ON A SCRATCH CARD', '- YOUR MOTHER-IN-LAW PASSING AWAY (RIP)', '- NAILING THAT BUSINESS DEAL', and '- YOUR GIRLFRIEND BEING ON THAT TIME OF THE MONTH'. At the bottom right, it says 'ANY EXCUSE TO VISIT US. GET IN TOUCH FOR PRICES: 0778844 6817' and 'VILLA MERCEDES WILL ONLY ISSUE A LIMITED AMOUNT OF VIP-MEMBERSHIP CARDS. TO BECOME A MEMBER IN THE MOST EXCLUSIVE GENTLEMENS CLUB IN THE UK, GET IN TOUCH NOW!'.

We invite comments from the Council as to whether they find such attitudes appropriate and non-discriminatory.

Yours sincerely

Zero Option, Sheffield

References

Jackie Patiniotis & Kay Standing (2012) License to cause harm? Sex entertainment venues and women's sense of safety in inner city centres. *Criminal Justice Matters* 88:1, 10-12.

Royal Town Planning Institute (2007) *Gender and Spatial Planning, Good Practice Note 7*. Available from: (http://www.rtpi.org.uk/media/1731629/gpn7-gender_and_spatial_planning_2007.pdf)

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

From: TJ Smith [REDACTED]
Sent: 02 August 2016 15:58
To: licensingservice
Subject: Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

- In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."
- In relation to Appendix B point c) – there is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.
- In relation to Appendix B point d) i – the character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.



B143 b

[REDACTED]

I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

[REDACTED]

If you require any further information, please do not hesitate to contact me.

Regards

T.J.Smith

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to SEV licence for Suffolk Street

From: Higgins Alison [REDACTED]
Sent: 02 August 2016 16:50
To: licensingservice
Subject: Objection to SEV licence for Suffolk Street

Dear sir / madam

I am writing as a private individual but also as a commissioner of domestic and sexual abuse services to the proposed granting of a licence for a Sexual Entertainment Venue on Suffolk Street.

I am the commissioner for the Sheffield Rape and Sexual Abuse Centre (SRASAC) whose premises is [REDACTED]. This service provides counselling and support to people affected by sexual abuse – the SEV being [REDACTED] is likely to put off some clients from attending and as it is due to be open from 12 noon to 8 am the music is also likely to interfere with the work of the service.

SRASAC is a vital service for the people in the city who have suffered sexual abuse [REDACTED] in order to make themselves more accessible to their clients. I am also aware that other services in the Scotia Works premises work with vulnerable people and thus also have objections.

Yours sincerely
Alison Higgins

Alison Higgins
Domestic Abuse Strategy Manager
Sheffield DACT

[REDACTED]

B145

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to SEV licence for Suffolk Street

From: Phillips-Jackson Helen [REDACTED]
Sent: 02 August 2016 16:57
To: licensingservice
Subject: Objection to SEV licence for Suffolk Street

Dear Sir/Madam

I am writing as a private individual but also as a commissioning manager within the drug and alcohol/domestic abuse co-ordination team to object to the proposed granting of a licence for a Sexual Entertainment venue on Suffolk Street in Sheffield. The Sheffield Rape and Sexual Abuse Centre (SRASAC)'s [REDACTED], this service provides counselling and support to people affected by sexual abuse, the SEV [REDACTED] and the fact that it is due to be open from 12 noon until 8am means the sounds of the music to which this entertainment is being delivered is likely to be heard by counsellors and clients during their counselling sessions, it is highly likely to interfere with the work of the service. SRASAC is a vital service for people in the city who have suffered sexual abuse [REDACTED] to make themselves more accessible to their clients. I am also aware that other services in the Scotia Works premises work with vulnerable people and thus also have objections.

[REDACTED]

Yours sincerely

Helen Phillips-Jackson

B146c

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: objection to sexual entertainment venue
Attachments: objection.urgent.docx

From: Armitage, John (UK) [REDACTED]
Sent: 02 August 2016 15:02
To: licensingservice
Subject: objection to sexual entertainment venue

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

21st July 2016

To Whom It May Concern

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

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locality would be significantly changed, damaged and spoiled with the opening of such a venue.



I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.



If you require any further information, please do not hesitate to contact me.

Yours Faithfully

Rachel Armitage

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Representation: sex venue application - Leadmill Rd
Attachments: Sex venue application - LETTER.pdf

From: Jonathan Cook
 Sent: 02 August 2016 13:12
 To: licensingservice
 Cc: jc jc
 Subject: Representation: sex venue application - Leadmill Rd

Dear sir or madam,

I wish to register my objection to the sex venue application for Leadmill Rd.

My letter is below but I am also attaching it in a more easy-to-read pdf format, - including references

It would be very helpful if you would kindly acknowledge receipt of the letter, by email to (or click Reply All to this email)

Thank you very much,
 Jonathan Cook

=====

Head of Licensing
 Licensing Service
 Block C
 Staniforth Road Depot
 Staniforth Road
 SHEFFIELD
 S9 3HD

2 August 2016

Re Rockwave Leisure Ltd t/a Villa Mercedes - Application for a 'Gentleman's Club' with lap dancing, entertainment and licensed bar at 4 Suffolk Road , Sheffield S2 4AG , under the Licensing Act 2003 - Application for a grant of a premises licence, and the Local Government (Miscellaneous Provisions) Act 1982 - Application for Grant of a Sexual Entertainment Venue Licence

Dear Sir or Madam,

Under the terms of the The Licensing Act 2003, I would like to register my strong objections to this proposal. I ask that you refuse this application and I note that the views of persons who live or work locally are to be taken into account¹. I both live and work Sheffield. My workplace is very close to the venue.

The site is on a main entry point to the city, and I note that the Council's Sexual Entertainment Venue Licensing Policy² says (p.7) 'the Council will not licence premises that it feels are in close proximity to (...) (f) a central gateway to the city or other city landmark, historic building or tourist attraction. It is also within the Cultural Industries Quarter and (as in the case of SEV refusal for Chester Platinum Lounge³) members will be aware that there is no definition of locality, and take note of Home Office Guidance⁴ which states that 'relevant locality does not have to be a clearly defined area and local authorities are free to conclude that it simply refers to the area which surrounds the premises.'

Apart from my general disgust at the rise of what Ariel Levy has called 'Raunch Culture'⁵, my specific objections relevant to the licensing objectives are listed as follows under the relevant headings.

1. The prevention of crime and disorder

1.1 Young female students, perhaps especially those from from overseas, may be vulnerable and by implication or misunderstanding may become viewed as prostitutes, if the area gains the aura of a 'red light district'.

1.2 The club would incite women to work in acting as objects of male sexual gratification, contributing to the atmosphere and attitudes conducive to harassment and violence against women and girls. As Bindel (2004)⁶, reports there are links between lap-dancing clubs and prostitution, increased sexual violence and harassment, and increased perception of spaces around lap-dancing clubs as unsafe. Many students live in the surrounding area, including Leadmill Road itself, and there are new flats being built on Suffolk Road. In this context it is worth noting (Hubbard, 2015) that 'Oxford City Council's refusal to renew an SEV licence for a lap-dancing club (...) having regard to "the character of the relevant locality or use to which premises in the vicinity were put" noting that future development of student accommodation in the vicinity would make the premise inappropriate because of increased use of the locality by "young and possibly vulnerable students". The claimant issued judicial review proceedings challenging the lawfulness of this decision (...) the judge in this case held that as matter of law, licensing decision-makers are entitled to take into account both the present and future character of an area, stating there is no reason to limit the reference to character to the present.'

1.4 The Villa Mercedes brand has not proved itself to be capable of following the terms of licensing in other instances. In Harrogate, for example, their venue was closed down following clients being found to be in physical contact with the dancers.⁷

1.5 Andreas Baskoutas (of Rockwave Leisure Ltd) has not proved to be a fit person to run a company. Originally giving his nationality as Greek (later as British) he has run a series of companies in the Leeds / Harrogate / Newcastle area under names ending with "Leisure Ltd"⁸; Tabasco Leisure Ltd, Basco Leisure Ltd, Aba Leisure (Five) Ltd, Aba Leisure (Six) Ltd, Aba Leisure (Ip) Ltd, Silver Hill Leisure Ltd, etc. As an example, one previous such venture, Bamm Leisure Ltd⁹, run from a house in Leeds, was compulsorily struck off the Companies House register¹⁰ in 2009. The current applicant, Rockwave Leisure Ltd, is registered at the same address¹¹. It was incorporated late last year with £100 capital, but has no website yet¹².

