



Sex Establishment Licensing Policy

2022 – 2027

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Working in partnership, to create a Borough which enables the communities of Dacorum to thrive and prosper

Affordable Housing ♦ Regeneration ♦ Building Community Capacity ♦ Safe and Clean Environment ♦ Dacorum Delivers

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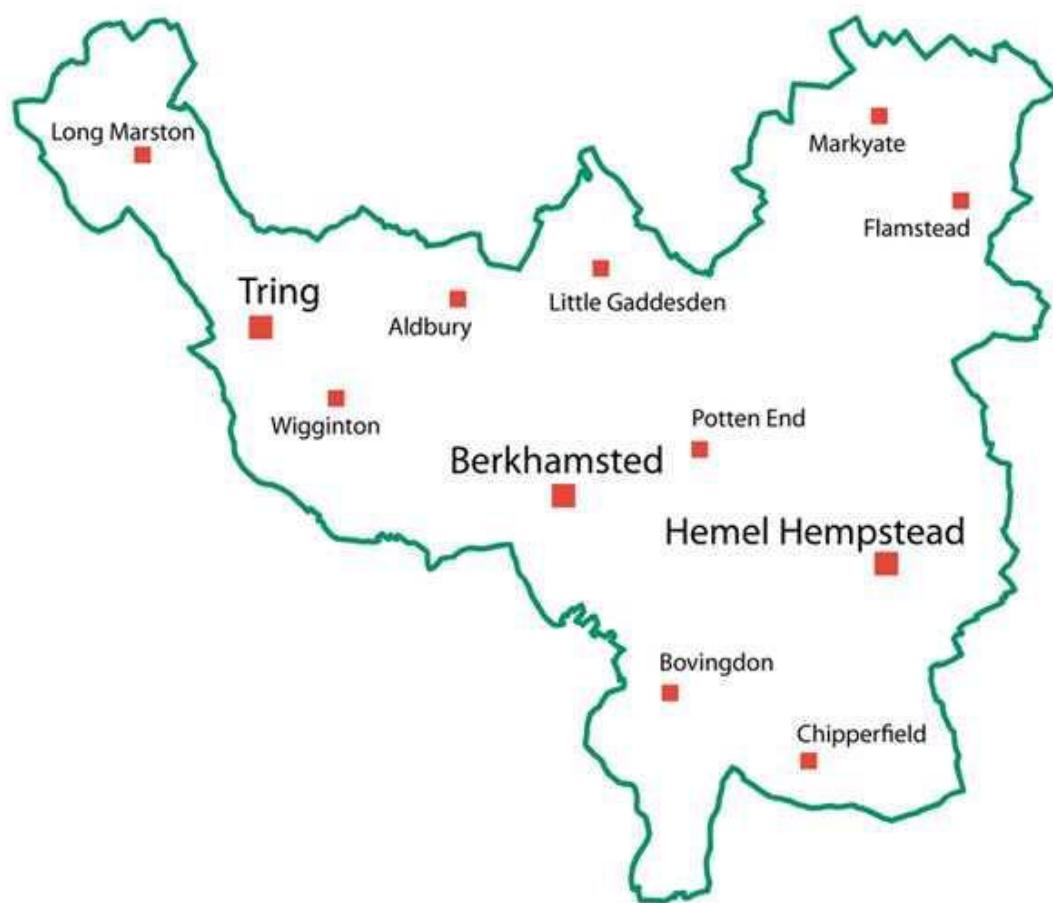
About Dacorum

The borough of Dacorum is situated in west Hertfordshire and has a mixture of strong urban and rural identities. It includes the towns of Hemel Hempstead, Berkhamsted and Tring as well as a number of villages from Long Marston in the west to Flaunden in the south-east. Over a third of the borough's 210 square kilometres have been designated as part of the Chilterns Area of Outstanding Natural Beauty, while most of the rest has high landscape quality and potential.

Hemel Hempstead was one of the first "New Towns" built after the Second World War. Its development reflects the original concept of the new town as a series of integrated communities with individual identity and neighbourhood focus. The rapid growth of Hemel Hempstead is reflected in the large number of buildings of similar age and appearance.

The remainder of the borough is rural, surrounding two market towns, Berkhamsted and Tring. Although agriculture is no longer a major employment sector in Dacorum, outside towns the communities value their rural heritage as well as expecting good modern services. The conservation of building and landscape are important considerations in Dacorum, balanced with concerns to maintain thriving businesses in town centres. Dacorum Borough Council works closely with the 16 town and parish councils, which represent communities in rural areas of the Borough.

Dacorum has a population of 149,700¹, and is the largest of the Hertfordshire districts by headcount. Further information about Dacorum and the demographics of its populace can be found on the Council's website via "Statistics about Dacorum".²



¹ Office of National Statistics resident population estimates June 2014

² <http://www.dacorum.gov.uk/statistics-about-dacorum>

1. General principles

- 1.1. Dacorum Borough Council adopted Schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982 ("the 1982 Act") in 1984 so as to require sex shops and sex cinemas in the borough to operate under licences issued by the Council. In 2011 the same schedule, with amendments under section 27 of the Policing and Crime Act 2009, was re-adopted to enable the Council to also license sexual entertainment venues in the borough.
- 1.2. In licensing sex establishments, the Council takes no moral position on the activities being provided therein, and recognises that Parliament has made it lawful to operate sex establishments, and that such businesses are a legitimate part of the retail and leisure industries. The role of Dacorum Borough Council as a licensing authority is to administer and ensure compliance with the licensing regime in accordance with the law.
- 1.3. Both the 1982 Act and the 2009 Act can be viewed on the Government's legislation website, www.legislation.gov.uk
- 1.4. In producing this policy, we have had regard to relevant provisions of the following pieces of legislation, in addition to the provisions of the 1982 Act and the 2009 Act:-
 - the Crime and Disorder Act 1998 (in particular, section 17);
 - the Regulators' Compliance Code (made under the Legislative and Regulatory Reform Act 2006);
 - part 3 of the Provision of Services Regulations 2009.
- 1.5. We recommend that potential operators take into consideration the Local Planning Framework, which is set out in the Local Development Scheme (available on our website, www.dacorum.gov.uk) for details about the local planning authority's approach to granting planning permission for developments where such activities may take place. Licensing and Planning operate separate, albeit linked, regulatory regimes, each taking into account differing considerations, and the grant of authorisation under one scheme will not indicate the likelihood of authorisation being granted under the other. Both a licence and relevant planning permission will usually be necessary prior to the commencement of a business providing sex-related activities.

