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SEX ENTERTAINMENT VENUES REGULATING WORKING CONDITIONS: IMPACT REPORT

12



UNIVERSITY OF LEEDS

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SECTION 1: SUMMARY

This report acts as a statement of activity, dissemination and impact from the ESRC Follow on Funding project 'Sex Entertainment Venues: Regulating Working Conditions' by Sanders and Campbell. This project was a year long (2011-2012) range of activities to implement and disseminate the research findings and related outputs from a large empirical project on the striptease industry in the UK by Sanders and Hardy (2011).

At the heart of the project was consultation with female dancers and other workers in the industry, so that the resources that were designed and produced were informed by their experiences, needs and understanding of their work. Equally policy recommendations we promoted to Local Authority Licensing Committees and practitioners were informed by dancers, managers and owners in the business who strive for a regulated, tolerated and professional industry free from stereotypes and myths about the work.

We feel that in the 12 months we have achieved considerable impact, making direct changes to over 25 Sex Entertainment Venue Policies across the UK. This would not have been possible without the encouragement, participation and support from hundreds of people in the industry, namely dancers and owners who have been tirelessly supportive of the project. Also, the Institute of Licensing who has been key partner has been pivotal in providing a platform for our research voice to be heard.

SECTION 2: BACKGROUND & INTRODUCTION

2.1 The Regulatory Dance: Largest Study of Lap Dancing in the UK

Funded by the ESRC and carried out during 2010-2011 “The Regulatory Dance” (Sanders and Hardy, 2011) was the largest study to date of the striptease club sector in the UK and is the key study illustrating erotic dancer’s experiences and working conditions. It involved a large scale survey of N=197 dancers. Follow up interviews were carried out with N=35 dancers, N=20 other people involved in the industry (including bar staff, security, ‘house mums’, managers and owners) and N=15 regulators (including licensing and enforcement officers, health and safety inspectors and the police).

Findings from the original project were made public via the University of Leeds website.

<http://www.sociology.leeds.ac.uk/research/projects/regulatory-dance.php>

2.2 Regulating Working Conditions: Dissemination Project

Dr Sanders was successful in securing an ESRC grant to carry out a dissemination project entitled; Sexual Entertainment Venues Regulating Working Conditions: Dissemination Project.

The overall aim of this project is to disseminate and make active findings from the ESRC project “*The Regulatory Dance: Structural Integration of Sexual Consumption into the Night Time Economy*” (Sanders and Hardy, 2011).

The project was carried out between 1st November 2011 and 31st November 2012. The main dissemination activities and outcomes agreed with the ESRC were;

- ✓ Producing a series of bespoke briefing papers and summaries based on the research findings: In total five bespoke briefing papers were produced, two for licensing practitioners, one for the industry, one for trade unions and labour organisations and one for health, social care and outreach services.
- ✓ Delivering seminars and presentations for licensing practitioners, policy makers, business owners/managers and labour organisations.
- ✓ The development of “Dancer’s Info” website and Iphone application for dancers: this was developed in partnership with dancers, HMRC and Suzy Lamplugh Trust. Originally the project planned to produce and deliver an employment rights and tax awareness educational programme for dancers, in partnership with HM Revenue & Customs. But in

the early months of the project and particularly following consultation with dancers it became clear that the use of information technologies and production of online resources would be a much more effective way of getting information on tax, self employment rights and safety at work to dancers, reaching a much wider audience. This change was agreed with ESRC.

- ✓ Producing safety information and guidance for dancers.
- ✓ Carrying out a systematic review of Sex Entertainment Policies in the UK

An additional substantive activity we carried out was a review of Local Authority SEV policies to identify if, and in what ways, dancer welfare and safety had been considered in licensing conditions, there was considerable interest in this from local authorities who were writing new policies or updating.

In this “Impact Report” we overview the activity carried out during the project and the impacts of the project. The project has been successfully completed, not only have we achieved our outcome targets but have surpassed them. The project has had direct impacts on policy and practice regarding licensing practice and dancer safety and welfare and has produced an innovative and unique information resource for dancers in strip based entertainment.

