# Appendix 6

## Representations Supporting the Licence Holder

### Other Person 1

Sent: **10 October 2026 16:04**
To: **Licensing <Licensing@rotherham.gov.uk>**
Subject: **Representation in Support of Sports Box**

I'm a delivery driver at Abby's over the road from the Sports box. They always let us all use their toilet facilities during the weekends in the evening. Not seen any fights and the staff seem really nice. Shame this notice is on the door as the community spirit is far better and safer than other near by bars.

### Other Person 2

Sent: **26 October 2026 13:20**
To**: Licensing <Licensing@rotherham.gov.uk>**
Subject**: Representation in Support of Sports Box**

I'm writing in support of Sports Box as a regular customer. Every time I've visited, I've found it to be a safe, clean and welcoming venue, and I've never once felt unsafe.

The atmosphere is amazing, especially on Rotherham home game days, and I genuinely believe this micro bar has given Rotherham nightlife something worth going out for again. It's brought people together and created a great place for locals to enjoy.

I hope my positive experience is taken into account as part of the review.

### Other Person 3

Sent: **29 October 2026 19:16**
To: **Licensing <Licensing@rotherham.gov.uk>**
Subject: **Representation of License Review - Sports Box, Unit 1 Imperial Buildings S60 1PA**

I am writing in support of the continued license of the above premises. I do this as the holder of a personal license, a veteran of 23 years in the Royal Army Medical Corps, a local resident and regular customer.

While I have witnessed incidents in the past, they have been effectively dealt with,staff have effectively intervened both inside the bar and it's immediate vicinity to prevent incidents from escalating. This has included provision of first aid and assistance to emergency services.

Given the financial pressures on all businesses, but especially those in hospitality, it's imperative in my view that this business continues to provide employment and fill its particular night economy niche. Given the number of empty premises and the reduction in opening hours that pubs and bars in the town centre offer, competition is really important part of ensuring that the town centre recovers.

# Appendix 6

As an ex environmental health professional I've noticed various changes over time, such as closing the doors at 9pm, no glasses outside etc, all of which I've seen effectively enforced once implemented. The staff have always been professional and where lapses have occurred the owner has not hesitated to let people go.

I  really do implore you to ensure that this business continues and, if there are specific issues, work with them to resolve them.

## Other Person 4

Sent: **01 November 2026 16:25**
To: **Licensing <Licensing@rotherham.gov.uk>**
Subject: **SUPPORT FOR THE SPORTS BOX - P1166 - S60 1PA**

I am writing in strong support of The Sports Box, Unit 1 Imperial Buildings, High Street, Rotherham S60 1PA (Licence No. P1166).

I know this venue as more than a pub. It has brought life back to High Street with a direct positive impact on other local businesses. The residents who live directly above the bar bought their property AFTER the bar opened and have NO complaints. The restaurant next door has NO complaints.

The staff have officially saved 2 peoples lives in Rotherham town centre and saved a customer from the restaurant next door. They fully sponsor Rotherham Home Town football team and are official supporters of Rotherham United.

The family are invested in Rotherham's future - their 18 year old son owns The Ministry in the town centre and has done inspirational talks at Rotherham United ground to 8 different Year 6 classes to inspire children. They are here to help bring back Rotherham day and night.

I understand concerns were raised in July/August. I have seen they have fixed everything:

- New 60-day CCTV + new outdoor public-protection camera with instant review, all staff trained
- Music limiter fitted, doors closed after 9pm
- No external drinking after 21:00 enforced by door supervisors AT ALL TIMES (was Fri/Sat + football)
- Disabled toilet now locked, key behind bar, checks every 15-20 mins signed
- All policies, posters and paperwork fully updated
- They passed their annual inspection with Lisa Parkain

Please do not just focus on negative points - please consider the many positive points and positive impacts they have on the town centre every day and night. Revocation would be disproportionate when they have complied and are a community asset.

Please retain their premises licence.

# Appendix 6

**Personal note from me**:
Me and my young son come into this bar every weekend to watch sports together not once have I ever felt intimated or threatened my young son enjoys watching football matches with other family's and fans on the weekends in there the atmosphere is brilliant if this is taken away where else is there to go?

Rotherham town centre is already a dying town day and night there's nothing there anymore this little bar brings a little life back to the centre I've been on a night out here without my son a few times the staff is always very polite and helpful I've never once felt unsafe I that place

## Other Person 5 (First part of representations mirrors OP4)

Date: **1 November 2026 at 15:30:15 GMT+0**
To: **Licencing@rotherham.gov.uk**
Subject: **SUPPORT FOR THE SPORTS BOX - P1166 - S60 1PA**

**First part of this representation mirrors paragraph 1 to 8 of the representation made by OP4**

**Personal note from me:**
I can only speak from my own personal experience, but the owner, staff and security have always made me feel welcome, comfortable and, most importantly, safe. I've never had a bad experience while visiting this bar. In fact, the staff here have actually helped save the lives of two people. I think that speaks volumes about the people behind this venue and the care they show towards others.