Applying for a licence

- 1.6. Businesses operating premises, vehicles, vessels or stalls, as sex shops, sex cinemas, or sexual entertainment venues, must hold appropriate licences issued by the relevant local authority, or have had the licence requirement in respect of their business waived by the authority.
- 1.7. Applications must contain such particulars as specified by the authority and must be made in accordance with the provisions of schedule 3 of the 1982 Act. Our application forms and further information on the application process may be obtained from the Licensing team or via our website (www.dacorum.gov.uk/licensing). Applications may also be made to the authority electronically, via our website.
- 1.8. Applicants must give public notice of their applications, both at the site of the premises (or stall, vehicle or vessel) and in a local newspaper, and templates for these notices are available from the Licensing team. Failure to give notice in accordance with the statutory provisions will invalidate an application and no refund of the application fee will be available in such circumstances.
- 1.9. The Act allows for objections to be made against applications for sex establishment licences, and these may come from any person, regardless of whether they live or work near to the proposed sex establishment. This power also extends to every type of application for a licence, including renewals,

transfers and variations in addition to new licences. Objections must be given to the Council no later than 28 days after the date of the application. In addition, the police are a statutory consultee for all applications, and must be given notice of all applications, by way of service by the applicant of a copy of the application form (unless the application was made via the Council's electronic application facility).

1.10. Any objections must:-

- Be made in writing to the local authority;
- Indicate the name and address of the author of the objection (which will not be revealed to the applicant without the objector's consent);
- Indicate the application to which the objection relates;
- Indicate the general grounds for making the objection.

1.11. Where objections citing legitimate concerns are received, or other concerns in respect of the discretionary grounds for refusal arise, that application will be considered at a public hearing by a Sub-Committee under delegated powers.

1.12. We will take the following approach when making decisions on applications:

- Each case will be decided upon its merits. The Council will not apply a rigid rule to its decision making, although regard will be given to this policy, and to the relevant legislation and case law, in reaching any decision;
- The absence of objections will not in itself constitute grounds for automatic approval of an application. If licensing officers believe that any of the grounds for refusal (as outlined later in this document) may be engaged, the Council may refer an application to its Sub-Committee for consideration, and for that application to be amended or refused if believed necessary. Similarly, the existence of objections will not lead to an application automatically being refused, but rather will start a process of examination of the issues that may arise if the licence were to be granted.
- Persons making objections can include individuals, residents/tenants associations, community associations, businesses and trade associations. Councillors and MPs can also make objections. Ward councillors may represent objectors, where they have been requested to do so by that objector, at any hearing about the application, but may not also sit on the sub-committee determining the application in question;
- The Council will give clear reasons for its decisions.

1.13. Although the Council must consider all objections given in respect of an application prior to making its decision, less weight will be attached to those objections which are considered to be frivolous or vexatious, or which relate to moral opposition to the licensable activities (as these are outside the scope of the 1982 Act). In reaching any decision in this respect, we will rely upon the accepted dictionary definition of frivolous or vexatious.

Exchange of information

1.14. The Council may from time to time exercise its powers under section 115 of the Crime and Disorder Act 1998 to exchange data and information with the police and other partners to fulfil its statutory objective of reducing crime in the area. Data may also be released in accordance with statutory provisions under the Data Protection Act 1998, the Freedom of Information Act 2000, and associated legislation.

1.15. Details of applications and the anonymised contents of objections referred to the sub-committee for determination will be published in reports which will be made publicly available in accordance with the Local Government Act 1972.

1.16. The names and addresses of persons making objections will not be disclosed to the applicant without their consent. The information will, however, be shared with the councillors sitting on the relevant sub-committee and their advisors.

Grounds for refusal of applications or revocation of licences

1.17. A number of grounds for refusing applications for sex establishment licences are set out in paragraph 12 of schedule 3 to the 1982 Act.

1.18. Applications for licences cannot lawfully be granted if:

- a) The applicant is under the age of 18 years;
- b) A licence held by the applicant has previously been revoked, which would disqualify him or her from obtaining or holding a licence in the area of that authority for 12 months from the date of revocation;
- c) The applicant, where this is an individual, is not resident in an EEA state or was not resident throughout the period of six months immediately preceding the date when the application was made;
- d) The applicant, where this is a body corporate, is not incorporated in an EEA state;
- e) The applicant has, within a period of 12 months immediately preceding the date when the application was made, been refused the grant or renewal of a licence for the premises, vehicle, vessel or stall in respect of which the application is made, unless the refusal has been reversed on appeal.

1.19. The authority may also decide to refuse applications for licences if:-

- a) The applicant is considered unsuitable to hold the licence, by reason of having been convicted of an offence or for any other reason;
- b) The business to which the licence relates would be managed by or carried on for the benefit of a person, other than the applicant, who would be refused the grant, renewal or transfer of such a licence if he made the application himself;
- c) The number of sex establishments, either generally or of a particular kind, in the relevant locality at the time the application is determined is equal to or exceeds the number which the Council considers appropriate for that locality;
- d) The grant or renewal of the licence would be inappropriate having regard to:-
 - The character of the relevant locality, or
 - The use to which any premises in the vicinity are put, or
 - The layout, character or condition of the premises, vehicle, vessel or stall in respect of which the application is made.

1.20. "Relevant locality" means, in relation to premises, the locality where they are situated. In considering the question of the "relevant locality" the Council may take into account the following:-

- The size of the neighbourhood;
- The presence of important thoroughfares or use of the locality as a gateway district;

- The density and proximity of residential accommodation;
 - The proximity of parks and children's play areas;
 - The nature, density and proximity of other retail units and their uses;
 - The proximity of schools;
 - The proximity of community buildings;
 - The proximity of places of religious worship;
 - The proximity of premises licensed for the sale by retail of alcohol and the provision of entertainment regulated under the Licensing Act 2003.
- 1.21. The authority will decide each application on its individual merits. However, there are a number of localities in which it is believed that the grant of a sex establishment licence would be inappropriate, due to the historic character of those localities, or that they are areas of mixed commercial use with a high density of families and younger persons frequenting premises in the vicinity. Therefore, for the purposes of paragraph 12(3)(c) of schedule 3 to the 1982 Act, the Council considers 'nil' to be the appropriate number of sex establishments in these localities. The localities to which this paragraph relates include:
- a) Hemel Hempstead Old Town Nil policy zone – see map of locality at Annex E
 - b) Berkhamsted town centre Nil policy zone – see map of locality at Annex F
 - c) Tring town centre Nil policy zone – see map of locality at Annex G
- 1.22. In addition to the above geographic areas, the authority will also pay close attention to the character and usage of other premises in the locality of a proposed sex establishment, and will generally not be minded to grant an application for a sex establishment which is within 200 metres of:
- a) A school, nursery, educational institution or other premises used wholly or primarily by children and young persons
 - b) Places of religious worship
 - c) Transport hubs and interchanges
 - d) Areas in which the primary use of premises is for residential accommodation
 - e) A community centre or similar premises
- 1.23. Applications for licences for premises which are within localities mentioned in the preceding paragraphs will, as with any application, be determined on their merits. However, the authority would expect to see, as part of any application, details from the applicant as to how their premises would operate in a way so as to be compatible with the character of the locality and usage of other premises in the vicinity, prior to determining that application.
- 1.24. Where applications relate to the use of a vehicle, vessel or stall as a sex establishment, the above provisions will be interpreted accordingly.
- 1.25. Licences may also be revoked or have renewal applications refused, subject to certain procedural requirements and due consideration, on most of the grounds set out above.

