

# Cheltenham Borough Council

## Licensing Sub-Committee - Miscellaneous

**Meeting date:** 5 November 2025

**Meeting time:** 6.00 pm

**Meeting venue:** Council Chamber - Municipal Offices

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### **Membership:**

Councillor Angie Boyes, Councillor Dr Helen Pemberton, Councillor Julie Sankey, Councillor Simon Wheeler, Councillor Dr Steve Steinhardt and Councillor Dr David Willingham

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To find out more about Licensing Committee or to register to speak, please click [here](#) or contact Democratic Services.

**Please note:** the deadline to register to speak is 5.00pm on the day before the meeting.

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**Contact:** [democraticservices@cheltenham.gov.uk](mailto:democraticservices@cheltenham.gov.uk)  
**Phone:** 01242 264 130

# Agenda

## **1 Apologies**

## **2 Declarations of Interest**

## **3 Renewal of the Sexual Entertainment Venue licence (Pages 5 - 80)**

## **4 Local Government Act 1972**

That in accordance with Section 100A(4) Local Government Act 1972 the public be excluded from the meeting for the remaining agenda items as it is likely that, in view of the nature of the business to be transacted or the nature of the proceedings, if members of the public are present there will be disclosed to them exempt information as defined in paragraph 1 and 2, Part (1) Schedule (12A) Local Government Act 1972, namely:

Paragraph 1; Information relating to any individual

Paragraph 2; Information which is likely to reveal the identity of an individual

## **5 Review of a hackney carriage drivers licence (Pages 81 - 122)**

## **6 Any Other Items the Chairman Determines Urgent and Which Requires a Decision**

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## "Miscellaneous" Licensing Sub-committee – 5 November 2025

### Local Government (Miscellaneous Provisions) Act 1982

### Application for a Renewal of a Sexual Entertainment Venue Licence

### Red Apple Associates Ltd.

### Report of the Licensing and Public Protection Manager

#### 1. Summary and recommendation

- 1.1 Schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982 ("the Act"), as amended by section 27 of the Policing and Crime Act 2009, allows applicants to apply for, renew, vary and/or transfer a Sexual Entertainment Venue ("SEV") licence where they wish to offer "relevant entertainment on a frequent basis.
- 1.2 In this case an application for the renewal of a SEV licence was submitted on 8 September 2025 in respect of 30 Cambray Place, Cheltenham, GL50 1JP.
- 1.3 The renewal application is to authorise the premises to provide relevant entertainment on the following dates and times:
- 1.3.1 October      The Showcase Friday 8pm to 5am the day following  
The Showcase Saturday 8pm to 5am the day following
- 1.3.2 November    The November meeting – Friday 8pm to 5am the day following  
The November meeting – Saturday 8pm to 5am the day following
- 1.3.3 December    The Christmas meeting Friday 8pm to 5am the day following  
The Christmas meeting Saturday 8pm to 5am the day following
- 1.3.4 January      The New Years Day meeting 1st January each year 8pm to 5am the day following  
Festive Trials Saturday 8pm to 5am the day following
- 1.3.5 March        Cheltenham Festival Monday 8pm to 5am the day following  
Cheltenham Festival Tuesday 6pm to 5am the day following  
Cheltenham Festival Wednesday 6pm to 5am the day following  
Cheltenham Festival Thursday 6pm to 5am the day following  
Cheltenham Festival Friday 6pm to 5am the day following  
Cheltenham Festival Saturday 8pm to 5am the day following

1.3.6 April April meeting Wednesday 8pm to 5am the day following

April meeting Thursday 8pm to 5am the day following

1.3.7 May Hunters Showcase Friday 8pm to 5am the day following

1.4 In addition, the applicants have also applied to vary a number of standard licensing conditions. These conditions to be varied are:

**Standard Condition 6 to be varied to read as follows:**

There shall not be displayed outside the premises, in the immediate vicinity, or elsewhere within the Town any advertisements that indicate or suggest that any form of Relevant Entertainment takes place on the premises. This includes the display of any advertisement, word, letter, model, sign, light, placard, board, notice, device, representation, drawing, writing or any matter or thing (where illuminated or not) by means of externally displayed advertisement (such as on billboards or posters) within the councils administrative area.

1. The Applicant is allowed to solicit individuals to attend the premises during the hours the licence is in operation, provided that no solicitation takes place to anyone who appears to be under the age of 25.
2. The Applicant is allowed to operate a courtesy vehicle to transport dancers and clientele to and from the venue at all times. Further to be allowed to advertise, including by way of leaflets, the courtesy vehicle at all times during the permitted licence hours. No music will be played that can be heard from outside the vehicle. The use of the name 'Eroticats' is permitted

Rationale explained in the application: The reason for the disapplication of this condition is permit a vehicle to transport clientele to and from the venue at all times and for staff to be permitted to give out leaflets for the courtesy bus in the Town.

**Standard Condition 25 to be varied to read as follows:**

Any movement that indicates sexual activity or simulated sex between entertainers or performers is strictly forbidden.

**“Special Condition” to be varied to read as follows:**

Banners promoting 'Eroticats' on the exterior of the building must be removed no later than 1 hour after closing and shall not be erected earlier than 1 hours before opening each evening.

1.5 A copy of the application form along with other supporting documents are attached at **Appendix A** including the premises layout and a location map.

1.6 A copy of the existing licence is attached at **Appendix B**.

## 1.7 Implications

### Legal

Any applicant who is refused a licence may, within 21 days of being notified of the refusal, appeal to the local magistrates' court.

However, the right to appeal does not apply where the licence was refused on the grounds that:

- the number of sexual entertainment venues in the area exceeds the number which the authority considers is appropriate
- the grant of the licence would be inappropriate considering the character of the area, the nature of other premises in the area, or the premises themselves

**Contact officer: One Legal**

**E-mail: [legalservices@onelegal.org.uk](mailto:legalservices@onelegal.org.uk)**

## 2. Background

- 2.1 On 1 October 2014, Council approved the adoption of the amended provision of Schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982 to take effect in the borough on 1 December 2010.
- 2.2 Since the adoption, any premises that want to offer “relevant entertainment” on a frequent basis can only do so by obtaining a SEV licence.
- 2.3 Relevant entertainment is defined as any live performance or any 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 the audience (whether by verbal or other means).
- 2.4 Under the Act premises can provide relevant entertainment on an infrequent basis without the need for a SEV licence. An infrequent basis is defined under the Act as no relevant entertainment has been provided on more than 11 occasions within a 12-month period and no such occasion has begun within a period of one month beginning with the end of the previous occasion, and no such occasion has lasted longer than 24 hours. Any premises wishing to offer relevant entertainment more frequently are required to apply for a SEV licence.

## 3. Consultation

- 3.1 An applicant for a Sex Establishment Licence must give notice of their application in accordance with the requirements set out in schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982. The advertising requirements are:
- 3.1.1 Publishing an advertisement in a local newspaper circulating in the appropriate authority's area, not be later than 7 days after the date of the application; and
- 3.1.2 Where the application is in respect of premises, notice of it shall in addition be displayed for 21 days beginning with the date of the application on or near the premises and in a place where the notice can conveniently be read by the public.
- 3.2 Schedule 3, paragraph 10(15) of the Local Government (Miscellaneous Provisions) Act 1982 states:
- “Any person objecting to an application for the grant, renewal or transfer of a licence under this Schedule shall give notice in writing of his objection to the appropriate authority, stating in general terms the grounds of the objection, **not later than 28 days after the date of the application.**”  
[Emphasis Added]

- 3.3 The applicant has advertised the application in accordance with the statutory requirements set out above.
- 3.4 In determining the application, Members must have due regard to any observations made by the Chief Officer of the Police and any other comments made by anybody else.
- 3.5 Members are to note in particular that any objection must relate to both or either of the mandatory or discretionary grounds for refusal set out below.
- 3.6 Objections made on moral grounds or values are not relevant to either the mandatory or discretionary grounds for refusal and should therefore not be considered relevant.

**Consultation – Chief Officer of Police**

- 3.7 The Chief Officer of Police did not raise any objections in relation to this application.

**Consultation – Other Persons**

- 3.8 In relation to this application the licensing authority received 2 objections and 71 representations in support of the application from residents and others during the statutory consultation period. Copies of these are outlined in **Appendix C**.

**4. Policy Considerations**

- 4.1 The authority's adopted policy statement in relation to the regulation and control of SEVs was adopted by Full Council on 29 July 2020, and this policy statement sets out the authority's guidance, application procedure, terms and conditions relating to the regulation of SEVs.
- 4.2 Below (para. 4.4 – 4.15) are relevant extracts from the policy to highlight relevant issues to Members. However, Members should read these in conjunction with the policy document for completeness and contextual understanding.
- 4.3 As a regulatory matter, the authority does not take any moral stand in adopting this policy. The authority recognises that Parliament has made it lawful to operate a sex establishment and that such businesses are a legitimate part of the retail and leisure industries. It is this authority's role as the licensing authority to administer the licensing regime in accordance with the law.

**Determination (Section 11)**

**Mandatory Grounds for Refusal**

- 4.4 A licence cannot be granted:
- a) to any person under the age of 18 years;
  - b) to any person who is for the time being disqualified due to the person having had a previous licence revoked in the area of the appropriate authority within the last 12 months;
  - c) to any person, other than a body corporate, who is not resident in an EEA State or was not so resident throughout the period of six months immediately preceding the date when the application made;
  - d) to a body corporate which is not incorporated in an EEA State; or
  - e) to any person who has, within a period of 12 months immediately preceding the date when the application was made, been refused that grant or renewal of a licence for the premises, vehicle,

vessel or stall in respect of which the application is made, unless the refusal has been reversed on appeal.

### Discretionary Grounds for Refusal

4.5 A licence may be refused where:

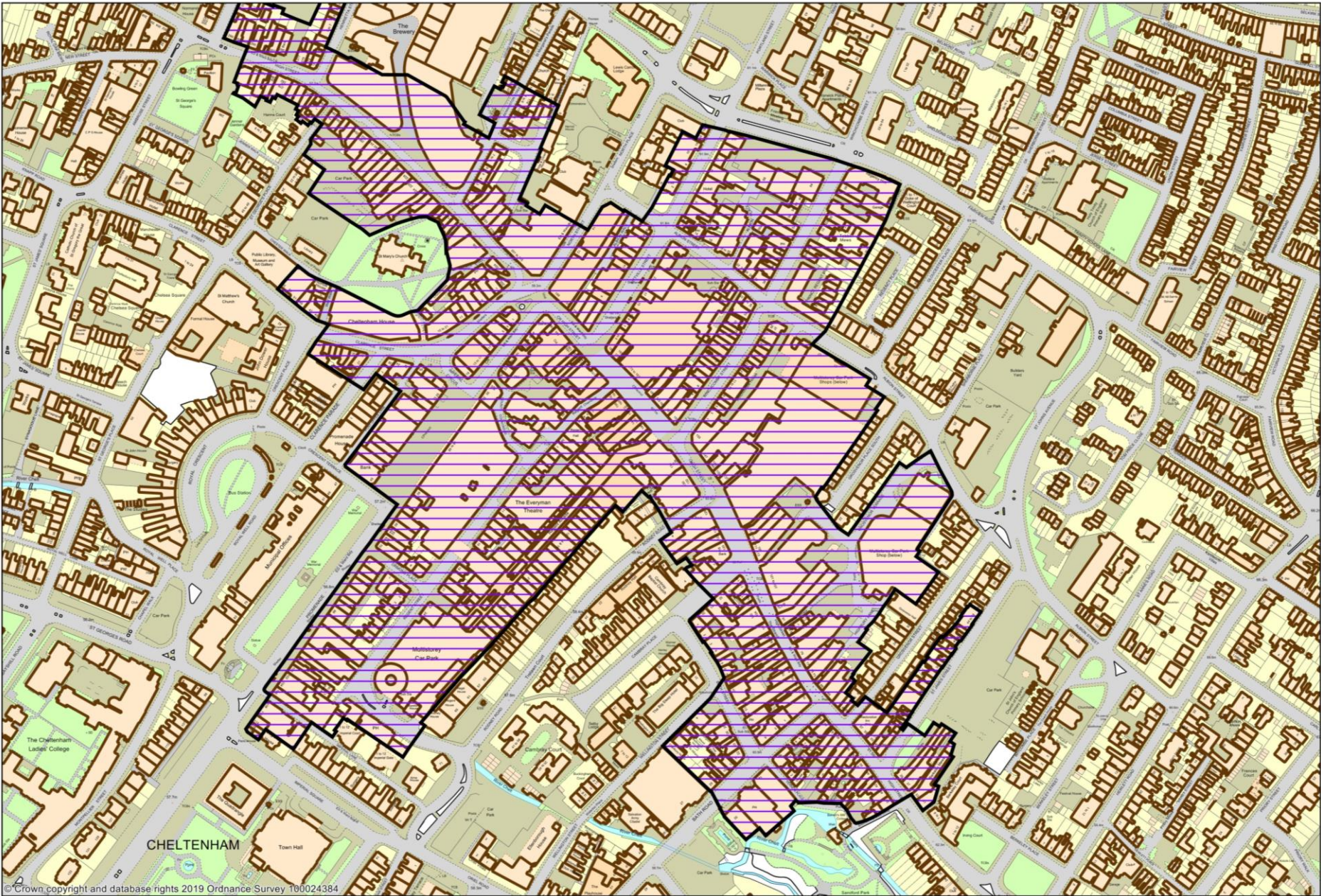
- a) the applicant is unsuitable to hold the licence by reason of having been convicted of an offence or for any other reason;
- b) if the licence were to be granted, renewed or transferred the business to which it relates would be managed by or carried on for the benefit of a person, other than the applicant, who would be refused the grant, renewal or transfer of such a licence if he made the application himself;
- c) the number of SEVs in the relevant locality at the time the application is made is equal to or exceeds the number which the Council consider is appropriate for that locality (nil may be an appropriate number for these purposes);
- d) the grant or renewal of the licence would be inappropriate, having regard:
  - 1) to the character of the relevant locality; and/or
  - 2) to the use to which any premises in the vicinity are put; and/or
  - 3) to the layout, character or condition of the premises, vehicle, vessel or stall in respect of which the application is made.