The atmosphere is vibrant, unique, welcoming and full of life. The artists they bring in are fantastic, and I genuinely believe Rotherham would be a much poorer place without this venue. It offers something different to the town and brings people together. It's also clearly appreciated by many, including social media influencers who visit regularly, return time and time again and share their positive experiences with others.

Personally, I feel happier and safer in this bar than I do in many other establishments across Rotherham.

Of course, no venue is ever going to be completely immune to the occasional troublemaker. Unfortunately, there will always be individuals who spoil things for everyone else, but that isn't unique to this bar. I've personally witnessed fights and incidents in numerous other pubs and bars throughout Rotherham town centre, and I don't believe it's fair to single out one particular venue and allow it to be portrayed in such a negative light.

From what I've personally witnessed, the staff and security here do an excellent job. They handle difficult situations professionally, take their responsibilities seriously and work hard to keep people safe. They deserve recognition for that, not to have their hard work and reputation overshadowed by the actions of a minority.

# Appendix 6

Rotherham is already struggling, and we should be encouraging the businesses and independent venues that bring life, entertainment and people into our town, rather than losing yet another place that gives people a reason to visit.

This bar is clearly valued by the people who visit it, and I am one of them. I genuinely believe closing it would be a huge loss to Rotherham, its nightlife and the people who enjoy having somewhere like this to go.

We shouldn't judge an entire venue, its owner and its hardworking staff solely on the behaviour of a few individuals. My experience has been overwhelmingly positive, and I think that deserves to be heard too.

## Other Person 6 (First part of representations mirrors OP's 4)

Sent: **01 November 2026 19:26**
To: **Licensing <Licensing@rotherham.gov.uk>**
Subject: **SUPPORT FOR THE SPORTS BOX - P1166 - S60 1PA**

**First part of this representation mirrors paragraph 1 to 8 of the representation made by OP4**

**Personal note from me:**
Has a personal licence holder myself and from many years of working in the Sia industry this venue is a safe and friendly environment that follows all licensing objectives from challenge 25 down to regular toilet checks and meeting health and safety regulation I have been coming to this venue since it first opened and have never seen no issues staff always there to help if any concerns about anything or need any help door staff are fast to react and deescalate situation for occurring and very observant and keep a a welcoming and safe environment for the staff and customers

## Other Person 7

Sent: **27 October 2026 00:40**
To: Licensing **<Licensing@rotherham.gov.uk>**
Subject: **Fwd: Rotherham Sports Box**

I just wanted to put forward my support for Sports Box, as I genuinely believe it has brought something good back into Rotherham town centre.

I hadn't been into Rotherham town centre for a long time until Sports Box opened. It's given me a reason to start coming back into town again, and I think that says a lot about the place.

The staff are amazing, always happy to help, and make everyone feel welcome. It doesn't matter who you are or where you're from; nobody is made to feel out of place. The atmosphere is brilliant, and it's somewhere you can go, enjoy yourself and feel comfortable.

I honestly think Rotherham needs more places like this. It's easy to complain that there's nothing bringing people into the town centre, but when somewhere opens that actually gives people a reason to come back, I think that should count for

# Appendix 6

something. Sports Box brings people into town who might not otherwise bother going, and that can only be a good thing for Rotherham.

I understand that safety is important and that all licensed premises need to meet the required standards. I'm not saying that any concerns should be ignored, but I do hope everything is looked at fairly and that any issues that need addressing can be dealt with in a way that allows the venue continue operating safely as it has been.

It would be a real shame to lose Sports Box. Speaking from my own experience, it's one of the places that has made me want to come back into Rotherham town centre after being away from it for so long. The welcoming staff and atmosphere make a difference, and I think places like this are important if we want to see our town centre doing well again.

I hope the council will take into account the positive side of what Sports Box brings to Rotherham and the people who genuinely enjoy going there before making any decisions about its future.

