



**CHELTENHAM**  
BOROUGH COUNCIL

Main Offices  
CHELTENHAM BOROUGH  
COUNCIL  
MUNICIPAL OFFICES  
PROMENADE  
CHELTENHAM  
GL50 1PP

Tel: 01242 775200  
Fax: 01242 264210  
email: [licensing@cheltenham.gov.uk](mailto:licensing@cheltenham.gov.uk)  
[www.cheltenham.gov.uk](http://www.cheltenham.gov.uk)

**LICENCE APPLICATION**

**\*NOTE\*** Please read the explanatory notes attached before completing this application form

**Local Government (Miscellaneous Provisions) Act 1982 Schedule 3  
APPLICATION FOR A SEXUAL ENTERTAINMENT VENUE LICENCE**

**PLEASE NOTE**  
All applicants must complete Section A.  
Section B to be completed if applicant is a company.  
All applicants must sign declaration in Section C.

**SECTION A**

Application type ( please tick ✓ )  
 New application       Renewal of existing licence  
 Transfer of licence       Variation of licence

If renewal please state existing licence number

Applicant's details:  
Surname

Forename(s)

Address:

Post Code:

Date of birth [dd/mm/yyyy]

National Insurance number

Daytime telephone number

Fax number

Email address

Agent acting on behalf of applicant  
(eg solicitor) if applicable:

Woods Whur LLP

Name of agent:

Chris Rees-Gay

Address of agent:

Devonshire House, 38 York Place,  
Leeds

Post code LS1 2ED

Daytime telephone number of agent

0113 234 3500

Email address of agent

chris@woodswhur.co.uk

Name under which the business is to  
be known and traded as

Diamond Gentlemen's Club

Address of premises for which this  
application is made

12-14 Bath Road  
Cheltenham  
Gloucestershire

Post code GL53 7HA

For what purpose do you intend to  
use this premises?

eg sex shop, sex entertainment venue

Sexual Entertainment  
Venue

Do you have planning consent to use  
the premises stated above for the  
purpose intended?

(please provide details, and forward appropriate  
documentation to evidence this)

We have been advised that  
the Premises have the  
required planning consent  
in that the planning use is  
sui generis and there is no  
material change in the  
operation of the premises.  
The Premises offer Alcohol  
and Entertainment and  
Dancing and will continue to  
offer Alcohol ,  
Entertainment and Dancing.  
There is no development  
taking place.

If this application relates to a vehicle,  
vessel or stall please give description  
(including site to be situated on)

N/A

Proposed days and hours of

Sunday - from 2000 until 0400 hours

**operation**

(please tick ✓ and specify times for each day using the 24 hour clock)  
eg: 23:00 that day or 02:00 on the day following

- Monday - from 2000 until 0400 hours
- Tuesday - from 2000 until 0400 hours
- Wednesday - from 2000 until 0400 hours
- Thursday - from 2000 until 0400 hours
- Friday - from 2000 until 0400 hours
- Saturday - from 2000 until 0400 hours

Non Standard times to include: Operating Hours from 1100 until 0400 on all Cheltenham Race Days.  
At the start of British Summertime, the terminal hour for hours of operation shall be extended by one hour.

Have you ever been convicted by a Court for any offence which is not now spent under the terms of the Rehabilitation of Offenders Act 1974?

**N/A See Section B**

Yes

No

(please tick ✓ as appropriate)

If **Yes**, please give details  
All unspent convictions must be disclosed (if renewal application, since you last applied for a licence)

(please continue on a separate sheet if necessary)

Date of Conviction	Name of Convicting Court	Nature of Offence

Are there any criminal proceedings against you pending?

Yes

No

(please tick ✓ as appropriate)

If **Yes**, please give full details including date of hearing and name of Court

Have you been a director or company secretary of a company involved in the ownership or operation of a

Yes

No

sexual entertainment venue licence  
previously?

(please tick ✓ as appropriate)

If **yes**, please give details

Were there any convictions recorded  
against that company?