SECTION 3: WORK WITH LOCAL AUTHORITIES & OTHER ORGANISATIONAL STAKEHOLDERS

3.1 Individual Local Authorities

The project staff have directly worked with a number of individual local authorities including;

- Leeds City Council
- Blackpool Council
- Manchester City Council
- Cardiff City Council
- Westminster Borough Council
- Liverpool City Council
- Poole Council
- Bristol City Council
- Birmingham City Council

This has been in a number of capacities including;

Disseminating Research and Sharing Good Practice: presenting “Regulatory Dance” research findings and sharing information gathered during the dissemination project about local authority practice via one to one meetings with licensing practitioners, licensing committees or other fora.

Advising: providing advice to local authorities about licensing conditions relating to dancer safety and welfare that could be included in Sexual Entertainment Venue policies and licensing conditions.

Partnership: working in partnership with local authorities identified as developing good practice to further disseminate their practice at national and regional conferences and other events,

A whole range of meetings and presentations have taken place in delivering this element of the project including;

- N=4 meetings with Blackpool Council licensing officers, one meeting where the Chair of the licensing committee was present so he could advise the committee
- N=1 meeting with Liverpool City Council licensing officers
- N=1 meeting with Manchester City Council licensing officers
- N=2 meetings with Leeds City Council licensing officers and 2 training events for their licensing committee (a new committee was appointed in the course of the project)

- N=1 meeting with Cardiff City Council and training presentation for Cardiff City Council licensing committee
- N=1 meeting with Westminster Council licensing officers
- N=1 training event for Poole Town Council licensing committee
- N=1 meeting with senior Licensing Practitioners at Birmingham City Council and working in partnership with the Safe project, Heart of England NHS trust.

3.1.1 Directly Influencing Licensing Practice

In the early weeks of the project council officers from Leeds, Manchester and Blackpool licensing departments met with the team and were clear that they had already begun to include various conditions in their SEV licences as a direct result of becoming aware of the findings of “The Regulatory Dance” (See section 4 for details about how these and other local authorities have incorporated dancer safety and welfare considerations into licensing policies and practices).

These local authorities who had already begun to proactively include conditions linked to safety and welfare provided examples of emergent good practice that the project team could use in their dissemination work via presentations, meetings and the first bespoke briefing for Practitioners. The project team fostered and maintained close relations with these three local authorities. All three local authorities supported the research dissemination team in the planning and delivery of Industry Workshops (see section 6.2).

Through the broader dissemination process we identified a range of other authorities who had been influenced by the research findings recommendations and follow on project briefings. This evidenced by the inclusion of welfare and safety conditions in their SEV policies examples include; Camden, Harrogate, York, Newcastle and Coventry. (See SEV Analysis section 4).

3.2 Briefings for Licensing Practitioners

An initial bespoke briefing paper for licensing practitioners was finalised in January 2012. This was circulated by the Institute of Licensing (see section 3.3) to all its members.

A second briefing paper for licensing practitioners was finalised towards the end of the project in November 2012, this incorporated further information about good practice re dancer welfare and safety and outlined proposed gold standards based on consultation with people in the industry.

3.3 Work With the Institute of Licensing (IOL)

The Institute of Licensing (IOL) is the key professional body for licensing officers working within local authorities in England and Wales. This is the key body practitioners look to for professional development and update training. Links had been established with the IOL during the original research project and were further developed during the dissemination project. As project resources and time enabled only a number of presentations to individual local authorities to be made an important route for disseminating findings and good practice was via IOL regional meetings and other events. In this way the team could reach a wide range of local authorities. The IOL events are also attended by police officers involved in licensing and solicitors in the field. The team presented at the following IOL training events and meetings;

- Midland Region Meeting 28th February 2012
- London Region Meeting 29th March 2012
- South West Region Meeting 14th June 2012
- North West Region 12th September 2012
- North East Region 13TH September 2012
- IOL National Annual Conference 14th-16th November 2012: there was great interest in the work at regional meetings and an invitation grew out of those for the national conference. The researchers presented as part of a multi stakeholder panel and they made a joint presentation with the Lead Licensing Officer for Blackpool Council.

Through the regional forums the team presented to approximately 300 licensing officers and their partner agencies.

The team had a lead article entitled “Sexual Entertainment Venues: Considering Dancer Welfare” published in the July edition of the Journal of Licensing (Sanders, Campbell and Hadfield 2012). This is the main trade journal for licensing practitioners and hence has had a far reach amongst these practitioners and other stakeholders in UK licensing. This article focused on illustrating how local authorities can include conditions relating to dancer safety and welfare in their SEV’s licences, good practice examples were provided.