## Other Person 8

Sent: **02 November 2026 13:46**
To: **Licensing <Licensing@rotherham.gov.uk>**
Subject:

Hiya am a resident of [redacted] I would like two inform you that the sports box in Rotherham is a brilliant place I use the the pub regularly it's professional secure everyone that works Thier as absolutely fantastic welcoming warming I would be absolutely gutted if they place got shut I've witnessed incidents that most of the time they have come from the other bar platinum there's never no trouble in their if there is it gets dealt professionally and safely also the noise it kept at a level when the doors are shut I can't hear it from my flat over the road I can see it from my flat never no problems what so ever please consider this place is like a home for some people and is generally a safe place to have fun

## Other Person 9 (First part of representations mirrors OP's 4 )

Sent: **02 November 2026 13:55**
To: **Licensing <Licensing@rotherham.gov.uk>**
Subject: **SUPPORT FOR THE SPORTS BOX - P1166 - S60 1PA**

**First part of this representation mirrors paragraph 1 to 8 of the representation made by OP4**

**Personal note from me:**
I work alongside the team at sportsbox. The owner gave me a chance and managed to get me other work elsewhere. The team at sportsbox is like a family. Really nice people, nice music and great vibes. In my opinion if you shut down Sportsbox, you will be damaging what is left of the nightlife in Rotherham. The team at sportsbox always gives 110% efforts into providing the best experience for a night out and entertainment. Please at least give it at chance as it's definitely worth it.

# Appendix 6

## Other Person 10 (First part of representations mirrors OP's 4 )

Sent: **02 November 2026 13:54**
To: **Licensing <Licensing@rotherham.gov.uk>**

**First part of this representation mirrors paragraph 1 to 8 of the representation made by OP4**

**Personal note from me:**
As a woman I feel safe going in this place, the staff and management ensure everyone is safe at all times.

## Other Person 11 (First part of representations mirrors OP's 4 )

Sent: **02 November 2026 14:31**
To: **Licensing <Licensing@rotherham.gov.uk>**
Subject: **SUPPORT FOR THE SPORTS BOX - P1166 - S60 1PA**

**First part of this representation mirrors paragraph 1 to 8 of the representation made by OP4**

**Personal note from me:**
i visit the sports box on a weekly basis, usually to socialise with my friends but i usually have to travel alone to meet them and as soon as i get to the sports box i instantly feel safe. The staff are always making sure everyone is safe and having a good time, the security is amazing at the job they do as they always make sure the is as little trouble as can be.

## Other Person 12 (First part of representations mirrors OP's 4 )

Sent: **02 November 2026 14:51**
To**: Licensing <**Licensing@rotherham.gov.uk>
Subject: **Sports box support**

**First part of this representation mirrors paragraph 1 to 8 of the representation made by OP4**

**Personal note from me**:
Me and my friends go here every week for football when rotherham united play at home aswell as most weekends for a drink and good vibes after a week at work to cool off, we always feel comfortable here(sports box) and all of the staff go above and beyond every time u step foot inside, i have never seen any trouble inside the sports box and every single person who goes in the sports box are genuinely there for a good time. finally i'd like to say how welcomed and loved it is by a lot of people within rotherham and surrounding areas and the respect they gain by saving multiple people's lives and keeping everyone of all ethnicities and sexuality's welcome not matter what.

## Other Person 13

Sent: **02 November 2026 13:57**
To: **Licensing <Licensing@rotherham.gov.uk>**
Subject: sports box rotherham

i am writing to ask for you to please not shut down the sports box rotherham. that place is the only clun i feel fully safe to enjoy myself with no worries. the owner is amazing. allways kind and happy all staff are amazing. great atmosphere and would be a massive loss to us all to lose this club.

# Appendix 6

## Other Person 14

**Sent:** 02 November 2026 13:51
**To:** Licensing <Licensing@rotherham.gov.uk>
**Subject:** Sports box

Good pub in town always feel welcome
Good for the football matches and main supporters for football
Always polite staff and security
Good for. Other business round that area of town

## Other Person 15

**Sent:** 02 November 2026 14:58
**To:** Licensing <Licensing@rotherham.gov.uk>
**Subject:** Sports box

The pub needs to stay open as there's good music all the time & the staff make you feel so welcome & safe if you need their help. It's one pub I trust my 19 year old daughter to be safe in if I'm not there with her. Their all friendly & love to have a laugh with you. Please keep the pub going cos they deserve it all the way.

Thank you.

## Other Person 16

Sent: 02 November 2026 16:01
To: Licensing <Licensing@rotherham.gov.uk>
Subject: Sports box

Sports box is one of the best clubs in Rotherham please let it stay open

## Other Person 17

Sent: 02 November 2026 16:08
To: Licensing <Licensing@rotherham.gov.uk>
Subject: Sports box

We saved 2 lives in town centre. We sponsor Home Town FC. We support Rotherham United. We brought life back to High Street. My 18-year-old son owns The Ministry and inspires Year 6 kids at the New York Stadium.

Residents above us - bought AFTER we opened - have NO complaints.

Restaurant next door - NO complaints.

