

My email of support for licenced and regulated lap dancing event during race festivals.

I have worked for Steven and the Eroticats for many years, if I didn't believe it being a safe environment I would not return every March/November in Cheltenham.

I found to be a hard work but very enjoyable. Steven applying a for a lap dancing licence shows a commitment to working with Cheltenham licensing and police creating a regulated and organized safe environments for all.

I know the licensing and police visit all venues during the festival dates which does include the clubs operating under the exemption ruling. With a lot more males performing strip events in Cheltenham under the exemption, would be interesting how many inspections have been made to such events.

Female performers should be treated as male performers, why are men who attend portrayed as sexual pretors and women who attend male strip shows not?

Lap dancing in Cheltenham.

I was informed that Red Apple Associates Ltd application for the SEL renewal for the coming year in partnership with Eroticats.

A sexual entertainment license, 30 Cambray Place Cheltenham Gloucestershire. Would reassure dancers and patrons the knowledge being a properly run lap dance club which is monitored by yourselves and Police.

As a former resident of Cheltenham now living in Yorkshire.

I would like to give you notice to include me in all future SEL applications!

Supporting the SEL application

SEL Licence renewal, Red Apple To whom it may concern, SIA licence holder who works in Cheltenham during March and November festivals, which includes a licensed lap dancing club. I have read many previous objections to lap dancing during the Cheltenham March and November festivals, However in my professional and first-hand personal experience, I have witnessed more incidents of violence anti-social behaviour within normal bars & clubs around Cheltenham in March Gold Cup Week with the police having to attend. On my experience working within the night-club industry would like to support the granting of this licence renewal Regards

Cheltenham licensing Dept Support for Red Apple Associates

As a regular 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 booked tickets to see the Dream boys at Cheltenham town hall with my group of friends and would like the same opportunity to visit the Eroticats.

I'm very supportive of this licence application.

Application to host lap dancing nights at Cheltenham 2025 Festivals.

A customer at Eroticats lap dancers in March 2024 after a day of horse day racing. Which I believe was the safest club in town. Where us group of girls avoided the constant harassment of men!

If I can go to the Cheltenham town hall to watch The Forbidden Nights and The Dream Boys at Cheltenham town hall and again in November 2024. Why should I be restricted on watching Eroticats regulated female dancers opposed to the unregulated male dancers.

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

I am writing to you this evening to show my support for the application for Eroticats to be operating during the Cheltenham Festivals.

I am a female that has attended the venues, and live locally in Cheltenham and I can say that I feel safe and enjoyed my evenings/nights at Eroticats with a group of my female and male friends. I feel that the venues controlled by Eroticats during the Cheltenham Festival are safer due to the level of staff and security.

Being in a controlled sexual entertainment environment is an improvement to the pop-ups, this is because I feel that the standards of the customers, workers and dancers safety is outstanding.

I have added my address in to the bottom of this email, however I would not like it to be made public.

Please could you take in my application in to consideration.

Email for my support for Eroticats.

I am giving my support for Eroticats to be operating during the Cheltenham Festivals.

My reason for that is that I have been to the venue numerous amount of times and enjoy my evenings at their venues.

Me and my friends look forward to the Cheltenham Festivals including attending Eroticats each year. Eroticats is my preferred venue during Cheltenham Festival because it is a safe environment, the atmosphere is brilliant, and it is mixed for both female and male.

I am writing to you to give my support for the SEV license proposal for Jessop house, 30 cambray place, Cheltenham GL501JP

I have worked for Eroticats for 13 years as house mother. I can wholeheartedly say that I support this license and any future license that Mr Burrows/red apple associates may put forward. My reasons being are that it is imperative that we have a licensed, regulated and controlled environment to ensure the safety and well being of performers. To not grant this license, in my opinion could prompt unlicensed events to pop up where there are no conditions or regulations therefore creating a potentially dangerous situation for performers and customers.

I would like to speak on behalf of the performers at the hearing of this license if permitted.

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.

Licensing Committee

Lap dancing at Cheltenham horse race festival meetings. The granting of a controlled lap dancing licence allows Cheltenham borough council the ability to set standards with the control of working conditions for the safety of lap dancers and customers.

Granting the licence for the safety of dancers and customers

Cheltenham lap dancing

The granting of a licence avoids lap dancing going underground. Men and women who visit the underground lap dancing club/s and the girls who dance could be at risk from exploitation.

Granting the licence for a specified number of days during the year makes sense.

To whom it may concern,

I am writing to express my support for the proposed SEV license for Jessop house, 30 cambray place, Cheltenham.

I believe having a regulated and controlled venue/licensed premises is the only safe way to ensure staff and customers enjoy sexual entertainment in the town.

Many thanks,

To whom it may concern, I would like to give my support for the proposed SEV license for 30 Cambray place (Eroticats).

I worked on the tills during March last year and found the event to be very well organised and felt safe during my shift. I was taken home in the Eroticats bus after I finished which was very helpful. I would like the opportunity to work for this company again as I really enjoy it and it boosts my incoming. I urge you to grant this licence so that Cheltenham can enjoy sexual entertainment in a controlled, regulated and safe space for all involved.

Many thanks,

The Licensing Section Cheltenham

email of support SEL application
Red Apple Associates Ltd / Eroticats,
30 Jessop House, Cambray Pl, Cheltenham GL50 1JP.

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 unregulated lap dancing on these Cheltenham festival dates and lap dancing going underground with no control being 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.

Not supporting this application for the granting of a licence. Would remove everything achieved by Cheltenham Borough Council licencing over the past number of years in the creation of a safer working environment for performers and the customers during Cheltenham festivals.

Yours Sincerely

License Dept CBC

I have been made aware of a recent application for lap dancing, during the Cheltenham horse race festivals 2025. Having on occasions worked for Mr Burrows, found him a very responsible person. Myself and my husband attend many of the race meetings held at Cheltenham, along with a mixed group of friends the highlight being the March meeting.

Having notice a change of the people attending the race meetings mostly during the evenings socialising in Cheltenham after a day at the races. Using lap dancing entertainment as the main reason for the anti-social actions of some individuals is totally unfounded and not supported by any evidence. I feel it is unfair to put the blame on such a club. I don't believe that refusing a licence of a well-run venue offering lap dancing would solve any problems during March and benefit Cheltenham in any way.

Myself and friends all enjoy the lap dancing club, not for the lap dancing but the friendly and relaxed atmosphere where a club is not just full of men who are greatly under the influence of alcohol, which has become all too common recently at Cheltenham race meeting.

It would be unfair to restrict a club providing entertainment of this nature from objections from people who do not attend the races or socialise in Cheltenham.

I urge you to consider this application on its merits.

As a local Cheltenham person, I feel compelled to support a controlled SEL. Regularly attending the Cheltenham March festival. 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 bar / club full of men who have drunk to much alcohol which seems to be the normal practice during Cheltenham in March.

A well-run club regulated club in Cheltenham is a vast improvement of the unregulated lap dance clubs of yesteryear.

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

Kind Regards,

The Licensing Section

Cambray Place

As Cheltenham resident I would like to express my full support regarding the application of Sexual Entertainment Venue to operate during the Cheltenham horse festivals.

I support this SEL application as it would be run at a licence and regulated responsible venue. Opposed to the "here today gone tomorrow from the badly run one-night venues which have occurred at previous horse race festivals in partnership with an experience SEL operator.

