

Bower Claire

From: [REDACTED]
Sent: 14 May 2018 21:35
To: licensingservice
Subject: Objection to Spearmint Rhino licence renewal 2018
Attachments: Spearmint Rhino Objection 2018.docx

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: SPEARMINT RHINO

Please find attached a letter of objection.

Best wishes

[REDACTED]

Licensing Service
Block C, Staniforth Road Depot
Staniforth Road
Surrey Street
S9 3HD
By email to: licensing@sheffield.gov.uk

14th May 2018

Dear Licensing

Objection to Spearmint Rhino licence renewal 2018

I refer to the application for a sex establishment licence by Spearmint Rhino, 60 Brown Street, Sheffield, S1 2BS.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of the current Sheffield City Council's 2018 Sex Establishment Policy (the Policy) on the following grounds:

Discretionary Ground d)

i) Character of the relevant locality

(a) the fact that the premises are sited in a residential area;

The club backs onto student accommodation and the area is increasingly becoming more residential for students and non-students alike.

The city centre's residential population had risen from 6,000 to 30,000 over the last 10 yearsⁱ with further plans for more residential accommodation within the Cultural Industries Quarter (CIQ) and Knowledge Gateway. Furthermore, "the Alsop Fields development is a mix of residential apartments, studios, offices for the high-tech and creative sectors and places to eat and drink" and ". . . designed to be a destination in itself – a regeneration of part of the Cultural Industries Quarter that will be similar to the trendy parts of Manchester and London"ⁱⁱ for which Brown Street and Paternoster Row are the main thoroughfares.

(d) the premises are sited near premises or areas which are sensitive because they are frequented by children, young persons or families, including but not limited to educational establishments, leisure facilities such as parks, libraries or swimming pools, markets and covered markets;

The Showroom and adjacent Work Station are frequented by families and both host events specifically for children including the world renown Children's Media Conference.

(e) the premises are sited near places and or buildings of historical/cultural interest and other tourist attractions.

It is directly opposite the Showroom cinema, which is "one of Europe's largest independent cinemas paired with the longest-running creative business centre in the city "housed in a converted 1930s car showroom."

It is also opposite the Site Gallery which has just undergone a huge expansion. Spearmint Rhino is not only centrally located in terms of proximity to a number of national and international events locations but

it is also a direct access route, for example: Doc Fest; the aforementioned Children's Media Conference; Off the Shelf etc all of which are tourist attractions.

The Club is next to Sheffield Hallam Students Union (an iconic and a city landmark building).

ii) Use of other premises in the vicinity

The Licensing Authority will have regard to, but not limited to, the following:

(a) schools, nurseries or other premises substantially used by or for children under 18 years of age,

There are many educational establishments in the vicinity and Brown Street is also an access route to the Sheffield College Granville Road campus and UTC which provides education for children from the age of 14. It is in close proximity to Freeman College which provides education for students (16 – 25) who have a range of complex learning, mental health and behavioural needs.

The Club is also at the epicentre of the designated "Knowledge Gateway" and located on Sheffield Hallam University's city campus whose masterplan is to further develop the area which includes "new buildings for the Business School and social sciences, refurbishing the Students' Union building known as The HUBS, creating a University Green [Festival/CIQ Square] and improving our current estate."ⁱⁱⁱ

(b) parks or other recreational areas designed for use by or for children under 18 years of age;

The recreational space (formerly known as Festival Square but now named as Cultural Industries Quarter Square on the map of the area which can be found on Sheaf Square) is directly adjacent to the club and the club's presence is holding back further use and development of this space into its full potential.

(c) hospitals, mental health or disability centres, substance misuse treatment centres, sexual exploitation services, sexual abuse centres or similar premises;

There are a number of charities and organisations in the area which support vulnerable children, young people and adults, one of which is situated directly behind the club. Charles Street is a direct access route from the bus stop on Arundel Gate and the car park on Arundel Street; direct access from both means that service users pass directly past the club through the unused and desolate Festival/CIQ Square.

(d) any central gateway to the city or other city landmark, historic building or tourist attraction;

See (e) under (i).

(f) predominately residential areas;

See (a) under (i)

(g) The Cultural Hub (Millennium Galleries, Tudor Square, theatres and library).

The location of the club is a de facto "cultural hub" given it is named the Cultural Industries Quarter. It is also on the direct access route to the 24/7 Addsetts learning centre from numerous student accommodation blocks in the immediate vicinity, which many will be accessing during the club's opening hours.

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

The building, despite the removal of signage during its closed hours, is a blacked out sinister presence incongruous with its surroundings and clearly marked buildings. Removal of the signage is “a sticking plaster to a gaping wound” approach by Licensing. Regardless of whether the club’s signage is visible in the day, it is widely known what the building is. Those who are not familiar with the building’s use visiting SHU on open days and viewing properties in the vicinity during the day will be unable to make an informed decision about moving into an area with a sex establishment on the doorstep.

Furthermore, the building could be put to a different use serving a far more diverse and greater number of people thereby enriching the CIQ in a far more inclusive and compatible way.

Further grounds for refusal

The Public Sector Equality Duty and Gender Equality

The Policy states under the heading “The Equality Act 2010”:

This Act legally protects people from discrimination in the workplace and wider society. This includes the Public Sector Equality Duty (PSED), which means that the Council must thoroughly consider, in the discharge

of its licensing functions, the need to:

- promote equality of opportunity;
- eliminate unlawful discrimination, harassment and victimisation;
- promote good relations.

This applies for this policy and to the consideration and determination of applications for sex establishments. (p.5)

I believe that sex establishments such as Spearmint Rhino directly discriminate against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. A 2016 review highlights how these venues undermine women’s equality:

“Thus, in objectifying media women’s role as a source of male sexual pleasure is emphasized and their humanity is deemphasized. After having internalized the messages of male sexual privilege and female dehumanization, it should be easier for men to envision imposing themselves sexually on women and reacting punitively to women who frustrate their sexual goals.”^{iv}

The Council has a fundamental and non-delegable role to give due regard to the Public Sector Equality Duty, including tackling gender inequality. This applies notwithstanding the fact that Parliament has legislated to allow the possibility for sex establishments to be licensed in specific areas – subject to the choices of the local communities.

The Policy further states that:

Licences will be refused if the Licensing Authority perceives a venue will have negative impacts on members of the public or vulnerable persons living, working or engaged in normal activity in the area.

Many women have voiced their concerns and fears about the presence of Spearmint Rhino in previous objections, including LGBT women and disabled women. In 2017, many examples of the negative

impact of this club were given in objections, for example: one woman giving up her studio at Yorkshire Artspace and a contributory factor was the presence of the club and “running the gauntlet of men hanging around outside the club and harassing women.” (objection 12) and others have stated how the club impacts on their business at hearings and in writing.^v

As Philip Kolvin (2010) cites the Royal Town Planning Institute’s Gender and Spatial Planning Good Practice Note:

“In relation to the 24-hour economy policy, ensure that the views of women are considered. Evidence shows that in certain locations, lap-dancing and exotic dancing club make women feel threatened or uncomfortable”^{vi}

Kolvin continues with:

“If a woman, whether objectively justified or not, fears to use part of the town centre characterised by sex establishments, this may be argued to amount to discrimination, in that her access to the public infrastructure of the town is impaired in comparison to that of men. Where relevant these considerations ought properly to be taken into account by authorities at the decision-making stage, and possibly at the policy-making stage”^{vii}.

This is further corroborated by 2012 research published in Criminal Justice Matters which states that:

“. . . 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.”^{viii}

In addition to an Australian article about women and girls’ perceptions of safety in urban spaces highlights how they restrict their freedom of movement to avoid zones where there are strip clubs.^{ix}

Lap dancing clubs also reinforce negative gender stereotypes of male insatiable sexuality and female sexual availability which are hugely damaging to both sexes and non-binary people. The stereotypes upon which they are founded do not foster good relations between the sexes, as evidenced in 2016 by Zero Option at the Villa Mercedes hearing representation and its 2017 oral representation at the hearing^x.

In their UK study published in 2011 Sanders and Hardy^{xi} reported that 30% of the women performers interviewed said that as a result of doing the job they had lost respect for men; a finding echoed many testimonies of former performers.

The Policy states that “The Licensing Authority will also consider the following factors when deciding if an application is appropriate”:

(b) proximity to areas with high levels of crime;

On 22nd February 2018, it was reported in the Star that Arundel Gate which runs in parallel to Paternoster Row and is approximately 1-2 minutes on foot away depending on walking pace, is 10th in the top 10 areas of crime in the city and that “These offences, including assaults, robberies and sex attacks on women, were recorded between January and November 2017.”^{xii}

This image of a high-end establishment portrayed by this club 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. The fact that its location within Sheffield Hallam University buildings and the CIQ also conveys the message that this SEV is culturally embedded within the two and indeed integral to a higher education experience and Sheffield’s local heritage.

The Committee is asked to note that in the last few years Leeds City Council successfully defended a refusal to renew two SEV licenses at judicial review:

R (Bean Trading A Ltd) v Leeds City Council (2014)

It was held that a council can “take a fresh look” despite no changes to the character of locality. The Council is also asked to note the following from Philip Kolvin regarding licence renewal:

“Given that there is potential for the discretion to be exercised afresh, the renewal should not just be a rubber stamping exercise, but an opportunity, if needed, to review the principle and content of the license.”^{xiii}

The case of Thompson v Oxford City Council (2014) was also supported at court of appeal, and the Council told they could “take a fresh look” at any application for renewal.

According to the BBC, lap dancing clubs have fallen by a third in England^{xiv}. The same report states that “a survey conducted by YouGov in 2015 found 64% of people in Great Britain said strip clubs were a negative part of British culture.” I ask that the Committee refuses to grant the club a licence for all the reasons outlined and because Spearmint Rhino is anachronistic, it gives Sheffield and our much vaunted CIQ a negative image and may deter investors and developers. At a time when we are hoping to attract large investors and are bidding for Channel 4 to relocate in the vicinity, the Committee needs to turn down this licence application, which it is empowered to do.

I look forward to hearing from you.

References

ⁱSheffield Star 16th January 2018 *Dramatic rise in the number of people living in Sheffield city centre* Available from: <https://www.thestar.co.uk/news/dramatic-rise-in-the-number-of-people-living-in-sheffield-city-centre-1-8960059>

ⁱⁱ Sheffield Chamber of Commerce *Sheffield’s Cultural Industries Quarter expansion in £10m City Estates project* Available from: <https://www.scci.org.uk/2017/03/sheffields-cultural-industries-quarter-expansion-in-10m-city-estates-project/>

ⁱⁱⁱ Sheffield Hallam University 22nd February 2018 *New campus masterplan places Hallam at the heart of the city* Available from: <http://www4.shu.ac.uk/mediacentre/new-campus-masterplan-places-hallam-heart-city>

^{iv} Wright, P.J & Tokunaga, R.S (2016) Men’s Objectifying Media Consumption, Objectification of Women, and Attitudes Supportive of Violence Against Women in *Archives of Sexual Behavior*

^v *Zero Option oral representation at the Spearmint Rhino hearing April 2017* Available from: <https://zerooptionblog.wordpress.com/2017/04/14/zero-options-representation-at-the-spearmint-rhino-licence-renewal-hearing-11th-april-2017/#more-524>

^{vi} Kolvin, P (2010) *Sex Licensing*, The Institute of Licensing p.87

^{vii} Kolvin, P (2010) *Sex Licensing*, The Institute of Licensing p.87

^{viii} Patiniotis, J. & Standing, K. (2012) ‘License to cause harm? Sex entertainment venues and women’s sense of safety in inner city centres’ in *Criminal Justice Matters*, 88:1, 10-12.

^{ix} Safe in the City? Girls tell it like it is. March 26, 2017 <https://theconversation.com/safe-in-the-city-girls-tell-it-like-it-is-72975>.

^x Slideshare available from: <https://www.slideshare.net/ZerooptionSheffield/villa-mercedes-hearing-8th-september-2016>

^{xi} Sanders, T., & Hardy, K. (2011) *The Regulatory Dance: Sexual Consumption in the Night Time Economy – Initial Findings*. Leeds: University of Leeds

^{xii} Sheffield Star 22nd February 2018 Available from: <https://www.thestar.co.uk/news/listed-these-are-the-10-most-crime-ridden-streets-in-sheffield-1-9030246>

^{xiii} Kolvin, P (2010) *Sex Licensing*, The Institute of Licensing p.90

^{xiv} 23rd February 2018 Available from: <http://www.bbc.co.uk/news/uk-england-43043842>

Bower Claire

From: Sheffield Not Buying it <[REDACTED]>
Sent: 14 May 2018 22:16
To: licensingservice
Subject: Spearmint Rhino Objection - part 1/2
Attachments: NBIS SR Objection 2018.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: SPEARMINT RHINO

Dear Licensing

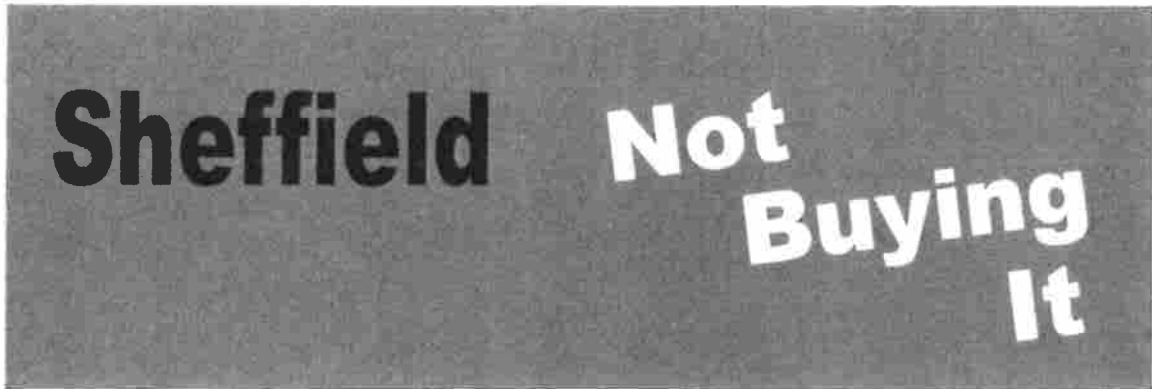
Please find attached our objection to the licence renewal of Spearmint Rhino.

We trust that this year, as back in 2015, the applicant's witness statement will be shared with all objectors beforehand, rather than on the day (2015) or not at all (2016 and 2017).

We would be grateful if you could confirm receipt of this email and the attached objection.

Many thanks and kind regards

Not Buying It Sheffield



Email: [REDACTED]

Licensing Service
Block C, Staniforth Road Depot
Staniforth Road
Surrey Street
S9 3HD
By email to: licensing@sheffield.gov.uk

13th May 2018

Dear Licensing Service

Objection to Sonfield Developments application for Spearmint Rhino licence renewal

We are a Sheffield based grass roots activist organisation formed in 2017 and are the local branch of Not Buying It, a national pressure group founded by Dr Sasha Rakoff in 2016, founder of Object. Object were instrumental in the introduction of the legislation under which these venues are now licensed.

We refer to the application for a sex establishment licence by Spearmint Rhino ("the club"), 60 Brown Street, Sheffield, S1 2BS.

We strongly advocate that the Council should refuse the licence application under the Discretionary Grounds for Refusal of the current Sheffield City Council's 2018 Sex Establishment Policy ("the Policy") on the following grounds:

Discretionary Ground d)

i) Character of the relevant locality

(a) the fact that the premises are sited in a residential area;

The club backs onto student accommodation and the area is increasingly becoming more residential for students and non-students alike.

The city centre's residential population had risen from 6,000 to 30,000 over the last 10 years¹ with further plans for more residential accommodation within the Cultural Industries Quarter (CIQ) and Knowledge Gateway. Furthermore, "the Alsop Fields

development is a mix of residential apartments, studios, offices for the high-tech and creative sectors and places to eat and drink” and “. . . designed to be a destination in itself – a regeneration of part of the Cultural Industries Quarter that will be similar to the trendy parts of Manchester and London”ⁱⁱ for which Brown Street and Paternoster Row are the main thoroughfares.

This redevelopment is much needed and this expansion of the CIQ will increase footfall significantly along Paternoster Row and Brown Street. It was recently reported in the Sheffield Telegraph that:

*For many people, the [CIQ] area is defined by landmarks such as the Showroom Cinema and adjoining Workstation, Hallam University’s HUBs building, the Science and Technology Parks, the Leadmill and the Site Gallery. **But for all the progress, there is a sense that the CIQ has nowhere near reached its full potential.** In fact, the council has conceded that the CIQ has lost ground to similar clusters of creative businesses in other cities and that it needs to refresh and update – both its cultural and commercial offer and public space for a growing resident and business population. Albert Works, the first building to be completed at Alsop Fields, is now occupied by internationally recognised marketing company Jaywing Plc, so already daytime life is being added to the area.ⁱⁱⁱ (emphasis added)*

(d) the premises are sited near premises or areas which are sensitive because they are frequented by children, young persons or families, including but not limited to educational establishments, leisure facilities such as parks, libraries or swimming pools, markets and covered markets;

The Showroom and adjacent Work Station are frequented by families and both host events specifically for children including the world renowned Children’s Media Conference in addition to the events which will be hosted by the Site Gallery upon its reopening.

(e) the premises are sited near places and or buildings of historical/cultural interest and other tourist attractions.

It is directly opposite the Showroom cinema, which is “one of Europe’s largest independent cinemas paired with the longest-running creative business centre in the city, housed in a converted 1930s car showroom” which is open until midnight everyday.

It is also opposite the Site Gallery which has just undergone a huge expansion. Spearmint Rhino is not only centrally located in terms of proximity to a number of national and international events locations but it is also a direct access route, for example: Doc Fest; the aforementioned Children’s Media Conference; Off the Shelf etc all of which are tourist attractions.

The club is next to Sheffield Hallam Students Union (iconic and a city landmark building).

ii) Use of other premises in the vicinity

The Licensing Authority will have regard to, but not limited to, the following:

(a) schools, nurseries or other premises substantially used by or for children under 18 years of age,

There are many educational establishments in the vicinity and Brown Street is also an access route to the Sheffield College Granville Road campus and UTC which provides education for children from the age of 14. It is in close proximity to Freeman College which provides education for students (16 – 25) who have a range of complex learning, mental health and behavioural needs.

It is in very close proximity to the Great Escape Game which also caters for children and families.

The club is also at the epicentre of the designated “Knowledge Gateway” and located on Sheffield Hallam University’s city campus whose masterplan is to further develop the area, which includes “new buildings for the Business School and social sciences, refurbishing the Students’ Union building known as The HUBS, creating a University Green [Festival/CIQ Square] and improving our current estate.”^{iv}

(b) parks or other recreational areas designed for use by or for children under 18 years of age;

The recreational space (formerly known as Festival Square but now named as Cultural Industries Quarter Square on the map of the area which can be found on Sheaf Square) is directly adjacent to the club and the club’s presence is holding back further use and development of this space into its full potential. Circular arguments such as “no one uses this space” vs “the club’s presence is impacting on this space’s use and holding back its full development potential” have resulted in an impasse. However, as far back as 2013 it was acknowledged that this space was not used to its full potential in the following action plan:



4.5 CHARACTER AREAS

4.5.1 HEART OF THE QIG



Not achieving its full potential

4.5.1 HEART OF THE CIQ

HEART OF THE CIQ POLICIES

HCIQ1: PURPOSE OF THE AREA

The purpose of the Heart of the Cultural Industries Quarter is primarily to accommodate large scale cultural and educational activities alongside a number of office and residential developments. This area provides strong support to the knowledge industries which complements the cultural uses in the area, while encouraging investment, activity and footfall.

HCIQ2: APPROPRIATE LAND USES FOR NEW DEVELOPMENT

The following land uses will be supported and encouraged within the area:

- i. Cultural
- ii. Educational
- iii. Commercial - Small/medium scale offices
- iv. Leisure (Small scale cafes, restaurants, bars)
- v. Residential - Medium density

HCIQ3: DEVELOPMENT ADJACENT TO ARUNDEL GATE

Support will be given to development exceeding five stories in height which is adjacent to Arundel Gate as this is in keeping with the character of existing development alongside a major vehicular route.

HCIQ4: PRESERVATION OF CULTURAL ASSETS

The Heart of the Cultural Industries accommodates large scale cultural activities within the city. Support will be given to development that develops and preserves this cultural status.

HCIO5: KEY SITE

This key site will provide high quality, bold open space and encourage activity due to its prominence complementing the surrounding cultural and educational uses.

KEY PROJECT SITE

As already indicated, the Key Project Site within this area is located in the current open space next to the Sheffield Hallam Students Union building. At present this open space has no landscaping, planting etc., and based on this Action Plan's research does not seem to be achieving its full potential.

The proposals for this site are therefore to revitalise and re-landscape this open space, whilst also creating a connection between it and Grinders Hill pedestrian route. In relation to the pedestrian route this will involve improving the quality of the public realm along this route, developing a connection with this route and the pedestrian route which is part of the City Living area's Key Project Site, and improving the lighting of the enclosed Grinders Hill section.

The open space's landscaping and public realm should be based on the style of Devonshire Green in the Devonshire Quarter, in order to demonstrate consistency between the public realm design and quality throughout the city (as demonstrated in the photographs below).



It is fair to say that the vision from 5 years ago has not been remotely achieved (see Appendix i for the full slides from the slideshare site).

In 2014, the Sheffield Telegraph featured an article declaring:

New gameplan on way for Pinball Square



The piece goes onto state:

Now Pinball Square - a reference to how it was shaped - is in line for a revamp, to create more of an attractive and welcoming green space as part of the Cultural Industries' Quarter. Part of the area will retain a hard surface for events, and so Sheffield Hallam University's HUBs building, the students' union that succeeded the NCPM, and venues such as the Showroom and Workstation can have tables and chairs there. But other sections will have a lawn and trees. There will also be new lighting and seats. One of the aims is to have "a flexible outdoor space for performances and events".^v

Four years on it is as if we are in a timewarp as there has most certainly not been anything akin to a revamp. Why is this? We could like the Sub-committee to address this as it comes up every year and we never receive a satisfactory response.

Furthermore, despite repeated assertions on an annual basis that Howard Street is the main throughfare/gateway, please refer to the four maps and suggested plotted walking routes overleaf showing how walking directly past the club (either through the square or along Brown Street) is inevitable following these routes to and from several key places as suggested by Walkit.com:

We use cookies to tailor content and ads, and to analyse traffic. We share data about your use of walkit.com with our advertising and analytics partners. You can [find out more here](#)



Sheffield walking directions from 26 Leadmill Road to town hall
0.6 miles, 13 mins, 66 Cal (med pace)



advertising and analytical partners. You can find out more here



Sheffield walking directions from bus station to 199 Eyre Street
0.7 miles, 15 mins, 72 Cal (med pace)







(c) hospitals, mental health or disability centres, substance misuse treatment centres, sexual exploitation services, sexual abuse centres or similar premises;

There are a number of charities and organisations in the vicinity which support vulnerable children, young people and adults, including a specialist sexual violence service and a women's project which is situated directly behind the club, the same project a mother of a service user was quoted as saying she could not let her daughter access due to it being within feet of the club in 2017's objections.

Charles Street is a direct access route from the bus stop on Arundel Gate and the car park on Arundel Street; direct access from both means that service users pass directly past the club through the unused and desolate Festival/CIQ Square.

Addaction, the adult drug and alcohol service is also on Sidney Street with Paternoster Row and Brown Street as a direct access route from the railway station, bus station and bus stops on Arundel Gate coming in from the south of the City.

(d) any central gateway to the city or other city landmark, historic building or tourist attraction;

See (e) under (i).

(f) predominately residential areas;

See (a) under (i)

(g) The Cultural Hub (Millennium Galleries, Tudor Square, theatres and library).

The location of the club is a de facto “cultural hub” given it is named the Cultural Industries Quarter and furthermore, designated to be at the heart of the CIQ. It is also on the direct access route to the 24/7 Addsetts learning centre from numerous student accommodation blocks in the immediate vicinity (with more being built on Sidney Street), which many will be accessing during the club’s opening hours.

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

The building, despite the removal of signage during its closed hours, is an obtrusive blacked out sinister presence incongruous with its surroundings. Regardless of whether the club’s signage is visible in the day, it is widely known what the building is. Those who are not familiar with the building’s use visiting SHU on open days and viewing properties in the vicinity during the day will be unable to make an informed decision about moving into an area with a sex establishment on the doorstep.

As recorded in the case of R (Bean Trading A Ltd) v Leeds City Council (2014):

The committee noted the applicant’s offer in relation to signage and whilst recognizing attempts to address concerns was of the view that the premises could never be invisible.

It is manifestly preposterous that this was ever considered a solution to the presence of Spearmint Rhino; this does not make the club disappear and this “three wise monkeys” approach is misguided and does not address any of the issues raised here nor previously. All other buildings in the vicinity are signed and this was a poor attempt to minimise the impact this venue has. It is also a recognition by last year’s Sub-committee of the club’s incongruity and inappropriateness. The only other buildings in the area not clearly marked are for reasons of anonymity because of vulnerable service users accessing services.

As Sheffield Digital has highlighted on its website:

From a sectoral advocacy perspective, we think that better use could be made of that building, as it is in a prime location in the city’s major digital and creative cluster, especially as the area around it is about to further develop with the re-opening of the Site Gallery, the Knowledge Gateway improvements and the implementation of Sheffield Hallam University’s Master Plan.

We are concerned that its presence in that location doesn’t reflect well on the CIQ, and on Sheffield generally, as it sits directly opposite the Workstation and next to the Hubs which provide bases for thousands of delegates during

Docfest, the Children's Media Conference, ShAFF and other international events. It is also very close to the UTC Sheffield City, a secondary school that specialises in Creative and Digital Media, and feel that it does not present the best welcome for visiting parents deciding whether to send their children there.^{vi}

We agree that the building could be put to a different use serving a far more diverse and greater number of people thereby enriching the CIQ in a more inclusive and compatible way and may encourage the use of the vacant premises next to it. Last year, it was however suggested that the building could be put to some other use during the day following the example of one of Bristol's strip clubs, Urban Tiger, which hosts life drawing classes during the day. We draw the Sub-committee's attention to this taken from Urban Tiger's Facebook page, promoting its "life drawing classes" and hope that this idea which was floated is not one that the Sub-committee would entertain.



Urban Tiger Bristol

10 September at 02:37

Life drawing is a relatively new stag activity that has very quickly grown in popularity! This class is excellent value for money at just £20pp, which includes a 1.5 hour session with one of our fantastic professional art tutors, one stunning nude female model for you to study, all art supplies, exclusive venue hire of one of our city centre venues, plus use of a fully stocked bar during the class! Pictured is one of our fantastic stag do's in an Urban Tiger life drawing clas... See more



Like Comment Share

3



Write a comment...



Further grounds for refusal

The Public Sector Equality Duty and Gender Equality

The Policy states under the heading "The Equality Act 2010":

"This Act legally protects people from discrimination in the workplace and wider society. This includes the Public Sector Equality Duty (PSED), which means that the Council must thoroughly consider, in the discharge of its licensing functions, the need to:

- promote equality of opportunity;
- eliminate unlawful discrimination, harassment and victimisation;

- promote good relations".

This applies for this policy and to the consideration and determination of applications for sex establishments. (p.5)

We believe that sex establishments such as Spearmint Rhino directly discriminate against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. A 2016 review highlights how these venues undermine women's equality:

Thus, in objectifying media women's role as a source of male sexual pleasure is emphasized and their humanity is deemphasized. After having internalized the messages of male sexual privilege and female dehumanization, it should be easier for men to envision imposing themselves sexually on women and reacting punitively to women who frustrate their sexual goals.^{vii}

The Council has a fundamental and non-delegable role to give due regard to the Public Sector Equality Duty, including tackling gender inequality. This applies notwithstanding the fact that Parliament has legislated to allow the possibility for sex establishments to be licensed in specific areas – subject to the choices of the local communities.

The Policy further states that:

Licences will be refused if the Licensing Authority perceives a venue will have negative impacts on members of the public or vulnerable persons living, working or engaged in normal activity in the area.

Many women have voiced their concerns and fears about the presence of Spearmint Rhino in previous objections, including LGBT women and disabled women. In 2017, many disturbing examples of the negative impact of this club were given in objections, for example: one woman giving up her studio, a contributory factor was the presence of the club and "running the gauntlet of men hanging around outside the club and harassing women." (objection 12). Others have stated how the club impacts on their business at hearings and in writing.^{viii}

As Philip Kolvin (2010) cites the Royal Town Planning Institute's Gender and Spatial Planning Good Practice Note:

In relation to the 24-hour economy policy, ensure that the views of women are considered. Evidence shows that in certain locations, lap-dancing and exotic dancing club make women feel threatened or uncomfortable^{ix}

Kolvin continues with:

If a woman, whether objectively justified or not, fears to use part of the town centre characterised by sex establishments, this may be argued to amount to discrimination, in that her access to the public infrastructure of the town is impaired in comparison to that of men. Where relevant these considerations ought properly to be taken into account by authorities at the decision-making stage, and possibly at the policy-making stage^x.

This is further corroborated by 2012 research published in Criminal Justice Matters which states that:

. . . 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.^{xi}

In addition to an Australian article about women and girls' perceptions of safety in urban spaces highlights how they restrict their freedom of movement to avoid zones where there are strip clubs.^{xii}

Lap dancing clubs also reinforce negative gender stereotypes of male insatiable sexuality and female sexual availability which are hugely damaging to both sexes and to non-binary people. The stereotypes upon which they are founded do not foster good relations between the sexes, as evidenced in 2016 by Zero Option at the Villa Mercedes hearing representation and its 2017 oral representation at the hearing^{xiii}.

In their UK study published in 2011 Sanders and Hardy^{xiv} reported that 30% of the women performers interviewed said that as a result of doing the job they had lost respect for men; a finding echoed in many testimonies of former performers. This is in addition to the misogynistic and sexist views espoused by many men (and some women) towards women working in the industry.

In a Daily Mail article about sexual assault in a "pop-up" strip club in Cheltenham, the following is a sample of the comments posted^{xv}: We ask the sub-committee how this fosters good relations between the sexes and why it is that these people believe that sexually assaulting lap dancers is not only to be expected but is acceptable and an "occupational hazard."



Toomuchtosay, Cambridge, United Kingdom, 5 hours ago

What the hell do these women expect??!

New



17



2



al1066, In the sticks, Belgium, 6 hours ago

What do you expect they do at a lap dance club. read the bible?

New



24



2



rubadub77, Koh Tao, Thailand, 6 hours ago

So women working in a seedy lap dancing club got groped, and?

New



27



2



Anglia, Hamilton, New Zealand, 6 hours ago

What do these girls expect? Stop playing victims, you choose to do this and getting paid for it!

New



40



0



alice, London, 6 hours ago

Of course they were going to be groped, all part of that particular job. BTW why shoehorn in yet another picture of the royals, nothing to do with this story.

New



20



2



winders67, Widnes, United Kingdom, 7 hours ago

Men will be men.

New



15



5



carrula, London, United Kingdom, 5 hours ago

So where are the 'MeTo' gang? why not having a go at these awful lap dancers/strippers, they do not do this job to attract females. (awful, i'm joking) for goodness sake, it's just boys being boys since time began.

New



31



0



Time for revolution, Stockton, United Kingdom, 15 hours ago

It's a LAP DANCING club....so what do they expect

New



891



15

1 reply [View all replies](#)



On a rant, Wales, United Kingdom, 5 hours ago

Prossies on street corners will be complaining about men approaching them next! #metoo

New



90



3



greatbrit, low now scot, United Kingdom, 16 hours ago

This is not new nor should it be classed as assault in their line of work.

New

↑ 527 ↓ 15



Maybejustmaybe, Somewhere over the rainbow, United Kingdom, 16 hours ago

Woman who walks around in underwear and is paid to take her clothes off is surprised when a drunken man tries to touch her... hardly a ¿times up¿ style story is it?! Either you do that job so expect the consequences or if you don¿t like it-don¿t take your clothes off for a living.

New

↑ 1149 ↓ 23

It is also no coincidence that many respondents to the new policy consultation conflated sex establishments (aka strip clubs) with “massage parlours” and brothels.

Proximity to areas with high levels of crime

The Policy states that “The Licensing Authority will also consider the following factors when deciding if an application is appropriate”:

(b) proximity to areas with high levels of crime;

On 22nd February 2018, it was reported in the Star that Arundel Gate which runs in parallel to Paternoster Row and is approximately 1-2 minutes on foot away depending on walking pace, is 10th in the top 10 areas of crime in the city and that “These offences, including assaults, robberies and sex attacks on women, were recorded between January and November 2017.”^{xvi}

This image of a high-end establishment portrayed by this club 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. The fact that its location within Sheffield Hallam University buildings and the CIQ also conveys the message that this SEV is culturally embedded within the

two and indeed integral to a higher education experience and Sheffield's local heritage.

A bastion of male sexual entitlement nestling within the heart of the CIQ (or anywhere for that matter) poses a threat to all women. Those of us with experience in sexual and domestic violence services know only too well how male sexual entitlement underpins perpetrator behaviours in their violence against women and girls.

Anachronistic, sexist, outdated and passé

According to the BBC, the number of lap dancing clubs has fallen by a third in England^{xvii}. The same report states that "a survey conducted by YouGov in 2015 found that 64% of people in Great Britain said strip clubs were a negative part of British culture."

Matters for clarification

Customer Code of Conduct

Last year we were informed that customers were informed of the Code of Conduct upon entering the club and escorted to a banquette where they had to sit on their hands. However, the Spearmint Rhino Rules for Customers according to the one enclosed in the 2015 application, state that customers must have their hands by their sides. Perhaps these have been updated but they have not been included and/or shared in the last two licence renewal applications bundles. If they have been updated/changed, then they should be shared with objectors as should the applicant's witness statement which was shared with objectors back in 2015 but has not been done so since. There has been no explanation for this and we would be grateful if the Sub-committee could clarify the position on the disclosure of the applicant's witness statement.