Length of licence

- 1.26. Unless there are exceptional reasons otherwise, licences will be granted for the maximum duration of one year, in the interests of proportionality and to provide certainty to those operating lawful businesses.

Waivers

- 1.27. Any request for a waiver from the requirement to hold a sex establishment licence will be considered on its own merits and those merits will be taken fully into account prior to a decision being made.
- 1.28. The authority does not consider that it would generally be appropriate to grant a waiver from the requirement to hold a sex establishment licence in respect of a business that solely or primarily provides licensable, sex-related activities on a commercial basis (i.e. for consideration and with a view to profit).
- 1.29. Instead, the authority views the ability to seek a waiver as an option for businesses that provide the licensable activities as a minor, ancillary part of their overall trade, and will not make a profit directly from the provision of those activities. An example may be the display of pornographic materials as a stimulus for subjects at a fertility clinic.

Fees

- 1.30. The authority will require payment of an application fee with every application for a licence. These fees will be reviewed and set ahead of every financial year, and fee levels will be made available from the Licensing team or via our website. In setting fees, we will have regard to any relevant guidance, and to the requirements of the EU Services Directive and applicable case law.

2. Types of sex establishment

- 2.1. The Local Government (Miscellaneous Provisions) Act 1982 defines ‘sex establishments’ as three different types: Sexual Entertainment Venues, Sex Shops and Sex Cinemas.
- 2.2. Each type of establishment has a specific definition, and provides a combination of particular activities. Sex establishments can be either a premises, vehicle, vessel or stall, but not a private dwelling-house to which there is no public admission. The Council has set standard conditions that will apply to all sex establishment licences, and further conditions applying to each particular type of sex establishment. If an application is considered by a sub-committee, it may apply further specific conditions if it is deemed necessary.

Sexual entertainment venues

- 2.3. Sexual entertainment venues are considered to be “any premises at which relevant entertainment is provided before a live audience for the financial gain of the organiser or the entertainer”.
- 2.4. “Relevant entertainment” is defined in schedule 3 of the 1982 Act (as amended by section 27 of the 2009 Act) as: “any live performance or live display of nudity which is of such a nature that, ignoring financial gain, it must reasonably be assumed to be provided solely or principally for the purpose of sexually stimulating any member of an audience (whether by verbal or other means)”. An audience can consist of just one person, e.g. a performance in a private booth.
- 2.5. Each type of performance or display will be judged on its own merits, but the following entertainment will generally be deemed to be “relevant entertainment”:-
 - Lap dancing;
 - Pole dancing;
 - Table dancing;
 - Nude or topless waitress service;
 - Strip shows;
 - Peep shows;
 - Live sex shows.
- 2.6. Premises providing relevant entertainment on no more than 11 occasions per year, with each occasion lasting no more than 24 hours and separated from another occasion by at least a month, are exempt from the licensing requirement. For example, a pub that provided two events annually with strip-tease entertainment, on the 1st September and the 2nd October, would not require a licence. However, if the events were held on the 1st September and the 30th September, a licence would be required.
- 2.7. Entertainment which is not classed as “relevant entertainment” may still require licensing under the Licensing Act 2003.

Sex shops

- 2.8. Sex shops are used to a “significant degree” for the sale, hire, exchange, lending, display or demonstration of sex articles or other items intended for use in connection with or to stimulate or encourage sexual activity, or acts of force or restraint associated therewith. Articles containing reading matter or imagery, including printed material, sound recordings or video recordings (certified with an ‘R18’ rating, indicating pornographic content) which portray, stimulate or encourage sexual activity or associated acts of force or restraint, or depict genital organs, urinary or excretory functions, will also fall within the definition of a sex article.

2.9. The phrase “significant degree” is not defined in legislation, although the courts have previously considered its meaning. When considering whether or not a business is selling a significant degree of sex articles and needs a licence, the Council will consider:

- the ratio of sex articles to other aspects of the business;
- the absolute quantity of sales;
- the character of the remainder of the business;
- the nature of the displays in the business;
- turnover generated by sales of sex articles;
- the format of any literature, publicity or advertising materials;
- other factors which appear to be materially relevant.

2.10. For the purposes of the Act, it is immaterial as to whether the sex shop is open for customers to visit, or is used to supply goods to fulfil orders made by mail or via the internet. However, it should be noted that the supply of pornographic video recordings by remote order is an offence under the Video Recordings Act 1984.

Sex cinemas

2.11. Sex cinemas are those premises, vehicles vessels or stalls used to a significant degree for the exhibition of moving pictures which portray or are intended to stimulate or encourage sexual activity or associated acts of force or restraint, or which depict genital organs or urinary or excretory functions. These films will have been certified by the BBFC and rated ‘R18’, indicating hardcore pornographic content.

2.12. The showing of films rated by a film classification body as ‘18’, which may contain limited (usually simulated) sexual activity will not in itself require a sex establishment licence. However, such films could only be publicly exhibited under an authorisation issued through the Licensing Act 2003, and would not be authorised by way of a sex establishment licence. A premises wishing to exhibit both R18-rated films and those with lower certificates would require both types of licence.

2.13. Films with sexual content which form exhibits (or parts thereof) in galleries and museums are also exempt from licensing, so long as they are organised by an exempted non-commercial society or similar, certified under section 6(6) of the Cinemas Act 1985.

2.14. Typically sex cinemas will exhibit films for the benefit of an audience, and for these purposes an audience may comprise a single person.

2.15. Exhibitions of films within a dwelling-house to which there is no public admission do not fall within the licensing requirements.