## Other Person 18 (First part of representations mirrors OP's 4 )

**Sent:** 02 November 2026 18:10
**To:** Licensing <Licensing@rotherham.gov.uk>
**Subject:** SUPPORT FOR THE SPORTS BOX - P1166 - S60 1PA

**First part of this representation mirrors paragraph 1 to 8 of the representation made by OP4**

**Personal note from me:**
My friends and I go most Saturdays

# Appendix 6

## Other Person 19

**Sent:** 02 November 2026 14:23
**To:** Licensing <Licensing@rotherham.gov.uk>
**Subject:** Sports box bar Rotheram

**Re: Strong Support for Keeping Sports Box Bar, Rotherham, Open**

I am writing to express my strong support for Sports Box Bar in Rotherham and to respectfully request that serious consideration is given to allowing this establishment to remain open.

As a regular customer who frequently visits to watch live sporting events, I can genuinely say that Sports Box Bar is one of the very few venues where I feel completely comfortable, welcome and, most importantly, safe.

One of the main reasons I choose to attend this venue is the excellent security arrangements that are consistently in place. The security staff are professional, approachable, vigilant and always present to ensure the safety and wellbeing of customers. Their commitment goes far beyond simply managing the premises.

The security team look out not only for customers but also for members of the public passing by who may find themselves vulnerable, distressed or in need of assistance. This demonstrates a genuine commitment to public safety and the wider Rotherham community.

I also understand that staff helped save a person's life in the restaurant next door. This is an extraordinary example of the care, responsibility and willingness to act in an emergency that those associated with the venue demonstrate. Such actions deserve recognition and appreciation.

As a woman who values feeling safe when going out, I cannot emphasise enough how important it is to have a venue where I can relax, enjoy watching sports and feel confident that my wellbeing is being taken seriously. I regularly choose Sports Box Bar over other establishments because I simply do not experience the same level of comfort, reassurance or sense of security elsewhere.

In my opinion, closing this venue would mean losing far more than just a sports bar. It would mean losing a welcoming environment, a place where customers feel protected and a business whose staff have demonstrated genuine care for people both inside and outside its doors.

I sincerely believe that establishments which actively promote safety, provide responsible security and contribute positively to their local community should be supported and encouraged to continue operating.

I respectfully urge those responsible for making any decisions regarding the future of Sports Box Bar to take into account the experiences of loyal customers like myself and the positive difference this venue makes.

**Please do not underestimate the importance of having somewhere that people genuinely feel safe. Sports Box Bar provides exactly that, and it would be a tremendous loss to see it close.**

Thank you for taking the time to consider my views. I sincerely hope that Sports Box Bar will be given the opportunity to remain open and continue serving and supporting the Rotherham community.

# Appendix 6

## Other Person 20 (First part of representations mirrors OP's 4 )

**Sent: 02 November 2026 20:46**
**To: Licensing <Licensing@rotherham.gov.uk>**
**Subject: Save the sports box !!**

**First part of this representation mirrors paragraph 1 to 8 of the representation made by OP4**

**Personal note from me:**
brilliant place very safe and trustworthy family buisness ran. Bringing Rotherham back alive. Very enjoyable night out with brilliant staff and the best door men in town.

## Other Person 21 (First part of representations mirrors OP's 4 )

Sent: 02 November 2026 18:18
To: Licensing <Licensing@rotherham.gov.uk>
Subject: Support for the sports box Rotherham p1166-s60 1PA

**First part of this representation mirrors paragraph 1 to 8 of the representation made by OP4**

**Personal note from me:**
it's somewhere me and all my friends go on a weekend always feel safe the bouncers tolerate a zero violence or misbehaviour policy please keep them open it has brought life back to Rotherham town night scene.

## Other Person 22 (First part of representations mirrors OP's 4 )

**Sent: 02 November 2026 17:19**
**To: Licensing <Licensing@rotherham.gov.uk>**
**Subject: Sports bar - p1166-s60 1PA**

**First part of this representation mirrors paragraph 1 to 8 of the representation made by OP4**

**Personal note from me:**
This sports box has a great friendly atmosphere I nip in when I am in town as feel at ease in this place. It would be a big loss to me if I couldn't do so as don't go anywhere else.

## Other Person 23 (First part of representations mirrors OP's 4 )

**Sent:** 02 November 2026 17:16
**To:** Licensing <Licensing@rotherham.gov.uk>
**Subject:** SUPPORT FOR THE SPORTS BOX - P1166 - S60 1PA

**First part of this representation mirrors paragraph 1 to 8 of the representation made by OP4**

**Personal note from me:**
I attend this pub at least once a weekend me and a few friends and never had a bad experience, it is a very well run place in which all staff are very good people and are polite, patient and professional. Including a very good atmosphere and one of the best places I attend to.