SPEARMINT RHINO – RULES FOR CUSTOMERS

1. Customers must be seated before a dancer can commence a dance and the customer must remain seated during the dance with their hands at their sides.
2. There must be no touching of the dancers at any time during the dance except when paying the dancer a fee.
3. No propositioning the dancers.
4. Customers must not dance at any time.
5. The customer must remain fully clothed at all times.

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

Upon a search of Spearmint Rhino's website and social media, we could not find any reference to these rules, in fact the language and images convey quite the reverse. This is very concerning as it should be clearly stated on all promotional materials what the rules are to help mitigate against the kind of behaviours that pose a threat to the dancers. La Chambre, the other Sheffield sex establishment has its rules displayed on its website:

Club Rules

Whilst we try to keep rules to a minimum - relying on the common sense of our members - we have a number of rules in place to ensure the safety, comfort, and privacy of our members whilst on club premises:

Smart/Casual Jeans, No Trainers.

Dress code will be enforced. Management have the right to refuse admittance if the dress code is not adhered to. For more information about our dress code please see our Frequently Asked Questions.

No Drugs of any kind.

No drugs of ANY kind will be tolerated on the premises. Anyone found breaking this rule will have their membership terminated immediately and will be asked to leave the club.

Membership Cards.

No one will be admitted to the club without a membership card. Membership cards are strictly non-transferable. Gentlemen holding a couples card will only be admitted when accompanied by a female partner on Saturday's.

Bags & Valuables.

All large bags must be deposited in the changing rooms. We have lockers inside we recommend you to keep any valuables in them.

STRICTLY NO CAMERAS.

No cameras or recording devices of any kind are to be brought into the club except by prior arrangement with the management. This also includes mobile phones with built in cameras; you are welcome to leave them in a security box in Reception or in a locker.

Loss or Injury.

La Chambre shall not be held responsible for any loss or injury sustained by any club member whilst on the premises.

Smoking.

In accordance with present regulations La Chambre is a no smoking establishment but we do have a covered smoking area to the rear of the club which is secure and heated in winter.

Right of Entry.

Management reserve the right to refuse entrance to the club.

NO MEANS NO!

Given this man's post on Spearmint Rhino Sheffield's Facebook, there seems to be an expectation that sexual contact is part of the Spearmint Rhino experience:



Andy Blake reviewed Spearmint Rhino - Sheffield, UK – 1★

18 Sep 2016 at 21:04 • 🌐

Avoid the (██████████) girl. Complete scammer exploiting drunk men. If you pay by card she adds an extra £10 onto the bill calling it a "service charge". She also says you can touch her just to fool you into a dance. Does she heck. She doesn't even dance. She stands about 5 meters away and when you complain stating this isn't even a lap dance, she starts demanding more money and then "she will dance and let you touch her" if you pay her the same amount again. please sort her out management. Giving your club a bad name.

2 comments



Like




Comment




Share


Which is hardly surprising given the nature of the advertising with pictures of women appearing to be in the throes of orgasm heavily laden with the double entendre worthy of a Carry On film:





SPEARMINT RHINO

Spearmint Rhino this week, are you coming?

 6

 Like

 Comment

 Share



COME WITH ME. YOU WON'T REGRET IT

Don't take our word for it... just 'do it'

#sleemtrip

ib 6 10

imgflip.com

Like Comment Share

SPEARMINT RHINO GENTLEMEN'S CLUBS

CODE OF CONDUCT FOR DANCERS

THE FOLLOWING APPLIES AT ALL TIMES AND

MUST BE READ SUBJECT TO ANY VARIATIONS

AGREED WITH STATUTORY AUTHORITIES ATTACHED

A. General Points and Dancer Attire:

1. Dancers must always sign in with the club management prior to commencing each shift.
2. At any time, dancers arriving or departing the club must be fully dressed in clean, neat and smart attire. Dancers must endeavour *always* to arrive at and depart from the club quietly, particularly during the evening and early morning.
3. Dancers are to arrive within adequate time to ensure that the dancer is ready on the main floor commensurate with the dancers shift or as designated by the Club management.
4. Except in an emergency, the use of mobile phones in public areas is prohibited.
5. After arriving at the Club and entering the dressing room, dancers are to change into appropriate attire as required by the club and remain so dressed unless providing a stage or table dance performance. On leaving the premises, dancers attire should be as indicated at (2) above.
6. Dancers appropriate attire shall include:
 - a) Floor length elegant gowns and high heel shoes as approved by the Club management. The Club reserves the right to specify what is and is not appropriate on a continual basis.
 - b) Shoes must retain a minimum of a 3" heel and be worn at all times while in any public area of the Club.

B. Dancer Conduct:

1. Dancers may *never* give out any personal information, including telephone numbers, or contact details away from the Club. Dancers *may* provide a customer with the days and shifts they or other dancers work at the Club.
2. Dancers may *never* accept any telephone number, address or any other contact information from any customer, except in the form of a business card, but may *not* make use of that information to contact the customer. Before leaving the premises, dancers *must* permanently surrender all such cards to a *member of management* (without copying any information).
3. Dancers are *never* to be in the company of a customer except in an area open to the public within the Club (for example, dancers are not allowed in the male toilets)
4. Dancers are *never* to enter or be in a roped-off V.I.P. dance area, *only* a floor supervisor or manager may open such a roped-off area.
5. Dancers are never to perform a nude table dance unless the dancer is in a supervised area
7. During the performance of a table dance:
 - a) Customers *must* be seated in an upright position against the back of the booth with their hands by their sides *before* a dancer can commence a table dance, customers must remain so seated during the entire dance.
 - b) For the purpose of restraint, dancers may only touch a customer above the customer's chest with only the dancer's hands.
 - c) Dancers must not sit on or straddle the customer.
 - d) Dancers must maintain one shoed foot on the floor at all times and not place their foot or feet on any furniture, seat or walls.
 - e) Dancers may not place their knee or knees on the booth seat.

- f) "Floor work" is prohibited with the exception that it may only be performed whilst performing stage shows on the Club's designated stages, as defined in the clubs plans lodged with the appropriate local authority
 - g) Dancers may not perform any act, which clearly simulates masturbation, oral sex or sexual intercourse, including the insertion of any object, including their own finger into any genital or anal opening or use any prop for such a purpose.
 - h) Dancers may not intentionally touch a customer at any time during the performance except as stated in (b) above, or unless accidentally caused by a third party.
 - i) Dancers may not use language of a sexually graphic nature at any time.
 - j) Dancers may not touch their own breasts, anus or genitals with their fingers, lips or tongue.
7. Customers are *not* permitted to dance at *any* time during the performance. Customers *must* remain *appropriately* clothed at *all* times. Neither customer nor dancer may remove any of the customers clothing during a performance.
8. If a customer attempts to touch, or speak to dancer inappropriately, the dancer must immediately stop the performance and explain the relevant rules. If necessary, ask for assistance from and cooperate with a floor supervisor, who will take appropriate action, which may include escorting the customer out of the Club.

With reference to 7 j above, why is it that one click on the link in the tweet below from the Spearmint Rhino Sheffield's Twitter account takes you to a photograph of a

woman touching her breasts clearly marked The Spearmint Rhino experience?



Tweet



Spearmint Rhino

@RhinoSheffield

Have you checked out



Spearmint Rhino

spearmintrhino.com

3:54 pm · 12 May 18





Spearmint Rhino

<https://spearmintrhino.com>

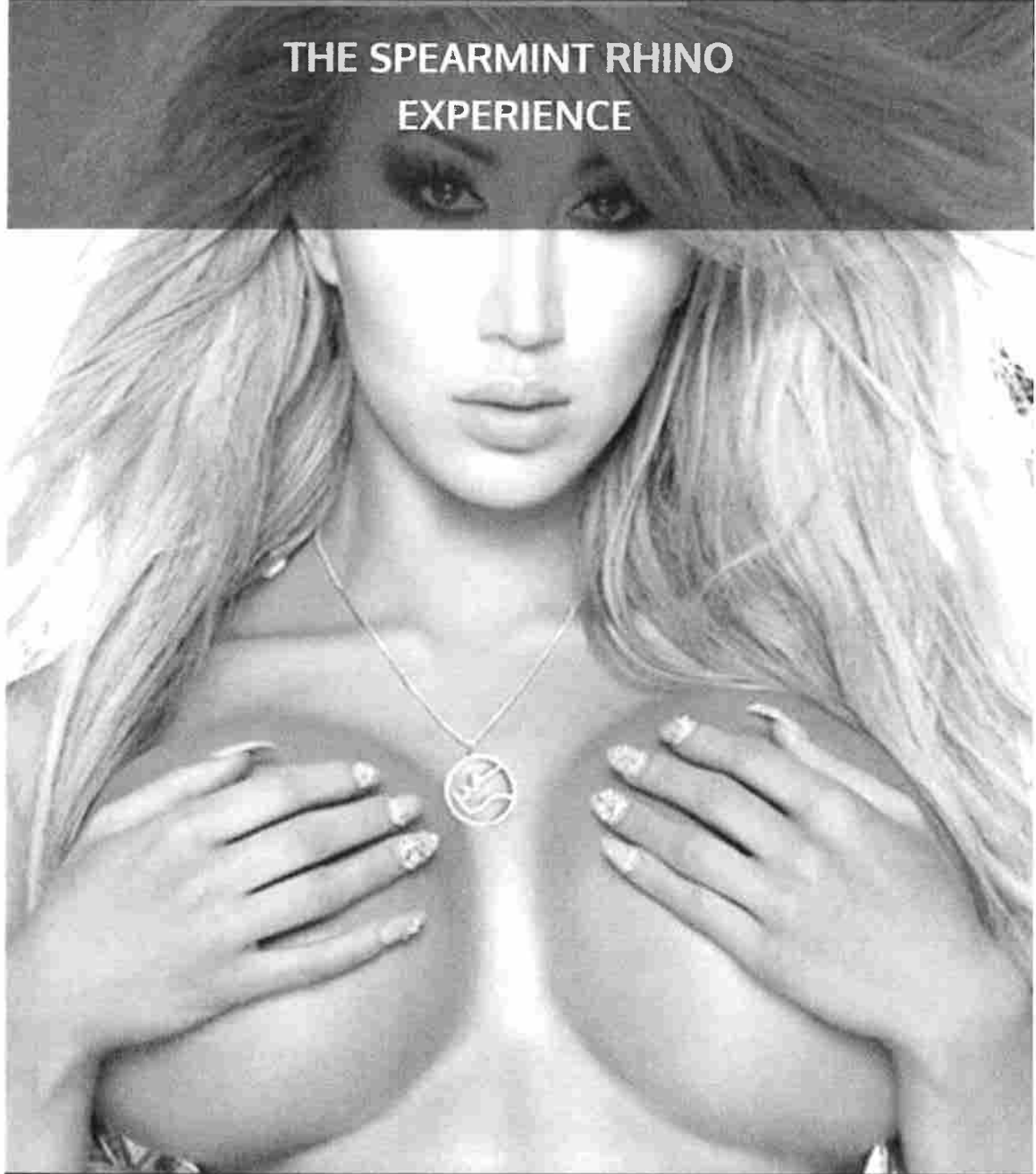
TWEET



SPEARMINT RHINO
GENTLEMEN'S CLUBS



THE SPEARMINT RHINO
EXPERIENCE



FIND ME A CLUB!

BROWSE ALL LOCATIONS

The following from Sheffield Spearmint website which looks like a woman touching her nipple:



Similarly, a Facebook post shows Kat Minxy fondling her breasts and on the verge of digital masturbation, more than implying that such auto-erotic displays are part of the in-club performance.



9. Dancers are never to intentionally touch the genitals, anus or breasts of another dancer or to knowingly permit another dancer to intentionally touch their genitals, anus or breasts.
10. Dancers are *never* to engage in an act of *prostitution* (the receiving of gratuities or payments for any form of sexual favour or offer as such).
11. Dancers may not accept a customer's offer of payment in return for sexual favours (*solicitation*).
12. Dancers must not engage in communications that could be deemed as acts of prostitution or solicitation.
13. Dancers are *never* to intentionally meet any customer outside of the Club.
14. Dancers are never to agree to meet a customer outside of the Club.
15. Dancers must *never* engage in any unlawful activity within the Club.
16. Dancers may *never* leave the premises during a shift, except in the case of an emergency and then *only* with the express permission of the duty manager. In that event, dancers must sign out before leaving the premises. If a dancer leaves early, *for any reason*, the dancer will *not* be re-admitted during that *shift*.

.....

With regard to 9 above, is this still the case? As the photo overleaf is from last year's Facebook page and again conveys the message that dancers touching one another's breasts is part of the Spearmint Rhino experience.

Like

Comment

Share



1

Like

Comment

Share

B. Dancer Conduct:

1. Dancers may *never* give out any personal information, including telephone numbers, or contact details away from the Club. Dancers *may* provide a customer with the days and shifts they or other dancers work at the Club.
 2. Dancers may *never* accept any telephone number, address or any other contact information from any customer, except in the form of a business card, but may *not* make use of that information to contact the customer. Before leaving the premises, dancers *must* permanently surrender all such cards to a *member of management* (without copying any information).
 3. Dancers are *never* to be in the company of a customer except in an area open to the public within the Club (for example, dancers are not allowed in the male toilets)
- If as above, any contact/communication is prohibited between dancers and customers to the extent that customer business cards must be surrendered to management, does this extend to social media? The following shows interactions between dancers and customers:



Tweet



Natalya D. [redacted] · 13 Feb 17

#spearmintrhino #sheffield tonight guys

🤪 RT for a dance 🍷



💬 2

↻ 15

❤️ 49



Replying to @ [redacted]

utterly stunning. You are a goddess. Can I put this in my #WankBank? Keep up the good work, you are awesome

10:57 pm · 17 Mar 17



[Redacted]

Spearmint Rhino - Sheffield, UK –

5★

18 Jul 2015 at 23:37 · 🌐

Loves this page, my top favorite girl [Redacted]
[Redacted] posted a shout out... on her #instagram
and I'm here and I like what I'm seeing and
reading...



Like



Comment



Share



Tweet



Nice Hun. Can I book you in one?? This weekend? x



[Redacted] 30 Mar
yer babe come club n al meet u there
babe n we can go VIP xxx



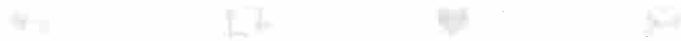
[Redacted] 30 Mar
Cool thanks Hun. Let me know how
much 💵💵💵 to bring x



[Redacted] @kayl... 30 Mar
it's 75 for 15 mins 150 half hour or 300 a
hour ... will try do discount if want longer
than 1 hour xxx



[Redacted] 30 Mar
Yeah, be longer than hour. DM me Hun x



Tweet your reply

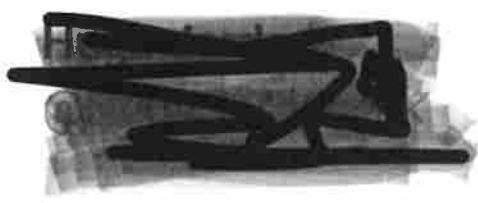


· 17 Dec 16

Who wants a lap dance 🙄🙄 RT if you do and I'll follow back xxx



Tweet



I like jerking off to



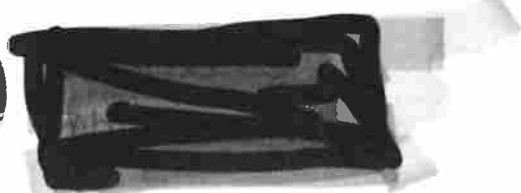
#JustSaying

9:50 pm · 13 Apr 17





Tweet



Arse Fuckers of the world Unite!!!!
Hee hee!!
Just a quickie to say hi, how are
we all?

8:26 pm · 07 Apr 17



- We note that private booths in the chain's "flagship branch" are banned and would like to know why this is.
- In previous years we have heard how the club is frequented by women, so why is it called a Gentleman's Club as this seems somewhat of a misnomer?
- A further misnomer, given the rule below, why is the term for this sexual entertainment "lap dancing"?

c) Dancers must not sit on or straddle the customer.

Matters arising from previous hearings that objectors had no right of reply to

- The club can in fact be seen from the Showroom, particularly from the space which is used for private functions (and open until late), events and meetings as per the picture below:



- Bristolians do object to the strip clubs in their city and are in fact calling for a nil cap backed by Thangham Debbonaire MP (news articles and minutes of hearings can be provided on request). Furthermore, Bristol Licensing Committee members pay site visits to the clubs.
- According to SHU student union's website, it is open weekday evenings.

The HUBS opening hours:

Monday - Thursday: 9am until 11pm

Friday: 8am - midnight

Saturday: Closed

Sunday: Closed

How to find us:

Sheffield Hallam Students' Union is located in The HUBS which is on Paternoster Row, opposite The Showroom. We are a short 4 minute walk from Sheffield Train Station as documented in the graphic on the right. The nearest tram stop to us is also the train station.

The Sub-committee's role and wide discretion

As per the Policy,

There is a right of appeal to the Magistrates Court against decisions for the refusal to grant, renew, vary or transfer of a licence, the imposition of conditions and revocations may also be appealed.

Appeals must be made to the Magistrates Court within 21 days, starting from the date the applicant is notified of the Licensing Authority's decision.

It is important to note that appeals only lie against the mandatory refusals on the basis that the mandatory ground does not apply to the applicant/licence holder. Further, no appeal lies against the Licensing Authority's decision made on the discretionary grounds namely:

that it is inappropriate to grant or renew a licence on the grounds of the character of the locality or the number of premises in it; or the use of premises in the vicinity or the layout, character or condition of the premises.

The only discretionary grounds against which an appeal lies are those relating to the suitability of the applicant, the manager and/or the beneficiary of the operation

Yet two people, one a former councillor and one who worked for the Council tweeted in response to publicity about the forthcoming judicial review how the legal advice given to the Sub-committee was that if they refused the licence they would be taken to court and lose. This seems to be at odds with the above and a range of appeals to licensing decisions where with the exception of one that a Not Buying It researcher has found, all original refusals to grants/renewals and variations of licences were upheld.

For example, the Sub-committee is asked to note that in 2014 Leeds City Council successfully defended a refusal to renew two SEV licenses at judicial review:

R (Bean Trading A Ltd) v Leeds City Council (2014)

It was held that a council can "take a fresh look" despite no changes to the character of locality. The Council is also asked to note the following from Philip Kolvin regarding licence renewal:

"Given that there is potential for the discretion to be exercised afresh, the renewal should not just be a rubber stamping exercise, but an opportunity, if needed, to review the principle and content of the license."

In the case of Thompson v Oxford City Council (2014) was also supported at Court of Appeal, and the Council told they could "take a fresh look" at any application for renewal.

We ask that the Sub-committee do the same and takes a fresh look although is unequivocal that there have been incremental changes year on year with substantial changes during the past year and far greater changes to come, including hopefully, the arrival of a regional Channel 4 hub.

We look forward to the hearing and clarification on the matters and issues we have outlined.

Kind regards

Not Buying It Sheffield

References

-
- ⁱ Sheffield Star 16th January 2018 *Dramatic rise in the number of people living in Sheffield city centre* Available from: <https://www.thestar.co.uk/news/dramatic-rise-in-the-number-of-people-living-in-sheffield-city-centre-1-8960059>
- ⁱⁱ Sheffield Chamber of Commerce *Sheffield's Cultural Industries Quarter expansion in £10m City Estates project* Available from: <https://www.scci.org.uk/2017/03/sheffields-cultural-industries-quarter-expansion-in-10m-city-estates-project/>
- ⁱⁱⁱ Sheffield Telegraph 30th November 2017 *New build to revitalise Steel City's CIQ* Available from: <https://www.sheffieldtelegraph.co.uk/lifestyle/property/new-build-to-revitalise-steel-city-s-ci-q-1-8881810>
- ^{iv} Sheffield Hallam University 22nd February 2018 *New campus masterplan places Hallam at the heart of the city* Available from: <http://www4.shu.ac.uk/mediacentre/new-campus-masterplan-places-hallam-heart-city>
- ^v Sheffield Telegraph 15th March 2014 *New gameplan on way for Pinball Square* Available from: <https://www.sheffieldtelegraph.co.uk/news/environment/new-gameplan-on-way-for-pinball-square-1-6496807>
- ^{vi} <https://sheffield.digital/posts/spearmint-rhino-legal-challenge/>
- ^{vii} Wright, P.J & Tokunaga, R.S (2016) Men's Objectifying Media Consumption, Objectification of Women, and Attitudes Supportive of Violence Against Women in *Archives of Sexual Behavior*
- ^{viii} *Zero Option oral representation at the Spearmint Rhino hearing April 2017* Available from: <https://zerooptionblog.wordpress.com/2017/04/14/zero-options-representation-at-the-spearmint-rhino-licence-renewal-hearing-11th-april-2017/#more-524>
- ^{ix} Kolvin, P (2010) *Sex Licensing*, The Institute of Licensing p.87
- ^x Kolvin, P (2010) *Sex Licensing*, The Institute of Licensing p.87
- ^{xi} Patiniotis, J. & Standing, K. (2012) 'License to cause harm? Sex entertainment venues and women's sense of safety in inner city centres' in *Criminal Justice Matters*, 88:1, 10-12.
- ^{xii} Safe in the City? Girls tell it like it is. March 26, 2017 <https://theconversation.com/safe-in-the-city-girls-tell-it-like-it-is-72975>.
- ^{xiii} Slideshare available from: <https://www.slideshare.net/ZerooptionSheffield/villa-mercedes-hearing-8th-september-2016>
- ^{xiv} Sanders, T., & Hardy, K. (2011) *The Regulatory Dance: Sexual Consumption in the Night Time Economy – Initial Findings*. Leeds: University of Leeds
- ^{xv} Daily Mail 19th March 2018 *Drunken businessmen 'groped scantily clad women at a seedy lap-dancing club in Cheltenham hours after enjoying corporate hospitality at the races* Available from: <http://www.dailymail.co.uk/news/article-5516067/Seedy-underbelly-Cheltenham-emerges-women-groped.html>
- ^{xvi} Sheffield Star 22nd February 2018 Available from: <https://www.thestar.co.uk/news/listed-these-are-the-10-most-crime-ridden-streets-in-sheffield-1-9030246>
- ^{xvii} 23rd February 2018 Available from: <http://www.bbc.co.uk/news/uk-england-43043842>

Bower Claire

From: Sheffield Not Buying it < >
Sent: 14 May 2018 22:18
To: licensingservice
Subject: Spearmint Rhino objection - part 2/2
Attachments: Appendix i CIQ Area Action Plan.pdf

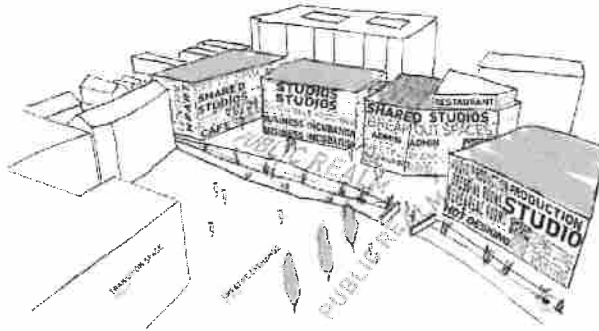
Follow Up Flag: Follow up
Flag Status: Flagged

Categories: SPEARMINT RHINO

Please see previous email



CULTURAL INDUSTRIES QUARTER AREA ACTION PLAN



1

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CIQ location in relation to city's other quarters



CIQ boundary

2

SECTION 1: AREA INTRODUCTION

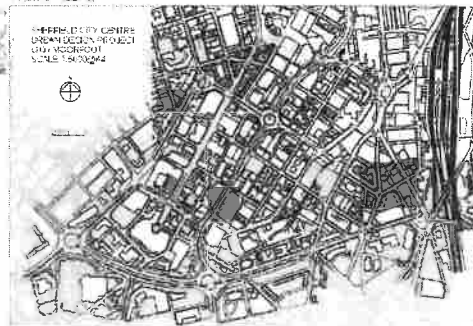
3

1.1 LOCATION



The Cultural Industries Quarter (CIQ) is located in a pivotal position within the City Centre, between the Sheffield Railway Station, the Heart of the City and the Moor. It covers an area 59 acres and includes 9 Listed Buildings and many more of historical and architectural significance. Originally, this area of the city played a key role in Sheffield's development as an industrial centre, providing the setting for small scale but thriving businesses associated with the steel, cutlery and tool making trades. In Feb of 2001 due to its special architectural and important historic interest, Sheffield's CIQ was designated a conservation area. The area is still home to a wide range of industries, many of which are traditional, but has evolved as a key focal point for the developments of the creative and digital industries in the city.²

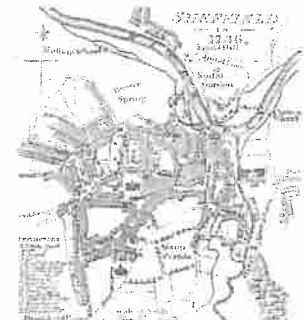
This 3/4 of a square mile area is home to more than 300 companies that work in the creative industries, as well as innovative art galleries like the Site Gallery, media education outlets including Sheffield Hallam University's Northern Media School, dedicated studio space for artists in Persistence Works and the largest independent film house outside London, The Showroom. As home to the largest concentration of creative production in Yorkshire and Humberside, this area of Sheffield is gaining international recognition. The quarter has been the subject of a number of general regeneration schemes over recent years, attempting to facilitate a 'repair and re-use' of some of the most significant and historic buildings within the CIQ, including most noticeably the Grade II* listed Butcher Works and the Grade II Sterling Works. The repair of such historic buildings in the CIQ has ensured their continued use and survival in the quarter alongside future new developments.¹



4

1.2 BRIEF HISTORY

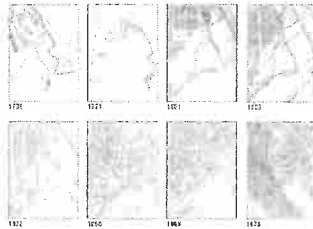
Before the development of the area now known as the Cultural Industries Quarter occurred, pre 1770, the area was known as Alsop Fields. Ancient hunting rights were claimed on this land by Thomas De Furnival from 1281 onwards until the early 1700s when the land was passed onto the Duke of Norfolk. By the mid 17th Century the Duke had transformed the deer park into a business enterprise consisting of farmland, collieries, and metal work foundries.



Above: Historic map of Sheffield in 1733
<http://www.sheffield.gov.uk/cultural-industries-quarter/ciq-action-plan>

Industrialisation of the Alsop Fields was promoted by the Duke of Norfolk's agent Samuel Eyre as a prime location for a new elegant large scale residential area. Plans were discussed with streets proposed as far south as Matilda Street. Unusually for this time, these streets were laid out in a grid

pattern proposed by James Paine, still recognisable today, although diluted by late 1960s development. Sadly, Eyre's 'grand plan' did not materialise. This is mainly due to the fact that Sheffield's inhabitants did not want or could not afford the properties planned. Instead he created a grid of service alleyways set parallel to the main streets, allowing for expansion of the cutlery industry and workers to the area who required more modest dwellings that would combine both home and workshop.



Above: Historic maps showing development of the CIQ area
 Source: Sheffield CIQ Townscape Heritage Initiative 2012-07

During this time the Porter Brook River played a key role, feeding a number of dams relied upon by early metal forges and mills. Throughout the 1800s the area underwent its first phase of industrialisation seeing a considerable number of 'back to back' houses being built for industrial workers. In 1805 various sections of the Porter Brook were straightened to allow for further development. By 1851 OS maps detail some of the current buildings such as Turo Works and Butcher Works which can still be seen today. The

1870's saw the opening of the Midland Railway Station, manufacturers for the first time had a direct link to the rail network. Dams were filled in and the Sheaf and Porter Brook rivers culverted. Original metal works were also sacrificed to create space for new rail goods yards.

In the early 1980s the area found itself steadily declining, demand for cutlery had decreased significantly. The quarter's location had seen many of the traditional industries relocating to more suitable sites further out of the city in order to benefit from cheaper land and better access to networks. Throughout the 1960s large scale housing clearance of 'back-to-back' properties had left a patchwork of clear and derelict sites, the areas infrastructure was failing and investment in the area was almost nonexistent. The remaining character of the area was retained through the presence of the 19th century cutlery works. The area fell by the wayside as Sheffield's city centre began to thrive again. The building of Arundel Gate dual carriage way severed the cultural industries quarter from the 'Heart of the City' project and the quarter became almost a 'forgotten quarter' with dereliction and vacant shells of former works standing as testament of its former glory days.³



Above: 82a Arundel Street (left), Butcher Works (right). Source: Sheffield CIQ Townscape Heritage Initiative 2002-07

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1.3 JUSTIFICATION

WHAT IS THE PURPOSE OF THIS ACTION PLAN?

- Identify and analyse the existing state and identity of the Cultural Industries Quarter (CIQ) and its relevant supporting policies.
- From this analysis of the CIQ at present, generate a spatial vision and objectives for development in the quarter over the next 15 years, intended for use by both private and public sectors.
- Identify specific character areas within the quarter and the type of development, land uses, activities, and specific projects which should be encouraged and promoted within these areas.
- Develop a policy framework, to support and facilitate implementation of the vision and objectives for the quarter, considering the analysis of the quarter and its policies at present.
- Set out a phasing strategy for the implementation of the vision and objectives, focusing on three phasing periods over the next 5, 10 and 15 years.

WHY IS THIS ACTION PLAN NECESSARY?

This action plan is necessary for a number of reasons, the most important of which relate to:

- Policy
- Economic Context
- Change

The action plan is necessary in Policy terms because of the insufficient way that most existing policy relates to the area. As will be discussed in Section 2, some existing policy is outdated and does not provide the appropriate guidance and direction for the development of the CIQ area. In particular this Action Plan will fill the policy gap that the Cultural Industries Quarter Action Plan 2000 and Sheffield City Centre Master Plan no longer fill.

In Economic terms this Action Plan is necessary considering the current economic and market context. This demonstrates a need for re-stimulating economic growth and development in recovery from the national recession and property market bust. It requires the championing of area-appropriate development within realistic phasing and time-frames, and flexible mixed-use

development which will allow for future land use changes dependent on the local and national economy, all of which is addressed within this Action Plan.

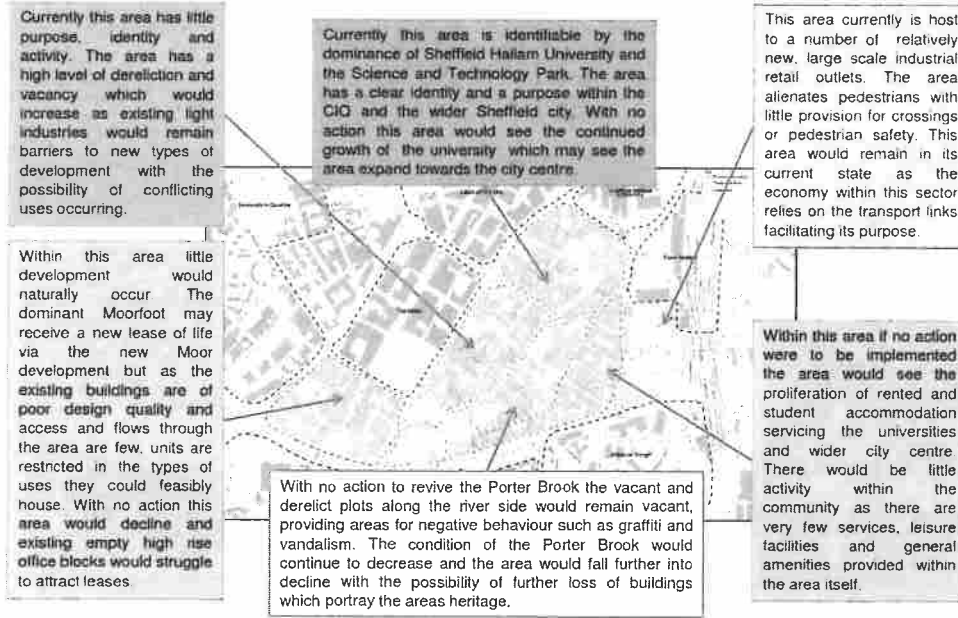
The necessity of the Action Plan in terms of Change relates to the strengths, weaknesses, opportunities and threats of the area, and the way these have evolved considering the area's policy and economic context, creating new needs and altered roles of many area actors. The CIQ's history and the way it has become a 'forgotten quarter' lacking any strong or clear identity emphasises this, especially considering the potential it has due to its unique industrial heritage, accessibility and proximity to the city centre, and potential for further developing its cultural and knowledge-based industries.

As indicated when discussing its purpose, the role of this Action Plan in the development process will be to guide the area's development through a spatial vision, objectives, character area identification, general CIQ area policies, and Character Area specific policies. It is intended to be used by both the public and private sector, providing an outline for the phasing and delivery of development. The Area Actors involved in relation to different phases and projects, and monitoring of the development process.

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1.3 JUSTIFICATION

Further justification for this Action Plan and the need to guide development within the CIQ area is demonstrated in the map below, which considers what would happen within the area if no action was taken.



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SECTION 2: AREA ANALYSIS

8

2.1 PHYSICAL ANALYSIS

2.1.1 LAND USE



A variety of uses exist within the CIQ, which can now be considered a mixed-use area, compared to its historic dominance of industrial uses contributing to Sheffield's industrial centre identity. Uses are mixed within some individual buildings (particularly newer developments such as residential blocks with office/business space below), as well as on different sites. There is no dominant land use within the quarter, yet **industrial/warehouse, residential, education, and cultural** uses all have a significant presence, as unfortunately does **car parking and vacant and derelict land**.

The most notable absence within the CIQ is that of **open space**, with only one small site identified next to Sheffield Hallam Students Union, which offers no green space, and a very small section in front of Showroom. In relation to **community space**, one church identified within the quarter.

A significant number of sites identified within the quarter are occupied by ground-level **car parking**, many of which are prominently located (e.g. alongside the Porter Brook, and next to Sheffield Hallam Students Union building),

More than 20 **industrial/warehouse** sites remain within the quarter, with 2 particular clusters, between Arundel and Sidney Street, and between Matilda Lane and Brittain Street.