3. Consideration of applications

- 3.1. The Council considers that the suitability of the applicant and how he/she intends to operate his/her business are important factors in the consideration of an application. As sex establishments cater for a particular adult audience, the use of the premises for any of the purposes set out in section 2 of this Policy could impact on the area in which it is situated. For that reason we expect any applicants for sex establishment licences to demonstrate not only that they have taken steps to apply our conditions in preparing their operating procedures, but have also carefully considered the following when compiling their applications:-
- a) The visual impact of the premises on the surrounding area: this may be due to its appearance, signage, promotional material, and the use of any visible smoking area by its staff and customers. Applications should clearly indicate how any operator aims to ensure that activities taking place in the premises are not visible outside.
 - b) What measures will be put in place to prevent access by persons who are under 18.
 - c) Is the premises directly accessible, or is access or egress shared with another property?
 - d) The interior design and layout of the establishment, which would need to take into account the following factors:
 - Are there enough operational members of staff to adequately oversee the welfare of both performers and customers;
 - Is the whole of the area given over for use as a sex establishment visible, well lit, with no small or poorly lit alcoves or rooms which are not easily accessible;
 - Is the premises on one level – premises over several floors could complicate operating procedures and make it more difficult to provide CCTV, which is a standard condition.
 - e) Setting ‘House Rules’ – in particular for sexual entertainment venues – to include health, safety and welfare provisions for both staff and customers. These should include the following:
 - Providing a good ‘physical environment’ for performers, i.e. safe and secure changing facilities, adequate temperature regulation, rest areas and cooking facilities.
 - Setting out clear information on any commission fees or fines, and keeping records and receipts of such.
 - Clearly displaying rules for customer behaviour and ensuring these are adhered to.
 - Ensuring that performers are aware of any licensing conditions, Council policy and operating procedures and house rules of the venue.
 - Providing a sufficient number of door staff to patrol the premises at all times that the premises is providing sexual entertainment.
 - Putting measures in place to ensure the safety and welfare of both performers and customers in private booths; this could be by way of ensuring that booths are not fully enclosed, and the installation of panic buttons.
 - Introducing a policy outlining safety measures for performers when they leave the premises at the end of a shift.
 - f) Ensuring that all performers are signed up to a Code of Conduct, that will incorporate details of the measures outlined above.
 - g) Ensuring that the opening hours of the premises do not cause a detrimental impact on the locality in which the premises is situated. For example ensuring customers leaving the premises late at night do not cause a disturbance to local residents – how would the operator ensure that disturbance was minimised.
 - h) How will incidents of anti-social behaviour linked to the operation of the premises be addressed

and discouraged.

- i) Evidence of overall good record keeping, including full details and evidence of age verification and UK employment entitlement of staff members and performers.
- j) What provisions are to be provided for smokers – this could be operational staff, customers or performers.
- k) The sourcing of products and goods for sale only from reputable suppliers.
- l) Arrangements for the regular cleaning and upkeep of all areas of the premises.

3.2. Applicants will also be required to submit plans to accompany their applications. We expect plans to be drawn to an appropriate scale, to be clear and legible, and to include the following information:-

- The extent of the boundary of the building, if relevant, and any external and internal walls of the building and, if different, the perimeter of the premises;
- The location of points of access to and egress from the premises and, if different, the location of escape routes from the premises;
- The area(s) within the premises used for the relevant licensable activities (e.g. the locations in which sexual entertainment or exhibition of sex films will occur);
- Fixed structures (including furniture) or similar objects temporarily in a fixed location (but not furniture) which may impact on the ability of individuals on the premises to use exits or escape routes without impediment.
- In a case where the premises includes a stage, podiums or raised areas, the location and height of each stage, podium or raised area relative to the floor;
- In a case where the premises includes any steps, stairs, elevators or lifts, the location of the steps, stairs, elevators or lifts;
- In the case where the premises includes any room(s) containing public conveniences, the location of the room(s);
- The location and type of any fire safety and any other safety equipment including, if applicable, marine safety equipment;
- In the case of sexual entertainment venues, any changing or dressing facilities provided for the use of performers, and any areas in which other non-relevant entertainment is provided;
- The location of a kitchen, if any, on the premises.

The above items may be shown on the plan through the use of symbols or colour-coding, in which case a legend should also be provided to indicate the meaning of each symbol and colour used.

3.3. Applications for vehicles, vessels and stalls should be accompanied by a site plan drawn to an appropriate scale, showing the location at which the sex establishment would operate.

3.4. The Council may attach conditions to licences. Annex A sets out the standard conditions that will apply to all types of sex establishment licences, while additional conditions applying to each type of sex establishment are located at Annexes B, C and D, respectively.

3.5. Consideration may be given to the amendment or removal of certain conditions on a case by case basis, where the applicant can provide suitable evidence that inclusion of a particular condition would be disproportionate to the provision of the relevant activities.

3.6. Where it would be reasonable to do so, a sub-committee determining an application for a licence can also impose additional proportionate conditions on licences.

4. Review of Policy

- 4.1. This policy will be kept under review and updated in light of any significant changes in legislation, case law or national guidance. We will also carry out periodic reviews of the policy to ensure that it remains appropriate to the current operating environment.
- 4.2. This policy was last reviewed in 2016, and consultation on the proposed amendment was carried out between September 2016 and November 2016. Consultation was conducted with the proprietors of businesses affected by this policy and other persons affected by the activities carried on at licensed premises, vehicles, vessels or stalls.
- 4.3. We will consider any viable and sensible recommendations made in respect of our policy (unless they are not in line with central or local government policy and legislation). If you wish to comment on the policy please email licensing@dacorum.gov.uk and your comments will be considered during future policy reviews.

5. Complaints

- 5.1. If you wish to make a complaint about alleged unlicensed activity or breach of a licence then you can contact the Licensing team during normal office hours, using the contact details below. If you need to make a complaint outside of normal office hours then you can leave a message either by telephone or email which will be responded to when the office re-opens. Complaints made to the Licensing team will be investigated by a Licensing Enforcement Officer who will also inform you of any action taken as a result of your complaint.

Licensing
Dacorum Borough Council
The Forum
Marlowes
Hemel Hempstead
Herts
HP1 1DN

Telephone: 01442 228000, and at the prompt ask for Licensing
Email: licensing@dacorum.gov.uk

- 5.2. We understand that, from time to time, persons may not be completely satisfied with the service that they receive from the Licensing team, and we would encourage any person who feels this way to let us know, so that we can develop and improve our service. We will ensure that complaints about our service are investigated fairly and thoroughly using the Council's Complaint Procedure (details of which can be found on the Council's website at www.dacorum.gov.uk). Complaints can be made via our website, using the form at www.dacorum.gov.uk/CustomerComplaints, or by calling 01442 228000 and asking for the Complaints Service. In cases where disputes still cannot be resolved, we will ensure that any rights of complaint or appeal against the Council's actions are explained with an indication of the likely time-scales involved.

