

## Supporting Information:

In relation to the application for the grant of a premises license for Pole Position in Leeds.

- The applicant is Magicfly Limited which trades under the name of 'Taking Liberties'.



*\*Ariel view of Pole Position arena and the proposed event boundary*

## 1. Applicant's company introduction



For over a decade, 'Taking Liberties' has been the northern market leader in weekly themed student parties.

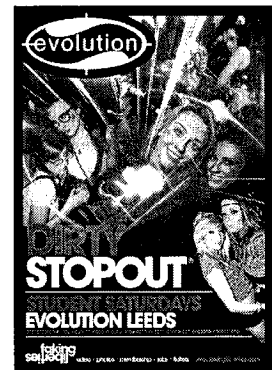
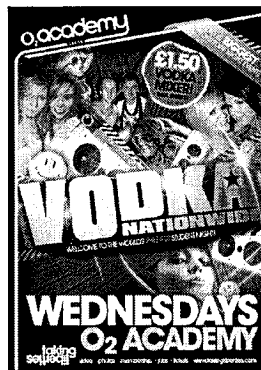
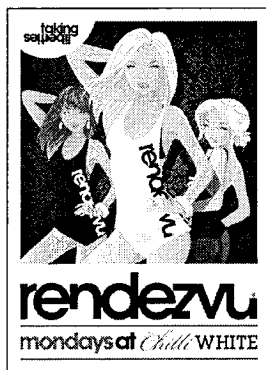
Based in Leeds, the company is experienced in organising fun, safe and professionally managed events.

A proven, accountable and successful events portfolio has been established over a 15 year period whilst working with the biggest names in the industry. From University Unions, the Ministry of Sound in London and Eden in Ibiza to every major UK national operator such as Luminar Leisure and Academy Music Group.

Taking Liberties is highly regarded by both venue operators and clubbers for its unique and popular entertainment concepts and safe events.

Taking Liberties parties are entertainment or theme led rather than just using discount drinks promotions.

Entertainment bookings promoted by Taking Liberties include pop stars such as Peter Andre and Dianna Vickers. Also booked are commercial DJ's such as Judge Jules and Jaguar Skills from Radio 1 or popular TV celebrities such as Matt Horne from Gavin and Stacey, Jay from the Inbetweeners and Verne Troyer who played Mini Me in the Austin Powers films.



Forthcoming fun themed student parties are for fancy dress dressing up themes such as a Guinness World Record attempt for the most amount of people dressed up as the character 'Wally' from the books 'Where's Wally'.

The bookings and themes target the 18 – 22 age, mainstream commercial student consumer rather than specialist event consumer often associated to niche music events.

The company does not organise 'bar crawls', 'speed drinking' events or 'drinking circles'.

Taking Liberties currently run ten other weekly club events around the country, across six cities. Our portfolio and previous experience of running events runs into the thousands, nationwide.

We operate weekly events in Leeds, Manchester, Liverpool, Newcastle, Teesside and Durham.

In addition to events, Taking Liberties operates the largest licensed nightclub in Leeds called 'Evolution'. Weekly events attract regular full capacity attendances. The venue is exclusively operated on Saturdays for students of Leeds University and Leeds Metropolitan University.



As well as weekly student events Taking Liberties has previously been involved with a broad range of large scale green field events for up to 10,000 people such as the Ministry of Sound Vs Gatecrasher festival, Love Leeds and the Leeds Universities Graduation Balls at Lotherton Hall. Taking Liberties has also organised two mini festival style events at Bramham Park for students, attracting 6000 people. In addition to these events we have assisted in organising dance events in Leeds Town Hall as well as numerous private and corporate events for personal and corporate customers.

Jim Albentosa the Director of Taking Liberties, based upon his industry knowledge of operating student events contributed advice which was later publicised in a Home Office document entitled 'Safer Dancing' which was guidance for licensing authorities, club managers and promoters.

<http://www.clubhealth.org.uk/pages/downloads/Safer%20Dancing.pdf>

Taking Liberties has won numerous awards for its events, the most relevant for this document being 'Leeds Best Student Night' at the Leeds Bar and Club Awards three years running. More recently we have been nominated as 'Promoter of the Year' in the national YHB awards to be held in November.

We dominate the big Monday, Tuesday, Wednesday and Saturday student club nights in Leeds with a regular weekly footfall of 6000 students, per week. Nationwide

our weekly event footfall is circa 13,000 students. Needless to say Taking Liberties understands its customers and the market it operates in.

Taking Liberties have applied for a premises license for Pole Position in Leeds to host a series of big themed student parties. Our weekly club events sell out and as such we have sourced a suitable venue, with a larger capacity to the existing venues in Leeds so as to supply the demand for our highly popular special events titled 'Student Warehouse Party'.

**IMAGES OF POLE POSITION ARENA:**



*\*Pole Position in use as a go cart track*



*\*T-Mobile competition winners party at Pole Position with Lady Sovereign*

2. Previous Student Warehouse Party events staged in Leeds over the last two years



\*Previous event advertising

### March 2008

- The launch of 'Student Warehouse Party' events in Leeds.
- The first party sells out within 4 days of tickets going on sale and attracted a capacity ticket only student crowd.
- The event was a fantastic success and proved the demand for unique one-off high production events for students.

### May 2008

- The second party in the academic calendar.
- Titled 'Neon Warehouse Party'
- A UV and 'wear neon' student themed party hosted by the Ministry Of Sound's DJ's the Cut Up Boys.