1.6 The previous appearance of Villa Mercedes in Sheffield, on Charter Row, was under the management of Basco Leisure Ltd, since declared insolvent¹³. Their Facebook page¹⁴ and website¹⁵ indicate that heavy drinking was encouraged. For an entrance fee of £5 on Thursdays, clients were given a bottle of Desperados (sic) beer and two shots of tequila. These drinks remained on a two-for-one price promotion all night.

1.7 An ugly anti-social attitude was evident in the marketing which could encourage misogynist attitudes among clients. Their website¹⁶ section "Our packages" (still online) includes, among various reasons to attend, "Your Mother-in-Law passing away" and "Your girlfriend being on that time of the month".

2. Public safety

2.1 In this respect I am concerned that the existence here of a 'Gentlemen's Club' (sic) will be damaging to the safety of the LGBT community, which would be a tragedy in the aftermath of the positive shift in public attitudes, and the otherwise LGBT-friendly atmosphere which has been cultivated in Sheffield. To quote from Experiences of and barriers to participation in public and political life for lesbian, gay, bisexual and transgender people (2010)¹⁷, 'General concerns for homophobia, biphobia and transphobia were frequently reported' (p.3). An establishment focussing on and promoting a single-gender/sexuality such as this will lead to an oppressive atmosphere for the LGBT community. I note that '... interviewees also cited numerous contextual factors that influenced their decision. Location, profession and workplace were important determinants (...) Verbal abuse, vandalism to property and increasing fears are consistent themes in the data' (pp3-4). Teaching was frequently cited as a challenging profession for LGB and T people (...) Another reported contextual theme is the influence of the media on society's perception of LGB and T people.' In this context, teaching in the neighbouring university, schools and UTC college on diversity, equality, respect and tolerance will be undermined by the existence of a nearby premises focussed on a single sex/gender/sexuality and clearly promoting sexuality as a commodity.

2.2 A recent report, Inequality among LGB&T groups in the UK: a review of evidence from the Government Equalities Office (21 July 2016)¹⁸ notes that (p.37) 'LGB&T people are more often subject to hate crime than non-LGB&T people. LGB people are more likely to be victims of crime (of any sort) (...) More LGB people, than

heterosexual people, are worried about being insulted in public and expect harassment and intimidation'. While there may be no direct correlation between homophobia and venues encouraging highly visible male heterosexuality, the atmosphere created around such venues clearly is mono-focussed and not inclusive, so the fear of harassment can reasonably be expected.

2.3 The application contradicts the idea of the "purple flag" city centre which is supposed to designate Sheffield as a safe city for all to use in the evening/night. Research has shown that women's sense of safety and wellbeing in public spaces is compromised by the widespread use of sexualised imagery of women and girls in public spaces and by the growth of sex entertainment venues such as lap-dancing clubs¹⁹. The Royal Town Planning Institute (2007) recognises that lap dancing and exotic dancing clubs make women feel 'threatened and uncomfortable'.

2.4 Lap dancing clubs exploit vulnerable women, reinforce negative, outdated and dangerous gender stereotypes and behaviours. They not only affect those who enter to the club but the environment surrounding them. Women friends have experienced a feeling of being unsafe when walking in the area close to Spearmint Rhino, and abuse in the form of sexist comments. I work close to Spearmint Rhino and even as a man I am conscious of a weird atmosphere created on nights when it is operating, as dark-windowed company cars empty out leery businessmen into the normally friendly and calm Paternoster Row/Brown Street area.

2.5 I object also on the grounds that the site of the proposed venue is a busy arterial road adjacent to a long bend. The appearance of a venue attracting attention and tempting cars to put down passengers in the right hand lane, during the night, would cause risk of accidents.

3. The prevention of public nuisance

3.1 The Council is permitted to take a pro-active stance to prevent likelihood of public nuisance, and restricting the number of SEV licences in an area is one method. The High Courts have upheld this right in several cases, including a challenge to Leeds City Council²⁰. Spearmint Rhino on nearby Brown Street is also a 'sex entertainment' venue. Licensing a similar establishment in the vicinity would tend towards the impression of a 'sex industry quarter' which is entirely inappropriate and dangerous. This could foreseeably lead to men 'cruising' the area expecting to find street prostitutes, and parties of men traversing the area in search of further 'sexual entertainment venues'.

3.2 Under the terms of the Local Government (Miscellaneous Provisions) Act 1982, a Sexual Entertainment Venue Licence (SEV) was refused by Scarborough Borough Council Licensing Authority²¹, on the basis of the premises as being inappropriate for use as a SEV due to a lack of facilities for dancers, inappropriate location of toilets, dancers expected to move around the building via areas open to members of the public, lack of a staff smoking area, so dancers would have had to stand with the public outside the premises to smoke and the layout of the bar would result in difficulty managing numbers inside and outside the premises, as well as the risk of the public having access to dancers outside the premises. I believe that all these factors apply to the building under discussion, which was previously a rather small public house.

4. The protection of children from harm

4.1 The existence of the nearby University Technical College (for 14-19 year olds) and All Saints School should completely preclude the issuing of an SEV licence under the Council's Sexual Entertainment Venue Policy Document²². This clearly states (p.7) that 'the Council will not licence premises that it feels are in close proximity to:- a) a school, nursery or other premises substantially used by or for children under 16 years of age'.

4.2 Charity and community sector organisations nearby working with vulnerable adults, teenagers and school children are based at Scotia Works and nearby streets including Sidney Street and Matilda street, and young adults with disabilities attend Freeman College and the Access Space arts charity.

4.3 The adjacent Leadmill Club, a well-respected venue, regularly has long night-time queues which would generate the potential for conflict with attendees of the proposed venue. As Elise Peacock, brand manager at the Leadmill points out, theirs is a 14-plus venue so with a lot of under-18s attending they have concerns from a child protection standpoint.²³

4.4 I return to Experiences of and barriers to participation in public and political life for lesbian, gay, bisexual and transgender people, Report to the Government Equalities Office ²⁴, and note that 'Teaching was frequently cited as a challenging profession for LGB and T people (...) Another reported contextual theme is the influence of the media on society's perception of LGB and T people.' (p.3) In this context, the value of teaching in the neighbouring university, schools and UTC college on the themes of diversity, equality, respect and tolerance will be undermined in the minds of young people forming their views of the world, by the existence of a nearby premises focussed on a single sex/gender/sexuality and clearly promoting sex as a commodity.

Finally, I note that (Hubbard, 2015)²⁵ says that 'councillors are empowered to act on behalf of the local communities, and may claim to instinctively "know" what is appropriate in specific geographical locales. The implication here is that there is room for subjectivity – and even individual morality – to influence the processing of applications'.

I would like to point out that in the London Borough of Havering, the Council's Sex Establishment Licensing Policy states that there should be no sex establishments in Havering (licences will only be granted if applicants have established exceptional circumstances)²⁶. The policy is designed to protect vulnerable adults and children, young people, women and girls, and significantly minimise the risk of exploitation of those groups, and I hope that Sheffield councillors would aim to do no less than this.

I urge the licensing committee, in considering this application, to bear in mind the meaning of the slogan, 'Everyone matters'. Equality should be taken seriously. This is an exploitative industry, and derogatory to women. I urge you, please, to refuse SEV licences in this case and all future cases.

Thank you for considering my arguments,
Yours faithfully,

Jonathan Cook

Head of Licensing
Licensing Service
Block C
Staniforth Road Depot
Staniforth Road
SHEFFIELD
S9 3HD

1st August 2016

Re Rockwave Leisure Ltd t/a Villa Mercedes - Application for a 'Gentleman's Club' with lap dancing, entertainment and licensed bar at 4 Suffolk Road , Sheffield S2 4AG , under the Licensing Act 2003 - Application for a grant of a premises licence, and the Local Government (Miscellaneous Provisions) Act 1982 - Application for Grant of a Sexual Entertainment Venue Licence

Dear Sir or Madam,

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I ask that you refuse this application and I note that the views of persons who live or work locally are to be taken into account¹. I both live and work Sheffield. My workplace is very close to the venue.