# Appendix 6

## Other Person 24 (First part of representations mirrors OP's 4 )

Sent: 02 November 2026 17:10
To: Licensing <Licensing@rotherham.gov.uk>
Subject: Sports Box Bar

**First part of this representation mirrors paragraph 1 to 8 of the representation made by OP4**

**Personal note from me:**
This bar has made Rotherham town lively again, Its always a friendly atmosphere and it would be such a shame to lose it when the manager and staff work so hard to keep it a good place.

## Other Person 25

**Sent:** 02 November 2026 17:14
**To:** Licensing <Licensing@rotherham.gov.uk>

I am writing as a customer and supporter of The Sports Box to express my deep concern about the possibility of this valuable local facility being forced to close. I feel strongly that this would be a great loss to the local community and to everyone who uses and enjoys the facilities provided by The Sports Box.

My understanding is that the owners have done everything that has been asked of them and have worked hard to meet the requirements placed upon them. It is therefore extremely disappointing that, despite their efforts and willingness to cooperate, the business is still facing the possibility of closure.

I believe it is important that the Council recognises the efforts the owners have made and gives proper consideration to the impact that closure would have on customers and the wider community. The Sports Box is more than just a business. It provides a place for people to take part in sport, keep active, meet others and enjoy a shared community space.

Facilities like this are important for people's physical health, mental wellbeing and social connections. As a customer, I would be extremely disappointed to lose somewhere that provides such a valuable service. I am sure many other customers feel exactly the same way.

I respectfully ask Rotherham Council to reconsider the situation, listen to the concerns of customers and work positively with the owners to find a way forward that allows The Sports Box to remain open.

If the owners have fulfilled everything that has been requested of them, I sincerely hope their efforts will be recognised and that a reasonable solution can be reached rather than allowing this facility to close.

Please remember that behind this business are real people, loyal customers and a community that does not want to lose it. I urge you to do everything possible to help save The Sports Box.

hank you for taking the time to read my letter. I hope my concerns, along with those of other customers, will be taken seriously.

# Appendix 6

## Other Person 26

Sent: 02 November 2026 17:14
To: Licensing <Licensing@rotherham.gov.uk>
Subject: Re sports box Rotherham

This email is regarding the potential closure of the sports box. I would hope this isn't the case. The sports box is more than just a bar it home. The owners are friends and make me feel welcome. Have conversation with me. I like the music there. It's bc lean inside: it's a place I can go to have a couple of drinks with friends, there really isn't another place like it.

Plus my birthday is coming soon and I want to celebrate it there so what better reason to keep it open. Fingers crossed

## Other Person 27

Sent: 02 November 2026 19:52
To: Licensing <Licensing@rotherham.gov.uk>
Subject: Save sport box

Just like to put my view across for the public house sport bar
I not been in town for years but seen sport box has opened it worth coming down as it gives Rotherham night life a kick again , fab crowd of great people getting together to enjoy great music and amazing DJs with a fab Choice of cheap drinks and ran by well professional owner/ manager and his team. Only downfall is not open as late as the other public houses and could be bigger as I got stopped last night as it was full so a bigger place could be better and that just says it all,people are liking this place and want it to stay open and as I've ran public houses/restaurants we need to keep this open for Rotherham nightlife and people to bring the community back together as Rotherham is lacking rhis and want our town back

## Other Person 28 - DPS of the Sports Box

Sent: 30 October 2026 13:09
To: Licensing <Licensing@rotherham.gov.uk>
Subject: Website enquiry - Sport Box Review Application

I am writing to Object against the Review of the Premises Licence for the The Sport Box, based on the 4 licencing directives.

# Appendix 6

The reasons for this objection is as follows:

Since I was brought in shortly after the 12th July incident, extraordinary but not disruptive measures have been brought in.

The quote each directive:

**The Prevention of Crime and Disorder** - No major incident has happened inside the Sportsbox Building while I have been the DPS. On 12th September, We ejected a couple after they were caught engaging in sex acts within the gents toilet. They were asked to leave, with the door supervisor ushering the female towards the door, her partner then became aggressive. The altercation was taken outside with many people following. Me, The DPS, stood inside the doorway to monitor the Outside seating area and noted 1 person drinking from a bottle of water within the area, I dismissed this as we are supposed to supply water to anyone on request. Although there was a lot of running around outside the seating perimeter around the parked cars and vans, I didn't see anything untowards and focused on the seating area.

Other CCTV has shown a serious incident happened outside our seating area and that the assailants were then welcomed into the Sportsbox. Had we seen them do the assault, they would not have come back in... as that was enacted in a further minor incident.

