

NORTH DEVON COUNCIL

STANDARD CONDITIONS APPLICABLE TO LICENCES FOR SEX ESTABLISHMENTS

THESE CONDITIONS ARE MADE BY NORTH DEVON COUNCIL UNDER PARAGRAPH 13(1)
OF THE THIRD SCHEDULE OF THE LOCAL GOVERNMENT (MISCELLANEOUS PROVISIONS)
ACT 1982 (AS AMENDED) AND COME INTO EFFECT ON 1 4TH APRIL 2011

Notes

- (i) Except where the context demands otherwise the singular includes the plural and the masculine includes the feminine.
- (ii) Nothing in these rules shall be construed as interfering with (i) the discretion of the licensee or his representative regarding the admission of any person or (ii) the need to strictly comply with all relevant statutory requirements.
- (iii) These rules are divided into five parts as follows:
 - Part I General
 - Part II Rules which apply to all premises
 - Part III Rules which apply to Sex Shops
 - Part IV Rules which apply to Sex Cinemas
 - Part V Rules which apply to Sexual Entertainment Venues
- (iv) In these rules all references to a British Standard (BS) shall be deemed to refer to the current standard.
- (v) A Premises Licence under the Licensing Act 2003 may also be required. Where a Premises Licence has been issued these conditions in no way replace any condition forming part of a Premises Licence, both sets must be observed.

Part I General

Definitions

1. In these Regulations save when the context otherwise requires the following expressions shall have the following meanings:
 - i) "Approval of the Council" or "Consent of the Council" means the approval or consent of the Council in writing.
 - ii) "Approved" means approved by the Council in writing.
 - iii) "The Council" means North Devon District Council.
 - iv) "Premises" means a building or part of a building and any forecourt yard or place of storage used in connection with a building or part of a building which is the subject of a licence for a Sex Establishment granted under the said Third Schedule.
 - v) "Relevant Entertainment" means any live performance or live display of nudity which is of such a nature that, ignoring financial gain, it must reasonably be assumed to be provided solely or principally for the purpose of sexually stimulating any member of an audience (whether by verbal or other means).'
 - vi) "Sex Establishment", "Sex Cinema", "Sex Shop", "Sex Article" and "Sexual Entertainment Venue" shall have the meanings ascribed to them in the Third Schedule of the Local Government (Miscellaneous Provisions) Act 1982.

General

2. In the event of a conflict between these Regulations and any special conditions contained in a licence relating to a Sex Establishment the special conditions shall prevail.
3. The grant of a licence for a Sex Establishment shall not be deemed to convey any approval or consent which may be required under any enactment, by law, order or regulation other than the Third Schedule of the Local Government (Miscellaneous Provisions) Act 1982.
4. For every breach of these conditions, the licence shall, after the summary convictions of the Licensee, be liable to be revoked.
5. The Council reserves the right from time to time in any special case to add to, modify or dispense with these conditions.
6. All applications for modification or dispensation of these conditions shall be made in writing, addressed to the Council, and shall contain a statement of the facts of the particular case, and the reasons why it is desired to modify or dispense with these conditions.

Part II Rules Which Apply to All Premises

Exhibition of Licence

7. The copy of the Licence and these Regulations which are required to be exhibited in accordance with paragraph 14(1) of Schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982 shall be reproduced to the same scale as those issued by the Council. The copy of the Licence required to be displayed as aforesaid shall be suitably framed and exhibited in a position that it can easily be seen by all persons using the premises. The copy of these Regulations shall be retained in a clean and legible condition.

Times of Opening

8. Except with the previous consent of the Council a Sex Establishment shall not be open to the public before 9 a.m. and shall not be kept open after 8 p.m. unless otherwise permitted.
9. The premises shall not open on Sundays or any Bank Holidays or any public holidays, unless otherwise permitted.

Responsibility of Licensee

10. The licensee shall take all reasonable precautions for the safety of the public and employees and, except with the consent of the Council, shall retain control over all portions of the premises.
11. The premises shall not be used for regulated entertainment, exhibition or display of any kind unless the Council's consent has first been obtained and any necessary licence granted.