### Location of Premises (Section 12)

- 4.6 In deciding the appropriate number of premises to be licensed, the authority must consider the character of the relevant locality and what is the appropriate number of SEVs for the relevant locality. The number can be 'nil'.
- 4.7 Cheltenham is a relatively small urban borough that is predominantly residential in nature. The authority has already resolved that it is inappropriate to licence SEVs in or in the vicinity of, amongst others, residential areas. It is the authority's policy therefore that there is no locality outside of the Designated Permitted Area in which it would be appropriate to license a SEV. Accordingly the appropriate number of SEVs for outside of the Designated Permitted Area is nil.
- 4.8 The authority recognise however that the Designated Permitted Area offers a more varied situation in as much as it has a much wider mix on offer, particularly in the night time economy and it may therefore be appropriate to consider applications for SEVs in the area. The authority has therefore resolved that it will not set a limit on the number of permitted SEVs in the Designated Permitted Area providing those premises are not near properties with sensitive uses or in sensitive locations.



Designated Permitted Area





4.9 In considering if the grant, renewal or variation of the licence would be inappropriate, having regard to the character of the relevant locality or to the use to which any premises in the vicinity are put, the authority shall consider, amongst other things, whether the grant of the application would be appropriate, having regard to:

- a) The fact that the premises are sited in a residential area;
- b) Whether the premises are sited near shops used by or directed at families or children, or on frontages frequently passed by the same;
- c) Whether the premises are sited near properties which are sensitive for religious; and/or
- d) Whether the premises are sited near premises or areas which are sensitive because they are frequented by children, young persons or families.

### **Objections (Section 14)**

4.10 When considering an application for the grant, renewal, variation or transfer of a SEV licence the authority will have regard to any observations submitted to it by the Chief Officer of Police and any objections that have been received from anyone else within the statutory consultation period. Any person can object to an application provided that the objection is relevant to the discretionary grounds for refusal of a licence.

4.11 Objections should not be made on moral grounds or values and the authority will not consider objections that are not relevant to the grounds mentioned above.

4.12 Objectors must give notice of their objection in writing, stating the general terms of the objection.

4.13 Where the authority receives notice of any objection it will, before considering the application, give notice in writing of the general terms of the objection to the applicant. However, the authority shall not without the consent of the person making the objection reveal their name or address to the applicant.

4.14 Objections may only be made within the period of 28 days following the date on which the application was made to the authority.

## **5. National Guidance (March 2010)**

5.1 The Government has issued non-statutory guidance to aid local authorities carrying out their functions under Schedule 3, as amended by section 27.

5.2 Although it is non-statutory guidance, local authorities are encouraged to have regard to the guidance when exercising their functions (although there is no statutory requirement to do so) in order to promote best practice and consistency across England and Wales.

5.3 Below (para. 6.4 – 6.14) are relevant extracts from the policy to highlight relevant issued to Members. However, Members should read these in conjunction with the guidance document for completeness and contextual understanding.

### **Meaning of Sexual Entertainment Venue**

5.4 Paragraph 2A of Schedule 3 as inserted by section 27 sets out the meaning of a 'sexual entertainment venue' and 'relevant entertainment' for the purposes of these provisions. A sexual entertainment venue is defined as "any premises at which relevant entertainment is provided before a live audience for the financial gain of the organiser or the entertainer." (para 2.1)

- 5.5 The meaning of ‘relevant entertainment’ isPage 12:formance 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).” An audience can consist of just one person (e.g. where the entertainment takes place in private booths). (para 2.2)

### **Refusal of a Licence**

- 5.6 When considering an application for the grant, renewal or transfer of a licence the appropriate authority should have regard to any observations submitted to it by the chief officer of police and any objections that they have received from anyone else within 28 days of the application. Any person can object to an application but the objection should be relevant to the grounds set out in paragraph 12 for refusing a licence. Objections should not be based on moral grounds/values and local authorities should not consider objections that are not relevant to the grounds set out in paragraph 12. Objectors must give notice of their objection in writing, stating the general terms of the objection. (para. 3.23)
- 5.7 When determining a licence application, the local authority must have regard to any rights the applicant may have under Article 10 (right to freedom of expression) and Article 1, Protocol 1 (protection of property) of the European Convention on Human Rights. (para. 3.30)
- 5.8 The Provision of Services Regulations 2009 amended Schedule 3 to the 1982 Act to state that, if having considered an application for the grant, renewal or transfer of a licence, the appropriate authority decides to refuse it on one or more of the above grounds, it must provide the applicant with reasons for the decision in writing. (para. 3.31)

### **Relevant Locality**

- 5.9 Paragraph 12(3)(c) and 12(3)(d) of Schedule 3 allow appropriate authorities to refuse applications on grounds related to an assessment of the “relevant locality”. A licence can be refused if either, at the time the application is determined, the number of sex establishments, or sex establishments of a particular kind, in the relevant locality is equal to or exceeds the number that the authority considers appropriate for that locality; or that a sex establishment would be inappropriate having regard to the character of the relevant locality, the use to which any premises in the vicinity are put or the layout, character or condition of the premises. Nil may be the appropriate number. (para. 3.32)
- 5.10 Schedule 3 to the 1982 Act does not define “relevant locality” further than to say that:
- a. in relation to premises, it is the locality where they are situated; and
  - b. in relation to a vehicle, vessel or stall, any locality where it is desired to use it as a sex establishment. (para. 3.33)
- 5.11 Clearly, the decision regarding what constitutes the ‘relevant locality’ is a matter for the appropriate authority. However, such questions must be decided on the facts of the individual application. (para. 3.34)
- 5.12 Therefore, it is reasonable and potentially useful to future applicants, for a local authority to decide in advance of receiving any applications that certain areas are, or are not, appropriate locations for a sex establishment or a particular number of sex establishments. Nevertheless, all applications must be considered on their individual merits. (para. 3.35)

### **Licence Conditions**

- 5.13 Once the appropriate authority has decided to grant a licence they are able to impose terms, conditions and restrictions on that licence, either in the form of conditions specific to the individual licence under paragraph 8 of Schedule 3 or standard conditions applicable to all sex establishments, or particular types of sex establishments, prescribed by regulations made by the appropriate authority under paragraph 13 of Schedule 3. (para. 3.39)



## The Services Directive

- 5.14 Schedule 3 to the 1982 Act constitutes an authorisation scheme under Article 9 of the EU Services Directive 2006/123/EC (“the Directive”) which was implemented in the UK by the Provision of Services Regulations 2009 (“2009 Regulations”), which came into force on 28th December 2009. Local authorities must ensure they comply with the Regulations when applying the licensing provisions in Schedule 3. (para. 3.53)

## 6. Public Sector Equality Duty (PSED)

- 6.1 The PSED places a statutory duty on the council, in the exercise of its functions, to have due regard to the need to:
- a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
  - b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
  - c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.
- 6.2 Protected characteristics are:
- a) age
  - b) disability
  - c) gender reassignment
  - d) pregnancy and maternity
  - e) race
  - f) religion or belief
  - g) sex
  - h) sexual orientation
- 6.3 The licensing and regulation of SEVs does fall within the authority’s PSED and therefore the authority must have regard to the matters listed above when, for example, setting policy and issuing licences.
- 6.4 The licensing and regulation of SEVs often creates a tension between the statutory right to operate such a venue and equality issues relating to discrimination and objectification of primarily women.
- 6.5 The starting point for the authority is the fact that it cannot take any moral stand in relation SEVs in recognition that Parliament has made it lawful to operate a sex establishment. This starting point however does not mean that the authority is therefore bound by the primary legislation at the expense of other statutory requirements.
- 6.6 When setting policy or determining individual applications, the authority must have regard to its PSED taking into account the individual merits of each application.
- 6.7 Equality issues may be relevant to (not exhaustive):
- a) The need to protect performers from harassment and threat;
  - b) The need to ensure that any protected characteristic group is not more, or less, welcome than another;
  - c) The need to properly consider the fear of any protected characteristic group using and accessing public spaces, facilities and infrastructure;

- d) The need to properly understand the reality and the need to ensure, taking into account the relevant locality, any protected characteristic group's view is taken into account such as those relevant to religion or belief or race;
- e) The need to consider the views and experiences of people with disabilities as a protected characteristic group.

6.8 Some or all of these equality issues may be addressed through appropriate conditions and robust enforcement. Equally, the licensing process may also be an important tool to achieve the same outcome, for example, licence reviews and policy changes.

## 7. Officer Comments

- 7.1 This application must be determined on its individual merits taking into account the matters outlined in this report, the relevant statutory provisions, the authority's adopted policy, the relevant guidance issued by the Home Office and any objections or comments made by the Chief Officer of Police and other persons.
- 7.2 In particular, the committee must bear in mind that its grounds for refusal of this licence application is restricted to those specified under the statutory mandatory and discretionary grounds. For reference these are outlined at paragraphs 4.4 and 4.5 respectively. As such, the relevance of representations made in relation to this application must therefore also relate to either the statutory mandatory and discretionary grounds for refusal.
- 7.3 The committee is also reminded that the authority does not take any moral stand in relation to operation of sex establishments such as sexual entertainment venues because the authority recognises that Parliament has made it lawful to operate a sex establishment and that such businesses are a legitimate part of the retail and leisure industries. It is this authority's role as the Licensing Authority to administer the licensing regime in accordance with the statutory provisions.
- 7.4 The committee must also be mindful of its Public Sector Equality Duty under the Equality Act 2010.
- 7.5 The application is also seeking to vary the standard SEV licensing conditions. The committee must not arbitrarily deviate from its own adopted licensing policy. Where the committee consider there to be exceptional circumstances that may justify a deviation from its licensing policy, this must be thoroughly reasoned and recorded.
- 7.6 Members should note that this premises falls inside the authority's "Designated Permitted Area" for the licensing of SEVs.
- 7.7 Having considered all the relevant matters, the committee must decide whether to:
  - a) Grant the application as applied for;
  - b) Grant the application subject to any additional terms, conditions and/or restrictions that are either specific to the licence or standard conditions; or
  - c) Refuse the application.

Cheltenham Borough Council Sexual Entertainment Venue Policy Statement adopted Full Council on 29 July 2020

Schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982, as amended by section 27 of the Policing and Crime Act 2009

R (Bean Leisure Trading A Limited) v Leeds City Council and R (Ruby May (1) Ltd) v Leeds City Council [2014] EWHC 878 (Admin)

Thompson v Oxford City Council [2014] EWCA Civ 94

**Case Officer**

**Contact officer: Michelle Bignell**  
**E-mail: [licensing@cheltenham.gov.uk](mailto:licensing@cheltenham.gov.uk)**  
**Tel no: 01242 262626**

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# **General Management Document**

## **Performers Application**

Performers complete an application via a website providing.