Several prominent **warehouse/non-high street retail** uses are identified within the quarter, including Wickes, Decathlon, Staples, DFS and Wren. The location of DFS by the car showroom near the Eastern CIQ boundary could be considered appropriate due to its connection with the road networks, yet the location of the others does not seem to fit as well within the quarter and surrounding uses.

Vacant/Derelict land is identified throughout the CIQ, but is particularly concentrated around the Porter Brook, off Sylvester and Sidney Street. Many of the vacant and derelict sites are old works buildings which would have been occupied by industrial uses in the past. Although some sites are in a particularly bad, run-down condition, many of the buildings still demonstrate architectural merit, reflecting their industrial heritage.

Education uses are concentrated in the North of the CIQ, and the majority are occupied by Sheffield Hallam University and other groups associated with it. Their location in this area relates to its adjoining nature to the university campus, with some fairly newly developed buildings, specifically the architecturally iconic Students Union building. Some of these educational uses are related to the creative and cultural industries, such as Sheffield Hallam University's Northern Media School

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2.1 PHYSICAL ANALYSIS

2.1.1 LAND USE CONTINUED

There are several significant **cultural** uses within the quarter, such as Showroom, the largest independent film house outside London (also a retail/leisure use) and BBC Radio Sheffield's building. The cultural uses are characterised by creativity and design, including film, art, dance and music activities.

An increasing prominence of **residential** uses has been identified in the CIQ, many of which are located south of the Porter Brook (notably along St Marys Road and Mary Street, and around the Leadmill Street/Road area). These uses are commonly in the form of modern 3-5 storey blocks with inner courtyard space and office/business or retail/leisure uses on the ground floor. Residential uses are also found close to the educational uses in the North of the quarter, particularly along Sidney and Arundel Street (where the renovated Butcher Works is located). One very tall (5+) mixed-use block including residential is Velocity Tower found on St Marys Gate.

The **office/business** uses identified within the quarter are varied in terms of both location and type. The majority of office-based businesses are fairly small-scale and independent, some of which have links with the **quarter's** cultural identity (e.g. small design consultancies), with larger-scale office space found in the Moorfoot area. Garages, car repair companies and car sales showrooms are examples of the non-office based business found within the quarter.

There are less **retail/leisure** uses than may be expected within a city quarter, yet this is due to

its proximity to the city centre and surrounding retail/leisure opportunities like the Moor. There are some small shops within the Moorfoot area though and a few cafes, pubs and leisure uses (including Showroom cinema) in the Northern section of the quarter, closest to the Sheffield Hallam campus. Leadmill club/bar is found on Leadmill Road next to the residential cluster.

The **Porter Brook** river is significant within the quarter, showing its only real type of environmental land use, yet at present much of the river is culverted, artificial, degraded, and hidden.



Left top: Sylvester Gardens Left bottom: Hallam SU
Right top: Showroom Right middle: Moorfoot
Right bottom: Porter Brook (2 images)

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2.1 PHYSICAL ANALYSIS

2.1.2 BUILDING HEIGHTS



There is a variation in building heights with the CIQ, yet heights of 1-2 storeys and 3-5 storeys dominate the quarter, with only 10 buildings identified as being 5 or more storeys. The majority of the tallest stories (within the 5+ category) are found in the Moorfoot area of the quarter, yet there are also several along the boundary on Arundel Gate, and 1 on Leadmill Road. All 5+ storey buildings are located close to the CIQ boundary, and there are large areas of the quarter from which they are absent and the height does not go above 5 storeys.

The 1-2 story buildings and 3-5 story buildings are spread throughout the quarter, with the exception that no 3-5 story buildings are identified in the Moorfoot area, in the west of the quarter.

Although clusters of each category of building height are found within the quarter (e.g. a group of 3-5 storey buildings between Charles Street and Matilda Street, and a group of 1-2 storey buildings by the Eastern boundary close to the rail station), they are well mixed, with no combination of different heights not evident.



Top: 5+ storey Jury's Inn hotel on Arundel Gate boundary
Middle: Mix of heights looking into CIQ from Arundel Gate
Bottom: View of 5+ storey Moorfoot area from Mary Street

2.1 PHYSICAL ANALYSIS

2.1.3 BUILDING CONDITIONS



Identifying the building conditions within the CIQ helps to identify priority regeneration and restoration locations within the area. The recent development and growth of Sheffield Hallam University, Sheffield train station, and the Gold route from the station into the city has led to faster regeneration in the north of the CIQ, where the majority of buildings are in good physical condition. However the southern part of the area has been less successful at attracting investment and activities for change, meaning it contains a number of poor quality buildings which are in urgent need of restoration.

Although derelict, poor quality buildings are a weakness within the area, they do provide the opportunity for completely new development which can significantly improve the quality of the built environment and public realm. The Moorfoot building is an example of a significant building within the area that requires change and renovation, but financial restrictions within the current economic climate relating to demolition and construction costs, create the need for more resourceful approaches to such large-scale building improvements within the area.



Top: View of Exchange Works
Middle: Substation on Arundel Street
Bottom: Derelict works building off Sylvester Gardens

2.1 PHYSICAL ANALYSIS

2.1.4 LISTED AND CHARACTER BUILDINGS

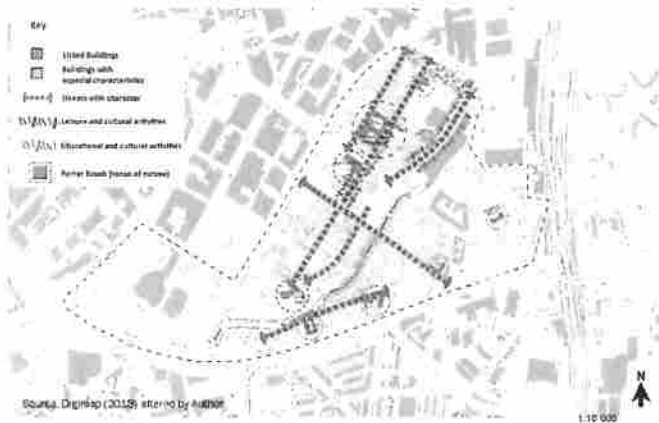
As identified in the map, in addition to the existence of a certain number of listed buildings within the CIQ area, the grid pattern of the streets, and certain activities and uses within the area (particularly leisure, cultural and educational activities) also contribute to the unique character of the CIQ. The northern part of Arundel Street and Mary Street are already recognised as significant character areas within the Urban Design Compendium 2004.

Despite not being designated as such in the same way as Arundel Street and Mary Street, other streets such as Matilda Street and Sidney Street have special architectural types and features, and urban form, that should be respected and improved as part of future developments. The Showroom Cinema and NCPM are examples of buildings that have developed during a number of regeneration projects, which have now become an intrinsic part of the CIQ's unique character and identity.

There are also other types of buildings within the CIQ area that may be in fairly poor condition, but which carry meanings and memories with them, and reflect specific aspects of the area's heritage. It is therefore essential that any development proposals are as sensitive and sympathetic as possible to all character buildings within the area and not just to those which are officially listed. It is true to say that certain activities within buildings, including art works, studios, galleries, university buildings and education facilities, and cinemas, also contribute to and create a special atmosphere and character within this area.

The following are the **Listed Buildings** (on the British Listed Buildings Register) within the CIQ area:

- The Butcher's Wheel
- Stirling works
- 92 & 92a Arundel Street
- 113 Arundel Street
- Sylvester Works
- Venture Works
- Truro works
- Colombia space



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2.1 PHYSICAL ANALYSIS

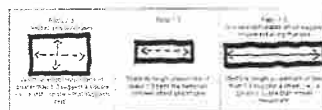
2.1.5 MORPHOLOGY

This map highlights the remaining historical grid pattern within the CIQ which has been undermined by a number of modern interventions. Where the grid patterns still exists so do the historical proportions. The majority of the historical street enclosures are composed of a 1:1 ratio or larger, with building heights often exceeding the width of the street. This is not a negative characteristic of the area as it reinforces its historical character and is accompanied by strong sight lines exceeding a ratio of 1:5, drawing people through the space when there is activity in the area.

Modern interventions, primarily to serve the car, include the introduction of the major road network surrounding the CIQ, surface car parking and large warehouse retail units, all detracting from the character of the area.

It is also noticeable that courtyard development is prominent in the area, something that should be encouraged as it is a primary characteristic. The strong sightlines from North East to South West are key to the success of this part of the City Centre and with the reinforcement of the grid pattern could provide a valuable opportunity to encourage activity through the area.

A significant weakness identified by the morphology map is the surrounding road network which physically segregates this area by creating a barrier.



Above: Proportions on Plan of Squares and Streets
Source: Booth, N.K (1983) Basic Elements of Landscape Architectural Design, Oxford: Elsevier, Chapter Three⁴

Source: D.gimnap (2013) altered by Author



Left: Historic grid pattern of streets and urban grain

Below: Morphology Map



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2.1 PHYSICAL ANALYSIS

2.1.6 MOVEMENT

CYCLING

Even though cyclists can move on most sidewalks, the length of dedicated cycle lanes is limited and far from being an integrated network. Most cycle lanes are located along the Ring Road and become more scattered in the inner areas of the CIQ. There is, however, a signed cycle route along the route Sylvester Street - Sydney Street - Brown Street which connects the southern section of the area to the train station.

Cycle stands are located mostly in the Moor, the vicinity around SHU and the train station, yet are absent in the rest of the CIQ area, which highlights a significant area for improvement in order to encourage cycling within the area.

WALKING

The study area benefits from its proximity to the Gold Route and the proposed Steel Route where walking activities are concentrated. The Sheffield Hallam University is also a walking catalyst when students move in, out and around the campus. The presence of student walking along Matilda Street, Arundel Street, Sydney Street and Shoreham Street to their student accommodation creates an opportunity to upgrade the much neglected streetscapes and public realm of these routes

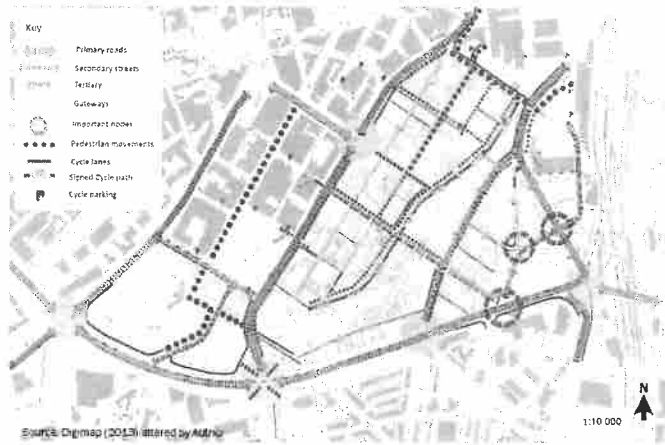
Along the edges of the area walking activities are significantly discouraged by the wide and

vast Ring Road and Eyre Street, which does not create a safe or favourable pedestrian environment.

This map also identifies the potential to improve the east to west pedestrian flows through the CIQ area from the train station.

VEHICULAR MOVEMENT

The CIQ area is surrounded by the arterial paths of the Ring Road and Eyre Street, which have a significant impact on its spatiality. These roads act both as a significant movement axes and a pedestrian obstacle due to the walking environment and streetscape quality.



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2.1 PHYSICAL ANALYSIS

2.1.6 MOVEMENT

In addition, many roads in the area are one-way. On the one hand, this helps to reduce congestion but on the other, it results in difficulties in navigation and business viability improvement, particularly in the south-eastern area of the CIQ.

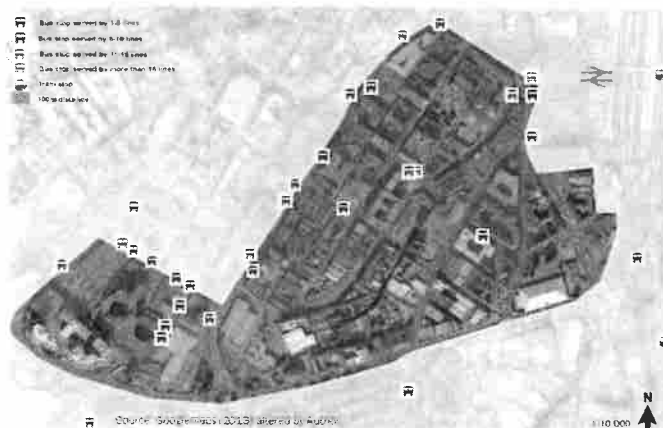
PUBLIC TRANSPORT

The study area benefits from the nearby bus

interchange and the train station to the north-east, as it acts as a gateway for Sheffield linking it to different regions and core cities. Moreover, the proposed high speed rail line will potentially call at Sheffield station, which would greatly contribute to the prosperities of this area.

The study area is well serviced by bus routes, and most of the bus stops can be reached

within a 5 minute walk; however, they are not evenly distributed. Bus stops concentrate at the train station and on the access loop around the Moor, which identifies the potential to upgrade the bus accessibility in the south-east of the CIQ area. Tram services, however close, have little benefit to the area as they are hindered by the railways.



Top Left: Cycle parking Top right: View of Showroom Cinema Bottom: Furnival Square Roundabout

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2.1 PHYSICAL ANALYSIS

2.1.7 LEGIBILITY APPRAISAL

Legibility studies deal with the perceptual dimension of an urban environment, with a method to examine legibility suggested by Kevin Lynch⁵. The more legible an area is the easier it is for someone to navigate and orientate themselves within it.

LANDMARKS

Landmarks are features that help people to find their way within an area, and are also the anchor points in a person's mental image of an urban area. There are number of structures that can be recognised as landmarks in the CIQ, as identified in the map. Depending on the extent of their visibility, they can function at different scales from an urban block to a city.

ROADS

Roads or paths are the first features that shape the image of an area, and are the corridors that connect the CIQ area together and provide access. Some of the paths are more important in terms of their function, visual characteristics and/or their level of accessibility. Eyre Street and St.Mary's Gate are the Arterial paths that also form the edges of the CIQ area, and Arundel Street, Furnival Street, and Sidney Street are locally recognised within the area.

NODES

Nodes are the places where paths, activities

or events are concentrated, and as identified in the map, the gateways in the south of the CIQ are nodes which are visually very important in providing an entrance to the area.

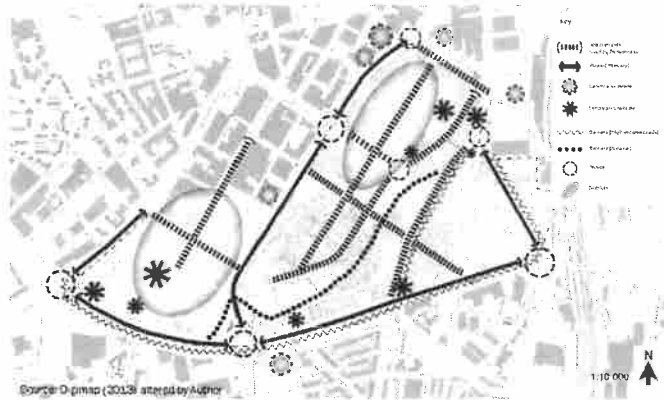
EDGES/BARRIERS

Edges are identified as limits or boundaries, where high volume streets are barriers for pedestrian, activity and decrease the accessibility to other parts of the city. The Porter Brook river also constitutes a

natural barrier which has shaped an organic form in the middle of the street grid pattern.

DISTRICTS

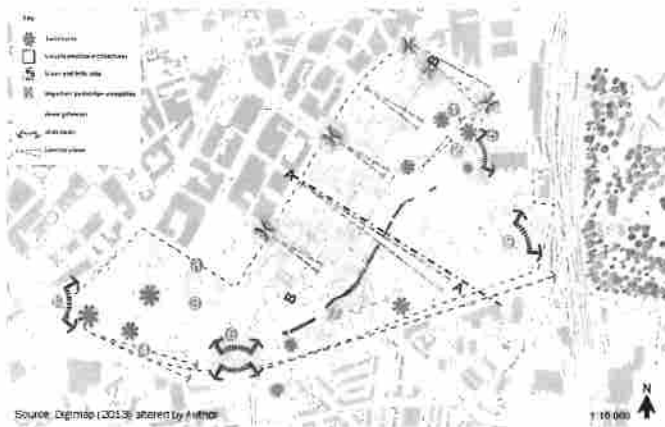
Areas with similar characteristics, such as Arundel Street with its special architectural character of listed and metal works buildings Moorfoot, a commercial pedestrianised area in the city centre, can be considered as districts.



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2.1 PHYSICAL ANALYSIS

2.1.8 VIEWS AND VISTAS



The Cultural Industries Quarter has a number of significant buildings that are considered as landmarks and visible from certain parts of the area. These landmarks are demonstrated in the map.

The natural slope of the area has created specific views from the west to the east of the area, and the grid pattern of the streets contributes to the sharp corridor view into the green hills above the station. There are some important view points that are strategic for enhancing the character of the area, most of which are located on main access points to the area.

The main gateways at the southern and eastern boundaries are important for improving the brand of the area, which could be achieved by developing high buildings with modern architecture and unique characteristics, and could contribute in the attraction of new businesses and investment into the area.

The photographs on the following page correspond with each numbered point on this map.

Cross Section A-A

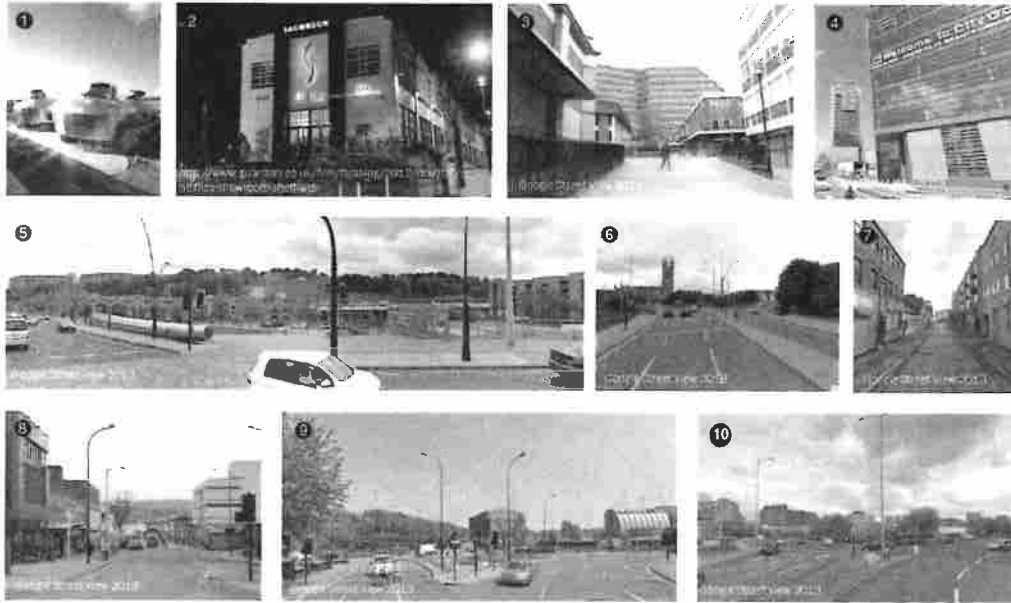


Cross Section B-B

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2.1 PHYSICAL ANALYSIS

2.1.8 VIEWS AND VISTAS CONTINUED



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2.1 PHYSICAL ANALYSIS

2.1.9 VEGETATION AND WATERCOURSES



Green vegetation and trees are almost absent in the inner areas of the CIQ, except in limited amounts at the Porter Brook, the open space next to the Sheffield Hallam Students Union, and the DFS site. Grass and clusters of trees and bushes are found in slightly greater supply along the periphery of the CIQ area, including the Ring Road, Eyre Street, Moorfoot, Sheffield Hallam University Square, and the train station.

The limited vegetation along the Ring Road and Porter Brook, however, is either hidden behind buildings or isolated by vehicular movement, therefore providing benefit little to the public.

The Porter Brook is the area's only watercourse, but its surface is hidden and covered by bushes, with most parts of the river culverted and behind buildings, again hidden from public view.

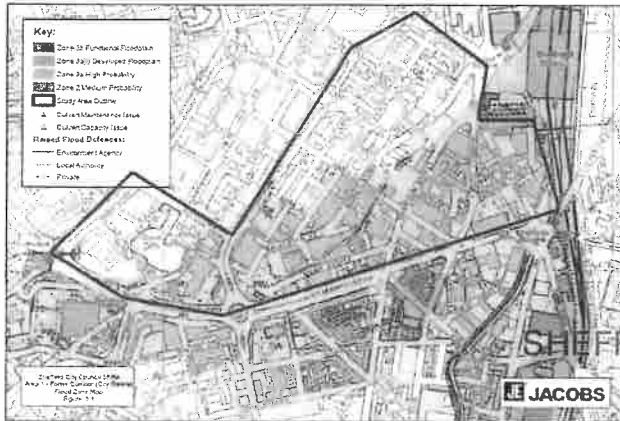


Top: Vegetation barrier on St Marys Gate
Top right: View of Hallam Union from Palemaster Row
Bottom: View of Porter Brook from Matilda Street

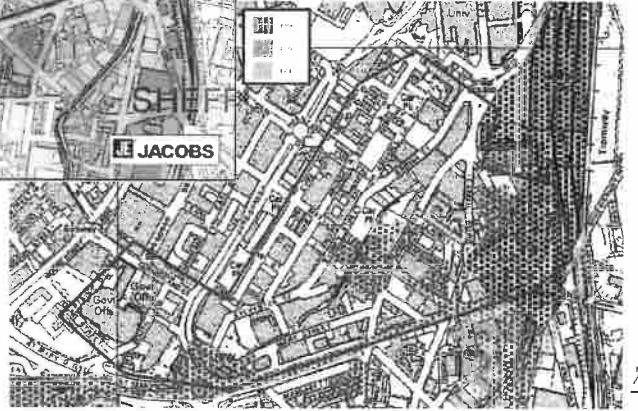
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2.1 PHYSICAL ANALYSIS

2.1.10 FLOOD RISK



The Porter Brook River originates on the moors above Sheffield, flowing 10km into the heart of the city and through the centre of the CIQ area. Currently the flood risk for the majority of the CIQ Area Action Plan area is of a high probability of flooding with the exception of the NORTH? And East of the site surrounding Sheffield Hallam University and the Government Offices, where there is higher terrain. The City Council commissioned a Strategic Flood Risk Assessment which will provide the baseline information required for designing flood defences and new built development on the Porter Brook.



This work is due for completion in late July and will be vital to inform designs to de-culvert the Brook, re-naturalise the river banks and encourage biodiversity. The bottom map indicates the extent of the floods in 1958, 1973 and 1991. All three previous floods have affected the area around Fornham Street, Turner Street and Suffolk Road.

Flood Risk Map:

(Caption text for the Flood Risk Map, partially obscured)

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2.1 PHYSICAL ANALYSIS

2.1.11 CONSERVATION

The Cultural Industries Quarter Conservation area is situated between the City Centre and the Clives Train Station. The area is bounded to the west by Arundale Gate and Eyre Street, arterial routes into the City Centre and a section of the ring road to the South. The eastern boundary is formed by Leadmill Road, Cross Turner Street and Sheaf Street and includes Howard Street to the North next to Sheffield Hallam University. The area contains the remaining 18th Century development on the Duke of Norfolk's estate and the later expansion along the Porter Brook.

- Important metal trades area of Sheffield
- Surviving industrial chimneys add interest to rooflines
- 3 - 4 storey buildings with back of pavement boundaries characteristic of the area
- Historic floorscapes and distinctive red brick used as main building material
- Archaeology around Porter Brook provides evidence of early water powered mills in area*
- 16 listed buildings, for e.g. the Grade II* Butchers Wheel, and Grade II Stirling Works⁶

*There are various special elements that justify the designation of the conservation area, including:

- Surviving elements of the grid pattern and street hierarchy
- 6 distinctive character areas which make up the CIQ as a whole
- Characterised by numerous examples of 'Little Mesters' (craftsmen in cutlery and tool making) in mixed residential and small scale industrial workshop buildings often arranged in courtyard form
- Several unlisted significant buildings i.e. the distinctive former 1930s Art Deco styled 'Kenning's car garage' now Showroom Cinema and Workstation offices

Below: CIQ Conservation map, Source:

(Caption text for the CIQ Conservation map, partially obscured)



Top: Butchers Works
Middle: Stirling Works
Bottom: Hawk Works

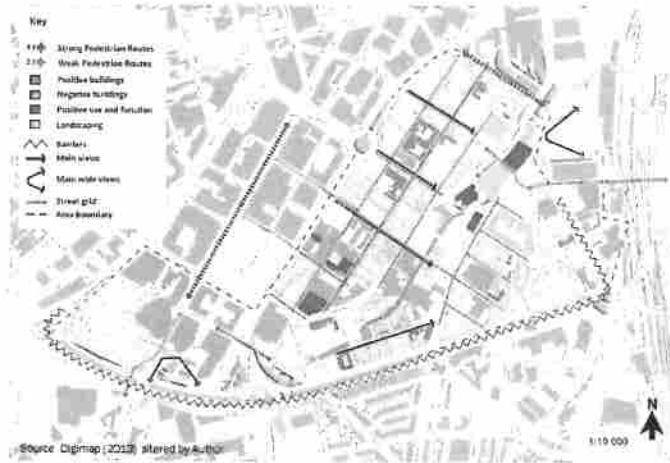


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2.1 PHYSICAL ANALYSIS

2.1.1.2 TOWNSCAPE APPRAISAL

- The historic grid pattern of the area remains within certain areas of the site. This pattern combines perpendicular streets and curved pathways, creating strategic points for the general visual characteristics of the CIQ.
- Current pedestrian accessibility is low within the area, however there are good potential access points in need of improvement.
- The historic grid pattern of the area remains within certain areas of the site. This pattern combines perpendicular streets and curved pathways, creating strategic points for the general visual characteristics of the CIQ.
- The topographic slope from west to east across the site combined with long, straight, street corridors created by Furnival St. and Matilda St. create important corridor views that lead to areas of green space such as that found behind the station. Having said that, however, there are some sections of the streets that are not as enclosed losing the continuous nature of the area.
- Revitalisation and restoration of some of the sites listed buildings such as Butcher Works, has helped preserve the historic industrial character and nature of the CIQ adding to Sheffield's rich industrial history..



- The architectural style of these and other works in the area are reminders of the past history of the city.
- Retail warehouses such as Decathlon, Wicks and Staples are solid big plots that affect permeability and accessibility within the area and also affect movement between adjacent urban blocks to the South West.
- The poor condition of some vacant and derelict buildings without functions, negatively affects the CIQ and is detrimental to the quarter's role within the wider city.
- The ring road bordering the area provides good vehicular access to the city and wider city region via motorways, however pedestrian links in this area (South) are very poor.

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2.2 SOCIO-ECONOMIC ANALYSIS

2.2.1 DEMOGRAPHICS

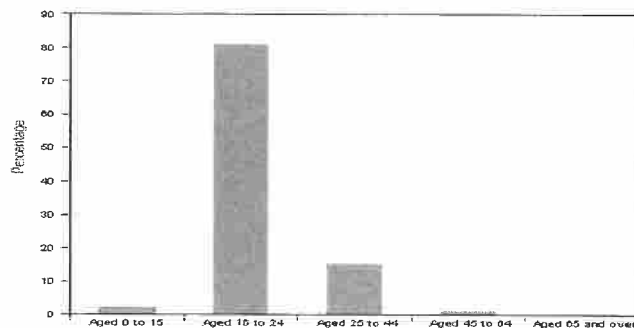
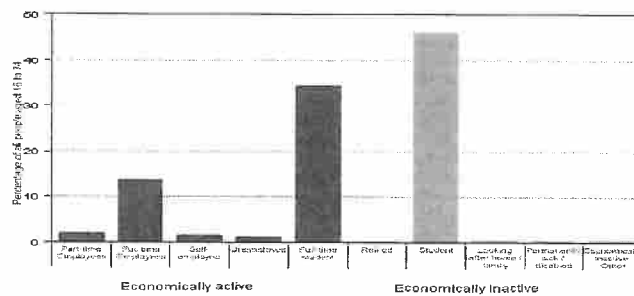
The map below shows the Northfield East Super output area within the Ward of Sheffield. The Sheffield 042G sub-region boundary roughly correlates to the CIQ boundary relating to this Area Action Plan.

Data from the 2011 census provides an indication of the CIQ's demographic make-up, demonstrating that the CIQ and surrounding area is home to a young population, where the majority are 16-24 years old.

This correlates to the breakdown of the Labour Market Status for the area indicating that the vast majority of residents are full-time students with over 40% of those being economically inactive.



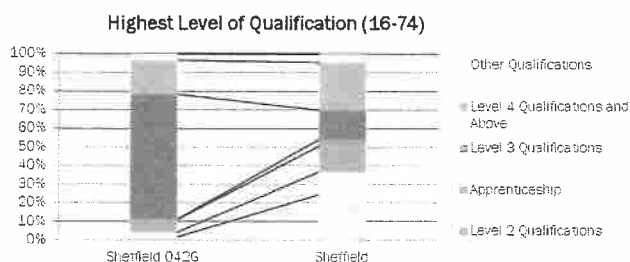
All demographic data taken from 2011 census ONS, 2011



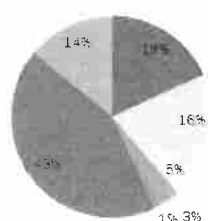
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2.2 SOCIO-ECONOMIC ANALYSIS

2.2.1 DEMOGRAPHICS CONTINUED...



Household Composition



- One Person Household
- One Family Only, Married/Cohabiting Couple, No Children
- One Family Only, Married/Cohabiting Couple, with Dependent Children
- One Family Only, Lone Parent
- Other Household Types, With Dependent Children
- Other Household Types, All Full-Time Students
- Other Household Types, Other

The prominence of the young population within the CIQ area, identified in the previous page, should be seen as an advantage for the area, as a young educated and enthusiastic population will be support and contribute to the strategies for reviving the CIQ and promoting cultural and digital industries.

Undergraduate students within the area, demonstrated as holding Level 3 qualifications in the first graph on the left, contribute to this high demographic quality of the CIQ, which is greater than Sheffield city's average.

The young population within the area also contributes to the labour market, as some students hold part-time positions in Sales, Customer Service or Elementary Occupations,

The prominence of the young population within the CIQ area is also reflected in household composition within the area, shown in the second graph on the left. 43% of the household composition within the area, which is significantly dominant in comparison to the other groups, includes full-time students, whereas only 1% consists of those with dependent children which suggests that the area is not currently desirable to or accommodating for families.

All demographic data taken from 2011 census (O18, 2011)

2.2 SOCIO-ECONOMIC ANALYSIS

2.2.2 ECONOMICS AND BUSINESS

The main business types identified within the CIQ area are; light industrial manufacturing, industrial/commercial repair workshops, commercial warehousing units, commercial small scale offices (many of which are related to media, technology, educational and cultural uses), small and large scale retail units, and leisure (mainly cafes and pubs). Of these business types, no one type is significantly dominant, yet the industrial and warehousing related types (and associated employment opportunities) seem to be declining with reduced success within the area, whereas the media, technology, educational and cultural related businesses are beginning to thrive. These thriving business types relate to the business and economic context of Sheffield city which is now considered.

It is important to reflect on the role of the CIQ area within the wider context of Sheffield City and acknowledge its contribution to the identity and development of the city region. The presence of Sheffield Hallam University buildings within the CIQ demonstrates a particular specific contribution to the wider city, considering the role that Sheffield.

Hallam and the University of Sheffield play in attracting investment and development It demonstrates the way development of the educational opportunities in the area would contribute to the city's economic recovery and growth.

Similarly, the cultural identity and opportunities within the CIQ relate it to the wider city, where culture is 'a vital part of the city's identity and a central element of the city's national and international reputation'.⁷ The State of Sheffield 2013 report indicates that annually Sheffield invests more than £35 million in its cultural features, including the Showroom, creative workspaces, international cultural events and festivals, and arts and cultural related businesses. The cultural potential of the CIQ, contributing to the cultural qualities of the city region, exemplify the economic divergence which is becoming evident in the UK's core cities (Birmingham, Bristol, Leeds, Liverpool, Manchester, Newcastle, Nottingham and Sheffield) aiming to overcome the recent economic struggles resulting from the national recession.⁸ This divergence also relates significantly to the emergence of knowledge and educational based industries which will help a post-

Industrial city like Sheffield begin to prosper again, with opportunities for such industries evident and beginning to be exploited within the CIQ area. Digital industries are also emerging as very important in the economic growth of Sheffield, and bear some relation to potential business development opportunities considering the CIQ area's proximity to Sheffield's new digital industries quarter.

Considering the Sheffield city region "Sheffield's economy has been significantly transformed over the last 20 years, as shown by the increased exports to emerging economies. Much of this change has come from the diversification of the business base, as the city's economy has moved from a declining post-industrial city to a growing knowledge-based economy with a wide range of business sectors."⁹

As well as the CIQ providing cultural and education/knowledge based industry opportunities which relate to the wider city's development focus and emerging reputation, the CIQ also contributes to Sheffield by reflecting aspects of its industrial heritage and providing environmental value in relation to the Porter Brook river corridor

2.3 POLICY ANALYSIS

There is a wide range of existing policy at the European, national and local level, which is relevant to the CIQ as identified below.

EUROPEAN:

- EU Water Framework Directive 2000/60/EC
- EU Floods Directive 2007/60/EC
- Habitat and Species Conservation Directive 1992/43/EEC
- European Spatial Development Perspective 1999

NATIONAL:

- National Policy comprises the National Planning Policy Framework 2012, and will also include any subsequently produced guidance.
- Flood Risk Regulations
- National Flood and Coastal Erosion Risk Management Strategy for England

LOCAL:

- Sheffield Development Framework Core Strategy 2009
- Sheffield City Strategy 2010-2020
- Sheffield Unitary Development Plan 1998
- Humber River Basin Management Plan 2009
- Sheffield Rivers and Running Water Habitat Action Plan 2002
- Cultural Industries Quarter Action Plan 2000
- Sheffield City Centre Masterplan Review 2008
- Sheffield Development Framework: City Policies and Sites Consultation Draft 2010

- Sheffield First City Strategy
- Urban Design Compendium 2004

This analysis will be broken down into policy themes, discussing the relevant policies to the CIQ within that theme at all scales. The policy themes are as follows:

- Heritage
- Environmental
- Regeneration
- Design
- Transport
- Economic

HERITAGE

Heritage policies are especially important to the CIQ area considering the Cultural Industries Quarter Conservation Area demonstrated in Section 2.1. There is no heritage policy significantly relevant to the CIQ area at the European Level.

