



**SEX ESTABLISHMENT LICENCE**

**Application for GRANT / RENEWAL / VARIATION / TRANSFER**

---

**Local Government (Miscellaneous Provisions) Act 1982**  
**Section 2 and Schedule 3**

---

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases, ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary. You may wish to keep a copy of the completed form for your records.

**Please tick as appropriate:**

- a) Application for the grant of a licence
- b) Application for the renewal of a licence
- c) Application for the variation of a licence
- d) Application for the transfer of a licence

✓

**I / We**

\_\_\_\_\_ *(Insert name/s of applicant/s – please read guidance note 1)*

apply for the Grant / Renewal / Variation / Transfer\* of a Sex Establishment Licence for the premises described in Part 1 below (the premises) in accordance with schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982 (\*delete as necessary)

**Part 1 - Premises Details** *(Please read guidance note 2)*

Postal address (including trading name, post code and telephone number of premises)

Gentlemen Jacks (Theatre Royal)

Wellington Street

S70 1SS

-07583044159



**Part 2 - Applicant Details**

Please state whether you are applying for a licence as :-

(tick as appropriate)

- a) an individual or individuals \*  please complete section (A & C)
- b) a person other than an individual \*
  - i. as a limited company  please complete all sections
  - ii. as a partnership  please complete all sections
  - iii. as an unincorporated association or  please complete all sections
  - iv. other (for example a statutory corporation)  please complete all sections

**(A) Individual Applicant Details** *(Please read guidance note 3)*

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title	<input style="width: 90%;" type="text"/>
Surname			First names		
Date of birth					
Current postal address including post code					
Telephone number (if any)					
E-mail address (optional)					

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title	<input style="width: 90%;" type="text"/>
Surname			First names		
Date of birth					
Current postal address including post code					
Telephone number (if any)					
E-mail address (optional)					

*(Continue on separate page if necessary)*



**(B) Other Applicants**

Please provide name and registered address of applicant in full. Where appropriate please give any registered number.

Name	South Yorkshire Holdings LTD
Address including post code	Theatre Royal, Wellington Street, S70 1SS
Registered number	12757640
Description of applicant (e.g. partnership, company, etc.)	LTD Company
Telephone number (if any)	07583044159
E-mail address (optional)	adam_pumford@live.com

**(C) Description of Trading Activity**

The premises will trade as:

(tick as appropriate)

a sex cinema       a sex shop       a sex encounter establishment

The premises will trade on the following days and between the following times:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
From	16:30	16:30	16:30	16:30	16:30	10:00	8:00
To	6:00	6:00	6:00	6:00	6:00	6:00	6:00

Please provide brief details of the intended operation of the premises:

-Gentlemens club, jolly nude zero contact, lap dancing, also focused around craft beer, and cocktails.



**(D) Licensing History**

Has any person or the corporate or unincorporated body referred to in this application: -

Been disqualified from holding a licence for a sex establishment?	Yes / <input checked="" type="radio"/> No
Been refused the grant / renewal / transfer of a licence for a sex establishment?	Yes / <input checked="" type="radio"/> No
Been the holder of a sex establishment licence when that licence has been revoked?	Yes / <input checked="" type="radio"/> No
If 'Yes' to any of the above please provide details:	

**Part 3 - Declaration**

I / We Adam Pumphord C South Yorkshire Holdings LTD  
(Insert name/s of applicant/s)

Please tick each applicable box

- Enclose the fee (Please make payable to Barnsley Metropolitan Borough Council)
- Enclose evidence of identity containing a photograph in respect of each individual applicant / partner / director, as applicable
- Enclose either a criminal conviction certificate or criminal record certificate or the results of a subject access search of the police national computer by the National Identification Service
- Understand that if the above requirements have not been complied with my application will be rejected
- Understand that the information given may be used in conjunction with other authorities for the prevention and detection of fraud, and will be held on computer, subject to the Data Protection Act 1998.
- Confirm that the information supplied in this application is true to the best of my / our knowledge and belief.


<input type="checkbox"/>
<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>



**IT IS AN OFFENCE, LIABLE ON CONVICTION TO A FINE NOT EXCEEDING LEVEL 5 ON THE STANDARD SCALE, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION**

**(C) Signatures** (Please read guidance note 4)

Signature of applicant/s or applicant/s' solicitor or other duly authorised agent. If signing on behalf of the applicant please state in what capacity.

