

GfK. Growth from Knowledge



Licensing Sexual Entertainment Venues in the City of London consultation

A report prepared for



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1 Introduction

On 1 September 2010 the City of London Corporation adopted legislation giving it the power to regulate sexual entertainment venues (SEVs)¹ in the City. Adoption of this legislation means that any venue wishing to offer sexual entertainment will need a licence to do so from the City.

The City commissioned GfK NOP to undertake a consultation of both residents and workers in order to establish their views as to whether or not the City of London should adopt a policy to judge applications to situate a Sexual Entertainment Venue (SEV) in the City.

If the City does not adopt a policy, each licence application that is made will be judged on its own merits. If a policy is adopted each application will be judged in light of this.

1.1 Research Objective

The primary objective of the consultation was to capture information from both residents and workers to directly feed into and influence the City's decision on whether or not to adopt a policy on SEVs.

1.2 Method and sampling

The consultation comprised three different methods, or strands; a face-to-face survey conducted with residents and workers on-street, a postal consultation and an online consultation.

Different data collection methods were used in order to ensure that as many people as possible could be involved in this consultation exercise. In total 2,309 people – comprising a mixture of both City workers and residents - had their say in the consultation.

To facilitate comparisons, the questionnaires for each strand of the research were the same. Although the same questionnaires were used this report does not compare

¹ SEVs are defined as commercial venues offering live performance or stripping, pole dancing, peep shows, live sex shows, lap- and/or table-dancing which are designed to sexually stimulate the audience.

each question across the different methods, due to the ways in which they were sampled and administered. However, where comparisons between the different data sets are appropriate they are made.

This section of the report provides information about each of the methods used.

Face-to-face on-street survey

Between 4 January and 11 February GfK NOP conducted a face-to-face on-street survey of residents and workers in the City. A team of fully-trained interviewers were briefed to interview in specific locations throughout the City which included both residential areas and mainly business areas.

All interviews were conducted face-to-face using paper questionnaires by GfK NOP's own fieldforce of interviewers. In total, 841 interviews were completed with people aged 16+. No reliable data sources are available to provide a profile of City workers, which meant that we were unable to set quotas for interviewers to work to. However, as it was important to ensure that a variety of voices were heard as part of the consultation interviewers were instructed to achieve a minimum number of interviews with both men and women. For example, if interviewers were set a target of 15 interviews in total at least five had to be men and five had to be women. For the same reason that we were unable to set quotas the data for this consultation are not weighted.

Table 1.1 shows the sample profile for this strand of the consultation. Given that the City's residential population of 11,500 is "dwarfed" by the 339,000 people employed in the City the sample for this strand of the consultation is heavily skewed towards workers (85%, if those who both live and work in the City are included).²

² Source: The City Prospectus: City of London Economic Assessment 2010.

Table 1.1: Sample profile of residents and workers (face-to-face)

		Profile	
	Total	N 841	% 100
Sex			
	Male	486	58
	Female	355	42
Age			
	16-24	105	12
	25-34	333	40
	35-44	196	23
	45-54	137	16
	55-64	49	6
	65+	17	2
	Don't know	4	*
Ethnicity			
	White	642	76
	BME	194	23
	Prefer not to say	5	1
Status			
	Work in the City of London	631	75
	Live in the City of London	85	10
	Both live and work in the City of London	119	14
	Other (e.g. visitor)	2	*
	Not stated	4	*
Disabled			
	Yes	19	2
	No	817	97
	Don't know	5	1
Sexuality			
	Straight/heterosexual	771	92
	Gay man	24	3
	Gay woman/lesbian	7	1
	Bisexual	9	1
	Other	1	*
	Prefer not to say/Not stated	29	3
Religion			
	Christian	384	46
	Muslim	58	7
	Other	61	8
	No religion	318	38
	Prefer not to say/Not stated	20	2

Online consultation

In order to allow more residents and workers to have their say in the consultation an online questionnaire, asking the same questions as the face-to-face consultation, was set up by the City of London. In addition, the City also sent an electronic letter to over 3,800 businesses/workers that are on the City's consultation list as well as City schools, Livery Companies, Guilds, neighbouring SEVs and English Heritage. As very few hard copies of the questionnaire were requested from these sources it is most likely that these groups would have taken part in the online consultation.

The questionnaire was hosted on the Corporation's homepage and was available to complete between 18 December 2010 and 11 February 2011.

In total, 465 residents and workers completed the online consultation in this time. A crucial difference between this sample and those who were interviewed in the face-to-face consultation is that this is a 'self-selecting' sample. By its very nature this suggests that the online sample already knew something about the issue and the consultation and, so, visited the City's website in order to express their point of view.

Table 1.2 shows the sample profile of online respondents. As with the face-to-face consultation the online sample is heavily skewed towards workers rather than residents (just 8% of the sample were residents).

Table 1.2: Sample profile of residents and workers (online)

Profile			
	Total	N 465	% 100
Sex			
	Male	291	63
	Female	162	35
	Not stated	12	3
Age			
	16-34	63	14
	35-44	112	24
	45-54	140	30
	55+	140	30
	Blank	10	2
Ethnicity			
	White	403	87
	BME	37	8
	Prefer not to say	25	5
Status			
	Work in the City of London	322	69
	Live in the City of London	39	8
	Both live and work in the City of London	64	14
	Other (e.g. visitor)	34	7
	Not stated	6	1
Disabled			
	Yes	16	3
	No	428	92
	Don't know	21	5
Sexuality			
	Straight/heterosexual	335	72
	Gay man	18	4
	Gay woman/lesbian	5	1
	Bisexual	6	1
	Other	2	-
	Prefer not to say/Not stated	99	21
Religion			
	Christian	242	52
	Other	23	5
	No religion	122	26
	Prefer not to say/Not stated	78	17

Postal consultation

On 7 January 2010 the City of London sent 6,124 letters and questionnaires out to each household in the City in order to seek residents' views on the consultation. A total of 1,003 questionnaires were returned to GfK NOP's Data Centre in Chelmsford by the cut off date of 11 February 2010. The completed questionnaires were processed and open-ended responses coded.

As with the face-to-face and online consultations, data are not weighted.

Table 1.3 shows the sample profile for this strand of the consultation. The key difference between the profile of the postal consultation compared with both the face-to-face and online consultations is that the vast majority of respondents in this part of the consultation were, as was to be expected, residents. Just 45 respondents reported not living in the City.

Table 1.3: Sample profile of residents and workers (postal)

		Profile	
		N	%
Total		1,003	100
Sex			
	Male	541	54
	Female	434	43
	Not stated	28	3
Age			
	16-34	143	14
	35-44	142	14
	45-54	208	21
	55-64	254	25
	65+	231	23
	Don't know	25	2
Ethnicity			
	White	827	82
	BME	66	7
	Prefer not to say	110	11
Status			
	Work in the City of London	45	4
	Live in the City of London	551	55
	Both live and work in the City of London	391	39
	Other (e.g. visitor)	-	-
	Not stated	16	2
Disabled			
	Yes	65	6
	No	906	90
	Don't know	32	3
Sexuality			
	Straight/heterosexual	669	67
	Gay man	56	6
	Gay woman/lesbian	8	1
	Bisexual	15	1
	Other	7	1
	Prefer not to say/Not stated	248	25
Religion			
	Christian	461	46
	Other	58	6
	No religion	294	29
	Prefer not to say/Not stated	190	19

2 Summary of findings

This section of the report provides some key findings from the City of London's consultation on Licensing Sexual Entertainment Venues. The consultation consisted of three strands, a face-to-face survey administered by trained interviewers, an online questionnaire available on the City of London's website and a questionnaire posted out to all residential addresses in the City.

All three samples included both City workers and residents, but the face-to-face and online consultations comprised mainly of workers while the postal consultation was heavily skewed towards residents.

Overall, the level of agreement between the three different parts of the consultation is striking and, as a result, the findings provide clear guidance as to how residents and workers feel about this issue.

Should the City adopt a SEV policy?

The majority of respondents agreed that the City of London Corporation should adopt a SEV policy. Aggregating the responses from each of the three strands of the consultation suggests that 70% of respondents felt the City should adopt such a policy.

In both the face-to-face and postal consultations two thirds of respondents (67% and 68% respectively) said this, while agreement was highest in the online consultation (77%).

Which areas should the policy address?

There was overwhelming agreement about which issues the City of London's SEV policy should address.

Across the three strands of the consultation a total of 89% felt the policy should address **'the suitability of the applicant and those connected to them to own and manage a SEV'**. In the face-to-face consultation 90% said the policy should address this. Similar proportions also felt this should be the case in both the postal and online strands (86% and 93% respectively).

Overall, 86% of respondents in the consultation felt that the policy should address **'the compatibility of SEVs with particular neighbourhood uses'**. In both the

face-to-face and online consultations 85% of respondents agreed, while 86% of postal respondents said the policy should address this issue.

Overall, across the three strands of the consultation 85% of respondents felt that the policy should address '**detailed operating rules for the management of an SEV**'. This was mentioned by 87% in the face-to-face, 83% in the postal and 85% in the online (85%) consultations.

Eighty five per cent of respondents across the three strands of the consultation said the policy should address '**the character of the localities and their compatibility with SEVs**'. Findings were remarkably similar in each of the three separate consultations (86% in the face-to-face consultation and 85% in both the postal and online methods).

Are any localities in the City appropriate for SEVs?

Sizeable minorities in each of the three consultation strands felt that there were appropriate localities for SEVs within the City. Aggregating the findings from each of the consultations shows that 22% felt this was the case.

In the face-to-face and online strands around a quarter felt this way (23% and 25% respectively), while one in five (19%) postal respondents felt the same way.

Smithfield emerged as the most frequently cited locality appropriate for SEVs in each part of the consultation.

Should the City use the policy to set a maximum number of SEVs?

Across the three separate consultations an average of 57% of those who think there are appropriate localities for SEVs in the City felt that the City should use the policy to set a maximum number of venues.

While response to other questions in the consultation was very similar across the different methods this is one example where an average masks the differences between the three groups.

Both the face-to-face and online samples were split over this question. Amongst those who felt that there were appropriate localities for SEVs half said that there

should be limits (48% in the face-to-face consultation, 49% in the online consultation).

Findings from the postal consultation were more clear cut, with seven in ten (71%) saying that limits on the number of SEVs should be set. The difference with the other methods can largely be explained by the nature of the postal sample which was heavily skewed towards residents.

Though based on very small numbers of interviews, the findings from each of the three strands indicate that even in localities which are appropriate for SEVs the maximum number should be very low (i.e. one or two).

Are any localities in the City inappropriate for SEVs?

Respondents who had said there were appropriate localities for SEVs in the City of London were also asked whether there were any localities which they considered inappropriate. The average across the three data collection methods indicates that 71% felt there were inappropriate localities for SEVs in the City.

Again, this average masks the differences between the postal consultation and the other two methods. Although a clear majority in each indicated that there were localities within the City which are inappropriate for SEVs those in both the face-to-face and online consultations were less likely than postal respondents to agree (63% and 64% compared with 83%).

In which areas should SEVs be allowed to open?

'Areas with lots of night-time entertainment or late-night shopping' were considered to be most compatible with SEVs by around half of all respondents in the consultation (46%). Agreement was high in the face-to-face consultation (67%), but considerably lower in both the online and postal strands (41% and 32%, respectively).

The findings are very clear about the types of areas in which respondents do not wish to see SEV:

- 93% of all respondents to the consultation felt that SEVs were incompatible with areas where there are schools (94% in the face-to-face, 93% in the postal and 93% in the online consultations)
- Nine in ten (90%) respondents felt that areas with family leisure facilities were incompatible with SEVs (87% in the face-to-face, 92% in the postal and 91% in the online consultations)
- 88% of all respondents to the consultation felt that SEVs were incompatible with areas with places of worship (91% in the face-to-face, 87% in the postal and 82% in the online consultations)
- 88% of all respondents to the consultation felt that SEVs were incompatible with mainly residential areas (87% in the face-to-face, 91% in the postal and 87% in the online consultations)

Which are the most important considerations when deciding whether or not to grant a SEV licence?

Across the three separate strands of the consultation three quarters of respondents (75%) said that the 'safety and treatment of the men and women working in SEVs' was a very important consideration when deciding whether or not to grant a SEV licence.

In both the face-to-face and online consultations this was seen as the most important consideration with 83% and 76% respectively considering this issue very important in deciding whether or not to grant a licence. This was also described as very important by 69% of postal respondents (making it the third most important issue for that group of respondents).