The site is on a main entry point to the city, and I note that the Council's **Sexual Entertainment Venue Licensing Policy**² says (p.7) *'the Council will not licence premises that it feels are in close proximity to (...) (f) a central gateway to the city or other city landmark, historic building or tourist attraction. It is also within the Cultural Industries Quarter and (as in the case of SEV refusal for Chester Platinum Lounge³) members will be aware that there is no definition of locality, and take note of Home Office Guidance⁴ which states that 'relevant locality does not have to be a clearly defined area and local authorities are free to conclude that it simply refers to the area which surrounds the premises.'*

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1 Home Office - 'Sexual Entertainment Venues: Guidance for England and Wales' (2010) <https://www.sheffield.gov.uk/dms/scc/management/corporate-communications/documents/business-industry/licensing/sex/Home-Office-Guidance/Home%20Office%20Guidance.pdf> (Section 2.22) *'For the purposes of this duty 'local people' are defined as anyone who lives or works in the local authority area.'*

2 <https://www.sheffield.gov.uk/dms/scc/management/corporate-communications/documents/business-industry/licensing/sex/Sexual-Entertainment-Venue-Policy-Document/Sexual%20Entertainment%20Venue%20Policy%20Document.docx>

3 <https://sevlicensing.wordpress.com/2015/07/20/refusal-no-44-chester-platinum-lounge-loses-sexual-entertainment-licence/>

4 Home Office - 'Sexual Entertainment Venues: Guidance for England and Wales' (2010) (*ibid*) section 3.36

5 'Female Chauvinist Pigs: Women and the Rise of Raunch Culture' (2006) by Ariel Levy

6 'Profitable Exploits: Lap Dancing in the UK' (Bindel 2004)

and increased perception of spaces around lap-dancing clubs as unsafe. Many students live in the surrounding area, including Leadmill Road itself, and there are new flats being built on Suffolk Road. In this context it is worth noting (Hubbard, 2015) that 'Oxford City Council's refusal to renew an SEV licence for a lap-dancing club (...) having regard to "the character of the relevant locality or use to which premises in the vicinity were put" noting that future development of student accommodation in the vicinity would make the premise inappropriate because of increased use of the locality by "young and possibly vulnerable students". The claimant issued judicial review proceedings challenging the lawfulness of this decision (...) the judge in this case held that as matter of law, licensing decision-makers are entitled to take into account both the present and future character of an area, stating there is no reason to limit the reference to character to the present.'

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2. Public safety

2.1 In this respect I am concerned that the existence here of a 'Gentlemen's Club' (sic) will be damaging to the safety of the LGBT community, which would be a tragedy in the aftermath of the positive shift in public attitudes, and the otherwise LGBT-friendly atmosphere which has been cultivated in Sheffield. To quote from **Experiences of and barriers to participation in public and political life for lesbian, gay, bisexual and transgender people (2010)**¹⁷, '*General concerns for homophobia, biphobia and transphobia were frequently reported*' (p.3). An establishment focussing on and promoting a single-gender/sexuality such as this will lead to an oppressive atmosphere for the LGBT community. I note that '*... interviewees also cited numerous contextual factors that influenced their decision. Location, profession and workplace were*

7 <http://www.harrogateadvertiser.co.uk/news/crime/harrogate-strip-club-villa-mercedes-loses-license-after-allowing-audience-participation-1-7577997>

8 <http://www.checkdirector.co.uk/director/andreas-baskoutas/>

9 <https://www.companieslist.co.uk/06037221-bamm-leisure-limited>

10 <https://www.yorkshirecompanies.com/uk/06037221/bamm-leisure-limited>

11 <https://www.companieslist.co.uk/09911418-rockwave-leisure-limited>

12 <https://www.companiesintheuk.co.uk/td/rockwave-leisure>

13 <https://www.companiesintheuk.co.uk/td/basco-leisure>

14 <https://www.facebook.com/VillaMercedesGentlemensClub/>

15 <http://www.villa-mercedes.co.uk/>

16 <http://www.villa-mercedes.co.uk/>

17 Report to the Government Equalities Office, by Iain Ryrie, Sarah McDonnell, Kate Allman, Robert Pralat, <https://www.gov.uk/government/statistics/experiences-of-and-barriers-to-participation-in-public-and-political-life-for-lesbian-gay-bisexual-and-transgender-people--2>

important determinants (...) Verbal abuse, vandalism to property and increasing fears are consistent themes in the data' (pp3-4). Teaching was frequently cited as a challenging profession for LGB and T people (...) Another reported contextual theme is the influence of the media on society's perception of LGB and T people.' In this context, teaching in the neighbouring university, schools and UTC college on diversity, equality, respect and tolerance will be undermined by the existence of a nearby premises focussed on a single sex/gender/sexuality and clearly promoting sexuality as a commodity.

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3.2 Under the terms of the Local Government (Miscellaneous Provisions) Act 1982, a Sexual Entertainment Venue Licence (SEV) was refused by Scarborough Borough Council Licensing Authority²¹, on the basis of the premises as being inappropriate for use as a SEV due to a lack of facilities for dancers, inappropriate

18 <https://www.gov.uk/government/publications/inequality-among-lgbt-groups-in-the-uk-a-review-of-evidence>

19 'License to cause harm? Sex entertainment venues and women's sense of safety in inner city centres.' Patiniotis & Standing (2012) <http://www.tandfonline.com/doi/pdf/10.1080/09627251.2012.695498>

20 <http://publiclawtoday.co.uk/local-government/licensing/399-licensing-articles-news/17913-clubs-lose-battle-over-refusal-of-sexual-entertainment-venue-licence>

21 <http://www.bbc.co.uk/news/uk-england-york-north-yorkshire-28863799>

location of toilets, dancers expected to move around the building via areas open to members of the public, lack of a staff smoking area, so dancers would have had to stand with the public outside the premises to smoke and the layout of the bar would result in difficulty managing numbers inside and outside the premises, as well as the risk of the public having access to dancers outside the premises. I believe that all these factors apply to the building under discussion, which was previously a rather small public house.

4. The protection of children from harm

4.1 The existence of the nearby University Technical College (for 14-19 year olds) and All Saints School should completely preclude the issuing of an SEV licence under the Council's Sexual Entertainment Venue Policy Document²². This clearly states (p.7) that *'the Council will not licence premises that it feels are in close proximity to:- a) a school, nursery or other premises substantially used by or for children under 16 years of age'*.

4.2 Charity and community sector organisations nearby working with vulnerable adults, teenagers and school children are based at Scotia Works and nearby streets including Sidney Street and Matilda street, and young adults with disabilities attend Freeman College and the Access Space arts charity.

4.3 The adjacent Leadmill Club, a well-respected venue, regularly has long night-time queues which would generate the potential for conflict with attendees of the proposed venue. As Elise Peacock, brand manager at the Leadmill points out, theirs is a 14-plus venue so with a lot of under-18s attending they have concerns from a child protection standpoint.²³

4.4 I return to **Experiences of and barriers to participation in public and political life for lesbian, gay, bisexual and transgender people**, Report to the Government Equalities Office²⁴, and note that *'Teaching was frequently cited as a challenging profession for LGB and T people (...) Another reported contextual theme is the influence of the media on society's perception of LGB and T people.'* (p.3) In this context, the value of teaching in the neighbouring university, schools and UTC college on the themes of diversity, equality, respect and tolerance will be undermined in the minds of young people forming their views of the world, by the existence of a nearby premises focussed on a single sex/gender/sexuality and clearly promoting sex as a commodity.

Finally, I note that (Hubbard, 2015)²⁵ says that *'councillors are empowered to act on behalf of the local communities, and may claim to instinctively "know" what is appropriate in specific geographical locales. The implication here is that there is room for subjectivity – and even individual morality – to influence the processing of applications'*.

I would like to point out that in the London Borough of Havering, the Council's Sex Establishment Licensing Policy states that there should be no sex establishments in Havering (licences will only be granted if applicants have established exceptional circumstances)²⁶. The policy is designed to protect vulnerable adults and children, young people, women and girls, and significantly minimise the risk of exploitation of those groups, and I hope that Sheffield councillors would aim to do no less than this.

22 <https://www.sheffield.gov.uk/dms/scc/management/corporate-communications/documents/business-industry/licensing/sex/Sexual-Entertainment-Venue-Policy-Document/Sexual%20Entertainment%20Venue%20Policy%20Document.docx>

23 <http://www.sheffieldtelegraph.co.uk/news/plan-for-villa-mercedes-lapdancing-club-near-sheffield-s-leadmill-revealed-1-8000621>

24 Report to the Government Equalities Office, by Iain Rylie, Sarah McDonnell, Kate Allman, Robert Pralat, <https://www.gov.uk/government/statistics/experiences-of-and-barriers-to-participation-in-public-and-political-life-for-lesbian-gay-bisexual-and-transgender-people--2>

25 Philip Hubbard, (2015) "Law, sex and the city: regulating sexual entertainment venues in England and Wales", Vol. 7 Iss: 1, pp.5 – 20 <http://www.emeraldinsight.com/doi/full/10.1108/IJLBE-01-2014-0001>

26 <https://www.havering.gov.uk/Pages/News/A-new-licensing-system-to-ban-unlicensed-sex-establishments-in-the-Borough.aspx>

~~Bas~~
B149e

I urge the licensing committee, in considering this application, to bear in mind the meaning of the slogan, 'Everyone matters'. Equality should be taken seriously. This is an exploitative industry, and derogatory to women. I urge you, please, to refuse SEV licences in this case and all future cases.