Conduct and Management of Premises

12. The Licensee or some responsible person over 18 years of age nominated by him in writing for the purpose of managing the Sex Establishment in his absence shall be in charge of and upon the Premises during the whole time they are open to the public. Such written nomination shall be continuously available for inspection by an officer authorised in writing by the Council. The person in charge shall not be engaged on any duties which will prevent him from exercising general supervision and he shall be assisted as necessary by suitable adult persons to ensure adequate supervision. The person in charge shall be conversant with these Regulations.
13. The Licensee or the responsible person approved under Regulation 9 shall maintain a daily register to be kept on the premises in which he shall record the name and address of any person who is to be responsible for managing the Sex Establishment in his absence and the names and addresses of those employed in the Sex Establishment.
14. The register is to be completed each day within 30 minutes of the Sex Establishment opening for business and is to be available for inspection by the police and by authorised officers of the Council.
15. The Licensee shall ensure that during the hours the Sex Establishment is open for business every employee (with the exception of performers whilst performing relevant entertainment) wears a badge of a type to be approved by the Council bearing the photograph of the employee and indicating his name and that he is an employee.

16. A notice showing the name of the person responsible for the management of a Sex Establishment shall be prominently displayed within the Sex Establishment throughout the period during which he is responsible for its conduct.
17. Where the Licensee is a body corporate or an unincorporated body any change of director, company secretary or other person responsible for the management of the body is to be notified in writing to the Council within 14 days of such change and such written details as the Council may require in respect of any new director, secretary or manager are to be furnished within 14 days of a request in writing from the Council.
18. The Licensee shall maintain good order in the premises.
19. The Licensee shall ensure that no part of the premises is used by prostitutes (male or female) for the purposes of soliciting or any other immoral purposes.
20. The Licensee shall ensure that the public are not admitted to any part or parts of the Premises other than those which have been approved by the Council.
21. Neither the Licensee nor any employee or other person shall seek to obtain custom by means of personal solicitation outside or in the vicinity of the premises.
22. No person under the age of 18 shall be admitted to the premises or employed in the business of the sex establishment.
23. The Licensee shall comply with all statutory provisions and any regulations made thereunder.

External Appearance

24. No display, advertisement, word, letter, model, sign, light, placard, board, notice, device, representation, drawing, writing or any matter or thing (whether illuminated or not) shall be exhibited so as to be visible from outside the Premises except:
 - i) Any notice of a size and in a form approved by the Council which is required to be displayed so as to be visible from outside the Premises by law, or by any condition of a licence granted by the Council.
 - ii) Such display, advertisement, word, letter, model, sign, light, placard, board, notice, device, representation, drawing, writing, or any matter or thing as shall have been approved by the Council.
25. The entrances to the premises shall be of a material or covered with a material which will render the interior of the premises invisible to passers by.
26. Windows and openings to the premises other than entrances shall not be obscured otherwise than with the consent of the Council but shall have suspended behind them, in a position and at an attitude approved by the Council opaque curtains of a type and size approved by the Council. This regulation shall not be construed as lessening the obligations of the Licensee under Regulation 24 hereof.

State Condition and Layout of the Premises

27. The premises shall be maintained in good repair and condition.
28. The number, size and position of all doors or openings provided for the purposes of the ingress and egress of the public shall be approved by the Council and shall comply with the following requirements:
- (i) All such doors or openings approved by the Council shall be clearly indicated on the inside by the word "exit"/graphic type.
 - (ii) Doors and openings which lead to parts of the premises to which the public are not permitted to have access shall have notices placed over them marked, "private".
 - (iii) Save in the case of emergency no access shall be permitted through the premises to any unlicensed premises adjoining or adjacent.
29. The external doors to the premises shall be fitted with a device to provide for their automatic closure and such devices shall be maintained in good working order.
30. The Licensee shall make provision in the means of access both to and within the premises for the needs of members of the public visiting the premises who are disabled.
31. No fastening of any description shall be fitted upon any booth or cubicle within the premises nor shall more than one person (including any employee) be present in any such booth or cubicle at any time.
32. Alterations or additions either internal or external and whether permanent or temporary to the structure, lighting or layout of the premises shall not be made except with the prior approval of the Council.
33. All parts of the premises shall be kept in good repair and in a clean condition to the satisfaction of the Council.

Means of Escape

34. The means of escape provided for all persons on the premises shall be maintained unobstructed, immediately available and clearly identifiable in accordance with the approved arrangements.
35. All fire-resisting and smoke stop doors shall be maintained self-closing and shall not be secured open.