'Community issues' was considered to be very important by 74% of all respondents across the separate consultation strands. Findings were very similar in each of the strands with 76% of face-to-face respondents, 74% of postal respondents and 73% of online respondents saying this was very important.

Across the three separate consultation strands 71% of respondents said that 'the ability to supervise activities in the premises' was a very important feature in deciding whether or not to grant a licence. Three quarters (73%) of respondents in

the online consultation said this was very important and similar numbers in the postal and face-to-face consultations agreed (71% and 69%, respectively).

On average, three in five (62%) respondents felt that the 'safety and treatment of customers' was a very important feature. This was the third most important issue for face-to-face respondents (73%) but considered less important amongst both online (56%) and postal respondents (55%).

3 Main findings from the face-to-face consultation

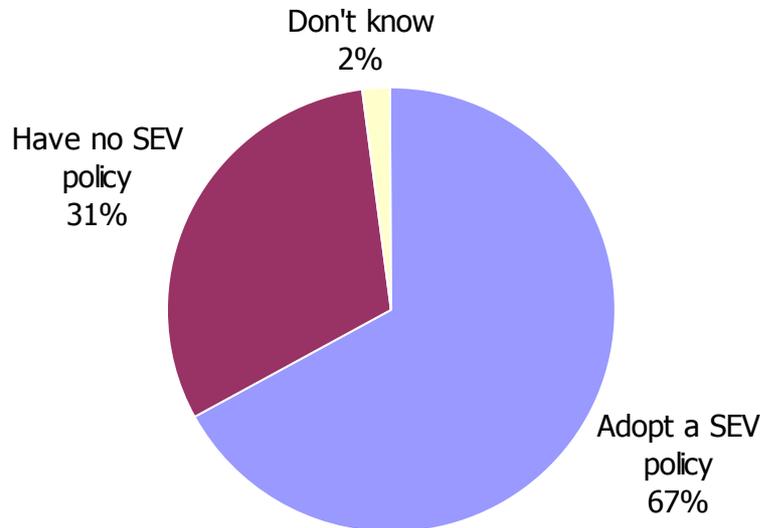
This section of the report presents the findings from interviewer administered consultation with both residents and workers in the City of London.

3.1 Should the City adopt a SEV policy?

Before being asked any questions respondents were told that the City of London Corporation now has the power to regulate sexual entertainment venues (SEVs) in the City. A definition of SEVs was given to respondents and they were told that the City is considering adopting a SEV policy and that if it were to do so all applications would be judged in accordance with the policy. If the City does not adopt a policy respondents were told that applications would be judged on a case by case basis.

With that information provided respondents were asked whether they think the City should either adopt a SEV policy or have no SEV policy. As **Chart 3.1** shows, two thirds (67%) of respondents felt that the City should adopt a policy towards these types of venues.

Chart 3.1: Do you think that the City of London Corporation should ...



Base: All in the face-to-face consultation (841)

Analysis of key sub-groups suggests there are differences of opinion between men and women, with 71% of men saying a policy should be adopted compared with

61% of women. There was also a marked difference between those who work in the City and those who live there; 71% of workers felt that the City should adopt a SEV policy compared with just 48% of those living in the City and 59% of those who both live and work in the Square Mile.

Table 3.1: Do you think that the City of London Corporation should ...

Base: All in the face-to-face consultation	Total	Sex		Status		
		Male	Female	Worker	Resident	Both
	841	486	355	631	85	119
	%	%	%	%	%	%
Adopt a SEV policy	67	71	61	71	48	59
Have no SEV policy	31	27	36	27	49	37
Don't know	2	2	3	2	2	4

3.2 Which areas should the policy address?

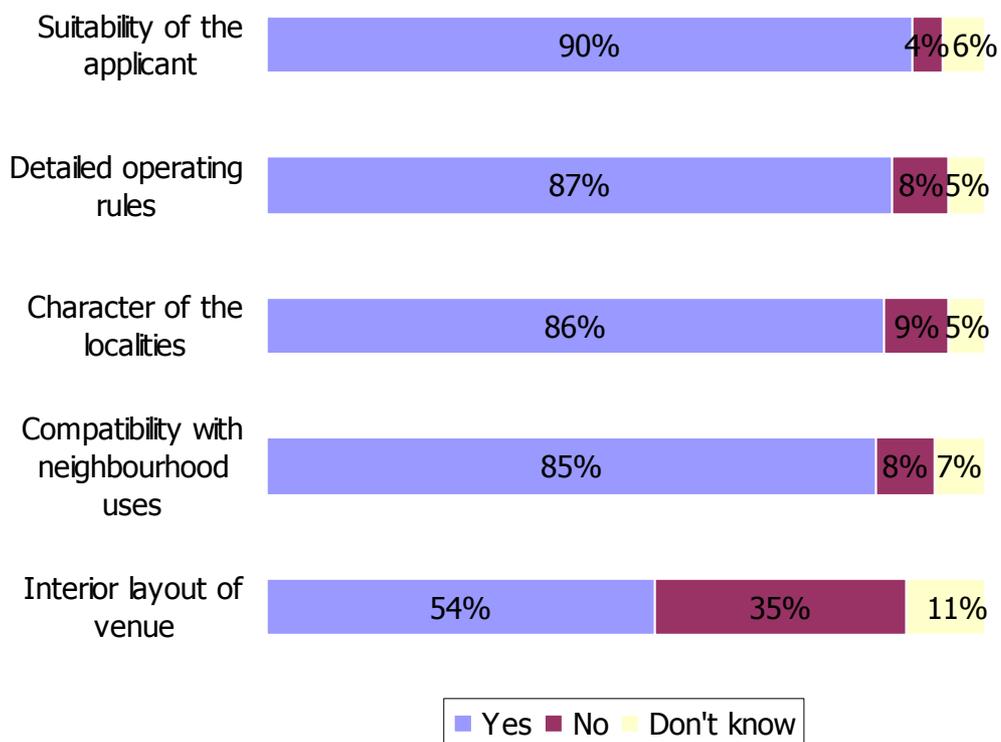
Those who felt that the City should adopt a SEV policy were asked about which of the following issues the policy should address:

- The suitability of the applicant and those connected to them to own and manage a Sexual Entertainment Venue
- Detailed operating rules for the management of a Sexual Entertainment Venue if a licence is granted
- The interior layout of the premises and the facilities available
- The character of the localities and their compatibility with Sexual Entertainment Venues
- Compatibility of Sexual Entertainment Venues with particular neighbourhood uses

As **Chart 3.2**, below, shows there was overwhelming agreement about four of these issues with around nine in ten respondents saying that the policy should address the suitability of the applicant (90%), detailed operating rules for the management of an SEV (87%), the character of the localities and their compatibility with SEVs (86%) and the compatibility of SEVs with neighbourhood uses (85%).

The only issue on which the sample was divided was whether the policy should address the interior layout of the premises. Around half (54%) felt that the policy should address this, while a third (35%) did not think this should be the case and 11% did not know.

Chart 3.2: If the City adopts a SEV policy, which of the following issues should the policy address?



Base: All in the face-to-face consultation (841)

Table 3.2 shows the different views expressed by those who live or work in the City and those who think the City should or should not adopt a SEV policy.

Workers were much more likely than residents to say that if the City were to adopt a SEV policy it should address the suitability of the applicant and those connected to them to own and manage a SEV (93% compared with 79%) and the detailed operating rules for the management of a SEV (89% compared with 75%).

Respondents who felt that the City should adopt a SEV policy were more likely than their counterparts to say that the policy should address all but one of the prompted issues. There was very little difference between the two groups over the issue of the interior layout of the premises. Around half of both groups said the policy should address this issue (55% and 51%, respectively).

Table 3.2: If the City adopts a SEV policy, which of the following issues should the policy address?

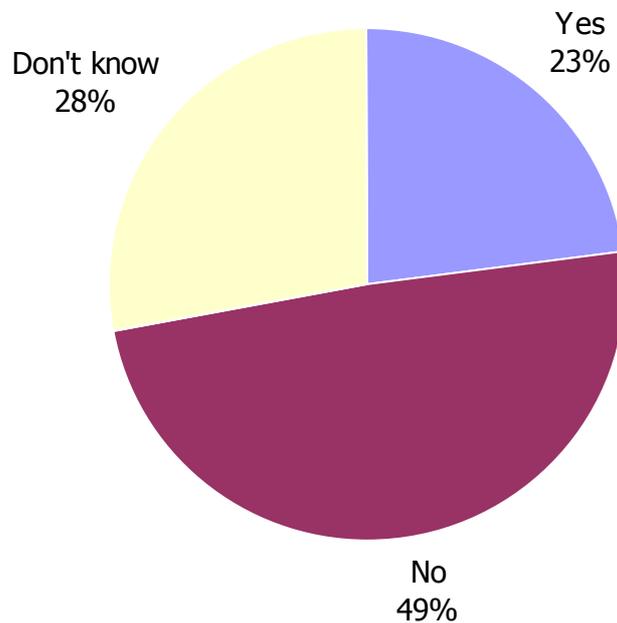
Base: All in the face-to-face consultation	Total	Status			Views on SEV policy	
		Worker	Resident	Both	Adopt a policy	Have no policy
	841	631	85	119	563	259
	%	%	%	%	%	%
Suitability of the applicant	90	93	79	83	95	79
Detailed operating rules	87	89	75	82	91	77
Character of the localities	86	88	80	82	90	77
Compatibility with neighbourhood uses	85	88	84	75	90	76
Interior layout of venue	54	53	65	48	55	51

3.3 Are any localities in the City appropriate for SEVs?

All respondents were asked whether they felt there were any localities within the City of London’s boundaries which they considered appropriate for SEVs.

As **Chart 3.3** shows, there was no overall consensus on this question. While half (49%) said there were no localities in the City appropriate for SEVs a sizeable minority (23%) felt that there were appropriate localities. In addition, just under three in ten (28%) did not know, which suggests that there is a considerable degree of ambivalence towards this issue.

Chart 3.3: In general, are there any localities within the City of London boundaries that you consider to be appropriate for SEVs?



Base: All in the face-to-face consultation (841)

On this question, the difference between workers and residents was not particularly marked but differences between other groups were apparent.

Men were almost twice as likely as women to say that there are localities in the City that are appropriate for SEVs (28% compared with 15%). A third (32%) of 16-24 year olds felt that there were appropriate localities for SEVs, this was higher than amongst all other age groups but the difference was notably high in comparison with 35-44 year olds (19%) and people aged 55 or over (12%).³ Those who felt that the City should adopt a policy on SEVs were more likely than those who felt the City should not adopt such a policy to say that there are appropriate localities for SEVs (27% compared with 15%).

Interestingly, although there were differences between the groups it is important to note that it was only ever a minority who felt that there were appropriate venues for SEVs in the City. With around half, in most groups, saying that there are no

³ The findings for respondents aged 55 or over are based upon a small base size of 66.

appropriate localities for SEVs this does suggest that large numbers of both workers and residents do not wish to see SEVs opening in the City of London.

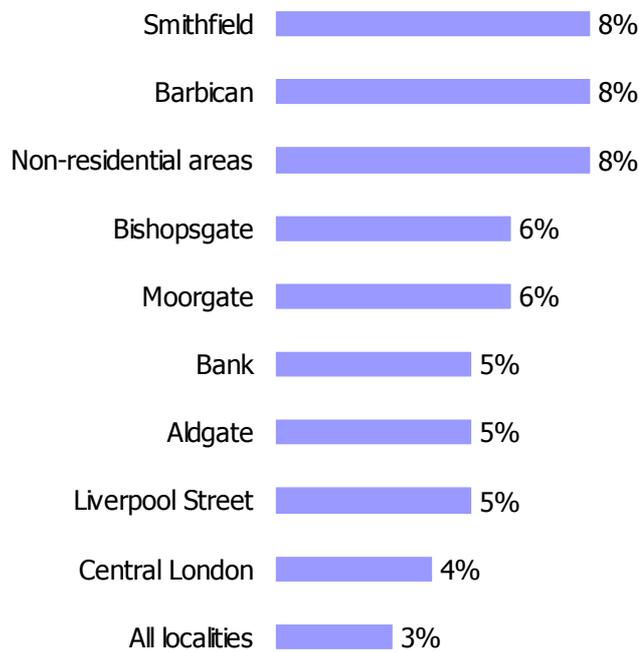
Table 3.3: In general, are there any localities within the City of London boundaries that you consider to be appropriate for SEVs?