Annex A – Standard conditions applying to sex establishment licences

The following conditions will attach to all sex establishment licences issued by the licensing authority, pursuant to paragraph 13(1) of schedule 3 to the 1982 Act:

1. In these conditions, unless otherwise stated, the following expressions shall have the following meanings:
 - a. "Sex Establishment" and "Sexual Entertainment Venue" "Sex Shop" and "Sex Cinema" shall have the meanings ascribed to them in Schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982, as amended by section 27 of the Policing and Crime Act 2009.
 - b. "Sex Shop" and "Sex Article" shall have the meanings ascribed to them in Schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982.
 - c. "Premises" means a building or part of a building and any forecourt, yard or place of storage used in connection with a building or part of a building which is the subject of a licence for a Sex Establishment granted under the said Schedule.
 - d. "Approval of the licensing authority" or "Consent of the licensing authority" means the approval or consent of the licensing authority in writing and "Approve", "Approved" and "Approving" shall be construed accordingly.
 - e. "The licensing authority" means Dacorum Borough Council.
2. In the event of a conflict between these conditions and any special conditions contained in a licence relating to a Sex Establishment, the special conditions shall prevail.
3. The granting of a licence for a Sex Establishment shall not be deemed to convey any approval or consent which may be required under any enactment by law, order or regulation other than Schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982 (as amended).

Conduct and Management of Sex Establishments

4. Where the Licensee is a body corporate or unincorporated body, any change of director, company secretary or other person responsible for the management of the body is to be notified in writing to the licensing authority within 14 days of such change and such written details as the licensing authority may require in respect of any new director, secretary or manager are to be furnished in writing within 14 days of a notice in writing from the licensing authority.
5. The Licensee or a responsible person nominated by him or her in writing for the purpose of managing the Sex Establishment in his or her absence, and of whom details (including photographs) have been supplied to and approved by the licensing authority, shall be personally responsible for, and present at the premises (or part of it), used as a Sex Establishment during the whole time it is open to the public.
6. The names of both the Licensee and the person nominated by him or her to be responsible for managing the Sex Establishment in his or her absence shall be prominently displayed within the Premises so as to be readily visible to any person visiting the Sex Establishment.
7. The Licensee or the person nominated by him or her to be responsible for managing the Sex Establishment in his or her absence shall maintain a daily register. It must record the name and address of the person who is to be responsible for managing the Sex Establishment that day and the names and addresses of those employed and present on that day in the premises. The register is to be completed each day within one hour of the Sex Establishment's opening for business and is to be available for inspection by the Police and by authorised officers of the licensing authority.

8. The Licensee shall retain control over the part of Premises used as a Sex Establishment and shall not sell, let, sub-let, licence or otherwise part with possession or occupation of any part of the Premises and the Licensee shall ensure that the licensing authority is notified immediately, in writing, in the event that any part of the Premises is affected by the termination of a lease or any other event affecting the Licensee's occupation or control of the premises.
9. The Licensee shall maintain good order in the Premises.
10. No person under the age of 18 years shall be admitted to the Sex Establishment and persons who appear to be under the age of 25 years shall be required to provide photographic proof of age prior to admission. A notice to this effect, of a size and in a form and position to be approved by the licensing authority, shall be displayed at all times on the outside of the Premises.
11. The Licensee shall ensure that the public are not admitted to any part or parts of the Premises other than those which have been approved for such access by the licensing authority.
12. No part of the Premises shall be used for the purposes of prostitution at any time.
13. The Licensee shall ensure that neither he or she nor any other person shall seek to obtain custom for the Sex Establishment by means of personal solicitation anywhere in the Borough of Dacorum.
14. The Licensee shall comply with all applicable statutory provisions and any regulations made thereunder.
15. The copy of the licence and the copy of these Regulations required to be exhibited in accordance with paragraph 14(1) of Schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982 shall be reproductions to the same scale as those issued by the licensing authority. The copy of the licence and the copy of these Regulations shall be displayed in a manner and position approved by the licensing authority.
16. A change from one type of sex establishment to another shall not be effected without the Consent of the licensing authority.
17. No display, advertisement, word, letter, model, sign, placard, board, notice, device, design, representation, decoration, pattern, picture, photograph, writing, symbol, object or any matter or thing (whether illuminated or not) shall be exhibited so as to be visible from outside the Premises except:
 - a. Any notice of a size and in a form and position approved by the licensing authority which is required to be displayed so as to be visible from outside the Premises by law, or by any condition or special condition of a licence granted by the licensing authority.
 - b. Such display, advertisement, word, letter, model, sign, placard, board, notice, device, design, representation, decoration, pattern, picture, photograph, writing, symbol, object or any matter or thing (whether illuminated or not) as shall have been approved by the licensing authority.
18. No external loudspeakers shall be used or installed at the Premises without the approval of the licensing authority.
19. No exterior lighting shall be used or installed at the Premises without the approval of the licensing authority.
20. The Premises shall be maintained in good repair and condition.

21. Bright lighting in all parts of the Premises, in positions and in a form and of a level of luminance approved by the licensing authority, shall be in operation continuously during the whole of the time the Sex Establishment is open to the public.
22. The number, size and position of all doors or openings provided for the purpose of the ingress and egress of the public shall be approved by the licensing authority and shall comply with the following requirements:
 - a. All such doors or openings approved by the licensing authority shall be clearly indicated on the inside by the word "EXIT".
 - b. Doors and openings which lead to parts of the Premises to which the public are not permitted to have access shall have notices placed over them marked "PRIVATE".
 - c. Save in the case of emergency, no access shall be permitted through the Premises to any unlicensed premises adjoining or adjacent to the Premises.
23. The Licensee shall make provision in the means of access both to and within the Sex Establishment for the needs of members of the public visiting the Sex Establishment who are disabled.
24. Alterations or additions, whether internal or external and whether permanent or temporary, to the structure, lighting or layout of the Premises shall not be made except with the prior approval of the licensing authority.
25. All parts of the Premises' fixtures, fittings and displays shall be kept in a clean and seemly condition to the satisfaction of the licensing authority.