3.4 Research Used at Licensing Hearings

The researchers were made aware that the “Regulatory Dance” research findings and dissemination project information was being referred to in licensing application discussions and in some cases

submissions, indeed the researchers were asked to attend and give evidence about the research. In order to maintain independence a decision was made that the team would not participate in such hearings but were happy to provide published findings reports and briefing documents which were in the public arena. For Leeds and Manchester licence hearings letters were written by the Lead Researcher based on the findings as part of evidence. The research was referred to in Bedford, Oxford, Swansea and Dorset.

3.5 Gold Standards

The researchers identified initial aspects which could form a set of gold standards for the SEV sector based on research findings from “Regulatory Dance” and consultation with managers and owners in the industry during the follow on project;

- ▶ A professional management style
- ▶ Fair, reasonable and transparent management practices
- ▶ Respect to dancers and other club staff: treat all as part of a team
- ▶ Consider dancer welfare
- ▶ Limit / apply fines fairly and transparently, if not get rid altogether
- ▶ Provide high quality interior conditions and facilities in public and staff areas including dancer changing facilities
- ▶ Good health and safety
- ▶ High quality security
- ▶ Treat customers fairly in terms of pricing and promote responsible customer behaviour
- ▶ Welcome partnership work with local authorities and the police to improve the sector and wider night time economy

There was a consensus amongst licensing practitioners, owners and managers that a set of sector related gold standards would be one useful way of strengthening internal and external regulation, the project was not tasked to produce such standards but has identified the need for the development of such standards.

3.6 Other Stakeholder Outcomes

3.6 Home Office

At the end of the “Regulatory Dance” research project the Principal Investigator met with the civil servant responsible for “lap-dancing”, who is located in the Interpersonal Violence Unit. At this meeting the findings from the research were shared with the Home Office and they welcomed further updates from future work. During the follow on project the team met with the Home Office civil servant with “lap-dancing” in their brief to update on the dissemination project activity, particularly the work with local authorities, Institute of Licensing, trade unions and the resources for dancers.

3.6.1 Policing

In the original bid an intended outcome was the production of safety information and guidance for dancers in partnership with West Yorkshire Police Community Safety Team. As a decision was made to produce a national resource for dancers, which included expert input with Suzy Lamplugh trust, a local resource was not needed. Close links were fostered with Leeds police and community safety partnership. Four meetings took place with the police Inspector Sam Millar, located within Community Safety, Leeds City Council, who has a lead which includes the sex industry and adult entertainment. The Findings and the Dancer’s Information resource was disseminated to the community safety team and city centre neighbourhood police leads, these teams are aware of the resource and able to refer dancers to this.

At the regional IOL events where the researchers disseminated, police officers involved in licensing were present (see 3.3).

The researchers made contact with the Association of Chief Police Officer’s (ACPO) lead for Licensing and passed on reports and documents relating to the project which were welcomed.

3.6.2 Sex Work, Sexual Health and Other Outreach Projects

During the project a number of local sex work support projects were identified who already were engaging with or considering outreach to strip clubs. They wanted to know more about the sector, its links with sex work, how to provide an appropriate service to this sector of adult entertainment and the resource.

To respond to this need we produced a bespoke briefing paper aimed at practitioners working in the fields of sexual health, wider health services, sex work support, personal safety and the sexual assault support sector particularly sexual assault referral centres (SARC's).

We circulated the brief and information about "Dancer's Info" resource via;

- ▶ The UK Network of Sex Work Projects to which the main sex work support projects in the UK are members.
- ▶ The National SARC Managers group: which links all the sexual assault referral centres.

Open Doors sex work support project in East London were already offering outreach to the strip clubs in their area but were in a position to provide information and support to dancers throughout London should they be directly contacted. As the largest dancer population is in London Open doors details were included on "Dancer's Info" website. We worked in partnership with the SAFE project Birmingham who were keen to develop their outreach to this sector and to promote the resource. They made a decision to introduce an appropriate level of outreach to this sector which will commence in January 2013 to the clubs in Birmingham and promote "Dancers Information" website and application.