Base: All in the face-to-face consultation	Base		Yes	No	Don't know
Total	841	%	23	49	28
<i>Sex</i>					
Male	486	%	28	46	25
Female	355	%	15	52	32
<i>Age</i>					
16-24	105	%	32	39	29
25-34	333	%	23	48	29
35-44	196	%	19	49	32
45-54	137	%	23	55	23
55+	66	%	17	55	29
<i>Views on SEV policy</i>					
Adopt a policy	563	%	27	44	29
Have no policy	259	%	15	58	27

If a respondent said that there were appropriate localities for SEVs in the City a follow-up question was asked to establish which areas were most suited to these types of establishments. This was asked as a completely open-ended question and respondents were able to mention as many or as few localities as they liked. As a result, a wide variety of localities were specified but none were mentioned by anything approaching a majority. Responses included localities in London, but outside of the City's boundaries, such as Soho (13%), Shoreditch (8%) and Old Street (7%) – areas which are already associated with SEVs.

Chart 3.4 shows the most frequently mentioned areas *within* the City. Other than the Barbican the theme running through these suggestions seems to be that SEVs are most appropriate in non-residential areas such as Smithfield and the eastern edges of the City such as Bishopsgate, Moorgate, Aldgate and Liverpool Street.

Chart 3.4: Which localities within the City of London boundaries do you consider appropriate for SEVs?



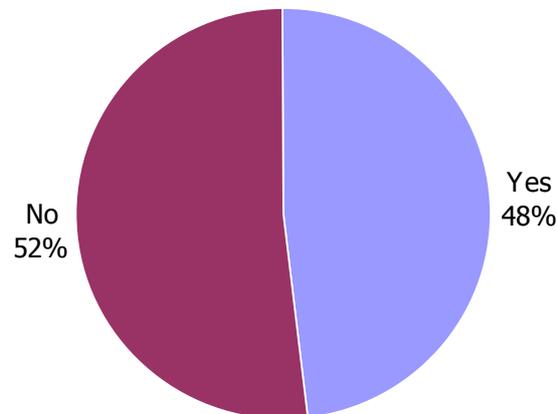
Base: All in the face-to-face consultation who think there are appropriate localities for SEVs (193)

3.4 Should the City use the policy to set a maximum number of SEVs?

Respondents who felt that there are appropriate localities for SEVs within the City's boundaries were asked whether they thought the City should set a figure for the maximum number of SEVs within a particular locality.

As **Chart 3.5** shows, the sample was split on this issue with a slim majority (52%) saying that the City should not set any limits and 48% saying there should be limits.

Chart 3.5: Do you think that the City should set a figure for the maximum number of SEVs within any particular locality?



Base: All in the face-to-face consultation who think there are appropriate localities for SEVs (193)

Those who said that limits should be set were asked which localities and how many the maximum number should be in that locality. This question was only asked of a minority of the sample (92 out of 841, or 11%) and respondents did not always specify a maximum number of SEVs for the locality which they mentioned. **Table 3.4** shows the responses from those who both mentioned a locality and specified what the maximum number of SEVs in the locality should be.

As these questions were only asked of a minority of respondents it is very important to note that the findings only provide *qualitative* information about areas and numbers. As such, the following data should be treated as indicative rather than definitive.

All seven of the respondents who mentioned **Aldgate** as an appropriate locality for SEVs specified a maximum number; two respondents said the number should be limited to just one, three said the number should be limited to two and two respondents thought the limit should be five.

All seven of the respondents who said that **Bank** was an appropriate locality for SEVs specified a maximum number; three said there should be a maximum of one SEV in area, one said that two SEVs should be allowed, two felt the limit should be three and one respondent felt that up to 10 SEVs in Bank should be allowed.

Of the five respondents who mentioned **Barbican** as an appropriate locality four specified a maximum number for the locality; one respondent said the maximum number of SEVs should be one and the other three respondents said it should be limited to two SEVs.

Two of the five respondents who said that **Bishopsgate** was an appropriate locality for SEVs said the maximum number in the area should be limited to just one, another two felt that the maximum should be two and one respondent felt it should be three SEVs.

All seven of the respondents who mentioned **Liverpool Street** as an appropriate locality for SEVs specified a maximum number; one respondent said the number should be limited to just one, two said the number should be limited to two and three respondents thought the limit should be five SEVs.

Six respondents mentioned **Moorgate** and gave a maximum number of SEVs for the locality. Two respondents said the limit should be one SEV, three felt the limit should be set at two and one respondent felt the maximum number should be six.

Of the eight people who said that **Smithfield** was appropriate and gave a maximum number of SEVs two felt that the limit should be one, four felt the maximum should be two and a limit of either three or four SEVs was mentioned by one respondent each.

Table 3.4: Do you think that the City should set a figure for the maximum number of SEVs within any particular locality?

	Base		Maximum number of SEVs in the locality				
			1	2	3	4	5+
<i>Locality</i>							
Aldgate	7	<i>N</i>	2	3	-	-	2
Bank	7	<i>N</i>	3	1	2	-	1
Barbican	5	<i>N</i>	1	3	-	-	-
Bishopsgate	5	<i>N</i>	2	2	1	-	-
Liverpool Street	7	<i>N</i>	1	2	-	-	3
Moorgate	6	<i>N</i>	2	3	-	-	1
Smithfield	8	<i>N</i>	2	4	1	1	-

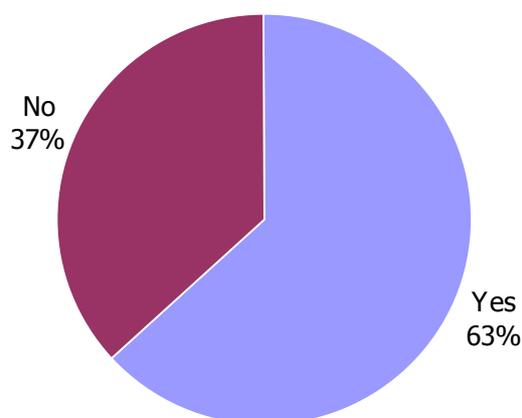
Clearly, this provides very limited evidence for the consultation and should be treated with extreme caution. However, one indication from these findings is that if licences for SEVs are granted in a given location the maximum number of venues in that area should be limited to just one or two.

3.5 Are any localities in the City inappropriate for SEVs?

Respondents who had earlier said there were appropriate localities for SEVs in the City of London were also asked whether there were any localities which they considered inappropriate for such venues.

As **Chart 3.6** shows, a majority (63%) considered some localities to be inappropriate for SEVs, while 37% did not think there were any localities where SEVs would be inappropriate.

Chart 3.6: Are there any localities within the City of London boundaries that you consider to be inappropriate for SEVs?

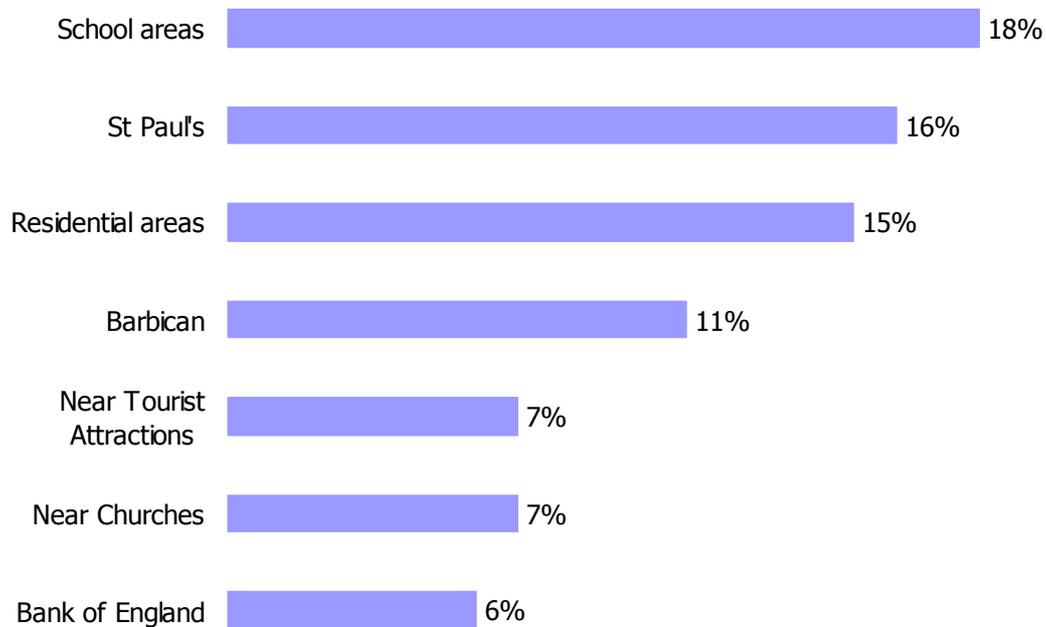


Base: All in the face-to-face consultation who think there are appropriate localities for SEVs (193)

Those who felt that there were localities where SEVs would be inappropriate were asked which localities they were. Again, as this was a completely open-ended question a wide variety of localities were mentioned by respondents with specific areas such as St Paul's (16%) and the Barbican (11%) being mentioned alongside more general neighbourhood uses such as school areas (18%) and near tourist

attractions (7%). **Chart 3.7** shows all of the localities which were mentioned by at least 5% of the sample.

Chart 3.7: Which localities within the City of London boundaries do you consider inappropriate for SEVs?



Base: All in the face-to-face consultation who think there are inappropriate localities for SEVs (122)

3.6 In which areas should SEVs be allowed to open?

All respondents who took part in the face-to-face consultation were asked whether SEVs should be allowed to open near the following areas and types of buildings:

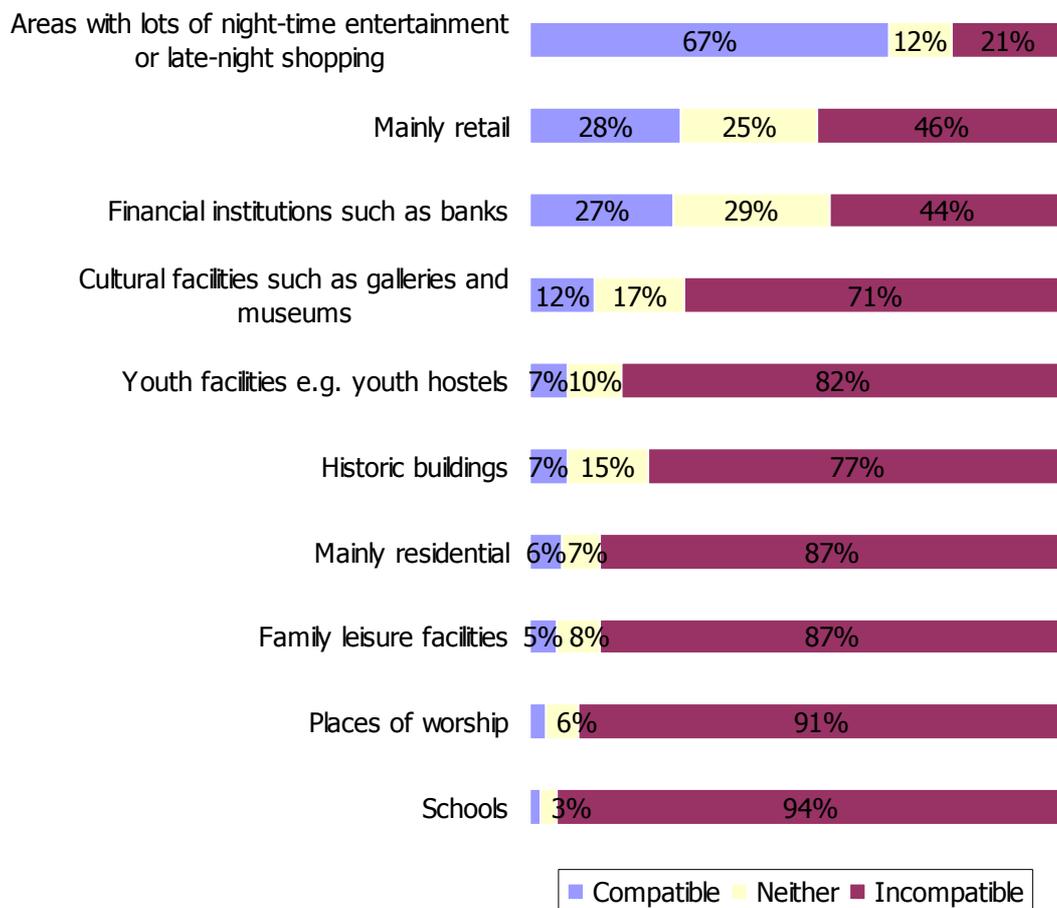
- Mainly residential
- Historic buildings
- Schools
- Financial institutions such as banks
- Family leisure facilities e.g. Barbican, Golden Lane Leisure Centre, children's play areas
- Mainly retail
- Areas with lots of night-time entertainment or late-night shopping
- Cultural facilities such as galleries and museums
- Youth facilities e.g. youth hostels

- Places of worship

Chart 3.8 shows how appropriate or inappropriate each of these were considered to be. Two thirds (67%) of respondents felt that SEVs should be allowed to open in 'areas with lots of night-time entertainment or late-night shopping'. Just under three in ten felt that SEVs should be allowed to open in mainly retail areas (28%) and near financial institutions (27%).

