



Licensing Act 2003 Details of licensing application

Application ref. no: **M053212**
Application type: **LA2003 s.17: Premises licence - New licence application**
Date received: **1 October 2021**

Premises name: **Bovingdon Studio, Old Bovingdon Airfield**
Premises address: **Chesham Road
Bovingdon
Hemel Hempstead
Hertfordshire
HP3 0NP**

Dacorum Borough Council has received an application in respect of a premises licence, relating to the above premises.

Further details of the application, including the name of the applicant, the activities for which authorisation is sought, and where applicable the grounds for review, are included on the following pages.

Representations may be made by any person in respect of this application, either:

- By post, to the address at the top of this page; or
- By email, to: licensing@dacorum.gov.uk

All representations must be made in writing, and should include the name and address of the person making the representation, together with details of the grounds on which the representation is made (which must relate to at least one of the licensing objectives, which are preventing crime and disorder, public safety, preventing public nuisance, and protecting children from harm). The authority's licensing register, and a full copy of this application, may be viewed at the above address during standard working hours.

Representations must be received by the licensing authority no later than:

- **28 days** after the application received date above, for **new licence**, full variation or review applications, or
- **10 working days** after the application received date above, for minor variation applications

Any submissions received outside of these periods cannot be considered. Frivolous, vexatious or irrelevant representations will also be disregarded.

It is an offence knowingly or recklessly to make a false statement in connection with an application, and the maximum penalty to which a person is liable on summary conviction for such an offence is an unlimited fine.

Application details

Name of applicant(s):	ITV Studios Ltd
Postal address of premises to which application relates:	Bovingdon Studio, Old Bovingdon Airfield Chesham Road Bovingdon Hemel Hempstead Hertfordshire HP3 0NP
Application type:	LA2003 s.17: Premises licence - New licence application
Applicant's description of application:	<p>The Dancing on Ice studio is a purpose built studio facility situated at the Old Bovingdon Airfield in Hertfordshire. The studio has a ground floor area of 70m x 35m (2450sqm / 18,836.85 sq ft).</p> <p>The venue will play host to the training and rehearsals of the 'Dancing on Ice' television programme. Broadcast live weekly with an on-site public audience on 20th and 21st December 2021 for two days of pre recordings and then 16th January 2022 onwards, for 10 consecutive weekends on Sundays.</p> <p>LIVE Transmission dates are as follows: 16th, 23rd, 30th January 2022 6th, 13th, 20th, 27th February 2022 6th, 13th, 20th, 27th March 2022.</p> <p>The building will also play host to rehearsals and training during the Premise License period without a public audience. As part of our hospitality we will contract a licensed supplier to sell a variety of refreshments including snacks and alcohol to the audience whilst they wait to be seated. The alcohol will be sold in a specially designated area at the premises. Alcohol will only be consumed inside specified areas of the building. The sale of alcohol would be in strict accordance to current UK regulation, and served only to those aged 18 years old or over. As part of 'Challenge 25', anyone that appears to look under the age of 25 will be asked to provide photographic identification.</p> <p>ITV Studios Ltd. have engaged SRM Security as their approved security contractor for the entire duration of 'Dancing on Ice 2022'. SRM will provide 24-hour security and lead audience arrivals, ushering and loading in and out of the studio. There will be a minimum of 3 SIA-licensed security personnel present while alcohol is being served and they will monitor that no alcohol is taken into the studio/rink.</p>

Operating schedule: Licensable activities proposed to be carried on <i>(N.B. where boxes are blank, authority for that activity has not been sought)</i>	
Plays:	
Films:	
Indoor sporting events:	<p>Friday-Sunday 15:00 until 23:59</p> <p>Pre recording days: Monday 20th December 2021 15:00 until 23:59 Tuesday 21st December 2021 15:00 until 23:59</p> <p>The specified indoor sporting activity is Ice Skating, where skaters dance on ice to compete in a televised competition. The ice skating is the predominant factor and they are engaged for the purposes of the competition and display their skills to an audience. There will be the training and rehearsal of choreographed dancing routines on ice - both on the training rink and on the studio rink which are situated within the same building. There will be recorded/live performances of these routines on Saturdays and Sundays. Both the training and performances will be recorded/filmed.</p>
Boxing or wrestling:	
Live music:	<p>Indoors only</p> <p>Friday-Sunday 15:00 until 23:59</p> <p>Pre recording days: Monday 20th December 2021 15:00 until 23:59 Tuesday 21st December 2021 15:00 until 23:59</p> <p>A variety of pre-recorded and live music will be played during training, rehearsals and livebroadcasts/recordings. The celebrity skaters and professional skaters will be performing in front of a studio audience against tracks and/or live musicians. All sound will be continually monitored by front-of-house and back-of-house PA systems and will be in accordance with Health and Safety sound levels and regulations.</p>

Operating schedule: Licensable activities proposed to be carried on
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Recorded music:	<p>Indoors only</p> <p>Friday-Sunday 15:00 until 23:59</p> <p>Pre recording days: Monday 20th December 2021 15:00 until 23:59 Tuesday 21st December 2021 15:00 until 23:59</p> <p>A variety of pre-recorded and live music will be played during training, rehearsals and live broadcasts/recordings. The celebrity skaters and professional skaters will be performing in front of a studio audience against tracks and/or live musicians. All sound will be continually monitored by front-of-house and back-of-house PA systems and will be in accordance with Health and Safety sound levels and regulations. Background music will also be played to the audience whilst they are being loaded into the studio.</p>
Performances of dance:	<p>Indoors only</p> <p>Friday-Sunday 15:00 until 23:59</p> <p>Pre recording days: Monday 20th December 2021 15:00 until 23:59 Tuesday 21st December 2021 15:00 until 23:59</p> <p>Training and rehearsal of choreographed dancing routines on ice - both the training rink and main studio rink. There will be recorded/live performances of these routines on Sundays. Both the training and performances will be recorded/filmed. Other professional skating dancers may perform alongside the "Dancing on Ice 2022" contestants during their performances on the ice. "Dancing on Ice 2022" will invite guest professional singers to perform and they may have professional dancers perform alongside them.</p>