No application is accepted on anybody else's behalf.

- Full name
- Date of Birth
- Postal address
- Contact details: Telephone / Email address

All information supported by Photographic I.D - passport, driving licence which includes prove of address. Once various checks have been completed, including right to work checks with original copies of ID to be provided.

Performers receive an email to confirm application has been approved.

## **Events**

Registered performers receive an email regarding up-and coming event/s offering them the opportunity to request to work a venue/event.

Only emails with the registered email addresses are considered, all performers when applying to register agree to update any changes to their details.

## **Confirmation on working**

If successful on being accepted for an event/venue. An email is sent offering night/s with information Venue, Dates, Times and a copy of the house rules. Which a copy is made available in writing and verbally on checking in. Which is made clear they will be expected to comply with the house rules, if they do not comply with the house rules their contract is terminated

## **Performers check-in**

Checking in, event opens an hour before venue, with SIA security on duty. Performers details are confirmed checked against records and copies of photographic ID taken. They then sign the contract and issued with a unique numbered wristband.

The wristband confirms they are registered to work event, have completed all checks contracts, house rules signed, and ID proof has been provided on check in.

No performer can work without a unique numbered wristband.

Any new performers will receive a guided tour of the venue with an induction on how the system operates from one of the house mothers.

### *Changing Rooms:*

- The changing rooms will have seats and the bag area/ cloakroom is manned at all times and their wrist band number matches the number assigned to their bags so no one else has access to their belongings.

### *Intoxication procedure;*

- If identified, they are escorted to the dressing room by house mum or female member of security who have received intoxication training.
- They then sit with them talking to them whilst providing them with glasses of water and assessing their level of intoxication.
- The performer continues to be monitored until we believe she is in a fit condition to leave the venue.
- Performers then get dressed and we arrange transport for both of them back to their accommodation along with a female member of staff.

### *Smoking Area:*

- A member of door staff is stood at the exit to the garden with dressing gowns and performers are not permitted out unless wearing a dressing gown or suitably covered up.

## **Transactions**

Performers will take the customer to the booth payment reception area, where payment is taken, and which is recorded on video and audio. The receptionist receives payment, by cash or card from the customer directly

- The performer does not any cash payment.
- The performer does not touch the customers card at any time.
- The performer does not touch the PDQ machine or enter the customer's pin.
- All larger than normal payments must be signed off by manager on duty.
- Receptionist will contact duty manager about any concerns regarding unusual customer spending

## **Approved transactions**

- A Chip/token is given to the performer for a cash payment, made by customer
- A voucher/cheque is given to performer for PDQ payment made by customer
- The customer and performer are shown to a numbered booth, the computer timing system sets the time allocated for the performance which is monitored by SIA security staff.

## **Performances**

The booth area is constantly patrolled by booth walkers, the front of the booth curtains are see-through, always giving a clear view. Booth walkers duties include monitoring the timing screen located in the booth area and ensuring the safety of both performers and customers.

At the end of the allotted performance time, the booth walker directs the customer to the exit while performer dresses.

## **Cashing Up**

At the end of the night all the performers must go to the office to cash in the tokens/vouchers received for performances. The girls are not permitted to carry large amounts of cash for their own safety and as such they are paid via cheque over certain limit.

## **Courtesy bus service**

The courtesy bus service allows performers and indeed any member of staff, female or male the opportunity to use this service. Not only at the end of the night leaving the venue but also to the venue.

- To and from train/bus station their hotel, accommodation and safe transportation to and from parked cars.
- Performers are made aware of this service and are always requested by management and all members of staff to make use of this service.

Sign written vehicle/s

- Performers able to identify the vehicle.
- Local authorities and police to identify vehicle
- Taxi drivers to identify this is not an illegal taxi service,

Avoiding any unwanted confrontation from taxi driver and persons trying to get a taxi, all of which has been experienced in the past:

## **Courtesy bus history**

The service has been in operation for over 10years and was created initially for the safety of the performers visiting Cheltenham.

- No available taxis
- Unlicensed taxis operating in and around Cheltenham
- Long waits for a taxi
- Taxis not turning up
- Extortionate prices charged



## **Customer courtesy bus service**

During Cheltenham race festivals this service become more and more popular each year with customers.

- Both visiting the venue and when leaving venue.
- To avoid the antisocial behaviour in and around the town.
- Which more and more women are using.
- This service has been used with great success with returning vulnerable lost and confused persons to the safety of the accommodation or to the police

Promotional Staff in the Town handing out the courtesy bus printed material are briefed at the beginning of the shift on how to behave approach people and to pick up all disregarded printed material.

They are all briefed on how to identify intoxicated people and any vulnerable people that may need assistant. If an individual needs assistance, the promotional staff can phone the promotional manager with the incident which is relayed to the front door of the venue where door staff then inform the police over the radio of the incident.

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# NOTES

The accuracy of this drawing cannot be guaranteed and all critical dimensions must be taken on site.

## REVISIONS

2022/09 : Banner Sign, Jessop House, 30 Cambray Place, Cheltenham, GL50 1JP

### BANNER SIGN

Size	3metre long x 0.6metre high
Material	PVC banner
Colour	Pink background with black lettering
Position	First floor front metal railings centred over entrance door
Fixings	Metal rings on banner and black plastic cable ties to railings
Signage	<div> <div>  <b>ROTICAT</b> </div> <div> <b>CLUB</b> </div> </div> <div> <div> <b>CLUB</b> </div> <div> <b>EROTICAT</b> </div> <div> <b>CHELtenham</b> </div> </div>
	320mm wide x 420mm high uppercase Cat letter 'E' with 160mm high uppercase
	80mm high uppercase
	50mm high uppercase

0.6 metre

BANNER

3metre

FRONT ELEVATION TO CAMBRAY PLACE  
Scale 1:100 at A3

PAVEMENT PLAN TO CAMBRAY PLACE  
Scale 1:100 at A3

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**EROTICATS**

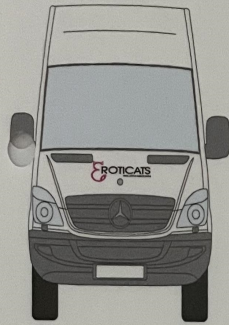
[info@eroticats.co.uk](mailto:info@eroticats.co.uk)

**CALL  
FOR FREE BUS**

**FREE COURTESY BUS:  
07977 436 395**

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## EROTICAT HOUSE RULES

- 1 Information details submitted are correct and up to date.
- 2 House fees to be paid in full on signing in, no refunds will given.
- 3 Arriving late increased house fee will be charged
- 4 Leaving early check out fee will be charged, unless agreed with House Mother.
- 5 Cancelling without 24 hrs notice. Cancellation fee of 25% of house fee will be charged.
- 6 House Mother must be informed if leaving venue, eg breaks.
- 7 No direct cash payments to be received from customers.
- 8 If any cash received must be declared and exchanged for Eroticat chip
- 9 No use of PDQ machines on customers behalf.
- 10 No contact details to be exchanged with customers.
- 11 No arrangements to meet with customers .
- 12 All sexual entertainment will only take place in the designated areas.
- 13 Performances will only take place inside private booths, in the designated area.
- 14 During performance there must be no physical contact.
- 15 Performance shall not include any sexual act with other dancers
- 16 Customers must at all times remain fully-clothed.
- 17 Customers must remain seated during the performance
- 18 If asked by any member of staff to maintain a clear distance from customer during performance, you are to do so without question.
- 19 Eroticats reserves the right to close earlier than times advertised
- 20 Any abusive or violent behaviour towards customers or members of staff will result in the termination of contract.

I have read and understand and signed this agreement  
Failure to comply with Eroticat house rules could lead to the  
termination of your contract and any future work with Eroticats.

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## REFUSAL ENTRY LOG

Date:

Venue;

Address;

Name;

[illegible]

PTO

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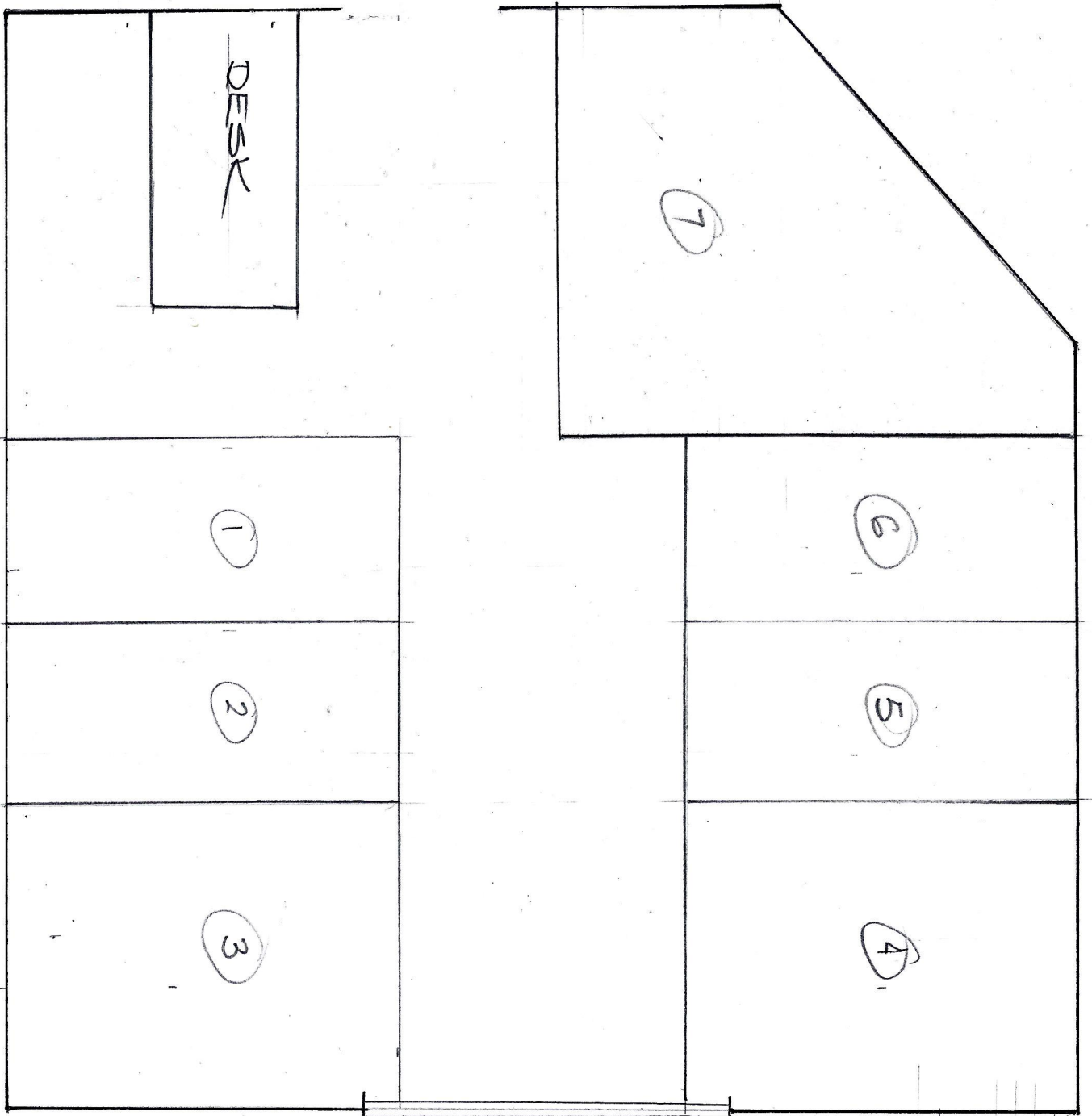
# PLEASE BEHAVE LIKE A GENTLEMAN

- KEEP YOUR HANDS TO YOURSELF  
DURING A PERFORMANCE
- REMAIN FULLY DRESSED DURING A PERFORMANCE
- NO PHONES TO BE USED DURING A PERFORMANCE
- NO PHOTOGRAPHY AT ANY TIME
- ALL PAYMENTS MUST BE MADE AT THE CASHIERS  
RECEPTION AND EXCHANGED FOR EROTICATS  
TOKEN CHIPS

Please show the ladies respect and behave like a gentleman. Any abusive or violent behaviour towards any member of staff will result in you escorted from the venue and police will be called.