A well-run business that contributes to the Cheltenham night-time economy throughout the year, should receive help with their business by the granting of this licence.

Dear Sir,

I am writing to register my objection to the renewal of the above licence. Whilst not within my Borough ward it is within my County Council division of Charlton Park & College.

I am opposed, in principle to these establishments, they are outdated and add nothing to the attraction of Cheltenham as a tourism venue, as a festival venue, as a racing venue. The absence of these venues will not detract from our town in any way and will actually send out a strong message that Cheltenham does not accept a need for them and is fundamentally opposed to them in principle.

It had already been established that women do not find our town a safe place to be during race week and there is evidence to suggest that these venues contribute to that atmosphere, our town centre should be welcoming for all, and safe for all. I very much hope that when we review our policy on SEV's later this year we will adopt a policy which fundamentally is against and opposed to such venues.

I nevertheless recognise that our national laws are totally inadequate in preventing and stopping these activities because premises can hold such events, albeit infrequently, completely unregulated, clearly an appalling fall-back position.

So given where we are, it seems to me that the licensing committee's hands really are tied behind their backs and so if minded to approve can I suggest some further tightening of conditions ;

1. That the operating hours commence from 9.00pm to reduce the impact upon people who happen to be in town shopping and eating out and the impact upon nearby homes and businesses too

2. That in view of previous breaches, and the very real difficulty of regulating 'hidden' performances, the practice of booth one to one 'performances' is banned altogether.

Yours faithfully

Dear Sirs

This is an objection to the granting of a licence for the above premises.

Whether or not the applicant has a 'proven track record' in Cheltenham or elsewhere does not seem relevant. If this type of establishment is deemed to be necessary, surely it could be on the outskirts of the town well away from housing, schools, pubs etc.

Please ensure my name etc is not made public.

Yours faithfully

We strongly object to the opening of a strip club in the centre of Cheltenham for the sole purpose of satisfying the needs of the influx of men during racing weeks.

The venue will be situated opposite Cambray Baptist Church and a nearby nursery, which have both objected.

Cheltenham rightly has a good reputation of being a safe place for women, children and all visitors. We feel that the erotic performances that this venue will be hosting, will make the area a less safe place for tourists and citizens alike.

PLEASE DO NOT ISSUE A LICENCE!!!!

Licensing Cheltenham

Lap dancing has been in the town for a long time if there wasn't a need for lap dancing in Cheltenham in March and November it would simply not exist. If lap dancing is given guidelines to follow and restrictions put in place I don't see a problem. Objecting to lap dancing with guidelines and restrictions on the grounds of women's safety in Cheltenham Do objectors believe no guidelines or any restrictions being the safer option. Lap dancing can and will take place with or without a licence knowing where the lap dancing club and who is responsible for running it gives accountably.

I support the granting a licence with the guidelines agreed by the committee

I am writing to disagree very strongly with the very idea of a strip club in town. Strip clubs are anachronistic. They have become outdated, they are not helpful to anyone and in fact are dangerous. They are exploitative towards women, they debase women, they corrupt weak minds, mainly men and they have no place in a modern, progressive society. What on earth is anyone thinking? It will raise the rate of violence towards women in the town. No one wants that! This case in France now of the lady drugged and raped by her husband and countless other men, do not think that is is totally separate from the likes of strip clubs, they are all connected. Firstly you debase women, then it is easier to hurt them. Since the 'me too' movement strip clues should be consigned to history!

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 again express support regarding the application for a Sexual Entertainment licence renewal. 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 adult entertainment.

Your faithfully

I have visited lap dancing in Cheltenham at a previous festival. With my partner after he finished work, we both enjoyed the night at a very busy club Eroticats 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 to control lap dancing, avoiding it going underground.

Uncontrolled could lead the exploitation of performers financially and physically.

I support a licence being granted.

Yours Sincerely

Dear Committee members

In regards to Mr Cambrays Curiosity / Eroticats dancers,
I am compelled to show my support yet again 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 questioned myself Is Cheltenham suitable for lap dancing? After my initial meeting with Steve and members of the Eroticats dancers. 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.

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

To whom it may concern,

My reason for this email is to share my support for SEL venue in Cheltenham during the Cheltenham Festivals.

Having a licensed premises offering SE is far more positive than having pop-up SE venues. My thoughts towards this is 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.

Dear Licensing

I strongly object to the licensing of this strip club particularly the licensing variation that ONLY prevents sexual contact/simulated sex in performance areas but NOT elsewhere.

I also call for an end to private booths – where sexual contact has already been observed in another strip club this same operator runs.

With 500 punters/night, much better surveillance is also clearly needed.

A frequency exemption loophole means ‘occasional’ lap dancing happens during race weeks in unlicensed venues that the council cannot regulate. This means even licensed venues like this one can do as they chose or they will simply run as an unlicensed venue where the council has zero legal powers.

You are unable to keep women safe or represent your tax paying residents while this loophole exists. Please call on Parliament to close it urgently.

Cheltenham Licensing Section

Sexual Entertainment and lap dancing is popular with both genders during the Cheltenham festival. The festival increasing in popularity with females and couples not just males as portrayed in the social media.

With the male review nights advertised at the Cheltenham town hall, hosting nights with male performers dancing to sold out female audiences, without any objections on morality.

I fail to see why objections on grounds of morality for allowing female performers during Cheltenham 2024. When male performers at the Cheltenham Town Hall dance for a mixed audience. With all licenced codes of practice conditions in place, a local business that is trying to survive.

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 2024

Are female performers dancing in Cheltenham or the male customers attending being discriminated against?

being discriminated for attending female performances?
Have the licensing/police ever inspected any male venue?

I would support this licence being granted on the grounds of equality.

I object to the licensing of this strip club particularly the licensing variation that ONLY prevents sexual contact/simulated sex in performance areas but NOT elsewhere.

I also call for an end to private booths – where sexual contact has already been observed in another strip club this same operator runs.

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You are unable to keep women safe or represent your tax paying residents while this loophole exists. Please call on Parliament to close it urgently.

The allowing of this kind of establishment raises many dark questions relating to the safety of women and girls in the area. Why should people have to tolerate this type of establishment? For years it has been widely recognised the harm that they caused and the danger they present to people. Please consider the impact it will have and the message it sends out to men! We live in an increasingly dangerous society I don't think I need to spell that out. As a women I am deeply concerned and disgusted by these types of establishments.

I object to the licensing of this strip club particularly the licensing variation that ONLY prevents sexual contact/simulated sex in performance areas but NOT elsewhere.

I also call for an end to private booths – where sexual contact has already been observed in another strip club this same operator runs.

With 500 punters/night, much better surveillance is also clearly needed.

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I also call for an end to private booths – where sexual contact has already been observed in another strip club this same operator runs.

With 500 punters/night, much better surveillance is also clearly needed.

A frequency exemption loophole means ‘occasional’ lap dancing happens during race weeks in unlicensed venues that the council cannot regulate. This means even licensed venues like this one can do as they chose or they will simply run as an unlicensed venue where the council has zero legal powers.

You are unable to keep women safe or represent your tax paying residents while this loophole exists. Please call on Parliament to close it urgently.

How on earth can you guarantee the safety of vulnerable young women if you are letting men touch them sexually.