3.6.3 Women's Organisations

The team delivered two workshops at the Josephine Butler Society Event "Old Issues, New Developments: Sex Work & the Law, the Current Landscape", A Seminar for Practitioners, 21st March 2012, at Terence Higgins Trust, London Lighthouse. These were attended by a range of practitioners in the sex work field including; health outreach and support workers, police officers, local councillors, approximately 40 people attended these workshops.

SECTION 4: SAFETY & WELFARE REVIEW OF SEXUAL ENTERTAINMENT VENUE

LICENCING POLICIES & CONDITONS

4.1 Sample

We reviewed and analysed a sample of N=45 sexual entertainment venue policies and standard conditions. The sample was selected as follows;

- The top 30 populous districts in England were identified and included in the sample if a policy was available, it was in **N=20 cases**. In the N=10 cases where a policy was not yet available areas had either not yet finalised their policies or had made a decision that there was currently no need for one e.g. they had no venues.
- We identified the top 24 club locations identified in Strip UK (this number meant we included all towns/cities/boroughs with 3 or more strip clubs). We included these in addition if they were not already in the sample by being amongst the top thirty most populous areas and if a policy and standard conditions was available. This meant a further N= 9 of the top areas for club listings were already in the sample as most populous, N=15 areas were not, of these N=2 did not yet have an available policy, so **N=13** were added to the sample.
- To ensure Welsh representation we included the 4 council areas in Wales with strip clubs listed on Strip UK, plus Swansea, of these only **N=3** policies were available for analysis.
- We added Basildon (**N=1**) to the sample so Essex was represented because in Strip UK ten clubs were listed for Essex in direct authority areas but Basildon was listed as having two clubs.
- Finally for further geographical spread we added **N=8**; Hammersmith, Preston, Lincoln, North Somerset, Cambridge, Watford, Torbay and Gloucester

N.B. The documents analysed were those available at the time the sample was collated August 2012, since then local authorities may have amended their polices including standard conditions.

4.1 Analysis of policies

All SEV policy and standard conditions documents were imported as sources into QSR NVIVO 9 and analysed using the nodal coding system within that package. This is a software package designed for social scientists to aid in the analysis of qualitative and documentary data. Nodes were created encompassing a range of conditions and policy specifications relating to safety and welfare matters.

4.2 Key findings Safety and Welfare

Our key findings about the inclusion of performer safety and welfare issues from our analysis of a sample of N=45 SEV policies (including standard conditions) were;

- Variability: we found considerable variability in the extent to which local authority SEV polices and standard conditions included matters relating to performer safety and welfare.
- Standard conditions: we found that there were a number of elements that were appearing more commonly in SEV policies and standard conditions such as regulations relating to; CCTV, security staff, changing rooms and leaving club safety policies.
- CCTV: N= 39, 86.6% of LA's had specifications on CCTV. These varied, some were very detailed and comprehensive and others were briefer.
- Security Staff: N=33, 73% had some condition/s for security staff. The majority specified that door staff must be Security Industry registered and set conditions relating to appropriate numbers. Many had conditions giving detailed direction about how security staff should be positioned. Registers of door staff were required by many LA's in the sample.
- Changing Rooms and Dancer Facilities: N=29, 64% had conditions relating to unrestricted access to private changing rooms or other facilities for performers (most were re changing rooms), some specified a need to provide facilities to secure belongings. Several made specifications for performer smoking areas. Only N=3 specified the provision of water for performers with two specifying this should be free.
- Leaving Club Safety Policy: N=23, 51% of local authorities in the sample specified that venues must have leaving club safety policies. Only N=3 local authorities specified an arriving and leaving club policy.
- Customer Behaviour: as well as general regulation re codes of conduct for customers N=19 (42%) local authorities included some sort of specific condition/s relating to drunk offensive customers and incidents of contact misconduct.
- Management of Booths: N=19 had content relating to the management of booths, N= 3 specified that booths should not be fully enclosed, N= 6 required security staff to be able to see into booths and N=2 did not allow booths. In addition, regulations for the supervision of performances applied to booths.
- Codes of Conduct: the majority of local authorities required clubs to have a code of conduct for customers to be displayed in a number of places in the club so customers are aware of these and a small number specified minimum standards for customer codes of conduct. A majority required house rules/code of conduct for performers to be displayed for and/or brought to the attention of dancers. N=13 amongst the sample required that performers must sign the club code of conduct for dancers. A small minority of local authorities N=4, specified that permission was required to change codes of conduct or could request changes.
- Information to dancers: only one council required clubs to provide a welfare pack to dancers with a range of information in it. N=2 local authorities in the sample, Bristol and Sheffield, have conditions requiring the provision of literature from, and contacts for, general health, sexual health and sexual assault services.
- Insurance for dancers: only N=2 local authorities, Coventry and Birmingham, specifically require clubs to obtain insurance to cover dancers and have the same condition.