At the national scale the **NPPF** bears up-to-date relevance to the CIQ area, particularly **paragraphs 17.10, 126, and 137**. **Paragraph 17.10** is a core planning principle relating to broad conservation of heritage, which is relevant to the CIQ considering the industrial heritage features it possesses (including its red brick building materials, street hierarchy and grid pattern, workshop buildings with courtyard form and industrial architecture, and listed and

significant buildings), and should therefore act as an overarching guide to the specific heritage-related policies produced in this Action Plan

The key aspect of **paragraph 126** which makes it relevant to the CIQ area is considering ways heritage makes a *"positive contribution to local character"*, where industrial heritage is a significant aspect of the CIQ's character and identity which can be conserved through its industrial architecture and building materials. This should be reflected in this Action Plan's policies by a series of specific design-related policies for historic industrial buildings and adjacent buildings, to contribute towards this sense of character and place. This is linked with the relevance of **paragraph 137** emphasising the significance of the conserved heritage within the area.

At the local scale **Sheffield Unitary Development Plan 1998** is key in relation to the CIQ area, and despite being introduced 15 years ago sections **BE15, BE16, BE19 and BE20** are still important within the area and must be addressed in this Action Plan's policy framework. Their significance relates to listed and historically/architecturally important buildings, and conservation area development. Discussion of the preservation and enhancement of important architectural heritage to Sheffield in **BE15** should be replicated in this plan's policies, as is also true of **BE16** which emphasises the need for detailed proposals for any conservation area development (relevant to the majority of our CIQ area). The requirement for detailed proposals should also be introduced in relation to listed and identified character

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buildings, alongside the content of policy **BE19** discussing *"Development affecting Listed Buildings"*, which should be clearly reflected in this Action Plan's policy framework without much need for alteration. **BE 19** is particularly significant to the CIQ considering the poor condition of several listed and significant industrial heritage buildings within the area. **BE 20's** requirement for retaining non-listed but important *"historic buildings"* is crucial considering the number of significant non-listed historic buildings within the CIQ, so will be incorporated into the Action Plan policy framework with a policy stating that non-listed buildings assigned with character status should receive the same treatment as listed buildings.

Policies **G5, G7** and **EBH2** of the **Sheffield Development Framework: Emerging Options for City Policies for Informal Consultation 2006** all relate to the CIQ area and demonstrate some resemblance with the **UDP** policies.

G7 is important due to its emphasis that heritage conservation has to be weighed against other values like sustainable development and community benefits, which should be reflected in producing policies that provide an extent of flexibility in relation to what and how heritage should be conserved within the CIQ. This being said, there are certain core heritage focus points within the CIQ which should not be compromised by other policy.

EBH2 presents similarities with **BE 16** of the **UDP**, and highlights the considerations that must be made when undertaking conservation area development, which must be reflected in this Action Plan's policy framework.

It has become evident that although existing

heritage policies may not be entirely up-to-date in relation to the year they were published, their approach to heritage conservation remains relevant, where the types of use and level of renovation may be their only aspect requiring review considering the altered economic climate and reduced investment opportunities. The heritage policies produced as part of this Action Plan may also aim to provide more area-specific guidance.

ENVIRONMENTAL

Environmental policies relevant to the CIQ area can be found at the European scale in the **EU Water Framework Directive, EU Floods Directive, and Habitat and Species Conservation Directive**, yet their relevance to CIQ is in very broad terms related to river basin management, flood risk, and river species, where they guide the more specific national and local scale policies (which are more directly applicable to the CIQ area).

At the national scale, the **NPPF, Flood Risk Regulations, and National Flood and Coastal Erosion Risk Management Strategy for England** are relevant. Within the **NPPF paragraphs 17.6 and 17.9** and **Chapters 10 and 11** demonstrate direct relevance to the CIQ area, albeit at a broad scale. **Paragraph 17.6** indicates *"taking full account of flood risk"*, which should be reflected in this Action Plan's general policy framework, but specifically in relation to the identified Porter Brook Corridor Character Area, requiring new development to consider and undertake flood risk mitigation approaches.

Considering the importance of increasing open space provision within the CIQ area, paragraph

17.9 is particularly relevant to the CIQ, acknowledging the varied benefits open space can have within an area. Open space provision requirements should be reflected within this Action Plan's policy framework relating to the whole CIQ area, as well as requiring specific provision in areas such as the Porter Brook Corridor. These policies should reflect the different types of required open space and their associated benefits e.g. flood risk mitigation, increasing biodiversity, as in **17.9**.

Chapter 10's focus on addressing flood risk within the context of climate change is particularly relevant to the CIQ area considering the presence of the Porter Brook and the extent of flood risk identified in the maps in **Section 2.1**, and as well as being reflected in local level existing policy, specific measures for taking account of flood risk will be outlined within this Action Plan's policy framework. *"Conserving and enhancing the natural environment"* is the focus of **Chapter 11**, and **Paragraphs 109 and 117.3** are especially significant to the river habitat of Porter Brook, which should receive policy attention in this Action Plan's policy framework (specifically relating to the Porter Brook Character Area) in order to encourage its restoration, improvement of its biodiversity, and make it a high-quality natural feature forming part of the identity of the CIQ.

The **Flood Risk Regulations and National Flood and Coastal Erosion Risk Management Strategy for England** set out the roles of different authorities and groups, both bearing broad relevance to the CIQ area, yet are more significant to the formulation of existing local policies than the policy framework of the Action Plan itself.

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A number of existing policies are relevant to the CIQ in environmental terms at the local level including: the **Humber River Basin Management Plan, Sheffield Development Framework Core Strategy, Sheffield Unitary Development Plan, Sheffield Rivers and Running Water Habitat Action Plan, CIQ Action Plan 2000, and Sheffield City Centre Masterplan Review 2008.**

Within the **SDF Core Strategy** policies **CS63, CS67** and **CS73** are particularly significant, where **CS63** and **67** relate to managing flood risk and should be reflected in this Action Plan's policy framework in the requirement of sustainable urban drainage systems where appropriate, particularly relevant to the Porter Brook Corridor area. **CS73's** requirement to *"enhance the provision of good quality paths and network links to and along river corridors"* should be replicated in the policies developed here for the Porter Brook Corridor Character Area, considering the current hidden and neglected nature of the river within the CIQ site, as should the de-culverting emphasised in **CS67.**

The Sheffield UDP bears some very general relevance to the CIQ area, despite having been introduced in 1998, yet the severity of economic challenges has increased greatly within the context of climate change, and environmental technologies have also developed greatly since its inception. This being said, policies **BE4, GE10, GE11, GE17, GE20, GE22, GE26** and **GE27** all relate at some level to the CIQ area, and particularly to the Porter Brook Corridor area. Linked with the **SDF Core Strategy's CS73, GE10** is important for the Porter Brook Corridor area, and the desire to create a green pedestrian corridor should be reflected in the Action Plan policy framework.

Similarly, **GE17's** focus on the naturalisation and enhancement of the rivers should be reflected in the Porter Brook Corridor Character Area specific policies, as should the requirement for on-site flood protection where appropriate, from **GE20,** and focusing on *"water quality of waterways"* as identified in **GE26.**

Policy **GE27** focuses on energy and low carbon and renewable technologies, and although its discussion is somewhat outdated, the principle remains extremely relevant to the CIQ area (as to all areas within Sheffield city), so should be reflected in the policy framework of this Action Plan. Incentivisation may need to be considered in relation to this though considering the added cost it creates for development within the current economic climate.

Although the **Sheffield Rivers and Running Water Action Plan** was developed in 2002, within a less concerning environmental context, it is still particularly relevant to the Porter Brook Corridor character area, especially **Objectives 1, 3 and 4.** Its emphasis on removing river culverting, improving the quality of river corridors, and especially raising *"awareness of the value of Sheffield's rivers and the habitats and species associated with them"* should be reflected in the Porter Brook Character Area's policies, encouraging making the river more visible and accessible, yet without compromising flood mitigation measures.

The **Sheffield City Centre Masterplan review 2008** has a significant emphasis on sustainability, and measures to make Sheffield more sustainable, and in this sense it should guide the overarching aim of this Action Plan's environmental policy framework.

This environmental policy analysis has emphasised two main points, which are the inter-relation and overlap between the existing environmental policies relevant to the CIQ, and the fact that despite some policies being outdated in terms of their introduction date, their environmental focus and aims are more relevant than ever to the CIQ area, and the Porter Brook Corridor Character area, considering increasing environmental concerns within the context of climate change. The broad environmental relevance of existing policies is evident, so the Action Plan policies must provide more specific detail of the environmental requirements for the CIQ area.

REGENERATION

Regeneration policies are crucial within the CIQ area considering the current condition of many buildings and aspects of industrial heritage within the area. There are no relevant European scale policies, but at the national scale, **paragraph 21** of the **NPPF** identifies that investment for regeneration is restricted by a number of financial aspects within the current economic climate. Specifically it notes that *"Planning policies should recognise and seek to address potential barriers to investment, including a poor environment or any lack of infrastructure, services or housing"*. This is relevant to the CIQ area, and specifically to Moorfoot and the area surrounding Newton Lane, considering the vacancy and poor existing condition and impression of these areas. As such, this Action Plan's policy framework should identify land-use specific regeneration priorities in the form of Character area policies, aiming to guide limited investment into the most appropriate forms with the highest benefits and success opportunities.

The **SDF Core Strategy** and **Sheffield City Centre Masterplan Review** both demonstrate relevance with regeneration in the CIQ area. Within the **SDF Core Strategy** policy **CS6** is particularly significant, addressing *"Manufacturing and the City Centre – Transition Areas"*, where areas within the CIQ are identified as transition areas due to still containing industrial uses. The requirement for such industrial uses to relocate *"providing suitable alternative sites and premises are available in the city"* should be reflected within this Action Plan's policies so as to facilitate the growth of cultural, commercial and education/knowledge based land uses in areas where light industrial uses and vacancy and dereliction rates are currently inhibiting this.

The main relevance of the **Sheffield City Centre Masterplan Review** is its emphasis on the quality of regeneration within the city to maximise investment opportunities and economic contribution. This applies to the CIQ considering many of its areas which are neglected and beginning to fall into disrepair, especially surrounding declining light industrial uses. The regeneration policies of this Action Plan should therefore emphasise striving for the highest quality regeneration possible within the constraints of the current economic climate to stimulate investment and revitalisation throughout the city, whilst also protecting and reflecting its industrial heritage.

Whilst the existing regeneration-focused policies identified here are rather broad, they are still very relevant to the CIQ area and provide the opportunity to guide more focused regeneration policies.

DESIGN

Design is a vital area of policy within the Action Plan for any area. Due to the wide variation in design approaches, there is no identified European scale design policy relevant to the CIQ area.

At the national scale the **NPPF** contains relevant design-related policies to the CIQ area, found in **Section 7 "Requiring Good Design"** including **paragraphs 56-58.** This section of the **NPPF** emphasises how good design can contribute to the achievement of sustainable development and successful place-making. In line with **paragraph 57** and providing design guidance at varied scales, this Action Plan's policies will address design requirements at the general CIQ area level whilst also identifying aspects related to specific character areas and locations within the CIQ. **Paragraph 58** is particularly relevant considering its identification of the aims of design policies, which will be reflected within this Action Plan's policies (including; high quality public realm, facilitation of flexible mixed uses, and portrayal of the unique character and industrial heritage of the CIQ area).

Innovation and uniqueness is an important feature which should be demonstrated within the CIQ area considering the need to retain its industrial heritage and combine it with its cultural and education-focused nature. **Paragraph 60** is therefore particularly relevant to the area with its indication of the need to *"seek to promote or reinforce local distinctiveness"*. Flexibility in the type of design supported within the CIQ area is therefore an important aspect of the design policies which will be included in this Action Plan.

The final significant aspect to highlight here is

the indication that design policy *"should address the connections between people and places and the integration of new development into the natural, built and historic environment"*, which is particularly relevant to the CIQ area considering its heritage, and the need to increase activity and movement within the area, which could be achieved by being considered within design-related policy. Despite demonstrating fairly broad relevance to the CIQ area, the identified policy aspects of the **NPPF** will help to guide the formulation of more specific design-related policy in this Action Plan.

At the local level the **SDF Core Strategy** and **Urban Design Compendium 2004** are both relevant to the CIQ area. Within the **SDF Core Strategy** policy **CS64** is particularly relevant here and should be reflected in this Action Plan's policies by requiring design within the CIQ to be sustainable in relation to buildings and spaces, and facilitate energy efficiency as a result, especially within the context of increasing concern surrounding climate change. **CS74** is also important, and very relevant to the CIQ considering the importance of strong design principles in all areas, but particularly within Sheffield considering its *"distinctiveness"*. It highlights the importance of good design in relation to the cities physical features (e.g. rivers and topography), the *"views and vistas to landmarks and skylines into and out of the City Centre and across the city to the surrounding countryside"*, the city's townscape and building features, and *"the distinctive heritage of the city"*, all of which are important within the CIQ area and should be reflected in its policies. All of these aspects should therefore be reflected in this Action Plan's design policies.

Although the policies within the **SDF Core Strategy** make reference to the **RSS** (which has

now been abolished) and are out-dated in this sense, design principles remain fairly robust and consistent over time, and they still provide important design guidance which must be followed within this Area Action Plan's policies.

The relevance of the **Urban Design Compendium 2004** to the CIQ area is relatively broad, found in **section 4.3** of the document which is devoted to the Cultural Industries Quarter. Within the Vision of this section perhaps the most applicable aspect to this Action Plan is the aim that *"The industrial heritage of the city will be represented through the adaptive reuse of the historic built form, while public realm improvements will further enhance the importance of this industrial legacy"*. This will be reflected as an overarching principle to the Action Plan's specific design policies.

TRANSPORT

Transport approaches vary greatly within different countries, so as with design policy there is no European scale transport policy identified as relevant to the CIQ area.

At the national scale the NPPF is significant, setting out a holistic sustainability-themed approach to transport strategies, prioritising public transport in order to reduce congestion and emissions, and including the integration of accessibility, land-use and parking within its transport considerations. **Paragraphs 29, 30, 35, 37, 38, 39 and 40** are particularly relevant. In paragraph 29 it is indicated that *"the transport system needs to be balanced in favour of sustainable transport modes"*, which is significant to the CIQ considering that it already has strong bus connections with the area and the city centre, and should be reflected in this Action Plan's policies by prioritising and

emphasising the importance of pedestrian and cycling routes within the CIQ area. This is linked with the emphasis on reducing greenhouse gas emissions and congestion within **paragraph 30**. **Paragraph 35.2** also specifically mentions the prioritisation of pedestrian and cyclist travel modes which has been indicated will be replicated within the transport policy framework within this Action Plan.

At the local scale although the **CIQ Action Plan** is rather outdated it still bears some relevance to the CIQ area, albeit rather general, referring to specific policies within the **Sheffield UDP 1998**. **Section 10** focuses on *"Access and Transport: Pedestrians, Cycling, Public Transport, Parking and Traffic"*. In relation to *"Pedestrian Access/Movement"* UDP policies **T7** and **T8** are highlighted, emphasising a focus on facilitating walking and cycling and *"aims to create a pedestrian-friendly network"*, which will both be reflected within this Action Plan's transport policies. This will link with the Plan's design policies, improving the public realm in order to make it a high-quality, attractive and safe environment for pedestrian use. Another particular feature within this section which is directly relevant to the CIQ area is the requirement for the CIQ to be *"well sign-posted and legible"*, which has not been achieved to date and must therefore be a policy priority. The discussion of CCTV, lighting and *"The night time environment"* is also important, and significant to the CIQ area considering the desire to create 24-hour activity and use within the area.

The **CIQ Action Plan** also makes reference to policy **T10** of the **UDP** which discusses the prioritisation of cycling within the CIQ area, and the transport policy should reflect this particularly in relation to the provision of adequate cycle parking facilities throughout the

area.

Considering that the CIQ is in very close proximity to a well-serviced area of Sheffield in terms of bus services, particularly along the northern boundary of the CIQ area, public transport related policies are less of a priority for this Action Plan. However there is room for improvement along the area's southern boundary, so this does not mean that it will not be important to aim for improvements in this area, reflecting aspects of the Public Transport section of the **CIQ Action Plan**. Considering the land use change in the CIQ area since the **CIQ Action Plan** was produced in 2000 its parking related discussion is no longer as applicable to the CIQ area, so this Action Plan's transport policies for parking will be guided more by the physical analysis of the area.

Within the **SDF Core Strategy** policies **CS51 – CS61** demonstrate some relevance with the CIQ area. **CS54** and **CS 55** are particularly relevant to the CIQ area and should be reflected in this Action Plan's transport policies due to their focus on pedestrian and cycle routes, which are currently in need of improvement within the CIQ. **CS59** discusses the improvement of roads, including the aim to *"improve the movement of public transport, cyclists, or pedestrians"* and as already discussed, this is something which should be reflected in this Action Plan's transport policies. Considering the pedestrian focus which is desired for the CIQ area, policy **CS61** is also particularly relevant, discussing *"A Pedestrian Priority Zone in which a high-quality environment will allow priority for the safe, convenient and comfortable movement of pedestrians within and through the area"*, and is something that should guide the pedestrian focused policies developed as part of this Action Plan.

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ECONOMIC

Economic related policies are not easily transferable between different countries, so European scale policy is not relevant here.

At the national level the **NPPF** is very relevant, as the economic pillar of sustainability (alongside environmental and social) is an integral locus of the document, where the planning system's economic role is described as: *"contributing to building a strong, responsive and competitive economy..."*. **Section 1** is particularly relevant, including paragraphs **18-22**, emphasising the importance of facilitating and achieving economic growth and the need to *"meet the development needs of business and support an economy fit for the 21st century"* (**paragraph 20**). The indication in **paragraph 21** that policy should not be too restrictive for business investment and help to overcome various investment barriers, is particularly relevant to the CIQ area considering the renewed investment interest it requires, inhibited by vacancy dereliction and poor public realm conditions in certain areas. As such, the economic policies of this Action Plan should reflect this by demonstrating flexibility in the land use, business types and investment opportunities supported in order to achieve the maximum investment levels possible.

Considering the decline of light industrial and manufacturing businesses in the CIQ area and the emergence and growing success of cultural and knowledge based industries, **paragraph 21.3** is especially significant in its emphasis on flexibility of policy to accommodate emerging and rapidly changing business needs within the area. This flexibility will be incorporated as a significant element of the economic policy within this Action Plan.

Despite highlighting **21.3** as an overarching principle to economic policy, all sub-paragraphs within **paragraph 21** are crucial to the CIQ area and will be reflected in different aspects of the economic policies developed here.

This Action Plan's economic policies should also undertake and reflect the aspects discussed in **Section 2 "Ensuring the vitality of town centres"** (including **paragraphs 23-27**), particularly considering for example identifying *"a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural community and residential development needed in town centres"*, which will be undertaken in the Character Area specific policies. It is evident that although national policy provides a broader policy framework for specific areas, the NPPF is very relevant guide to the economic policies required for the CIQ area. The NPPF is also particularly significant considering that it was introduced within the same economic context that we are currently in, so focuses on ways to re-stimulate economic growth.

At the local scale the **SDF Core Strategy**, and **Target policy: An economic growth strategy for Sheffield 2012** bear some relevance to the economic and employment context of the CIQ area. **Paragraph 2.12** highlights the challenge of *"Economic transformation"* in Sheffield indicating that a *"key challenge in the face of decline of the older metal and related industries is to move from recent economic recovery to real transformation and so secure jobs for the future"* which will be reflected in this Action Plan's policies in the encouragement of emerging industries and businesses. This relates to the **Core Strategy's** objective for Sheffield as *"A city that will be economically prosperous and attractive to business and new*

investment and will sustain employment for all who seek it". **Chapter 6** within the **SDF Core Strategy "Promoting Economic Prosperity and Providing Sustainable Employment"** contains very relevant policies to the economic context of the CIQ area. Considering the negative influence of many light industrial businesses within the CIQ area, and the need to eventually relocate them out of the CIQ area **policies CS5 and CS6** are significant, detailing areas like the Don Valley as ideal locations for such businesses and highlighting the CIQ as a 'transition area' which will be reflected within this Action Plan's economic policy as a good way to encourage economic growth and support emerging businesses within the area.

Aspects of the **Target policy: An economic growth strategy for Sheffield 2012** relate specifically to the CIQ area, particularly the vision for the city's economy of demonstrating *"World-class, high-tech sectors built on Sheffield's distinctive economic strengths..."* and *"An enhanced reputation locally, nationally, and internationally with Sheffield known as a creative, inventive, energetic city that is a great place to live, work, invest and visit"*, which will be reflected in the economic policies of this Action Plan by focusing on supporting and encouraging the cultural and knowledge-based emerging industries within the area and encouraging its evolution into a 24 hour area where people live, work, socialise and visit throughout the day and night. The importance of developing the area as *"a skilled and productive workplace"* will also be reflected in this Action Plan's policy, using the support of knowledge-based industries and the university's presence and investment within the area to help to achieve this.

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SECTION 3: STRENGTHS, WEAKNESSES, OPPORTUNITIES & THREATS

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STRENGTHS

The CIQ's main strengths are evident in the central location of the quarter, and its historic character, existing grid pattern, industrial architecture and characteristic red brick building materials. The emerging digital and design industries within the quarter represent significant CIQ strengths, and the Porter Brook also provides a strong identity for the quarter, yet this is currently lost due to its culverted, hidden and underused nature. A summary of the significant strengths of the CIQ are as follows:

- Development, regeneration and investment prospects in relation to the quarter's proximity to the new Moor development.
- Accessibility in relation to:
 - Good Public transport links
 - Connection with major road networks
 - Strong pedestrian links into city centre.
- Highlighted as a 'Gateway Site' within Sheffield City.
- Existence of educational activity cluster around Sheffield Hallam University in Northern part of quarter, with some of this activity related to the creative, cultural and digital industries
- Existence of cultural activities and uses within the quarter (including the arts, design and music industries).
- Existence of some digital industries within the quarter, particularly related to Sheffield Hallam University, and close proximity of the quarter to Sheffield's Digital Industries Campus.
- Diversity and mix of uses within quarter, including office/business, residential, cultural, educational, and retail/leisure.
- Presence of Showroom cinema in Northern section of quarter (which is the largest independent cinema outside London).
- Presence of Listed and significant character buildings within the quarter, such as Butcher Works, Colombia Place, Elliot House (all listed), and the Showroom Cinema
- Presence of the Porter Brook river running through the quarter
- Designated Cultural Industries Quarter conservation area, which occupies the majority of the CIQ addressed in this Area Action Plan, except the Moorfoot area.



*Right: Top: The Moor Foot area;
Second: Open section of the Porter Brook;
Third: Hawk Works;
Fourth: The Showroom Cinema.*

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WEAKNESSES



- Limited range of facilities and services (e.g. convenience food) located within the quarter
- Lack of open green space, where the only significant identified open space is the small site next to Sheffield Hallam Students Union.
- Vacancy and Dereliction is evident throughout the quarter, particularly on sites which formerly had industrial/warehouse uses, as is the poor condition of existing buildings.
- Loss of character in certain areas, especially where there is a lot of vacancy and dereliction.
- Loss of identity and purpose of the CIQ considering the decline in traditional industry, where a cultural identity has not been well developed through the entirety of the quarter.
- Culverted nature of the Porter Brook, meaning it is hidden and neglected, without the appropriate maintenance. Its prominence and significance within the CIQ is not realised.
- Lack of biodiversity within the quarter, considering the lack of green open space, and general neglect for the Porter Brook.
- Diluted nature of cultural uses, which are not made as prominent or important within the quarter as they should be.
- Incompatible land uses and building heights, meaning that although there is a lot of mix evident within the quarter, the mix of uses and heights do not complement or interact well with each other and their surroundings.
- Lack of legibility throughout the CIQ and poor quality of the public realm, with no consistency.
- Poor/Absent night time activity within the majority of the quarter.
- Poor pedestrian flow and footfall through certain parts of quarter, due to a lack of attraction with poor active frontages, vacancy and dereliction.
- Lack of recent investment attraction in certain area, with no incentives for re-development.
- Presence of conservation area can be an obstacle to change as it requires higher investment and tighter development controls.
- Urban form in certain areas (e.g. Site 5) presents another obstacle to investment and redevelopment within the CIQ
- Low parking density in the quarter despite large areas occupied by ground-level parking.
- Variety of landowners can make it more difficult to co-ordinate their support and action for development and change within the quarter.
- Unsuitable street lighting and poor/non-existent signage throughout the quarter.
- Safety concerns, particularly in areas with vacancy and dereliction.

*Left Top: CIQ from Eyre St. Multi Storey;
Second: Derelict plot in the CIQ;
Third: Russell Bros. works;
Bottom: View down Sylvastor Street.*

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OPPORTUNITIES

The opportunities within the CIQ are numerous and wide-ranging. The relocation of existing businesses would enable a more connected and diverse mix of uses to prosper within existing historical and new buildings, and building on the quarter's existing strengths could help to develop the CIQ to its full potential, considering the following specific opportunities.

- Porter Brook provides great potential to introduce green infrastructure, develop green open spaces and encourage biodiversity in the quarter, improving its natural environment.
- Porter Brook also provides the opportunity to create riverside activity and flows through the quarter, acting as an environmental attraction and contributing to the CIQ's unique identity.
- There is significant potential for investment and redevelopment within the quarter due to its proximity and accessibility to the following areas within the city:
 - The Moor, Sheffield Hallam University, City Centre, Train station and Sheffield's Digital Industries Campus.
- It will be possible to improve the continuity and quality of the quarter's public realm and reinforce its integration, continuity, and links with the city by replicating the public realm and landscaping evident in surrounding areas such as the Gold Route and new Moor development.
- The existing diversity of uses could be developed, and in some cases relocated, to facilitate a more compatible, well integrated mixed-use quarter, which encourages activity throughout the day and night.
- Related to the quarter's existing cultural foundations and its diversity of uses, there is an opportunity to introduce some temporary uses in order to immediately revive vacant and derelict areas, increase attraction and footfall, and encourage more 24hour activity.
- Building on the CIQ's existing cultural foundations, character and industrial heritage, there is a great chance to create a distinctive identity and function for the quarter within the city. This should have particular relation to the production and consumption of the arts, design and music industries, as well as the quarter's proximity to Sheffield's Digital Industries Campus, without losing touch with its industrial heritage.
- There is a chance for the CIQ to accommodate some of the growth of Sheffield Hallam, forming an educational hub which could help to attract knowledge-intensive and digital industries, and would also present a good way to increase attraction to the quarter, and footfall and activity through its entirety.
- Repair and re-use of significant and historic buildings will ensure their continued use and survival in the quarter, alongside new and future developments, whilst also contributing to the area's unique identity and attraction.

- The discussed opportunities would not only be beneficial in themselves, but would also help to develop the quarter's role within the city region economy.

*Top: Sheffield Hallam Union building;
Middle: Niche Nightclub on Sydney St.;
Bottom: Moorfoot area.*



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THREATS



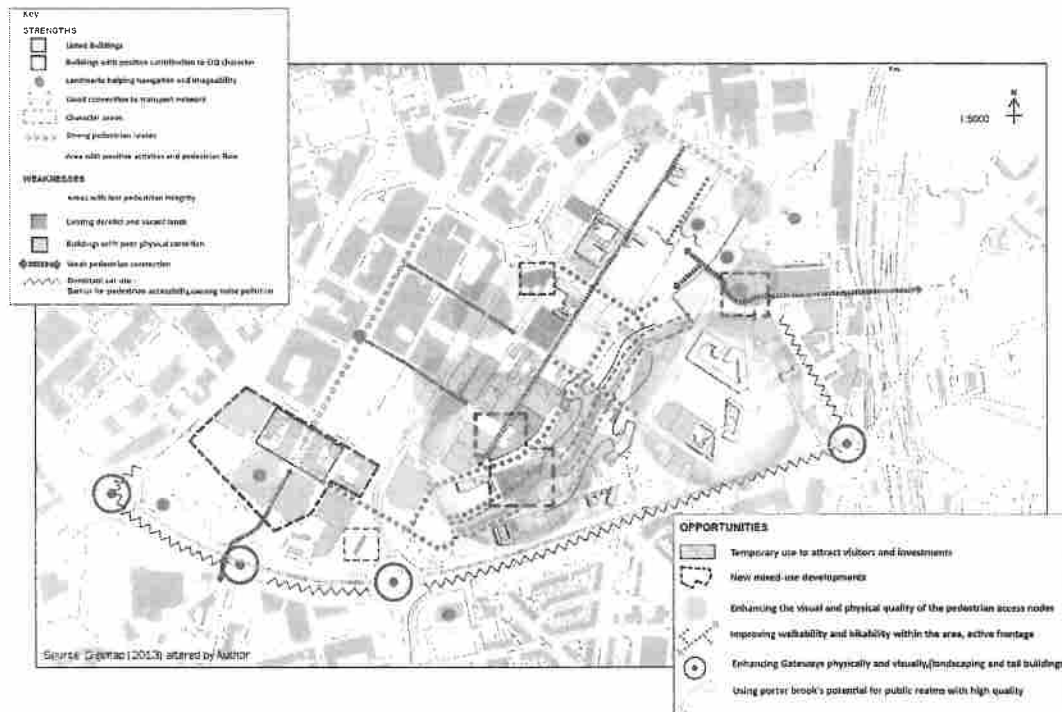
Despite the current strengths of the CIQ and the associated opportunities which have been identified there are also a number of threats which must be considered. These threats reflect difficulties associated with the quarter's opportunities, and the roles of different actors/stakeholders, and could inhibit or complicate the potential success of the quarter if not adequately addressed and planned for.

- Balancing provisions of the social and environmental needs and opportunities of the area, with the needs of the local economy, and within the current economic climate, presents a difficult challenge which could limit what can be achieved in the quarter (especially in the short term).
- Inadequate funding available from the public sector in the current economic climate will stall redevelopment/regeneration plans for the quarter, and could limit what can practically be achieved.
- A tendency for passive land owners/speculators to retain land without development, can be detrimental to area improvement attempts in the short term.
- Poor planning and regulation of the mixed-use nature of the CIQ could result in incompatibilities and a lack of integration between different uses, negatively affecting the overall coherence, success and identity of the quarter.
- Excessive growth of Sheffield Hallam University, beyond the support capabilities of the CIQ (particularly relating to the potential development of an educational hub in the North of the quarter) could see the area become too large of a campus site with large areas of studentification, and an over-dominant impact on the CIQ's identity.
- An absence of strong branding to coherently define the CIQ's unique identity and image could be detrimental to its overall success.
- Strong retail competition from the bordering Moor redevelopment area could result in pedestrian flows altering, and may have negative implications for the attraction to and flows through the CIQ.
- Heightened flood risk caused by naturalisation of the Porter Brook is a serious impediment to riverside development, and could limit attempts to improve the natural environment and biodiversity levels within the quarter.
- Loss of light and space surrounding the Porter Brook if building heights are not limited to 3-5 storeys, could also occur, contradicting the aims of naturalisation.
- Loss of historic grid pattern to development is a significant concern, where it has already been lost in areas towards the West of the quarter.
- **Without an all-encompassing, holistic approach towards action for the CIQ, development of different areas of the quarter will not be coherent or well integrated, and its existing identity could be even further confused or lost altogether.**

*Left Top: Sheffield Hallam Students Union
Second: Sidney Street Third: Porter Brook
Bottom: Vacant site by Porter Brook*

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The following map provides a visual representation of some of the main strengths, weaknesses and threats identified for the CIQ.



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SECTION 4: CIQ VISION

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4.1 VISION STATEMENT

This section of the Action Plan sets out a spatial vision for the CIQ in 15 years, along with more specific objectives which support and facilitate the achievement of this vision. It is intended to provide private and public sector guidance for appropriate land uses and types of development, urban design principles, and infrastructure within the quarter.

VISION:

The CIQ will exhibit a strong identity relating to; its industrial heritage, the presence of the Porter Brook and a high quality natural environment, its cultural activities (in terms of both production and consumption), and its educational opportunities (especially in the cultural industries). This identity will be reflected in the quarter's innovative and creative design and architecture, making a unique and valuable contribution to Sheffield city whilst integrating well within it. Pedestrian access, movement, and use will dominate the vibrant quarter, with its mix of uses facilitating activity, flexibility, and sustainability.



Porter Brook



Butchers Works



The Moor, neighbouring Moorfoot

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4.2 OBJECTIVES

Identity and Industrial Heritage

- Retain the CIQ's industrial heritage whilst promoting its cultural, natural, commercial and educational identity, contributing to the sustainability, flexibility and vibrancy of the quarter.
- Enhance the character and distinctiveness of the CIQ to create a unique destination with high quality, creative and imaginative use of public spaces.
- Protect and enhance the existing historic urban fabric and listed and significant buildings within the quarter, to contribute to its unique identity.

Porter Brook

- Animate and promote the Porter Brook riverside and reconnect it to the city centre with wider pedestrian links up and downstream, and an extended range of high quality developments and activities (beyond retail), which could include temporary creative uses with a cultural/design focus.
- Uncover the hidden nature of the Porter Brook within the CIQ by naturalising the river corridor, and developing it as one of the quarter's main attractions.

Investment potential

- Bring forward vacant and derelict sites to achieve a high quality of mixed-use development, and promote sites throughout the area for innovative and creative temporary uses to kick start development and attract investment and people to the area.
- Stimulate economic development generally, and particularly relating to cultural, leisure and educational business services throughout the CIQ, to encourage 24hour activity and diversify and enhance the quarter's purpose and mixed-use nature.