While we are all adults over the age of 18, any human being is vulnerable when stripped naked and how can you object to or defend painful drunken sexual assault if you agreeing to 'low level' violations. It leaves women at risk of severe abuse just as many prostitutes suffer because men see them as less valuable than others. Please in 2024 start thinking of women and the message this gives out.

It won't drive things underground by banning it, everything's underground or online anyway. Please have some respect for Cheltenham and its residents.

Thanks for reading.

Dear Cheltenham Borough Council,

I object to the licensing of the strip club Eroticats, particularly the licensing variation that now only prevents sexual contact/simulated sex in performance areas but not elsewhere.

I also call for an end to its private booths – sexual contact has already been observed in the private booths at another strip club run by the same operator.

With 500 customer per night, much better, fully independent, surveillance is clearly also needed.

I understand that a frequency exemption loophole means 'occasional' lap dancing may legally happen during race weeks in totally unlicensed venues that the council has no powers to regulate, forcing the council to license strip clubs, but this means that even licensed venues like Eroticats can do as they chose - if not, they can simply run as an unlicensed venue where the council has zero legal powers.

Cheltenham Borough Council is unable to keep women safe or represent your tax-paying residents while this loophole exists. Please call on Parliament to close it now.

Not Buying It challenges the sex industries because of their overwhelming harms. Its founders helped ensure the introduction of SEV legislation for strip clubs, which were licensed like cafes prior to this. Since then, Not Buying It has been involved in successful legal challenges (on the grounds of breach of equality law) against councils for their pro-strip industry decision making.

We object to the current license application for an SEV at Jessop House - particularly the licensing variation that now ONLY stipulates that sexual contact/simulated sex may not take place in performance areas. Given the applicant's track record of sexual contact at his other

SEVs it is self-evident this variation gives a green light for such activities outside of performance areas.

We also call for an end to private booths at all your SEVs. Sexual contact has already been observed in the private booths of another strip club run by this same operator. Private booths are where sexual contact is standard, according to both research and performers - they can never be adequately monitored or controlled. Camden council won a court case some time ago when it sought to end private booths at one of its strip clubs (Red Rooms) which then challenged this - Camden council could be contacted directly for information on this.

With 500 punters/day, much better surveillance is also clearly needed (we would urge undercover investigation as the only possible chance of gaining some insight into what actually takes place in your strip clubs). Currently the council cannot possibly be abiding by equality law or keeping women in these clubs safe where such numbers are involved, where there are private booths and with an operator with a proven track record of providing sexual contact at his venues who is in effect calling for such contact 'via the back door' in this application.

Most importantly, we urge you to urgently lobby Parliament to end the frequency exemption loophole in SEV legislation which means 'occasional' lap dancing can take place in unlicensed venues that the council legally has no powers to control. This means even licensed venues like this applicant can essentially do as they chose. If the license is ever revoked, they simply set up as an unlicensed venue over which the council has zero legal or regulatory powers. Your strip clubs are holding your Council to ransom.

The exemption means you are unable to keep women safe or represent your tax paying residents inside and outside any of your strip clubs (Cheltenham is well renowned as turning into a 'no go zone' for women and girls during race meets). You cannot possibly be abiding by your legally binding equality duties and could face challenge on these grounds.

Please find more information about the realities and harms of the strip trade here:
<https://notbuyingit.org.uk/stillstrippingtheillusion>

And thank you for your consideration.

I am writing to object to the renewal application no 24/01577/SEXA, submitted by Red Apple Associates, t/a Eroticats for a sexual entertainment venue at 30 Cambray Place, Cheltenham.

Whilst I acknowledge the existence of the frequency exemption enacted by Schedule 3 of the Local Government (Miscellaneous Provisions) 1982, I believe that there are several areas of concern that require scrutiny and amendment in relation to the conditions applied to this license should it be granted.

It merits mention that outside of race events there is no demand for lap dancing in Cheltenham. There are no permanent SEVs operating in the town. It is therefore reasonable to conclude the demand and supply for lap dancing in Cheltenham is controlled by the operators – this is further supported by the removal of licensing conditions that allow the operators to solicit customers.

Further, there is a plethora of evidence previously provided to this committee that all women and girls are harmed by the commercial sexual exploitation and objectification of some women for the arousal and sexual gratification of men.

We know that women and girls feel unsafe in Cheltenham during race weeks, 69% in the most recent Cheltenham safety and night survey.

Sexual entertainment venues contribute to this. Evidence shows that they create no-go areas and indeed MooMoo, who operated under the frequency exemption in March race week, was number 3 on the top identified unsafe hotspots on the above-mentioned survey. Tanja Rahm, sex trade survivor says

“We have to consider that the existence of strip clubs is harmful to all women, not just to performers. In the area around strip clubs, drunk and sexually-aroused men spill out onto the street, carrying with them their antisocial, threatening and sexually-harassing behaviour. This creates a ‘no-go zone’ in the local community, forcing women – and particularly underage girls, ethnic minorities and vulnerable groups – to avoid the area.” (Source CEASE).

Megan Tyler, another sex trade survivor, says

“Strip clubs are utterly at odds with sex equality more generally, since they’re places where women are treated as sex objects that men feel entitled to use, buy and control. They set up an environment that legitimizes the larger infrastructures of sexual exploitation and stereotypes women in general.” (Source CEASE)

Licence conditions in relation to touching

All of the licences issued for venues in Cheltenham contain conditions (18 and 25) prohibiting touching between performers and between performers and customers. During March 2024 race week breaches of these conditions were identified at two of the three venues known to be operating in Cheltenham (MooMoo which operated under the exemption and Under the Prom which was licensed).

It is my understanding that the police issued a written warning to the operator of Under the Prom (European Events Consultants Limited is named as the current license holder) in relation to the multiple breaches of conditions 18 and 25 that were witnessed during a number of regulatory inspections during race week. A copy of the information obtained via FOI is included at the end of this objection.

Whilst no breaches of these conditions were identified during inspections of 30 Cambray Place, I believe it worth noting that

1. The applicant, via European Events Consultants Limited t/a Eroticats, appears to be the current SEV licence holder for Under the Prom. I believe this makes scrutiny of this SEV application and operation at this venue reasonable and relevant given the numerous breaches at Under the Prom.
2. The breaches of licence conditions found in the majority of venues in Cheltenham during race week confirm concerns previously raised with the committee that touching between performers and between performers and customers does occur.
3. Even with the 48 cameras the owner of Under The Prom referenced at the January 2024 breaches of touching conditions still occur.
4. There is extensive publicly available evidence, collated by organisations including Not Buying It, that despite licensing conditions, monitoring and compliance visits, breaches of the license conditions regarding touching occur in SEVs across the UK. It is clear that SEVs operating in Cheltenham are reflective of the wider national picture, rather than the exception they are presented as.

The plans and supplementary information submitted in support of this application do not provide measurements for the booths within which performances will take place. The scale on the drawings merely states 1:25 in A4 but no details of what the measure is. Without the information it is impossible for the committee to satisfy itself that the booths are of sufficient size to prevent touching.

I do not recall being able to see details of any CCTV that is installed in the venue. Measurements are required by section 2.5 of the council's SEV policy statement. Condition 25 prohibits touching between performers. It is reasonable to expect that the scale provided can enable all parties to calculate the size of the booths.