- Fines and Disciplinary Procedures: N=2 councils have conditions which prohibit fining. One had a condition limiting the worst excess of fining in cases of sickness and emergency.
- Contracts: only one authority made reference to a contract for dancers defining their rights and obligations.
- Restrictions on dancer Customer Ratio: one council had a condition that set a maximum on the number of dancers employed on any one night, calculated on no more than 10% of the total club occupancy.

A minority of local authority areas had considerable content relating to safety and welfare, scoring across a range of nodes, some of these had innovative conditions which were unique to them in the sample, or were shared with a small minority of other local authorities. Examples of good practice include; Camden, Coventry, Birmingham, Leeds, Blackpool, Bristol, Manchester, North Somerset, Wigan, Cornwall, Nottingham, Torbay, Durham and Leicester

N.B. More generally we found we found that the majority of policies and standard conditions covered the following;

- ▶ Legal framework and definitions
- ▶ Outlining application/objections procedures
- ▶ Locality issues: the focus on the location of venues in debates about new laws and local polices was reflected in local policies with many policies having substantive content on these matters
- ▶ Number of venues
- ▶ Suitability of applicants and criteria for refusal
- ▶ External appearance
- ▶ Layout
- ▶ Advertising/promotion
- ▶ Nudity and Contact: this tended to be a substantive section in most policies
- ▶ None solicitation regulations
- ▶ Under 18's prohibitive regulations
- ▶ Record keeping (including Staff records)
- ▶ Drugs and alcohol: performers and dancers

A case could be made that some of these are related to dancer safety and welfare, for example nudity and contact regulations can be seen as directly protecting dancers and laying the boundaries for acceptable interaction and behaviour.

SECTION 5: DANCER DISSEMINATION

5.1 Dancers Info: Website & iPhone Application

During the early weeks of the project the team identified that in order to use the limited project resources efficiently and to maximise the impact of the project in terms of access to information for dancers the resource for dancers needed to utilise ITC technologies. Following initial consultation with an e commerce company, Fuse 8, the Lead Researcher proposed utilising funding for a website and Iphone application to the ESRC who supported this approach.

Fuse 8 were commissioned to produce branding for the Iphone application and website and to produce the application and website, working with the project team and University of Leeds IT staff. The project team worked closely in partnership with a creative design team from Fuse 8 to produce the Iphone application branding.

The website technical construction was carried out by IT staff at the University of Leeds, they purchased the URL "Dancer's Info" for the website. IT liaised with Fuse 8 to ensure the visual design and branding was complimentary.

During November 2011 to the end of February 2012 the project team visited dance clubs in a number of locations and consulted dancers about the specific information that should be included on the website and application about safety at work, tax and self employment rights. Dancers were also asked about the general top tips for dancers they would give and these were formulated into a "tops tips" section of the website and Iphone application. Consultation was carried out with dancers in clubs in Leeds, Liverpool and Blackpool. In addition the researchers had one to one meetings with dancers. When initial branding design ideas were drafted, feedback from dancers was sought from consultation outreach to clubs in Leeds, Blackpool and Liverpool. The project team also benefitted from having an online network of current and former dancers based around the UK who provided feedback on the content at various stages.

HMRC: were already on board as partners to produce an education information program on tax for dancers and agreed that this information could be produced for the website and application and would be more accessible and have greater reach.

Suzy Lamplugh Trust came on board and provided free consultancy on the personal safety information. Suzy Lamplugh Trust are national experts on personal safety at work and hence are well placed to advise.

Key Outcome: The website and free Iphone application for dancers "Dancer's Info" is a key innovative and a unique outcome of the project and has the potential to be accessed by a large number of dancers.