Thank you for considering my arguments,

Yours faithfully,

Jonathan Cook

[Redacted]
[Redacted]
[Redacted]
Sheffield
[Redacted]

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: SEV Objection Letter
Attachments: 29th July 2016.docx

From: Jazz Bellamy-Marks [REDACTED]
Sent: 29 July 2016 11:38
To: licensingservice
Subject: SEV Objection Letter

Thanks,

Jazmin Bellamy-Marks

29th July 2016

To whom it may concern,

I refer to the application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

This is an objection letter to the application for this licence and I call for the council to *refuse it*.

I believe that the Council should refuse the license application under the Discretionary Grounds for Refusal of Sheffield City Council's Sexual Entertainment Venues Licensing Policy on two grounds:

Ground C):

"The number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality."
The grounds go on to state that "Nil may be an appropriate number for the purposes of (c)"

Ground D):

"The grant or renewal of a license would be inappropriate, having regard –

- (i) To the character of the relevant locality: or
- (ii) To the use to which any premises in the vicinity are put: or
- (iii) To the layout, character or condition of the premises; vehicle; vessel or stall in respect of which the application is made."

Sheffield City Council also has "statutory obligations in relation to disability race and gender" ensuring that these factors are not used to discriminate against anyone. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. Has the Council carried out any impact assessments with local organisations and businesses?

Furthermore Schedule 3 1982 Act provides specific grounds to refuse license:

E) "Cultural hub of city"

F) "Central gateway to the city....or tourist attraction"

My general terms of objection are as follows:

The part of the city that the SEV is situated in the gateway to the City and is one of the first things that visitors and Sheffield residents will see upon leaving the train station and those driving into the City from the Parkway and from the south of the city into town, Meadowhall and beyond with access to the M1. It has also an access route for young people travelling to and from Sheffield College and UTC.

There are a number of organisations in the area which support vulnerable children and adults.

There are young students surrounding the area, especially in the Unite student buildings opposite, Freeman College's building next to The Leadmill and the new flats being built on Suffolk Road.

This would be in very close proximity to many Sheffield Hallam buildings.

This would be in very close proximity to the Showroom cinema and Workstation, which is a cultural hub in Sheffield.

The Leadmill hosts over 100 14+ events every year, the queues for which run in that direction so would potentially see under 18s queuing past the SEV's doors.

The Leadmill hosts over 200 club nights a year, with the majority of our customers at peak times being very young students only just turned 18 who again would be queuing past their doors.

The Leadmill hosts events from Under The Stars, which is a local social enterprise. They hold bi-monthly club events at The Leadmill which welcome customers with disabilities and

learning difficulties, giving them a safe and secure environment to experience a club atmosphere and to socialise. With attendances of over 400 at each event, there is often a queue which goes down the road and next to the SEV. Both Under The Stars and The Leadmill could experience a loss in attendances and business if the SEV is granted its license due to customers feeling vulnerable and intimidated, no longer wanting to attend.

Spearmint Rhino has just had their license renewed and it is less than 5 minutes walking distance from the proposed SEV.

The Council's own promotion of the city is "Sheffield – where everyone matters" – this includes the female citizens of the city who should not be subjected to their city promoting and normalising the sexualisation and objectification of them.

The Leadmill is a historic building in Sheffield and its neon sign has become an iconic symbol of the venue and of Sheffield's creative industry. Having been established for over 36 years and having over 135,000 customers walking through its doors every year the venue has become a tourist attraction to music fans from across the world. PRS for Music recognised this in 2015 when they awarded the venue with a Music Heritage Award, to celebrate The Leadmill as the location of Pulp's first gig. A plaque is located on the outside of the building to recognise this historic national status. Music fans from across the world often visit the venue (even when it is not open) just to have a photo outside the iconic building. Freeman College also has a site located on Leadmill Road, which offers day and residential education and care in Sheffield to young people with special educational needs and disabilities (SEN). Which the council states it will not license premises that it feels are in close proximity to disability centres or similar premises.

A sexual entertainment venue in the heart of the city, or anywhere in the city, is simply completely contradictory to everything that the council says it stands for, everything that the council should stand for, and has a duty to work towards.

I also ask what actions or discussions the council has taken in order to consider what number of sexual entertainment venues is appropriate for Sheffield, as stated in the policy and legislation? Has the Council for example, as per their own policy, carried out an Equality Impact Assessment?

I will fully and actively support the council in the face of any challenge to the council by giving a refusal.

Regards,
Jazmin Bellamy-Marks



Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG - Application for grant of a sexual entertainment venue licence

From: Douglas Johnson [REDACTED]
Sent: 02 August 2016 09:32
To: licensingservice
Cc: Johnson Douglas (GN CLLR)
Subject: Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG - Application for grant of a sexual entertainment venue licence

Dear Sir / Madam,

Re: Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG - Application for grant of a sexual entertainment venue licence

I am writing as a Ward councillor to support the objections from neighbouring properties to the proposed sex entertainment venue.

Aside from any moral objections, there are good reasons for neighbours to be concerned by the possibility of a further sex entertainment venue in the area, very close to the existing Spearmint Rhino.

There are obvious concerns about the potential for crime and disorder, particularly affecting young women: the premises are adjacent to a large block of Unite student accommodation, the Leadmill and Scotia Works, which accommodates a number of projects supporting vulnerable women. The safety of young students who may be living away from home for the first time is of particular importance.

The issue of crime and disorder is of particular concern when there is evidence that the proprietors have recently been stripped of the licence from their operation in Harrogate. Not only did the proprietors breach the terms of the licence but the licensing authority found there was also evidence of extensive non-cooperation "despite considerable input from the council and the police over a period of six months."

The application cannot be considered in isolation from the existing venue at Spearmint Rhino. The authority's SEV Licensing Policy requires the authority to consider the appropriate number of sex establishments for the locality, noting that that number may be nil. In this case, I do not feel the authority can justify increasing the number to two.

The setting will affect the Cultural Industries Quarter conservation area. The point of the CIQ is to safeguard not only the physical character of the buildings but also the activity to be found within it. This will be adversely affected by the opening of a second sex entertainment venue.

I note that the applicants do not have the benefit of planning consent. This seems particularly relevant as section 28 of the SEV licensing Policy emphasises the authority's expectation that applicants "will have already obtained any necessary planning consent." This already points to evidence of the non-cooperation experienced by Harrogate Borough Council.

I would therefore support the objectors and look forward to receiving the Licensing Service's proposals. In particular, I would expect to see a full equality impact assessment being produced.

Yours faithfully

Councillor Douglas Johnson
City Ward

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Sheffield Council Equality Hub Network Board -Objection to Villa Mercedes

From: Jude Dodds [REDACTED]
Sent: 02 August 2016 10:15
To: licensingservice
Subject: Sheffield Council Equality Hub Network Board -Objection to Villa Mercedes

Dear Licensing Committee members,

We, the undersigned, are members of the Sheffield Council's Equality Hub Network Board and are writing to object to the application for a Sexual Entertainment Venue license by Rockwave Leisure Limited, of 17 Brett Gardens, Leeds S11 6TS (for premises to be known as Villa Mercedes at 4 Suffolk Road, Sheffield S2 4AG).

This objection is on several grounds as laid out in Sheffield Council Sexual Entertainment Venue Policy.

Appendix B (d) (ii) states that the Council may refuse the grant or renewal of a licence if the grant or renewal of the licence would be inappropriate, having regard to the use to which any premises in the vicinity are put.

Section 7 of the Policy states the Council will not licence premises that it feels are in close proximity to:-

a) a school, nursery or other premises substantially used by or for children under 16 years of age

All Saints Catholic High School for 12-18 year olds is nearby on Granville Road. The University Technical College for 14-19 year olds is nearby on Matilda Street.

Many children walk past the premises to and from school to get to the main train station or to the bus station.