<b>Signature/s</b>	
<b>Date</b>	21/10/2020
<b>Capacity</b>	Director

**(D) Contact Details** (Please read guidance note 5)

<b>Contact name</b>	Adam Pumford
<b>Contact postal address including post code</b>	5 Cedar Mews WF2 8WD
<b>Telephone number (if any)</b>	07583044159
<b>E-mail address (optional)</b>	adam_pumford@live.com

## Notes for Guidance

- 1) Insert the name/s of individual applicant/s or partners or the trading name under which the business operates.
- 2) Include the postal address, including name by which the premises that is to be used as a sex establishment is to be known.
- 3) The full name, date of birth and home address of each individual applicant/partner/director must be supplied together with photographic evidence of identity, e.g. a certified copy of passport or driving licence, and either a criminal conviction certificate (issued under section 112 Police Act 1997), a criminal record certificate (issued under section 113A Police Act 1997) or the results of a subject access search under the Data Protection Act 1998 (b) of the Police National Computer by the National Identification Service.
- 4) The application form must be signed. An applicant's agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so. Where there is more than one applicant, all applicants or their respective agents must sign the application form.
- 5) This is the address that we shall use to correspond with you about this application.
- 6) A plan of the premises must be submitted with the application, drawn to a scale of 1:100 showing all external and internal doors and windows and the position of counters, display stands, booths, video / tv / film screens, exhibition areas, dance / performance / stage areas fixed seating and tables, bars / counters from which refreshments are available.
- 7) Copies of the application together with a plan of the premises must be submitted to both :-
  - a) Barnsley Metropolitan Borough Council  
Regulatory Services  
PO Box 602  
Barnsley  
S70 9FB
  - b) Chief Officer of Police,  
South Yorkshire Police,  
Barnsley Police Station,  
Churchfields,  
Barnsley,  
S70 2DL
- 8) A notice containing details of the application must be advertised on the premises to which the application relates for a continuous period of not less than 21 days from the day following the day on which it was given to the licensing authority, in a position from which it can be conveniently read by members of the public.
- 9) A notice containing details of the application must be published in a newspaper circulating in the local vicinity of the premises within 7 days of the application being given to the licensing authority.
- 10) Fees can be obtained via the council's website or by contacting the Licensing Section, Barnsley Metropolitan Borough Council.

UK

DRIVING LICENCE

- 1. PUMFORD
- 2. MR ADAM KENNETH
- 3. 01.07.1994 UNITED KINGDOM
- 4a. 12.05.2020 4c. DVLA
- 4b. 11.05.2030
- 5. PUMFO907014AK9HV 62
- 7.



11.05.2030

- 8. 5 CEDAR MEWS, WAKEFIELD, WF2 8WD
- 9. AM/A/B1/B/H/k/p/q

Name:

Adam  
PUMFORD



Number:

PA3018







000060  
ADAM PUMFORD  
5 CEDAR MEWS  
WAKEFIELD  
UNITED KINGDOM  
WF2 8WD

0000023252000060010100

# Basic Certificate

Page 1 of 2



Disclosure &  
Barring Service

DBS fee charged

Certificate Number

000974452437

DBS ID Number: P00013WUGDR

Date of Issue:

14 JULY 2020

## Applicant Personal Details

Surname: PUMFORD  
Forename(s): ADAM  
Other Names: PUMFORD, ADAM KENNETH  
Date of Birth: 01 JULY 1994  
Place of Birth: WAKEFIELD UNITED KINGDOM  
Gender: MALE

## Police Records of Convictions, Cautions, Reprimands and Warnings

NONE RECORDED

## Basic Certificate

This document is a basic certificate within the meaning of section 112 of the Police Act 1997.

This section provides general information in the use and content of this certificate. For further detailed information see our website [www.gov.uk/dbs](http://www.gov.uk/dbs)

## Use of Certificate Information

The information contained in this certificate is confidential and all employers or other organisations that are given this certificate

Other Names: PUMFORD, ADAM KENNETH

Date of Birth: 01 JULY 1994

Place of Birth: WAKEFIELD UNITED KINGDOM

Gender: MALE

### Police Records of Convictions, Cautions, Reprimands and Warnings

NONE RECORDED

### Basic Certificate

This document is a basic certificate within the meaning of section 112 of the Police Act 1997.