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1st Floor Booth  
Layout

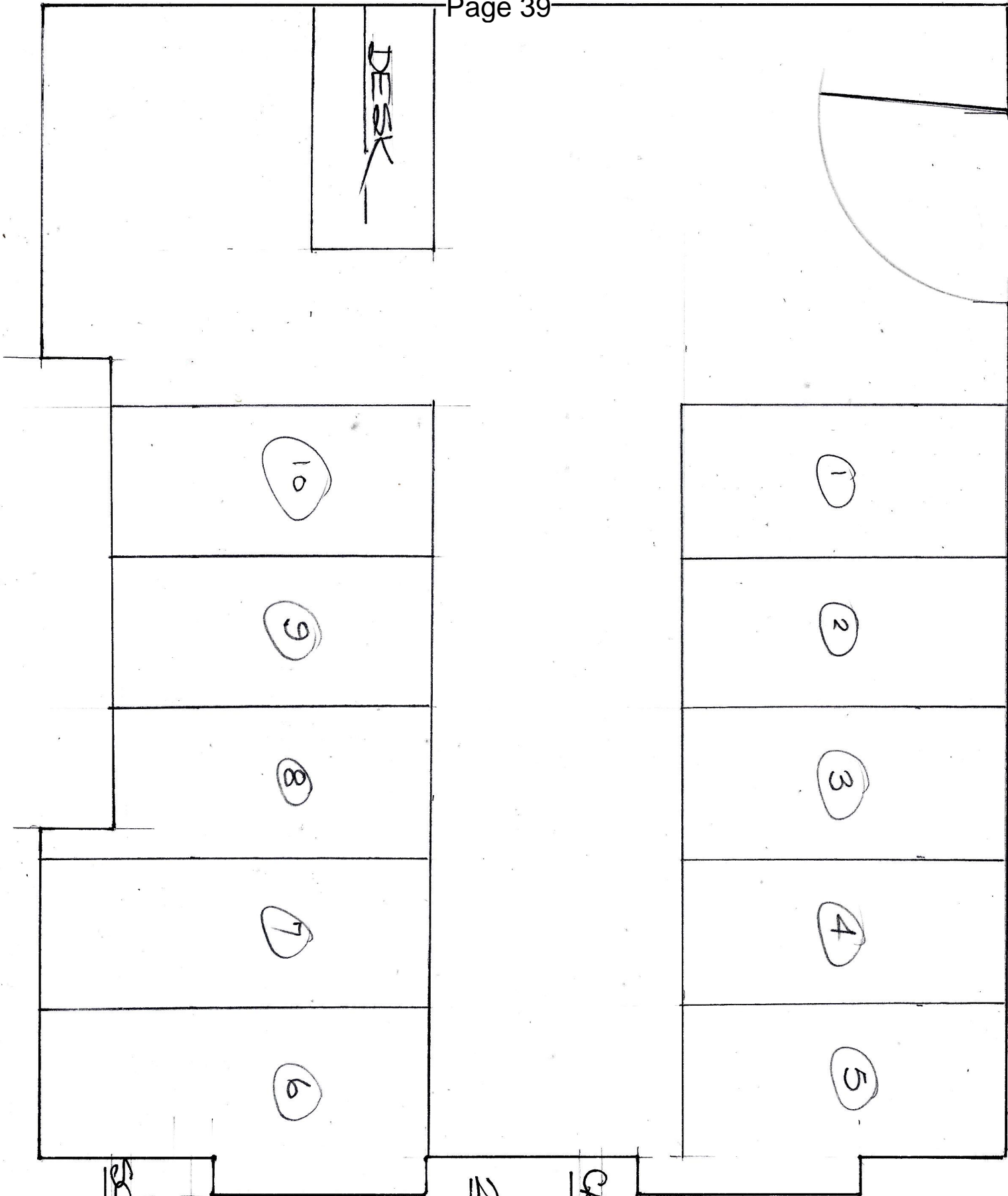
SCALE 1:25 AT A4

CAMPBAY PLACE

DRGN° CP2

20/12/23

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CAMPBELL PLACE

2ND FLOOR

BOOTH LAYOUT

DRC N° CP 3.

SCALE 1:25 AT A4

20/12/23

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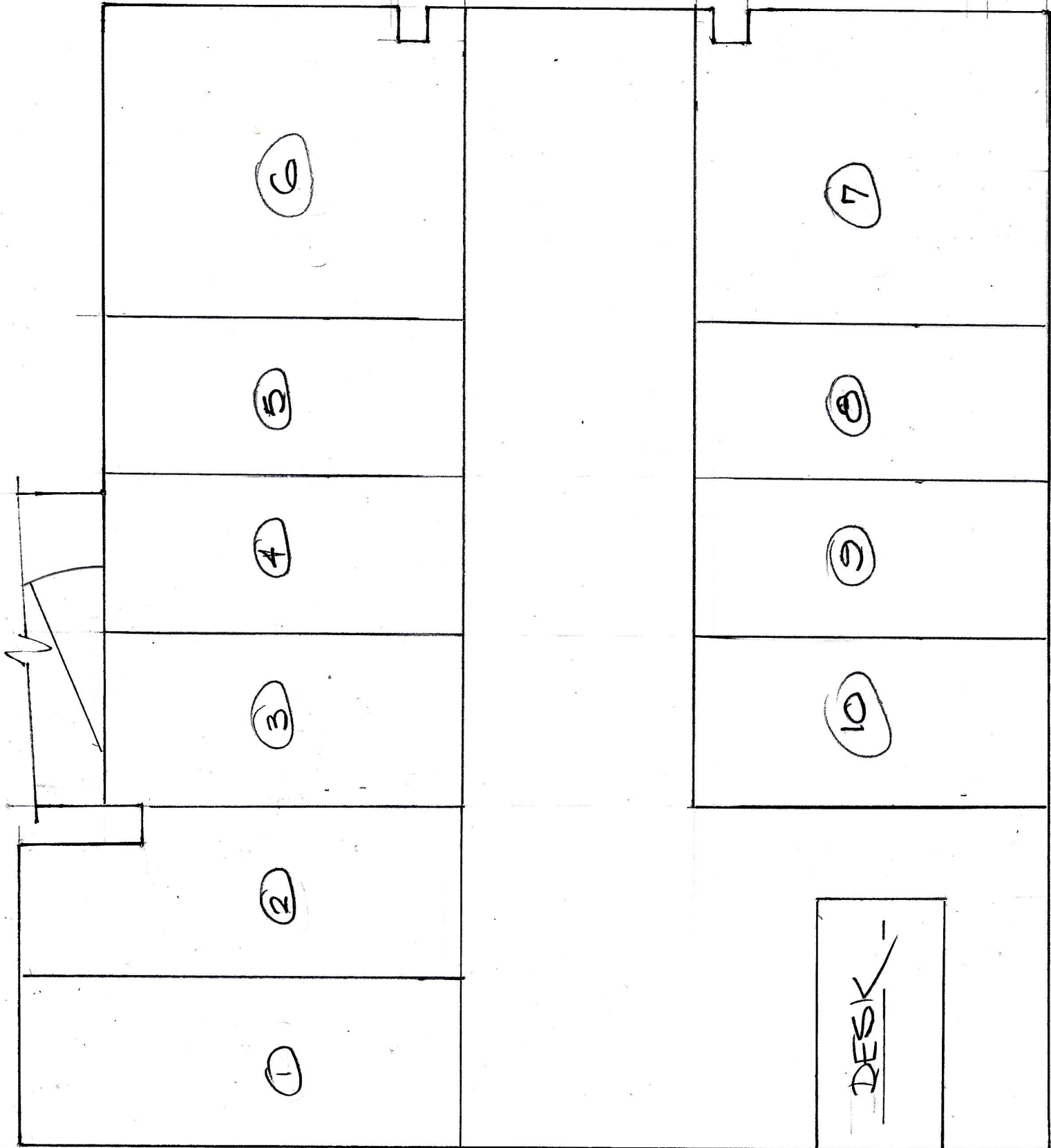
CAMPBAY PLACE

BASEMENT  
BOOTH LAYOUT

DRG N° CP 1

20/12/23

SCALE 1:25 AT A4



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Fire Extinguisher - Co2	●
Fire Extinguisher - Foam	●
Fire Extinguisher - Water	●
Smoke Detector	●
Emergency Light	●
Break Glass Call Point	●
Fire Alarm Sounder	●
Fire Alarm Panel	■
Stairs	■
Access and Egress	—
Area of Performance	—

10	
101	30' Centre Room Observation
102	
103	As Permitted First Floor Fire
104	1012.1
105	1012.1
106	1012.1

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## SEXUAL ENTERTAINMENT VENUE LICENCE

### Local Government (Miscellaneous Provisions) Act 1982

Licence Ref No: **24/01577/SEXA**

Cheltenham Borough Council using its powers under the above legislation;

HEREBY GRANT LICENCE to **Red Apple Associates Ltd**

to use the premises known as: **Eroticats**  
and situate at: **30 Cambray Place**  
**Cheltenham**  
**Gloucestershire**  
**GL50 1JP**

This licence shall be in force from **5 December 2024** to **4 December 2025**.

A fee of **£2000** has been paid (Receipt No. 300560). Further fee of **£2468** has been paid (Receipt No. 316147).

Date of issue: 13/12/2024

THIS Licence is granted subject to the Council's Standard Conditions for Sexual Entertainment Venue licences and any additional Special Condition(s) set out in the Schedule attached.

Louis Krog – Head of Public Protection

## First Schedule

SEV to be operational for the following race events at Cheltenham Racecourse, dates to be confirmed in writing to the Gloucestershire Constabulary Licensing Officer for Cheltenham and the authority's Licensing Section at least 1 month prior to each event:

- |          |   |
|----------|---|
| October  | <ul style="list-style-type: none"><li>- The Showcase Friday 8pm to 5am the day following</li><li>- The Showcase Saturday 8pm to 5am the day following</li></ul>   |
| November | <ul style="list-style-type: none"><li>- The November meeting – Friday 8pm to 5am the day following</li><li>- The November meeting – Saturday 8pm to 5am the day following</li></ul>   |
| December | <ul style="list-style-type: none"><li>- The Christmas meeting Friday 8pm to 5am the day following</li><li>- The Christmas meeting Saturday 8pm to 5am the day following</li></ul>   |
| January  | <ul style="list-style-type: none"><li>- The New Year's Day meeting 1<sup>st</sup> January each year 8pm to 5am the day following</li><li>- Festive Trials Saturday 8pm to 5am the day following</li></ul>   |
| March    | <ul style="list-style-type: none"><li>- Cheltenham Festival Monday 8pm to 5am the day following</li><li>- Cheltenham Festival Tuesday 6pm to 5am the day following</li><li>- Cheltenham Festival Wednesday 6pm to 5am the day following</li><li>- Cheltenham Festival Thursday 6pm to 5am the day following</li><li>- Cheltenham Festival Friday 6pm to 5am the day following</li><li>- Cheltenham Festival Saturday 8pm to 5am the day following</li></ul> |
| April    | <ul style="list-style-type: none"><li>- April Meeting Wednesday 8pm to 5am the day following</li><li>- April meeting Thursday 8pm to 5am the day following</li></ul>  |
| May      | <ul style="list-style-type: none"><li>- Hunters Showcase Friday 8pm to 5am the day following</li></ul>  |

**Second Schedule**

**STANDARD CONDITIONS REGARDING SEXUAL ENTERTAINMENT VENUES**

In these conditions:

'Relevant Entertainment' means any live performance or any 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 the audience (whether by verbal or other means).

'Authority' means Cheltenham Borough Council.

'Town' means Cheltenham and refers to it in its entirety.

'Premises' means any vessel, vehicle, stall, building, forecourt yard, place of storage or any part of any of these where Relevant Entertainment takes place and is the subject of a licence.

In the event of a conflict between the prescribed conditions and special conditions contained in a SEV licence the special conditions shall prevail.

**General Conditions:**

1. Only activities which have previously been agreed in writing by the Authority shall take place.
2. The agreed activities shall take place only in designated areas approved by the Authority.
3. There shall not be displayed outside the premises, in the immediate vicinity, or elsewhere within the Town any advertisements, photographs or images that indicate or suggest that striptease-type dancing takes place on the premises.
4. Rules shall be produced by the licensee for customers indicating conduct that is deemed acceptable. These rules shall be prominently displayed at all tables and at other appropriate locations within the club.