Safety

26. The Licensee shall take all appropriate precautions for the safety of the public and employees.
27. The Licensee shall ensure that CCTV is installed and maintained in working order and in use at all times to the satisfaction of Hertfordshire Constabulary, and that any images are both retained for a period of at least 31 days and made available on request to a police officer or authorised officer of the licensing authority.
28. The Licensee shall provide promptly copies of any documents required by a police officer or by an authorised officer of the licensing authority in relation to compliance with this Licence.

Annex B – Standard conditions applying to sexual entertainment venues

The following conditions will attach to sex establishment licences issued by the licensing authority in respect of sexual entertainment venues, pursuant to paragraph 13(1) of schedule 3 to the 1982 Act:

1. Any individual employed on the Premises to conduct activities of a security operative (within the meaning of Part 1 of Schedule 2 to the Private Security Industry Act 2001) must be licensed by the Security Industry Authority.
2. The Licensee shall ensure that a suitable number of trained staff are employed and present to supervise the interior of the Premises (“floor supervisors”) at all times whilst performances are being given under this licence.
3. The Licensee shall ensure that, during the hours the Sexual Entertainment Venue is open for business, every floor supervisor wears a badge of a type approved by the licensing authority indicating his or her name and that he or she is a floor supervisor.
4. Performers shall be aged not less than 18 years. The Licensee shall maintain adequate records of the names, addresses and dates of birth of performers, including adequate identity and age checks.
5. The Licensee shall ensure to the licensing authority’s satisfaction (including, where required, obtaining planning or building control consents) that the interior of the part of the Premises used as a Sexual Entertainment Venue is not visible from the outside of the Premises or from any other part of the Premises used for a purpose other than that of a Sexual Entertainment Venue. At no point may performers be visible from outside the Premises or from any other part of the Premises used for a purpose other than that of a Sexual Entertainment Venue.
6. Where the licensing authority has specified a capacity figure in writing, the Licensee shall ensure that that figure is not exceeded at the premises at any time whilst sexual entertainment is taking place.
7. Performers shall only perform on the stage area, or in such other areas of the licensed Premises as may be approved in advance by the licensing authority and shall only perform to seated customers.
8. Performers shall remain clothed in public areas and all other areas except while performing in areas specified by the licensing authority as where sexual entertainment may be provided.
9. Performers shall dress fully at the end of each performance.
10. Performers shall not accept any telephone number, e-mail address, address or contact information from any customer, except in the form of a business card which must be surrendered to the Licensee or his or her representative before leaving the Premises.
11. A Performer is never to be alone in the company of a customer except in an area open to the public within the Premises.
12. The Licensee shall ensure a sufficient number of staff are employed inside the Premises whilst sexual entertainment is provided to supervise the Performers and manage customers.
13. No Performer shall perform nude or semi-nude dancing of any description unless in an approved area and with a floor supervisor present within five metres of the Performer.
14. Performers are never to be in the company of one or more customers except in an area open to the

public within the Premises.

15. The Licensee shall ensure that during the performance of a table dance:-

- a. Customers are seated in an upright position against the back of the booth or seat with their hands by their sides or on a table in front of them before a Performer can start a table dance;
- b. Customers remain seated during the entire performance of the dance;
- c. For the purpose of restraint only, Performers only touch a customer above the customer's chest with their hands only;
- d. Performers do not sit next to, or on, or straddle, the customer;
- e. Performers do not place their feet on the seats.

16. The Licensee shall ensure that during performances to which this licence relates: -

- a. Performers do not perform any act that clearly simulates any sexual act;
- b. Performers do not intentionally touch a customer any time during the performance (i.e. any contact shall only be entirely accidental or entirely due to a third party);
- c. Performers do not use inappropriate, suggestive or sexually graphic language at any time;
- d. Performers do not intentionally touch the genitals or breasts of another performer or knowingly permit another Performer intentionally to touch their genitals or breasts;
- e. Performers do not engage in communications that could be deemed as acts of prostitution or solicitation, even if the performer has no intention of carrying out the act;

17. The Licensee shall ensure that during performances to which this Licence relates:-

- a. Customers do not dance at any time except in areas approved by the licensing authority as being separate from areas for sexual entertainment;
- b. Customers remain appropriately clothed at all times.

18. Management of the premises shall maintain a document specifying all applicable house rules and disciplinary procedures, which shall be made available on request to any member of staff, performer or licensing officer. The disciplinary procedure shall not include provision to "fine" performers or otherwise impose pecuniary penalties, but may provide for verbal or written warnings, suspension of a performer's right to perform at the premises, or revocation of a performer's right to perform at the premises.

Annex C – Standard conditions applying to sex shops

The following conditions will attach to sex establishment licences issued by the licensing authority in respect of sex shops, pursuant to paragraph 13(1) of schedule 3 to the 1982 Act:

Goods available in Sex Shops

1. All Sex Articles and other things displayed for sale, hire, exchange or loan within the Sex Shop shall be clearly marked to show to persons who are inside the Sex Shop the respective prices to be charged.
2. All printed matter offered for sale, hire, exchange or loan shall be available for inspection prior to purchase and a notice to this effect is to be prominently displayed within the Sex Shop so as to be readily visible to any person visiting the Premises, provided that this condition does not require films or video films to be exhibited (played).
3. No film or video film shall be exhibited, sold, hired, exchanged or loaned unless it has been passed by the British Board of Film Censors and bears a certificate to that effect and is a reproduction authorised by the owner of the copyright of the film or video film so certified.
4. The licensee shall, without charge, display and make available in the Sex Shop such free literature on counselling on matters related to sexual problems, on AIDS and on sexually transmitted diseases as may be published by the Family Planning Association and/or by other similar organisations as may be specified by the licensing authority. Such literature is to be displayed at all times in a prominent position adjacent to all payment points in the Sex Shop so as to be readily visible to any person at any such payment point.

External Appearance

5. A door control system shall be fitted and maintained in use at all times so as to prevent the external door and the internal (lobby) door from being opened at the same time. Guidance should be sought from the Fire Officer so as to ensure that suitable emergency access can be maintained. The entrance to the Premises shall be of a material, or covered with a material, which will render the interior of the Premises invisible to passers-by and a sample of such material shall be submitted to, and approved (which shall include approving the colour and design) by, the licensing authority.
6. Suitable and sufficient vertical blinds shall be fitted to the interior aspect of the front windows of the Premises and shall be kept closed at all times so as to ensure that the interior of the Premises is permanently obscured from the view of passers-by. Details of the positioning, material, colour and design of such blinds, with a sample, shall be submitted to, and approved by, the licensing authority.
7. Any facility for previewing a film, video recording or similar material shall be physically separated from the display area of the Sex Shop in such a manner that no material being displayed by way of preview shall be visible or audible outside the preview area.
8. No fastenings of any description (other than any fastening necessary to secure the facility specifically referred to in the immediately preceding condition) shall be fitted upon any booth or cubicle within the Sex Shop, nor shall more than one person (including any employee) be present in any such booth or cubicle at any time.