The data is very clear about the types of areas in which respondents do not wish to see SEVs, with around nine in ten saying that SEVs were inappropriate for areas with schools (94%), places of worship (91%), mainly residential areas (87%) and areas with family leisure facilities (87%). There were also large majorities who felt that areas with youth facilities (82%), historic buildings (77%) or cultural facilities (71%) were incompatible with SEVs.

Chart 3.8: How compatible would a SEV be near to the following types of area or building?



Base: All in the face-to-face consultation (841)

Opinions on this issue were generally quite consistent across the different sub-groups, however some notable differences included:

- Men were more likely than women to say that **areas with lots of night-time entertainment** were compatible with SEVs (72% compared with 59%). While 69% of those who work in the City (and 66% of those who both live and work in the City) felt these areas were compatible with SEVs only 53% of residents felt the same
- A third (33%) of men felt that **mainly retail** areas were compatible with SEVs, while women were considerably less likely to think this was the case (22%)
- 28% of those who work in the City and 27% of those who both live and work in the City felt that areas with **financial institutions** were compatible with SEVs, in comparison just 14% of residents felt this was the case. In addition, 31% of men felt that these areas were compatible with SEVs, compared with 21% of women
- Around a quarter (23%) of those who both live and work in the City felt that areas with **cultural facilities** were compatible with SEVs, while in comparison just 7% of residents and 10% of workers felt this was the case
- 12% of respondents who live and work in the City felt that areas with **family leisure facilities** were compatible with SEVs, in comparison just 4% of workers and residents said this

3.7 Which are the most important considerations when deciding whether or not to grant a SEV licence?

All respondents were asked to rate the importance of each of a number of issues for deciding whether or not to grant a licence for a SEV. The issues were:

- The quality of the venue
- The ability to supervise activities in the premises
- Safety and treatment of the men and women working in the SEVs
- Community safety issues
- Disabled access
- Safety and treatment of customers

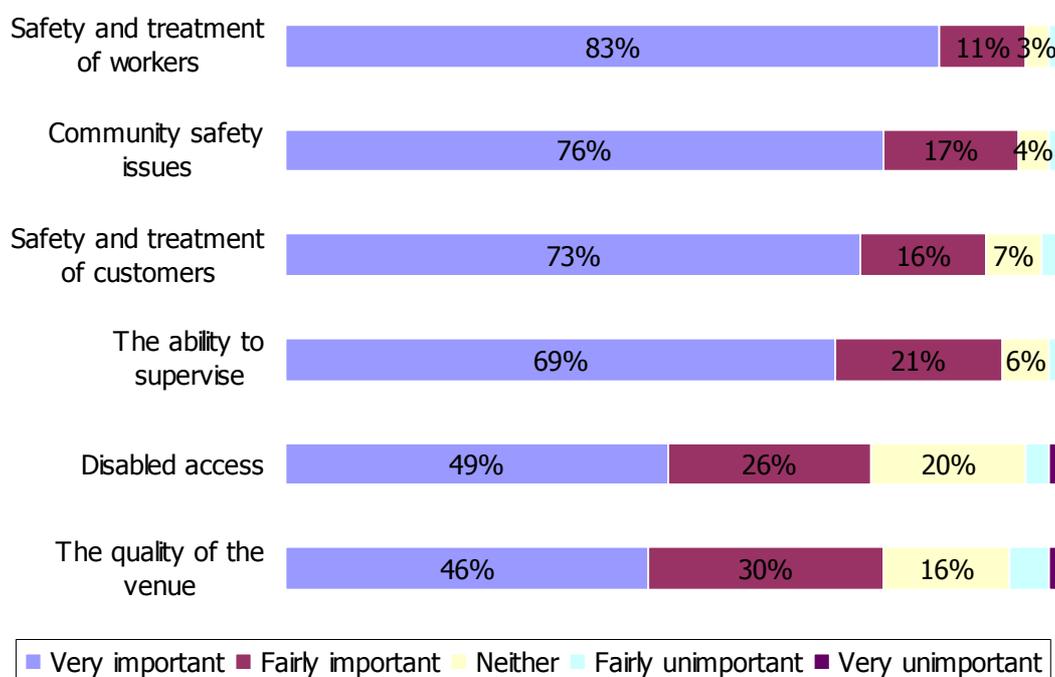
All six of the issues were considered 'important' (i.e. a combination of 'very' and 'fairly important') by at least three quarters of the sample, so in order to ascertain some differentiation between the different issues it is worth looking at the proportions saying that each issue was 'very important'.

As **Chart 3.9** shows, the 'safety and treatment of the men and women working in SEVs' was by far the most important consideration. In all, 83% of respondents considered this issue to be very important in deciding whether or not to grant a licence (95% said this issue was 'important').

'Community safety issues' and the 'safety and treatment of customers' were described as very important features in deciding whether or not to grant a licence by around three quarters of respondents (76% and 73% respectively), while 69% thought it was very important to have 'the ability to supervise activities in the premises'.

Respondents were least likely to say that 'disabled access' and 'the quality of the venue' were important features for the decision of whether or not to grant a licence (49% and 46%, respectively, said these were very important).

Chart 3.9: How important are each of the following features in deciding whether or not to grant a licence for a SEV?



Base: All in the face-to-face consultation (841)

Opinions on the different features were generally consistent across the different sub-groups – especially when looking at the aggregated importance scores. However, some notable differences were apparent on some of the features that respondents were prompted with.

- Workers were more likely than residents and those who both live and work in the City to say that the 'safety and treatment of the men and women working in SEVs' was very important (85% compared with 76% and 78% respectively). Similarly, those in favour of the City adopting a SEV policy were more likely than their counterparts to say this feature was very important (87% compared with 75%)
- 81% of women felt that 'community safety issues' were a very important feature in deciding whether or not to grant a licence. Men were less likely to say this (72%)
- 92% of those who felt that the City should adopt a SEV policy said that the 'safety and treatment of customers' was very important, compared with 82% of those who felt that the City should not adopt a SEV policy
- Those who felt that the City should adopt a SEV policy were more likely than those who felt the City should have no such policy to say that 'the ability to supervise activities in these premises' was important (94% compared with 84%)
- Residents were more likely than workers and people who both live and work in the City to say that the 'quality of the venue' was very important (60% compared with 45% and 41% respectively)

4 Main findings from the online consultation

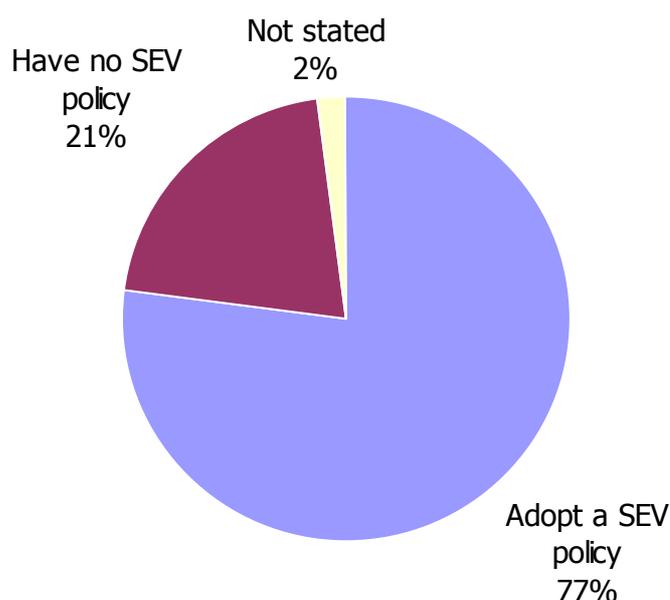
This section of the report presents the findings from online consultation which was available for interested parties to access via the City of London's website. The overall sample size for this element of the consultation was lower than both the face-to-face and postal consultations. As a result, analysis of differences between sub-groups is not appropriate so this chapter deals with topline findings from the online consultation.

4.1 Should the City adopt a SEV policy?

As in the face-to-face survey, respondents were told that the City of London Corporation now has the power to regulate sexual entertainment venues (SEVs) in the City. A definition of SEVs was given to respondents and they were told that the City is considering adopting a SEV policy and that if it were to do so all applications would be judged in accordance with the policy. If the City does not adopt a policy respondents were told that applications would be judged on a case by case basis.

Respondents were asked whether they think the City should either adopt a SEV policy or have no SEV policy. As **Chart 4.1** shows, three quarters (77%) of respondents felt that the City should adopt a policy towards these types of venues, while one in five (21%) felt that the City should have no policy.

Chart 4.1: Do you think that the City of London Corporation should ...



Base: All in the online consultation (465)

4.2 Which areas should the policy address?

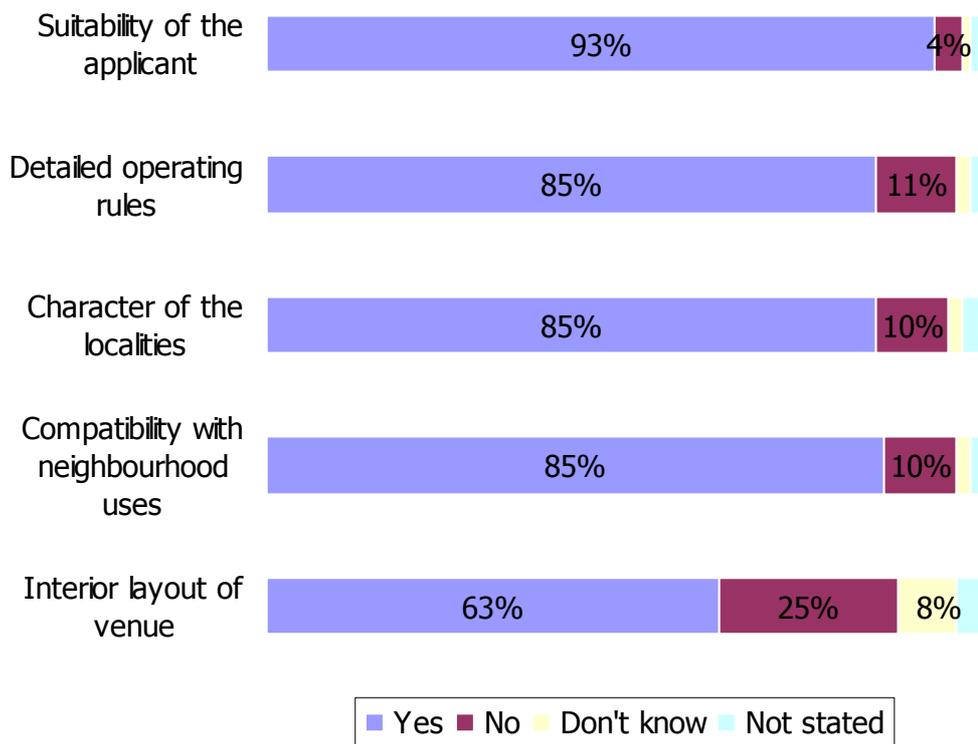
Those who felt that the City should adopt a SEV policy were asked about which of the following issues the policy should address:

- The suitability of the applicant and those connected to them to own and manage a Sexual Entertainment Venue
- Detailed operating rules for the management of a Sexual Entertainment Venue if a licence is granted
- The interior layout of the premises and the facilities available
- The character of the localities and their compatibility with Sexual Entertainment Venues
- Compatibility of Sexual Entertainment Venues with particular neighbourhood uses

As in the face-to-face consultation there was overwhelming agreement about four of these issues with at least four in five respondents saying that the policy should address the suitability of the applicant (93%), detailed operating rules for the management of an SEV (85%), the character of the localities and their compatibility with SEVs (85%) and the compatibility of SEVs with neighbourhood uses (85%).