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<p>Entertainment similar to music or dance:</p>	<p>Indoors only</p> <p>Friday-Sunday 15:00 until 23:59</p> <p>Pre recording days: Monday 20th December 2021 15:00 until 23:59 Tuesday 21st December 2021 15:00 until 23:59</p> <p>'Dancing on Ice 2022' contestants will perform in front of a live studio audience. Between filming, we will have a warm-up compere to keep the audience entertained and in good spirit for the show. We also have two ITV presenters - who will be talking to the contestants, judges and doing links to camera. Our judges will be giving feedback and scores to the contestants whilst also discussing their views on other contestants.</p>
<p>Late night refreshment:</p>	<p>Indoors only</p> <p>Friday-Sunday 23:00 until 23:59</p> <p>Pre recording days: Monday 20th December 2021 23:00 until 23:59 Tuesday 21st December 2021 23:00 until 23:59</p> <p>Breakfast, lunches, dinners, drinks to be provided for all production, crew, celebs and pro skaters. Drinks and food to be provided to audience members. Drinks and alcohol to be served on Saturday and Sunday night 18:00 -00:00 to production, crew, celebs and pro skaters once the show is finished and everyone is off the ice.</p>
<p>Supply of alcohol:</p> <p><i>Alcohol may be supplied for consumption ON the premises only</i></p>	<p>For consumption ON the premises only</p> <p>Friday-Sunday 15:00 until 23:59</p> <p>Pre recording days: Monday 20th December 2021 15:00 until 23:59 Tuesday 21st December 2021 15:00 until 23:59</p>

Operating schedule: Licensable activities proposed to be carried on
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Hours the premises will open to the public:	Friday-Sunday	15:00 until 23:59
	Pre recording days:	
	Monday 20th December 2021	15:00 until 23:59
	Tuesday 21st December 2021	15:00 until 23:59

Operating schedule: Measures to promote the licensing objectives

(N.B. the measures below have been manually transcribed from the original application form.
We recommend referring to the original form to confirm the accuracy of the text below.)

General:	<p>During ‘Dancing on Ice’ 2019/2020/2021 series and the 2019 series of The Masked Singer, ITV Studios and 3rd party clients spent over £1.3 million in the Bovingdon and Hemel Hempstead area. As well continuing to spend money in the local area, ITV will also continue to develop their relationship with the local community.</p> <p>ITV took on two work experience placements from Bucks College during Dancing on Ice’s studio run.</p> <p>We are hoping to arrange for one of our celebrity skaters in the 2021 series of Dancing on Ice, to switch on the Christmas lights at the Bovingdon Fayre in December 2021.</p> <p>ITV will continue to invest in local employment. We employed a production secretary from the Bovingdon area as her first role out of college having studied television production management and ‘Dancing on Ice’ was delighted to be able to offer her the opportunity of her first role in the industry. In addition, both Dancing on Ice and another ITV entertainment show ‘The Masked Singer’ proactively sought people from the local area for roles in security, transport, cleaning, catering and on the ground facilities team. The knowledge from the local community is paramount to studio’s continuing success and will hopefully grow as the bookings of the studio increase to a consistent schedule for each year.</p> <p>ITV also employed local daily runners to work at weekends during the live ‘Dancing on Ice’ show. As well as continuing to employ local runners, ITV continues to aim to work closely with the local Colleges and Universities recruiting for roles, arranging visits and work experience placements.</p>
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Operating schedule: Measures to promote the licensing objectives

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<p>Prevention of crime and disorder:</p>	<p>ITV has contracted SRM security to provide all aspects of security for this family entertainment show. Security will be 24 hours during production with increased security during pre-recorded and live shows including bag checks for all audience members. The audience consists of production guests and pre-registered guests provided by a reputable audience services company. SRO (Standing Room Only) are an approved supplier for ITV and have worked on many entertainment shows. 'Dancing on Ice 2022' is a dedicated family entertainment show and ITV will continue to promote existing relationships with surrounding companies and residents near Old Bovingdon Airfield.</p>
<p>Public safety:</p>	<p>The entire production is contained within the grounds of Old Bovingdon Airfield. The loading of the audience will be fully managed by SRM Security and production so that it's carried out in a safe and responsible manner. The production has been fully risk assessed to ensure that there is no compromise on public safety.</p>
<p>Prevention of public nuisance:</p>	<p>ITV has engaged SRM Security to manage its security for 'Dancing on Ice 2022'. Permanent fencing will be situated around the perimeter of the premises as well as barriers across the road to contain the audiences so that they are separated from any traffic. There will be ample parking on site which will be available to audience members and this will be controlled by traffic marshals. The audience will be held in a designated marquee before being loaded into the studio. Production will also inform local businesses about the potential increase in business from the audiences so that they can prepare themselves for this increased trade.</p>
<p>Protection of children from harm:</p>	<p>All children under the age of 18 within the audience provided by SRO (Standing Room Only) will be accompanied by a parent or guardian at all times.</p>