As previously raised with the committee, unless there is observation of all booths at all times, it is not possible to guarantee that there will be no physical contact between performer and customer. The fact that the application describes security personnel as "booth walkers" suggests that this will not be the case.

There is sufficient evidence to demonstrate that breach of touching conditions does occur at venues in Cheltenham and that the measures taken by the applicant / operator and the regulatory authorities are not sufficient to provide reasonable reassurance that these breaches can be prevented.

I would therefore ask that the committee make it a condition of this license that performances are not permitted in booths.

Variation request by applicant

I note that the applicant has requested the following variation to condition 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 in the **performance area**.*

I see no justification for this variation which appears to be a result of the breach found during a council inspection at Under the Prom during March 2024 race week, for which the applicant is the licence holder, see details below. I understand that a written warning was issued.

“On Tuesday 12th March at approximately 23:30hrs, physical contact was made between two performers. Breach of licence condition 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’.”

I would ask that, given the breach of license conditions in relation to touching observed at most of the venues in March race week, this variation is refused.

External Signage

As discussed at previous hearings, the area immediately outside of the venue where some of the signage is displayed is outside of the councils permitted designated zone, as well as being on the edge of a residential area and an area frequented by children.

The current license includes the following amendment in relation to the signage displayed on the exterior of the building.

Special Condition

“All signage and banners promoting ‘Eroticats’ 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.”

It is my understanding that, following a complaint made to the council during March race week, the applicant was corresponded with under caution regarding a potential breach of this condition. I am advised that photographs were provided showing the signs on the pavement being displayed before 5pm and on the first-floor exterior of the building by 5.15pm.

The previous licensing officer advised that the signage on the pavement (an A board) is in fact not covered by this condition but would need permission under the Highways Act 1980. He confirmed it was his understanding that such permission had not been requested by the applicant at the time it was displayed in March.

Amendment to opening hours

This special condition was agreed at the 18th December 2023 meeting following a verbal representation made by the applicant that *“Reverting back to the 6pm start time was a recommendation made by the police and we discussed it with the council due to crime disorder”*.

Having requested further information regarding the “crime disorder”, the council have confirmed, by FOI request, that neither they nor the police can find evidence of any specific recommendation being made by the police to the council in this respect, or indeed discussed during any meetings. They maintain that such a recommendation has certainly

not been made since at least March 2021. Whilst it is possible that an informal conversation might have been had during a monitoring and compliance visit, it appears the parties to this arrangement have differing recollections on what has been discussed and agreed.

There are a number of venues in Cheltenham where members of the public can congregate outside during race week. One such venue, Taylor's, being directly opposite to 30 Cambray Place. As a resident I am not aware that this creates issues in relation to "crime disorder" to such an extent that hours of operation are changed.

It appears there is a lack of clarity around the evidence of "crime disorder" and subsequent discussions and "audit trail" to justify the change of opening time from 8pm to 6pm requested by the applicant. If evidence of disorder exists it would be helpful for this to be confirmed by the police and council as part of this application process.

Variation request for special condition

I note that the applicant has requested the special condition is amended to read:

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 hour before opening each evening.

The special condition was agreed, as a compromise given the sensitive area that the venue is located in and near following concerns raised by objectors. The applicant confirmed at that time that this was not a problem but was subsequently alleged to have breached this condition.

It is not an equitable or reasonable solution that this condition is amended, it is more reasonable that an experienced and professional venue operator ensures that obligations of the condition are adhered to given the wider context in which it was agreed.

Conclusion

If the committee elect to issue this license, I would ask the license conditions are amended to include the following:

1. Performances are not permitted in booths.
2. Opening hours revert to 8pm as outlined in the council's SEV policy.
3. The condition in relation to signage, if still required, is amended to reflect that it applies to all signage on or in the vicinity of the venue.
4. That the variation requests in relation to condition 25 and the special condition in relation to signage are refused.

Details of Breaches of Licensing Conditions 18 and 25 identified during March 2024 race week at Under the Prom which is operated by the applicant.

"During routine licence inspections at Under the Prom during the March 2024 race week, the following breaches of conditions in regards to Sex Establishment Licence Ref No: 23/01946/SEXR were identified by those carrying out the visits.

- *On Tuesday 12th March at approximately 23:10hrs physical touching took place in the performance area. Breach of condition 18 'During any performance there must be no physical contact between the performer and any member of the viewing public'*
- *On Tuesday 12th March at approximately 23:30hrs, physical contact was made between two performers. Breach of licence condition 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'.*
- *On Wednesday 13th March at approximately 23:55hrs physical touching took place in the performance area. Breach of condition 18 'During any performance there must be no physical contact between the performer and any member of the viewing public'*

These breaches were dealt with by warning letter due to the steps taken by the operator to mitigate the likelihood of them reoccurring being considered satisfactory."

Cheltenham licensing section
Committee members

Owner of a nationwide promotional company based in Bristol. I company supplies 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 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 the police being contacted via Red Apple/ Eroticats regarding some serious anti- social behaviour in and around Cheltenham.

Red Apple have worked with CBC that has benefited Cheltenham at festivals. With professional and proactive attitude towards SEL Management in Cheltenham.

I support the granting of the Cambray Place SEL 2025 application.

Regards

Good Afternoon,
SEL application support

Working in a licensed premises at all times has only a positive attitude, my reasons for this is that there will be rules and regulations that need to be met to ensure the staff and public is safe. This is hugely important for those in this industry of work.

I strongly believe that everyone has the right to be safe at work, this should be in all types of work environments of which 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.

I am a female who has lived in Cheltenham all of my life. I enjoy the nightlife in Cheltenham and I enjoy the atmosphere in Cheltenham during the festival race meetings.

I have visited Eroticats a numerous amount of times throughout the years they have been operating and this is my favourite venue to attend. The reason for this is that the staff that work at Eroticats are genuinely good at their jobs ensuring that members of the public are safe.

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.

I have added my address however I do not want it to be made public.

Dear madam / sir,

We object to the licensing of this strip club, in particular the licensing variation that now ONLY prevents sexual contact/simulated sex in performance areas but NOT elsewhere. This variation will put women working at the venue under a lot of pressure to engage in sexual activity with male punters and make them vulnerable to coercion using monetary, psychological and physical means by the men who pay and expect the women to provide any service they want.

We also call for an end to the private booths at Eroticats. Sexual contact has already been observed in the private booths at another strip club run by the same operator.

With up to 500 punters/night, much better, fully independent, surveillance is clearly also needed to ensure the safety of the women working at this strip club.

We understand that a frequency exemption loophole means 'occasional' lap dancing may legally happen during race weeks in totally unlicensed venues, which the council has no powers whatsoever to regulate. This may result in the council feeling that their hand is forced to provide licenses to strip clubs, but also means that licensed venues like Eroticats can basically do as they please.

Even if they are then denied a license on this occasion, they are likely to simply set up as an unlicensed venue in future, where the council has zero legal powers.

You will be unable to keep women safe or represent your tax paying residents while this exemption exists. We therefore urge you to double down on your efforts and call on Parliament to close it now.

With kind regards,

MACS (Male Allies Challenging Sexism)

I object to the licensing of this strip club in its entirety: this is 2024 & women are NOT a commodity to be bought & sold for men's sexual pleasure!

