

Application Information

This is an application to renew the Sexual Entertainment Venue (SEV) Licence : 23/01277/SEXA in respect of Under The Prom, 109 -113 Promenade, Cheltenham GL50 1NW.

The application is to renew the SEV licence on same terms as the existing SEV licence **(except for a variation in respect of the days and hours and updated plans, please see details below)** including the varied standard condition 6 :

“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.

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.”

Please see the supporting documents which detail example images of the leaflets and example image of the minibus.

The plans have been updated during the course of the consultation period and in consultation with the Police– please see attached updated layout plans detailing the revised layout which shows a reduction in the proposed booth numbers with the amount to be 27 in total.

Days and Hours

The days and hours applied for in respect of the renewal are as follows:

“Friday ,Saturday and early hours of Sunday for the Cheltenham Racecourse November Meetings each year. Dates to be confirmed in writing 1 month prior to each Cheltenham Racecourse November Meeting event to the Council and Police.

Friday of the November Meeting – 8pm to 5am the day following.

Saturday of the November Meeting – 8pm to 5am the day following.

Monday to Friday of Cheltenham Festival Week each year. Dates to be confirmed in writing 1 month prior to the event to the Council and Police.

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”