Cultural Activities

- Create a strong cultural and commercial centre within the CIQ, with a more concentrated primary cultural core and secondary residential developments.
- Focus on encouraging both cultural production (e.g. art/design/music/drama studios) and consumption (e.g. galleries, theatres, exhibitions) within the CIQ.

Innovative and creative design and architecture

- Guide the design and development principles on the key sites and areas within the quarter, with the production of design related policies for specific areas and the quarter as a whole.

- Highlight significant buildings within the CIQ, whose design and architecture should reflect the quarter's high quality and innovative nature.

Mixed Use, vibrant, flexible and sustainable quarter

- Provide high quality pedestrian networks into and throughout all areas of the CIQ, particularly around and through the Porter Brook Corridor. These networks should provide a consistent, high quality public realm that attracts and guides pedestrians through the quarter, emphasising an attractive, safe image, pedestrian priority, and good access to enjoy the natural environment of the Porter Brook Corridor.
- Create well connected clusters of mixed-use activity based on the key opportunity sites highlighted within the CIQ's 6 character areas.
- Promote mixed-use residential development within the City Living Hub, providing retail/leisure activities for both residents and visitors to the area.
- Encourage light industry and industrial retail towards the Industrial Business Fringe, which offers improved transport links, creating development space within the centre of the quarter.

4.3 CHARACTER AREA VISION

This map illustrates the broad vision for the CIQ area, identifying its 6 character areas; Heart of the CIQ, Porter Brook Green Corridor, Cultural Commercial Hub, City Living Core, Moorfoot, and Industrial Business Fringe. These character areas will be examined in detail in Section 4.5 where their land use changes will be indicated, alongside area-specific policies, and suggestions for key projects that could be undertaken within them supported by best practice examples from other cities.



4.4 AREA ACTION PLAN POLICIES

The AAP Policies provide guidance for the whole CIQ area which will help to achieve the Objectives and overall Vision, where policies specific to the 6 character areas are identified for each individual area (in Section 4.5).

The general AAP policies are divided into the following themes:

- Heritage and Conservation
- Environmental
- Regeneration
- Design
- Transport and Movement
- Economic

HERITAGE CONSERVATION

AAP1: Reflecting Industrial Heritage

Wherever possible, new development should reflect the industrial heritage of the CIQ area by preserving and incorporating the following features:

- i. Traditional red brick building materials
- ii. Traditional street hierarchy and grid pattern
- iii. Traditional courtyard form (which still remains in some areas)
- iv. Traditional industrial architecture

Where it is not possible to retain such original features, or where relating to new build development, proposals which demonstrate some reflection of the area's industrial heritage and are sympathetic to it will be supported and encouraged.

AAP2: Architectural Features

Alongside AAP1 in order to reflect the industrial heritage of the CIQ area new development which preserves and enhances the important architectural features of buildings which demonstrate industrial heritage will be supported and encouraged. This should include, but is not limited to:

- i. Arched doorways
- ii. Arched window designs

AAP3: Listed Buildings

Detailed plans and proposals for all development and changes related to listed buildings must be provided, which will only be permitted where the proposed changes are entirely sympathetic and beneficial to the building itself as well as the character of the surrounding area.

AAP4: Landmark and Character Buildings

Proposals relating to buildings identified within the physical analysis maps of this Action Plan as Landmark or Character buildings should provide detailed plans and proposals for all development. As with listed buildings, the development will only be permitted where they are sympathetic and beneficial to the building

And character of the area.

AAP5: Conservation Area Development

Proposals relating to development within the CIQ Conservation Area should provide detailed plans, be sympathetic and beneficial to the building and character of the surrounding area, and conform with existing conservation area policies set out in the Sheffield UDP.

AAP6: Character and Identity of Area

New development which positively contributes to the character and identity of the area (particularly its industrial history) will be supported and encouraged.

AAP7: Heritage and Conservation Flexibility

Whilst the preservation and conservation of the CIQ's heritage must be a crucial development consideration within the area (particularly within its conservation area), some flexibility in the level of heritage conservation will be permitted in special circumstances. These special circumstances relate specifically to situations where certain development would provide significant sustainable development and community benefits for the area.

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ENVIRONMENTAL

AAP8: PORTER BROOK NATURALISATION

Support will be provided for opening up and de-culverting of the Porter Brook river corridor, naturalising the river corridor environment (including planting appropriate vegetation and trees and clearing any overgrown vegetation), and increasing and improving the river's biodiversity and water quality.

Development within the Porter Brook character area should contribute to this naturalisation of the river corridor environment where possible. This is important due to its contribution to the improvement of the natural character of the CIQ area.

AAP9: FLOOD RISK

Within high risk flood probability areas (as identified in the Physical Analysis flood risk map) proposals for new development are required to address and consider the flood risk associated with the development and outline flood risk mitigation approaches where required. Depending on the location of the site and its proximity to the Porter Brook, on site-flood protection measures may be required, which may qualify to receive some level of funding and incentivisation.

New development within flood risk areas must conform with existing national and local policy guidance as well as the specific requirements within this Action Plan.

AAP10: GREEN OPEN SPACE

New development throughout the CIQ area will be required to provide, facilitate, or contribute to the provision and facilitation of green open space within the area.

The type of green space provision required and encouraged within the different character areas of the CIQ will vary considering the varied benefits which open space can provide, including flood risk mitigation, increasing naturalness and biodiversity, and improving the public realm and pedestrian environment.

AAP11: RIVERSIDE PEDESTRIAN NETWORK

Support and encouragement will be provided for the development of a high quality pedestrian route on at least one side of the Porter Brook along the entirety of the length of the river. Development within the Porter Brook Corridor character area should be set-back from the river to facilitate this (detailed fully in the character area specific policies)

AAP12: IMPROVING THE CIQ'S NATURAL CHARACTER

Improvement of the natural character of the CIQ relates to policies AAP8, AAP10 and AAP11, and development which undertake any form of this will be supported and encouraged. All development proposals should include high-quality natural landscaping, regardless of the amount of green open space they provide.

AAP13: SUSTAINABLE URBAN DRAINAGE

The provision of sustainable urban drainage systems within new development will be supported and encouraged where applicable.

AAP14: ALTERNATIVE ENERGY SOURCES

New development may consider the incorporation of alternative renewable energy sources such as solar panels, however this will be limited and very dependent on the site's

specific location within the conservation area and its levels of industrial heritage and character.

AAP15: RAISING ENVIRONMENTAL AWARENESS

It is crucial to increase the awareness about the environmental character of the CIQ area, particularly the presence of the Porter Brook. This could be partially achieved by the naturalisation of the Porter Brook through policy AAP8, but other innovative ways of achieving this will be welcomed and encouraged (including the provision of information signs about the river and its natural species along the riverside pedestrian route).

REGENERATION

AAP16: INDUSTRIAL USE RELOCATION

Regeneration of the CIQ area is currently restricted by the location of existing light industrial/manufacturing uses, so in order to facilitate the most successful regeneration for the area possible, these uses will be encouraged to relocate temporarily to the Industrial Business Fringe character area (with the possibility of permanent relocation to Don Valley), and will be fully supported throughout this process.

AAP17: HIGH QUALITY REGENERATION APPROACHES

Proposals for regeneration within the area must be to a high-quality in terms of both design and heritage reflection and preservation.

AAP18: DEVELOPMENT MAINTENANCE

All development within the CIQ area must be well-maintained into the future, with like for like

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material replacement to maintain the high quality nature of the regeneration.

DESIGN

AAP19: DESIGN PRINCIPLES

All new development must contribute positively to the CIQ area by contributing to its:

- i. Permeability
- ii. Legibility
- iii. Connectivity
- iv. Adaptability

AAP20: HIGH-QUALITY, INNOVATIVE AND UNIQUE DESIGN AND ARCHITECTURE

New development which demonstrates high-quality, innovative, and unique design and architecture, will be encouraged provided it makes a positive and meaningful contribution to the CIQ area. Developments of poor design and architectural quality, which impact negatively on the area will not be permitted under any circumstances.

AAP21: DESIGN AND ARCHITECTURAL CONSISTENCY

Alongside the requirements of policy AAP20, new developments that demonstrate some form of consistency within the area will be supported and encouraged, particularly in relation to preserving its industrial heritage, yet this should not compromise their innovative and/or unique nature.

AAP22: RETAINING CHARACTER AND HERITAGE OF CIQ AREA

Linked with policy AAP21 the design and

architectural aspects of new development should ideally retain aspects of the character and heritage of the area, which can be achieved through providing a level of consistency with the existing built environment.

AAP23: USE OF HIGH-QUALITY MATERIALS

New development must incorporate high-quality building materials, where the use of poor quality materials that do not have longevity and/or impact negatively on the image of the area will not be permitted.

AAP24: BUILDING HEIGHTS

Flexibility will be practised in relation to the heights of new development which are permitted, as there is potential to increase heights in many areas within the CIQ in order to create landmark buildings and improve the area's legibility. This being said, there will be a strict maximum building height of 5 storeys in the Porter Brook character area due to the desire to open up the river and naturalise and improve the biodiversity and quality of the natural river corridor environment.

AAP25: PUBLIC REALM

Public realm improvements will be encouraged and supported throughout the area, which should demonstrate consistency within the CIQ area and beyond it within the context of the rest of the city. High-quality materials should be used (which will receive like-for-like replacement when required), and lighting and signage should be increased and improved. Natural landscaping will also be encouraged where appropriate.

AAP26: ACTIVE STREET FRONTAGES

Considering the need to increase activity and

footfall in many areas of the CIQ area, new development should not be set back from the street unless in exceptional circumstances.

AAP27: PROVIDING A SAFE AND SECURE ENVIRONMENT

Design of new development which contributes to and facilitates the provision of a safe and secure pedestrian environment will be supported and encouraged, relating particularly to the design of the public realm discussed in policy AAP25.

AAP28: SUSTAINABLE DESIGN

The sustainable design of new developments which facilitate energy efficiency, a positive environmental impact, and longevity, will be encouraged throughout the CIQ area.

AAP29: DESIGN FLEXIBILITY AND ADAPTABLE BUILDINGS

Alongside the encouragement of sustainable design in policy AAP28, design which provides flexibility and develops adaptable buildings will be supported. This type of design will contribute to the sustainability of the area by providing spaces which can accommodate different uses depending on the economic context and the market demand within the area.

TRANSPORT AND MOVEMENT

AAP30: SUSTAINABLE TRANSPORT

Sustainable transport modes and approaches will be encouraged within the CIQ area, focusing particularly on facilitating pedestrian and cyclist movement, making improvements to the existing bus service provision, and discouraging use of the car. This will create environmental benefits for the area by reducing

greenhouse gas emissions and reducing traffic congestion will also be beneficial for pedestrian safety within the area.

AAP32: PRIORITISING PEDESTRIAN AND CYCLING MOVEMENT

Pedestrian and cyclist movement will be prioritised and encouraged within (and into and out of) the area, which should be achieved by focusing on improving the area's pedestrian and cycle routes alongside the public realm improvements and safety focus discussed in policies AAP25 and AAP27.

As well as improving the cycling routes within the area, increased cycle parking provision will be another important approach in prioritising cycling movement within the area.

AAP33: SIGNPOSTING

Contributing to the effectiveness of policy AAP32, and improving the legibility and permeability of the area, increased sign posting will be encouraged within the CIQ area. Information boards which reflect the design of those throughout Sheffield City Centre would be most desirable in order to contribute to the high-quality nature and consistency of the public realm.

AAP34: CAR PARKING

New surface car parking development will be strongly discouraged within the CIQ area, yet a small number of high-quality, well-designed multi-storey car parks will be permitted (particularly within the Moorfoot and Industrial Business Fringe character areas) as an alternative. This will act to reduce the proliferation of car use and traffic flows throughout the entirety of the area.

Alternative land-use development will also be encouraged on existing surface car parking (where multi-storey development could accommodate the parking spaces lost from this). This will also act to limit the areas of the CIQ in which cars use occurs, to encourage pedestrian and cycling movement alongside safety and environmental improvements.

AAP35: NIGHT-TIME MOVEMENT

The provision of improved street lighting, CCTV and other measures will be encouraged to enhance the safety of the area for night-time use, linked with the public realm improvements in policy AAP25.

AAP36: BUS SERVICE IMPROVEMENTS

Although the bus service provision is very good along the northern boundary of the CIQ, increasing and improving services along the southern boundary a possibility which would be encouraged, although this may be limited by the busy nature of St Marys Road with high car traffic levels.

ECONOMIC

AAP37: EMERGING BUSINESSES AND INDUSTRIES

Emerging business and industry development (particularly related to the cultural, media and knowledge-based industries) will be encouraged and supported within the CIQ, helping to contribute to attracting investment to the area and contributing to Sheffield City's development of economic resilience. This does not mean however, that other business types will not be permitted if appropriate to and making a positive economic contribution to the area.

AAP38: MIXED-USE DEVELOPMENT

Flexible mixed use development will be supported and encouraged throughout the CIQ area as a way of stimulating economic growth, linked with design flexibility and adaptable buildings discussed on policy AAP29.

AAP39: INDUSTRIAL BUSINESS RELOCATION

Alongside the prioritisation of the development of emerging businesses and industries within the CIQ area in policy AAP40, light industrial businesses will be supported to temporarily relocate to the Industrial Business Fringe character area, with the long term aim to move to the Don Valley.

AAP40: LAND USE FLEXIBILITY

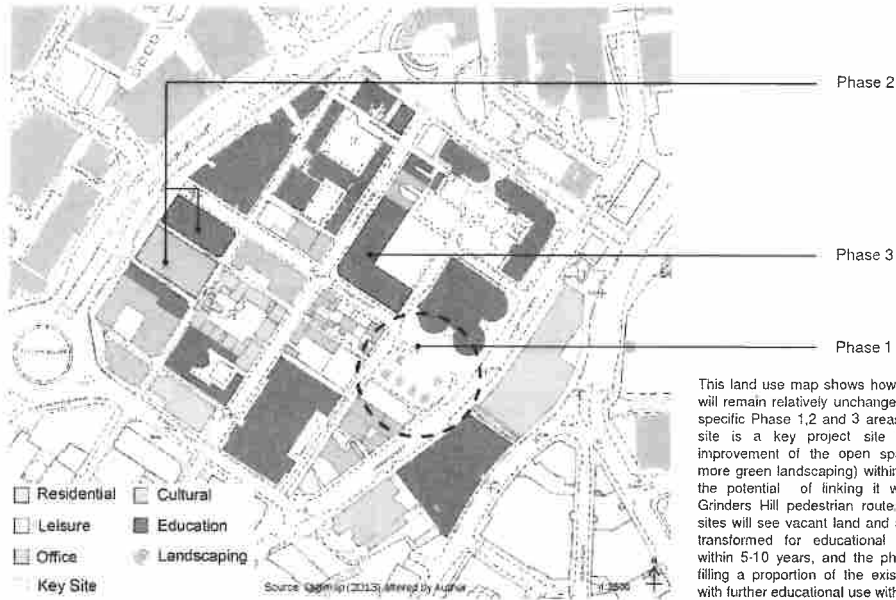
Despite policies AAP40 and AAP42, flexibility will be demonstrated in the land uses and businesses types supported and permitted within the CIQ area where required in certain circumstances, in order to achieve the maximum and most appropriate investment within the area and address market demand within the difficult current economic climate.

AAP41: 24 HOUR ACTIVITY

Support and encouragement will be provided for new development and investment which contributes to the evolution of the CIQ area into a vibrant, active, 24-hour area.

4.5 CHARACTER AREAS

4.5.1 HEART OF THE CIQ



This land use map shows how the area's uses will remain relatively unchanged apart from the specific Phase 1, 2 and 3 areas. The Phase 1 site is a key project site which will see improvement of the open space (introducing more green landscaping) within 1-5 years, with the potential of linking it with opening up Grinders Hill pedestrian route. The Phase 2 sites will see vacant land and a car park being transformed for educational and office use within 5-10 years, and the phase 3 site sees filling a proportion of the existing car parking with further educational use within 10-15 years.

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4.5.1 HEART OF THE CIQ

HEART OF THE CIQ POLICIES

HCIQ1: PURPOSE OF THE AREA

The purpose of the Heart of the Cultural Industries Quarter is primarily to accommodate large scale cultural and educational activities alongside a number of office and residential developments. This area provides strong support to the knowledge industries which complements the cultural uses in the area, while encouraging investment, activity and footfall.

HCIQ2: APPROPRIATE LAND USES FOR NEW DEVELOPMENT

The following land uses will be supported and encouraged within the area:

- i. Cultural
- ii. Educational
- iii. Commercial - Small/medium scale offices
- iv. Leisure (Small scale cafes, restaurants, bars)
- v. Residential - Medium density

HCIQ3: DEVELOPMENT ADJACENT TO ARUNDEL GATE

Support will be given to development exceeding five stories in height which is adjacent to Arundel Gate as this is in keeping with the character of existing development alongside a major vehicular route.

HCIQ4: PRESERVATION OF CULTURAL ASSETS

The Heart of the Cultural Industries accommodates large scale cultural activities within the city. Support will be given to development that develops and preserves this cultural status.

HCIQ5: KEY SITE

This key site will provide high quality, bold open space and encourage activity due to its prominence complementing the surrounding cultural and educational uses.

KEY PROJECT SITE

As already indicated, the Key Project Site within this area is located in the current open space next to the Sheffield Hallam Students Union building. At present this open space has no landscaping, planting etc., and based on this Action Plan's research does not seem to be achieving its full potential.

The proposals for this site are therefore to revitalise and re-landscape this open space, whilst also creating a connection between it and Grinders Hill pedestrian route. In relation to the pedestrian route this will involve improving the quality of the public realm along this route, developing a connection with this route and the pedestrian route which is part of the City Living area's Key Project Site, and improving the lighting of the enclosed Grinders Hill section.

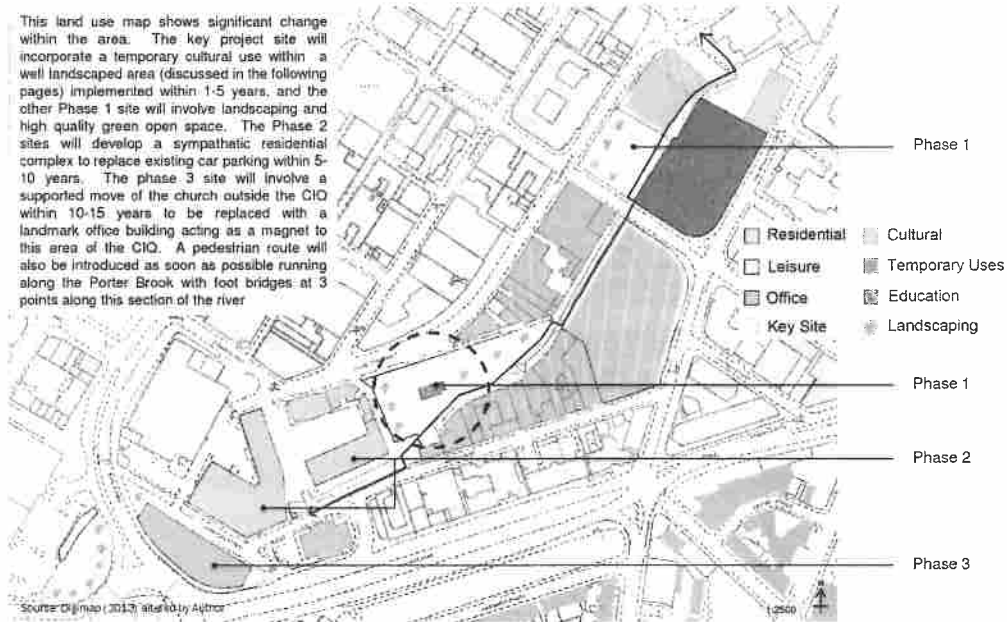
The open space's landscaping and public realm should be based on the style of Devonshire Green in the Devonshire Quarter, in order to demonstrate consistency between the public realm design and quality throughout the city (as demonstrated in the photographs below).



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4.5 CHARACTER AREAS

4.5.2 PORTER BROOK CORRIDOR



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4.5.2 PORTER BROOK CORRIDOR

PORTER BROOK CORRIDOR POLICIES

PB1: PURPOSE OF THE AREA

The Porter Brook Corridor Area will demonstrate the natural character of the CIQ by promoting a high quality riverside environment, and a good footpath link to encourage movement activity throughout the CIQ area. Riverside development within the area will complement and promote the river as an accessible natural feature and attraction, and temporary riverside use in certain areas will act as a magnet drawing people into the area, and through it as a means of moving through the whole CIQ area.

PB2: APPROPRIATE LAND USES FOR NEW DEVELOPMENT

The following land uses will be supported and encouraged within the area:

- i. Residential
- ii. Leisure (Cafes, restaurants, coffee shops, bars)
- iii. Commercial – small scale offices

Commercial and leisure uses will be supported and encouraged on the ground floor of new development bordering Porter Brook, with the aims of creating active frontages to increase footfall in the area, and locating less vulnerable uses on the ground floor considering flood risk.

PB3: BIODIVERSITY AND RIVER NATURALISATION

Any new riverside development must contribute to the restoration and biodiversity of the river, including naturalisation of the river, development of fish channels through the river's weirs, measures to slow the river's current where possible, and on-going maintenance of riverbank vegetation. In conjunction with this, all new development must be set back a minimum of 3 metres of the riverbank.

Provision of information boards and signage along the river pathway(s) will be encouraged, providing both information on the biodiversity and species in the river habitat and location points and directions to other areas within the CIQ and the city. This signage should reflect the design of those provided throughout the city centre (in order to create a level of consistency in the public realm).

PB4: PEDESTRIAN ACCESS AND MOVEMENT

Pedestrian access to the river must be facilitated by all new riverside development, and should not be restricted by any new development within the area.

PB5: TEMPORARY USES

Proposals for temporary uses within the area will be supported and encouraged, and should especially be facilitated where permanent use/development is not currently viable. Cultural activities including art (and street art), design, music and drama are particularly encouraged as

types of temporary use within the area, in order to remain in-keeping with the CIQ identity and existing character of the area.

PB6: GREEN OPEN SPACE PROVISION

New proposals will be required to provide and facilitate on-site green open space within the area, particularly located backing on to the river itself. In the minimum of 3 metres between the river bank and new development, there should be sections of green space and planting.

PB7: FLOOD POLICY COMPLIANCE

All new development must be compliant with existing flood policy, outlined in **Section 2.1 Policy Analysis**. Design proposals for all new development must acknowledge, respond to, and attempt to mitigate flood risk in the area, and the heightened risk their development may make.

PB8: RETAINING INDUSTRIAL HERITAGE

Where possible traditional industrial architecture in existing buildings (e.g. red brick buildings with arched windows and doorways) must be retained when regeneration and renovating existing buildings within the area, unless it is in a condition where it would be structurally unsafe to retain it. This is in line with an encouragement of heritage preservation in the area (as throughout the whole CIQ), and is particularly relevant to the cobbled Mary Street where there are several

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4.5.2 PORTER BROOK CORRIDOR

previous works buildings (e.g. Hawk Works).

New development must be in-keeping and sympathetic with existing building materials and character, unless the deviation would positively contribute to the character and identity of the area.

KEY PROJECT SITE

The Key Project Site within this area centres around the vacant/derelict site which runs alongside the Porter Brook off Sylvester Gardens, which contains the crumbling shell of an old industrial works building which is now covered in graffiti and street art, and a 3 storey vacant/derelict brick building (see following photos).



It is proposed that this site area (apart from the building above) be demolished so that the area can be well landscaped to provide some green open space and a pedestrian path along the riverside. The landscaping of this part of the site should reflect the high-quality design and style of the Devonshire Green public realm, as already discussed in relation to the Heart of the CIQ area.

To introduce a cultural identity to this character area to complement its environmental qualities it is proposed that the remaining 3 storey be renovated to accommodate a temporary cultural use. To reflect the street art and design focused identity of this area at present its renovation should make a unique and innovative contribution to this identity, with the idea of covering the outside of the building itself with high-quality street art. Its temporary use would reflect this by housing design and art space (for both producing and displaying work) with the possibility of this being rentable on a daily basis.

The inspiration for this comes from Metekova City in Ljubljana, Slovenia, a city which is well known for its urban art and cultural production, and

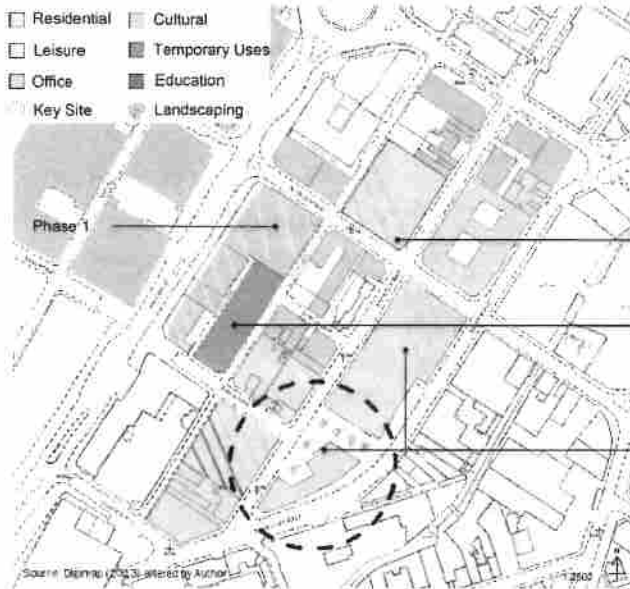
particularly the building it contains whose exterior is covered by street art and whose interior provides rentable office and studio space (shown in the following two photographs)¹⁰



This Key Project site could also host outdoor events (especially related to urban art and culture), as occurs in Devonshire Green, and its temporary use could potentially act as a catalyst for more permanent cultural activities within the area.

4.5 CHARACTER AREAS

4.5.3 CULTURAL COMMERCIAL HUB



This land use map shows significant change within the area. The temporary use phase 1 site will be divided into a small row of individual cultural production and consumption spaces within the existing buildings e.g. design studio, design gallery etc. implemented within 1-5 years. The other phase 1 site will provide the opportunity for varied mixed use incorporating offices residential and an active leisure frontage. The phase 2 key project site will incorporate landscaping and a cultural landmark building acting as a magnet to this part of the area, within 5-10 years.

The phase 3 site (currently vacant) will facilitate flexible mixed use residential, cultural and office space within 10-15 years. A similar flexible mixed use opportunity will be located opposite the key project site incorporating educational, office and residential use.

4.5.3 CULTURAL COMMERCIAL HUB

CULTURAL COMMERCIAL HUB POLICIES

CCH1: PURPOSE OF THE AREA

The purpose of the Cultural Commercial Hub is primarily to accommodate cultural activities and small scale offices mixed alongside residential development. These uses will encourage footfall and activity.

CCH2: APPROPRIATE LAND USES FOR NEW DEVELOPMENT

The following land uses will be supported and encouraged within the area;

- i. Cultural
- ii. Commercial - Small/medium scale offices
- iii. Leisure (Small scale cafes, restaurants, bars)
- iv. Residential - Medium/high density

CCH3: TEMPORARY USES

The temporary uses will be encourage where long term development is not currently viable and it can be demonstrated to have positive impacts upon the cultural commercial hub, particularly supporting small scale, independent cultural industries.

CCH4: DEVELOPMENT ADJACENT TO EYRE STREET

Support will be given to development exceeding

five stories in height which is adjacent to Eyre Street as this is in keeping with the character of existing development alongside a major vehicular route.

CCH5: KEY SITE

Iconic and innovative architecture will be encouraged within the key site making a bold statement which will improve legibility and demonstrate the purpose of the cultural industries quarter. This site will also draw activity into the area, providing open, landscaped space for the public to enjoy.

KEY PROJECT SITE

The Key Project Site within this area is on the corner of Sylvester and Arundel Street, currently an industrial/warehouse building which in very poor condition. It is proposed that once its use has been relocated to the Industrial Business Fringe area, this building be demolished and replaced with a landmark building, demonstrating iconic and innovative architecture, which will act as a magnet to this part of the CIQ area.

This building should accommodate cultural uses related to both cultural production and consumption, and its layout should be flexible enough to facilitate slight changes in use throughout the phasing stages. It would provide a good link with the Porter Brook Corridor area and its temporary cultural use within its Key Project Site, and should benefit from this and help to further develop the cultural identity of this part of the CIQ area.

The landscaping of the green open space on the site, as already discussed in relation to the previous two areas, should reflect the high-quality design and style of the Devonshire Green public realm, contributing further to the continuity of the public realm within the city.

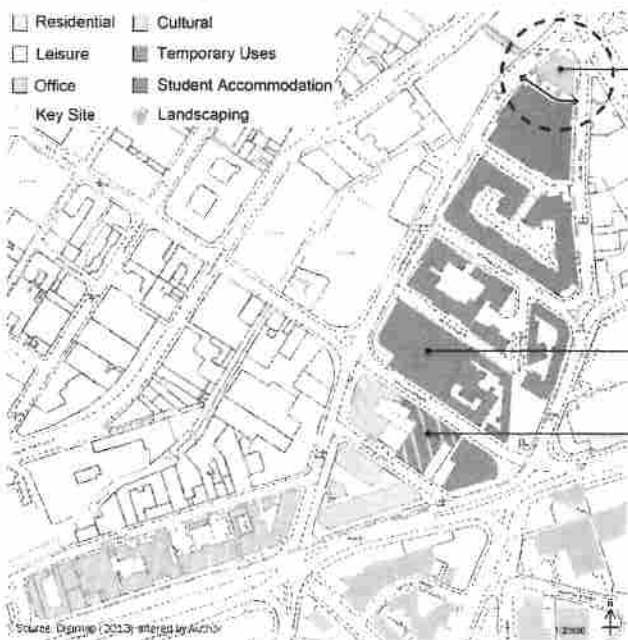
Although the architectural design of the landmark building is flexible and will depend on the design and investment interest in the site, demonstrating its iconic and innovative nature will be very important, as is demonstrated by the Winter Gardens and Information Commons within the city for example (see photographs below)



4.5 CHARACTER AREAS

4.5.4 CITY LIVING HUB

- Residential
- Leisure
- Office
- Cultural
- Temporary Uses
- Student Accommodation
- Key Site
- Landscaping



Phase 1

This land use map demonstrates few but significant land use changes within the area. The Phase 1 key project site (discussed in detail in the following pages) will involve introducing a cultural land use to a vacant building with heritage qualities, and opening up and landscaping of a pedestrian route alongside it to create a linked route with Grinders Hill and the green open space in the Heart of the CIQ area, within 1-5 years.

Phase 2

Phase 3

The phase 2 and 3 sites, to be implemented in 5-10 and 10-15 years, demonstrate the conversion of existing industrial uses (which should be transferred to the industrial business fringe) into mixed use residential-leisure complexes (including bars, cafes and restaurants). They should offer active frontages, and reflect a similar approach to the West One Complex within Devonshire Quarter.

4.5.4 CITY LIVING HUB

CITY LIVING HUB POLICIES

CLH1: PURPOSE OF THE AREA

The purpose of the City Living Hub is primarily to accommodate students and those looking to adopt the city centre living lifestyle alongside a mix of small scale office and residential developments. This area provides support to the knowledge industry accommodating students from Sheffield Hallam University encouraging investment and activity within the area.

CLH2: APPROPRIATE LAND USES FOR NEW DEVELOPMENT

The following land uses will be supported and encouraged within the area:

- i. Student Accommodation
- ii. Residential - Medium and high density
- iii. Commercial - Small/medium scale offices
- iv. Leisure (Small scale cafes, restaurants ,bars)
- v. Cultural

CLH3: STUDENT ACCOMODATION

Support will be given to proposals for student accommodation within this character area to restrict excessive sprawl across the CIQ and to encourage security within the student community while limiting negative impacts associated with student living upon surrounding land uses.

CLH4: KEY SITE

Support will be given to proposals within the key site that accommodate sensitive design towards the existing building, while providing a cultural statement and encourage footfall into the area with the provision of an attractive thoroughfare.

KEY PROJECT SITE

The Key Project Site within this area relates to the vacant building on the corner of Shoreham Street and Leadmill Road which was originally a leadmill in the 18th century which was later developed into the city's tram depot in around 1910, then became a bus garage, before being partially demolished with the surviving section of the building now being vacant.¹¹

Within the project it is proposed that the building be used to accommodate a cultural use, perhaps related to film, media, or as some form of gallery/studio. This is appropriate due to the site being in such close proximity to the Workstation and Showroom buildings, so could help to contribute to the cultural focus within this part of the CIQ area, whilst also reflecting its industrial heritage in the architecture and design of the building.

The other part of the project alongside reintroducing use into the building would be to create a pedestrian route with green landscaping behind the building, through the archways which are currently boarded up (as indicated in the following photograph).



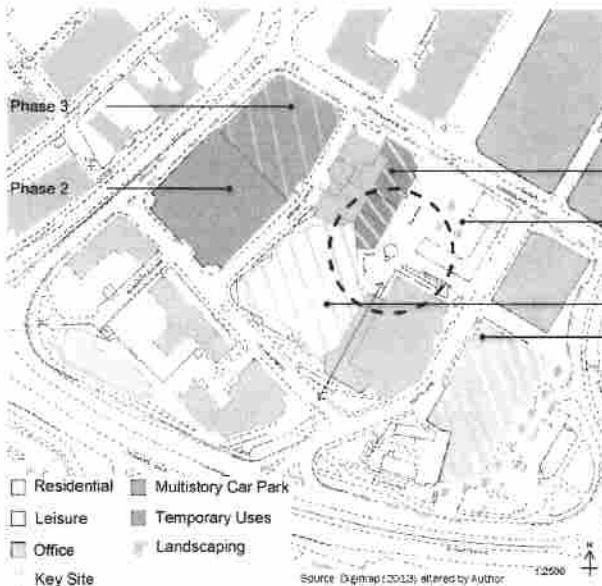
As already discussed in relation to the Key Project Site in the Heart of the City area, this pedestrian route would ideally be connected with the Grinders Hill route and the re-developed open space area next to the Sheffield Hallam Students Union building.