**Advertisements, solicitation and displays**

5. There shall not be displayed outside the premises, in the immediate vicinity, or elsewhere within the Town any advertisements that indicate or suggest that any form of Relevant Entertainment takes place on the premises. This includes the display of any advertisement, word, letter, model, sign, light, placard, board, notice, device, representation, drawing, writing or any matter or thing (where illuminated or not) by means of externally displayed advertisement (such as on billboards or posters) within the Authority's administrative area.
  - 5.1 The Licensee is allowed to solicit individuals to attend the premises during the hours the licence is in operation, provided that no solicitation takes place to anyone who appears to be under the age of 25.
  - 5.2 The Licensee is allowed to operate a courtesy vehicle to transport dancers and clientele to and from the venue at all times. Further to be allowed to advertise, including by way of leaflets, the courtesy vehicle at all times during the permitted

licence hours. No music will be played that can be heard from outside the vehicle. The use of the name 'Eroticats' is permitted.

### **Premises**

6. Alterations or additions, either internal or external and whether permanent or temporary, to the structures, lighting or layout of the premises as shown on the plan, including any change in the permitted signs on display shall not be made except with the prior approval of the Council.
7. A clear Notice shall be displayed inside the entrance to the premises in the following terms:
8. "Striptease-style entertainment takes place on these premises. No persons under 18 shall be permitted in the premises."
9. The performance must not be visible from the street, and any person who can be observed from the outside of the premises must be properly and decently dressed. Scantily-clad individuals employed in the premises must not exhibit themselves in the entrance or in the vicinity of the premises.
10. When the premises are open for Relevant Entertainment no person under the age of 18 shall be permitted to be on the premises. Anyone appearing to be under the age of 25 years shall be asked to produce valid photographic identification. If this is not produced the individual shall be refused access.

### **Management and licensee**

11. 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 Authority within 14 days of such change.
12. The premises shall maintain a refusals log whereby any occasion a person is refused entry shall be recorded and available upon request by the Police or an authorised officer of the Authority.

### **Conditions regarding performers**

13. Relevant Entertainment may only take place in 'designated areas' that are marked on the plan of the premises.
14. The audience must at all times remain fully-clothed.
15. Performers shall be aged not less than 18 years and the licence holder (or his nominated deputy who is authorised in writing) shall satisfy him/herself that this is the case by requesting valid photographic ID, if necessary, prior to the performance.
16. A 'Signing-in' Register shall be kept at the premises that records the time that the performer starts and finishes at the premises. This shall be made available for immediate inspection by a Police Officer or authorised officers of the Authority.
17. During any performance there must be no physical contact between the performer and any member of the viewing public.

18. No performances shall include any sexual act with other performers.
19. No performances shall include any sexual act with objects.
20. There shall be no nudity by performers in public areas of the premises, unless the Authority has agreed in writing that the area may be used for performances of sexual entertainment.
21. At the completion of the Relevant Entertainment the performers shall dress themselves immediately and leave the designated performance area. Performers not engaged in performing shall not remain in any area in a state of undress.
22. Performers are not to solicit, exchange addresses, telephone numbers or social media contact details with customers, liaise with customers of the premises, or incite customers to purchase alcoholic drinks.
23. An appropriate room shall be set aside to provide a changing and rest area for performers. Access to this room shall be restricted to performers only, whilst the performers are on the premises and shall be marked on the plan of the premises.
24. Any movement that indicates sexual activity or simulated sex between entertainers or performers is strictly forbidden.
25. Entertainers or performers not performing must not be in a licensed area in a state of undress.
26. There shall be prominently and legibly displayed a comprehensive tariff of all charges and prices in respect of relevant entertainment, including any charge for the company of any person working at the premises, which shall be placed in such a position that it can at all times be easily and conveniently read by persons inside the premises.
27. Literature and contact details of organisations that provide advice and counselling on matters relating to:
  - (a) Modern slavery,
  - (b) Domestic abuse,
  - (c) Coercive control,
  - (d) Rape and sexual assault,shall be made available to performers free of charge in their changing area.

### **Briefing**

28. Prior to performers carrying out any activity on the premises, they shall be briefed (verbally or in writing) by the licence holder or his nominated deputy who is authorised in writing as to the conditions that pertain to these particular premises, including the fact that their activities will be recorded on CCTV. The performer(s) shall sign in the Register that they have been briefed.

## Door-Supervisors

29. Subject to a minimum of two, SIA-registered door-supervisors shall be employed at a minimum ratio of 1:50 customers on the premises whilst Relevant Entertainment is taking place.
30. The licence holder, or his nominated deputy who is authorised in writing, or door-supervisors, shall carry out regular monitoring of all areas of the premises to which the public have access, and shall intervene promptly, if necessary, to ensure compliance with licence conditions by customers and performers.
31. Door-supervisors shall regularly monitor the area immediately outside the premises for a distance of 30 metres in all directions and shall take steps to deal with (by alerting the Police if appropriate) any unsavoury activity that may be attracted to the vicinity due to the nature of the business.
32. A dedicated SIA-registered door supervisor shall remain at all times in any 'private' performance area where performers are performing nude, and shall intervene promptly, if necessary, to ensure compliance with the Licence conditions.
33. When performers leave the premises they are to be escorted to their cars or taxi by a door-supervisor or member of staff.

## CCTV System

34. A digital CCTV system shall be installed and be maintained in good working order, shall record at all times the premises are open, and recordings shall be kept for 14 days. The CCTV system is to be installed in all areas as recommended by the Police Crime Reduction Officer
35. The CCTV recording device, controls and recordings shall be kept under suitable security to prevent unauthorised access/tampering. Access shall be restricted to the licence holder or his nominated deputy who will be authorised in writing and no more than two designated persons.
36. Unaltered CCTV recordings shall be provided on request (as soon as possible and in any event within 24 hours) to the Police or authorised Officers of the Cheltenham Borough Authority (who will carry identification).
37. No CCTV footage is to be copied, given away or sold (except as required by Police/Authority for investigation/enforcement purposes).
38. Except in accordance with the requirements for CCTV as described above, no photographs, films or video recordings shall be taken of the performances. Nor shall electronic transmissions of performances take place.
39. Notices shall be displayed informing customers of the presence of CCTV.

## Special Condition(s)

Banners promoting 'Eroticats' on the exterior of the building must be removed no later than 1 hour after closing and shall not be erected earlier than 1 hours before opening each evening.



### **Plan**

- Drawing Number CP1 dated 20/12/23
- Drawing Number CP2 dated 20/12/23
- Drawing Number CP3 dated 20/12/23
- Banner Sign Jessop House dated 2022/09/01 dated 27Aug22
- Drawing Number 1419-03B
- Drawing Number 1178-03B
- Second and third floor plan

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Dear Licensing Team

Date: 4 October 2025

## **SEV Licence Application - 25/01713/SEXR**

We are writing on behalf of our members to object to the renewal Sexual Entertainment Venue application submitted by Red Apple Associates Ltd, trading as 'Eroticats' ('the Applicant') to allow for stripping at Jessop House, 30 Cambray Place, Cheltenham to coincide with race meets at Cheltenham Racecourse throughout the year.

### **Impact on the lives of women and girls**

Strip and lap dancing clubs - where women are sexually objectified and the idea that men are entitled to access women's bodies is reinforced - contribute to harmful sexist and misogynistic attitudes that underpin the endemic abuse, harassment and violence against women and girls in society. Recent research carried out by the National Police Chief's Council has described the scale of men's violence against women and girls as an 'epidemic' and a 'national emergency'.<sup>1</sup>

There are a number of research studies, as well as research carried out by the United Nations and our own government, that show the link between harmful attitudes, a culture that perpetuates and reinforces these messages and the perpetration of sexual violence. Please see the 'Safe and Equal Bristol Report: Sexual Entertainment Venue Policy Review' 2021 for details of this research.<sup>2</sup>

Plan International's recent 'The State of Girls' Rights in the UK Report' (July 2024) made for bleak reading<sup>3</sup>. 93% of girls and young women do not feel "completely safe" in public spaces. For girls and young women in Cheltenham, violence and harassment is a particular issue.

The most recent Cheltenham Borough Council VAWG Safety Survey highlighted that only 5% of respondents felt "very safe", with around 68% of respondents feeling "not very" safe in Cheltenham during race week.

We know from our own research that women change what they usually do in Cheltenham during race week, with many avoiding the town centre. Women have told us of routine harassment from drunk men, their experiences of fear and powerlessness and feeling 'like an object just for men's amusement'.

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<sup>1</sup><https://news.npcc.police.uk/releases/call-to-action-as-violence-against-women-and-girls-epidemic-depens-1>

<sup>2</sup> Safe and Equal Bristol Report: Sexual Entertainment Venue Policy Review 2021 - (<https://www.bristolwomensvoice.org.uk/wp-content/uploads/2021/11/SEVReport2021FINAL.pdf>)

<sup>3</sup> Plan International - The State of Girls' Rights In the UK Report 2024 - <https://plan-uk.org/state-of-girls-rights>

Others complained about the Sexual Entertainment Venues (SEVs) stating that, 'Turning the pubs into strip clubs again only reinforces objectifying women' and 'The SEVs make the atmosphere really unpleasant and unsafe for women.'

A culture where sexual harassment is unacceptable cannot be created when Cheltenham Borough Council ('CBC') enables the continued sexual objectification and dehumanisation of women and girls by way of SEVs.

We would remind CBC it must take into account its statutory duties under the Public Sector Equality Duty in its decision making and have due regard to the need to:

- eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Equality Act;
- advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

### **Frequency Exemption**

We are told that CBC's hands are tied in respect of the grant of SEV licences, due to the existence of the sexual entertainment 'frequency exemption' as enacted by Schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982. Legislation does allow for these provisions to be repealed and we would hope that CBC will continue to use whatever influence it has to lobby Parliament for such a change. We hope that CBC recognises the barrier that the frequency exemption's continued operation creates in respect of the exercise of local democracy.

GlosWomen has written to Jess Phillips MP, Minister for Safeguarding and Violence Against Women and Girls to request that the Sexual Entertainment Venue (SEV) 'frequency exemption' is reviewed as a matter of urgency. In their response to us, the Home Office noted that they are considering, as part of the government's VAWG Strategy, how they can address the various drivers of VAWG, including the objectification of women and girls.

### **Variations to SEV Policy Standard Conditions**

If CBC continues to grant SEV licences then they must be licenced on the strictest terms possible. Over the time we have engaged in the SEV licensing process, we have seen a consistent watering down of CBC's SEV policy standard conditions in areas such as advertising, soliciting and operating hours - with scant evidence to justify such changes. We note such variations have again been submitted as part of this application.

We also note that a proposed variation to Standard Condition 25, to allow for bodily contact between performers has also been submitted as part of this application. We remain concerned that such a variation represents a blurring of boundaries, which could put women performing in the venue at an increased risk of harassment and/or assault.

### **SEV Policy Consultation**

We note that progress in respect of the SEV Policy Consultation has been paused following the receipt of further representations which were made to councillors after the SEV Policy Consultation period. We understand that, as a result of these further representations, a working group is to be formed to consider the SEV Policy in more detail, with the potential for further changes to be made for approval by Cabinet.

Whilst reviewing the SEV Policy Consultation documentation, GlosWomen were concerned that CBC's Equality Impact Assessment focussed primarily on public safety and performer welfare and failed to adequately consider the impact on **all** women and girls, of the sexist attitudes which are reinforced by sexual entertainment.

The judgement in *CDE v Bournemouth, Christchurch and Poole Council* [2023] EWHC 194 (Admin) was clear that a focus on public safety and dancer welfare is insufficient to discharge the Public Sector Equality Duty. Whilst it seems that CBC's Equality Impact Assessment has been amended to include reference to research related to these concerns, we hope that CBC's SEV Policy working group will ensure that the Council's obligations under the Public Sector Equality Duty are properly considered as part of their review.

We hope that CBC will listen to the voices of women and girls and show a commitment to their Public Sector Equality Duty in deciding the outcome of this application.

Yours faithfully

Gloucestershire Women's Liberation Collective (GlosWomen)

### **About GlosWomen**

GlosWomen is a women's liberation collective, bringing together women from all over the county of Gloucestershire, who share a vision of a world where women and girls can live free from male violence and all manifestations of misogyny. We aim to bring about change through activism, discussion and raising the voices of women and girls.

Contact us at: [gloswomen@gmail.com](mailto:gloswomen@gmail.com)

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## Representations

1. My reason for this email is to share my support for SEL venue in Cheltenham at Mr Cambray's Curiosity by Red Apple Associates during the Cheltenham Festivals again. Again, for another year my opinions are same again this year.