The Leadmill, which is separated from the premises by Scotia Works hosts over 100 events annually for 14-16 year olds. Queues to get into the Leadmill always extend past the premises in question.

c) a church or other place of religious worship

There is now a Sunday church in the Work Station on Brown Street

d) a hospital, Mental Incapacity or Disability Centre or similar premises;

We would argue that the SEV would be in [REDACTED] close proximity to Sheffield Rape and Sexual Abuse Centre (Sheffield Rape Crisis Service), which can be considered to be a 'similar premises' in that the centre supports women and girls from 13 years of age who have been raped or otherwise sexually abused. Thus they are vulnerable and often suffering mental distress. They attend the centre for support, advocacy, counselling and psychotherapy for the trauma they have experienced. Sheffield Independent Sexual Violence Advisor Service is based at SRASAC. It is government funded and supported by the Council and offers a free and confidential specialist service for women who have been raped or sexually assaulted at any time in their lives-this involves sexual abuse and sexual exploitation. Consequently it would be highly inappropriate to allow an SEV to be sited nearby: service users are likely to be fearful of attending because of the possibility of coming into contact with men using the SEV and in addition there may be the fear that they may come

into contact with their abuser(s). The SEV may remind them of their abuse.

In addition, Freeman College, which is for 16-25 year olds with a range of complex learning, mental health and behavioural needs has two buildings on Leadmill Street-the proposed SEV premises fronts onto both Leadmill Road and Suffolk Road. Placing an SEV on the same street as premises for vulnerable young people is inappropriate.

Appendix B (d) (i) states the Council may refuse the grant or renewal of a licence if it would be inappropriate having regard to the character of the relevant locality.

The proposed venue would be in the Cultural Industries Quarter and in the 'knowledge corridor' of Sheffield city centre-an inappropriate locality

Section 7 of the Policy states that the Council will not licence premises that it feels are in close proximity to:-

e) the Cultural Hub of the City

The proposed premises are immediately behind the Showroom Cinema, a popular venue used by adults and children and which can be considered within the Cultural Quarter.

The Leadmill, which is almost adjacent, hosts 200+ events for young adults, many of whom are university students who are 18 and have just left home. Again they queue alongside the proposed SEV premises.

The premises are also within an area being developed as a 'knowledge corridor' with Sheffield Archives, Sheffield Hallam University, Sheffield Hallam Uni Students Hubs, The Work Station, UTC, Sheffield College and many hundreds of student residences etc being in the same area.

Being in the Cultural Industries Quarter and 'knowledge corridor' cannot be an appropriate site for an SEV.

f) a central gateway to the city or other city landmark, historic building or tourist attraction

Situated on Suffolk Road on the inner ring road and opposite the road taking traffic to and from the main train station the proposed SEV will be one of the first venues visitors to the city see. This would seem inappropriate.

The SEV Policy **Section 7** further notes the Council will consider the following factors when deciding if an application is appropriate;

a) cumulative adverse impact on existing sex establishment related activities in the vicinity of the proposed premises

Spearmint Rhino is a Sexual Entertainment Venue only a few minutes walk away on Brown Street, also in the Cultural Industries Quarter. The impact of having two such venues so close together should be considered and is likely to be associated with an increase in anti-social behaviour as users move between the two. This area is residential with mainly students, approximately 1200 living in rented flats less than a minute or so away from the proposed premises.

Appendix B (c) states that the Council may refuse the grant or renewal of a licence in the following circumstances:-

the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality

We would suggest that it is inappropriate for another SEV to be in this locality as Spearmint Rhino is only two minutes walk away.

Appendix B (a) states the Council may refuse the grant or renewal of a licence in the following circumstances:- the applicant is unsuitable to hold the licence by reason of having been convicted of an offence or for any other reason

We note that Harrogate Council in August 2015 refused to renew the license for Villa Mercedes for a number of reasons including repeated breach of licence conditions, failure in management, physical contact

with dancers and allowing audience participation. We are concerned that Villa Mercedes management has demonstrated it is unable to comply with SEV Policy requirements.

Section 5 c states the Council has ' a duty to have due regard to the need to promote race equality and to the need to eliminate unlawful race discrimination and the statutory obligations in relation to disability, race and gender'.

As members of Sheffield Council's Equality Hub Board we would ask whether the Council has carried out an Equality Impact Assessment when considering this application and ensured it is compliant with its duties under the Equality Act.

We have demonstrated several clear grounds for not granting a licence within the permitted areas described by the Council's SEV Policy and would expect the application to be declined.

Please could our addresses be kept confidential.

Yours faithfully

Judith Dodds [redacted]
[redacted]

Lisa Markham [redacted]
[redacted]

Corrine Moss [redacted]
[redacted]

Craig Williams [redacted]
[redacted]

Tony Maltby [redacted]
[redacted]

Jennifer Gray [redacted]
[redacted]

Thomas Reaney [redacted]
[redacted]

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to the Application for a sexual entertainment venue licence

-----Original Message-----

From: mary whiting
 Sent: 05 July 2016 22:35
 To: licensingservice
 Subject: Objection to the Application for a sexual entertainment venue licence

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

* In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation.

Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."

* In relation to Appendix B point c) – there is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.

* In relation to Appendix B point d) i – the character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.

* In relation to d) CONFIDENTIAL INFORMATION

I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

CONFIDENTIAL If you require any further information, please do not hesitate to contact me.

Mary Whiting

CONFIDENTIAL

Sheffield Rape and Sexual Abuse Centre

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection for Licensing Application

From: Judy Parfett
Sent: 05 July 2016 21:05
To: licensingservice
Subject: Objection for Licensing Application

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

- In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."
- In relation to Appendix B point c) – there is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.
- In relation to Appendix B point d) i – the character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.



I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

[Redacted]

If you require any further information, please do not hesitate to contact me.

Judy Parfett

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

From: Samantha Holland [REDACTED]
Sent: 05 July 2016 18:12
To: licensingservice
Cc: Samantha Holland
Subject: Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

Objection to the Application for a sexual entertainment venue licence by Villa**Mercedes, 4 Suffolk Road, Sheffield S2 4AG.**

Along with many others, I believe the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii (and with reference to Schedule 3 of the 1982 Act).

In relation to Appendix B point (a)

Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On 20 August 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."

In relation to Appendix B point c)

As you're aware, there's already a 'sexual entertainment venue' on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.

In relation to Appendix B point d) i

The character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognised and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.

In particular, the Leadmill hosts over 100 events for 14yos+ annually, the queues for which run in the direction of the proposed site, so would potentially see under 18s queuing past their doors.

Further, the Leadmill hosts over 200 club nights a year, with the majority of their customers at peak times being young students only just turned 18 who again would be queuing past the doors.

I attended Doc/Fest as a delegate this year and overheard several surprised and negative comments from delegates from outside Sheffield about the proximity of the other 'sexual entertainment venue' to the Showroom cinema and other cultural industries venues.

In relation to d

[REDACTED]

[REDACTED]

I firmly believe - along with other objectors - that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

The Council has a duty under the Equality Act to work to eliminate unlawful discrimination, harassment and victimisation. Granting this licence would be contradictory to this and to other work that the Council does, funds and promotes, for example the recent SheFest, the Equalities Hub within the community bringing Communities of Identity together to tackle equalities issues within the council and the city.

[REDACTED]

Please refuse the application for this license.

Yours faithfully,
Samantha Holland (Dr).

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

From: Hannah Orrell [REDACTED]
Sent: 05 July 2016 17:41
To: licensingservice
Subject: Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

- In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."
- In relation to Appendix B point c) – there is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.
- In relation to Appendix B point d) i – the character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.

In relation to d) [REDACTED]

BISbb

I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

[REDACTED]

If you require any further information, please do not hesitate to contact me.

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to the application for a sexual entertainment venue licence by Villa Mercedes

From: Lynnette Brooke [REDACTED]
Sent: 06 July 2016 21:19
To: licensingservice
Subject: Objection to the application for a sexual entertainment venue licence by Villa Mercedes

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

- In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."
- In relation to Appendix B point c) – there is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.
- In relation to Appendix B point d) i – the character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.

[REDACTED]

I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

[REDACTED]

If you require any further information, please do not hesitate to contact me.

Thank you for your time

Lynnette Brooke

[REDACTED]

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Refuse the license application by villa Mercedes

From: Jane [REDACTED]
Sent: 06 July 2016 17:25
To: licensingservice
Subject: Refuse the license application by villa Mercedes

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

- In relation to Appendix B point a) Although the applicant for this licence is

listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."

- In relation to Appendix B point c) – there is already a sexual entertainment venue

on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.

- In relation to Appendix B point d) i – the character of the locality would be

adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.



I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

Thankyou for reading this email,

Jane Hodkin (ms.)



Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to the Application for a Sexual Entertainment Venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

From: claire [REDACTED]
Sent: 06 July 2016 17:24
To: licensingservice
Subject: Objection to the Application for a Sexual Entertainment Venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

To whom it may concern:

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy:

Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: **"The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."**

In relation to Appendix B point c) – there is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.

In relation to Appendix B point d) i – the character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.