Like their counterparts in the face-to-face consultation, respondents in the online consultation were less likely to say that the policy should address the interior layout of the premises and the facilities available (63%).

Chart 4.2: If the City adopts a SEV policy, which of the following issues should the policy address?



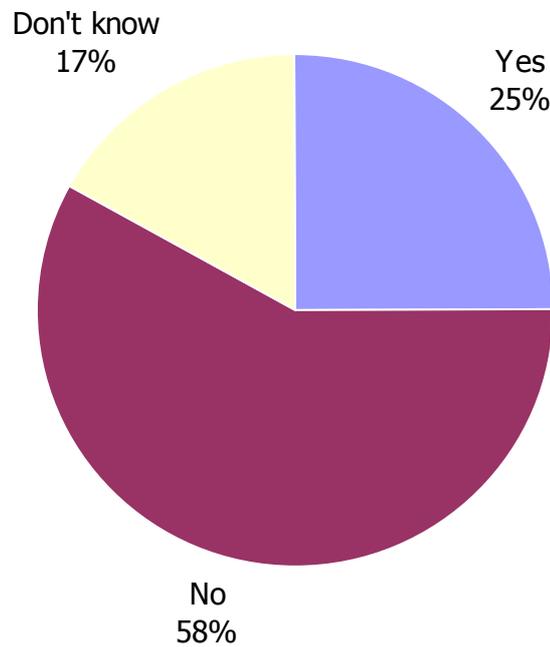
Base: All in the online consultation (465)

4.3 Are any localities in the City appropriate for SEVs?

All respondents were asked whether they felt there were any localities within the City of London’s boundaries which they considered appropriate for SEVs.

Chart 4.3 shows the findings for this question. Although a quarter (25%) felt that there were appropriate localities for SEVs in the City of London they were outweighed by around three in five (58%) who did not feel that there were any appropriate localities. In addition, 17% did not know whether there were any appropriate localities.

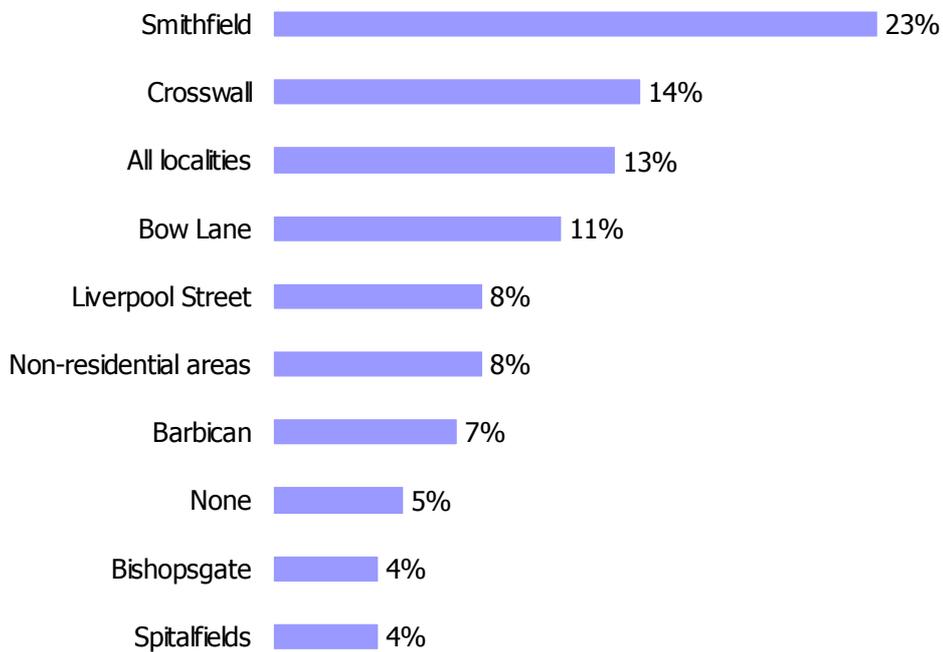
Chart 4.3: In general, are there any localities within the City of London boundaries that you consider to be appropriate for SEVs?



Base: All in the face-to-face consultation (465)

The minority of respondents who said that there were appropriate localities for SEVs in the City were asked which localities they considered to be appropriate. This was asked as a completely open-ended question and respondents were able to mention as many or as few localities as they liked. As in the face-to-face consultation, a wide variety of localities were cited. The most frequently mentioned localities were Smithfield (23%), Crosswall (14%), all localities (13%) and Bow Lane (11%). No other localities were mentioned by more than one in ten of the sample, but **Chart 4.4** shows all of the localities mentioned by at least four per cent of the sample.

Chart 4.4: Which localities within the City of London boundaries do you consider appropriate for SEVs?



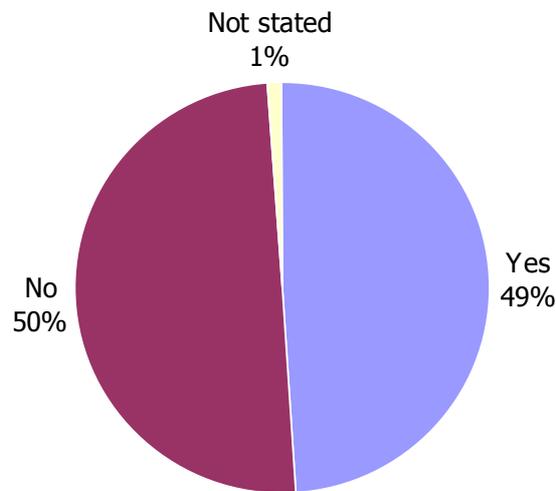
Base: All in the online consultation who think there are appropriate localities for SEVs (116)

4.4 Should the City use the policy to set a maximum number of SEVs?

Respondents who felt that there are appropriate localities for SEVs within the City's boundaries were asked whether they thought the City should set a figure for the maximum number of SEVs within a particular locality.

As was observed in the face-to-face consultation, the sample was divided on this issue. Half (50%) said that the City should not set any limits and 49% felt that there should be limits.

Chart 4.5: Do you think that the City should set a figure for the maximum number of SEVs within any particular locality?



Base: All in the online consultation who think there are appropriate localities for SEVs (116)

Those who said that limits should be set were asked which localities and how many the maximum number should be in that locality. This question was only asked of a minority of the sample (57 out of 465, or 12%) and so it should be treated with caution. The following findings only provide *qualitative* information about areas and numbers. As such, the data should be treated as indicative rather than definitive.

All 14 of the respondents who mentioned **the City as a whole** as an appropriate locality for SEVs specified a maximum number; six of those respondents said the number should be limited to none, six said the maximum number of SEVs in the entire City should be less than 5, while one respondent said it should be 10 and another thought the limit should be as high as 20.

In all, nine respondents mentioned **Crosswall** (often in conjunction with other areas), three did not specify a number, while five respondents said the maximum number of SEVs in the area should be limited to just one or two and another respondent said it should be two or three.

Seven respondents mentioned **Smithfield** in this question and all specified a maximum number of SEVs for the area. All but one respondent said the maximum should be between one and three, but one respondent felt the limit should be set at six.

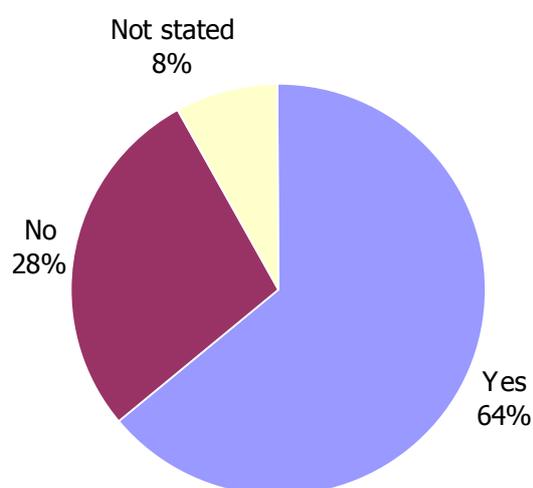
As with the face-to-face findings, this provides very limited evidence for the consultation and should be treated with extreme caution. However, apart from a couple of outlying respondents most of those who felt a limit should be set tended to agree that the number of SEVs should be limited to fewer than five.

4.5 Are any localities in the City inappropriate for SEVs?

Respondents who had earlier said there were appropriate localities for SEVs in the City of London were also asked whether there were any localities which they considered inappropriate for such venues.

The findings from the online consultation were remarkably similar to the face-to-face consultation with around two thirds (64%) considering some localities as inappropriate for SEVs and 28% saying there were no localities which are inappropriate for SEVs.

Chart 4.6: Are there any localities within the City of London boundaries that you consider to be inappropriate for SEVs?



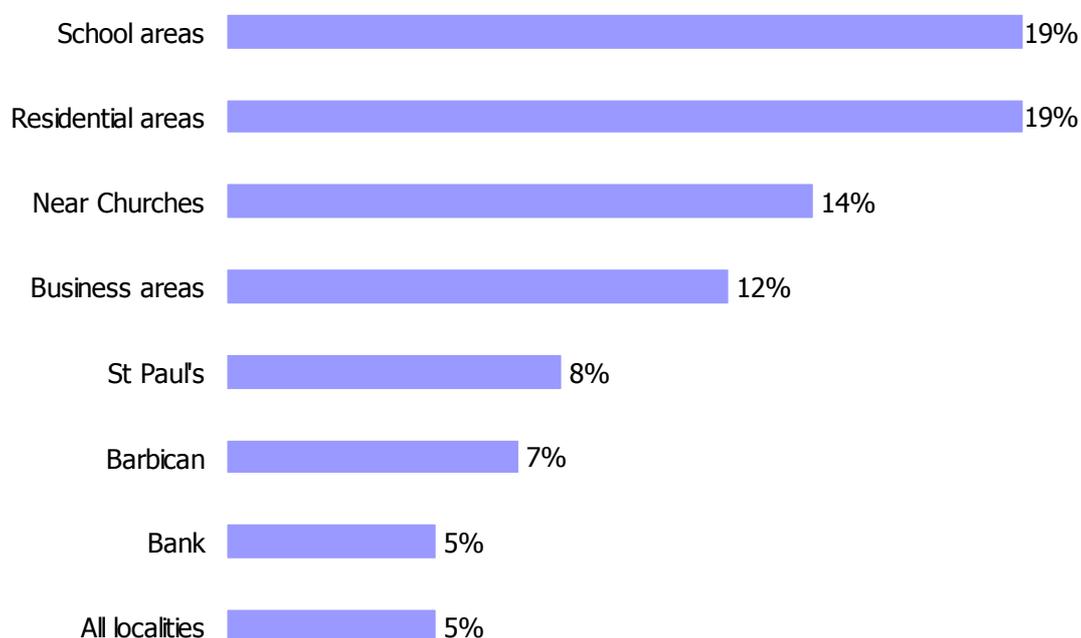
Base: All in the online consultation who think there are appropriate localities for SEVs (116)

Those who felt that there were localities where SEVs would be inappropriate were asked which localities they were. Again, this was a completely open-ended question asked of a minority of respondents (74 out of 465, or 16%) so these findings should be taken as indicative rather than definitive.

That said, the findings do largely reflect those from the face-to-face consultation. As in the face-to-face findings the highest proportion of respondents felt that school areas were inappropriate for SEVs (19%). The same proportion also felt residential areas were inappropriate (mentioned by 15% of face-to-face respondents).

Other areas mentioned as being inappropriate for SEVs included areas near churches (14%) and business areas (12%). **Chart 4.7** shows all of the areas mentioned by at least 5% of the sample.

Chart 4.7: Which localities within the City of London boundaries do you consider inappropriate for SEVs?