With the current epidemic of MALE violence against women & girls (both in the UK & Worldwide), ANY form of encouragement towards demeaning women (especially in this environment) just teaches men that they can treat women however they like.

It needs to STOP!

NOW!

We need, as a society, to call a halt to ANY form of misogyny. And that includes "legally" encouraging sexual abuse on women.

Dear sir/madam,

I am emailing to voice my opposition to sex 'entertainment' in Cheltenham centre and specifically the application for the Eroticats venue at Cambray place.

This is in the centre of the town where my teenage daughters and many young women go and this sort of business does not make women feel safe in town.

It is hard enough for women to feel safe and to be able to enjoy being out at night, without the council actively attracting people to our town centre that come with the aim of objectifying women.

This goes against all the hard work that is being done by the council and volunteer agencies to keep the town centre a safe space at night.

My understanding is that it is primarily for race weeks. However, if people can't get enough kicks out of the horses, then they shouldn't be coming to Cheltenham or Red Apple Associates can open a venue out of town. Why should we have to put up with misogyny in our faces? We are better than this and people who visit the town need to respect that.

The town centre should be a place that is welcoming and feels safe for all and this venue doesn't reflect what most people want their town to be. It's near shops, nurseries and business that we all use and it's presence in this prominent place is not appropriate and will significantly change the tone of the area. It's upsetting that our children are exposed to this for the sake of money making.

Please can you kindly register my objection.

Cheltenham Councillors

My colleague has talked about story's circulating concerning plans of the renewal of a new licenced lap dance club in March 2025 Cambray Place, Cheltenham. It is not a new club and was open in March this year with no trouble. Walking past in March daytime you wouldn't know it was a strip club.

What would make the area anymore unsafe than elsewhere in Cheltenham?

The busiest week of the year especially in March Cheltenham has the reputation of safe town.

Grant licence for March

Dear Committee Members,

I am writing to register my objection to this application.

Cambray Place is an area used by families for shopping and meeting up; the presence of a Sexual Entertainment Venue can form no part of this purpose.

Additionally, the SEV would be in close proximity to Cambray Baptist Church. The nature of the venue is offensive, and in direct opposition to Christian beliefs and values. I am also aware that the Church does hold some evening meetings coinciding with times when the proposed SEV would be open.

Yours sincerely,

I would like to formally object to the 'Sex Entertainment Venue ' proposal opposite Cambray Baptist Church.

My objections are that it would be out of keeping with the character of the area. This is a shopping and meeting area, and this type of club is simply out of character. It is also close to a Christian church, and as such, offensive to the church members. Finally, I, for one, would avoid the area.

I hope you refuse permission for it.

Re; 'Sexual Entertainment' License application for Adult Entertainment Venue on Cambray Place

Dear Licensing Section,

I write to you to formally object and oppose the 'Sexual Entertainment' licensing application for the Adult Entertainment Venue (AEV) located on Cambray Place, Cheltenham, for the following reasons.

This application if approved will undoubtedly put women and girls at significant risk of sexual objectification, sexual discrimination, sexual harassment and sexual violence in this area of Cheltenham, given the existing criminal activity surrounding human trafficking and sexual exploitation connected to the Cheltenham Racing festivals this would only serve to compound this illicit behaviour and culture. If the local authority were, to approve this application this would undoubtedly convey the message that they're in agreement and condone the sexual exploitation of women and girls.

There is also ever-increasing evidence of the link between AEVs, prostitution and violence against women and girls. The Gender Equality Duty 2007, legally requires local authorities to promote equality between men and women in all that they do. The gender equality duty is particularly relevant in relation to the licensing of AEVs because of the gendered nature of sex establishments like adult like lap dancing clubs, etc and because of the negative impact that these AEVs have on efforts to promote equality between men and women.

The negative implications of AEVs on women are outlined below: AEVs normalise the sexual objectification of women in contradiction to efforts to promote equality between women and men.

The links between objectification, discrimination and violence against women are recognised at the international level by the legal binding United Nations Convention to Eliminate Discrimination Against Women (CEDAW), which has repeatedly called on states - including the British government - to take action against the objectification of women.

Similarly, the UK based End Violence Against Women coalition has called on the UK government to tackle the sexualisation of women and girls because it provides a conducive context” for violence against women. For recent research on this issue see these research findings which show how objectification of women in lads mags is in differentiable to most people from the language used by sex offenders to talk about their victims (<http://www.mdx.ac.uk/aboutus/news-events/news/mags.aspx>).

Similar to ‘lads mags’, AEVs promote “sex-object” culture - the mainstreaming of the sex and porn industries and the ever increasing sexual objectification of women and girls. In addition, the PR makeover of branding lap dancing and AEV 's as glamorous and “harmful fun”, have contributed to a significant percentage of teenage girls seeing being a lap dancer as an ideal profession. We need to think about how our culture treats women more generally. Teresa May at the Women’s Aid Conference 2010: “It is only when businesses appreciate their responsibility to end the sexualisation of women that some people will stop treating women like objects. And it’s only when our communities stand up and say violence against women is unacceptable – that attitudes will really begin to change”.

As a local resident and parent of both boys and a girl, I would urge the councillors to make a stand and reject this ‘sexual entertainment’ licensing application, as not only will it effect the reputation of Cheltenham, but the crime, disorder and affects on the local residences, businesses. It would be offensive to the Christian community of Cambray Baptist Church directly opposite, Muslims and other faiths represented in the local area.

There is also a children’s nursery and children’s Dance School very close to the AEV, which is highly inappropriate and would likely expose young girls to inappropriate sexual conduct and behaviour. A review by the Department of Work and Pensions found that ‘75% of women involved in prostitution were drawn into prostitution when they were children’. With many young people spending their time in the town centre, they would be put at high-risk of exposure around the Cambray Place area, particularly with the close proximity of a number of public houses to the AEV, adding alcohol to the mix would further increase the likelihood of risk to these vulnerable individuals.

This is something that I urge the local authorities to not allow or condone but rather protect our children and youth in our community from the risk of harm both physically and mentally by rejecting this application.

It would also contradict and undermine the aim of the local community to bring about positive, genuinely sustainable characterful and thriving neighbourhoods within Cheltenham which support the need to and principle of up skilling its population and closing the education gap across its communities.

Thank you for time and consideration of the content of this letter.

With Kind Regards

I am writing to register Gloucestershire Rape and Sexual Abuse Centre (GRASAC) objection to the renewal of the above license. There is both local and national evidence which supports the view that approving further licenses would be yet another step away from the national (and local) rhetoric around Violence Against Women and Girls (VAWG).

Using Cheltenham council's own survey as evidence (August 2021) – that 75 % of women feel unsafe during race weeks, we would object to the approval of licenses for SEV's and would ask that the elected councillors take note of the views of residents expressed. GRASAC is therefore objecting on the basis of safety of all women and girls in Cheltenham, not just those working in the venue(s).

The Police and Crime Commissioner, Chris Nelson, recognises that women and girls often feel unsafe in their communities and regularly consider their day-to-day movements based on needing to feel safe. As such, The OPCC has committed to 'tackling all forms of violence and intimidation that women experience, whether it is catcalling, harassment, rape or domestic abuse' (Gloucestershire PCC).