Therefore, a licensed premises operating sexual entertainment is far more positive than having pop-up sexual entertainment venues located in Cheltenham. My thoughts towards this are because holding a license for a venue means comply with all safety regulations and requirements of the law. This includes safety for dancers, staff and customers.

2. Again, I travel every year to Cheltenham in March for the Gold Cup and for the November meeting without fail from Ireland. These Cheltenham race meeting being unmissable for my wife and friends.

We have stayed in Cheltenham at the same hotel and use the same bars and finish the night at the Eroticcat club by choice, a club which is not just full of drunken males

The wife and friends and I would all confirm our support with the much-needed alternative entertainment which we all enjoy when in Cheltenham especially after a day on the racecourse.

I have never witnessed any anti-social behaviour unlike other bars we have visited during the Cheltenham festivals.

3. Application host lap dancing nights 2026 Festivals.

I'm a regular customer at Under the Prom throughout the year, plus I have been a customer at Eroticats during race week. I have found them both superior to any club and a safe place to visit during March offering a very popular form of entertainment for gentlemen and ladies.

I have previously booked tickets for the Dream boys at Cheltenham town hall with my group of friends and would like the same opportunity to visit the Eroticats

I do hope you will support the granting of this licence.

4. I 'am in support of the SEL application from Red Apple Associates Ltd Cheltenham, for the renewal of their lap dancing licence. I have visited the club and believe in my humble opinion a suitable club within a suitable location and it's only a few nights according to the licence application.

A regulated SEL licensed venue benefits the Cheltenham town far better than any unregulated lap dancing venue for and during the March Cheltenham

festival 2026. Why would any individual even consider a no rules lap dancing venue to be a safer option than a licensed lap dance venue. Objectors using women's safety laying the blame for all the anti-social behaviour that Cheltenham experiences in March.

Why reinvent the wheel.

Thank you for taking the time to read my email of support.

5. Again! I would like to express my concern regarding this SEL application and the effect the refusal of the SEL renewal by a company with a good track record. Could result with the increase of the unregulated lap dancing run by persons unknow removing everything achieved by Cheltenham Borough Council licencing committee over the past number of years in the creation of a safe working environment for performers and the customers at Cheltenham festivals.

No control has no advantage or benefit for Cheltenham in anyway. With performers, customers and members of staff's safety during this extremely busy week put at risk. I do not feel anymore unsafe during the Cheltenham festival dates in fact I would say feel safer the number of police and door staff on duty.

Thank you for taking the time to consider my email of support.

6. Again, I repeat my email of support. There is a need for lap dancing in the town at festivals when Cheltenham is over welled with the tweed & trilby hat brigade.

It is far safer to licence a premises for everyone concerned dancers & customers police included. Only if the applicant reaches the criteria and standards set by the committee. Why I fix something that is not broken and has been working for several years.

Sexual entertainment can take place without notice given to the police at anytime, anywhere, how can any sane person with the knowledge of this consider this being a solution for the safety and welfare for Cheltenham!

I would support a licensed club, to a no rules club which could set up wherever in the town for twenty-four hours.

7. I would like to support red apple Associates Ltd T/A Eroticats with the application for a sexual entertainment licence.

A licensed SIA person and have previously worked for Mr Burrows, as one of the team of courtesy bus drivers providing the safe transportation, for the lap

dancers and staff and the transportation from customers upon requested. Being the bus service has become a much-valued service, that is not just limited to customers of Eroticats who find themselves in distress.

I would hope the council committee would grant this licence on its merits.

8. Having been informed that Red Apple Associates reference 30 Cambray Place Cheltenham of its application for the SEL renewal for the coming year 2026 to host lap dancing.

A sexual entertainment license reassures the people of Cheltenham and the visitors myself included attending the Cheltenham festival in March for the safety of all and operators are vetted.

SEL in Cheltenham social media and unfounded references to sexual assaults/ violence and the anti-social behaviour in Cheltenham. This has always been monitored by yourselves and Gloucestershire Police without any of the above reported speaks for itself.

As a former resident of Cheltenham now living in Yorkshire Supporting this SEL application during the Cheltenham festivals 2026.

9. I have written an email for the previous years to share my support for Eroticats to be located in Cheltenham with a license.

As I have previously said that I am a female in who has always lived in Cheltenham.

I enjoy the atmosphere during the Cheltenham festivals meets. I attend the nightlife during this week.

I have attended Eroticats at Mr Cambrays' Curiosity and Under the Prom for years, and it is one of my favourite places to attend during race week. The atmosphere is enjoyable and not something that is in Cheltenham all year round. The staff at Eroticats are amazing at what they do, making sure that the event runs smoothly and everyone is safe; the staff, customers dancers and public!

It is a venue that is mixed for both female and males to enjoy and no one is discriminated against.

I thoroughly enjoy my nights at Eroticats and would be disappointed if they were not granted SEL.

10. Sexual entertainment is popular with both genders enjoying lap dancing during each Cheltenham Festival. It an event which everyone can enjoy and not just for males which the media portrays.

Events are held at Cheltenham Town Hall with males' dancers performing which is sold out by females. This event is held without any objections on morality. Which, therefore, I do not understand why this in place for female performers. With all licenced codes of practice conditions in place, a local business that is trying to survive in today economy.

There has been more male dance shows this year operating under the exemption ruling I doubt if any inspection has been recorded unlike clubs operating with female dancers in March 2026.

Are female performers dancing in Cheltenham or the male customers attending being discriminated against? Therefore, I support this application.

11. I have worked as a doorman for more than 30 years, holding a current SIA licence.

Now working as head door person at Under the Prom Cheltenham. I have worked in clubs making use of the exemption with no guidelines or rules to be followed. In my experience working as a professional door person, I have witnessed the advantages with clubs operating with an SEL including Under the Prom race meeting March and November 2023/24.

Women's safety in Cheltenham is concerning this happens all year round in Cheltenham not just when race meeting take place, this can be supported with incidents reported to the police that have taken place in Cheltenham thought out the year.

Domestic violence increases at Christmas and noticeably during COVID 2020 when lap dance clubs where not even open.

I support regulated to the unregulated from my experience working with a club with an SEL and the guidelines and rules that have to be adhere to and includes the safe transportation of dancers and members of staff from the club at the end of the evening.

I support an SEL.

12. Email of support for licenced and regulated lap dancing event during March 2026.

I have worked for Steven and the Eroticats dancers now for many years. I have no concerns and believe in my experience a licensed club creates a safe

working environment with a strict door policy promotes a peace of mind for all dancers and members of staff.

March is hard work but very enjoyable. Red Apple applying for a lap dancing licence shows a commitment to working with Cheltenham licensing and police creating a regulated and organized safe environment. I have witnessed Cheltenham licensing and police visit Red Apple during the Cheltenham festival and inspecting the procedures and speaking to dancers. This would not happen with clubs operating under the exemption rule!

I would always support a licenced lap dance club in March from my personal experience.

13. Living in Cheltenham, my friends and I are all in agreement a well-run licenced club providing adult entertainment for March 2026 is improvement to an uncontrolled no rules unregulated clubs, which existed before the Cheltenham licensing committee took the control.

Cheltenham does not need the risk of adult entertainment going underground. The unlicensed clubs which would undoubtedly raise concerns for the performer's safety and the risk of exploitation.

I would like to support the proposed SEL renewal application.

14. I reiterate my support for an SEL renewal at the above premises. I have previously worked in Cheltenham for over 26 years at various clubs in the town centre. After SIA training as a close protection officer now working in the close protection sector of the security industry. Which has included for Mr Steven Burrows, being contracted during the Cheltenham March/November festivals.

Regulated sexual entertainment provides a greater protection for all concerned working or attending Cheltenham festivals.

The police knowing the operator and venue working together creating the reputation for Cheltenham as being a safe and enjoyable experience for all.

Unregulated Sexual Entertainment provides no protection and the unknown entity operating during the lucrative March/October /November festivals. Where police resources with the enforcement of the uncontrolled underground could be better utilized.

I would urge the benefits of a regulated Sexual entertainment licence to be considered during granting of this application.

15. I am writing in support of the renewal application for the above licence and the continued hosting of lap dancing in conjunction with the Cheltenham Festival in March 2026.

The festival brings significant trade and activity to Cheltenham each year. While it is true that the influx of visitors can unfortunately also lead to some anti-social behaviour, this cannot fairly be attributed to one venue or licence holder. A club seeking to maximise trade responsibly should not be held accountable for wider issues that occur throughout the town during the festival or at other times of the year.

In fact, venues operating under licence are subject to strict regulation, which provides a controlled and safer environment compared to unlicensed or unregulated alternatives. Removing such opportunities would be an easy but misguided response – a case of “low-hanging fruit” – that fails to address the broader and more complex causes of anti-social behaviour.

I therefore fully support this licence renewal. It contributes to Cheltenham’s cultural and economic vibrancy, provides safe and regulated entertainment, and plays a role in ensuring the festival continues to bring life to our town.

16. I am compelled to show my continued support for a sexual entertainment licence.

I have worked in the hospitality industry in Cheltenham most of my adult working life from the largest venue in Cheltenham and in more recent years the smaller niche venues.

I was very sceptical and question myself if Cheltenham suitable for lap dancing. After my initial meeting with Eroticats management team 2010. My mind was put at ease the planning and procedures and the detailed attention to the health and safety, was second to none.

Anti-social behaviour increases during the Cheltenham festivals with the resources of the Gloucestershire constabulary greatly put to the test. A regulated SEV gives the Cheltenham council a partner to work with that provides a safe working environment for the dancers all members of staff and the customers who visit Cheltenham.

A lap dancing club operating during the Cheltenham festival does make a positive difference to the safety of all.

I would urge this application be given the consideration and support I believe it deserves during Cheltenham racing festivals.

17. Me and my friends have visited Eroticats in Cheltenham during the nightlife at Cheltenham Race Festivals. Me and my friends are mixed of both male and



female. This shows that it is a venue for both genders.

Race week is Cheltenham nightlife's busiest time of the year, proven by the crowds that are in the Cheltenham Town Centre when the races have finished for the day. A majority of people state that they avoid the Cheltenham Town Centre during this time, however me and my friends do not! We ensure that we have a day booked off annual leave at work to attend the races and nightlife! One of the venues I attend is Eroticats and will continue to go there as the atmosphere there is brilliant.

I have been to pop up lap dancing events along with friends and it is not the same atmosphere as a sexual entertainment venue with a licence.

18. My continuous email of support for Eroticats.

I like to support recent application of Sexual Entertainment licence for Eroticats during the Cheltenham Festivals.

I have visited Eroticats numerous amounts of times since they've been open several years! I thoroughly enjoy my evenings at their venues.

Me and my friends enjoy attending Cheltenham Festival Race Meetings along with Eroticats, who I wish to support each year! The atmosphere is brilliant, it feels safe for both customers, staff and dancers by all staff at Eroticats.

19. The reason for my email this afternoon is to give my letter of support for the SEL in Cheltenham, Cambray Place.

I attend nightclubs and nighttime venues during the Cheltenham Festival, including Mr Cambrays Curiosity.

Attending a venue which has a licence in play during this event makes me feel safer being a female. The reason for this is I know that a venue who has a licence will be going above and beyond to make sure that they are abiding by all rules and regulations needed for this event.

20. Licensing Committee regarding Lap Dancing in Cheltenham

A licensed premises that offer lap dancing is safer for everyone in concern; the dancers, the staff and the customers.

Granting a license to a business who has been operating before shows that they are knowledgeable of what precautions and how to run a safe venue for dancers.

Not granting a licence for this type of event could result in the industry going underground, this causes a risk for exploitation.

Giving this venue a license during for specified number of days during the year makes sense.

21. Hello Cheltenham Licensing,

Gloucestershire live coverage SEL application. Being unaware of this application offering my full support the reason for my email.

I have in recent years requested renewals or any applications notifications, that I'm led to believe objectors receive.

I support licenced sexual entertainment during the race festivals; this has taken place for many years without any evidence causing domestic violence towards women in Cheltenham.

Being under the control of the council rules providing the men who go to the lap dance club protection from any criminal deception and the dancers not being taken advantage by untrustworthy promoters.

I would urge the granting of a SEL at Cambray Place in Cheltenham at March 2026. I will be going to the Cheltenham festival in March and in the evening going to this club.