Base: All in the online consultation who think there are inappropriate localities for SEVs (74)

4.6 In which areas should SEVs be allowed to open?

All respondents who took part in the online consultation were asked whether SEVs should be allowed to open near the following areas and types of buildings:

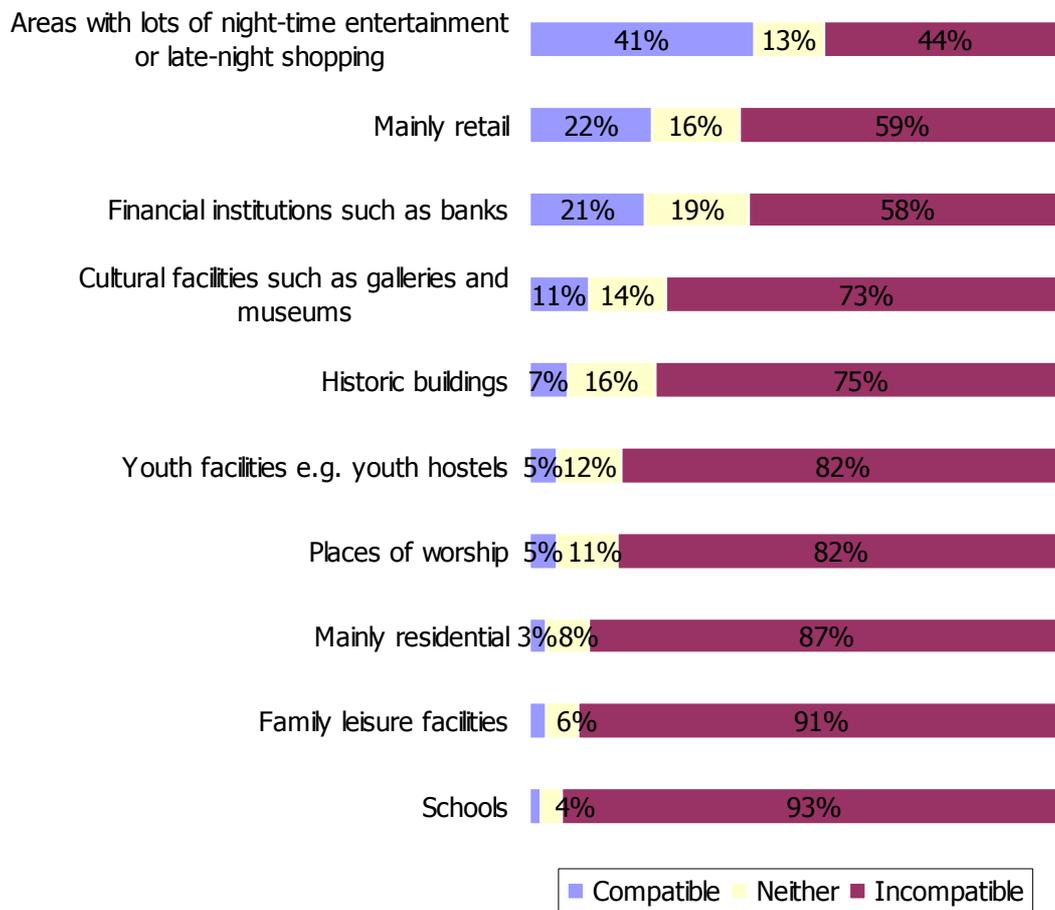
- Mainly residential
- Historic buildings
- Schools
- Financial institutions such as banks
- Family leisure facilities e.g. Barbican, Golden Lane Leisure Centre, children's play areas

- Mainly retail
- Areas with lots of night-time entertainment or late-night shopping
- Cultural facilities such as galleries and museums
- Youth facilities e.g. youth hostels
- Places of worship

Chart 4.8 shows how appropriate or inappropriate each of these were considered to be. Two in five (41%) felt that SEVs should be allowed to open in 'areas with lots of night-time entertainment or late-night shopping'. Around one in five felt that SEVs should be allowed to open in mainly retail areas (22%) and near financial institutions (21%). These three types of area also came out as the most compatible with SEVs in the face-to-face consultation.

The areas which respondents clearly thought were incompatible with SEVs included schools (93%), family leisure facilities (91%) and mainly residential areas (87%).

Chart 4.8: How compatible would a SEV be near to the following types of area or building?



Base: All in the face-to-face consultation (465)

4.7 Which are the most important considerations when deciding whether or not to grant a SEV licence?

All respondents were asked to rate the importance of each of a number of issues for deciding whether or not to grant a licence for a SEV. The issues were:

- The quality of the venue
- The ability to supervise activities in the premises
- Safety and treatment of the men and women working in the SEVs
- Community safety issues
- Disabled access
- Safety and treatment of customers

Five of the six of the issues were considered 'important' (i.e. a combination of 'very' and 'fairly important') by at least three quarters of the sample, so it is worth looking at the proportions saying that each issue was 'very important' in order to differentiate between the issues. In so doing, we can see that three of the issues were more important than the others.

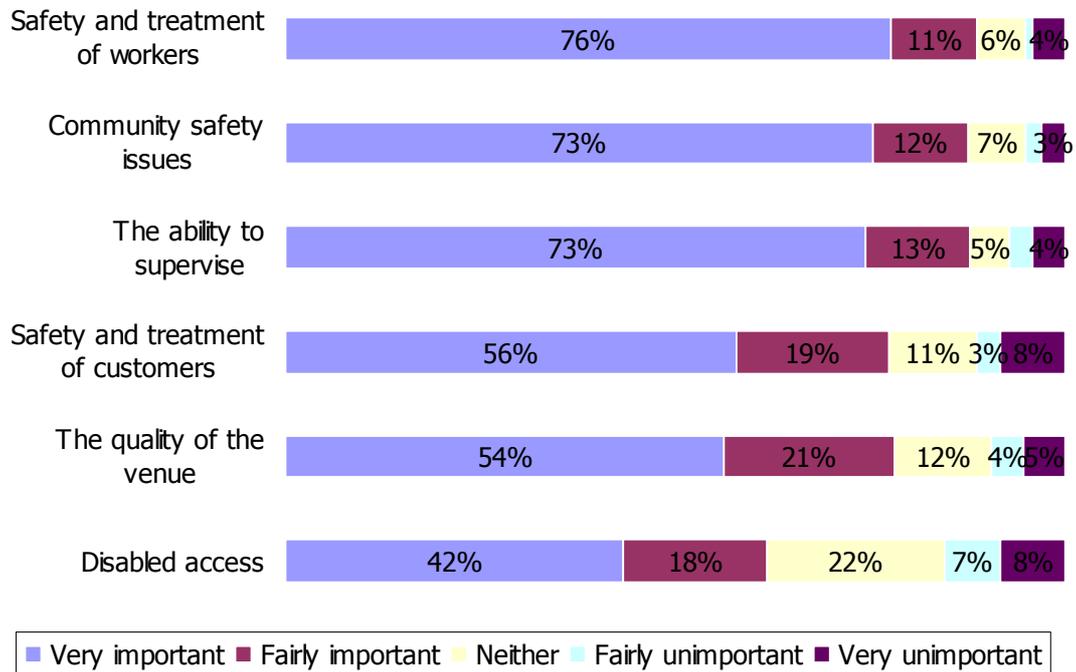
As **Chart 4.9** shows the 'safety and treatment of the men and women working in SEVs', 'community safety issues' and the 'safety and treatment of customers' were the most important considerations for respondents in the online consultation.

Three quarters (76%) considered the 'safety and treatment of the men and women working in SEVs' to be very important in deciding whether or not to grant a licence (87% said this issue was 'important'). 'Community safety issues' and the 'safety and treatment of customers' were both described as very important by 73% of respondents.

More than half felt that 'the safety and treatment of customers' and 'the quality of the venue' were very important considerations (56% and 54% respectively).

As in the face-to-face consultation, respondents were least likely to say that 'disabled access' was an important feature for the decision of whether or not to grant a licence (just 42% described this as very important).

Chart 4.9: How important are each of the following features in deciding whether or not to grant a licence for a SEV?



Base: All in the face-to-face consultation (465)

5 Main findings from the postal consultation

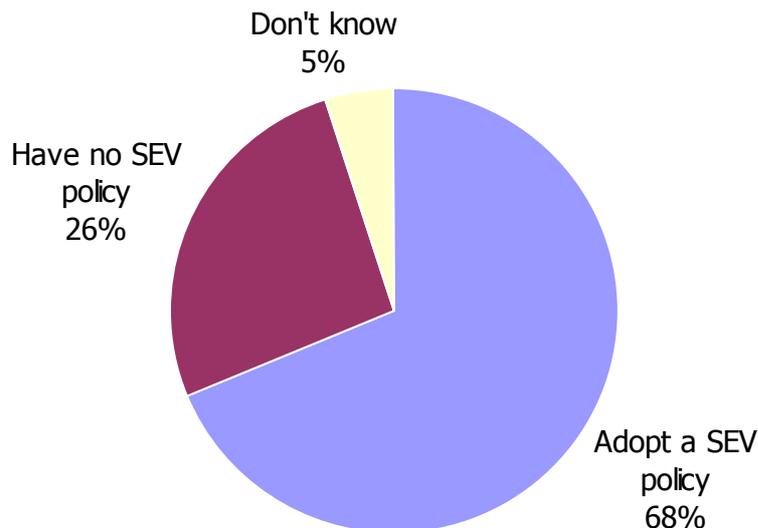
This section of the report presents the findings from the postal consultation. This strand of the consultation gave residents more of an opportunity to get involved in the consultation process as both the face-to-face and online samples were heavily skewed towards City workers.

5.1 Should the City adopt a SEV policy?

The questionnaire that was sent out to all households in the City told residents that the City of London Corporation now has the power to regulate sexual entertainment venues (SEVs) in the City. A definition of SEVs was given to respondents and they were told that the City is considering adopting a SEV policy and that if it were to do so all applications would be judged in accordance with the policy. If the City does not adopt a policy respondents were told that applications would be judged on a case by case basis.

Given that information, respondents were asked whether the City should either adopt a SEV policy or have no SEV policy. As **Chart 5.1** shows, two thirds (68%) of respondents felt that the City should adopt a policy towards these types of venues.

Chart 3.1: Do you think that the City of London Corporation should ...



Base: All in the postal consultation (1,003)

Differences of opinion between men and women were apparent on this question as 73% of men said a policy should be adopted compared with 64% of women. This difference was also apparent in the face-to-face findings.

Table 3.1: Do you think that the City of London Corporation should ...

Base: All in the postal consultation	Total	Sex	
		Male	Female
	1,003	541	434
	%	%	%
Adopt a SEV policy	68	73	64
Have no SEV policy	26	24	29
Don't know	5	4	7

5.2 Which areas should the policy address?

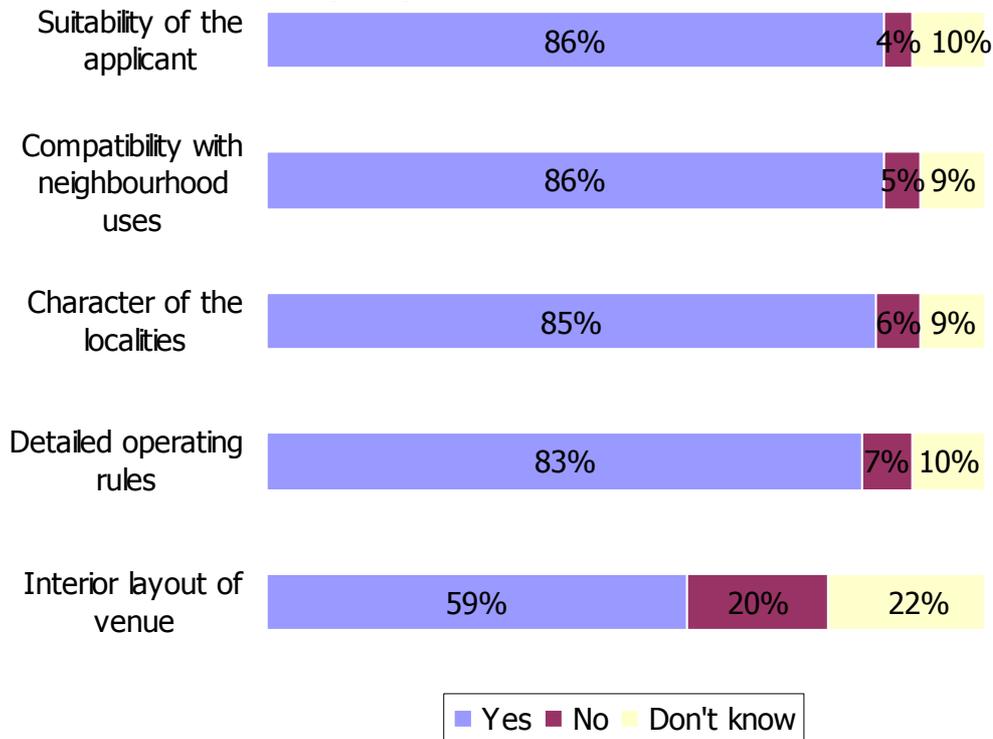
Those who felt that the City should adopt a SEV policy were asked about which of the following issues the policy should address:

- The suitability of the applicant and those connected to them to own and manage a Sexual Entertainment Venue
- Detailed operating rules for the management of a Sexual Entertainment Venue if a licence is granted
- The interior layout of the premises and the facilities available
- The character of the localities and their compatibility with Sexual Entertainment Venues
- Compatibility of Sexual Entertainment Venues with particular neighbourhood uses

As **Chart 5.2** shows the vast majority of respondents in the postal consultation agreed that the policy should address four of the issues. At least four in five felt that the policy should address the suitability of the applicant (86%), the compatibility of SEVs with neighbourhood uses (86%), the character of the localities and their compatibility with SEVs (85%) and detailed operating rules for the management of an SEV (83%).