Fire Appliances

36. Fire appliances and equipment as approved by the Fire Officer shall be efficiently maintained in satisfactory working order and kept available for instant use. They shall be in the charge of a suitable person specially nominated for the purpose.
37. Portable fire appliances shall be examined at least once a year and periodically tested in accordance with the current British Standard by a competent person and the date of such test shall be clearly marked on the appropriate extinguishers or on stout tabs securely attached to them. Extinguishers which incorporate an anti-freeze agent shall be examined and recharged in compliance with manufacturer's instructions.

Lighting

38. The Licensee or any other person concerned in the conduct or management of the licensed sex establishment shall, in the absence of adequate daylight, ensure that adequate lighting is maintained to the satisfaction of the Council in all parts of the premises to which the public and staff have access and is in operation continuously during the whole time the premises are open to the public.
39. The normal lighting shall be maintained alight and the lighting to 'EXIT' notices shall not in any circumstances be extinguished or dimmed while the public are on the premises, provided that so long as there is sufficient daylight in any part of the premises, artificial light need not be used in that part.

Electrical Installations

40. The electrical installation for the premises shall be maintained in a safe working condition, as prescribed in the current edition of the Regulations for electrical installations issued by the Institute of Electrical Engineers.
41. Unless the Council decide otherwise an inspection certificate, as prescribed in the current edition of the Regulations for electrical installations issued by the Institution of Electrical Engineers, for the electrical installation associated with the premises shall be submitted to the Council at least once every five years or such other time specified on the certificate. The certificate shall be signed by a qualified engineer.

Change of Use

42. No change of use of any portion of the premises from that approved by the Council shall be made until the consent of the Council and Devon and Cornwall Constabulary has been obtained thereto.
43. No change from a Sex Cinema to a Sex Shop or from a Sex Shop to a Sex Cinema shall be effected without the consent of the Council and Devon and Cornwall Constabulary.
44. Neither Sex Articles nor other things intended for use in connection with, or for the purpose of stimulating or encouraging sexual activity or acts of force or restraint which are associated with sexual activity shall be displayed, sold, hired, exchanged, loaned or demonstrated in a Sex Cinema or a Sexual Entertainment Venue.

Admission of Authorised Officers

45. Officers of the Council, Devon and Cornwall Constabulary, and other authorised agencies who are furnished with authorities which they will produce on request, shall be admitted immediately at all reasonable times and at any time the premises are open for business to all parts of the premises.

Part III Conditions Applying to Sex Shops

Goods Available in Sex Establishments

46. All Sex Articles and other things displayed for sale, hire, exchange or loan within a Sex Shop shall be clearly marked to show to persons who are inside the Sex Shop the respective prices being charged.
47. All printed matter offered for sale, hire, exchange or loan shall be available for inspection prior to purchase, hire, exchange or loan and a notice to this effect is to be prominently displayed within the Sex Establishment.
48. No film or video film shall be exhibited, sold or supplied unless it has (a) been passed by the British Board of Film Censors and bears a certificate to that effect or (b) approved by the Council and is a reproduction authorised by the owner of the copyright of the film or video film so certified.

Part IV Conditions Applying to Sex Cinemas

Film Categories

49. The categories U, PG, 12, 15, 18 and RESTRICTED 18 have the following effect:

U	Universal.- Suitable for all
PG	Parental Guidance. Some scenes may be unsuitable for young children.
12	Passed only for persons of 12 years and over.
15	Passed only for persons of 15 years and over.
18	Passed only for persons of 18 years and over.
RESTRICTED (18)	Passed only for persons of 18 or over who are members (or their guests) of a properly constituted club.

Exhibition of Films

50. 'Film exhibition' means film exhibitions as defined in the Cinemas Act 1985; i.e. any exhibition of moving pictures which is produced otherwise than by the simultaneous reception and exhibition of:

- (a) television programmes, broadcast by the British Broadcasting Corporation or the Independent Broadcasting Authority or
- (b) programmes included in a cable programme service which is or does not require to be licensed under Section 4 of the Cable and Broadcasting Act 1984.

51. No film shall be exhibited at the premises unless: (a) it is a current news-reel; or (b) it has been passed by the British Board of Film Classification as a U, PG, 12, 15, 18 or RESTRICTED (18) film and no notice of objection to its exhibition has been given by the Council; or (c) it has been passed by the Council as a U, PG, 12, 15, 18 (North Devon) or RESTRICTED (18) (North Devon) film.