To whom it may concern,

22. SIA licence holder who works in Cheltenham which included a licensed lap dancing venue.

I have read previous objections to lap dancing during the Cheltenham March festival from people with little and no knowledge of all the safeguards put in place to control this ever more popular entertainment.

My personal & professional experience having worked in a venue providing sexual entertainment under a Cheltenham licence controlled and regulated provides a safer working environment for all.

The miss conceptions created on social media the venue creates anti-social behaviour and only used by intoxicated men is totally untrue and only damages the reputation of Cheltenham.

Women and mixed couples use this venue as witnessed on inspections.

23. Cheltenham Gold Cup Week

All Cheltenham resident men and female change their behaviour during Cheltenham Gold Cup Week. Avoiding Cheltenham town centre, not because of the lap dancing but the crowds that come to the town, because of the Gold Cup.

Blaming lap dancing for the safety of women during March is madness, what about the rest of the year.

It should be noted lap-dancing clubs are not solely attend by men during March.

Support of controlling lap dancing and the SEL application

24. A Sexual Entertainment

As a Cheltenham resident I would like to express my full support regarding the application of sexual entertainment next year March 2026

Cheltenham has done a good job with sexual entertainment and with no reported incidents of sexual offense bad behaviour for 20 years from patrons is under control now working with an experienced operator for the welfare and safety of the visitors.

Despite a small minority every year with why it should not take in place. Just because they don't agree with sexual entertainment and find it offensive.

Sexual entertainment is lawful, and the strict regulation CBC enforce keeps everyone safe. Purple flag accreditation

I support, I don't find sexual entertainment offensive and believe I have choice that not just single males, but females and couples do enjoy

25. The licensing of sexual entertainment in Cheltenham when the horse racing festivals come to Cheltenham for many years without any evidence and the unfounded concerns that people who visit the SEL dancing during the festivals make Cheltenham unsafe. With different groups / organizations using this as an argument and lap dancing unfairly and the scape goat.

I have personally witness more unacceptable behaviour after Cheltenham town football club playing at Whaddon Road, with bars closed until the out-of-town football supports have left Cheltenham. Should we ban football with same argument of causing bad behaviour and concerns for the safety of women out shopping during the day. All adults should be held responsible for their own behaviour not the football horse racing or lap dancing.

Again, Lap Dancing clubs are used unfairly as a scape goat for the bad behaviour and domestic violence towards women.

I continue my support for the renewal of this SEL.

26. As a local Cheltenham person, I feel compelled to support this renewal of this existing license.

Regularly attending the Cheltenham March October and November festivals. My wife and myself spend the evenings in Cheltenham town centre. Always visiting Eroticats club, myself, and my wife both have found Eroticats club to be a friendly and relax club. We have always recommended a visit to our friends. As not just a club full of men who have drunk to much alcohol which seems to be the norm at Cheltenham during festivals with many local Cheltenham people avoiding the town centre. Cheltenham Gloucestershire live every year repeating stories that a club providing lap dancing raises the concerns of the safety of women in Cheltenham.

Why would Cheltenham Council fix something that is not broken for so many years.

I support the renewal of this application

### 27. Committee members

Owner of a nationwide promotional company based in Bristol. A company supplying promotional staff to venues in the Cheltenham area throughout the year including Red Apple /Eroticats dancers during the Cheltenham festivals. I have found Red Apple Associates Ltd an organized and professional operation with their proactive approach regarding health & safety towards customers and staff. Including a training program in partnership with GRASAC prior to the March festival 2023 my staff in attendance.

On numerous occasions, Griffin promotional staff have assisted with lone females calling the Eroticats courtesy bus returning them to their accommodation. March 2024/5 and the police being contacted via Eroticats regarding some serious anti- social behaviour in Cheltenham town centre. Female team members concerns do not increase during Cheltenham festivals any more so than quieter periods thought the year. However, March 2024 with several non-racing patrons wandering round Cheltenham town centre, information was relayed to the police. Which I have been informed is still part of an ongoing police investigation

Red Apple Associates Limited working with CBC has benefited during the Cheltenham festivals. With professional and proactive attitude towards SEL Management in Cheltenham.

Supporting the granting of the Eroticats Jessop House 30 Cambray Place, Cheltenham, GL50 1JP, SEL renewal application.

### 28. Dear Sir / Madam.

We are writing once again to support the re approval of the council Sexual entertainment licence at venues such as Under the Prom and Mr Cambrays Curiosity.

As I have said before, there is a huge potential for these events to be absorbed into the underground criminal element if they are not properly managed and licenced by the council.

We have been impressed by the Security provision and general professionalism demonstrated by Cheltenham's nighttime economy community previously.

Both my wife and I have felt completely safe walking in the town centre during these events.

We believe that a refusal to allow these events to be held in future and without proper oversight, would just encourage bad people to fill the vacuum. We would appreciate it if you could register this support towards any licensing process meetings regarding upcoming events.

## 29. Cheltenham Licence Section

SEL renewal Cheltenham GL50 1JP Gold Cup March 2026

I would like to support the renewal application and the hosting of lap dancing in conjunction with the Cheltenham festival March 2026.

Cheltenham residents must endure a lot of anti-social behaviour the customers of the March festival attract to Cheltenham each year.

A club looking to maximise trade cannot be held responsible for all the anti-social behaviour and the misogynistic toward women that happens all year round

A clear case of low hanging fruit

## 30. I find myself having to express my support for a sexual entertainment licence yet again. Not listening to the smear campaign gossip circulated by some individuals I have taken the time to read the licence application in full.

Being a Cheltenham resident, I would like to express support regarding the application for a Sexual Entertainment licence renewal. I strongly disagree with the claims that sexual entertainment is responsible for the concerns of the safety of women during the Cheltenham festivals.

A business that contributes to the Cheltenham nighttime economy throughout the year and chooses to diversify for the duration of the Cheltenham festivals.

A licence, to me indicates a responsible attitude towards sexual entertainment.

## 31. I hope this message finds you well.

My friends and I are long-time enthusiasts of the Cheltenham National Hunt Festival, held every March. The Cheltenham Gold Cup week is always a highlight, with its unique mix of thrilling racing, vibrant atmosphere, and the welcoming spirit that takes over the town.

Over the years, our evenings have often been spent enjoying the city's lively social scene. On several occasions, this has included visiting the lap dance

club, which has consistently offered a fun, relaxed, and safe environment. Contrary to common stereotypes, it is not just a venue for men — it has become popular with women and couples alike, and the management has made sure it remains well-controlled, ensuring a safe and enjoyable space for all.

That said, it is important to make a clear distinction: the Cheltenham Festival is first and foremost a world-class celebration of horse racing. Any reporting that conflates the festival itself with lap dancing gives a misleading impression and risks overshadowing the real cultural and sporting significance of the week.

For many of us, the festival also plays a role in professional life — supporting corporate gatherings, team bonding, and networking, with evenings often ending in various venues across town. Ensuring accurate coverage helps preserve the reputation of the event and the city as a whole.

Thank you for taking this into consideration, and I appreciate your time in understanding the true spirit of the Cheltenham Festival.

32. The reason for my email this evening is to support Eroticats in Cheltenham.

I am a female that thinks that Eroticats offer a job opportunity for the women who wish to dance for a career. The women who dance obviously do this type of work due to what they enjoy, suits their lifestyle and how they choose to earn their monies. Therefore, why is it an issue for those that choose this kind of work? They would rather work in a licensed premises, rather than an unlicensed premises as it is a safer environment for both staff and customers.

33. Regarding the licensing of sexual entertainment in Cheltenham (when the horse racing festival happens) it has been on for many years without any evidence of bad behaviour from people who visit the lap dance club. I have personally witnessed more unacceptable behaviour during the day and early evening when Cheltenham town football club play at Whaddon Road. However, no survey states that women feel unsafe with football supporters visiting Cheltenham. All adults should be held responsible for their own behaviour which would include football and horse racing fans. Not just blaming lap dancing customers. A Sexual entertainment license with the police and the people of Cheltenham knowing where they are located for the week would be the better option to the popup clubs, which without doubt, will return to Cheltenham when the horse racing events are taking place.

Lap Dancing clubs are used unfairly as a scape goat for the bad behaviour and domestic violence towards women. More reports of violence and domestic violence toward women during covid were reported.

I support the granting

34. Regarding red apple / Eroticats ,

I am writing in favour of the application for the regulation of sexual entertainment in Cheltenham that coincides with the festival dates. Ensuring that performers and patrons of sexual entertainment venues—lap-dancing clubs—are properly protected by the local authority (Cheltenham borough council) subject to the very stringent requirements that protect patrons and performers.

The absence of a regulated and control Sexual entertainment license would consequence Cheltenham venues using the opportunity without the experience and guidance. Criminal gangs seizing control and exploitation of patrons and performers without any safeguards.

The exemption was designed with the best intentions to allow for one-off entertainment events, at licence premises working men's club's stripper-grams stag and hen parties. Taking place throughout the year at different licenced premises in Gloucestershire including many sold out male review performances at the Cheltenham town hall, Imperial Square, GL50 1QA

I believe an adult should be allowed to make their own choice of entertainment. However, I accept that some people would disagree with my choice of entertainment, that is up to them.

Nothing has changed with the SEL, so I urge the granting.

35. Licensing team Cheltenham

Having read the public notice displayed 30 Cambray place, Cheltenham application for the renewal of a sexual entertainment licence for the limited dates that would coincide with the Cheltenham horse festivals.

The Cheltenham festival swelling the town's population with the increased crime and disorder. The emergency services doing an incredible job which does not receive the credit well deserves.

A licence for sexual entertainment utilises and a pragmatic approach to maintaining the order throughout the festival.

Sexual entertainment can take place without a licence and control.

36. SEL application support for Eroticats application at 30 Jessop House, Cambray Place, Cheltenham, GL50 1JP.

I am a female who would prefer working in a licensed premises. It has only a positive to report, none are negative. It is highly important that all rules and regulations are met during any venue, especially for this type of industry of work. It ensures the staff and public who are at the venue are safe.



It is basic human rights that everyone who is at work feels safe, this should be in all types of work environments of which ever career path you take.

Therefore, if you choose to be a lap dancer for your choice of work, then working for a company who cooperates with the authorities deserves the rest for conducting themselves in a professional, legal with a responsible attitude.

Allowing performers and all the staff who work in Cheltenham during the festivals the support they deserve.

37. License Committee

A regulated SEL being a positive, and unregulated a negative during the Cheltenham Festival dates 2026

Most Cheltenham residents avoid the town centre in March/November, and the anti -social behaviour

the Cheltenham Festival brings tolerated, because Cheltenham residents understand the much needed revenue that helps to support Cheltenham 's hospitality Industry, many of which would cease to exist without the Cheltenham Festival

Cheltenham Festival have done and always will attract anti-social behaviour ,which the Festivals bring to Cheltenham, not lap dancing entertainment

Regulated assists the Gloucestershire police in the control of serial entertainment working with guidelines set by CBC licensing team

The requested application for the SEL should be approved

Best Wishes

38. A regulated SEL being a positive and unregulated a negative during the Cheltenham festival dates in 2026.

A lot of Cheltenham residents avoid the town centre in March CGCW. With the behaviour that the festival attendees bring to the town. Any measure that assists the Cheltenham police with the control of Cheltenham town centre and safety of all is positive.

The requested application for the SEL should be approved.

39. A regulated SEL being a positive and unregulated a negative during the Cheltenham festival dates in 2026.

A lot of Cheltenham residents avoid the town centre in March CGCW. With the behaviour that the festival attendees bring to the town. Any measure that assists the Cheltenham police with the control of Cheltenham town centre and safety of all is positive.

The requested application for the SEL should be approved.

40. To whom it may concern

I'm a local lady having lived in Cheltenham all my life, that socialises in the town centre throughout the year, especially during the lady's day golden cup festival. I don't feel any more unsafe during the golden cup festival than any other period in the year, the only difference Cheltenham being a lot more vibrant and lively.

Females lap dancing has taken place now for many years in Cheltenham, if there wasn't a demand for lap dancing it would not exist. Never have I heard of any objections or complaints about male's lap dancing for the ladies, i.e. The Dream boys.

If males are allowed to strip without question and discrimination females should be allowed the same right.

41. I am continuing to support the application for SEL for Eroticats at Cambray Place as sign posted.

I attend Cheltenham Town Centre while the Cheltenham Festival Race Meets are on, as a female in town centre during this time I'd feel more comfortable and safer for there to be a licensed premises offering sexual entertainment rather than an unlicensed venue.