- Resources were not available for full content translation but the Top Tip section on the website is available in; English, Romanian, Russian and Spanish. On the App top tips are available in Romanian.
- The website and application went live at the beginning of June 2012.

At the present time this is an innovative and unique web based resource, there is no other UK information resource specifically for dancers in the SEV sector in the UK.

5.2 Promotion of Dancer Info

Discreet business cards for distribution were produced to help in the promotion of the website and Iphone application. These were produced in; English, Romanian, Spanish, Portuguese and Russian.

The resource has been promoted in clubs in London, Leeds, Blackpool, Liverpool, Manchester, Cardiff and Birmingham. Mailshots have been sent by post to:

- 20 clubs in Scotland
- 45 other clubs across the country

In London, which has more clubs than any other location in the UK, two dancers were employed on a session basis to promote the resource through outreach in N=30 clubs. This outreach was carried out during June-July 2012 and September-December 2012.

Open Doors outreach project promoted the resource and distributed the business cards to all clubs in East London area.

The SAFE project Birmingham will promote the resource and distribute cards to all the clubs in Birmingham area when it commences its outreach during winter 2012.

In Leeds, Cardiff, Liverpool and Blackpool the researchers carried out outreach to the clubs. Clubs visited included;

Leeds = 6 clubs; Blackpool = 4 clubs; Liverpool = 1 club; Manchester = 4 clubs

In all these locations cards were also directly provided to managers for distribution either at the industry workshops and/or one to one meetings with managers who agreed to support the project and distribute the cards and promote the resource to dancers.

Strip Magazine included a favourable article about the resource and application in June 2012 this was important promotion for the resources as it is read by many in the industry including dancers and managers.

All sex work support projects were made aware of the resource via The UK Network of Sex Work Projects to which the main sex work support projects in the UK are members. Through the Local Government Association an e bulletin was sent to all local authorities Safer Communities bulletin and the Licensing Online Discussion board.

Further business cards with a covering letter were mailed out to 30 clubs across the UK.

First mail out;

- Birmingham 8
- Edinburgh 7
- Glasgow 4
- Renfrewshire 1
- Aberdeen 3
- Manchester 7

Second mail out;

- Newcastle
- Sheffield
- Middlesbrough
- Hull
- Coventry
- Nottingham
- Lincoln
- Oxford
- Reading
- Brighton
- Newquay
- Bristol
- Poole

The team have discussed strategies for keeping the website and app updated and live after the dissemination project so there is a more enduring legacy. The University of Leeds own the Dancer's Info URL and have technical control of the website. As part of ongoing research duties the website will be updated by the Principal Investigator working closely with the IT department lead at the University of Leeds.

www.dancersinfo.co.uk



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Future Development of Dancer's Information

The website and application is currently a unique and popular resource welcomed by licensing practitioners, the police, dancers, owners and managers in the sexual entertainment sector. There has been considerable media interest in the resource nationally and internationally (see section 8) Both these resources need to be kept up to date in terms of current content and to be developed in response to dancer needs and the changing nature of the sector to include new information and functionality. There is some capacity for the Lead Researcher to add update information and there is some IT support resource within Sociology and Social Policy to make some updates to the website. Such updates will be made during 2013. But further resource funding would be needed to further develop (in consultation with dancers and other partners) the website more substantively and to refresh the I phone application and to adapt the app to be utilised on all platforms.

SECTION 6: MANAGERS & OWNERS DISSEMINATION

6.1 Industry Briefing Paper

A bespoke briefing paper was produced for managers and owners of erotic dance clubs. This is available on the University of Leeds website at;

http://www.sociology.leeds.ac.uk/research/projects/sex_entertainment_venues.php

This was distributed in the following ways; at one to one meetings with managers in a number of locations (Manchester, Cardiff, Liverpool, Blackpool, Leeds, London) and via the industry workshops (see section 6.2). Copies were also sent by post with the Dancer's Info promotional business cards and Visual Summary to n=65 clubs.

6.2 Industry Workshops

The project staff delivered N=4 workshops with managers and owners in the industry. There were delivered in;

- Blackpool 29th May 2012
- Leeds 10th July 2012
- Manchester 18th June 2012
- London 28th June 2012

These were structured around the bespoke "Industry Briefing Paper" for owners and managers and also included a slot to consult managers/owners about their perspectives on gold standards.

