



# CHEL TENHAM

## BOROUGH COUNCIL

### Local Government (Miscellaneous Provisions) Act 1982 – S.2. And Schedule 3

## SEX ESTABLISHMENT LICENCE

Licence Ref No: **23/01596/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**  
**GL50 1JP**

This licence shall be in force from **5<sup>th</sup> December 2023 until 4<sup>th</sup> December 2024**

A fee of **£1614.00** has been paid for the grant of this licence.

Date of issue: **3<sup>rd</sup> March 2024**

Hours which premises may be open for entertainment:-

**Cheltenham Festival in March 2024 - dates 11<sup>th</sup>, 12<sup>th</sup>, 13<sup>th</sup>, 14<sup>th</sup>, 15<sup>th</sup> and 16<sup>th</sup> March 2024 - 6 days only with hours as below**

Monday:	<b>Monday 8pm until 5am the day following</b>	Thursday:	<b>Thursday 6pm to 5am the day following</b>
Tuesday:	<b>Tuesday 6pm to 5am the day following</b>	Friday:	<b>Friday 6pm to 5am the day following</b>
Wednesday:	<b>Wednesday 6pm to 5am the day following</b>	Saturday:	<b>Saturday 8pm to 5am the day following</b>

In addition, for the following race events at Cheltenham Racecourse, dates to be confirmed in writing to the Police and Licensing at least 1 month prior to each event:-

October

The Showcase Friday 8pm to 5am the day following

The Showcase Saturday 8pm to 5am the day following

November

The November meeting – Friday 8pm to 5am the day following

The November meeting – Saturday 8pm to 5am the day following



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### December

The Christmas meeting Friday 8pm to 5am the day following

The Christmas meeting Saturday 8pm to 5am the day following

### January

The New Years Day meeting 1<sup>st</sup> January each year 8pm to 5am the day following

Festive Trials Saturday 8pm to 5am the day following

### April

April Meeting Wednesday 8pm to 5am the day following

April meeting Thursday 8pm to 5am the day following

### May

Hunters Showcase Friday 8pm to 5am the day following

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

Louis Krog  
Head of Public Protection

## Second Schedule

### STANDARD CONDITIONS REGARDING SEXUAL ENTERTAINMENT VENUES

#### Variation of Standard Condition 6

The applicant was granted permission to vary standard condition 6 regarding advertisements, solicitations and displays which reads as follows:-

“6. There shall not be displayed outside the premises, in the immediate vicinity, or elsewhere with the Town and 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) including any of the following ways;

- a) by means of personal solicitation in the locality of the licensed premises
- b) by means of leafleting in the locality
- c) by means of externally displayed advertisement (such as on billboards or posters) in any parts of the Council’s administrative area
- d) by means of cruising vehicles or use of any other form of solicitation to invite people into the premises.”

The varied condition 6 now reads 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.

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.

## 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. The premises shall only permit adult entertainment between the hours detailed in this licence as determined by the licensing committee.
2. Only activities which have previously been agreed in writing by the Authority shall take place.
3. The agreed activities shall take place only in designated areas approved by the Authority.
4. 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.
5. 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

See above

Premises

7. 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.

8. A clear Notice shall be displayed inside the entrance to the premises in the following terms:

9. "Striptease-style entertainment takes place on these premises. No persons under 18 shall be permitted in the premises."

10. 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.

11. 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

12. 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.

13. 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

14. Relevant Entertainment may only take place in 'designated areas' that are marked on the plan of the premises.

15. The audience must at all times remain fully-clothed.

16. 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.

17. 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.

18. During any performance there must be no physical contact between the performer and any member of the viewing public.

19. No performances shall include any sexual act with other performers.

20. No performances shall include any sexual act with objects.

21. 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.

22. 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.

23. 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.

24. 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.

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

26. Entertainers or performers not performing must not be in a licensed area in a state of undress.

27. 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.

28. 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

29. 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

30. 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.

31. 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.

32. 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.

33. 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.

34. 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

35. 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

36. 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.

37. 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).

38. No CCTV footage is to be copied, given away or sold (except as required by Police/Authority for investigation/enforcement purposes).

39. 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.

40. Notices shall be displayed informing customers of the presence of CCTV.

Special Condition(s)

1. All signage and banners promoting 'Erotocats' on the exterior of the building must be removed not later than 20 minutes after closing and shall not be erected earlier than 20 minutes before opening each evening.

Plan

Attached.