



Body-Rub Parlours

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AGENDA

01

Background

02

Proposed Options from Workshop

03

Second Survey Results

04

Staff Recommendations

01

Questions

Regulatory Framework: Definition of a body rub parlour

“Includes any premises or part thereof where a body rub is performed, offered or solicited in pursuance of a trade, calling, business, or occupation, but does not include any premises or part thereof where the body-rubs performed are for the purpose of medical or therapeutic treatment and are performed or offered by persons otherwise duly qualified, licensed or registered so to do under the laws of the Province of Ontario”

Goals of this review

- 1) To adopt a licensing framework which empowers the Town to take action against unlawful businesses within our community
 - This includes any business operating contrary to the Criminal Code of Canada

- 2) To modernize Town by-law regulations for the purpose of ensuring reputable businesses are able to operate and conduct business safely and responsibly through a licensing framework

Background: How did we get here?



2002

Licensing By-law
2002-151
Schedule 7



2019

Regulatory
Review
Workshop



2020

Information
Report
2020-39



Feb 2021

Virtual
Public
Information
Centre



Mar 2021

Council
Workshop



May 2021

Committee
of the Whole

Options for Council: Different models to explore

01

Repeal BRP classification and replace it with new classification: Personal Wellness Centres

02

Adopt two classifications: BRP and Personal Wellness Centres, with emphasis on training qualifications

03

Adopt two classifications: BRP and Personal Wellness Centres, with emphasis on erotic vs non-erotic services

04

Do not introduce a new classification and revamp existing BRP regulations

Public Consultation Results:

What type of response have we received?

- ◆ One-on-one meetings with
 - 5 local businesses
 - Representatives from 6 different groups
 - Community Agencies – YRP, CYFS, By-law

- ◆ Survey Part 1 and PIC Polling (37 Respondents)

- ◆ Survey Part 2 (69 Respondents)

Survey Part 2 Results:



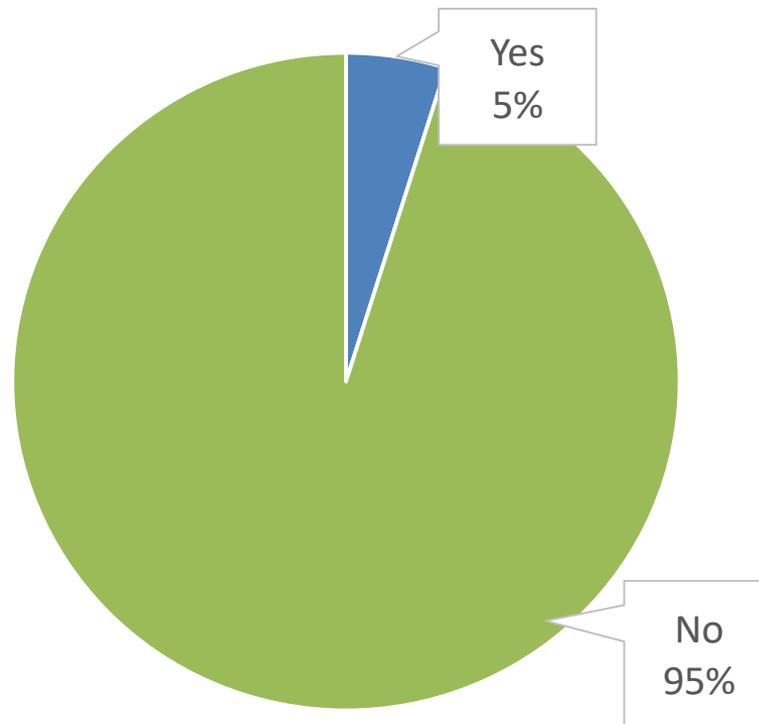
69 Participants



66.7% Newmarket Residents

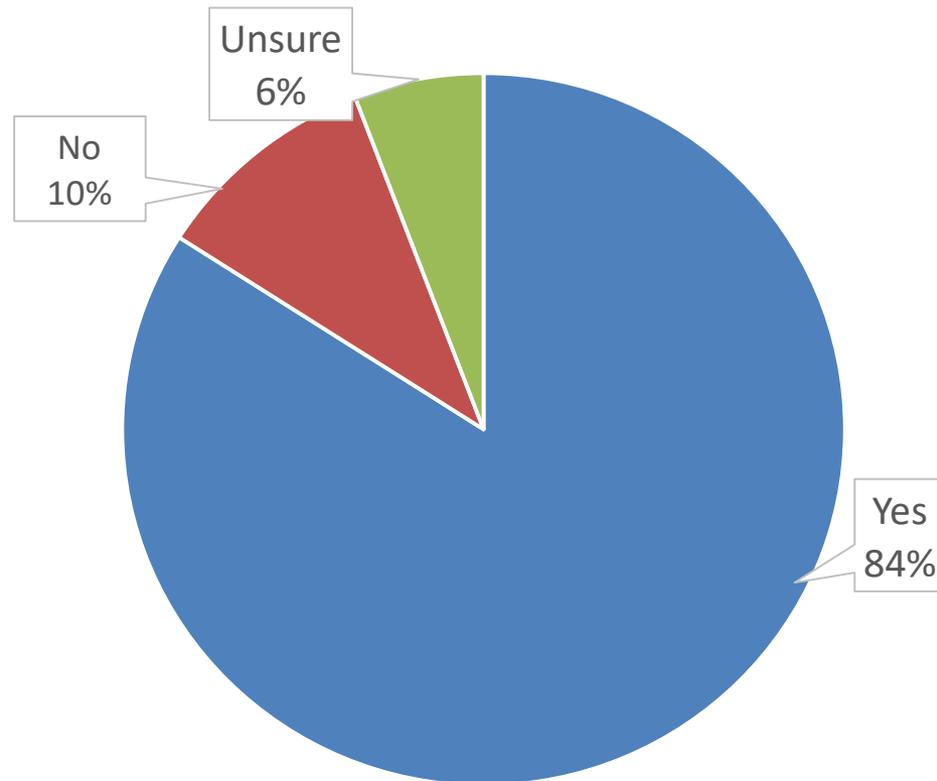
Survey Part 2 Results:

Do you believe the Town should permit businesses to offer massages that appeal to sexual appetites?



Survey Part 2 Results:

Do you believe the Town should require any person performing massage to be qualified to do so?



Survey Part 2 Results

01

Repeal BRP classification and replace it with new classification: Personal Wellness Centres

23.9%

02

Adopt two classifications: BRP and Personal Wellness Centres, with emphasis on training qualifications

14.9%

03

Adopt two classifications: BRP and Personal Wellness Centres, with emphasis on erotic vs non-erotic services

11.9%

04

Do not introduce a new classification and revamp existing BRP regulations

7.5%

05

None of the above

40.3%

Why is our community unsatisfied with any option?

- ◆ Strong desire to raise the standards of our community, and ensure only qualified persons are offering alternative massage services
- ◆ Concerns that some business owners will receive their licence under false pretences, as seen in other communities (eg. Toronto)
- ◆ Recommendations have been made to take a community based approach to drafting regulations. It was suggested that Council creates a Task Force comprised of various community members who can review options for regulations and provide suggestions
- ◆ It was suggested that the Town only permits Provincially Regulated Health Care Professionals (eg. Registered Massage Therapists) to perform massages in Newmarket

Staff's response to these concerns

Concern	Response
Raise the standards of our community	<ul style="list-style-type: none"> - Option 1 regulations would strongly support this concern as only persons who have qualifications would be permitted to offer massage services
Risk of being licensed under false pretences	<ul style="list-style-type: none"> - Create regulations that can be audited and enforced - Smaller community, smaller demand, this is a controllable/enforceable issue
Task Force	<ul style="list-style-type: none"> - Staff has consulted with a variety of stakeholders, and are committed to continuing these conversations
Only RMT's	<ul style="list-style-type: none"> - There is a demand for massage services that are more affordable - There are as many as 20 businesses in Town that would have their businesses severely affected

Staff Recommendation: **Option #1**

01

Repeal BRP classification and replace it with new classification: Personal Wellness Centres

- Any business owner wishing to obtain a Personal Wellness Centre Licence would be required to:
 - Submit proof of qualifications for every attendant offering massages
 - Provide an updated list of services offered and rates
 - Complete an application interview
 - Have their business inspected prior to issuance of a licence
 - Advertising requirements including messaging
- Zoning Implications

Staff Recommendation: Option #1

Pros and Cons



Raises community standards by requiring training qualifications

Eliminates the stigma associated with the term 'BRP'

Allows existing businesses to comply with by-law (i.e. spas, alternative massages)



Prohibits a person with no qualifications from offering massage services

Alternative massage service providers will undergo a more stringent application process

Businesses may attempt to obtain a business licence under false pretences



What's next?

- ◆ Staff is seeking direction from Town Council to bring forward regulations based on Option 1
- ◆ Staff is committed to ongoing engagement with our community stakeholders

Discussion and Questions