To Prevent Crime and Disorder, we have several Human Monitors in each area of the customer area, including myself. 1 in the VIP section. 1 outside the Disabled toilets on the perimeter of the dance floor. Myself at hhe end of the bar - to monitor the Bar area, The people(and numbers of them) going to the toilets and also able to see all area's.

Toilet checks, usually with a chaparone, happens regularly every 20-30 minutes by all staff, including bar staff for Toilet cleaning.

The CCTV has been upgraded also to record anything that happens in the building, from outside the toilets and office, to all bar area's and perimeter seating area.

We can't do anymore than proactively remove any who promotes anti-Social behavior.

**Public Safety** - We have on many occasions, both i side and outside the Sportsbox, help people in distress, both self inflicted and random acts of kindness on the streets.

From ensuring young women get in taxi's home once intoxicated, sick or frightened, to people in the street, collapsed, performing first aid and calling an ambulance, like the one in our incident book from October.

There has been a noise complaint, that has been addressed, but we dodn't breach the initial readings.

# Appendix 6

With our human monitors, CCTV and Door Supervisors, as well as a new more alert Bar Manager. We can no more than we are doing to carry out exemplary Public Safety.

**The Prevention of Public Nuisance** - We can't prevent what people do outside our perimeters, but are and have been preventing any potential public nuisance from leaving our premises, or removing/not permitting anyone that poses a threat to cause a public nuisance. Such as an incident described in a police report to have come from the Sportsbox. This is not true.

A lone traveller woman was seeking to be admitted into the Sportsbox on the advice of the staff from the nearby Platinum Bar. She wasn't permitted and remained outside our seating area throughout. When she became violent with 1 of our staff members, an altercation escalated when several people engaged in trying to stop her. No one was hurt, but we still stopped anyone who engaged on the altercation from re-entering the Sportsbox. All left peacefully and mist went to the nearby Platinum Bar. Around 20 minutes later, a huge fight started outside the Platinum Bar that involved 3 police cars and a Policevan that parked outside the Sportsbox. The nearby roadworks were stripped of poles and used as weapons.... But it wasn't anything to do with the Sportsbox.

Again, in the 3 months I have been the Sportsbox DPS, Public Nuisance has been prevented to the number of cases being substantially reduced to rare occurances.

We can't control people beyond our premises and ensure water is available, free of charge, to anyone feeling intoxicated.

We can't do anymore than stop people entering our premises with the intention of causing problems, or ensuring anyone who could cause a nuisance are treated before they leave our premises.

**The Protection of Children from harm** - Children aren't allowed in the Sportsbox at any time without a responsible adult, not even to use the boxing machine. All responsible Parents with their children are prevented/prohibited from buying or partaking in the consumption if "Shots" in the Sportsbox.

All signage is prominent preventing children from purchasing alcohol and a strict challenge 25 campaign is in operation, championed by the new Bar Manager, [redacted] who is also a Personal Licence holder.

A new scanning machine as in operation to scan all ID's on checking, as well as written into the Challenge 25 book.

I believe we are carrying out all Licencing Directives to the letter while under my DPS licence. We can't control people being people but we have put in place many directions of our own to carry out the safe service and consumption of alcohol within our premises.

# Appendix 6

On the Advice/Complaint of the Police Sergaent, we have also indirectly imposed a dress code. We haven't stated that people must wear certain attire, but we have changed the dress code of all staff, including management. This has indirectly changed the dress of our patrons from Tracksuits and Trainers (90% of the dress wear when I first started at the Sportbox) to Denims, Clean Tops and Clean Trainer/Shoes. We only get the odd 1or 2 in Tracksuits now. They do stand out as under dressed and don't stay long.

It was brought to our attention that the Licencing Officer, Jo Belton, also has a problem with the type of music we play. We have mixed this up by playing more traditional music in the afternoons, attracting an older crowd and changing to our signature baseline after 9pm when the older clientelle move on... another idea and initiative brought to the bar by the new Bar Manager, [redacted]

It is of my opinion after imposing new rules within the bar, that we are satisfying all the Licencing Directives and have even imposed our standards higher than they were previously. It is not a finished model by any stretch of the imagination and we continue to learn and change things for the better as we arrive at potential issues.

I hope this is to the Satisfaction of the Licencing Board to consider not revoking the licence of the Sportsbox.

**DPS, The Sportsbox**

## Other Person 29 – Venue Manager of the Sports Box

**Sent: 02 November 2026 22:37**
**To: Licensing <Licensing@rotherham.gov.uk>; Dave@Benidorm.ltd**
**Subject: Personal Representation in Support of The Sports Box – Premises Licence P1166**

**Re: The Sports Box, Rotherham – Premises Licence P1166**
**Personal Representation from [redacted], Newly Appointed Venue Manager**

I am writing in my capacity as the newly appointed Venue Manager of The Sports Box, Rotherham, to express my personal and professional support for the continuation of the premises licence and to respectfully request that the Licensing Sub-Committee considers allowing the venue to remain open.