The pedestrian route and green landscaping aspect of the project should reflect the design of the Key project site in the Heart of the CIQ area, again demonstrating continuity with the high quality public realm of Devonshire Quarter (see photo below)



4.5 CHARACTER AREAS

4.5.5 MOORFOOT



This land use map demonstrates significant changes. The phase 1 changes (in 1-5 years) include introducing temporary leisure uses within a vacant part of the Moorfoot building, demolishing, redeveloping and landscaping previous retail buildings (creating a more open high quality public space as a view and magnet from the Moor), and introducing flexible mixed use leisure and office space in part of the Moorfoot building, (with the government offices relocated with in the other half).

- Phase 1
- Phase 1
- Phase 1
- Phase 3

The phase 2 site involves developing a well-designed multi-storey car park, freeing up land in other CIQ areas which currently provide ground level parking, in 5-10 years. The phase 3 changes (in 10-15 years) involve relocating Wickes replacing it with flexible office space and parking, and relocating Staples and Mothercare replacing them with a flexible mixed-use residential, leisure, office complex. The key project site relates to development/improvement relating to the Moorfoot building and its surrounding area, and re-opening the pedestrian route between its sections

4.5.5 MOORFOOT

MOORFOOT POLICIES

MF1: PURPOSE OF THE AREA

The Moorfoot character area is suitable for a range of large scale, active uses which can serve the Moor shopping corridor in the day and maintain activity in the area during the evenings. Proposals for high density residential development mixed amongst large scale leisure and office development will be encouraged.

MF2: APPROPRIATE LAND USES FOR NEW DEVELOPMENT

The following land uses will be supported and encouraged within the area:

- i. Residential - High Density
- ii. Commercial - Large Scale Offices
- iii. Leisure (Cafes, restaurants ,bars)

MF3: TEMPORARY USES

Proposals for temporary uses within the Moorfoot Building will be supported and encouraged, particularly where permanent use is not currently viable. These units provide an opportunity to support start up businesses and highlight the potential of the area.

MF4: KEY SITE

Support will be given to proposals that provide a long term purpose for and renovation of the iconic Moorfoot building, supported by temporary uses where appropriate. Support will be given to the

reconfiguration of this building through selective demolition and renovation to encourage investment and accommodate long term, appropriate uses. Public realm and open space to the North East must be of high quality and accommodate cafes and restaurants to serve the Moor.

MF5: CAR PARKING PROVISION

Support will be given to proposals for high quality multistorey car parks where they replace inappropriate retail warehouse development. This parking provision is key to the regeneration of the wider area and must be sufficient in scale to replace surface car parking within the CIQ area serving the city centre, particularly the Moor and CIQ.

KEY PROJECT SITE

The Key Project Site within this area focuses around the Moorfoot building and its surrounding area, involving renovating and redesigning the public realm area as an extension of the Moor, and reconfiguring the Moorfoot building itself through selective demolition and renovation. The phase 1 developments for creating temporary pop-up shop uses in part of the Moorfoot building and demolishing and redeveloping the buildings opposite these temporary uses, also relate to the Key Project Site, all contributing to the revitalisation for the area as an extension of the Moor and an attractive magnet for pedestrian activity.

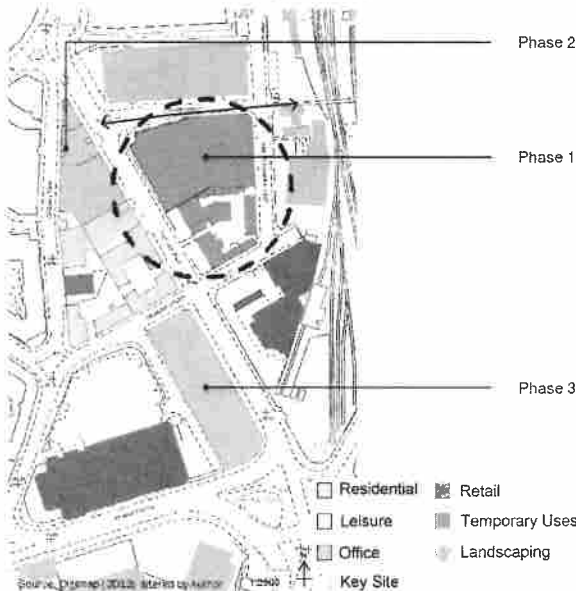
The West One complex in the Devonshire Quarter (see the photograph below) exemplifies the type of high quality, vibrant, mixed-use space that would be attempted to be achieved within this site, where the possibility of balconies and first floor leisure activities is one possibility that could be integrated into the staggered exterior of the Moorfoot building with some restructuring work.



Another important aspect of this site would be the opening up of the pedestrian route through the Moorfoot building (which is currently closed off), which would increase the area's permeability and provide further extension from the Moor. Their would also need to be improved landscaping behind the Moorfoot building to improve the public realm that would border this pedestrian route.

4.5 CHARACTER AREAS

4.5.6 INDUSTRIAL BUSINESS FRINGE



This land use map demonstrates a few significant changes within this area. The Phase 1 change (to be implemented within 1-5 years) involved transforming previous parking, industrial warehouse and vacant land into temporary use sites for light industrial uses. This constitutes the Key Project Site for the area, and will accommodate those light industrial uses which have been re-located from other areas within the CIQ (e.g. within the Cultural Commercial Hub and City Living Hub). The long term aim for these types of uses (phases 2, 3 and beyond) is relocation out of the CIQ area to other more suitable areas of the city such as the Don Valley, however it is important this is a gradual process in order for it to be as successful as possible. Once the light industrial sites have moved out of the area this space will be available for a number of different potential uses flexible to meeting market demand.

The phase 2 change (within 5-10 years) will consist of creating high quality small to medium scale office space, and the phase 3 change (from 10-15 years) will involve providing a flexible office complex capable of facilitating a range of business types.

A pedestrian route with high quality realm will be developed along Turner Street to create a stringer pedestrian access point to the area and connection with the City Living Hub and Grinders Hill routes.

4.5.6 INDUSTRIAL BUSINESS FRINGE

INDUSTRIAL BUSINESS FRINGE POLICIES

IBF1: PURPOSE OF INDUSTRIAL BUSINESS FRINGE AREA

The Industrial Business Fringe Area should provide designated space within the CIQ for light industrial uses which are relocated to the area. Although it will provide relocation space for such uses rather than immediately eliminating them from the CIQ entirely, it is identified that other areas within the city (particularly Don Valley Industrial Business District) could provide them with more suitable long-term locations.

IBF2: APPROPRIATE LAND USES FOR NEW DEVELOPMENT

Linked with policy MF2 concerning the transition of existing land uses in Moorfoot, the following land uses will be encouraged and supported to relocate to within the Industrial Business Fringe (considering its proximity to major road networks and some existing similar uses):

- i. Commercial – Warehouse Retail Outlets
- ii. Light industrial – Manufacturing
- iii. Industrial/Commercial – Repair workshops

Despite the encouragement of light industrial-related land uses, mixed use within the area will still be supported and encouraged, particularly related to the following uses:

- i. Leisure – Cafes and Coffee shops
- ii. Commercial – Small scale offices

New residential development will not be encouraged or supported within this area due to

the neighbouring City Living Hub designed to accommodate residential uses, and safety issues relating to the traffic and road networks.

IBF3: CAR PARKING PROVISION

Multi-storey car park development will be supported within the area considering its proximity to major road networks and its light industrial uses.

IBF4: STREET FRONTAGE

Proposals which create active street frontages in the area will be supported and encouraged, to stimulate more activity and footfall in the area, with a presumption against new development that is set back from roads.

IBF5: PEDESTRIAN ACTIVITY

Proposals which include and improve designated pedestrian routes will be supported and encouraged, in order to improve pedestrian safety and access to and movement through the area.

KEY PROJECT SITE

The key project site in this area is the temporary accommodation of light industrial uses which will have been re-located from other parts of the CIQ area, particularly from the Cultural Commercial Hub, within the first development phase (1-5 years). The Northern part of this project site that currently accommodates car parking should will require new construction for such light industrial uses which should be to a high-quality and provide flexibility so that new uses will be able to accommodate it without too much alteration once the temporary industrial uses have relocated to Don Valley in later development phases.

The vacant W.W. Laycock & Sons Ltd. vacant buildings on the southern part of the project site (see photograph below), reflect good industrial character and heritage of the previous manufacturing/industrial uses within the CIQ area. These buildings should if possible, be restored and renovated so they are able to temporarily accommodate the re-located light industrial uses.

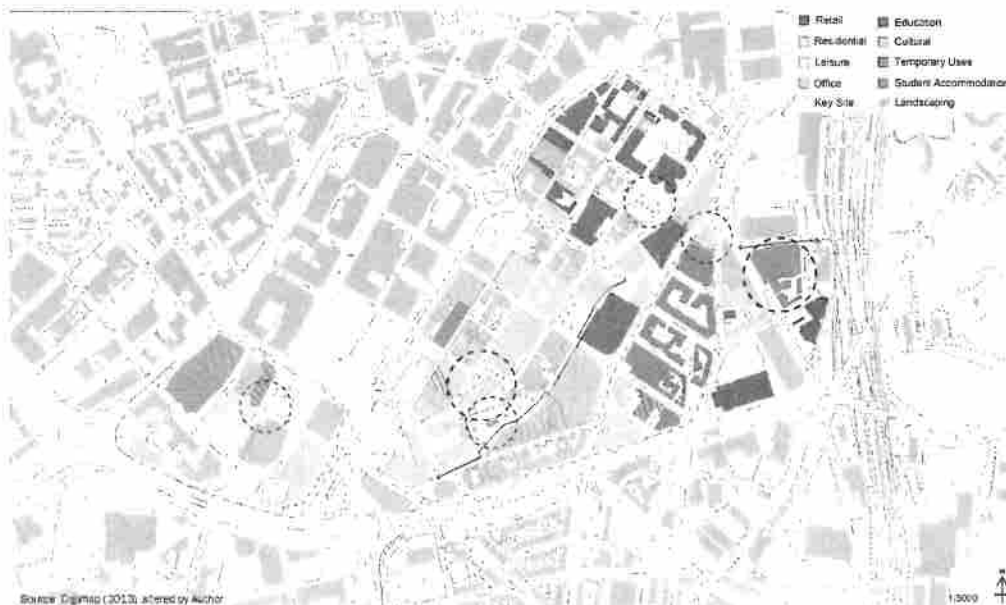


Following the re-location of the light industrial uses to the Don Valley in later phases it is hoped that these renovated buildings will then be able to accommodate other business/mixed uses whilst still retaining some reflection of industrial heritage and architecture within the area.

Public realm and pedestrian route improvements will need to be incorporated within this key project to help to facilitate and encourage increased activity around the site and throughout the character area.

4.6 OVERALL CIQ VISION

Having identified the vision for the six identified character areas, this map provides the overall vision for the CIQ area, identifying specific land uses and highlighting the key project sites which will be embarked upon within each character area.



SECTION 5: TEMPORARY USES

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TEMPORARY USE EXAMPLES

Temporary uses are one way of attracting investment, people and activity into otherwise forgotten spaces. Temporary uses can be free standing or set up within existing buildings as a stop-gap between development phasing, filling vacant or abandoned shops. They work by creating interest and attracting people into areas creating a more dynamic, safer and attractive environment. By increasing activity new economic development and cultural opportunities arise and areas become more attractive to investors. Temporary uses are also a way of injecting a community hub into city living areas or improving the appearance of a vacant site. Temporary uses can also provide potential incubators and important foundations for start-up businesses, community organisations and non-profit groups, examples of which can be seen in the following photographs.



1) Location: London, UK (below)

A recent example can be found on Finchley Street, London. It has been recently redesigned to accommodate individuals or groups requiring temporary work space. Formerly a restaurant the building now boasts booths, desks and a small computer suite. An area can be rented for £10 per person per day or £250 per person per month. The space is highly versatile with a variety of working areas and is popular with start-ups, creative's and community focused groups.



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2) Location: San Francisco

Technically, it's a stalled development site but this small plot of land earmarked for housing is currently host to a new collection of pop-up businesses operating on a temporary basis out of metal shipping containers (see photographs). This clever and flexible form of urbanism makes use of vacant or stalled development sites in a way that costs little while providing a practical space for local businesses and here creates a new space for

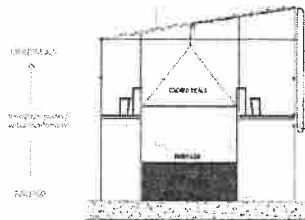
the community. These temporary outlets are part of a two-block temporary project called 'Proxy', developed by a local firm - Envelope Architecture + Design. The initiative aims to cycle retailers in and out, making a space that is continually changing and able to meet a variety of demands. The whole concept is a unique approach to addressing the often years-long processes that precede the actual opening of development projects.



3) Location: East London's Ridley Road market, UK

Ridley's is a temporary restaurant set up and designed by The Decorators. The system is based on diners being able to browse the shopping list on the restaurant's blackboard, purchase an ingredient from the surrounding market and swap it for their lunch, with enough left over to serve an evening meal (see photographs).

The aim of the design is to visualise the processes involved. The ground floor is where raw food is prepared and cooked, the second floor is a fixed seating area. The Decorators came up with a table that could be winched up from the ground floor kitchen to the first floor dining room.



All photographs from <http://www.dezeen.com/2013/01/18/suzanne-decorators-the-decorators-design-for-a-food-market/>



SECTION 6: AREA ACTORS

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European Union

The EU can influence multi-faceted agendas in the CIQ in terms of social, economic and environmental issues. However, their channels are mainly through funding and cooperative efforts instead of direct interventions.

South Yorkshire Integrated Transport Authority

SYITA is a regional body responsible for formulating policies for public transport and provides resources for services which require financial support. Their policies therefore have an influence on public transport strategies for the CIQ.¹³

Transportation Service Providers

First, Stagecoach, TM Travel, FreeBee, S C T, and Hulleys of Baslow are the bus operators that serve the CIQ, in which the first three are dominant services providers. Only with their participation could any public transport strategies become possible.¹⁷

National Government

The role of the national government is evident in the planning system's centralised nature, and NPPF. However their influence is reducing due to moves towards a more bottom-up planning approach, exemplified by the introduction of the Localism Act 2011.

Yorkshire Water

The agency responsible for assessing flood risks and reviewing policies particularly regarding the upstream areas of the Porter Brook. Current estimated risk is once in 100 years so flood mitigation must be carefully considered in making revival plans for the Porter Brook. They work in partnership with the Environment Agency.¹⁴

Highways

The Highways agency plays an important role in assessing developments close to or affecting the Strategic Road Network (SRN), against publically published protocols.¹⁵

Sheffield City Council

The Council takes the leading role in planning processes through its departments and initiatives by making plans and considering plans and development applications. The Council also works closely with other organisations in funding, co-ordinating and mediating often various interests in the CIQ.

English Heritage

The governmental advisory body oversees the management of historic environment in the CIQ. Application for consent must be acquired before any changes that might affect the interests of listed buildings are made. The English Heritage is also responsible for funding and educational activities for promotion of the buildings' historical values.¹⁶

Integreat Plus

A regional social enterprise that participates and provides services in place making for the CIQ. It is involved in the redesigning of the open space next to the Sheffield Hallam Union building, and cultural and digital industry initiatives with the Cultural Quarter Agency.¹⁹

Environment Agency

A UK government agency concerned mainly with rivers, flooding, and pollution. It provides information to local authorities and developers about Land contamination, Water Framework Directives and Flood risks among many others, and makes sure that any developments in the concerned areas conform to the policies.¹²

Cultural Industry Quarter Agency

A local agency responsible for regeneration, investment and development projects in the CIQ. It aims at building networks through the Creative Exchange, South Yorkshire and Sheffield Community Network programmes to promote creative and digital industries.¹⁸

Creative Sheffield

The UK's first city development company acts as a marketing hub to promote investments in the city, target better infrastructure achievements, and improve Sheffield's image and reputation as an international destination for science, creativity and culture. The CIQ is thus put in the representative position of these strategies.²⁰

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The Public

General public are the driving force and play a central role as consumers, participants and beneficiaries of all services in the CIQ. Any changes made in the CIQ's spatiality must recognise the public voice in order to attain and sustain the effectiveness.

Passive Landowners

Passive landowners take no particular steps to release their land for development, even though they may intend to do so in the not too distant future. They rarely attempt to overcome constraints in an attempt to make land more suitable or marketable for development. Passive owners therefore contribute little to the planning process if they refuse to sell land that has development potential. As compulsory purchase is rare, passive owners act as constraints in the development process. *(Urban Planning And The Development Process By David Adams, 1994)*

Educational Institutes

Sheffield Hallam university buildings are heavily present in the area currently. The AAP should take into account its probable expansion in terms of educational buildings and possible accommodation buildings, where the university could be one of the main private investors in development within the CIQ. Other educational institutes include; Freeman College, the University of Sheffield and Sheffield Technology Park.

Existing Residential Communities

Students and young professionals as the major residents play an important role in supporting and consuming cultural and economic services in the CIQ. Plans for the Porter Brook have to take into account the enthusiasm and spending ability of these local targets.

Active Landowners

Active landowners are those who develop their own land or make it available for purchase. Active landowners may try to overcome site constraints possibly by applying for planning applications or improving infrastructural complaints. Active behaviour may be politically or financially motivated. Active landowners tend to get heavily involved during the preparation of local statutory plans. Active landholders help to determine the pattern of future urban development. *(Urban Planning And The Development Process By David Adams)*

Building Occupiers

Occupiers of commercial properties are the face of social and economic activities in the CIQ and vary in types and scales; they cater and reflect the needs of the area's residents and visitors. The occupiers are on the demand end of the property market; positive signals from these actor can motivate the investors, developers and land owners.

Friends of Porter Brook

The newly established non-profit organisation is interested in community development activities to raise awareness and seek for reciprocal actions for the revival of Porter Brook. However, at the moment the organisation is operating informally and needs more professional and financial efforts to ensure a longer agenda.

Developers

Most development occurs through actions of private developers following approval of a development application. Developers have a key role in providing housing stock as well as other privately owned facilities. As applicants, developers have rights under planning legislation, such as appeal rights against some planning decisions. Developers have an incentive to push the boundaries of planning principles in order to maximise returns on investment. This can lead to conflicts about development proposals.

Estate Agencies

Act as the intermediate between tenants and housing providers. As the majority of residents are students, estate agencies are crucial and active in matching tenant-owner needs within the area. They can play a role in balancing the demographics within the area.

Charity Organisations

Charity organisations are potential actors in the revival of the Porter Brook, especially in the implementation of temporary use projects which would involve creating public art spaces and other community events.

Investors

Investors are motivated within the CIQ area to achieve profits in the form of rent from land occupiers and increases in the capital value of their properties. Investment interest dictates the type of building development which occurs in the area.

Local Businesses

Local Businesses are crucial to reviving the CIQ area, and attracting and increasing investment in the area. They will also be involved in developing temporary use spaces. However business uses which conflict with the area's vision could prove problematic and will require support during re-location phases.

SECTION 7: PHASING & DELIVERY

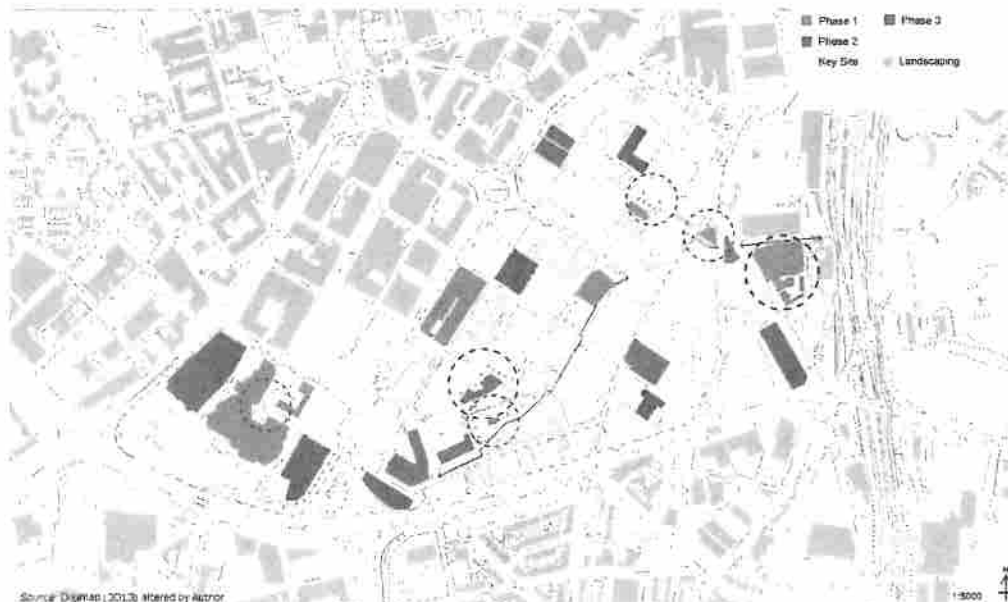
7.1 PHASING STAGES

PHASE 1 (1-5 years)	PHASE 2 (5-10 years)	PHASE 3 (10-15 years)
<p>Development involved:</p> <ul style="list-style-type: none"> Introducing temporary uses Simple land use changes (e.g. on vacant land) Development activity to attract investment and interest (e.g. creating active frontages) Addressing vacancy, dereliction, and buildings in a critical condition Upgrading cycling and pedestrian routes Naturalising, opening up, and improving Porter Brook river corridor <p>Public realm improvement areas:</p> <ul style="list-style-type: none"> Earl Street, Matilda Street, Arundel Street, Shoreham Street (station end) and riverside pedestrian routes (specific sections) <p>Key Actors:</p> <ul style="list-style-type: none"> Temporary uses: CIQ Agency, City Council, Charity Organisations, Landowners, Creative Sheffield, Developers, and a new CIQ Temporary Urbanism Group (created in line with this Action Plan as a collaborative non-profit organisation) Attracting investment: Sheffield Hallam University, City Council, Land Owners, National Government funding, CIQ Agency, Creative Sheffield, and CIQ Temporary Urbanism Group Porter Brook improvements: Environment Agency (EA), Friends of Porter Brook, National Government, City Council, Land Occupiers, Yorkshire Water, Developers Travel route improvements: National Government, City Council, Highway Authority Addressing vacancy/dereliction: City Council, Land Owners, English Heritage, Local Businesses, Estate Agencies 	<p>Development involved:</p> <ul style="list-style-type: none"> More complicated land use changes where there is already an occupier/existing use (e.g. transition of light industrial uses out of areas and encouraging more cultural uses) Developing multi-storey car park in Moorfoot to free up sites occupied by parking in other areas Naturalising, opening up, and improving Porter Brook River Corridor and maintaining existing improvements <p>Public realm improvement areas:</p> <ul style="list-style-type: none"> Sylvester Street, Connecting Hereford Street with Moorfoot area, and riverside pedestrian routes (including further sections) <p>Key Actors:</p> <ul style="list-style-type: none"> Land use changes: City Council, Land Owners, Land Occupiers, CIQ Agency, Charity Organisations, Creative Sheffield, CIQ Temporary Urbanism Group, Sheffield Hallam University, Developers, and Local Businesses Multi-storey car parking development: City Council, Land Owners, Land Occupiers, Highway Authority, and Developers Porter Brook improvements: Environment Agency (EA), Friends of Porter Brook, National Government, City Council, Land Occupiers, Yorkshire Water, Developers 	<p>Development involved:</p> <ul style="list-style-type: none"> Difficult land use changes <ul style="list-style-type: none"> Where it is difficult to find suitable re-location for an existing use Where existing occupiers have long term leases including Decathlon, Staples and Wickes Where it relates to a significant large scale development such as a landmark/magnet site Naturalising, opening up, and improving Porter Brook River Corridor, and maintaining existing improvements <p>Public realm improvement areas:</p> <p>Having already identified specific areas of focus within phases 1 and 2, phase 3 should address public realm in all remaining areas, as well as focusing on maintaining improvements from the previous phases to a high quality, with like-for-like replacements where necessary</p> <p>Key Actors:</p> <ul style="list-style-type: none"> Land use changes: City Council, Land Owners, Land Occupiers, CIQ Agency, Developers, Creative Sheffield, CIQ Temporary Urbanism Group, and Local Businesses Porter Brook improvements: Environment Agency (EA), Friends of Porter Brook, National Government, City Council, Land Occupiers, Yorkshire Water, Developers

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7.2 PHASING MAP

This phasing map is not extensive, but provides a visual impression of the main developments that will be undertaken within the 3 phases, including the Key Project Sites for each character area and the other most significant developments. Other projects alongside the indicated developments will be undertaken, as well as the public realm improvements discussed on the previous page.



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SECTION 8

MONITORING & REVIEW

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MONITORING AND REVIEW

MONITORING

Considering the scale of the development set out for the CIQ over the next 15 years, development detailed within this Action Plan, the varying aspects of development within the CIQ and each of the 6 character areas, and the complex roles and relationships of the different actors involved, it is crucial that sufficient monitoring is undertaken during each phase of development. The importance of monitoring is amplified by the current economic climate and market conditions within which this Action Plan has been produced, which makes it even more important that development towards the vision for the area is closely observed to ensure it is feasible, achievable and stimulating the desired level of investment and interest in the area.

Rather than putting the responsibility of monitoring solely on Sheffield City Council, the most effective way for this monitoring to be undertaken is by splitting it between different relevant area actors, with the City Council acting as the broad overseeing Actor who others report to (whilst also being responsible by monitoring certain aspects). As such the following significant actors from each of the phasing stages, alongside the City Council, will be involved:

PHASE 1

Temporary/Cultural uses:

- CIQ Temporary Urbanism Group
- CIQ Agency

Environmental/Porter Brook improvements:

- Environment Agency
- Friends of Porter Brook

Travel Route Improvements:

- Sheffield City Council

Addressing vacancy/dereliction:

- Sheffield City Council

PHASE 2

Land Use Changes:

- Sheffield City Council
- CIQ Agency

Multi-storey car parking development:

- Sheffield City Council
- Highways Authority

Environmental/Porter Brook improvements:

- Environment Agency
- Friends of Porter Brook

PHASE 3

Land Use Changes:

- Sheffield City Council
- CIQ Agency

Environmental/Porter Brook improvements:

- Environment Agency
- Friends of Porter Brook

Throughout each phase the public realm improvements identified in the Phasing Stages the responsibility of monitoring will fall to the City Council, with the possibility of involvement from the Highways Authority too.

REVIEW

Review is also very important in relation to the CIQ area's development, working towards achieving the vision for the area in 15 years. The most crucial aspect of review is the evaluation of land-use allocations and specific policies within each character area, in order to ensure they are aligned with the economic and market context for the CIQ area, which is likely to alter throughout the three phases of this Action Plan.

The following main Actors will be involved in this process of review.

- Sheffield City Council
- CIQ Agency
- CIQ Temporary Urbanism Group
- Environment Agency.

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Demographic Data Sources:

DNS, 2011.
[http://www.dns.gov.uk/](#)

Bower Claire

From: [REDACTED] >
Sent: 14 May 2018 22:45
To: licensingservice
Subject: SPEARMINT RHINO OBJECTION 2018
Attachments: SpearmintRhinoObjection2018 (1).docx

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: SPEARMINT RHINO

To the licensing service Sheffield,

Included and attached in this email is my objection.

Kind regards,

Object to strip club Spearmint Rhino, Sheffield, Licensing Renewal

Licensing Service
Block C, Staniforth Road Depot
Staniforth Road
Surrey Street
S9 3HD
By email to: licensing@sheffield.gov.uk

14/05/2018

Dear Licensing

Objection to Spearmint Rhino licence renewal

I refer to the application for a sex establishment licence by Spearmint Rhino ("the club"), 60 Brown Street, Sheffield, S1 2BS.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of the current Sheffield City Council's 2018 Sex Establishment Policy ("the Policy") on the following grounds:

Discretionary Ground d)

i) Character of the relevant locality

(a) the fact that the premises are sited in a residential area;

The club backs onto student accommodation and the area is increasingly becoming more residential for students and non-students alike.

The city centre's residential population had risen from 6,000 to 30,000 over the last 10 yearsⁱ with further plans for more residential accommodation within the Cultural Industries Quarter (CIQ) and Knowledge Gateway. Furthermore, "the Alsop Fields development is a mix of residential apartments, studios, offices for the high-tech and creative sectors and places to eat and drink" and ". . . designed to be a destination in itself – a regeneration of part of the Cultural Industries Quarter that will be similar to the trendy parts of Manchester and London"ⁱⁱ for which Brown Street and Paternoster Row are the main thoroughfares.

(d) the premises are sited near premises or areas which are sensitive because they are frequented by children, young persons or families, including but not limited to educational establishments, leisure facilities such as parks, libraries or swimming pools, markets and covered markets;

The Showroom and adjacent Work Station are frequented by families and both host events specifically for children including the world renown Children's Media Conference.

(e) the premises are sited near places and or buildings of historical/cultural interest and other tourist attractions.

It is directly opposite the Showroom cinema, which is "one of Europe's largest independent cinemas paired with the longest-running creative business centre in the city, housed in a converted 1930s car showroom."

It is also opposite the Site Gallery which has just undergone a huge expansion. Spearmint Rhino is not only centrally located in terms of proximity to a number of national and international events locations but it is also a direct access route, for example: Doc Fest; the aforementioned Children's Media Conference; Off the Shelf etc all of which are tourist attractions.

The club is next to Sheffield Hallam Students Union (iconic and a city landmark building).

ii) Use of other premises in the vicinity

The Licensing Authority will have regard to, but not limited to, the following:

(a) schools, nurseries or other premises substantially used by or for children under 18 years of age,

There are many educational establishments in the vicinity and Brown Street is also an access route to the Sheffield College Granville Road campus and UTC which provides education for children from the age of 14. It is in close proximity to Freeman College which provides education for students (16 – 25) who have a range of complex learning, mental health and behavioural needs.

The club is also at the epicentre of the designated "Knowledge Gateway" and located on Sheffield Hallam University's city campus whose masterplan is to further develop the area, which includes "new buildings for the Business School and social sciences, refurbishing the Students' Union building known as The HUBS, creating a University Green [Festival/CIQ Square] and improving our current estate."ⁱⁱⁱ

(b) parks or other recreational areas designed for use by or for children under 18 years of age;

The recreational space (formerly known as Festival Square but now named as Cultural Industries Quarter Square on the map of the area which can be found on Sheaf Square) is directly adjacent to the club and the club's presence is holding back further use and development of this space into its full potential.

(c) hospitals, mental health or disability centres, substance misuse treatment centres, sexual exploitation services, sexual abuse centres or similar premises;

There are a number of charities and organisations in the area which support vulnerable children, young people and adults, one of which is situated directly behind the club. Charles Street is a direct access route from the bus stop on Arundel Gate and the car park on Arundel Street; direct access from both means that service users pass directly past the club through the unused and desolate Festival/CIQ Square.

(d) any central gateway to the city or other city landmark, historic building or tourist attraction;

See (e) under (i).

(f) predominately residential areas;

See (a) under (i)

(g) The Cultural Hub (Millennium Galleries, Tudor Square, theatres and library).

The location of the club is a de facto "cultural hub" given it is named the Cultural Industries Quarter. It is also on the direct access route to the 24/7 Addsetts learning centre from numerous student

accommodation blocks in the immediate vicinity, which many will be accessing during the club's opening hours.

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

The building, despite the removal of signage during its closed hours, is a blacked out sinister presence incongruous with its surroundings and clearly marked buildings. Removal of the signage is "a sticking plaster to a gaping wound" approach by Licensing. Regardless of whether the club's signage is visible in the day, it is widely known what the building is. Those who are not familiar with the building's use visiting SHU on open days and viewing properties in the vicinity during the day will be unable to make an informed decision about moving into an area with a sex establishment on the doorstep.

Furthermore, the building could be put to a different use serving a far more diverse and greater number of people thereby enriching the CIQ in a more inclusive and compatible way.

Further grounds for refusal

The Public Sector Equality Duty and Gender Equality

The Policy states under the heading "The Equality Act 2010":

"This Act legally protects people from discrimination in the workplace and wider society. This includes the Public Sector Equality Duty (PSED), which means that the Council must thoroughly consider, in the discharge of its licensing functions, the need to:

- promote equality of opportunity;
- eliminate unlawful discrimination, harassment and victimisation;
- promote good relations".

This applies for this policy and to the consideration and determination of applications for sex establishments. (p.5)

I believe that sex establishments such as Spearmint Rhino directly discriminate against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. A 2016 review highlights how these venues undermine women's equality:

"Thus, in objectifying media women's role as a source of male sexual pleasure is emphasized and their humanity is deemphasized. After having internalized the messages of male sexual privilege and female dehumanization, it should be easier for men to envision imposing themselves sexually on women and reacting punitively to women who frustrate their sexual goals."^{iv}

The Council has a fundamental and non-delegable role to give due regard to the Public Sector Equality Duty, including tackling gender inequality. This applies notwithstanding the fact that Parliament has legislated to allow the possibility for sex establishments to be licensed in specific areas – subject to the choices of the local communities.

The Policy further states that:

"Licences will be refused if the Licensing Authority perceives a venue will have negative impacts on members of the public or vulnerable persons living, working or engaged in normal activity in the area".

Many women have voiced their concerns and fears about the presence of Spearmint Rhino in previous objections, including LGBT women and disabled women. In 2017, many examples of the negative

impact of this club were given in objections, for example: one woman giving up her studio at Yorkshire Artspace and a contributory factor was the presence of the club and “running the gauntlet of men hanging around outside the club and harassing women.” (objection 12) and others have stated how the club impacts on their business at hearings and in writing.^v

As Philip Kolvin (2010) cites the Royal Town Planning Institute’s Gender and Spatial Planning Good Practice Note:

“In relation to the 24-hour economy policy, ensure that the views of women are considered. Evidence shows that in certain locations, lap-dancing and exotic dancing club make women feel threatened or uncomfortable”^{vi}

Kolvin continues with:

“If a woman, whether objectively justified or not, fears to use part of the town centre characterised by sex establishments, this may be argued to amount to discrimination, in that her access to the public infrastructure of the town is impaired in comparison to that of men. Where relevant these considerations ought properly to be taken into account by authorities at the decision-making stage, and possibly at the policy-making stage”^{vii}.