### October 2008

- Freshers Warehouse Party
- A freshers welcome party for new students to Leeds with outdoor funfair rides and food stalls.

### October 2008

- Scary Warehouse Party.
- 3 themed arenas transformed into a haunted Halloween warehouse.
- Funfair rides.

### December 2008

- Santa's Warehouse Party.
- Leeds biggest student Christmas party with snow machines and a celebrity Santa's Grotto.

### March 2009

- Willy Wonka's Warehouse Party.
- An Easter themed theatrical student party with a Willy Wonka themed decor set and interactive entertainers and performers.

### September 2009

- Freshers Warehouse Party
- N-Trance, Ian Carey Project and Kissdafunk with DJ's Dave Spoon & Radio One's Trophy Twins.

### October 2009

- Scary Warehouse Party
- 2000 scary students, dress up for Leeds biggest student Halloween themed party.



*\*Photos from previous SWP events held in Leeds*



*\*Previous billboard images used to advertise events to students in Leeds*

### **3. Further event Information**

Detailed information relating to each point below will be included within the Event Plan document to be provided to all multi agencies prior to each event.

**Event description:**

'Student themed events specific to key calendar date celebrations'

**Customer profile:**

Male and Female, 18 – 22 years old, studying at University in Leeds.

**Size of event:**

Up to a maximum of 6000 persons as agreed with the Fire Officer.

**Number of events:**

The total number of events per year will not exceed 10. *Note: this has been reduced from the original application of 20 events per year in order to allow more time for event planning, preparation, multi agency consultation and reviews of event management plans.*

**Ticket sales:**

All ticket sales will be made in advance.

There will be NO cash ticket sales on the door on the night of the event. This enables the operator to know and plan for the exact attendance numbers prior to opening the event. This will also increase admission speed and reduce queuing times as no payment delay will occur. ALL tickets MUST be accompanied by valid student identification plus an approved proof of age identification. Students will be able to sign in 1 non-student guest (for example: a brother/sister/boyfriend/girlfriend) each. A register of non-student admissions will be kept and made available upon request.

From previous experience most tickets will be purchased through our company website [www.takingliberties.com](http://www.takingliberties.com) and from official student outlets such as from Student Union bars.

**Search policy:**

A random search policy will be operated upon admission to the event. Male and Female SIA registered and trained staff will conduct searches of persons outer clothing and handbags or coats. Entry will be refused to anyone not agreeing to be searched.

**Drugs and Offensive Weapons:** A zero tolerance policy will be taken for anyone that is found in possession or under the consumption of illegal drugs or in possession of offensive weapons.

A prominent notice will inform customers of our policy.

All searches will be recorded and a secure purpose made receptacle will be used to deposit any seizures.

Police will be informed of all seizures.

**DPS:**

The DPS will be on site at all operational times.

**Communication:**

Communication on site will be by way of 2 way radio.

**CCTV:**

CCTV will be maintained and in operation as agreed with West Yorkshire Police.

**Drinks:**

All drinks will be served in plastic containers. There will be a complete glass ban throughout the event.

The minimum price will not be below £1.50 per single spirit and mixer or per 275ml / 330ml PPL bottle.

Free drinking water will be available and advertised throughout the event.

The DPS will be on site and responsible for the sale of alcohol.

**Primary use of inside areas:**

DJ led music, performance artistes, dancing and the sale of alcohol, first aid and event control search area and security/event staff base.

**Transport**

All event tickets will include FREE return shuttle transport from all key student halls of residents plus key residential student housing and socialising areas such as Headingley, Kirkstall and Hyde Park.

Marshalls will manage the safe loading and unloading of coaches to and from the event.

**Entrance and egress**

Customer attendance and departure from the event will be managed by SIA registered security staff. The event plan shows where coaches will pull up and drop off, away from any public roads. Queuing systems will also be in place (as indicated) so as to manage a fair 'first come, first served' entry and departure policy.

**Themed events**

- A-level results party
- Freshers week welcome party
- Halloween themed fancy dress
- Christmas themed fancy dress
- End of exams re-freshers week
- Valentine themed party
- St. Patricks day celebration



- Easter themed party
- Graduation / End of year Balls
- Charity student fundraising events, for example a Uni Rag Week fundraising event.
- University Sports event presentation awards and dinner dance.
- Bank Holiday special events.

### **Music**

Commercial Chart, Party and Disco  
Commercial Dance and RnB

### **Dress Code**

Themed dress code according the calendar and party.

### **Entertainment & Production**

DJ and PA led music  
Stage based performers, dancers and acrobats  
Themed venue dressing & decor  
Effect lighting and lasers  
Big screen visual projections  
Food Stalls  
Funfair rides

### **First Aid**

Qualified medics will be in attendance throughout the event.

### **Security**

SIA registered door staff will be in attendance throughout the event.

### **Entertainment of as Adult Nature:**

There will be no entertainment of an adult nature.

### **Food:**

Food will be available throughout the event.

### **Special Effects:**

All special effects will be risk assessed and detailed within the full event management plan. Prominent advertising of the use of special effects will be in place at all entry points as well as being stated upon marketing material.

### **General Housekeeping:**

Regular safety check will be made to ensure all housekeeping is as per the event management plan and risk assessments provided. Records will be kept of checks made throughout the event.

### **Insurance:**

Public and Employers liability insurance will be in place for the duration of the event build, operation and breakdown.