RESTRICTED (18) Films

52. Films in the RESTRICTED (18) category may be shown at the premises only with the Council's prior written consent and in accordance with the terms of any such consent.

Unclassified Films

53. Not less than twenty-eight days notice in writing shall be given to the Council of any proposal to exhibit any other film which has not been classified as specified in rules 45 and 47 above. Such a film may only be exhibited if the Council's prior written consent has been obtained and in accordance with the terms of any such consent.

Persons under 18 Notice

54. No person appearing to be under the age of 18 shall be admitted to any part of the programme and the licensee shall display in a conspicuous position at each entrance to the premises a notice in clear letters in the following terms:

PERSONS UNDER 18 CANNOT BE ADMITTED TO THIS CINEMA FOR ANY PART OF THE PROGRAMME.

Category Notices

55. A representation or written statement of the terms of any certificates given by the British Board of Film Censors or the British Board of Film Classification shall be shown on the screen immediately before the showing of any film to which it relates and the representation or statement shall be shown for long enough and in form large enough for it to be read from any seat in the auditorium.

Timetable of films

56. The licensee shall display in a conspicuous position, to the satisfaction of the Council, at each entrance to the premises, during the whole time the public are being admitted to the premises and so as to be easily seen and read by the public, a timetable of the films on exhibition.

Advertisements

57. No advertisement displayed at the premises of a film to be exhibited at the premises shall depict as a scene or incident in the film any scene or incident which is not included in the film as certified by the British Board of Film Censors or the British Board of Film Classification or approved for exhibition by the licensing authority, as the case may be.

58. Where the licensing authority has given notice in writing to the licensee of the premises objecting to an advertisement on the ground, that, if displayed, it would offend against good taste or decency or be likely to encourage or incite to crime to lead to disorder or to be offensive to public feeling, that advertisement shall not be displayed at the premises except with the prior consent in writing of the licensing authority.

Objection to Exhibition of Film

59. Where the licensing authority has given notice in writing to the licensee of the premises prohibiting the exhibition of a film on the ground that it contains material which, if exhibited, would offend against good taste or decency or would be likely to encourage or incite to crime or to lead to disorder or to be offensive to public feeling, that film shall not be exhibited in the premises except with the prior consent in writing of the licensing authority.

Additional Conditions for 'Club' Cinemas Showing films in the Restricted Classification

60. (i) No club showing films in the 'restricted 18' category may operate in a multi-screen complex whilst persons under 18 are being admitted to any performance in the complex unless the Council's written consent has first been obtained.

(ii) When the programme includes a film in 'restricted 18, category the licensee shall display in a conspicuous position at each entrance to the premises a notice in clear letters in the following terms:

"CINEMA CLUB - MEMBERS AND GUESTS ONLY. PERSONS UNDER 18 CANNOT BE ADMITTED TO THIS CINEMA FOR ANY PART OF THE PROGRAMME".

(In case of a multi-screen complex where consent has been granted the notice shall specify the particular part of the premises in which films in the 'restricted 18' category are being exhibited).

(iii) The timetable of films required by rule 52 shall include the following addition to the categories shown;

"Category 'RESTRICTED 18' passed only for persons of 18 years and over who are either members of the cinema club or who are guests of a member".

(iv) All registers of members and all visitors, books of their guests shall be available for immediate inspection by the Council's Officers during any performance, or at any other reasonable time.

(v) Tickets shall in no circumstances be sold to persons other than members.

(vi) No persons under 18 years of age shall be employed in any capacity at licensed premises which are operating as cinema clubs.

(vii) Subject to prior written consent by the Council, a subscription may entitle the club member to attend other clubs under the same management.

(viii) Membership rules for these club cinemas shall include the following:

(a) The club rules must be submitted to the Council 14 days before the club commences operations and notice of all rule changes shall be given to the Council within 14 days of the change.

(b) Only members and their guests shall attend exhibitions of moving pictures classified in a restricted classification.

(c) Membership shall be open to persons of both sexes of not less than 18 years of age. Applications for membership, including both name and address, shall be in writing, signed by the applicant, and if deemed necessary such applicants shall provide satisfactory references and proof of age.