**This section provides general information in the use and content of this certificate. For further detailed information see our website [www.gov.uk/dbs](http://www.gov.uk/dbs)**

### Use of Certificate Information

The information contained in this certificate is confidential and all employers or other organisations that are given this certificate must keep it secure and protect it from loss or unauthorised access in line with their obligations under the Data Protection Act.

This certificate is issued in accordance with Part V of the Police Act 1997, which creates a number of offences. These offences include forgery or alteration of certificates, obtaining certificates under false pretences, and using a certificate issued to another person as if it was one's own.

This certificate is not evidence of the identity of the bearer, nor does it establish a person's entitlement to work in the UK.

**Continued on page 2**

**This Certificate is not evidence of identity. You can find out more about the DBS identity checking process at [www.gov.uk/dbs](http://www.gov.uk/dbs)**

**DBS**

Disclosure and Barring Service, PO Box 3961, Royal Wootton Bassett, SN4 4HF Helpline: 03000 200 190 © Crown Copyright

## Covering Letter

I Adam Pumford (Director of South Yorkshire Holdings LTD) have applied for a new SEV licence for the premise Theatre Royal (Wellington Street, S701SS).

I have previously been the operations manager at Wildcats (32 Wellington, Street, S70 1SW) since circa 2016, since this time the venue has not had any major incidents and has drastically reduced its crime and disorder rate in which it had achieved in previous. The venue since my time there has had a fantastic working relationship with best bar non schemes, neighbouring venues, and with licensing enforcement officers.

The plan for the new site as a new company and operator within Barnsley I would like to covert the former theatre too its former glory, for the public to once again be able to enjoy. The plan is to convert Theatre Royal into two venues within ones to ensure its future viability. Gentlemen Jacks will be a Premium Gentlemen's Club located on the second floor within the former theatre operating as a premium venue focused around live dances, craft beers and craft cocktails. Within the ground floor of the theatre we intend to create a free entry Nightclub/Bar on the ground floor operating a separate venue within the same building when in the ground floor venue you will not be able to see into Gentlemen Jacks these will remain separate. The ground floor will differ from other venues within the centre of Barnsley as it will be focused around pop music, 00's, and 90's style music in a bid to create a venue for the 21+ clients that are out within the town and the hopefully boost the night time economy.

An opportunity has arisen through the current economical climate and consent from the current holders of the current SEV Yorkshire Security Solutions LTD, for my company to obtain the SEV licence in a new building with 32 Wellington Street closing as an SEV venue. Attached is a signed letter from the director of Yorkshire Security Solutions highlighting that upon acceptance of the new SEV licence at Theatre Royal (Wellington Street, S70 1SS) the current SEV owned by Yorkshire Security Solutions will be surrendered we have also added this condition too our attached annex of conditions of the new SEV. Should the licence need surrendering in advance from Yorkshire Security Solutions this would not be an issue, and can be done should it be requested in advance.

Should any further information be requested do not hesitate to contact myself on 07583044159.

Many Thanks

Adam Pumford (South Yorkshire Holdings LTD)

A handwritten signature in black ink, appearing to read 'A. Pumford', written in a cursive style.

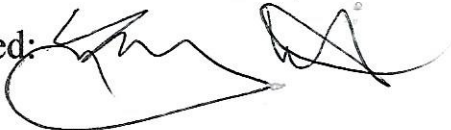
## Letter from Yorkshire Security Solutions

I Thomas White Director of Yorkshire Security Solutions, am aware that an SEV is been applied for on a new site (Theatre Royal, Wellington Street, S71SS), since a transfer cannot be done a new SEV has been applied for by the new company South Yorkshire Holdings LTD. This is my permission in writing that upon acceptance of the new SEV; Yorkshire Security Solutions LTD will surrender the current SEV licence to 32 Wellington Street, S701SW. Upon guidance from the council should this need to be surrendered during this process for the acceptance of the new SEV to South Yorkshire Holdings LTD the company would be willing to do so. I would like to take this opportunity thank Barnsley Council for such a fantastic working relationship, and hope this may long continue for yourself and the new company wishing to operate the SEV.

Date: 20/07/20

Print: THOMAS CBB WHITE

Signed:

A handwritten signature in black ink, appearing to read 'THOMAS CBB WHITE', written over a faint printed name.