Please take my constant support into consideration along with my email.

42. Good evening,

I writing to advise I am supporting a license for a sexual entertainment premises.

My reasons for this are purely because a licensed premises offering this type of entertainment is far greater than a premises which does not have a license.

A venue with a license is one who is going to abide by all rules and regulations to ensure they do not breach their conditions.

43. Me and my friends have attended Eroticats venues on a night out during Cheltenham Festival Race Meetings each year.

When I attend Eroticats it is full of customers who are enjoying their evening out during Cheltenham's busiest time of year! This shows that there is a demand for this type of venue!

It is important I believe for a premises is licensed, making the event good fun and safe for everyone involved.

I am fully supporting another application for this event at Mr Cambray's Curiosity, Cambray Place.

Please take my email into consideration.

44. I have noticed the sign poster outside Mr Cambray's Curiosity, Cambray Place regarding a sexual entertainment licence.

Applying for a licence for sexual entertainment is positive for this type of venue, this means that the venue wants a licence to make sure that the venue is fully cooperative with rules and regulations.

I fully support this application.

45. Supporting for license at Mr Cambray's Curiosity. A venue having a license is a positive. It ensures that staff, customers and dancers are kept safe. However, a venue without a license is a risk for dancers, staff and customers. Everyone's safety needs to be a priority.

Sexual entertainment is a personal preference, not everyone agrees but I fully support this application.

46. I have visited lap dancing in Cheltenham on previous Cheltenham festivals. I have enjoyed the night at a very busy club Eroticcat in the town centre.

A controlled lap dance club in a suitable location during festivals, being run by responsible companies or individuals cooperating with CBC and the measures and strict rules in place, is common sense. The control of lap dancing avoids it going underground, which would lead to concerns of public safety the exploitation of performers financially and physically

I support a licence being granted.

47. Working in hospitality on the March, October & November festivals I believe there is a definite need for lap dancing. The large groups of males and sometimes groups of females who come to Cheltenham ask where the lap dancing clubs are or where is Eroticcats.

A regulated licence lap dance club gives the residents and visitors the knowledge that they are and in a suitable location. Also, with this being a renewal, it must be. Which avoids a club being run for a night in a less than suitable location.

48. Licensing sexual entertainment provides the accountability for a safer working environment and the protection from exploitation all performers rightly deserve. Patrons' male and female who chose lap dancing as a lawful form of

entertainment the reassurance Cheltenham Borough Council commitment to providing a safe and vetted sexual entertainment venue.

The current police and Crime Commissioner, Chris Nelson Gloucestershire Live 4th November 2021 statement, "It is hard to find specific evidence outside 2 Pigs, that sexual assaults have been caused by that sex club, I have looked at this quite closely" The choice of the word sex club creating the totally wrong impression of lap dancing in Cheltenham adding to the 'misconception' of lap dancing in Cheltenham and offensive to performers.

Supportive of this application.

49. I write to object to the Red Apple Associates Ltd application to use Jessop House, 30 Cambray Place as the sexual entertainment venue Eroticats, a strip club. (ref 25/01713/SEXR).

I understand that the frequency exemption means the council will feel it has no choice but to issue this license, but I ask them to avoid watering down their own license conditions.

These conditions, including those relating to advertising, did not come out of thin air. They are based on the council's own [2020 community impact statement](#) which describes the "inherent risk for performers" who work in sexual entertainment venues and states the council "is aware that females in particular feel disadvantaged by the sexual entertainment and licensing of SEVs. This is manifested in both a general sense of feeling objectified and more specifically through feeling intimidated and unwelcome in the vicinity of licensed SEVs."

Given this context, it is concerning to see the applicant has again requested a variation to their license conditions which, among other things, means they can hand out flyers and use a marked vehicle to transport customers.

As well as enforcing their license conditions, I ask the council to continue to lobby the Home Office to remove the frequency exemption. According to the Not Buying It guidance "[Strip Clubs and The Law](#)", this is a relatively easy process which does not require new legislation.

As Cheltenham MP Max Wilkinson says, "The exemption in the law that allows pop-up sexual entertainment makes a nonsense of licensing regulations and creates added risks for women and girls' ([Glos Live](#))

50. I am writing in support of Red Apple Associates sexual entertainment licence application for Jessop house, Cheltenham.

I have worked for Eroticats since the beginning, around 14 years now as a performer and as my current role of house mother.

My role includes a range of duties, but I would say the main one would be safety, therefore it's no surprise I am in full support of this license.

Eroticats is the only event/club I have encountered that takes performer safety as seriously as they do and that is one of the main reasons I am happy being involved in the operation.

Whilst I completely understand the reasons behind the objections this licence receives every year, but I also feel that many of them are coming from a moral standpoint and fail to recognise the facts. Eroticats is a well-run, safe, organised, conscientious and legal business. I would not work for this company for so long if I did not believe this to be true.

As a woman, who knows this industry inside and out, I can categorically say that not granting this license would leave a gap in the market to be filled by another provider who is highly likely to cash in on and exploit performers and customers for quick cash whilst taking no accountability for security and safety of either. During my time in the industry, I have encountered club owners and event's organisers who do just that regularly.

To grant this license means structure, safety and regulations. Thank you.

51. I would like to give my support for the SEV licence that has been applied for at Jessop house, Cambray place.

I class myself as a feminist and that means I support all women and their choices to earn money how they want to.

52. I am writing to give my support for the Red Apple / Eroticats SEV licence.

I have worked as a cashier for Eroticats a few years now and am always supported and respected. I am taken home after my shift in the minibus and rely on this money to top up my income throughout the year.

53. I am writing to give my support for the red apple / Eroticats SEV licence.

I have been a few times to their previous events and not only enjoyed myself but thought that the set up was professional, safe and well run, bringing in well needed revenue to the area.

54. I would like to support the SEL application at 30 Cambray Place, GL50-1JP.

55. Supporting Mr Burrows application for his commitment towards Cheltenham's night-time economy and its continued existence, his foresight to adapt in an

industry which grows smaller every year. Mr Burrows Red Apple Associates Limited an experienced SEV operator that has been acknowledged by the granting of previous licensed applications his professionalism and working knowledge applying health & safety to create a safe environment with reference to lap dancing during the festivals and the ongoing efforts help to reaffirm Cheltenham's purple flag accreditation as a safe town throughout the year and not just the Cheltenham festivals.

We all understand not everyone agrees with Sexual entertainment in Cheltenham. However, the health and safety of visitors to Cheltenham and the dancers should supersede objections on the grounds of morality.

Renew and maintain control.

56. I am reaching out regarding the licence application for Eroticats at Cambray Place, Cheltenham.

I would like to send my complete backing for this application.

My reason for the support of this application is due to the women who choose to dance for a career, members of staff in this industry and customers who wish to visit this venue should have the opportunity to do this in a safe and respected environment. To make sure that they are in a safe environment means that they should be in a licensed premises.

I have visited Eroticats in the previous years and their venues are always a safe and respected environment, complying with all the rules and regulations expected in this industry.

Please take my support into consideration.

57. With reference to the recent application for a Sexual entertainment license, Red Apples Company to host lap dancing 30 Cambray place, Cheltenham.

Lap dancing gives some diversity from the normal overpriced clubs and bars in Cheltenham with little or no entertainment that caters for the race visitors in March which is a legal form of entertainment.

A common sensical approach is a licensed and monitored by the Cheltenham police and Cheltenham borough council licensing team.

Licensed and not an unlicensed approached.

58. All female dancers working Cheltenham have the right to the protection from unfair treatment and a safe workplace that a license would help to enforce.

I support the licensing of lap dancing in Cheltenham.

59. I writing to make my support of the proposed sexual entertainment licence for Eroticats at 30 cambray place. I have attended several events ran by this company with my partner and have always found the staff, management and security staff very welcoming and professional.

60. The granting the renewal SEL maintains the Cheltenham council's ability to make sure the venue is in a good state of repair with the correct working conditions for the safety of lap dancers and customers.

Granting the licence for the safety of dancers and customers.

61. My partner and I both feel strongly supporting the granting of the sexual entertainment licence in Cheltenham which would maintain Cheltenham borough council licensing team the ability to manage keeping under its control & regulated. The alternative being unregulated with no rules and no control.

I support keeping lap dancing under control.

62. Uncontrolled, no rules and unregulated clubs, that did exist in Cheltenham.

Now with the licensing team and its pragmatic approach to sexual entertainment during horse race festivals created the good working relationship with responsible operators. Working together to prevent the unlicensed and unregulated that can operate without any consultation or restrictions in place.

Credit should be given to any operator who chooses to work with the local authorities and the police showing commitment and the duty of care for members of staff the artists and public.

In favour of Supporting this renewal application.

63. I would like to express my support for the license for The Red Apple/Jessop house to operate on the dates stated in the notice displayed outside the venue.

As a female resident of Cheltenham, I often find nights out during race meets somewhat stressful. With the influx of men in the town and the sheer number of people in the area can be overwhelming. However, when I have visited an Eroticats event, I have always been impressed by the measures they put in place to stop overcrowding and general sense of security being present was refreshing.

Whilst I understand the moral debate surrounding this kind of entertainment, I can also say the women I spoke to there were so professional and welcoming,



they made me feel more comfortable than if I was in one of the other establishments in the area.

64. Due to the cost of tickets and overpriced drinks watched the races at Taylors and Mr Cambray's Curiosity soaking up the atmosphere the festivals bring to town.

Cheltenham can be a bit rowdier in March due to the people the festival brings to Cheltenham.

Lap dancing should not be held responsible for the increased population and the anti-social behaviour the festival brings to town.

Rejecting this legal and controlled form of entertainment which I might add the girls, and I all enjoyed in March would lead to underground uncontrolled unregulated lap dancing with no rules.

In support of a licensing lap dancing during the festivals.

65. My friends and I are all keen National hunt racing enthusiasts. March Cheltenham is the pinnacle for us our racing Calendar and please with the return of ladies' day for March 2026.

A licensed lap dance club protects men, women and couples. Cheltenham licensing and regulating lap dancing in accordance with regulations should be commended in the stance against the wrong people taking control of lap dancing supporting the Police.

Thank you for accepting my formal email of support.

66. the operator and venue applying for renewal , having previously passed the very strict scrutiny from the local authorities and the nightly inspections of the cheltenham constabulary, year on year, sets the ptrvfrny got SEL. cheltenham councillors ongoing commitment the to the welfare showing dedication and care of cheltenham resident and visitors during high demand for adult entertainment on cheltenham festivals would be shown thought granting of this renewal application.

granting of the licence keeps the control and excellent standard of adult entertainment the cheltenham borough now achieved.

67. I support the SEV licence for Red Apple Associates.

68. Red Apple Associates Ltd application to renew the SEL for 30 Jessop House, Cambray Place, Cheltenham, GL50 1JP highlights the transparent partnership with Cheltenham Borough Council and adherence to strict regulations. This

approach provides better control than exemptions, reducing the risk of unregulated sexual entertainment during Cheltenham horse race festivals.

SEL venues in Cheltenham have worked with police to reduce serious incidents during festivals. Regulated SEL venues provide welfare and health safety measures for performers and the public, compared to venues that use the exemption ruling.

I support the application.

69. All female performers working Cheltenham in March have the right to the protection from unfair treatment and exploitation. Sexual entertainment licensing in Cheltenham is essential that promises a safe workplace with the good coded of Practice that has been enforced in recent years

I support this application.

70. I have worked in the security industry for most of my adult working life. Now working as the area manager for one of UK's leading Security companies. In recent years employed at Prestbury Park and various night clubs in Cheltenham town centre especially at the Cheltenham race events.

A sexual entertainment licence with all conditions and restrictions put in place by yourselves for March and November race festivals 2026 a positive action.

I'm a very experienced SIA licence holder convinced having work in licenced and the pop-up style sexual entertainment venues in Cheltenham. A regulated sexual entertainment licence the correct course of action and highly reduces the risk to customers and the safety of all member's staff

Regulated + Positive

Unregulated + Negative

Underground + Dangerous

71. I have seen the application for Mr Cambrays and would like to support it.
72. I am regular supporter of Under Prom for these events and would like to support the one at Mr Cambray too.
73. I've attended many events at Under the Prom and have always been impressed with their attention to safety with particular reference to female attendees. I have been aware that the same team is involved at Mr Cambray's.

With this in mind I would like to support their application.



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