As in both the face-to-face and online findings, the issue that received the lowest level of support for inclusion in the policy was the interior layout of the premises. Although a majority (59%) felt that the policy should address this issue, this was considerably lower than for each of the other issues.

Chart 5.2: If the City adopts a SEV policy, which of the following issues should the policy address?



Base: All in the postal consultation (1,003)

Interestingly, the different sub-groups were all broadly in agreement over these issues. That is to say, although men may be more in favour of the City adopting a SEV policy than women they were no more or less likely to say which issues the policy should address.

The only real differences to note were between those who felt the City should adopt a policy and those who felt the City should not do so. As **Table 5.2** shows, the former were more in favour of the policy covering each of the six issues. A key point to note is that even amongst those who are not in favour of such a policy a clear majority agreed with four of the issues that the policy should cover.

Table 5.2: If the City adopts a SEV policy, which of the following issues should the policy address?

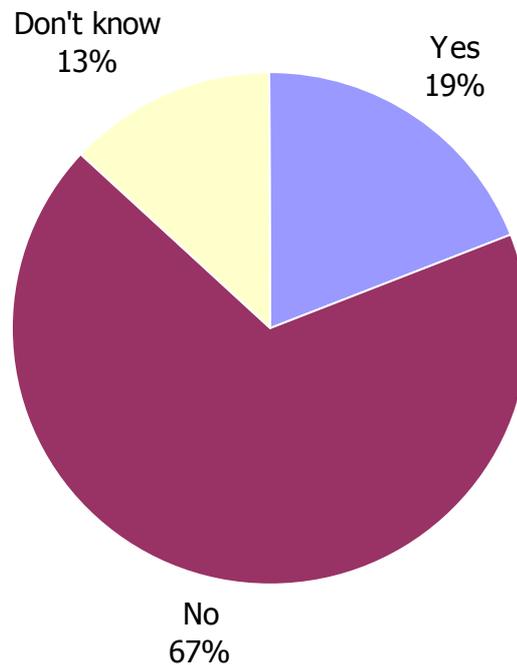
Base: All in the postal consultation	Total	Views on SEV policy	
		Adopt a policy	Have no policy
	1,003	685	265
	%	%	%
Suitability of the applicant	86	93	73
Character of the localities	85	93	68
Compatibility with neighbourhood uses	86	94	70
Detailed operating rules	83	90	68
Interior layout of venue	59	63	49

5.3 Are any localities in the City appropriate for SEVs?

All respondents were asked whether they felt there were any localities within the City’s boundaries which they considered appropriate for SEVs.

As in both the face-to-face and online consultations a sizeable minority (19%) felt that there were appropriate localities in the City. However, the proportion who felt that there were no appropriate localities for SEVs was considerably higher amongst respondents in the postal consultation (67%). This difference is likely to be a result of the skew towards residents in the postal sample. **Chart 5.3** shows the full findings for this question, including the 13% who said don’t know. The proportion of ‘don’t know’ responses was considerably lower amongst this sample compared with the face-to-face sample, which suggests that residents are more likely to have made their minds up about this issue.

Chart 5.3: In general, are there any localities within the City of London boundaries that you consider to be appropriate for SEVs?



Base: All in the postal consultation (1,003)

As in the face-to-face findings, men were more likely than women to say there are localities in the City that are appropriate for SEVs (23% compared with 15%). The data also suggests that younger people were more likely than those aged 55 to 64 to say there are appropriate localities in the City. Around a quarter of those aged 16 to 34 (23%) or 45 to 54 (24%) felt that there were appropriate localities in the City, compared with just 15% of respondents aged 55 to 64.

Although these differences were apparent it is still important to note that it was only ever a minority who felt that there were appropriate venues for SEVs in the City. So, while men might be more favourable than women on this question the majority of men (62%) still felt that there were not any appropriate localities for SEVs in the City.

Table 5.3: In general, are there any localities within the City of London boundaries that you consider to be appropriate for SEVs?

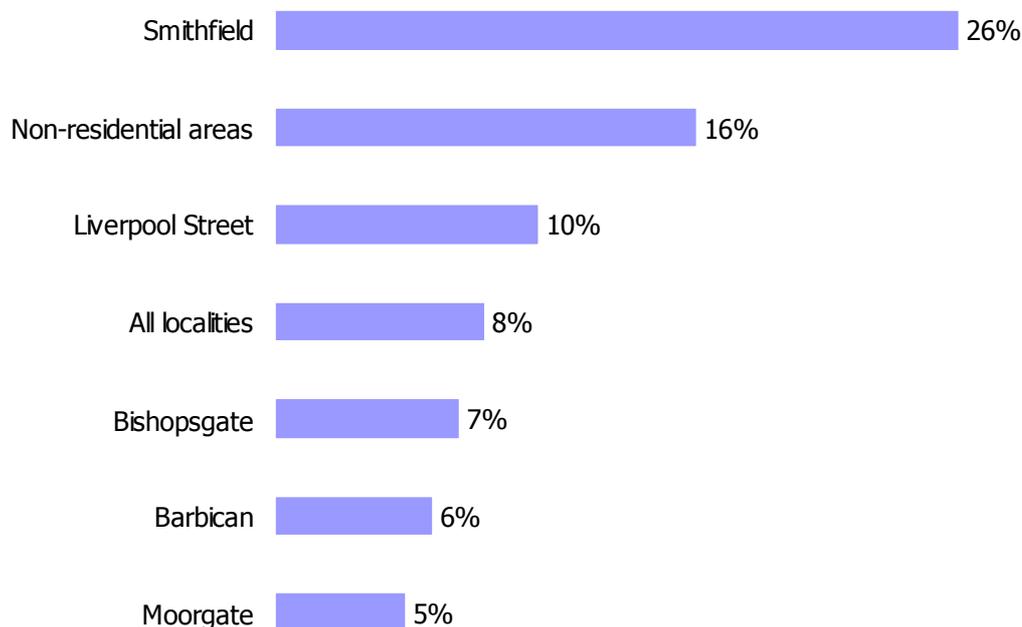
Base: All in the postal consultation	Base		Yes	No	Don't know
Total	1,003	%	19	67	13
<i>Sex</i>					
Male	541	%	23	62	15
Female	434	%	15	74	12
<i>Age</i>					
16-34	143	%	23	62	15
35-44	142	%	22	61	18
45-54	208	%	24	65	12
55-64	254	%	15	74	11
65+	231	%	18	68	14

Those respondents who felt there were appropriate localities for SEVs in the City were asked a follow-up question to establish which areas were most suited to these types of establishments. This was asked as a completely open-ended question and respondents were able to mention as many or as few localities as they liked.

A wide variety of localities were specified but none were mentioned by a majority of respondents. The most frequently cited locality was Smithfield (26%) - as in both the face-to-face and online consultations. While Smithfield was not mentioned by a majority in any of the strands of the consultation the fact that it is the most frequently cited across all three suggests that, if any area is appropriate for SEVs, it is this area which already has a considerable amount of night-time entertainment venues and relatively few residents.

Chart 5.4 shows the other localities that were mentioned by at least 5% of respondents in the postal consultation.

Chart 5.4: Which localities within the City of London boundaries do you consider appropriate for SEVs?



Base: All in the postal consultation who think there are appropriate localities for SEVs (195)

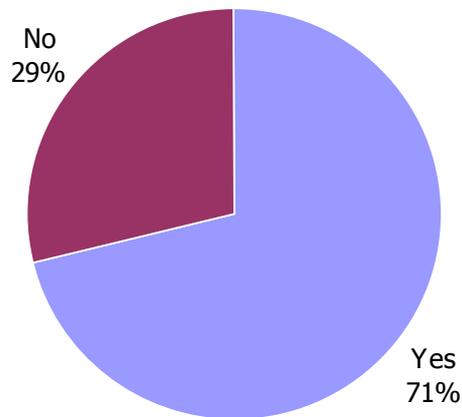
5.4 Should the City use the policy to set a maximum number of SEVs?

Respondents who felt that there are appropriate localities for SEVs within the City's boundaries were asked whether they thought the City should set a figure for the maximum number of SEVs within a particular locality.

Seven in ten (71%) were in favour of setting a maximum number of SEVs within a particular locality, while 29% felt there should be no limits. See **Chart 5.5**.

This presents a notable difference between postal respondents and those who responded to the face-to-face and online consultations was apparent. In the face-to-face and online consultations considerably fewer felt the City should set a maximum number of SEVs (49% and 57% respectively).

Chart 5.5: Do you think that the City should set a figure for the maximum number of SEVs within any particular locality?



Base: All in the postal consultation who think there are appropriate localities for SEVs (195)

Those who said that limits should be set were asked which localities and how many the maximum number should be in that locality.

This question was asked of a relatively small number of respondents (138) and the variety of localities mentioned means that it is difficult to provide definitive figures so the following be treated more as *qualitative* information about areas and numbers.

Of the 15 respondents who mentioned **Barbican** as an appropriate locality seven specified a maximum number for the locality. All but one of these said the limit should be either none or one and the remaining respondent set the limit at two.

Of the eight respondents who mentioned **Liverpool Street** as an appropriate locality for SEVs five specified a maximum number; four respondents said the number should be limited to just one, while the other respondent thought the limit should be five SEVs.

Seven respondents mentioned **Moorgate** as an appropriate locality for SEVs, of these six specified a maximum number. While three respondents felt there should be less than three SEVs in the area, the other three respondents felt the limit should be set at three.

Of the 21 people mentioning **Smithfield** in this question 13 specified a maximum number of SEVs. Ten of those respondents said the number of SEVs should be

limited to between none and three. One respondent each said the limit should be set at “3 or 4”, five or 10.

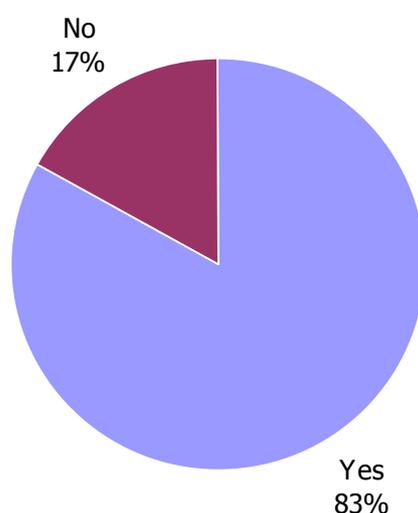
As has already been mentioned in previous chapters, data from this question only provides very limited evidence for the consultation and should be treated with extreme caution. However, as with the other parts of the consultation the findings do indicate that if licences for SEVs are granted in a given location the maximum number of venues in that area should be three or fewer.

5.5 Are any localities in the City inappropriate for SEVs?

Respondents who had earlier said there were appropriate localities for SEVs in the City of London were also asked whether there were any localities which they considered inappropriate for such venues.

As **Chart 5.6** shows, a clear majority (83%) considered some localities in the City to be inappropriate for SEVs, while just 17% did not think there were any localities where SEVs would be inappropriate.

Chart 5.6: Are there any localities within the City of London boundaries that you consider to be inappropriate for SEVs?