(d) No person shall be admitted to membership until the expiration of at least 24 hours after such written application has been approved by the licensed proprietors.

(e) New members shall be supplied with a personal copy of the club rules before being admitted to membership and be given a copy of any rule changes within 14 days of the change.

(f) An annual subscription shall be fixed for the club and shall run for 12 months from the date of registration. Membership may be renewed annually at the subscription for the time being in force, but the licensed proprietors may refuse to renew any membership without assigning reason for such refusal.

(g) Members shall be entitled on any day to bring not more than one guest to accompany the

member, and the name of the guest shall be entered in the visitors' book and counter-signed by the member.

- (h) On admission a member and his guest shall be bound by the rules of the club and by any by-laws and regulations made thereunder.
- (i) Tickets shall be sold only to members on the production of a membership card, and members shall, if required, sign an acknowledgement for the ticket or tickets issued.
- (j) Membership cards shall be personal to the member and shall not be transferable to any other person.
- (k) Neither membership tickets nor guest tickets shall be transferable.
- (l) No member shall introduce as a guest any persons under the age of 18 or any persons whose application for membership has been refused. The proprietors will reserve the right to refuse admission to any person.
- (m) Proof of identify, or of age, or of any particulars of any guest shall be produced by any member or guest if demanded by the licensed proprietors.
- (n) Members shall undertake to behave in a proper and orderly manner. Any member or guest acting in a manner which is offensive, or a nuisance or annoyance to others may be refused admission or expelled from the premises. A member may also be deprived of membership.

Sale of Sex Articles

61. Neither sex articles nor other things intended for use in connection with, or for the purpose of stimulating or encouraging sexual activity or acts of force or restraint which are associated with sexual activity shall be displayed, sold, hired, exchanged, loaned or demonstrated in a 'sex cinema'.

Part V Conditions Applying to Sexual Entertainment Venues

Times of Relevant Entertainment

62. Relevant entertainment is only permitted at the premises between the hours of 12 noon and 12 Midnight on Mondays to Saturdays.

Age Restrictions

63. A prominent clear notice shall be displayed at each entrance to the premises advising customers that no person under 18 will be admitted and they may be asked to produce evidence of their age.

64. All members of staff at the premises shall seek "credible photographic proof of age evidence" from any person who appears to be under the age of 25 years and who is seeking access to the premises. Such credible evidence, which shall include a photograph of the customer, will either be a passport, photographic driving licence, or Proof of Age card carrying a "PASS" logo.

Staff

65. All staff employed to work at any premises licensed as a Sexual Entertainment Venue shall be required to provide an Enhanced Criminal Records Bureau disclosure to the Licensing Authority in which the premises is located.

House Rules

66. The premises must provide a copy of it's House Rules to the Council and Devon and Cornwall Constabulary for approval.

67. All performers and staff shall be aware of the House Rules.

68. All dancers, staff and door supervisors shall read a copy of the rules relating to operating relevant entertainment. They shall sign and date a copy which shall be retained by the premises as part of their due diligence.

69. A clear copy of these conditions and the house rules shall be exhibited at all times in or near the performers' changing room(s) in such a manner as they can be read by the performers. In addition signs displaying the rules on the performance of relevant entertainment will be displayed throughout the premises and be clearly visible to patrons.

70. On arrival, each customer shall be provided with a copy of the house rules which shall include:-

- No person under the age of 18 shall be permitted to view the "approved adult entertainment".
- The only time any physical contact shall be allowed between a performer and a customer is when the performer introduces him/herself with a handshake/kiss or when the tip is placed in their garter or arm band. Other than that, there shall be no contact.
- No member of the audience shall throw money or otherwise give gratuities to the performers except as permitted above.
- There shall be no physical participation by any member of the

audience.

- No customer shall accept from or give to any performer or member of staff any telephone number or business card or note.
- Customers must not be permitted to photograph, record, film or electronically transmit any performance.
- Customers shall be asked to remain seated whilst watching a performance of "approved adult entertainment".

Management Operation Manual

71. A Management Operation manual detailing all aspects of procedure when the premises is operating relevant entertainment shall be produced and approved by Devon and Cornwall Constabulary. This document shall be on going and under constant review.

Performers

72. Performers shall be aged not less than 18. The applicant shall ensure that prior to engagement, all performers for "approved adult entertainment" shall provide documents proving that they are over 18 years of age. Such documents shall be copied and retained on the performer's file.