## **Attached Conditions to SEV application**

### **Operating Hours**

The operating hours requested for the premise would be:

Monday: 16:30 until 06:00 hours (The following morning)

Tuesday to Friday 16:30 until 06:00 hours (The following morning)

Saturday 10:00 until 06:00 hours (The following morning)

Sunday 20:00 until 06:00 hours (The following morning)

### **Attached Condition to Opening Hours**

After speaking with Police Licensing enforcement before submitting this it was discussed to operate a closed door policy, from 5:00AM the venue will no longer allow entry. However it can allow current customers to stay within the venue till 6:00AM, but will not be promoting and allow entry to additional customers.

### **Attached conditions with the operating schedule to promote the licensing objectives**

1. The Gentlemen's Club (Gentlemen Jacks) will be placed on the second floor of the building, and ALL SEV related activity will take place on the second floor, ensuring that when in the nightclub below it is not visible and is contained to the second floor only, there shall be no adult entertainment on the ground floor within the nightclub.
2. Upon acceptance of a new SEV to Theatre Royal, 5 Wellington Street, S701SS. (Since a transfer is not possible to move the SEV buildings) the SEV operated and owned by Yorkshire Security Solutions LTD will be surrendered, allowing Pumford Holdings LTD to obtain and SEV at the new venue.
3. Whilst entertainment consisting of striptease or nude dancing is taking place no persons shall be permitted within the premises and notices will be clearly displayed at the entrance highlighting "No person under the age of 18 shall be admitted"
4. Each area shall be supervised within the venue; signs must be displayed throughout the venue advising customers of the rule and conditions attached to this licence.
5. **ALL** performers **MUST** be over the age of 18.
6. A price list must be clearly displayed at the payment desk, in a prominent position giving the times and prices allowed for the dance routines.
7. Performers/Dancers that are NOT performing will not remain in a public place in a state of nudity.
8. Any persons who can be observed from outside the premise must be properly or decently dressed.
9. There shall be NO physical contact between dancers and customers whilst a performance is taking place except for the placing of tokens into the garter or into the hands of the dancer and the beginning or the end of each performance.
10. Customers must remain seated throughout the performance.

11. House rules for the venue will be displayed around the premise and on the tables regarding the conduct of performers, staff, and customers.
12. Any persons employed on the premises to work as a door supervisor shall hold an SIA authorisation to do so.
13. No glass or bottles to be taken from the premise.
14. CCTV will be maintained and provided throughout the premises.
15. The CCTV recordings shall be produced to a Police Constable or Authorises Officer of the council upon request.
16. A representative of the Premise Licence Holder will become a member of the local Pubwatch scheme.
17. Any persons who appear to be under the influence of alcohol or drugs will not be permitted entry to the premises.
18. Receptacles will be provided for the disposal
19. Members of staff will be trained in first aid.
20. Regular risk assessments, and safety checks will be conducted at the premise in accordance with current Health and Safety Legislation and records will be maintained and made available upon request.
21. The premise plan submitted alongside this application incorporates all proposals in respect of means of fire escape, fire detection, fire fighting equipment, and emergency lighting.
22. Notices shall be displayed upon exits to the building advising customers to respect our neighbours and leave quietly.
23. Noise and disturbance shall not emanate from the premises.
24. Any queue to the premise shall be monitored, and shall ensure no person causes a public nuisance.
25. The premise shall adopt a strict proof of age scheme and all staff will receive regular training, and refresher training in this.
26. Any entertainment from within the premise shall not be visible to any persons under the age of 18 who may be outside the premises.
27. Coded locks on performers changing room door and to be covered by CCTV also the main entrance to the toilets must be covered by CCTV
28. CCTV to be installed covering all booths
29. Company will ensure it has two monitors for the CCTV installed one is the placed in the manager's office; the other is to be located in the reception of the venue.
30. CCTV will be recorded digitally
31. CCTV must be operational 24 hours a day.
32. Recordings of ALL cameras must be kept for period of 31 days, however monitoring and viewing must only be viewed by authorised staff.
33. Authorised staff must also be trained in the use of the CCTV system.
34. Door supervisors must be SIA approved, frontline trained and there must be TWO door staff present on the site at ALL times during operation.
35. Duty manager MUST be personal licence holders as defined in the licensing act.
36. No persons under the age of eighteen shall be employed or allowed to work on the premises.
37. Premises plans for the building which are submitted alongside this application must show the location of the CCTV cameras, and will be submitted to the Police and Local Authority.