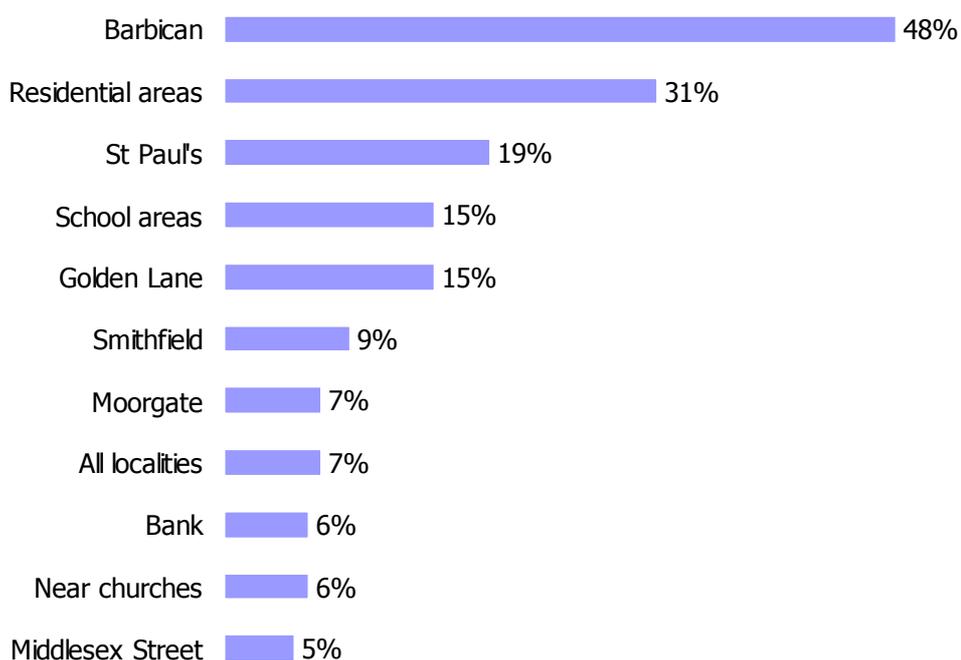


Base: All in the postal consultation who think there are appropriate localities for SEVs (195)

Those who felt that there were localities where SEVs would be inappropriate were asked which localities they were. As this was a completely open-ended question a wide variety of localities were mentioned, even so the data indicates that

respondents tend to think of residential areas as inappropriate localities for SEVs. Around half (48%) felt that the Barbican was inappropriate for SEVs, 31% were less specific and just said residential areas were inappropriate and 15% mentioned Golden Lane. In addition, more than one in ten respondents mentioned St Paul's (19%) and school areas (15%). **Chart 5.7** shows all of the localities which were mentioned by at least 5% of the sample.

Chart 5.7: Which localities within the City of London boundaries do you consider inappropriate for SEVs?



Base: All in the postal consultation who think there are inappropriate localities for SEVs (162)

5.6 In which areas should SEVs be allowed to open?

All respondents who took part in the postal consultation were asked whether SEVs should be allowed to open near the following areas and types of buildings:

- Mainly residential
- Historic buildings
- Schools
- Financial institutions such as banks
- Family leisure facilities e.g. Barbican, Golden Lane Leisure Centre, children's play areas
- Mainly retail

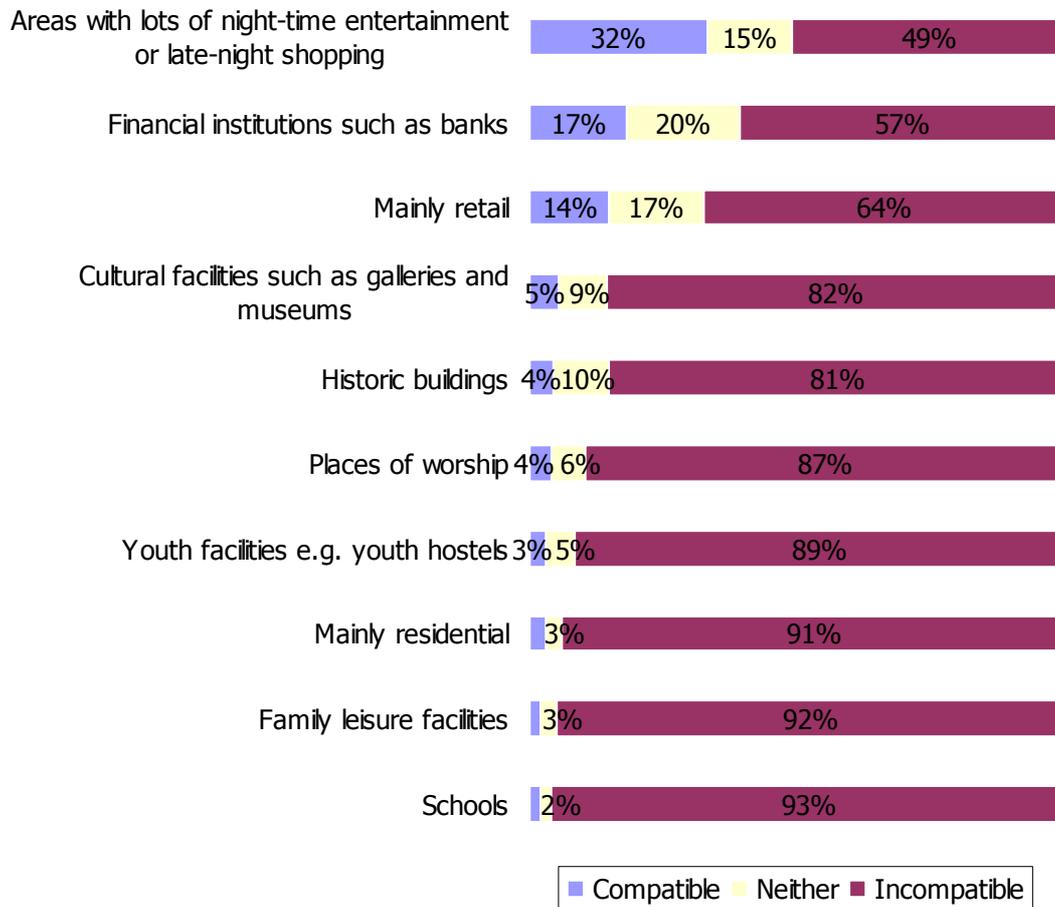
- Areas with lots of night-time entertainment or late-night shopping
- Cultural facilities such as galleries and museums
- Youth facilities e.g. youth hostels
- Places of worship

Chart 5.8 shows how appropriate or inappropriate each of these was considered to be. As in the face-to-face and online consultations the types of area seen as most compatible with SEVs were 'areas with lots of night-time entertainment or late-night shopping', but even so only a third (32%) felt this was the case. Respondents were more likely to say that SEVs were incompatible with this type of area (49%).

As **Chart 5.8** shows, no other type of area was described as 'compatible' by more than one in five respondents.

The areas that were seen as most incompatible with SEVs were areas with schools (93%), family leisure facilities (92%) and mainly residential areas (91%). In fact, more than four in five respondents described each of these types of area as 'highly incompatible' with SEVs.

Chart 5.8: How compatible would a SEV be near to the following types of area or building?



Base: All in the postal consultation (1,003)

Opinions on this issue were quite consistent across the different sub-groups, however some notable differences included:

- Men were more likely than women to say that **areas with lots of night-time entertainment** were compatible with SEVs (38% compared with 26%). A third (35%) of respondents who felt the City should adopt a SEV policy felt these areas were compatible with SEVs, in comparison 26% of those who did not think a policy should be adopted felt these areas were compatible
- Compared with women, men were twice as likely to say that **financial institutions** were compatible with SEVs (22% compared with 11%). Younger respondents were more likely than their older counterparts to say

this; 28% of those aged 25 to 34 felt that financial institutions were compatible with SEVs compared with just 11% of respondents aged 55 to 64 and 12% of those aged 65 or over

- Again, men were twice as likely as women to say that **mainly retail** areas were compatible with SEVs (19% compared with 9%). An age difference was apparent as well, with a quarter (23%) of 25 to 34 year olds describing these areas as compatible compared with just 9% of those aged 55 to 64 and 12% of those aged 65 or over

5.7 Which are the most important considerations when deciding whether or not to grant a SEV licence?

All respondents were asked to rate the importance of each of a number of issues for deciding whether or not to grant a licence for a SEV. The issues were:

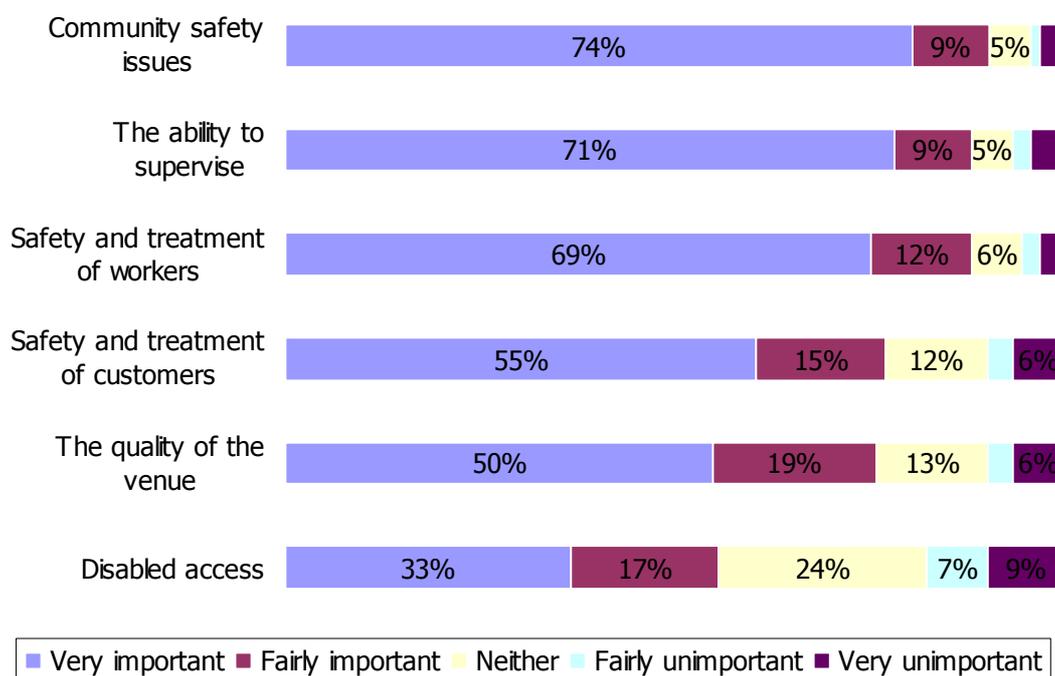
- The quality of the venue
- The ability to supervise activities in the premises
- Safety and treatment of the men and women working in the SEVs
- Community safety issues
- Disabled access
- Safety and treatment of customers

The findings from the postal consultation indicate that three of the six issues are more important than the others. At least four in five respondents felt that 'community safety issues' (83%), 'the safety and treatment of the men and women working in SEVs' (81%) and 'the ability to supervise activities in the premises' (81%) were important features in deciding whether or not to grant a licence for a SEV.

In addition, seven in ten respondents felt that the 'safety and treatment of customers' and 'the quality of the venue' were important features (70% and 68% respectively).

As in the other strands of the consultation, respondents were least likely to say that 'disabled access' was an important feature for the decision of whether or not to grant a licence (50%). See **Chart 5.9**.

Chart 5.9: How important are each of the following features in deciding whether or not to grant a licence for a SEV?



Base: All in the postal consultation (1,003)

Opinions on the different features were quite consistent across the different sub-groups. Those differences that were apparent included:

- Respondents aged 25 to 34 were more likely than those aged 55 to 64 or 65 and above to say that 'community safety issues' were important features in deciding whether or not to grant a licence for a SEV (91% compared with 83% and 78% respectively). In addition, those in favour of the City adopting a SEV policy were more likely than their counterparts to say this feature was important (87% compared with 76%)
- Amongst those who felt that the City should adopt a SEV policy 86% felt it was important that the 'ability to supervise activities in the premises' was an important feature in deciding whether or not to grant a licence for a SEV. In comparison, those who did not think the City should adopt a policy were less likely to say this was important (72%)
- Respondents aged 25 to 34 were most likely to say that the 'safety and treatment of the men and women working in SEVs' was important (90%) and the comparison with respondents aged 55 to 64 (81%) or 65 and above

(76%) is particularly marked . Similarly, those in favour of the City adopting a SEV policy were more likely than their counterparts to say this feature was very important (86% compared with 71%)

- While 75% of people aged 65 or over felt the 'quality of the venue' was important those aged 35 to 44 or 45 to 54 were less likely to share this view (65% and 63% respectively)