I fully appreciate the seriousness of the concerns raised by South Yorkshire Police and recognise the importance of maintaining the four licensing objectives under the Licensing Act 2003. I am not writing to dismiss those concerns, but rather to demonstrate the commitment, accountability and positive changes that are now being introduced and maintained within the business.

**My Professional Background and Experience**

Alongside my responsibilities as Venue Manager, I work in a senior professional role within children's residential care. This is a position that requires a high level of safeguarding awareness, risk assessment, professional accountability, effective communication and collaborative working with local authorities and other agencies.

# Appendix 6

My professional experience has taught me the importance of identifying potential risks before they escalate, responding appropriately to challenging situations, maintaining accurate records and ensuring the safety and wellbeing of everyone in my care.

I hold the Level 2 Award for Personal Licence Holders and have undertaken additional training in safeguarding vulnerable adults and children, alcohol and drug awareness, and emergency first aid.

I am committed to applying these skills and professional standards to the management of The Sports Box.

**Why I Personally Chose to Become Venue Manager**

Before taking on my position as Venue Manager, I was a regular customer of The Sports Box. My decision to become involved in the management of the venue was influenced by my own positive experiences there.

As a customer, I can genuinely say that I have never felt safer or more welcomed in a licensed establishment.

The atmosphere, the music, the regular customers and the friendliness of the staff created an environment where people from different backgrounds could come together, socialise and enjoy themselves.

It was this sense of community that made The Sports Box stand out to me.

I witnessed first-hand the positive relationships between staff and customers and the welcoming environment that the venue provides. These experiences gave me confidence in the business and motivated me to take on a management role.

It is disappointing that the positive reputation and atmosphere of the venue have been affected by the actions of a small number of individuals and the incidents that have subsequently been brought to the attention of the Licensing Authority.

I fully recognise that incidents involving disorder, violence or antisocial behaviour must be treated seriously. However, I also believe it is important to acknowledge that licensed premises operate in environments where the behaviour of every individual cannot always be predicted or controlled.

The responsibility of management is to identify foreseeable risks, implement effective preventative measures, respond appropriately when incidents arise and continually review procedures to minimise the likelihood of further occurrences. This is precisely what I am committed to achieving.

**Management Improvements and Accountability**

Since taking on the role of Venue Manager, I have worked to strengthen the operational procedures, safety measures and overall management of the premises.

# Appendix 6

I have personally undertaken and reviewed risk assessments covering the venue, including separate assessments for bar staff and door supervisors.

Particular attention has been given to customer safety, safeguarding, the prevention of drug-related activity, conflict management and the identification of potential weapons.

Our door supervision procedures include customer bag searches and the use of handheld metal detectors, with appropriate consent and safety procedures.

All staff are equipped with radios to enable immediate communication between the bar team, door supervisors and management. This allows concerns to be reported promptly, assistance to be requested and potential incidents to be addressed before they escalate.

I have also strengthened our Drug Prevention, Management and Safeguarding Policy, including procedures for monitoring toilet facilities, identifying suspicious behaviour, reporting concerns and supporting vulnerable customers.
Staff are expected to understand their responsibilities, follow the relevant procedures and maintain professional standards at all times.

**My Presence and Responsibilities at the Venue**

The Sports Box operates from Thursday through to Sunday, and I am present before the venue opens and remain until the premises has closed.

I take an active role in supervising staff, overseeing customer safety, monitoring compliance and ensuring that the venue is secured and alarmed at the end of trading.

I work closely with our Designated Premises Supervisor, [redacted], to ensure that our responsibilities are understood and that improvements are maintained.

I believe that visible, consistent and accountable management is essential to the safe operation of any licensed premises.

**The Positive Contribution of Our Staff to Public Safety and the Wider Community**

I respectfully ask the Licensing Sub-Committee to consider not only the incidents that have been reported in relation to The Sports Box, but also the positive and sometimes unseen contributions our staff and door supervisors make to the safety and wellbeing of individuals within Rotherham town centre.

There have been occasions when vulnerable young women have become separated from their friends during an evening out, leaving them potentially exposed to risk. Rather than simply allowing these individuals to leave without appropriate support, our team has taken responsibility for ensuring their safety,

# Appendix 6

including arranging and personally paying for taxis to help them reach a place of safety.

These actions were not undertaken because of any financial benefit or obligation to the business, but because our staff recognised that vulnerable individuals needed assistance and acted accordingly.