As a Sheffield resident, I am very worried about the idea of such a venue opening. It can bring no benefits whatsoever to the locality or wider community, rather create an environment where women are valued only as commodities, to be bought and sold for 'entertainment'. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

If you require any further information, please do not hesitate to contact me.

B1596

Best regards,

Claire Hodkin



B160

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

From: Hannah Rudman [REDACTED]
Sent: 06 July 2016 16:06
To: licensingservice
Subject: Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

To whom it may concern,

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points d) ii.

[REDACTED]

[REDACTED]

[REDACTED] If

you require any further information, please do not hesitate to contact me.

Hannah Rudman
[REDACTED]

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to the Application for a Sexual Entertainment Venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

From: Becca Hodkin [REDACTED]
Sent: 06 July 2016 17:08
To: licensingservice
Subject: Objection to the Application for a Sexual Entertainment Venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

To whom it may concern:

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy:

Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: **"The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. This was despite considerable input from the council and the police over a period of six months."**

In relation to Appendix B point c) – there is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.

In relation to Appendix B point d) i – the character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.

As a Sheffield resident, I am very worried about the idea of such a venue opening. It can bring no benefits whatsoever to the locality or wider community, rather create an environment where women are valued only as commodities, to be bought and sold for 'entertainment'. As the mother of a young daughter, I do not want the message that this kind of venue brings to be one which is normal in our society. I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

If you require any further information, please do not hesitate to contact me.

Best regards,

B161b

Rebecca Hodkin



Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Online Feedback about Licensing

From:
 Sent: 07 July 2016 17:11
 To: licensingservice
 Subject: Online Feedback about Licensing

The following information was sent from the Legal & Governance Feedback Form on 07/07/2016 17:11

First Name
 Rebecca

Surname
 Webb

Title:

Address

Telephone Number

Email

Subject
 Objection to the Application for a sexual entertai

Details
 To whom it may concern,

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

- In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."
- In relation to Appendix B point c) – there is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.
- In relation to Appendix B point d) i – the character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special

educational needs and disabilities. This safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.

- In relation to d) ii CONFIDENTIAL NOTES

CONFIDENTIAL NOTES. If you require any further information, please do not hesitate to contact me.

Yours sincerely,
Rebecca Webb

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

From: Julia.Downes [REDACTED]
Sent: 06 July 2016 13:22
To: licensingservice
Subject: Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months." This applicant does not have an established reputation for respecting and protecting their dancers in the workplace.

In relation to Appendix B point c) – there is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.

In relation to Appendix B point d) i – the character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.

[REDACTED]

[REDACTED]

B1636

[Redacted]

[Redacted] If you require any

further information, please do not hesitate to contact me.

Take care

Julia Downes

[Redacted]

Dr. Julia Downes
Lecturer in Criminology & Social Policy

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

From: jade hearsum [REDACTED]
Sent: 05 July 2016 16:34
To: licensingservice
Subject: Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

- In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."
- In relation to Appendix B point c) – there is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.
- In relation to Appendix B point d) i – the character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.

B1646

[REDACTED]

I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

[REDACTED]
If you require any further information, please do not hesitate to contact me.

Yours Sincerely,

Jade Hearsum

BibSa

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to application
Attachments: Objection to the Application for a sexual entertainment venue licence by Villa Mercedes.docx

From: [REDACTED]
Sent: 05 July 2016 16:36
To: licensingservice
Subject: Objection to application

Please find attached objection to the application lodged by Villa Mercedes.

Regards,

Kristeen Wallace

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

- In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."
- In relation to Appendix B point c) – there is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.
- In relation to Appendix B point d) i – the character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.





I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.



If you require any further information, please do not hesitate to contact me.

Bibba

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: OBJECTION: Villa Mercedes, Suffolk Road, Sheffield
Attachments: OBJECTION.docx; ATT00001.txt

-----Original Message-----

From: Chris Scarlett
Sent: 05 July 2016 16:41
To: licensingservice
Subject: OBJECTION: Villa Mercedes, Suffolk Road, Sheffield

To whom it may concern: please find the following objection to the proposed sexual entertainment venue, Leadmill Road, Sheffield.

Yours sincerely,
Dr Chris Scarlett

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

- In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."
- In relation to Appendix B point c) – there is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.
- In relation to Appendix B point d) i – the character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.



[REDACTED]

[REDACTED]

I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

[REDACTED]

If you require any further information, please do not hesitate to contact me.

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

From: Lewis Pollard [REDACTED]
Sent: 05 July 2016 17:25
To: licensingservice
Subject: Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

- In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."
- In relation to Appendix B point c) – there is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.
- In relation to Appendix B point d) i – the character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.

[REDACTED]

B167b

[REDACTED]

I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

[REDACTED]

If you require any further information, please do not hesitate to contact me.

Sincerely,

Mr Lewis Pollard

[REDACTED]

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to the Application for a sexual entertainment venue licence

From: Michelle Webster [REDACTED]
Sent: 05 July 2016 17:29
To: licensingservice
Subject: Objection to the Application for a sexual entertainment venue licence

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

- In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."
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- In relation to Appendix B point d) i – the character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.

[REDACTED]

B168b

[REDACTED]

I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. I would feel very unsafe arriving and leaving work, if being in such close proximity to the proposed venue.

[REDACTED] If

you require any further information, please do not hesitate to contact me.

Michelle

Michelle Webster
Business Officer

[REDACTED]

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to the Application for a sexual entertainment venue licence

From: mary whiting [REDACTED]
Sent: 06 July 2016 23:08
To: licensingservice
Subject: Fwd: Objection to the Application for a sexual entertainment venue licence

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

* In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."

* In relation to Appendix B point c) - there is already a sexual entertainment venue on Paternoster Row in very close proximity to the venue being applied for. This would mean that within 200 yards of this address on Suffolk Road, there would be another venue providing 'sexual entertainment'.

* In relation to Appendix B point d) i - the character of the locality would be adversely affected by the opening of a sexual entertainment venue. This locality is a gateway to the City and is the first thing that visitors and Sheffield residents see upon driving into the City or leaving the train station. Currently the locality has student housing, creative small businesses, a nationally recognized and admired local music venue, charities working with a range of diverse and sometimes vulnerable clients and volunteers as well as a college for young people with special educational needs and disabilities. This safe yet vibrant area and the nature and character of this locality would be significantly changed, damaged and spoiled with the opening of such a venue.

[REDACTED]

[REDACTED]

[REDACTED]

I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

[REDACTED]

If you require any further information, please do not hesitate to contact me.

Mary Whiting

[REDACTED]

[REDACTED]

[REDACTED]

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

From: Ruth Kennedy [REDACTED]
Sent: 15 July 2016 19:41
To: licensingservice
Subject: Objection Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix

B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

- In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."
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[Redacted]

B1706

I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

[Redacted]

If you require any further information, please do not hesitate to contact me.

Ruth Kennedy

[Redacted]

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

From: Anne Tatlow [REDACTED]
Sent: 15 July 2016 15:29
To: licensingservice
Subject: Objection Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

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[REDACTED]

I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

[REDACTED]
[REDACTED] If you require any further information, please do not hesitate to contact me.

Anne Tatlow

[REDACTED]
[REDACTED]
[REDACTED]

ethical
PROPERTY
INVESTING IN
SOCIAL CHANGE

14 July 2016

Head of Licensing
Licensing Service
Block C
Staniforth Road Depot
Staniforth Road
SHEFFIELD
S9 3HD

Re: Rockwave Leisure Limited application of a Sexual Entertainment Venue license for premises at 4 Suffolk Road, Sheffield S2 4AG

I am writing on behalf of Ethical Property Company, who own and manage Scotia Works which sits between The Leadmill and the proposed venue and am doing so with the full support of Sue Ralphs, our Managing Director and the rest of the board.

As an organisation Ethical Property is committed to providing office and meeting space to charities and voluntary groups, retail space that supports small businesses and social enterprises and workshops for organisations in creative industries. We aim to do this in a way that is both financially and environmentally sustainable, while facilitating the sharing of resources and the creation of a communal working environment.

We have been at Scotia Works for many years and have made a significant investment to renovate and improve an historic building, helping to support the regeneration of a long neglected part of Sheffield.

Our tenants are mostly Sheffield base charities and community groups, some of whom support vulnerable groups of people who will be adversely affected by this proposed development. These include:

The Sheena Amos Trust (SAYIT): who work with vulnerable and marginalised young people between the ages of 12 to 25, particularly around sexual health and emotional wellbeing.

Sheffield Rape and Sexual Abuse Centre: who support victims of sexual violence and abuse and provide counselling services at Scotia Works.

Development Education Centre (South Yorkshire): who support children and professionals working with children.