6.3 Gold Standards & Industry Cooperation

Based on research findings and consultation with managers/owners throughout the dissemination project the team identified a number of initial components that could be included in gold standards for the sector as identified by managers in the industry. A number of club managers were keen to contribute further to the project following one to one meetings or attendance at industry workshops, some were very keen to promote the website and application for dancers and many expressed a willingness to collaborate on any future development of gold standards for the SEV sector.

SECTION 7: TRADE UNION DISSEMINATION & IMPACT

The project team had direct contact with three trade unions; the National Union of Students, GMB and Equity to explore potential for partnership work and to get information for inclusion on the Dancer's Info website and in the application. The team also wanted reassurances that dancers in strip based entertainment would be welcomed as members should they seek such membership. Both accept membership from self employed people.

7.1 GMB Union

GMB union has carried out proactive work to promote membership from people within the wider sex industry and have established a sex work and adult entertainment branch. Dancers in strip based entertainment are welcomed in that branch and the general Union. GMB reported that they had a number of dancer members and the union had been active in lobbying government re the Policing and Crime Bill which became an Act in 2012 and introduced new licensing powers for strip clubs.

The GMB were very proactive in responding to the research team, they provided information for the website and application and wanted to take on board research and follow on findings to help them engage dancers and to consider ways of improving employment rights in the sector.

The team had three meetings with the GMB. The London Regional Organiser who had responsibility for GMB members also in the casino, bar sector nationally and for the adult Entertainment Branch was the main contact, along with the Branch Secretary, for the project.

During the life of the project, April 2012, GMB Chaired an event held in Hackney to oppose a nil licensing policy for the borough, a number of dancers spoke at this event and Equity were also represented at this event.

GMB provided feedback on the draft "Briefing for Unions" produced by the researchers and distributed this to their officers and members.

7.2 Equity

Equity has dancer members from a range of areas of dance entertainment and performance and has had a striptease dancers group. They welcome members from the SEV sector. Equity were also involved in responding to the consultation stages of the Policing and Crime Bill and particularly

challenged the draft terminology “Sexual Encounter Venues” to describe clubs where striptease is licensed. Equity was of the view that striptease was a form of dance entertainment and the word encounter was not appropriate, in the final Act this was amended to Sexual Entertainment Venues. Hence through this involvement Equity had represented its members and the regional organisers were aware of current erotic dancer issues.

They were very much interested in the research and keen to support, they provided information about Equity for inclusion on the resource of dancers “Dancer’s Info” website and app produced in this project.

In November 2012 Equity distributed the trade union briefing to their officers, members and via their social media channels to other trade union members.

7.3 National Union of Students (NUS)

Following discussions with the National Women’s Officer for the National Union of Students the project team were invited to present at the NUS National Women’s Officers Conference. This took place on 13th March 2012 at the Metropolitan Hotel in Leeds and there were approximately 200 delegates in attendance. The team formed part of a panel and there were many questions and discussion about the project. The Women’s Officers influence NUS national policy on lap-dancing. Information about the website and application was sent to the National Women’s Officer.

7.4 Unions Briefing

The researchers produced a bespoke briefing paper for Trade Unions. Equity and GMB distributed it to their officers, members and other partner unions.

SECTION 8: MEDIA OUTCOMES

The considerable media interest in the “Regulatory Dance Research” continued during the follow on project. The research team responded to media queries, prioritising high profile national and international coverage which could have impact in terms of informing the general public and policy makers. The following media outcomes were achieved;

- Whippie, T (2012) “Lap-dancing Skills Decline in Face of Naked”, The Times, *Ambition* 11th April 2012, pg 4.
- Taylor, R and Corcoran, K (2012) “Human Cost of UK’s 300 Million Lap-dancing Addiction”, The Independent, 12th April, 2012, pg 10-11.
- Casey, S (2012) “Lap Dancing Ban Call ‘Dangerous’”, Yorkshire Evening Post, 24th April 2012, pg 15.
- Mollins, J (2012) “New app helps UK strip-club dancers know rights”, Reuters, 29th October 2012. <http://www.reuters.com/article/2012/10/29/us-technology-strippers-women-idUSBRE89S0YA20121029>
- This Reuters article was reproduced internationally in The Chicago Tribune, 29th October 2012 <http://www.chicagotribune.com/sns-rt-us-technology-strippers-womenbre89s0ya-20121029,0,1377422.story> and The China Post, 31st October 2012 <http://www.chinapost.com.tw/art/lifestyle/2012/10/31/359328/UK-smartphone.htm>
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- The Iphone App and dissemination activities were the main feature article in *Network*, the magazine for the British Sociological Association.
- During this period the original research by Sanders and Hardy has been reported on *Woman’s Hour* (October 2012), *The Independent* and *The Guardian*.