73. A log book shall be maintained on the premises detailing the names, start and finish times of individual performers involved in all forms of adult entertainment. On leaving the premises performers, who wish to be, shall be escorted by a staff member to their vehicle or other safe location.

74. At all times during the performance, performers shall have direct access to a dressing room without passing through or in close proximity to the audience.

75. No performer shall be allowed to work if, in the judgement of the management they appear to be intoxicated, or under the influence of illegal substances.

Performances of Relevant Entertainment

76. The performance of relevant entertainment within the premises shall not be visible from any area outside of the premises at any time.

77. Whilst dancers are performing there shall be a minimum distance of one metre between the dancer and the seated customers and prominent, clear notices shall be displayed at each table stating this requirement.

78. There shall be no physical contact between customers and the dancers except for the placing of money or tokens in a garter, arm band, or into the hands of the dancer at the beginning or conclusion of a performance.

79. No performances shall include any sex act with any other performer, persons in the audience or with the use of any object.

80. No audience participation shall be permitted.

81. Performers must not:

- Climb onto furniture provided for patrons.
- Remain in a state of undress when they have completed their act.

Door Supervisors

82. An adequate number of registered Door Supervisors (to be agreed with Devon and Cornwall Constabulary) shall be on duty on the premises whilst relevant entertainment takes place. There shall be at least one Door Supervisor on each entrance, in each separate part of the premises and on the door to the dressing room.
83. The Door Supervisors shall be on duty at the premises at all times when the premises provides relevant entertainment.
84. All Door Supervisors working outside the premises or whilst engaged in the dispersal of patrons at the close of business shall wear clothing to differentiate themselves from other staff.

Closed Circuit Television (CCTV)

85. A CCTV system shall be installed to cover all entrances and exits to the premises, and areas where relevant entertainment will take place. This system must be installed and fully operational before the premises opens for the licensable activity applied for. All cameras shall continually record whilst the premises are open to the public and video recordings shall be kept available for a minimum of 28 days with date and time stamping.
86. CCTV should be installed to the satisfaction of Devon and Cornwall Constabulary. To obtain a clear head and shoulders image of every person entering the premises on the CCTV system, persons entering the premises should be asked to remove headwear, unless worn as part of religious observance.
87. The CCTV system shall incorporate a recording facility and any recordings shall be retained and stored in a suitable and secure manner for a minimum of one calendar month. A system shall be in place to maintain the quality of the recorded image and a complete audit trail maintained. The system will comply with other essential legislation, and all signs as required will be clearly displayed. The system will be maintained and fully operational throughout the hours that the premises are open for any licensable activity.
88. A plan shall be submitted illustrating the position of all cameras and shall be with the approval of Devon and Cornwall Constabulary.
89. A member of staff who is fully trained in the use of the system shall be on duty at all times when the premises is open till the premises is clear of customers, cleared of staff and closed.
90. The premises will provide any footage upon request by Devon and Cornwall Constabulary or the Licensing Authority within 24 hrs of the request.
91. The recordings for the preceding two days shall be made available immediately upon request, and recordings outside this period shall be made available within 24 hours.

Layout of Premises

92. The approved activities shall take place only in the areas designated by the Licensing Authority and Devon and Cornwall Constabulary.
93. There shall be no private booths or performing areas provided on the premises.
94. No person other than performers and authorised staff shall be permitted in the changing room(s).
95. Arrangements shall be put in place to restrict access to the dressing room at all times when the relevant entertainment is taking place, and until such time as all performers have vacated it.
96. The approved access to the dressing room(s) shall be maintained whilst striptease or entertainment of a like kind is taking place.
97. The layout within areas used by customers shall not under go substantial change without the prior written consent of both Devon and Cornwall Constabulary and the Licensing Authority.

Change of Use of Premises

98. The Licensing Authority and Devon and Cornwall Constabulary must be informed should the licensee seek to change the use of the establishment to another form of sex establishment.

Sale of Goods

99. Neither sex articles nor other things intended for use in connection with, or for the purpose of stimulating or encouraging sexual activity or acts of force or restraint which are associated with sexual activity shall be displayed, sold, hired, exchanged, loaned or demonstrated in a 'Sexual Entertainment Venue'.