38. A minimum of one First Aider must be on site at ALL time when open to the public.
39. All performers in the venue must be clothed to minimum a full bikini unless performing a dance on a stage, or in a booth.
40. The (Gentlemen Jacks Company Operation Manual/Performer Code Conduct) must be adhered too at all times. This must be made available for Police and Local Authority at ANY time. A dancer must print, sign and date a code of conduct manual, and her ID must also be attached to this file.
41. Any outside advertising shall be done tastefully and shall not include nudity.

#### **Managers Code of Conduct**

1. Managers must ensure all policies and licensing activities are adhered to.
2. Check on dancers performers at least two dancers for each performer to ensure rules and been adhered to.
3. To ensure the safety of staff and customers AT ALL TIMES
4. Be honest, and act with integrity.
5. Be aware at ALL times what is going on within the club within door staff, bar staff, performers, door staff and DJ's
6. Make sure all Due-Diligence paperwork in up to date, and available upon request for inspection.

#### **Code Of Conduct For Staff**

1. Any suspicious activity must be reported to a manager.
2. Challenge 21 is in place at this venue, if unsure ALWAYS ask for ID
3. Anyone who appears to be highly intoxicated or on drugs must be reported to Manager/Door Staff
4. Check on all areas of venue including booth for smashed glass at regular intervals throughout the night.
5. There must be NO bad language used towards customers, performers or other staff.

#### **Code of Conduct for Security**

1. Random searches must be carried out at this venue upon entry to performers
2. Random searches must be carried out upon entry to this venue to customers
3. If a customer appears highly intoxicated entry must be refused.
4. This venue will operate challenge 21, please ensure this is followed.
5. Be polite to ALL customers
6. Booths to be checked on during regular intervals, and performers dancers must also be checked on.
7. Be aware what is going on within the venue at all times, camera phones are not to be used by customers to take photographs when in the venue, watch to ensure dancers are not exchanging numbers with customers.
8. Look out for customers trying to touch the performers.
9. Please report any breeches, and anything suspicious to the manager.

#### **Dancers Code of Conduct**

1. Dancers will adhere to ALL rules highlighted within the Gentlemen Jacks Performers Code of Conduct.
2. ID shall be provided to a manager and shall be stored on site, within each dancer's individual files (Dancer Files will be within each dancers Gentlemen Jacks Performers Code of Conduct Handbook).
3. Dancers shall ALWAYS adhere to ZERO customer contact when performing.
4. Dancers will be made aware of all security measures in place for their safety and the customers at the venue.
5. Dancers shall ALWAYS be polite when working within the venue.
6. Dancers will be offered the option to be walked back to their vehicle by a member of our SIA door team.

### **Customer Rules**

1. Customers must remain seated for the duration of the performance
2. No propositioning of the dancers is permitted.
3. You must NOT give your contact details to any of the dancers
4. Customers must remain fully clothed
5. There will be NO touching of dancers during the performance expect when paying the fee into the dancers hand, or the placing of tokens in the dancers garter.
6. Any breach of rules will result in the customer been excluded from the Gentlemen's Club.



## **Draft of Conditions for Gentlemen Jacks Operational Code of Conduct/Dancer Files**

1. Dancers must supply a photo copy of ID this will be photocopied, and will be attached to the back of each dancers Operational Code of Conduct/Dancer files before their first shift begins.
2. Dancers will be allowed to read each condition, and shown ALL security measures in place they will then be asked to print, sign and date on front page of their Gentlemen Jacks Operational Code of Conduct/Dancer Files.
3. Dancers MUST also provide a NI/Right to work within the UK; this will also be photocopied and attached to the back of each dancer Operational Code of Conduct/Dancer files.
4. Dancers will be made AWARE they are self employed; it is the dancer's responsibility to pay their own tax and national insurance contributions the venue is not liable and the dancer as a self employed individual is liable.
5. Mobile phones are not permitted to be used when working within the venue; you may leave your phone in a locker. Or you may hand it into management and it will be placed in a secure safe within the office.
6. Dancers must be aware when in the main club area a minimum of a full bikini must be worn unless performing on the stage or in a designated booth.
7. Panic buttons are available within each booth, should you ever need IMMEDIATE assistance please flick the switch and security will be arrive imminently.
8. Dancers will be showed round the venue and shown security measures such as panic buttons, CCTV and where to find security and management to ensure they are aware of ALL our measures in place to protect them and us.
9. Dancers must be made aware that during ALL performances it is ZERO contact unless having money placed into your hand or tokens placed in garter.
10. Dancers will be made aware should they wish to be walked back to their car by a manager or a member of SIA door staff upon completion of their shift this is available.
11. Dancers will be made aware we operate a ZERO tolerance to drugs policy, and regular and random searches will be carried out upon entry and throughout the night.
12. Should a dancer see any suspicious activity they are to report this to a manager or security.
13. Dancers will NOT give any contact details to a customer, and will not accept any contact details from a customer.
14. Dancers must conduct their-self in a professional manor towards customers, staff, and other dancers whilst working within the venue.