**Our commitment to public safety also extends beyond the customers of The Sports Box**.

On occasions, members of our team have responded to medical emergencies involving members of the public who had not even entered or visited our premises. Staff have provided emergency first aid, contacted the emergency services and remained involved to help ensure that those individuals received the appropriate medical attention and care.

I believe these examples demonstrate the values and professionalism of the people working within our establishment.

Our staff do not simply view their responsibilities as ending at the doors of the premises. They recognise that they are part of a wider community and that safeguarding and public safety are responsibilities we all share.

It is important to recognise that these positive interventions do not always generate police reports, formal recognition or public attention. Nevertheless, they can make a significant difference to the safety and wellbeing of individuals within our town centre.

I fully acknowledge that the Licensing Sub-Committee must carefully consider the concerns raised by South Yorkshire Police. However, I respectfully submit that the reported incidents should be considered alongside the positive actions, preventative measures and genuine commitment to public safety demonstrated by our team.

As someone who was previously a customer before accepting the role of Venue Manager, I witnessed the welcoming atmosphere and sense of community that makes The Sports Box special.

Having now taken on responsibility for managing the venue, I am even more determined to preserve those positive qualities while strengthening the procedures necessary to protect our customers, staff and members of the public.

I do not suggest that the positive actions of our staff excuse any shortcomings or remove the need for accountability. Rather, I believe they provide important evidence of the values, attitudes and safeguarding culture within the business.

The Sports Box is not simply a venue where people come to drink, listen to music or watch sporting events. It is a place where people look out for one another, where vulnerable individuals can seek help and where our staff are willing to go beyond their immediate duties to protect others.

# Appendix 6

I respectfully ask the Committee to recognise these contributions when considering whether revocation of the premises licence is necessary and proportionate, particularly in light of the strengthened management arrangements and additional preventative measures now in place.

My commitment as the new Venue Manager is to build upon this existing culture of care, ensure that it is supported by robust policies and procedures, and demonstrate that The Sports Box can continue to make a positive contribution to Rotherham's night-time economy and wider community.

**Working with the Police and Local Community**

I recognise that licensed premises have a responsibility not only to their customers and employees but also to neighbouring businesses and the wider community.

I am committed to building constructive relationships with South Yorkshire Police, Rotherham Metropolitan Borough Council and other licensed premises within the town centre.

**I** am also working towards stronger communication with neighbouring businesses through local Pub watch arrangements, allowing relevant information about antisocial behaviour, disturbances and individuals presenting potential risks to be shared appropriately.

My aim is to ensure that The Sports Box contributes positively to the local community and provides an environment where people can socialise and enjoy themselves safely.

**Why I Believe The Sports Box Should Remain Open**

I understand that the Licensing Sub-Committee must consider the concerns raised and determine whether the premises can operate responsibly in the future. However, I respectfully ask that the Committee also considers the changes in management, the preventative measures introduced and the genuine commitment being demonstrated to improving standards.

I have taken on this position with the intention of making a positive difference. I am prepared to be accountable for the standards maintained within the venue and to work collaboratively with the relevant authorities to address concerns.
The Sports Box is more than simply a business. It is a place where members of the local community can come together, enjoy sporting events, socialise and spend time with friends in a welcoming environment.

I firmly believe that, with appropriate management, continued staff development and effective safety procedures, the venue can operate successfully while promoting all four licensing objectives.

Revocation of the premises licence would remove the opportunity for the business to demonstrate the effectiveness of the improvements now in place.

# Appendix 6

I therefore respectfully ask the Committee to consider whether continued operation, supported by appropriate licence conditions, monitoring and ongoing cooperation with the relevant authorities, would be a proportionate alternative to revocation.

**My Personal Commitment**

I am willing to work openly and constructively with the Licensing Authority and South Yorkshire Police, welcome reasonable compliance inspections and take appropriate action whenever concerns are identified.

I am also willing to provide evidence of the policies, risk assessments, training arrangements and management procedures that have been introduced or reviewed under my management.

I do not underestimate the responsibility associated with managing licensed premises, particularly one that is subject to a licence review. I take that responsibility seriously.

I respectfully ask the Licensing Sub-Committee to give consideration to my appointment, my professional background, the improvements being made and my personal commitment to ensuring that The Sports Box is a safe, responsible and well-managed establishment.

I am not asking the Committee to overlook previous concerns. I am asking for the opportunity to demonstrate that meaningful changes have been made and that the venue can have a positive and responsible future under strengthened management.

Thank you for taking the time to consider my personal representation.

**Venue Manager – The Sports Box**
**Level 2 Award for Personal Licence Holders**