This is further corroborated by 2012 research published in Criminal Justice Matters which states that:

“. . . 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.”^{viii}

In addition an Australian article about women and girls’ perceptions of safety in urban spaces highlights how they restrict their freedom of movement to avoid zones where there are strip clubs.^{ix}

Lap dancing clubs also reinforce negative gender stereotypes of male insatiable sexuality and female sexual availability which are hugely damaging to both sexes and to non-binary people. The stereotypes upon which they are founded do not foster good relations between the sexes, as evidenced in 2016 by Zero Option at the Villa Mercedes hearing representation and its 2017 oral representation at the hearing^x.

In their UK study published in 2011 Sanders and Hardy^{xi} reported that 30% of the women performers interviewed said that as a result of doing the job they had lost respect for men; a finding echoed many testimonies of former performers.

The Policy states that “The Licensing Authority will also consider the following factors when deciding if an application is appropriate”:

(b) proximity to areas with high levels of crime;

On 22nd February 2018, it was reported in the Star that Arundel Gate which runs in parallel to Paternoster Row and is approximately 1-2 minutes on foot away depending on walking pace, is 10th in the top 10 areas of crime in the city and that “These offences, including assaults, robberies and sex attacks on women, were recorded between January and November 2017.”^{xii}

This image of a high-end establishment portrayed by this club 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. The fact that its location within Sheffield Hallam University buildings and the CIQ also conveys the message that this SEV is culturally embedded within the two and indeed integral to a higher education experience and Sheffield’s local heritage.

The Committee is asked to note that in the last few years Leeds City Council successfully defended a refusal to renew two SEV licenses at judicial review:

R (Bean Trading A Ltd) v Leeds City Council (2014)

It was held that a council can “take a fresh look” despite no changes to the character of locality. The Council is also asked to note the following from Philip Kolvin regarding licence renewal:

“Given that there is potential for the discretion to be exercised afresh, the renewal should not just be a rubber stamping exercise, but an opportunity, if needed, to review the principle and content of the license.”^{xiii}

The case of *Thompson v Oxford City Council* (2014) was also supported at Court of Appeal, and the Council told they could “take a fresh look” at any application for renewal.

According to the BBC, the number of lap dancing clubs has fallen by a third in England^{xiv}. The same report states that “a survey conducted by YouGov in 2015 found 64% of people in Great Britain said strip clubs were a negative part of British culture.” I ask that the Committee refuse to grant the club a licence for all the reasons outlined and because Spearmint Rhino is anachronistic, it gives Sheffield and our much vaunted CIQ a negative image and may deter investors and developers. At a time when we are hoping to attract large investors and are bidding for Channel 4 to relocate in the vicinity, the Committee needs to turn down this licence application, which it is empowered to do.

I look forward to hearing from you.

References

ⁱ Sheffield Star 16th January 2018 *Dramatic rise in the number of people living in Sheffield city centre* Available from: <https://www.thestar.co.uk/news/dramatic-rise-in-the-number-of-people-living-in-sheffield-city-centre-1-8960059>

ⁱⁱ Sheffield Chamber of Commerce *Sheffield's Cultural Industries Quarter expansion in £10m City Estates project* Available from: <https://www.scci.org.uk/2017/03/sheffields-cultural-industries-quarter-expansion-in-10m-city-estates-project/>

ⁱⁱⁱ Sheffield Hallam University 22nd February 2018 *New campus masterplan places Hallam at the heart of the city* Available from: <http://www4.shu.ac.uk/mediacentre/new-campus-masterplan-places-hallam-heart-city>

^{iv} Wright, P.J & Tokunaga, R.S (2016) Men's Objectifying Media Consumption, Objectification of Women, and Attitudes Supportive of Violence Against Women in *Archives of Sexual Behavior*

^v *Zero Option oral representation at the Spearmint Rhino hearing April 2017* Available from: <https://zerooptionblog.wordpress.com/2017/04/14/zero-options-representation-at-the-spearmint-rhino-licence-renewal-hearing-11th-april-2017/#more-524>

^{vi} Kolvin, P (2010) *Sex Licensing*, The Institute of Licensing p.87

^{vii} Kolvin, P (2010) *Sex Licensing*, The Institute of Licensing p.87

^{viii} Patiniotis, J. & Standing, K. (2012) 'License to cause harm? Sex entertainment venues and women's sense of safety in inner city centres' in *Criminal Justice Matters*, 88:1, 10-12.

^{ix} Safe in the City? Girls tell it like it is. March 26, 2017 <https://theconversation.com/safe-in-the-city-girls-tell-it-like-it-is-72975>.

^x Slideshare available from: <https://www.slideshare.net/ZerooptionSheffield/villa-mercedes-hearing-8th-september-2016>

^{xi} Sanders, T., & Hardy, K. (2011) *The Regulatory Dance: Sexual Consumption in the Night Time Economy – Initial Findings*. Leeds: University of Leeds

^{xii} Sheffield Star 22nd February 2018 Available from: <https://www.thestar.co.uk/news/listed-these-are-the-10-most-crime-ridden-streets-in-sheffield-1-9030246>

^{xiii} Kolvin, P (2010) *Sex Licensing*, The Institute of Licensing p.90

^{xiv} 23rd February 2018 Available from: <http://www.bbc.co.uk/news/uk-england-43043842>

Bower Claire

From: [REDACTED]
Sent: 14 May 2018 22:56
To: licensingservice
Subject: SPEARMINT RHINO OBJECTION 2018
Attachments: Licensing Service.docx

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: SPEARMINT RHINO

SPEARMINT RHINO OBJECTION 2018

Kind regards,
[REDACTED]

Licensing Service
Block C, Staniforth Road Depot
Staniforth Road
Surrey Street
S9 3HD
By email to: licensing@sheffield.gov.uk

12/05/18

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I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of the current Sheffield City Council's 2018 Sex Establishment Policy ("the Policy") on the following grounds:

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The club backs onto student accommodation and the area is increasingly becoming more residential for students and non-students alike.

The city centre's residential population had risen from 6,000 to 30,000 over the last 10 yearsⁱ with further plans for more residential accommodation within the Cultural Industries Quarter (CIQ) and Knowledge Gateway. Furthermore, "the Alsop Fields development is a mix of residential apartments, studios, offices for the high-tech and creative sectors and places to eat and drink" and ". . . designed to be a destination in itself – a regeneration of part of the Cultural Industries Quarter that will be similar to the trendy parts of Manchester and London"ⁱⁱ for which Brown Street and Paternoster Row are the main thoroughfares.

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I look forward to hearing from you.

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Available from: <https://www.thestar.co.uk/news/dramatic-rise-in-the-number-of-people-living-in-sheffield-city-centre-1-8960059>

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^{xiii} Kolvin, P (2010) *Sex Licensing*, The Institute of Licensing p.90

^{xiv} 23rd February 2018 Available from: <http://www.bbc.co.uk/news/uk-england-43043842>

Bower Claire

From: [REDACTED]
Sent: 14 May 2018 23:24
To: licensingservice
Subject: Not Buying It Sheffield
Attachments: lap dancing licence.docx

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: SPEARMINT RHINO

Please find attached my **Objection to Spearmint Rhino licence renewal**.

Kind regards

[REDACTED]

Not Buying It Sheffield

Licensing Service
Block C, Staniforth Road Depot
Staniforth Road
Surrey Street
S9 3HD
By email to: licensing@sheffield.gov.uk

14/05/2018

Dear Licensing

I have previously worked within the lap dancing industry for 10 years. I began working in a club the month commencing my 18th birthday. As a vulnerable and impressionable young female I was not aware of the damaging implications such work would have upon my development and self-image over the coming years. I was a young mother when I began working in the industry and had endured an abusive childhood. My traumatic experiences as a child had already significantly impacted upon my self-confidence and low self-esteem. I saw the opportunity to work within the industry as a chance to earn an extra income to support myself and my child, and albeit naïve, a means of enhancing my confidence and sense of empowerment. On reflection, I realize that my years of work actually had the opposite effect.

Amongst many unfavorable experiences whilst working in the industry, I experienced firsthand the overwhelming aspect of inequality as a dancer working for powerful clubs, such as Spearmint Rhino. An example was one occasion when the management refused to exchange the large amount of 'dancing chips' I had spent the entire evening earning, for cash, and kept the money for himself. This incident took place in the small office with the manager, his assistant and a door supervisor, their presence felt intimidating and I was then told point blank that I would not be given my earnings and could either have the option of leaving with nothing or continue working with the small incentive of a one off commission free night. When disputing this proposition I was told that if I did not hand the 'chips' over they would be taken from me and the CCTV would be wiped so that I couldn't report the incident.

My other experiences working in these clubs are ones of sexual assault, harassment, verbal abuse and intimidation. These experiences were perpetrated by customers, staff and other dancers. Girls were often left unsupervised and were left open to sexual assault by customers with no reasonable method of seeking help or support when entering the private dancing quarters. Furthermore, when such incidents were reported to management or door staff, they had the attitude that 'you're a dancer, what do you expect'.

On one occasion a door supervisor had brought his trained attack dogs in a van to work with him and threatened myself and my colleague whilst we were outside, and threatened to unleash his dogs. When reporting this matter to the management, we were told to 'get back to work', and the matter was not addressed. Many of the clubs I have worked in put large amounts of dancers on to ensure that they increase their revenue, however this tactic creates hostile and competitive work environment, which alone could be argued to be a reasonable business strategy. However, this tactic often leaves many dancers with the desperate option of offering extra services, of a sexual nature, with full knowledge of the management and supervisory staff. Many of the women I have met whilst working in the industry were in abusive relationships and often forced in to work and their earnings confiscated. I have witnessed women been attacked by other female dancers whilst in the changing rooms, when this has been reported, management refuse to intervene.

This statement is only a fraction of my lived experiences working within the industry, and I am sure only just begins to scratch the surface of the detrimental impacts and unlawful activities that take place within this industry. I believe in equality and the right to work without been assaulted, abused and victimized,

and whilst these lawful employment rights are practiced and adhered amongst all other working environments, the lap dancing industry seems to be an exclusion zone, exempt of these rights.

Objection to Spearmint Rhino licence renewal

I refer to the application for a sex establishment licence by Spearmint Rhino (“the club”), 60 Brown Street, Sheffield, S1 2BS.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of the current Sheffield City Council’s 2018 Sex Establishment Policy (“the Policy”) on the following grounds:

Discretionary Ground d)

i) Character of the relevant locality

(a) the fact that the premises are sited in a residential area;

The club backs onto student accommodation and the area is increasingly becoming more residential for students and non-students alike.

The city centre's residential population had risen from 6,000 to 30,000 over the last 10 yearsⁱ with further plans for more residential accommodation within the Cultural Industries Quarter (CIQ) and Knowledge Gateway. Furthermore, “the Alsop Fields development is a mix of residential apartments, studios, offices for the high-tech and creative sectors and places to eat and drink” and “. . . designed to be a destination in itself – a regeneration of part of the Cultural Industries Quarter that will be similar to the trendy parts of Manchester and London”ⁱⁱ for which Brown Street and Paternoster Row are the main thoroughfares.

(d) the premises are sited near premises or areas which are sensitive because they are frequented by children, young persons or families, including but not limited to educational establishments, leisure facilities such as parks, libraries or swimming pools, markets and covered markets;

The Showroom and adjacent Work Station are frequented by families and both host events specifically for children including the world renown Children’s Media Conference.

(e) the premises are sited near places and or buildings of historical/cultural interest and other tourist attractions.

It is directly opposite the Showroom cinema, which is “one of Europe’s largest independent cinemas paired with the longest-running creative business centre in the city, housed in a converted 1930s car showroom.”

It is also opposite the Site Gallery which has just undergone a huge expansion. Spearmint Rhino is not only centrally located in terms of proximity to a number of national and international events locations but it is also a direct access route, for example: Doc Fest; the aforementioned Children’s Media Conference; Off the Shelf etc all of which are tourist attractions.

The club is next to Sheffield Hallam Students Union (iconic and a city landmark building).

ii) Use of other premises in the vicinity

The Licensing Authority will have regard to, but not limited to, the following:

(a) schools, nurseries or other premises substantially used by or for children under 18 years of age,

There are many educational establishments in the vicinity and Brown Street is also an access route to the Sheffield College Granville Road campus and UTC which provides education for children from the age of 14. It is in close proximity to Freeman College which provides education for students (16 – 25) who have a range of complex learning, mental health and behavioural needs.

The club is also at the epicentre of the designated “Knowledge Gateway” and located on Sheffield Hallam University’s city campus whose masterplan is to further develop the area, which includes “new buildings for the Business School and social sciences, refurbishing the Students’ Union building known as The HUBS, creating a University Green [Festival/CIQ Square] and improving our current estate.”ⁱⁱⁱ

(b) parks or other recreational areas designed for use by or for children under 18 years of age;

The recreational space (formerly known as Festival Square but now named as Cultural Industries Quarter Square on the map of the area which can be found on Sheaf Square) is directly adjacent to the club and the club’s presence is holding back further use and development of this space into its full potential.

(c) hospitals, mental health or disability centres, substance misuse treatment centres, sexual exploitation services, sexual abuse centres or similar premises;

There are a number of charities and organisations in the area which support vulnerable children, young people and adults, one of which is situated directly behind the club. Charles Street is a direct access route from the bus stop on Arundel Gate and the car park on Arundel Street; direct access from both means that service users pass directly past the club through the unused and desolate Festival/CIQ Square.

(d) any central gateway to the city or other city landmark, historic building or tourist attraction;

See (e) under (i).

(f) predominately residential areas;

See (a) under (i)

(g) The Cultural Hub (Millennium Galleries, Tudor Square, theatres and library).

The location of the club is a de facto “cultural hub” given it is named the Cultural Industries Quarter. It is also on the direct access route to the 24/7 Addsetts learning centre from numerous student accommodation blocks in the immediate vicinity, which many will be accessing during the club’s opening hours.

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

The building, despite the removal of signage during its closed hours, is a blacked out sinister presence incongruous with its surroundings and clearly marked buildings. Removal of the signage is “a sticking plaster to a gaping wound” approach by Licensing. Regardless of whether the club’s signage is visible in the day, it is widely known what the building is. Those who are not familiar with the building’s use visiting

SHU on open days and viewing properties in the vicinity during the day will be unable to make an informed decision about moving into an area with a sex establishment on the doorstep.

Furthermore, the building could be put to a different use serving a far more diverse and greater number of people thereby enriching the CIQ in a more inclusive and compatible way.

Further grounds for refusal

The Public Sector Equality Duty and Gender Equality

The Policy states under the heading "The Equality Act 2010":

"This Act legally protects people from discrimination in the workplace and wider society. This includes the Public Sector Equality Duty (PSED), which means that the Council must thoroughly consider, in the discharge of its licensing functions, the need to:

- promote equality of opportunity;
- eliminate unlawful discrimination, harassment and victimisation;
- promote good relations".

This applies for this policy and to the consideration and determination of applications for sex establishments. (p.5)

I believe that sex establishments such as Spearmint Rhino directly discriminate against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. A 2016 review highlights how these venues undermine women's equality:

"Thus, in objectifying media women's role as a source of male sexual pleasure is emphasized and their humanity is deemphasized. After having internalized the messages of male sexual privilege and female dehumanization, it should be easier for men to envision imposing themselves sexually on women and reacting punitively to women who frustrate their sexual goals."^{iv}

The Council has a fundamental and non-delegable role to give due regard to the Public Sector Equality Duty, including tackling gender inequality. This applies notwithstanding the fact that Parliament has legislated to allow the possibility for sex establishments to be licensed in specific areas – subject to the choices of the local communities.

The Policy further states that:

"Licences will be refused if the Licensing Authority perceives a venue will have negative impacts on members of the public or vulnerable persons living, working or engaged in normal activity in the area".

Many women have voiced their concerns and fears about the presence of Spearmint Rhino in previous objections, including LGBT women and disabled women. In 2017, many examples of the negative impact of this club were given in objections, for example: one woman giving up her studio at Yorkshire Artspace and a contributory factor was the presence of the club and "running the gauntlet of men hanging around outside the club and harassing women." (objection 12) and others have stated how the club impacts on their business at hearings and in writing.^v

As Philip Kolvin (2010) cites the Royal Town Planning Institute's Gender and Spatial Planning Good Practice Note:

"In relation to the 24-hour economy policy, ensure that the views of women are considered. Evidence shows that in certain locations, lap-dancing and exotic dancing club make women feel threatened or uncomfortable"^{vi}

Kolvin continues with:

“If a woman, whether objectively justified or not, fears to use part of the town centre characterised by sex establishments, this may be argued to amount to discrimination, in that her access to the public infrastructure of the town is impaired in comparison to that of men. Where relevant these considerations ought properly to be taken into account by authorities at the decision-making stage, and possibly at the policy-making stage”^{vii}.

This is further corroborated by 2012 research published in Criminal Justice Matters which states that:

“... 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.”^{viii}

In addition an Australian article about women and girls’ perceptions of safety in urban spaces highlights how they restrict their freedom of movement to avoid zones where there are strip clubs.^{ix}

Lap dancing clubs also reinforce negative gender stereotypes of male insatiable sexuality and female sexual availability which are hugely damaging to both sexes and to non-binary people. The stereotypes upon which they are founded do not foster good relations between the sexes, as evidenced in 2016 by Zero Option at the Villa Mercedes hearing representation and its 2017 oral representation at the hearing^x.

In their UK study published in 2011 Sanders and Hardy^{xi} reported that 30% of the women performers interviewed said that as a result of doing the job they had lost respect for men; a finding echoed many testimonies of former performers.

The Policy states that “The Licensing Authority will also consider the following factors when deciding if an application is appropriate”:

(b) proximity to areas with high levels of crime;

On 22nd February 2018, it was reported in the Star that Arundel Gate which runs in parallel to Paternoster Row and is approximately 1-2 minutes on foot away depending on walking pace, is 10th in the top 10 areas of crime in the city and that “These offences, including assaults, robberies and sex attacks on women, were recorded between January and November 2017.”^{xii}

This image of a high-end establishment portrayed by this club 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. The fact that its location within Sheffield Hallam University buildings and the CIQ also conveys the message that this SEV is culturally embedded within the two and indeed integral to a higher education experience and Sheffield’s local heritage.

The Committee is asked to note that in the last few years Leeds City Council successfully defended a refusal to renew two SEV licenses at judicial review:

R (Bean Trading A Ltd) v Leeds City Council (2014)

It was held that a council can “take a fresh look” despite no changes to the character of locality. The Council is also asked to note the following from Philip Kolvin regarding licence renewal:

“Given that there is potential for the discretion to be exercised afresh, the renewal should not just be a rubber stamping exercise, but an opportunity, if needed, to review the principle and content of the license.”^{xiii}

The case of Thompson v Oxford City Council (2014) was also supported at Court of Appeal, and the Council told they could “take a fresh look” at any application for renewal.

According to the BBC, the number of lap dancing clubs has fallen by a third in England^{xiv}. The same report states that “a survey conducted by YouGov in 2015 found 64% of people in Great Britain said strip

clubs were a negative part of British culture.” I ask that the Committee refuse to grant the club a licence for all the reasons outlined and because Spearmint Rhino is anachronistic, it gives Sheffield and our much vaunted CIQ a negative image and may deter investors and developers. At a time when we are hoping to attract large investors and are bidding for Channel 4 to relocate in the vicinity, the Committee needs to turn down this licence application, which it is empowered to do.

I look forward to hearing from you.

References

ⁱSheffield Star 16th January 2018 *Dramatic rise in the number of people living in Sheffield city centre* Available from: <https://www.thestar.co.uk/news/dramatic-rise-in-the-number-of-people-living-in-sheffield-city-centre-1-8960059>

ⁱⁱ Sheffield Chamber of Commerce *Sheffield's Cultural Industries Quarter expansion in £10m City Estates project* Available from: <https://www.scci.org.uk/2017/03/sheffields-cultural-industries-quarter-expansion-in-10m-city-estates-project/>

ⁱⁱⁱ Sheffield Hallam University 22nd February 2018 *New campus masterplan places Hallam at the heart of the city* Available from: <http://www4.shu.ac.uk/mediacentre/new-campus-masterplan-places-hallam-heart-city>

^{iv} Wright, P.J & Tokunaga, R.S (2016) Men's Objectifying Media Consumption, Objectification of Women, and Attitudes Supportive of Violence Against Women in *Archives of Sexual Behavior*

^v *Zero Option oral representation at the Spearmint Rhino hearing April 2017* Available from:

<https://zerooptionblog.wordpress.com/2017/04/14/zero-options-representation-at-the-spearmint-rhino-licence-renewal-hearing-11th-april-2017/#more-524>

^{vi} Kolvin, P (2010) *Sex Licensing*, The Institute of Licensing p.87

^{vii} Kolvin, P (2010) *Sex Licensing*, The Institute of Licensing p.87

^{viii} Patiniotis, J. & Standing, K. (2012) 'License to cause harm? Sex entertainment venues and women's sense of safety in inner city centres' in *Criminal Justice Matters*, 88:1, 10-12.

^{ix} Safe in the City? Girls tell it like it is. March 26, 2017 <https://theconversation.com/safe-in-the-city-girls-tell-it-like-it-is-72975>.

^x Slideshare available from: <https://www.slideshare.net/ZerooptionSheffield/villa-mercedes-hearing-8th-september-2016>

^{xi} Sanders, T., & Hardy, K. (2011) *The Regulatory Dance: Sexual Consumption in the Night Time Economy – Initial Findings*. Leeds: University of Leeds

^{xii} Sheffield Star 22nd February 2018 Available from: <https://www.thestar.co.uk/news/listed-these-are-the-10-most-crime-ridden-streets-in-sheffield-1-9030246>

^{xiii} Kolvin, P (2010) *Sex Licensing*, The Institute of Licensing p.90

^{xiv} 23rd February 2018 Available from: <http://www.bbc.co.uk/news/uk-england-43043842>

Bower Claire

From: | [redacted]
Sent: 14 May 2018 23:28
To: licensingservice
Subject: Spearmint Rhino licence renewal
Attachments: Letter of Objection SR (DECSY).docx

Follow Up Flag: Follow up
Flag Status: Flagged

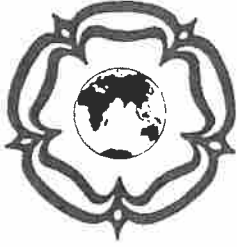
Categories: SPEARMINT RHINO

Dear Licensing Officers,

Please find objection letter attached.

Kind Regards

[redacted signature]



Development Education Centre

(South Yorkshire)

(Charitable Incorporated Organisation: 1153377)

email: !

Licensing Service
Block C, Staniforth Road Depot
Staniforth Road
Surrey Street
S9 3HD
licensing@sheffield.gov.uk

14th May 2018

Dear Licensing Officers

Objection to Spearmint Rhino licence renewal

I refer to the application for a sex establishment licence by Spearmint Rhino ("the club"), 60 Brown Street, Sheffield, S1 2BS.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of the current Sheffield City Council's 2018 Sex Establishment Policy ("the Policy") on the following grounds:

Discretionary Ground d)

1) Character of the relevant locality

(a) the fact that the premises are sited in a residential area;

The club backs onto student accommodation and the area is increasingly becoming more residential for students and non-students alike. A high number of young students (18+) who walk close the entrance to the SEV on their way back to their flats at Leadmill Point. A further large complex of student flats is has just been completed on Suffolk Road. Many of these students are away from home for the very first time, are female and a very high number are from overseas and some may be vulnerable to misunderstanding the behaviour and intentions of SEV customers. Education students from SHU also come down Charles Street, Grinders Hill, Shoreham Street to Leadmill Road to take part in our activities, and those of CRESST at Scotia Works. I contend that an SEV in the CIQ area is turning a vibrant part of the city with a cinema and music venue frequented by young people, many under the age of 18, into something of a red light area particularly attractive to SEV customers and dancers, prospective dancers and potentially prostitutes and their customers. This impacts the character of the area and the quality of the environment and also potentially contravenes Unitary Development Plan, 1, LR2 by undermining 'the vitality and viability of the evening economy of the City Centre.'

(b) the premises are sited near premises or areas which are sensitive because they are frequented by children, young persons or families, including but not limited to educational establishments, leisure facilities such as parks, libraries or swimming pools, markets and covered markets;

The area is actively frequented by young people, many below the age of 18. I am aware that children from 14-18 years from the neighbouring UTC on Shoreham Street also pass close by to the entrance of the venue. This potentially unsupervised children passing the SEV on a daily basis.

As tenants of Scotia Works, also known as the Centre for Learning, Development and Citizenship, my organisation, along with others in the building, is committed to the education and well-being of young people. To this end we, and others at Scotia like 'CRESST' and 'Sheena Amos Youth Trust' hold periodic or regular events for young people (with or without family members or teachers present). Although our entrance is on Leadmill Road, a couple of streets away from the entrance of the SEV, our young people are still likely to encounter the SEV and everything it implies about the role of women in society. I believe this is unacceptable.

The Leadmill club organises regular (100 per year) evening youth (14+) events. Here is another inevitable opportunity for under 18 year olds to encounter SEV customers. This may carry even higher risks than for the school children because the time in the evening when The Leadmill events take place is more likely to coincide with SEV customers leaving the venue (who may be intoxicated with alcohol and whose behaviour may be influenced by their very recent experience of sexual entertainment). However tightly Spearmint Rhino seek to manage their activities inside the venue, they cannot control their customers (or dancers) once they leave the premises. I would argue that allowing an SEV to continue in this area is likely to contravene section 4 of The Licensing Act 2003 with regard failure in 'The protection of children from harm'. Heightened awareness of issues of child sexual exploitation locally, following the Jay Report, is likely to make those responsible for the well-being of children and young people particularly sensitive to the potential behaviour of adults around an SEV. Whilst in some cases this might reduce the risk to children, it will certainly impact on people's quality of life.

(c) the premises are sited near places and or buildings of historical/cultural interest and other tourist attractions.

The Showroom and Leadmill Road are part of the Cultural Industries Quarter (CIQ) recognised by Core Strategy 17 as a key growth cluster for the creative and digital industries.

Core Strategy 20 recognises how much the two universities have invested in the public realm and have contributed to the knowledge economy, this is particularly the case for Sheffield Hallam University (SHU) in the CIQ area.

Core Strategy 54 aims to promote pedestrian routes and following the Heart of The City developments and the improved gateway into the city from the main railway station (five minutes walk from the site of the SEV). As a result many visitors to the city will turn left at the top of the water cascades outside the station to visit the Showroom, Leadmill, other venues, and will encounter the SEV.

2) People's privacy

There are residential properties in the vicinity of the proposed SEV. In addition to the Unite Student accommodation at Leadmill Point, Columbia Works, which also faces Leadmill Road and Suffolk Road, has approximately 70 flats, Leadmill Court on Leadmill Street has over 80, Liberty Works and others add to this number. There a number of young families now living at Columbia Place and Leadmill Court. The nature of the activity at the SEV is particularly unsuited to the privacy of young families.

3) Employment, local economy

Although it is argued that the SEV supports employment, it is hard to see how it won't continue to

affect the local economy, including other employment prospects elsewhere in the immediate locality. This could include UNITE and the owners of other accommodation or offices who lose tenants or profit and feel obliged to reduce staffing.

4) the layout, character or condition of the premises, vehicle, vessel or stall in respect of which the application is made.

The building, despite the removal of signage during its closed hours, is a blacked out sinister presence incongruous with its surroundings and clearly marked buildings. Removal of the signage is “a sticking plaster to a gaping wound” approach by Licensing. Regardless of whether the club’s signage is visible in the day, it is widely known what the building is. Those who are not familiar with the building’s use visiting SHU on open days and viewing properties in the vicinity during the day will be unable to make an informed decision about moving into an area with a sex establishment on the doorstep.

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6) Further grounds for refusal

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“Thus, in objectifying media women’s role as a source of male sexual pleasure is emphasized and their humanity is deemphasized. After having internalized the messages of male sexual privilege and female dehumanization, it should be easier for men to envision imposing themselves sexually on women and reacting punitively to women who frustrate their sexual goals.”ⁱ

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Many women have voiced their concerns and fears about the presence of Spearmint Rhino in previous objections, including LGBT women and disabled women. In 2017, many examples of the negative impact of this club were given in objections, for example: one woman giving up her studio at Yorkshire Artspace and a contributory factor was the presence of the club and “running the gauntlet of men hanging around outside the club and harassing women.” (objection 12) and others have stated how the club impacts on their business at hearings and in writing.ⁱⁱ

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"In relation to the 24-hour economy policy, ensure that the views of women are considered. Evidence shows that in certain locations, lap-dancing and exotic dancing club make women feel threatened or uncomfortable" iii

Kolvin continues with:

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This image of a high-end establishment portrayed by this club 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. The fact that its location within Sheffield Hallam University buildings and the CIQ also conveys the message that this SEV is culturally embedded within the two and indeed integral to a higher education experience and Sheffield's local heritage.

The Committee is asked to note that in the last few years Leeds City Council successfully defended a refusal to renew two SEV licenses at judicial review:

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It was held that a council can "take a fresh look" despite no changes to the character of locality. The Council is also asked to note the following from Philip Kolvin regarding licence renewal:

"Given that there is potential for the discretion to be exercised afresh, the renewal should not just be a rubber stamping exercise, but an opportunity, if needed, to review the principle and content of the license."x

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According to the BBC, the number of lap dancing clubs has fallen by a third in Englandxi. The same report states that "a survey conducted by YouGov in 2015 found 64% of people in Great Britain said strip clubs were a negative part of British culture." I ask that the Committee refuse to grant the club a licence for all the reasons outlined and because Spearmint Rhino is anachronistic, it gives Sheffield and our much vaunted CIQ a negative image and makes investors and developers. At a time when we

are hoping to attract large investors and are bidding for Channel 4 to relocate in the vicinity, the Committee needs to turn down this licence application, which it is empowered to do. I look forward to hearing from you.

In conclusion, I would argue that no amount of further conditions or restrictions on the opening hours etc on the SEV would alter the fact that this SEV continues to affect the character and impact the quality of life of the area, primarily because of the number of under 18 year olds who use it on a daily basis.

Yours sincerely



(South Yorkshire)



ⁱ Wright, P.J & Tokunaga, R.S (2016) Men's Objectifying Media Consumption, Objectification of Women, and Attitudes Supportive of Violence Against Women in *Archives of Sexual Behavior*

ⁱⁱ *Zero Option oral representation at the Spearment Rhino hearing April 2017* Available from: <https://zerooptionblog.wordpress.com/2017/04/14/zero-options-representation-at-the-spearment-rhino-licence-renewal-hearing-11th-april-2017/#more-524>

ⁱⁱⁱ Kolvin, P (2010) *Sex Licensing*, The Institute of Licensing p.87

^{iv} Kolvin, P (2010) *Sex Licensing*, The Institute of Licensing p.87

^v Patiniotis, J. & Standing, K. (2012) 'License to cause harm? Sex entertainment venues and women's sense of safety in inner city centres' in *Criminal Justice Matters*, 88:1, 10-12.

^{vi} Safe in the City? Girls tell it like it is. March 26, 2017 <https://theconversation.com/safe-in-the-city-girls-tell-it-like-it-is-72975>.

^{vii} Slideshare available from: <https://www.slideshare.net/ZerooptionSheffield/villa-mercedes-hearing-8th-september-2016>

^{viii} Sanders, T., & Hardy, K. (2011) *The Regulatory Dance: Sexual Consumption in the Night Time Economy – Initial Findings*. Leeds: University of Leeds

^{ix} Sheffield Star 22nd February 2018 Available from: <https://www.thestar.co.uk/news/listed-these-are-the-10-most-crime-ridden-streets-in-sheffield-1-9030246>

^x Kolvin, P (2010) *Sex Licensing*, The Institute of Licensing p.90

^{xi} 23rd February 2018 Available from: <http://www.bbc.co.uk/news/uk-england-43043842>

Bower Claire

From: [Redacted]
Sent: 14 May 2018 23:32
To: licensingservice; [Redacted]
Subject: Objection to Spearmint Rhino licence renewal
Attachments: SRObjectionltr.docx

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: SPEARMINT RHINO

Hello Licensing

Please find attached letter of objection.

Best wishes, [Redacted]

Licensing Service
Block C, Staniforth Road Depot
Staniforth Road
Surrey Street
S9 3HD
By email to: licensing@sheffield.gov.uk

14 May 2018

Dear Licensing

Objection to Spearmint Rhino licence renewal

I refer to the application for a sex establishment licence by Spearmint Rhino ("the club"), 60 Brown Street, Sheffield, S1 2BS.

I object to the renewal of the Spearmint Rhino licence.

The location is inappropriate for the Cultural Industries Quarter. I am aware the arguments have been expounded at length in other objections as to why this is so.

A lap dancing club is entirely at odds with any measure of progress. It is an embarrassing remnant of a patriarchal system which we need to supplant if we wish to be taken seriously on the issue of equality of the sexes.

Cllr Douglas Johnson highlighted in his objection letter of 2017 that the local authority were failing in their Public Sector Equality Duty in allowing this club to treat men and women working in the club so differently. He pointed out that men in the club are employees and have all the statutory rights their status affords them. Whereas women (the dancers) are self employed and have no entitlements, no holiday pay, sick pay, etc. How can the local authority condone such disparity and inequality of opportunity? Surely this would not be acceptable in a pub or a nightclub, that all the male bartenders have a written contract of employment but the female bartenders be considered 'self-employed' and have an hourly rate with zero protection of their employment rights?

We must create a level playing field for men and women. If lap-dancing really is a job like any other, the authority must demand that women performing at the lap-dancing club be given proper employment contracts. Anything less is compounding women's inequality. Therefore, I strongly urge you to refuse the licence, on these grounds, as you can be sure Spearmint Rhino is not an equal opportunity employer.