Yes

No

(please tick ✓ as appropriate)

If **yes**, please give details

## SECTION B

**To be completed if the applicant is a company**

Company name

Bath Road Property Limited

Company address

4 Rockfield Business Park, Old Station Drive,  
Leckhampton, Cheltenham, Gloucestershire

Post code GL53 0AN

Company telephone number

01242 222380

Company fax number

n/a

Company email address

mark@feverbars.com

Full names and private addresses of all directors or other persons responsible for management of the company:

1	2	3
Name Mr Nigel Blair	Name: Mr Mark Shorting	Name: Mr Stuart Kerley
Address: 3a Ramsdale Road Bramhall	Address: The Ridge, Ashley Road, Cheltenham	Address: 3 Roundhead Road, Theale, Reading Berkshire
Post Code:SK7 2QA	Post Code:GL52 6QE	Post Code: RG7 5DL

Date of birth: 03/06/72	Date of birth:10/08/63	Date of birth:22/03/73
National Insurance no. NY058685C	National Insurance no. NA 395945B	National Insurance no. NZ141162B

Any convictions recorded against that person or those persons

Name and date of conviction	Name of convicting Court	Nature of offence	Sentence (if imposed)
N/A for all directors			

Are there any criminal proceedings against that person or those persons pending?

Yes

No

(please tick ✓ as appropriate)

If **Yes**, please give full details including date of hearing and name of Court

N/A

## SECTION C

### Declaration

All new and variation applications for sexual entertainment venue licences are considered by the Licensing Committee. Opposed applications for renewal and/or transfer will also be considered by the Licensing Committee. The applicant and/or their representative are required to attend the meeting of the Licensing Committee at which their application is due to be considered to speak in support of their application. They should be prepared to answer any questions which the Licensing Committee may wish to ask.

#### PLEASE NOTE

**This application must be signed by the applicant personally or, in the case of a company, by a director or other duly authorised agent of the company.**

~~W~~We confirm that the contents of this application are true and correct.

~~W~~We agree that if a licence is granted by Cheltenham Borough Council for a sexual entertainment venue licence, that I/we will comply with all Acts, Byelaws, Regulations and Conditions relating thereto and for the time being in force. *SUBJECT TO THE APPLICATION TO VARY A STANDARD CONDITION AS SET OUT IN OUR APPLICATION LETTER.*

~~W~~We understand that non-compliance with any relevant Acts, Byelaws, Regulations and Conditions will prejudice the continuance of any licence granted.

~~W~~We understand that the council may utilise the information contained herein for internal purposes and may disclose the information to persons or organisations in accordance with the council's registration under the Data Protection Act 1998.

I/We, the undersigned, hereby apply for registration as a sexual entertainment venue licence within the Borough of Cheltenham and I/we declare that to the best of my/our knowledge and belief the foregoing statements are true and correct.

I/We understand that this licence will expire 1 year after it has first been granted or after a period of time decreed by the Licensing Committee, and a newly completed application form will need to be submitted to the local authority **two months before the expire of the existing licence, together with the licence fee current at that time.**

I/We further understand that once the completed application form has been submitted it will be submitted to environmental health, planning, building control and community safety officers of Cheltenham Borough Council together with the local police, fire service, parish councils, ward members or any other interested party for comment.

I/We understand that I/we must submit a copy of this application form to the chief officer of police for the area in which the premises are located and all other Responsible Authorities.

Signature of applicant (s) W E W H

Name (s) in BLOCK CAPITALS WOODS WHUR LLP

Capacity in which application is signed Solicitors for the Applicant  
(see note above)

Date 12<sup>th</sup> DECEMBER ~~October~~ 2013

**How to apply for a sexual entertainment venue licence**

This application and the appropriate supporting documentation should be forwarded to the Licensing Team at the address on the front of this form.

**Please read the guidance notes that accompany this application form.** Failure to comply with the application procedure could result in a licence not being granted.

The following are required in order to proceed with the application:-  
please tick the boxes below ✓ to confirm you have sent them

- **Application form** (all sections completed)
- **Copies of plans** delineating the specific rooms or premises to which this application relates, with escape routes (in case of emergency) indicated.
- **Copies of a location plan** showing the vicinity of the proposed premises with the premises themselves clearly marked.
- **Planning consent documentation** as confirmation that you have permission to use the premises for the purpose for which you are making this application. *SEE COMMENTS IN APPLICATION FORM*
- Any **additional information** in support of the application.

- **What you need to show to establish your identity**

*This will be required from the applicant named in Section A*

- **Driving Licence original(s) for inspection (paper and photo card counterpart)**   
*which will be photocopied by an officer from Licensing Team. If you do not have a valid photo card driving licence then a valid passport must be shown to the Licensing Officer.*

- **If none of the above are available then please supply one of the following original documents-**

Original birth certificate (or similar official document if born outside UK )

P45 / P60 Statement

Marriage certificate, passport

If you have any queries or require assistance in completing the application form, please contact our Licensing Team at the address on the front of this form, or telephone 01242 775200.