The proposed venue is attached to Scotia Works and indeed is the first thing you see as you approach. This development, with its proposal to open from 12pm – 8 am, would therefore be a significant presence to anyone coming to Scotia Works and have a detrimental impact on their sense of safety and wellbeing. It is located on the corner of the junction and is highly visible and would have a detrimental impact on the appearance of the whole area.

B1726

In addition to the impact on Scotia Works and the tenants who are based there, it will also have a detrimental impact on other, potentially vulnerable, residents and visitors to the area. The Leadmill Club run regular events for young people (14+), who queue past the proposed venue and The Freeman College provides support to vulnerable adults, while many of the flats are occupied by students.

We also note that there is already a Spearmint Rhino club close by and the addition of a second such venue in such a compact district will not only have a negative impact on the immediate neighbours and our tenants and their clients in particular, but on the whole neighbourhood.

We therefore ask that you refuse this application for a licence to run a sexual entertainment venue on the grounds of protecting children and vulnerable adults and to prevent an increase in crime and disorder, including the fear of crime, anti-social behaviour and the disturbance to residents and visitors to the area that this will cause.

Yours sincerely,



Jonathan Macaskill

Regional Manager

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to licence at 4 Suffolk Road, Sheffield

From: Ruth Clarke [REDACTED]
Sent: 14 July 2016 09:29
To: licensingservice
Subject: Objection to licence at 4 Suffolk Road, Sheffield

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

- In relation to Appendix B point a) Although the applicant for this licence is listed as Rockwave Leisure Limited (registered at Companies House in December 2015), this company has the same registered address as Tabasco Leisure Ltd previously the club operator of Villa Mercedes, 1 Oxford Street, Harrogate. On August 20 2015, Harrogate Borough Council (HBC) refused to renew Villa Mercedes' SEV license for reasons including physical contact with the dancers and allowing audience participation. Chair of HBC's Licensing Committee John Ennis said: "The operator of Villa Mercedes repeatedly fell short of what is required and failed to manage the premises and dancers. "This was despite considerable input from the council and the police over a period of six months."
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[REDACTED]

I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

B173b

[REDACTED] If you require any further information, please do not hesitate to contact me.

Ruth Clarke

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: objection request

From: Fay Marshall [REDACTED]
Sent: 14 July 2016 12:04
To: licensingservice
Subject: objection request

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

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I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

[REDACTED] If
you require any further information, please do not hesitate to contact me.

Fay Marshall

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

From: Anne Tatlow [REDACTED]
Sent: 15 July 2016 15:29
To: licensingservice
Subject: Objection Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

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[REDACTED]

I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

[REDACTED]
If you require any further information, please do not hesitate to contact me.

Anne Tatlow

[REDACTED]
[REDACTED]
[REDACTED]

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to application for a sexual entertainment venue licence

From: Sue McAdie [REDACTED]
Sent: 26 July 2016 14:08
To: licensingservice
Subject: Objection to application for a sexual entertainment venue licence

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

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[REDACTED]

I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

[REDACTED]

If you require any further information, please do not hesitate to contact me.

I would be very grateful if you would send an acknowledgement of my objection to this application by return of email.

Kind regards

Sue McAdie

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

From: Rebecca Santos [REDACTED]
Sent: 26 July 2016 12:26
To: licensingservice
Subject: Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

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[REDACTED]

I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

B177b

[REDACTED]
[REDACTED] If you require any further information, please do not hesitate to contact me.

Kind regards

Rebecca

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection

From: Natalie Duffy [REDACTED]
Sent: 26 July 2016 11:58
To: licensingservice
Subject: Objection

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

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[REDACTED]

I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

[REDACTED]

If you require any further information, please do not hesitate to contact me.

Sent from [Mail](#) for Windows 10

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Objection Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

From: Lauren Penhaligon [REDACTED]
Sent: 25 July 2016 11:46
To: licensingservice
Subject: Objection Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

To whom it may concern:

I believe that the Council should refuse the licence application based on Sheffield City Council's Sexual Entertainment Venues Licensing Policy: Appendix B: Discretionary Grounds for Refusing a Licence points a), c) and d) i and ii.

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B179b

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[REDACTED]

I believe that a sexual entertainment venue directly discriminates against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society.

[REDACTED]
If you require any further information, please do not hesitate to contact me.

Lauren Penhaligon

[REDACTED]

[REDACTED]

[REDACTED]

Objection to the Application for a sexual entertainment venue licence by Villa Mercedes, 4 Suffolk Road, Sheffield S2 4AG.

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confidential

Confidential

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[REDACTED]
[REDACTED] If you require any further information, please do not hesitate to contact me.

Appendix C

Representations - Supporters

CL

Hollis Georgina (CEX)

From: licensingservice
Subject: FW: Support Forr Villa Mercedes SEV Licensing Application

From: Tony Prince
Sent: 07 July 2016 12:48
To: licensingservice
Subject: Support Forr Villa Mercedes SEV Licensing Application

I am writing to support the application for Villa Mercedes to receive a Sexual Entertainment Venue license. I feel that providing the the hoardings are subtle the venue would not have issues with people feeling threatened. Certainly the research by the Universities of Kent and Loughborough run by Professor Phil Hubbard shows that people will walk past venues without noticing. His research also showed the majority of people are for venues the issue being location being affected by NIMBYism.

I have seen a small campaign group called ZeroOption4Sheffield have created a template for people to use. The issue with templates is that you cannot be sure if it is different people sending in the letter or one person with multiple e-mail addressses. The claims that the normalisation of objectification and sexualisation is a moral argument based on a belief system that has no actual proof by peer reviewed research. As each template uses the same moral argument (I expect anyway) all of the templates claiming this should be discounted as the council should not make a decision based on moral judgements.

I am not a resident but have travelled the UK on business over the years and visited many venues. There are the occasional poorly run venues but we cannot know how the venue will be run with any certainty. I would give the venue a chance with caveats on advertising and hoardings.

Tony Prince

Appendix D

Meeting Invites

(DI)

Sheffield
City Council



SHEFFIELD CITY COUNCIL

LOCAL GOVERNMENT (MISCELLANEOUS PROVISIONS) ACT 1982

Sexual Entertainment Venue – Villa Mercedes, 4 Suffolk Road, Sheffield, S2 4AG

IMPORTANT: NOTIFICATION OF A LICENSING SUB COMMITTEE HEARING

LEGISLATION: Local Government (Miscellaneous Provisions) Act 1982

LICENCE TYPE: Sexual Entertainment Venue (Grant)

I refer to the above and an application for the Grant of a Sexual Entertainment Venue Licence.

This matter has been referred to the Licensing Sub Committee of Sheffield City Council for determination. Full details will be provided in the report which will be available on the Councils website from Wednesday 24th August 2016. The Licensing Committee has the authority to decide what action to take in relation to the application.

The hearing in respect of the application will take place on **Thursday 8th September 2016** in the Council Chambers of the Town Hall, Sheffield (Pinstone Street entrance) and as you have made a written representation you are invited to attend at **10:00 am**.

PLEASE NOTE:

Due to the number of interested parties, it is vitally important that you reply to this invite. If you fail to respond to this invite and subsequently attend the hearing, your admission cannot be guaranteed due to health and safety considerations. Entry precedence will be given to individuals who have confirmed their attendance in advance.

I would be grateful if you would confirm that you will be attending the meeting by emailing the Licensing Service at licensing@sheffield.gov.uk by telephoning 0114 273 4264 or by post to the address below **before 5pm on Tuesday 30th August 2016.**

Steve Lonnia

.....
Steve Lonnia
Chief Licensing Officer
Head of Licensing

Date: 11th August 2016.

Licensing Service, Business Strategy and Regulation, Block C,
Staniforth Road Depot, Staniforth Road, Sheffield, S9 3HD

The Licensing Service reception is open from 10.00am to 4.00pm, Monday to Friday

Appendix E

Equality Impact Assessment Notes

Page 452

Villa Mercedes SEV - Premises Licence Application

Equality Impact Assessment Notes

Age

Impact – Negative

Evidence – In the event of licences being granted, access to the premises will be prohibited to those under 21 years of age, through both the Local Government (Miscellaneous Provisions) Act 1982 and the Licensing Act of 2003. This will be controlled by conditions on the licence as offered by the applicant.

Mandatory conditions on any SEV licence prohibit advertising etc. outside of the premises without the prior approval of the Council.

There are other establishments in the vicinity of proposed premises, such as a school and college. The location of the proposed premises may have a negative impact on the young people that attend these establishments.

Disability

Impact - Neutral

Evidence - As part of the standard application process the Councils Health Protection Service (Health and Safety) will work with and advise the applicant regarding accessibility to the premises.