Yours faithfully,

Licensing Service, Sheffield City Council,
 Block C
 Staniforth Road Depot,
 Staniforth Road
 SHEFFIELD S9 3HD
 email to: licensing@sheffield.gov.uk

15 MAY 201

To Whom It May Concern

I wish to register my objection to the application by Sonfield Developments Ltd c/o 161 Tottenham Court Road, London for renewal of a Sexual Entertainment Venue licence for Spearmint Rhino, 60 Brown Street, Sheffield S1 2BS on the following grounds;

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- Testimonies from men who admit to using such establishments demonstrate that those men eroticise their power over the performer, getting a sexual thrill from control over her. This is related to the negation of, and absolute disregard for, her feelings within the financial transaction. This is toxic, abusive masculinity.
- Many ex-strippers describe psychological harm experienced as a result of the work. This is trauma caused by dissociation, the act of separating minds and feelings from their bodies, in order to cope. Often, it is only when they have stopped stripping that the impact of that harm is realised. This is similar to the experiences of women leaving abusive relationships
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- Research suggests that men who hold objectifying views of women are more likely to be violent and to attribute responsibility (Victim blame) to women for violence perpetrated against them. Thus in licensing Spearmint Rhino the Council may be compromising its own Domestic and Sexual abuse strategy.
- Many women have advised the Council of feeling unsafe in the vicinity of Spearmint Rhino and avoid walking past it. No woman should feel unsafe anywhere in the city.
- The Council states explicitly that it is committed to reducing the normalisation of the objectification of women. SEV's of this type do not contribute to that aspiration. Spearmint Rhino actively contributes to the normalisation of objectification of women and actively discriminates against women by promoting negative and limiting gender stereotypes and impacting on women's comfort and freedom in moving round the city. Neither is this consistent with the Councils obligations under the Equality Act 2010.

- Spearmint Rhino is situated in a residential area that is now undergoing major and extensive re development. The area has become increasingly residential with sites of cultural interest, charities providing support to vulnerable people, education providers and recreational areas in the vicinity. This gives further basis for refusal of the licence on the discretionary grounds available.

- In conclusion Sheffield should be a city that aspires to promote fairness and equality for all. As such I would ask that Spearmint Rhino's license renewal is declined.

- SIGNED

PRINT NAME & ADDRESS

109

Licensing Service, Sheffield City Council,
Block C
Staniforth Road Depot,
Staniforth Road
SHEFFIELD S9 3HD
email to: licensing@sheffield.gov.uk

15 MAY 2018

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- In conclusion Sheffield should be a city that aspires to promote fairness and equality for all. As such I would ask that Spearmint Rhino's license renewal is declined.

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PRINT NAME & ADDRESS

Licensing Service, Sheffield City Council, Block C
Staniforth Road Depot, Staniforth Road, Sheffield

14 v 18

Email:licensing@sheffield.gov.uk

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Staniforth Road Depot, Staniforth Road, Sheffield

Email:licensing@sheffield.gov.uk

15 MAY 2018

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Email:licensing@sheffield.gov.uk

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- SIGNED
- PRINT NAME & ADDRESS

Bower Claire

From: [Redacted]
Sent: 15 May 2018 06:34
To: licensingservice
Subject: SR hearing documents
Attachments: Objection letter to Sheffield Council re Spearmint Rhino SEV License Renewal.docx;
 Objection letter to Sheffield Council re Spearmint Rhino SEV License Renewal.docx

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: SPEARMINT RHINO

I will be depositing 11 signed letters at Town Hall (for transmission to licensing) before 7.30 am today.

Please note that [Redacted] etter 1 has asked me to make explicit mention of street harassment directed to her including requests for sex for money whilst living on the streets in Sheffield and has provided other personal testimony, summarised in my submission (attached).

In letter 2 [Redacted] declined to give address stating bad experiences of personal details being disclosed in the context of a criminal mater of which she was the complainant

Attached submission a) from [Redacted] and b) myself, [Redacted]

Thank you for your help in this matter

Licensing Service, Sheffield City Council,
Block C
Staniforth Road Depot,
Staniforth Road
SHEFFIELD S9 3HD
email to: licensing@sheffield.gov.uk

To Whom It May Concern

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- In conclusion Sheffield should be a city that aspires to promote fairness and equality for all. As such I would ask that Spearmint Rhino's license renewal is declined.
- SIGNED

_____ in a personal capacity

PRINT NAME & ADDRESS

NOTE FROM _____

_____ spoke with me at length Saturday 12th may and on request I provided him with further information by email.

I received a message on Monday 14th May confirming that he wished me to sign the letter on his behalf and provided further information to be incorporated into my personal submission.

Bower Claire

From: [Redacted]
Sent: 15 May 2018 07:43
To: licensingservice
Subject: Objection - Spearmint Rhino license

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: SPEARMINT RHINO

Hi,

I am writing to object to Spearmint Rhino being granted a license for their sexual entertainment venue in the heart of the city centre. Please consider the points below when making the decision on this license.

- Public Equality Sector Duty - the council have a legal duty to ensure that their actions foster good relations between genders
- strip clubs where women are sexualised and objectified in an unequal relationship do not foster good relations between the genders
- Spearmint Rhino is right next to Hallam University Student Union where young people are away from home often for the first time, the existence of the club is telling them that it is OK to sexualise and objectify women and to treat them as commodities to buy and sell.
- Hallam University's plans for their city campus will mean that they will be forced to become the only University in the country with it's own on-campus strip club
- the area of town which the club is situated is part of Sheffield's cultural industries quarter, is a strip club really part of our city's culture?

Regards,

[Redacted Signature]

[Redacted Contact Info]

Bower Claire

From: [REDACTED]
Sent: 15 May 2018 08:44
To: licensingservice
Subject: Objection to Spearmint Rhino licence renewal
Attachments: Objection to Spearmint Rhino licence renewal (Brian Lewis).pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: SPEARMINT RHINO

Dear Sir / Madam

Please find attached my letter regarding the application for a sex establishment licence by Spearmint Rhino. Many thanks for your attention to this matter.

Kind regards

[REDACTED]

Email: | [REDACTED]

15 May 2018

Licensing Service
Block C, Staniforth Road Depot
Staniforth Road
Surrey Street
Sheffield
S9 3HD

Dear Sir / Madam

Objection to Spearmint Rhino licence renewal

I refer to the application for a sex establishment licence by Spearmint Rhino (“the club”), 60 Brown Street, Sheffield, S1 2BS.

I believe that the Council should refuse the licence application under the Discretionary Grounds for Refusal of the current Sheffield City Council’s 2018 Sex Establishment Policy (“the Policy”) on the following grounds:

Discretionary Ground d)

i) Character of the relevant locality

(a) the fact that the premises are sited in a residential area;

The club backs onto student accommodation and the area is increasingly becoming more residential for students and non-students alike.

(d) the premises are sited near premises or areas which are sensitive because they are frequented by children, young persons or families, including but not limited to educational establishments, leisure facilities such as parks, libraries or swimming pools, markets and covered markets;

The Showroom and adjacent Workstation are frequented by families and both host events specifically for children, including the Children’s Media Conference.

(e) the premises are sited near places and or buildings of historical/cultural interest and other tourist attractions.

It is directly opposite the Showroom cinema, which is “one of Europe’s largest independent cinemas paired with the longest-running creative business centre in the city, housed in a converted 1930s car showroom.” It is also opposite the Site Gallery which has just undergone a huge expansion and is shortly to reopen. Spearmint Rhino is not only centrally located in terms of

proximity to a number of national and international events locations but it is also a direct access route, for example: DocFest; the aforementioned Children's Media Conference; Off the Shelf, etc, all of which are tourist attractions. The location of the club is not only incongruous, but seriously impacts on the other businesses in the cultural quarter. The club is also next to Sheffield Hallam Students Union (a city landmark building).

Further grounds for refusal

The Public Sector Equality Duty and Gender Equality

The Policy states under the heading "The Equality Act 2010":

"This Act legally protects people from discrimination in the workplace and wider society. This includes the Public Sector Equality Duty (PSED), which means that the Council must thoroughly consider, in the discharge of its licensing functions, the need to:

- promote equality of opportunity;
- eliminate unlawful discrimination, harassment and victimisation;
- promote good relations".

This applies for this policy and to the consideration and determination of applications for sex establishments.

I believe that sex establishments such as Spearmint Rhino directly discriminate 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 fundamental and non-delegable role to give due regard to the Public Sector Equality Duty, including tackling gender inequality. This applies notwithstanding the fact that Parliament has legislated to allow the possibility for sex establishments to be licensed in specific areas - subject to the choices of the local communities.

The Policy further states that:

"Licences will be refused if the Licensing Authority perceives a venue will have negative impacts on members of the public or vulnerable persons living, working or engaged in normal activity in the area".

Many women have voiced their concerns and fears about the presence of Spearmint Rhino in previous objections, including LGBT women and disabled women. In 2017, many examples of the negative impact of this club were given in objections. For example, one woman gave up her studio at Yorkshire Artspace; a contributory factor was the presence of the club and "running the gauntlet of men hanging around outside the club and harassing women." Others have stated how the club impacts on their business at hearings and in writing. I personally know of several women (artists, students, educators) who have had to either change their routes from work / through town while the club is open, or avoid working nearby during the club's opening hours.

I look forward to hearing from you.

Yours sincerely

Bower Claire

From: [REDACTED]
Sent: 14 May 2018 22:00
To: licensingservice
Subject: Spearmint Rhino

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: SPEARMINT RHINO

I am a student in Sheffield. I object to the continued licence of the strip club Spearmint Rhino because of the misogyny and sexism these kind of clubs perpetuate.

Many thanks,

Sent from my iPhone

Bower Claire

From: [REDACTED]
Sent: 15 May 2018 10:30
To: licensingservice
Subject: Fwd: Spearmint Rhino

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: SPEARMINT RHINO

From: [REDACTED] >
Date: 15 May 2018 at 10:29:17 BST
To: licensing@sheffield.gov.uk
Subject: Spearmint Rhino

15th May 2018

Dear Licensing

Objection to Spearmint Rhino licence renewal

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Discretionary Ground d)

i) Character of the relevant locality

(a) the fact that the premises are sited in a residential area;

The club backs onto student accommodation and the area is increasingly becoming more residential for students and non-students alike.

The city centre's residential population had risen from 6,000 to 30,000 over the last 10 years with further plans for more residential accommodation within the Cultural Industries Quarter (CIQ) and Knowledge Gateway. Furthermore, “the Alsop Fields development is a mix of residential apartments, studios, offices for the high-tech and creative sectors and places to eat and drink” and “. . . designed to be a destination in itself – a regeneration of part of the Cultural Industries Quarter that will be similar to the trendy parts of Manchester and London” for which Brown Street and Paternoster Row are the main thoroughfares.

(d)the premises are sited near premises or areas which are sensitive because they are frequented by children, young persons or families, including but not limited to

educational establishments, leisure facilities such as parks, libraries or swimming pools, markets and covered markets;

The Showroom and adjacent Work Station are frequented by families and both host events specifically for children including the world renown Children's Media Conference.

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The club is next to Sheffield Hallam Students Union (iconic and a city landmark building).

ii) Use of other premises in the vicinity

The Licensing Authority will have regard to, but not limited to, the following:

(a) schools, nurseries or other premises substantially used by or for children under 18 years of age,

There are many educational establishments in the vicinity and Brown Street is also an access route to the Sheffield College Granville Road campus and UTC which provides education for children from the age of 14. It is in close proximity to Freeman College which provides education for students (16 – 25) who have a range of complex learning, mental health and behavioural needs.

The club is also at the epicentre of the designated "Knowledge Gateway" and located on Sheffield Hallam University's city campus whose masterplan is to further develop the area, which includes "new buildings for the Business School and social sciences, refurbishing the Students' Union building known as The HUBS, creating a University Green [Festival/CIQ Square] and improving our current estate."

(b) parks or other recreational areas designed for use by or for children under 18 years of age;

The recreational space (formerly known as Festival Square but now named as Cultural Industries Quarter Square on the map of the area which can be found on Sheaf Square) is directly adjacent to the club and the club's presence is holding back further use and development of this space into its full potential.

(c) hospitals, mental health or disability centres, substance misuse treatment centres, sexual exploitation services, sexual abuse centres or similar premises;

There are a number of charities and organisations in the area which support vulnerable children, young people and adults, one of which is situated directly behind the club. Charles Street is a direct access route from the bus stop on Arundel Gate and the car park on Arundel Street; direct access from both means that service users pass directly past the club through the unused and desolate Festival/CIQ Square.

(d) any central gateway to the city or other city landmark, historic building or tourist attraction;

See (e) under (i).

(f) predominately residential areas;

See (a) under (i)

(g) The Cultural Hub (Millennium Galleries, Tudor Square, theatres and library).

The location of the club is a de facto “cultural hub” given it is named the Cultural Industries Quarter. It is also on the direct access route to the 24/7 Addsetts learning centre from numerous student accommodation blocks in the immediate vicinity, which many will be accessing during the club’s opening hours.

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

The building, despite the removal of signage during its closed hours, is a blacked out sinister presence incongruous with its surroundings and clearly marked buildings. Removal of the signage is “a sticking plaster to a gaping wound” approach by Licensing. Regardless of whether the club’s signage is visible in the day, it is widely known what the building is. Those who are not familiar with the building’s use visiting SHU on open days and viewing properties in the vicinity during the day will be unable to make an informed decision about moving into an area with a sex establishment on the doorstep.

Furthermore, the building could be put to a different use serving a far more diverse and greater number of people thereby enriching the CIQ in a more inclusive and compatible way.

Further grounds for refusal

The Public Sector Equality Duty and Gender Equality

The Policy states under the heading “The Equality Act 2010”:

"This Act legally protects people from discrimination in the workplace and wider society. This includes the Public Sector Equality Duty (PSED), which means that the Council must thoroughly consider, in the discharge of its licensing functions, the need to:

- promote equality of opportunity;
- eliminate unlawful discrimination, harassment and victimisation;
- promote good relations".

This applies for this policy and to the consideration and determination of applications for sex establishments. (p.5)

I believe that sex establishments such as Spearmint Rhino directly discriminate against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. A 2016 review highlights how these venues undermine women’s equality:

“Thus, in objectifying media women’s role as a source of male sexual pleasure is emphasized and their humanity is deemphasized. After having internalized the messages of male sexual privilege and female dehumanization, it should be easier for men to envision imposing themselves sexually on women and reacting punitively to women who frustrate their sexual goals.”

The Council has a fundamental and non-delegable role to give due regard to the Public Sector Equality Duty, including tackling gender inequality. This applies notwithstanding the fact that Parliament has legislated to allow the possibility for sex establishments to be licensed in specific areas – subject to the choices of the local communities.

The Policy further states that:

"Licences will be refused if the Licensing Authority perceives a venue will have negative impacts on members of the public or vulnerable persons living, working or engaged in normal activity in the area".

Many women have voiced their concerns and fears about the presence of Spearmint Rhino in previous objections, including LGBT women and disabled women. In 2017, many examples of the negative impact of this club were given in objections, for example: one woman giving up her studio at Yorkshire Artspace and a contributory factor was the presence of the club and "running the gauntlet of men hanging around outside the club and harassing women." (objection 12) and others have stated how the club impacts on their business at hearings and in writing.

As Philip Kolvin (2010) cites the Royal Town Planning Institute's Gender and Spatial Planning Good Practice Note:

"In relation to the 24-hour economy policy, ensure that the views of women are considered. Evidence shows that in certain locations, lap-dancing and exotic dancing club make women feel threatened or uncomfortable"

Kolvin continues with:

"If a woman, whether objectively justified or not, fears to use part of the town centre characterised by sex establishments, this may be argued to amount to discrimination, in that her access to the public infrastructure of the town is impaired in comparison to that of men. Where relevant these considerations ought properly to be taken into account by authorities at the decision-making stage, and possibly at the policy-making stage" .

This is further corroborated by 2012 research published in Criminal Justice Matters which states that:

". . . 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."

In addition an Australian article about women and girls' perceptions of safety in urban spaces highlights how they restrict their freedom of movement to avoid zones where there are strip clubs.

Lap dancing clubs also reinforce negative gender stereotypes of male insatiable sexuality and female sexual availability which are hugely damaging to both sexes and to non-binary people. The stereotypes upon which they are founded do not foster good relations between the sexes, as evidenced in 2016 by Zero Option at the Villa Mercedes hearing representation and its 2017 oral representation at the hearing.

In their UK study published in 2011 Sanders and Hardy reported that 30% of the women performers interviewed said that as a result of doing the job they had lost respect for men; a finding echoed many testimonies of former performers.

The Policy states that "The Licensing Authority will also consider the following factors when deciding if an application is appropriate":

(b) proximity to areas with high levels of crime;

On 22nd February 2018, it was reported in the Star that Arundel Gate which runs in parallel to Paternoster Row and is approximately 1-2 minutes on foot away depending on walking pace, is 10th in the top 10 areas of crime in the city and that "These offences, including assaults, robberies and sex attacks on women, were recorded between January and November 2017."

This image of a high-end establishment portrayed by this club 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. The fact that its location within Sheffield Hallam University buildings and the CIQ also conveys the message that this SEV is culturally embedded within the two and indeed integral to a higher education experience and Sheffield's local heritage.

The Committee is asked to note that in the last few years Leeds City Council successfully defended a refusal to renew two SEV licenses at judicial review:

R (Bean Trading A Ltd) v Leeds City Council (2014)

It was held that a council can "take a fresh look" despite no changes to the character of locality. The Council is also asked to note the following from Philip Kolvin regarding licence renewal:

"Given that there is potential for the discretion to be exercised afresh, the renewal should not just be a rubber stamping exercise, but an opportunity, if needed, to review the principle and content of the license."

The case of Thompson v Oxford City Council (2014) was also supported at Court of Appeal, and the Council told they could "take a fresh look" at any application for renewal.

According to the BBC, the number of lap dancing clubs has fallen by a third in England. The same report states that "a survey conducted by YouGov in 2015 found 64% of people in Great Britain said strip clubs were a negative part of British culture." I ask that the

Committee refuse to grant the club a licence for all the reasons outlined and because Spearmint Rhino is anachronistic, it gives Sheffield and our much vaunted CIQ a negative image and may deter investors and developers. At a time when we are hoping to attract large investors and are bidding for Channel 4 to relocate in the vicinity, the Committee needs to turn down this licence application, which it is empowered to do.

I look forward to hearing from you.

Bower Claire

From: [Redacted]
Sent: 15 May 2018 10:36
To: licensingservice
Subject: SR Objection
Attachments: SR Objection 2018.docx

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: SPEARMINT RHINO

Dear Licensing Service,

Please find attached my letter of objection to the renewal of the Spearmint Rhino SEV licence.

Many thanks,

Advocacy tel: [Redacted]
Mobile [Redacted]
Email: [Redacted]
Secure email: [Redacted]

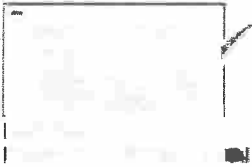
Please note I work two days at [Redacted]
My usual working days are Tuesday and Friday

Confidential Freephone helpline: [Redacted]
Text support:- [Redacted]
Email Support:- [Redacted]

Registered Charity Number:- [Redacted]

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[If you would like to sign up to our mailing list click here](#)



LOTTERY FUNDED

Licensing Service
Block C, Staniforth Road Depot
Staniforth Road
Surrey Street
S9 3HD
By email to: licensing@sheffield.gov.uk

15th May 2018

Dear Licensing Service

Objection to Sonfield Developments application for Spearmint Rhino licence renewal

I refer to the application for a sex establishment licence by Spearmint Rhino ("the club"), 60 Brown Street, Sheffield, S1 2BS.

As a regular visitor to the city of Sheffield in both a leisure and business capacity I strongly advocate that the Council should refuse the licence application under the Discretionary Grounds for Refusal of the current Sheffield City Council's 2018 Sex Establishment Policy ("the Policy") on the following grounds:

Discretionary Ground d)

i) Character of the relevant locality

(a) the fact that the premises are sited in a residential area;

The club backs onto student accommodation and the area is increasingly becoming more residential for students and non-students alike. As Sheffield's city population continues to grow it is more than likely that this area will become even more residential.

(d) the premises are sited near premises or areas which are sensitive because they are frequented by children, young persons or families, including but not limited to educational establishments, leisure facilities such as parks, libraries or swimming pools, markets and covered markets;

The Showroom and adjacent Work Station are frequented by families and both host events specifically for children including the world renown Children's Media Conference in addition to the events which will be hosted by the Site Gallery upon its reopening.

(e) the premises are sited near places and or buildings of historical/cultural interest and other tourist attractions.

It is directly opposite the Showroom cinema, which is “one of Europe’s largest independent cinemas paired with the longest-running creative business centre in the city, housed in a converted 1930s car showroom” which is open until midnight everyday.

It is also opposite the Site Gallery which has just undergone a huge expansion. Spearmint Rhino is not only centrally located in terms of proximity to a number of national and international events locations but it is also a direct access route, for example: Doc Fest; the aforementioned Children’s Media Conference; Off the Shelf etc all of which are tourist attractions.

The club is next to Sheffield Hallam Students Union (iconic and a city landmark building).

ii) Use of other premises in the vicinity

The Licensing Authority will have regard to, but not limited to, the following:

(a) schools, nurseries or other premises substantially used by or for children under 18 years of age,

There are many educational establishments in the vicinity and Brown Street is also an access route to the Sheffield College Granville Road campus and UTC which provides education for children from the age of 14. It is in close proximity to Freeman College which provides education for students (16 – 25) who have a range of complex learning, mental health and behavioural needs.

It is in very close proximity to the Great Escape Game which also caters for children and families.

The club is also at the epicentre of the designated “Knowledge Gateway” and located on Sheffield Hallam University’s city campus whose masterplan is to further develop the area.

(b) parks or other recreational areas designed for use by or for children under 18 years of age;

The recreational space (formerly known as Festival Square but now named as Cultural Industries Quarter Square on the map of the area which can be found on Sheaf Square) is directly adjacent to the club and the club’s presence is holding back further use and development of this space into its full potential.

(b) hospitals, mental health or disability centres, substance misuse treatment centres, sexual exploitation services, sexual abuse centres or similar premises;

There are a number of charities and organisations in the vicinity which support vulnerable children, young people and adults, including a specialist sexual violence service and a women’s project which is situated directly behind the club, the same project a mother of a service user was quoted as saying she could not let her daughter access due to it being within feet of the club in 2017’s objections.

Charles Street is a direct access route from the bus stop on Arundel Gate and the car park on Arundel Street; direct access from both means that service users pass directly past the club through the unused and desolate Festival/CIQ Square.

Addaction, the adult drug and alcohol service is also on Sidney Street with Paternoster Row and Brown Street as a direct access route from the railway station, bus station and bus stops on Arundel Gate coming in from the south of the City.

(g) The Cultural Hub (Millennium Galleries, Tudor Square, theatres and library).

The location of the club is a de facto “cultural hub” given it is named the Cultural Industries Quarter and furthermore, designated to be at the heart of the CIQ. It is also on the direct access route to the 24/7 Addsetts learning centre from numerous student accommodation blocks in the immediate vicinity (with more being built on Sidney Street), which many will be accessing during the club’s opening hours.

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

The building, despite the removal of signage during its closed hours, is an obtrusive blacked out sinister presence incongruous with its surroundings. Regardless of whether the club’s signage is visible in the day, it is widely known what the building is. Those who are not familiar with the building’s use visiting SHU on open days and viewing properties in the vicinity during the day will be unable to make an informed decision about moving into an area with a sex establishment on the doorstep.

As recorded in the case of R (Bean Trading A Ltd) v Leeds City Council (2014):

The committee noted the applicant’s offer in relation to signage and whilst recognizing attempts to address concerns was of the view that the premises could never be invisible.

All other buildings in the vicinity are signed and this was a poor attempt to minimise the impact this venue has. It is also a recognition by last year’s Sub-committee of the club’s incongruity and inappropriateness. The only other buildings in the area not clearly marked are for reasons of anonymity because of vulnerable service users accessing services.

Further grounds for refusal

The Public Sector Equality Duty and Gender Equality

The Policy states under the heading “The Equality Act 2010”:

"This Act legally protects people from discrimination in the workplace and wider society. This includes the Public Sector Equality Duty (PSED), which means that the Council must thoroughly consider, in the discharge of its licensing functions, the need to:

- promote equality of opportunity;
- eliminate unlawful discrimination, harassment and victimisation;

- promote good relations".

This applies for this policy and to the consideration and determination of applications for sex establishments. (p.5)

I believe that sex establishments such as Spearmint Rhino directly discriminate against women by normalising the sexualisation and objectification of women, and that this contributes to their sexualisation and objectification in other areas of society. A 2016 review highlights how these venues undermine women's equality:

Thus, in objectifying media women's role as a source of male sexual pleasure is emphasized and their humanity is deemphasized. After having internalized the messages of male sexual privilege and female dehumanization, it should be easier for men to envision imposing themselves sexually on women and reacting punitively to women who frustrate their sexual goals.ⁱ

The Council has a fundamental and non-delegable role to give due regard to the Public Sector Equality Duty, including tackling gender inequality. This applies notwithstanding the fact that Parliament has legislated to allow the possibility for sex establishments to be licensed in specific areas – subject to the choices of the local communities.

The Policy further states that:

Licences will be refused if the Licensing Authority perceives a venue will have negative impacts on members of the public or vulnerable persons living, working or engaged in normal activity in the area.

Many women have voiced their concerns and fears about the presence of Spearmint Rhino in previous objections, including LGBT women and disabled women. In 2017, many disturbing examples of the negative impact of this club were given in objections, for example: one woman giving up her studio, a contributory factor was the presence of the club and "running the gauntlet of men hanging around outside the club and harassing women." (objection 12). Others have stated how the club impacts on their business at hearings and in writing.ⁱⁱ

As Philip Kolvin (2010) cites the Royal Town Planning Institute's Gender and Spatial Planning Good Practice Note:

In relation to the 24-hour economy policy, ensure that the views of women are considered. Evidence shows that in certain locations, lap-dancing and exotic dancing club make women feel threatened or uncomfortableⁱⁱⁱ

Kolvin continues with:

If a woman, whether objectively justified or not, fears to use part of the town centre characterised by sex establishments, this may be argued to amount to discrimination, in that her access to the public infrastructure of the town is impaired in comparison to that of men. Where relevant these considerations ought properly to be taken into account by authorities at the decision-making stage, and possibly at the policy-making stage^{iv}.

This is further corroborated by 2012 research published in Criminal Justice Matters which states that:

. . . 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.^v

In addition to an Australian article about women and girls' perceptions of safety in urban spaces highlights how they restrict their freedom of movement to avoid zones where there are strip clubs.^{vi}

Lap dancing clubs also reinforce negative gender stereotypes of male insatiable sexuality and female sexual availability which are hugely damaging to both sexes and to non-binary people. The stereotypes upon which they are founded do not foster good relations between the sexes, as evidenced in 2016 by Zero Option at the Villa Mercedes hearing representation and its 2017 oral representation at the hearing^{vii}.

In their UK study published in 2011 Sanders and Hardy^{viii} reported that 30% of the women performers interviewed said that as a result of doing the job they had lost respect for men; a finding echoed in many testimonies of former performers. This is in addition to the misogynistic and sexist views espoused by many men (and some women) towards women working in the industry.

According to the BBC, the number of lap dancing clubs has fallen by a third in England^{ix}. The same report states that "a survey conducted by YouGov in 2015 found that 64% of people in Great Britain said strip clubs were a negative part of British culture."

It is clear in the current context that the presence of a lap dancing club in Sheffield is detrimental to all of its residents and contravenes the Public Sector Equality Duty and Gender Duty.

I ask that the committee take all of the above into account when deciding on the licence application and consider the continued impact on the city and its residents of renewing the licence.

Kind regards

References

ⁱ Wright, P.J & Tokunaga, R.S (2016) Men's Objectifying Media Consumption, Objectification of Women,

and Attitudes Supportive of Violence Against Women in *Archives of Sexual Behavior*

ⁱⁱ *Zero Option oral representation at the Spearmint Rhino hearing April 2017* Available from:

<https://zerooptionblog.wordpress.com/2017/04/14/zero-options-representation-at-the-spearmint-rhino-licence-renewal-hearing-11th-april-2017/#more-524>

ⁱⁱⁱ Kolvin, P (2010) *Sex Licensing*, The Institute of Licensing p.87

^{iv} Kolvin, P (2010) *Sex Licensing*, The Institute of Licensing p.87

^v Patiniotis, J. & Standing, K. (2012) 'License to cause harm? Sex entertainment venues and women's sense of safety in inner city centres' in *Criminal Justice Matters*, 88:1, 10-12.

^{vi} Safe in the City? Girls tell it like it is. March 26, 2017 <https://theconversation.com/safe-in-the-city-girls-tell-it-like-it-is-72975>.

^{vii} Slideshare available from: <https://www.slideshare.net/ZerooptionSheffield/villa-mercedes-hearing-8th-september-2016>

^{viii} Sanders, T., & Hardy, K. (2011) *The Regulatory Dance: Sexual Consumption in the Night Time Economy – Initial Findings*. Leeds: University of Leeds

^{ix} 23rd February 2018 Available from: <http://www.bbc.co.uk/news/uk-england-43043842>

Bower Claire

From: [Redacted]
Sent: 15 May 2018 10:47
To: licensingservice
Subject: Spearmint Rhino Objection

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: SPEARMINT RHINO

Hi All

Hope you're well

I'd just like to add my objection to the Spearmint Rhino application on the grounds of the venue being in an unsuitable location in the heart of the city center and less than 2 minutes walk away from the proposed new Channel 4 Headquarters.

Thanks

[Redacted signature]

Bower Claire

From: [redacted] <[redacted]>
Sent: 15 May 2018 11:06
To: licensingservice
Subject: [redacted] Objection Letter to Spearmint Rhino Licence Application
Attachments: [redacted] to Sp Rhino Licence App 14May18.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: SPEARMINT RHINO

Please acknowledge receipt of the attached letter objecting to the licence application by Spearmint Rhino.
Thank you,

[redacted]
[redacted]
[redacted]
[redacted]
[redacted]

Tel: +44 [redacted] [redacted] ext line]
Mobile: [redacted] e: [redacted] Fax: [redacted]
e: [redacted]
w: [redacted]



[redacted] is a Registered Charity No: 1092661 and a Company Reg
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For advice and information about domestic and sexual abuse, ring the Sheffield Helpline on: [redacted]
or visit the Council's Domestic Abuse Co-ordination Team website at: www.sheffielddact.org.uk

Head of Licensing & Chief Licensing Officer
Block C
Staniforth Road
Sheffield S9 3HD
email: licensing@sheffield.gov.uk

vida
life without abuse

formerly
Sheffield Domestic Abuse Forum

14 May 2018

**Re: Application for Sexual Entertainment Venue Licence
by Spearmint Rhino**

Dear Licensing Department,

I refer to the application for a sexual entertainment venue licence by Spearmint Rhino, 60 Brown Street, Sheffield S1 2BS.

This is an objection letter to the application for this licence and Vida Sheffield 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. 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 girls, which contributes to their objectification in other areas of society.

Our general terms of objection are as follows:

- the part of the city that the club is 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, and the pedestrianised walkway to the town centre;
- the club is situated directly next to the SHU Students Union, a hub for young impressionable people, often away from home for the first time and very vulnerable;
- when walking around this area, which you encourage as a Council due to the other businesses and services in the area, women and girls feel nervous because of the SEV and have to change their behaviour to take account of it. For example, having to check to see if there are men coming out of the SEV, and taking a different route to the centre of town so that they do not risk walking past an SEV – women and girls should not have to adapt our lives in this way in our city;
- the Council's own promotion is of 'Sheffield – where everyone matters' – this should include the female citizens of the city, who should not have their city normalising and promoting their sexualisation and objectification;
- the image of a high-end establishment portrayed by this SEV goes in some way to normalising this type of venue, in a very busy social hub of the city, giving the impression that Sheffield as a city condones the sexualisation and objectification of women, which is in complete contradiction to the Council's equality policies and Sheffield's own widely publicised belief that Sheffield is '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 festival for International Women's Day, the One Billion Rising flash dance event to combat Violence Against Women & Girls, the Equalities Hubs bringing Communities of Identity together to tackle equalities issues within the Council and the city.
- the City Council has a duty under the Equality Act 2010 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.

The law on SEV licensing states that Local Authorities have a duty to consider their legal obligations with regard to the Public Sector Equality Duty (PSED) when considering license applications. Public Sector Equality Duty decisions should have due regard to fostering good relations between men and women, and this involves tackling inequality. Has the Council, in keeping with their own policy, carried out a thorough Equality Impact Assessment?

In their consultations, Sheffield City Council appear to agree that Sexual Entertainment Venues involve the objectification of women. In allowing the licensing of even one SEV in the city, the Council is effectively endorsing and facilitating the objectification of women and undermining efforts to promote healthy sexual practices, by the Council or your partners.

This normalisation of harassment and discrimination against women creates a hostile environment for women and girls in Sheffield, and contributes to the appalling levels of sexual and domestic violence and abuse, with the devastating impacts that we see daily in our Eva Therapy Service for women and girls affected by abuse and trauma.

We would respectfully but strongly urge the Licencing Committee to refuse this licence application by Spearmint Rhino.

The City Council is asked to note that in the last few years other councils have successfully defended a refusal to renew SEV licenses at judicial review:

R (Bean Trading A Ltd) v Leeds City Council [2014] – it was held that a council can 'take a fresh look' despite no changes to the character of locality.

The case of Thompson v Oxford City Council [2014] was also supported at court of appeal, and the Council told they could 'take a fresh look' at any application for renewal.

If the panel/committee feel that they cannot make a refusal decision without further discussion, Vida would ask that a hearing is held so that the application can be discussed in more detail.

Vida will fully and actively support the Council in the face of any challenge mounted in reaction to refusal of this licence application.

We look forward to hearing from you.

Yours sincerely,



Vida

on behalf of the Vida Sheffield Management Committee and staff team