Annex D – Standard conditions applying to sex cinemas

The following conditions will attach to sex establishment licences issued by the licensing authority in respect of sex cinemas, pursuant to paragraph 13(1) of schedule 3 to the 1982 Act:

1. No sex articles or other things intended for use in connection with, or for the purpose of stimulating or encouraging sexual activity or acts of force or restraint which are associated with sexual activity shall be displayed, sold, hired, exchanged, loaned or demonstrated in a sex cinema.
2. The Licensee shall not supply or permit to be supplied to any person, other than a person employed to work on the premises, any article of food or drink whether for consumption on or off the premises.
3. No fastenings of any description shall be fitted upon any booth or cubicle within the Sex Establishment, nor shall more than one person (including any employee) be present in any such booth or cubicle at any time.
4. No film or video film shall be exhibited, sold or supplied unless it has been passed by the British Board of Film Classification and bears a certificate to that effect, and is a reproduction authorised by the owner of the copyright of the film or video film so certified. Any such film or video film shall comply with the Video Recordings Act 1984.

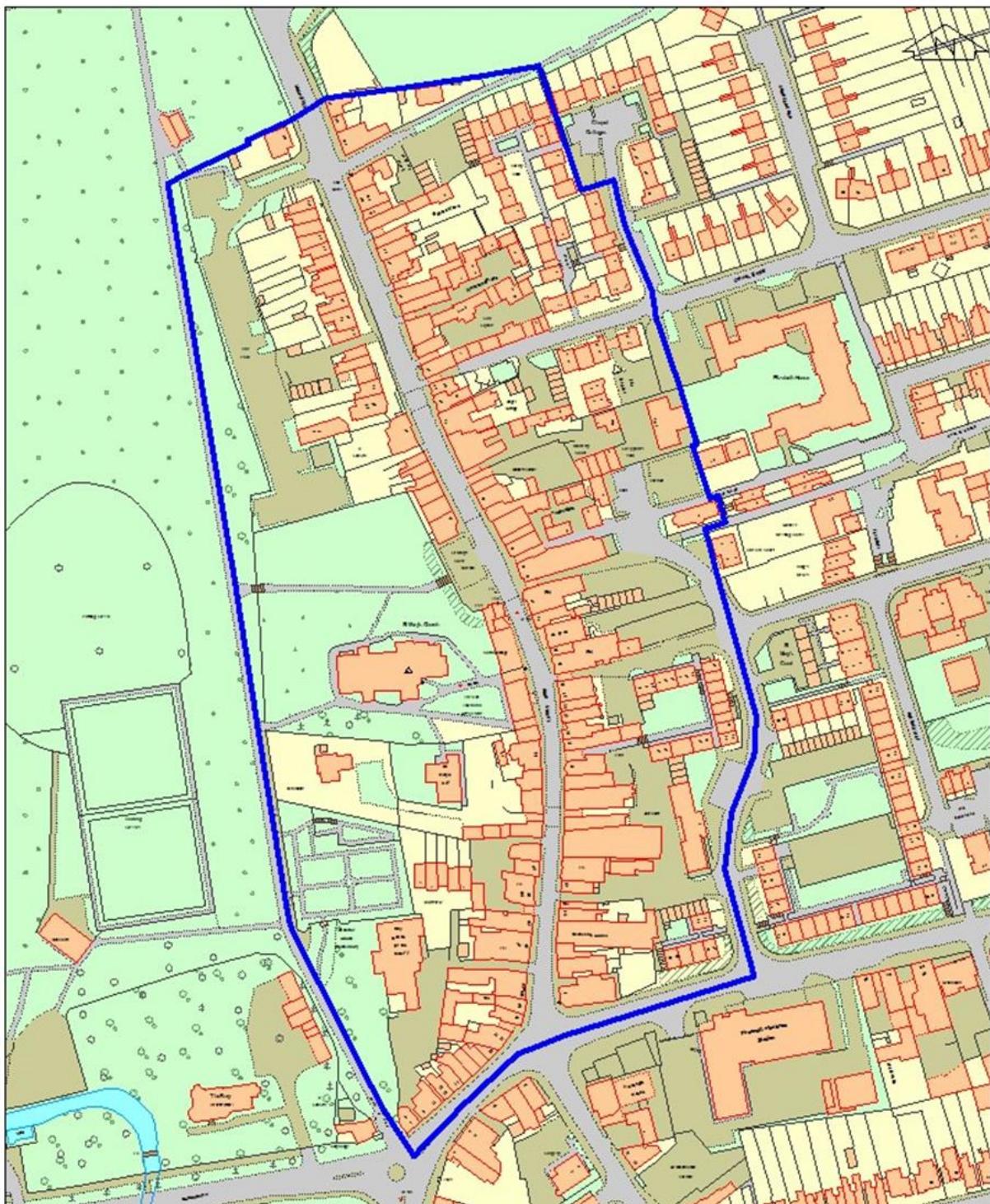
Annex E – Hemel Hempstead Old Town Nil policy zone