GRASAC would also like to highlight that Cheltenham Borough council runs a multi-agency VAWG forum which meets regularly to discuss issues relating to VAWG in Cheltenham and ensure the voices of women and girls are being heard. How can the council fund this VAWG forum and put significant time and effort into advancing the VAWG agenda, whilst at the same time continuing to approve licenses for sexual entertainment venues in the town? The following is an excerpt from the *Safe and Equal Bristol report: Sexual Entertainment Venues Policy Review* (November 2021). It places sexual entertainment venues in the VAWG picture quite clearly:

"In the largest ever multinational study of male violence against women published in 2013 by the United Nations, the most common motivation of men who have admitted to rape is the belief that they are entitled to sex, even without the female partner's consent. This study interviewed 10,000 men and 1 in 4 had raped their wife, their partner, or another woman. That is not an insignificant minority of men. Entitlement, which is the stock in trade of lap dancing clubs, is the main motivation given by men who rape. 70-80 percent of men who had raped reported that they believed they had the right to sex. The second most frequently reported motivation was related to entertainment seeking – interpreting forced sexual access to women's bodies as fun or as something to alleviate boredom. The most commonly identified attitudinal risk factor for men's sexual and domestic violence and coercion against women globally stems from gender inequality - a belief in the dominance of men, and their needs or wishes and bodies, over women".

A further study, *'Men's Objectifying Media Consumption, Objectification of Women, and Attitudes Supportive of Violence Against Women'* (November 2015) noted:

'Men who viewed women as sex objects had attitudes more supportive of violence against women.'

These studies highlight that SEV's being open and VAWG are inextricably linked, and this cannot be ignored. Returning to the first study referenced in this objection, conducted by Cheltenham Borough Council, that 75 % of women feel unsafe during race weeks in the town.

Finally, I am sure council members will be aware that Maggie Blyth, the Police national lead for VAWG, said: "*Violence against women and girls is a national emergency... We need to move forward as a society to make change and no longer accept VAWG as inevitable.*" These comments were made in February 2024 against a background of increasing cases of VAWG in the UK. The Crime Survey for England and Wales estimates that the number of female victims of sexual harassment aged 16+ in England and Wales is 2,048,483 (year ending March 2023) *Source: National Policing Statement 2024 For Violence Against Women and Girls. Crime Survey for England and Wales.* Given the evidence laid out throughout GRASAC's objection, it is hard to understand a perspective whereby the approval of SEV licenses does not contribute to the continued harassment and fear of violence that women and girls in Cheltenham face.

I am writing to object to the application for a sex entertainment licence for premises at Cambray Place.

It is completely out of character within this location which is a quiet street just off the main shopping area. It is a family-oriented area with a nursery, children's dance school, church with numerous children's groups and several family friendly cafes. The nearby shops include family food shops, a sweet shop and a shop selling books and crafts for children. It is also a residential area. A sexual entertainment venue completely jars with the character of this part of town.

The venue is directly opposite a place of worship and as a Christian, I find it offensive to have such a venue operating within metres of the front doors of a church. It is against my beliefs and values for sex to be used as entertainment and for profit and distressing for this to be taking place so close to a building used to worship God.

If this licence is granted, it will cause significant disruption to the businesses and organisations nearby. Two therapy practices in the locality who work with women who have experienced sexual abuse will be forced to reschedule appointments to protect the wellbeing of their clients, and the church will be forced to reorganise its groups and meetings to avoid children and families having to walk through groups of men waiting to gain entry to the sex venue. Whilst this venue operated last year, I felt extremely vulnerable and unsafe as a woman walking through Cambray Place. I do not believe that this is in keeping with the character of our Regency town, particularly in this quiet, family friendly area.

We are objecting to the proposed sex entertainment venue in Cheltenham. The venue is in a busy shopping area used by a wide range of people from children to senior citizens. Some of these will be vulnerable and should be protected. There is a church opposite, and such a venue would cause embarrassment to the church goers, as they would have this offence presented right in their face. Men leaving this establishment may come away feeling sexually aroused and could be a danger to innocent females passing by. We therefore ask you not to grant a licence to the business.

Yours Sincerely

To Whom It May Concern

I am writing to formally object to the licensing of a Sex Entertainment Venue in Cambray Place. Our community is predominantly a family-oriented area, known for its general shopping and gathering spaces.

The presence of a nursery and dance school nearby, along with a sweet shop on the corner, highlights the family-friendly nature of our neighbourhood. Additionally, the church directly opposite our location fosters a strong sense of community and shared values.

The proposed use is not only offensive but fundamentally contradicts the beliefs and values of many residents. The activities planned would potentially deter families and individuals from visiting our area, especially during the active weeks.

I urge you to consider the negative impact this licensing would have on our community's character and cohesion.

Thank you for your attention to this matter.

Sincerely

Dear Licensing Team,

I am writing to lodge an objection to the re-licensing of the Adult Entertainment Venue situated opposite Cambray Baptist Church in Cheltenham.

My objection is based on the following grounds:

1. Character of the Area: The location of this venue in a predominantly residential and community-oriented area undermines the nature of the neighbourhood. The venue's presence is not in keeping with the family-friendly character of the area and may have a negative impact on the local community.

2. Proximity to a Place of Worship: Being directly opposite Cambray Baptist Church, a well-attended place of worship, the existence of this venue is highly inappropriate. It poses a moral and ethical conflict, particularly for members of the congregation and others who frequent the church.

3. Use of Other Premises in the Area: The presence of this establishment can discourage families, businesses, and community groups from fully utilizing other local premises. This could lead to a decline in the area's appeal and reduce the potential for positive growth in the neighbourhood.

For these reasons, I respectfully urge you to deny the application for re-licensing this venue. It is in the best interest of the community, the local character, and the protection of places of worship to reject the renewal.

Thank you for your attention to this matter. I look forward to your careful consideration of this objection.

Warm Regards,

Good afternoon,

I write regarding Red Apple Associates, T/A Eroticats, The application for the SEL, the regulation of sexual entertainment in Cheltenham that coincides with the Cheltenham 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 SEV licence 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.

Nothing has change with the SEL so I urge the granting

SEV license application – 24/01577SEXA Date: 29/09/2024

Dear Licensing team,

The Nelson Trust is against the application submitted by Red Apple Associates Ltd, trading as 'Eroticats' to allow for stripping at Jessop House, 30 Cambray Place, Cheltenham to coincide with race meets at Cheltenham Racecourse throughout the year.

The Nelson Trust has been supporting women from Cheltenham and around the county who have been involved in the sex trade for a number of years. We work with women that face addiction, homelessness, trauma from past abuse and some of them sell sex. A UK Home Office report published in 2019 mentioned that most lap dancers also sell sex, and the longer they work in this industry, the more likely they are to sell sex. We know that many women who sell sex are exposed to violence in many forms and this has a detrimental impact on their mental health as well as their physical health.

We want every woman and girl that lives, works, studies or visits Cheltenham and across the county to feel and to be safe.

We also believe that where Sexual Entertainment Venues (SEVs) operate there are always multiple harms to women, in and outside those premises, that cannot be mitigated. Many objections you have received in previous years from local people and groups (GRASAC, Glos Women, Chelt VAWG group, and others) have outlined and evidenced how such clubs can harm women and girls.

It is encouraging that Cheltenham Borough Council (CBC) is undertaking a review of its sexual entertainment policy and has invited a range of stakeholders to be part of this process. It is a pivotal chance for CBC to set a precedent and to demonstrate your commitment to safeguarding women and girls in our community when making your decision on the outcome of this application.