# Premise Plan

Theatre Royal  
Wellington Street  
S70 1SS

Ground Floor- Trading As Cheeky Tiki

Second Floor -Trading As-Gentlemens Club

Premise Plan Code:

PB-Panic Button/Alarm

FS-Fire Signage/Notices

FD-Fire Detection

C-CCTV Camera location

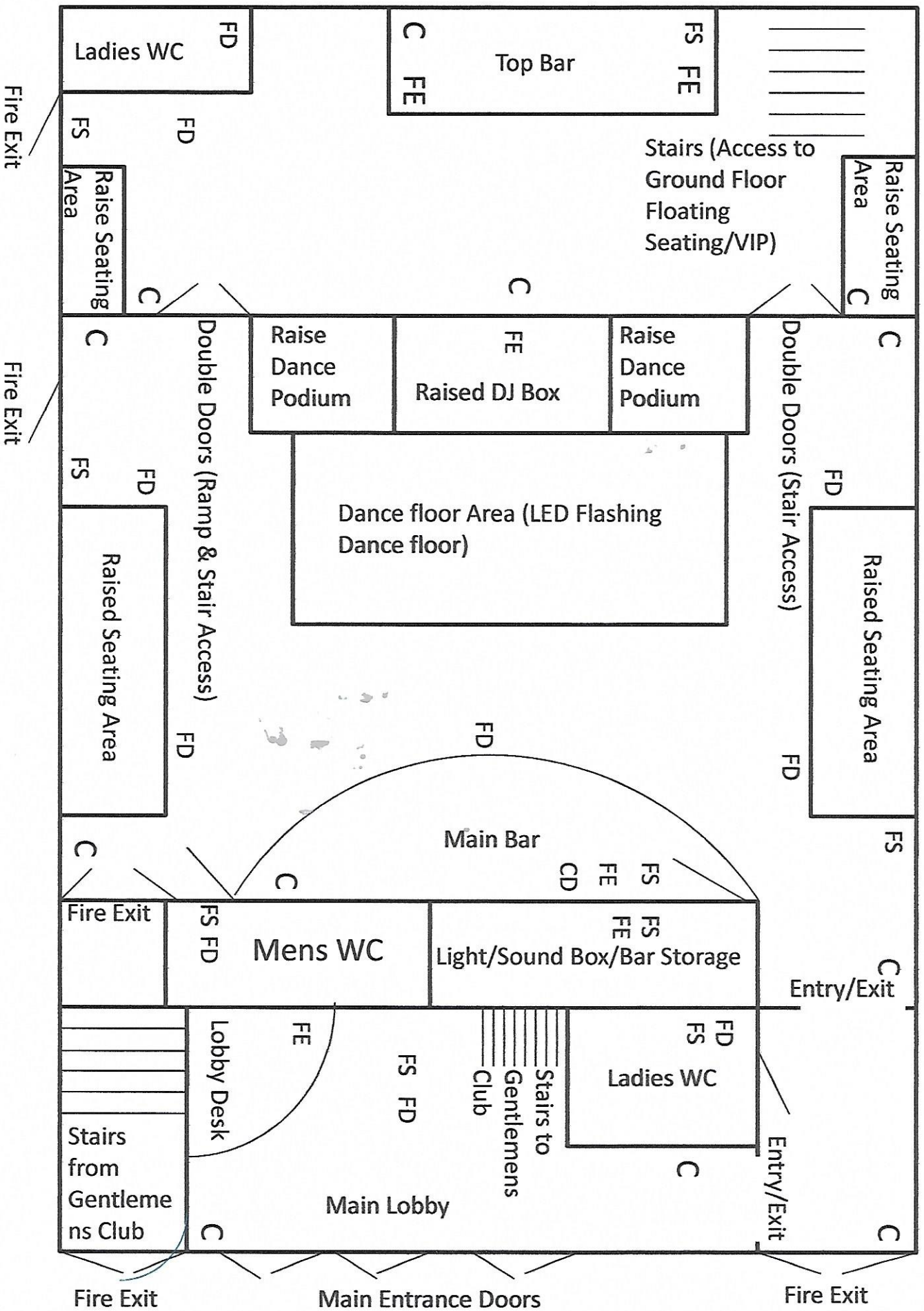
FE-Fire Extinguisher (Combination of Water, Foam &n Carbon Dioxide)