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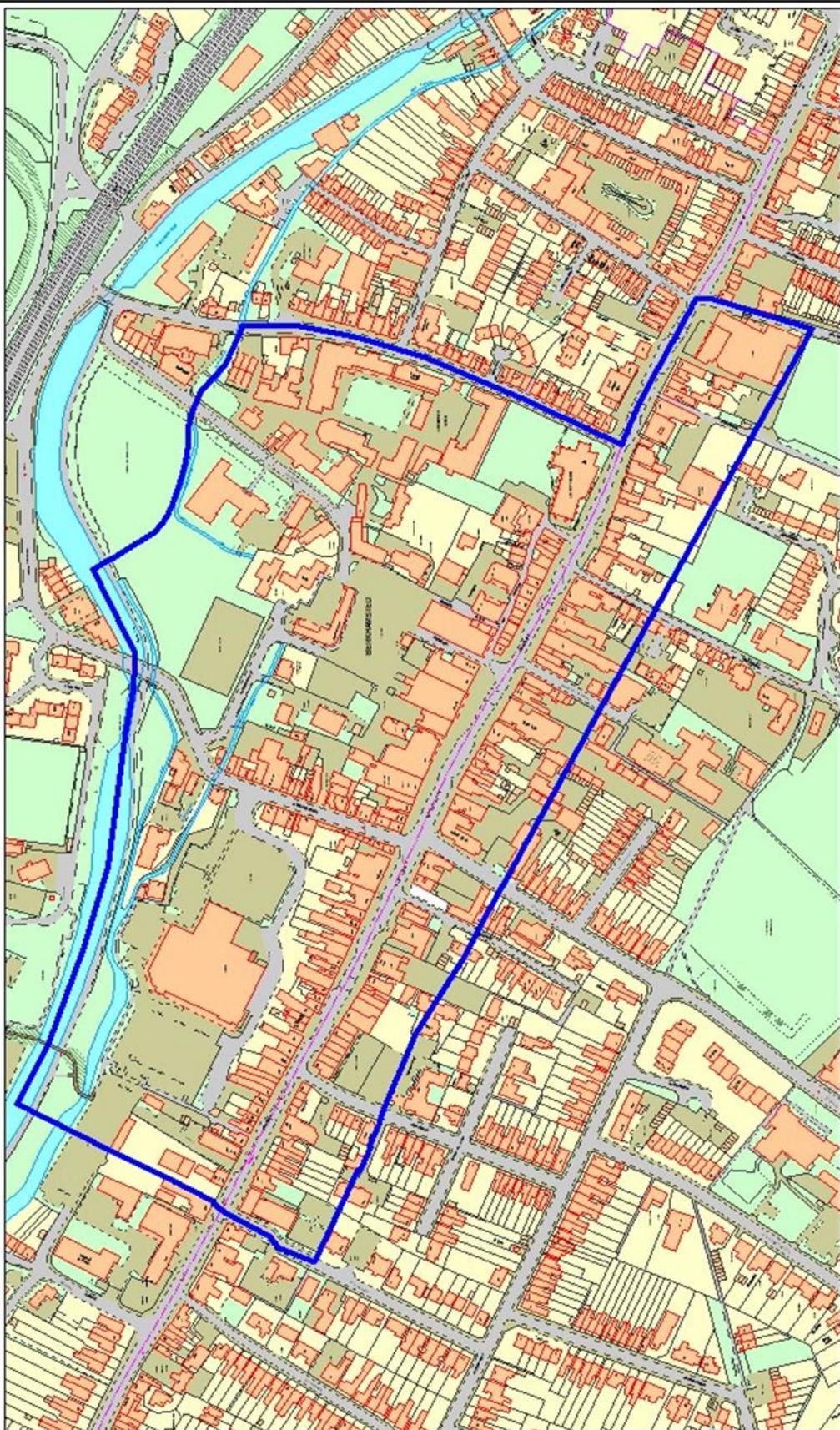
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Annex F – Berkhamsted Town Centre Nil policy zone

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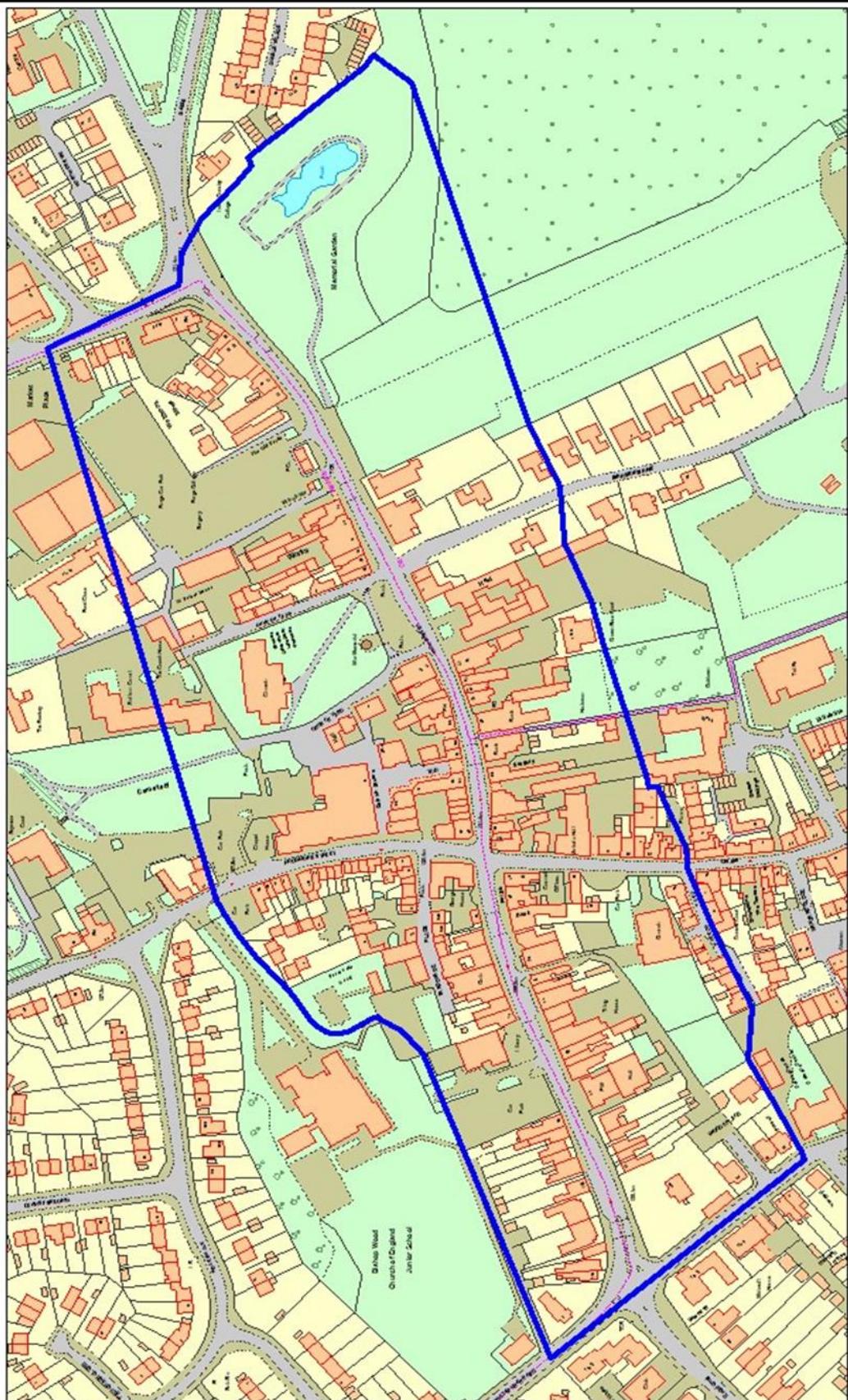
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Annex G – Tring Town Centre Nil policy zone

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