The Nelson Trust

To whom it may concern,

I wish to object strongly to the issuing of any licence for sexual entertainment at Jessop House. Cambray Baptist Church is an active religious community that provides services and activities in the evenings for children and the elderly. Encouraging numbers of alcohol and lust fuelled men to the area will make it off putting and unsafe for people attending the church and the other businesses in the area.

I am also concerned about the extra pressure that would be put on the police and street pastors, as they attempt to keep women who are not in the sex trade safe to enjoy their evenings in the other entertainment establishments in the town.

Do we really need to sully the beauty and reputation of our town by linking it in peoples' minds as a place that exploits women for sexual gratification?

I hope that as a council you will put the wider needs of the town over those of an individual business, who can make just as much profit offering a relaxing place to enjoy post-race meeting drinks, without recourse to the objectification and degradation of women.
Thank you for your consideration,

Dear Sir/Madam,

I am writing to express my objection to the licensing of the Sexual Entertainment Venue in Cambray Place, which masquerades as 'Mr Cambrays Curiosity' [sic] the rest of the year.

Granting a licence for sexual entertainment in this venue, even for a small number of race days each year, is not keeping with the character of the rest of the area. Cambray Place is otherwise a very pleasant area, open for families with a sweet shop on the corner. I live in east Cheltenham and visit Cambray Place with my children regularly. Furthermore, the proposed venue is in an area close to a nursery, very close to a dance school and directly opposite a large church, which I understand gets about 300 people on a Sunday and runs activities throughout the week.

Please consider these two grounds when considering the granting of a licence and make a decision for the greater good of our beloved town of Cheltenham.

Kind regards,

Good morning

I am writing to object to the opening of a sex entertainment venue in Cheltenham, cambray place.

I object based on the grounds;

1.The character of area is populated by families and young people accessing nursery and activities. There area is also host to some of Cheltenhams best restaurants. Customers and residential who frequent these areas will no longer do so which will have an impact on local businesses which are already established.

2. The proximity to a place of worship.

The venue will be across from a place church which is a community to number of people from all walks of life including vulnerable adults and children. The sex venue is opposition to the Christian beliefs which teaches about safe relationships and worth, the fundamental purpose of a sex entertainment venue is exploitation against women and is an offensive establishment to the entire community.

I therefore object to the proposal

Kind regards

To whom it may concern at the council licensing office

I am writing to formally object to the licensing of the 'Sex Entertainment Venue' opposite the Cambray Baptist Church.

First of all I believe that this establishment is out of character with the area. This is an area at the centre of the town, frequented by families, children and used by all for shopping and gathering. I believe that were this license to be granted it would severely affect the character and reputation of the town. Other premises in the same area include a nursery, dance school, and sweet shop. It is also directly opposite a place of worship. It beggars belief that such an establishment should even exist here, let alone that the owners are seeking more licensing rights. This establishment is offensive, degrading to the town and utterly offensive to our beliefs and values as Christian believers in the community. I also believe that this will have a negative impact on commerce in the town and will drive away local people (and people from out of town) from entering the town on the days the establishment is active.

I am the Senior Minister of Cheltenham Elim Church in St. George's Road and my views are reflective of my congregation (around 250 people).

Dear Sir/Madam,

I am writing to you to object to the re-licencing of The Adult 'Entertainment' Venue opposite the Cambray Baptist Church GL50 1JS.

There are many children and young teenagers go to church on a weekly basis, especially during the holiday periods, there are hundreds of children taking part in the church activities. THE ADULT ENTERTAINMENT VENUE IS TOXIC TO THE YOUNG CHILDREN. Therefore, I am strongly against the relicensing of the venue.

Should you have any questions please do not hesitate to contact me.

Yours Sincerely,

I write with regard to 30 Cambray Place (formerly Wild Beer Pub, immediately opposite Cambray Baptist Church).

I note that there is an application to re-licence as Sexual Entertainment Venue.

I wish to object to this application in view of the following:-

- **Character of the Area (4.5di and 4.10):**

This proposal is contrary character of the area. This is as it is largely residential and catering to families. In particular the Cambray Baptist Church and the dance school which both host a range of activities catering for families. Also, there is day care there which provides services for families.

- **Use to which other premises in the area are put (4.5dii and 4.10 b & d refers):**

There are a number of businesses that attract children, vulnerable adults, and the like to the area. The coffee cart opposite @Hallowed Grounds@ interacts with a number of individuals with mental and physical disabilities that find safety and community here. There are also two mental health facilities: the Practice Rooms at 33 Cambray Place and the Counselling rooms at 10 Bath Street. I understand that these two mental health facilities counsel victims of sexual assault and individuals who have come out of the sex-trade.

- **Proximity to a Place of Worship (4.10c):**

This refers to Cambray Baptist Church which is opposite. Confidence in the area is important for those who are aged or have children. They rely on the ability to pick up/drop off in a well-lit area. There alternative access to the church would mean parking on Rodney Road; however, this is not suitable for all of the youth and children's evening activities. This is as the Rodney Road is not as well lit.

- **Women's safety concerns:**

I refer in particular to Cheltenham Borough's own survey "Safety of Women at Night" which was presented on 18 October 2021. The Executive Summary itself begins "The council and its partners have been concerned about the safety of women at night for a number of years now." The Background 1.1 states "The council and its partners have been concerned about the safety of women at night for a number of years as the reports of sexual harassment, abuse and intimidation have increased." Section 2 Safety of women at night survey: quotes that "72% of respondents told us that that they don't feel safe at night, **rising to 75% not feeling safe during race week.**". I note that women workers, not least from the bars - apart from 30 Cambray Place - may pass through the area. In addition, other women may pass through the area. The proposed application may affect that an even larger number of women in that the 75% to not feel safe during race week. This is going contrary to Cheltenham Borough Council's own objective in "Corporate and community plan Implications": "Keeping women safe at night in our town centre...".

I thank you for your attention to matter.

Dear Licencing Section,

Objection to Licence Application for SEV, Jessop House, 30 Cambray Place

As Trustees of Cambray Baptist Church we are writing to you on behalf of the Church. Doing so we represent over 300 adults and 100 children and young people of Cambray Baptist

Church. We are an active church which engages the community around the church and throughout Cheltenham. The church building and its many activities for children, youth, families, adults with learning needs, vulnerable adults and elderly people is located immediately facing the site relating to the application.

As a licencing committee you are able to use your discretionary powers to refuse this application. In these discretionary powers, although you only need issues with any one of these legal grounds to refuse permission, there are good reasons to refuse permission on all four legal grounds which are open to you:

Firstly, sensitivity to proximity to a place of worship. The proximity is clear and evident. Such a venue opposite an active and vibrant place of worship which is open and used throughout the week and in many evenings is an affront and an insult, not only to the people of Cambray Baptist Church, but to all churches in Cheltenham. It is just as offensive to us as it would be to those of other religions whose premises have not been impacted. The law makes allowance for avoidance of offence to religious beliefs, law which the council is given responsibility to uphold. In days of increased awareness of sensitivity to the views and beliefs of others, the offence the proximity causes cannot be understated. Both press and public have already concluded that the council has been negligent, or even wilful, in causing offence, and you will only further underline continued willingness to cause offence if you permit this licencing application.