SECTION 9: ACADEMIC OUTCOMES

9.1 Publications & Conference Presentations

This follow on project produced a number of publications reaching and presentations at national and international conferences which reached academic, policy and practitioner audiences including;

- A feature in the ESRC Journal *Society Now* - Sanders, T, Hardy, K & Campbell, R (2012) “Licence to Dance”, in Society Now: ESRC Making an Impact, Spring 2012, Issue 12, page 24-25. <http://www.esrc.ac.uk/publications/society-now/index.aspx>
- An impact case study on the ESRC website June 2012

<http://www.esrc.ac.uk/impacts-and-findings/features-casestudies/case-studies/21544/regulation-of-the-erotic-dancing-industry.aspx>

- British Sociological Association Network Magazine — “From Data set to Download”
- An article published in “Sexual Entertainment Venues: Considering Dancer Welfare” published in the July edition of the Institute of Licensing Journal
- Sanders, T and Campbell, R (2012) “Sexual Entertainment Venues: Stripping, Working Conditions, and Licensing Policy”, presented at; Sex Work Symposium: Deviant Policy Paradigm: Sex as Work: Entertainment and Leisure, The Centre for Criminal Justice and Criminology and the School of Law, Swansea University, 8th February 2012, Faraday Building.
- Campbell, R and T, Sanders (2012) “Stripping in the City: dancer’s concerns, working conditions, and the regulation of sexual entertainment”, presented at City Health 2012: Creating Healthy Opportunities in the 21st Century, Guildhall, London, 22-23rd October, 2012.
- Campbell, R and Sanders, T (2012) The Opportunity to Regulate Dancers Safety & Working Conditions in the Sexual Entertainment Venue Sector, presented at “Crime, Safety and Sexual Entertainment What are the Issues? Workshop, University of Kent, 5th December 2012.
- In 2012 The YouTube video created in the original research with dancers about their working conditions was requested by the Open University to act as an example in a new module: DD206 The Uses of Social Science - a new Social Science course being developed that explores how social scientists use evidence and data, theories and explanations, and norms and values to make sense of social life.

N.B. See also section 3.3 for information about presentations specifically for licensing practitioners via Institute of Licensing training events and conferences.

SECTION 10. CONCLUDING COMMENTS & RECOMMENDATIONS

Key Recommendations and Potential Future Research and Impact Activity

1. There was a consensus amongst licensing practitioners, owners and managers that a set of sector related gold standards would be one useful way of strengthening internal and external regulation, the project was not tasked to produce such standards but has identified the need for the development of such standards.

2. The website and application is currently a unique and popular resource welcomed by licensing practitioners, the police, dancers, owners and managers in the sexual entertainment sector. Both these resources need to be kept up to date in terms of current content and to be developed in response to dancer needs and the changing nature of the sector to include new information and functionality. Whilst there is some IT resource within Sociology and Social Policy to make some updates to the website further resources would be needed to further develop (in consultation with dancers and other partners) the website more substantively and to refresh the I phone application and to adapt the app to be utilised on all platforms.
3. There is further scope to work directly with local authorities to advocate for and advise re the inclusion of conditions re dancer safety and welfare in a sexual entertainment venue policy.
4. We have identified a number of areas for future research on the SEV sector which still has only a small body of research;
 - A piece of longitudinal research to explore and assess the extent to which dancer's safety and welfare is being included in sexual entertainment licensing policies and licensing conditions and to examine dancer's views on such regulation.
 - A multi sited research with examines the experiences and working conditions for migrant sex workers in the UK striptease and erotic dance industry.
 - A research project utilising participatory research methods which examines the impact of the self employed status of dancers in the UK; dancer organisation and alternative employment models.