CD- Carbon Detector

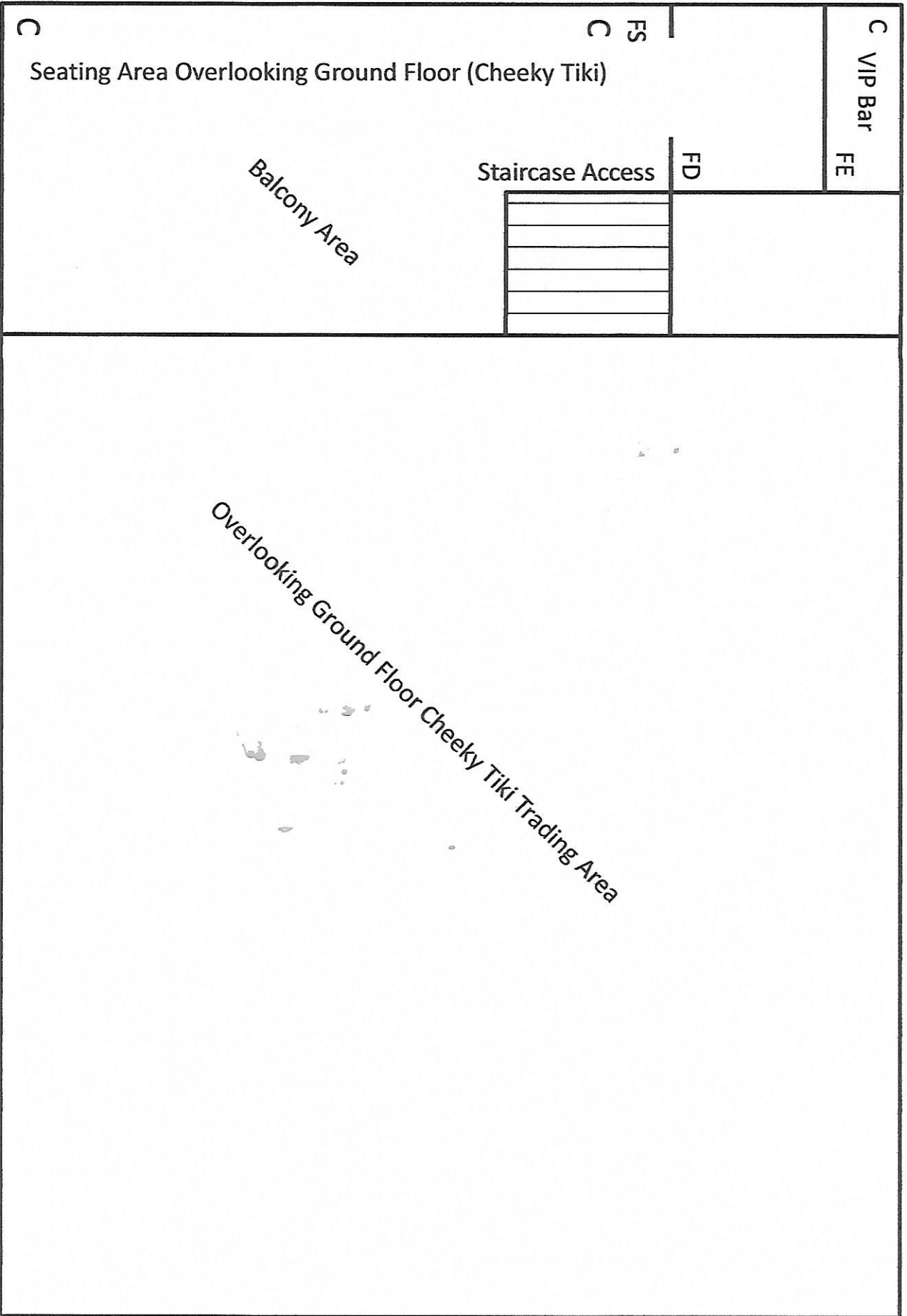
-Sign for a door/double door



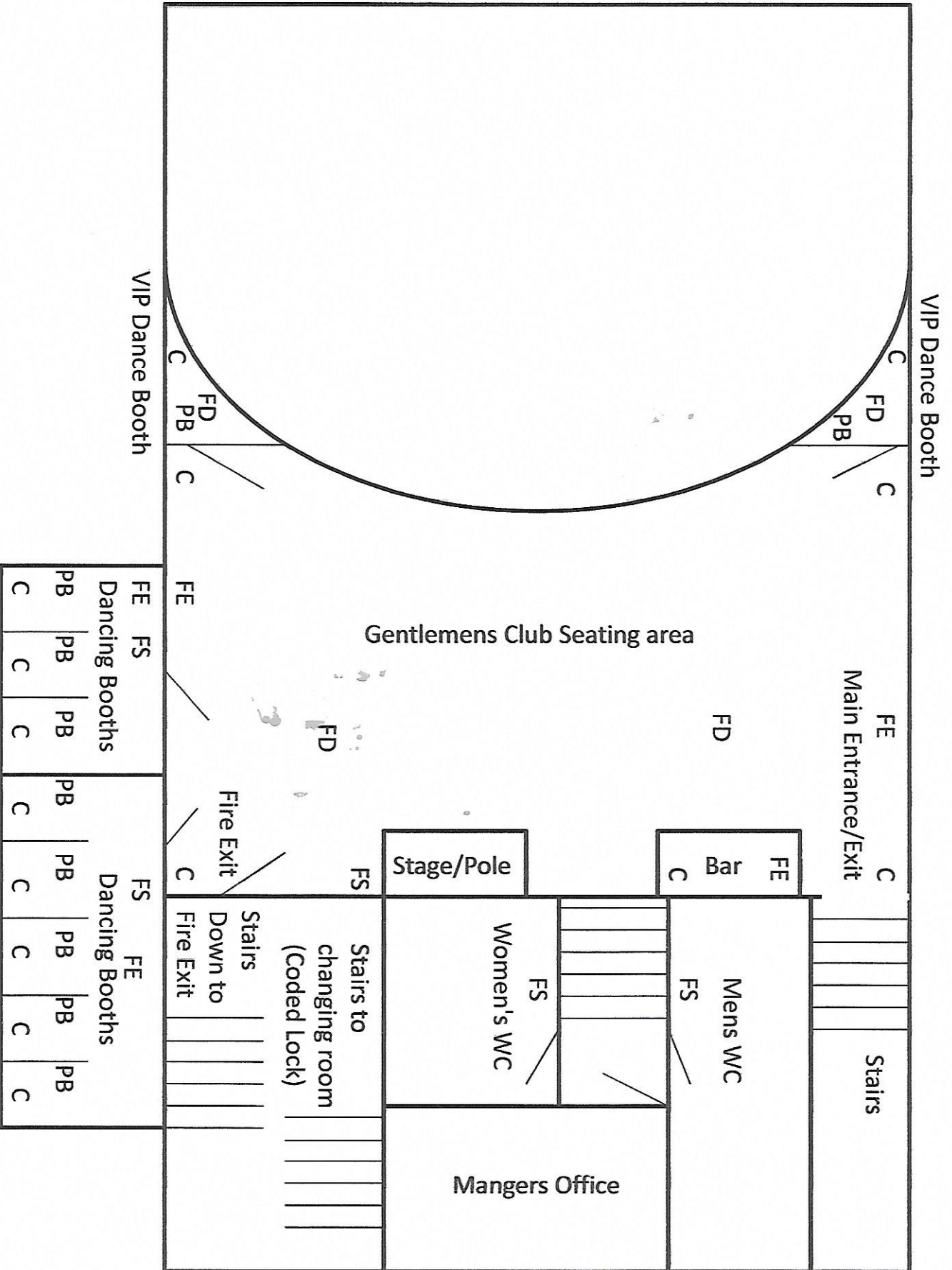
Ground Floor (Trading as Cheeky Tiki-Party Bar)



Ground Floor Floating Seating/VIP(Trading as Cheeky Tiki-Party Bar)



Second Floor- (Trading as Gentlemens Club-Fully enclose not visible from Ground Floor)



Third Floor- (Gentlemen's Club-NO Customer Access- Staff, Mangers, Dancers/Performers ONLY)