Pregnancy / Maternity

Impact - Neutral

Evidence - As far as we are aware there are no issues in this area and we have received no evidence (comments or views) related to this issue.

Race

Impact - Neutral

Evidence - As far as we are aware there are no issues in this area and we have received no evidence (comments or views) related to this issue.

Religion / Belief

Impact - Neutral

Evidence - Some people may have a religion or belief that is offended by sex establishments/entertainment venues. The authority notes that it is lawful to operate these and that such businesses are a legitimate part of the retail and leisure industries. The licensing authority's role is to administer the licensing regime in accordance with the law.

This law empowers local people and the community to be

involved in the licensing process. The policy also states that the authority will consider the character of the relevant locality when considering an application and will particularly take account of the proximity of various types of premises including religious buildings.

Sex

Impact –

Negative

Evidence -

Representations submitted by action groups and interested individuals for this and similar recent applications contends that sexual entertainment venues contribute to the objectification, victimisation and harassment of women.

Representations submitted by performers (exclusively female) for similar previous applications suggest that the opportunity for a flexible, self-employed work pattern is an attractive proposition, providing a sustainable income and work / life balance. Closing of such premises would have a negative impact on those in lawful employment, particularly women.

Extensive safeguards are to be in place for the protection of performers from harassment and other unwarranted attentions. These safeguards are documented within the application paperwork. Whilst the customer demographic for such venues is largely male, it is not unusual for females to visit such premises, as presented in evidence for a previous application. There is no bar to entry for either gender at any time.

The proposed premises are in close proximity to a centre which supports women and girls from 13 years of age who have been raped or otherwise sexually abused, this is also where the home office funded Independent Sexual Violence Advisor Service is based. The centre provides support, advocacy, counselling and psychotherapy for the trauma they have experienced.

Sexual Orientation

Impact –

Neutral

Evidence -

Whilst the application makes no specific reference to sexual orientation, it is assumed that the target audience is heterosexual male. Notwithstanding, there is no bar to anyone seeking legal entry to the premises, and no reference is made in the application to any such customer data being gathered.

Transgender

Impact – Neutral
Evidence - Whilst the application makes no specific reference to transgender issues, it is assumed that the target audience is heterosexual male. Notwithstanding, there is no bar to anyone seeking legal entry to the premises, and no reference is made in the application to any such customer data being gathered.

Carers

Impact – Neutral
Evidence - As far as we are aware there are no issues in this area and we have received no evidence (comments or views) related to this issue.

Voluntary, Community & Faith Sector

Impact – Negative
Evidence - The Council are aware of sensitive buildings/premises that are located in the immediate vicinity. These premises are staffed mainly by volunteers and are visited by individuals who may be negatively impacted upon by this type of premises.

Financial Inclusion, Poverty, Social Justice

Impact – Neutral
Evidence - As far as we are aware there are no issues in this area and we have received no evidence (comments or views) related to this issue.

Cohesion

Impact - Negative
Evidence - Some people may hold a belief that sex establishments / entertainment venues contribute towards a decline in societal cohesion. The authority notes that it is lawful to operate these and that such businesses are a legitimate part of the retail and leisure industries. The licensing authority's role is to administer the licensing regime in accordance with the law. This law empowers local people and the community to be involved in the licensing process. The policy also states that the authority will consider the character of the relevant locality when considering an application and will particularly take account of the proximity of various types of premises including residential areas that are frequented by children and families or vulnerable adults.

Other / Additional**Impact - Neutral**

Evidence - The premises is close to the railway station and a college of further education, together with other premises which may be perceived to be sensitive. The exterior of the building is required to be neutral and approval must be granted for its appearance.

That said, any brand or logo may be likely to evoke a certain level of consternation amongst some sections of the local community. Therefore anything on the exterior of the building including logos, advertising should be required to be approved.

Such venues are legally in existence by Act of Parliament. The Council must consider applications in line with the relevant legislation which primarily considers the locality and consider relevant conditions for the effective management and enforcement of the same.

Some people may hold a belief that sex establishments / entertainment venues contribute towards prostitution or crime & disorder. However, there is no evidence in Sheffield or any objection from the responsible authorities to support this.

Overall Summary

Such venues are legally in existence by Act of Parliament. The authority notes that it is lawful to operate these and that such businesses are a legitimate part of the retail and leisure industries. The licensing authority's role is to administer the licensing regime in accordance with the law

However, overall it is considered that there are some potential negative equality impacts, in particular regarding young people, women and community cohesion in his is due to the location of the premises in this particular application and its proximity to premises that are frequented by children and vulnerable adults.

Appendix F

Hearing Procedure

SEXUAL ENTERTAINMENT VENUES

LICENSING SUB COMMITTEE HEARING PROCEDURE

This procedure has been drawn up to assist those attending Sexual Entertainment Venue Committee hearings. The hearing can be heard in two parts and may be held on separate dates – objectors will be invited to attend Part One only. Part One will not apply if there are no objectors.

The hearing before the Council is Quasi-Judicial.

PART ONE

1. The Chair of the Licensing Sub-Committee will introduce the Sub-Committee and ask officers to introduce themselves.
2. The Chair will ask the objectors (or nominated speaker(s) on behalf of the objectors) to formally introduce themselves.
3. The Solicitor to the Sub-Committee will outline the procedure to be followed in the hearing.
4. Hearing Procedure:-
 - (a) The Licensing Officer will introduce the report.
 - (b) Questions concerning the report can be asked by Members.
 - (c) The Licensing Officer will introduce in turn the objectors (or nominated speakers) who will then be asked to detail the relevant representations. New representations must not be raised.
 - (d) The Chair of the Licensing Sub-Committee will invite members of the Sub-Committee to put any relevant questions to the objectors.
 - (e) The Chair of the Licensing Sub-Committee will close Part One of the hearing.

PART TWO

1. The Chair of the Licensing Sub-Committee will introduce the Sub-Committee and ask officers to introduce themselves.
2. The Chair will ask the applicants to formally introduce themselves.
3. The Solicitor to the Sub-Committee will outline the procedure to be followed in the hearing.
4. Hearing Procedure:-
 - (a) The Licensing officer will introduce the report.
 - (b) Questions concerning the report can be asked both by Members and the applicant.

- (c) The applicant/licensee (or his/her nominated representative) will then be asked to:-
 - i) Present their case to the Sub-Committee and respond to any objections made;
 - ii) Call on any witnesses in support of their application;
 - (d) The Chair of the Licensing Sub-Committee will invite Members of the Sub-Committee to put any relevant questions to the applicant/licensee (or his/her nominated representative) and/or any witnesses who speak.
 - (e) The applicant will be invited to briefly sum up the application.
 - (f) The Licensing Officer will then detail the options.
 - (g) There will then be a private session for Members to take legal advice and consider the application.
5. The decision of the Licensing Sub-Committee will be conveyed in writing following the hearing, to the applicant/licensee (or his/her representative).
6. Objectors will receive a copy of the written notification of the Sub-Committee's decision sent to the applicant, if they have advised the Licensing Authority that they wish to do so. The decision will also be made available on the Council's website.

NB: At any time in the Licensing Process, Members of the Sub-Committee may request legal advice from the Solicitor to the Sub-Committee. This advice may be given in open session or in private.

Appendix G

Discretionary Grounds for Refusal

Discretionary Grounds for Refusing a Licence

G1.

The Council may refuse the grant or renewal of a licence in the following circumstances:-

- (a) the applicant is unsuitable to hold the licence by reason of having been convicted of an offence or for any other reason;
- (b) if the licence were to be granted, renewed or transferred the business to which it relates would be managed by or carried on for the benefit of a person, other than the applicant, who would be refused the grant, renewal or transfer of such a licence if he made the application himself;
- (c) the number of sex establishments in the relevant locality at the time the application is made is equal to or exceeds the number which the authority consider is appropriate for that locality;
- (d) the grant or renewal of the licence would be inappropriate, having regard—
 - (i) to the character of the relevant locality; or
 - (ii) to the use to which any premises in the vicinity are put; or
 - (iii) to the layout, character or condition of the premises, vehicle, vessel or stall in respect of which the application is made.

Nil may be an appropriate number for the purposes of (c) above.

The Council may refuse the transfer of a licence only in the circumstances of (a) and (b) above.

NOTE:

- The Sheffield City Council has not set a limit for the number of Sexual Entertainment Venues within the city, nor is it obliged to.
- A Nil Limit can only be set pursuant to policy review, not as a result of this application.
- The current Sexual Entertainment Venue Policy is scheduled for review before the end of 2016.

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