Secondly, regarding the Character of the Area. The plans proposed soon after John Lewis opened to refurbish Cambray Place have recognised it as a 'destination' and cafe area suitable for families. The 2011 Census shows that Cambray Place is a residential area, including the flats above the shops that reach into the Designated Permitted Area. Of the residents in 2011, 42% are female, 16% of residences having children in their household, 52% of residents are aged 16-34, and 19% of residents aged over 65, with a complex for older people at the end of Cambray Place. The family feel is reflected in the local businesses, such as John Lewis on High Street, the Hickory Dickory nursery 5 doors from the venue site, and a children's Sweet shop very close by on High Street. The Dance School on High Street has classes into the evenings. Cambray Place roundabout is a regular drop-off point for families transporting children to these locations. It is clear that it is an area in which a Sexual Entertainment Venue is wholly out of character, and certainly is at odds with the Council's past proposals for Cambray Place.

Thirdly, regarding the use to which other premises in the area are put, we have already noted the childcentric shops and businesses. In addition Cambray Baptist Church itself is a family church. We have a full-time Children, Youth and Family Pastor because of the extent of our provision for Children and Young People. We provide Youth and children's clubs into the evenings weekly, and Schools events termly in the day. We run the local Community Christmas Market in Cambray Place. We have provision in the day for Mums and non-working mothers and children. We have regular meetings for old people and for adults with learning difficulties, some in the evenings. A thriving Chinese Church also meets on our premises, and again runs events with young people and children in attendance. And we have families who frequent our Coffee shop and other local coffee shops. A Sexual Entertainment Venue within 10 meters is inappropriate. In the time since the SEV has

operated, fears and worries of parents have only increased – they have *not* been reassured by any of the supposed mitigations and provisions proposed by the council, which are (quite literally) merely ‘window dressing’.

Fourthly, regarding the Designated Permitted Area. Your 2020 Policy Statement identifies a DPA outside of which there should be no permitted Sexual Entertainment Venue. Page 11 of that policy gives a map of the boundaries. The property in which the venue is situated is on the very edge of that boundary but area *immediately* in front of the property (i.e. along the edge of its fence and front step) is not within the designated permitted area. You have therefore already decided that immediately outside its door is an inappropriate location. When the site was used during Race Week in 2023 the venue cordoned off an area of the street (i.e. not within the DPA) to queue clients into and out of the property. Although advertising pictures on the fencing (again, not within the DPA) was modified in 2024, the SEV nonetheless operated outside the DPA to drop-off, queue, and release their clientele and workers. They continued to be seen distributing flyers and escorting people to the premises in the part of Cambray Place which is outside the DPA. Their minibuses, with clear markings as to the nature of the business, stopping immediately outside the church and in parts of Cambray Place which are not in the DPA. It is clear that the SEV is unable to operate without extending beyond the Designated Permitted Area, and therefore that it is an inappropriate place to host the venue.

In summary, there are deeply seated and very strong grounds on every legal point where the licensing Committee are permitted to take a decision to turn down this application. We ask you to use these grounds to turn down this and any future license application. But, there is a further reason we would wish to point out – an issue of contradiction in the council’s own actions and expressed concerns. Your research on “The Safety of women in the evening and at nighttime” points clearly to the problem of woman’s safety and security in Cheltenham. In the 2023 survey 72% did not feel safe at night and 33% reported unwanted behaviour in pubs and clubs. 94% of respondents said they had to change their behaviour as a result of their experience. Strong and increasing opposition from women’s groups was a feature of the objections last year, and the anger relating to this issue has only increased by the additional operating days given to the venue. We continue to be approached by women who express fears and concerns regarding the SEV, and its presence does cause women to change their behaviour not only during its operation but also at other times – clearly exacerbating the very issue that the council says it wishes to respond to. There is a clear mismatch between the licensing of the SEV and council policy on woman’s perceptions and experiences of sexual violence and safety.

We highlight again that each of the above points are in themselves a strong reason why this application for a license or any future license extensions should not be granted to operate a Sexual Entertainment Venue in this location. Your due consideration to our objections is vital to this church and our legal rights to freedom of offence in worship and belief. We are aware that you do not permit ‘moral’ grounds for objection, though any decision on this matter by the licencing committee is, *de facto*, a moral decision. We continue to be disappointed that the council does not recognise its own moral decision making whilst refusing other voices on this matter. We have excluded such grounds in this letter, as directed. However we call on the sub-committee to recognise that leadership is always

moral leadership, and that they *are* taking de-facto moral leadership, and therefore moral responsibility, in the decisions they make.

Thank you for your careful consideration of this letter of objection.
On behalf of the Trustees of Cambray Baptist Church

As a resident of Cambray place, there is more of a disturbance on a normal Saturday night! Groups of very loud young people using Cambray place as the short cut from the Moon Under Water, Old Bath Road to the late-night clubs in Regent St, Promenade.

30 Cambray Place, this building was empty for and long time and its appearance shabby. Money has been invested, from exterior you would not believe sex entertainment took place there in March 2024, very discreet.

Dear licensing team,

I write to object to the sexual entertainment venue licence renewal and variation ref 24/01577/SEXA

Your 2020 [community impact statement](#) describes the “inherent risk for performers” working 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.”

The impact statement also describes the negative consequences for children, young people and older people.

To improve the situation, the impact statement says “A number of policy conditions have been tightened up... including those relating to...promotional staff and promotional activity.”

This tightened up approach is demonstrated in the current SEV Policy standard on “Advertising, solicitation and displays” (standard 6) which states:

“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) including in 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 part 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."

All this seems very robust and reasonable to me. However, the applicant has asked that this be changed as follows:

"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."

I ask the council to reject this variation. Permitting it waters down what seems to be a good policy document. Please hold firm and put the needs of local residents above those of the operators of sexual entertainment venues.

Best wishes

Licence Section

Dear Committee,

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

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

I have with my partner gone to a lap dance club Cheltenham and we both had an enjoyable evening. I would appreciate the choice for myself and partner to make the decision if we want to go, if someone does not to go DON, T.

We would like to support the granting of this licence

Hello Cheltenham Council Team

Cheltenham SEL

A Sexual Entertainment License SEL being a lawful activity gives accountability and the responsibility from the operators of a sexual entertainment venue. Provides a standard expected and working conditions adhered and practiced with the risk of performers and female staff avoided from sexploitation.

Cheltenham can't lose control of this activity when the horse race festivals come to town.

My full name and address is as follows:

I support to the granting
Your Faithfully

License Committee

A regulated SEL being a positive and unregulated a negative during the Cheltenham festivals. Lap dancing has taken place for many years and in more recent years been controlled.

The application for the SEL should be approved and controlled.

Licensing Cheltenham
Lap dancing

My self and my male partner have both gone to the lap dancing in Cheltenham, at the March festivals, not always going to the racecourse due cost of tickets and overpriced drinks but watching the races at one of the town centre bars soaking up the atmosphere the festivals bring to town.

Rejecting this legal and controlled form of entertainment, which I might add we both enjoy in March would lead to unground uncontrolled unregulated lap dancing with no rules.

In support of licensed lap dancing during the festival

Yours Sincerely

A regulated SEL being a positive and unregulated a negative during the Cheltenham festivals. Lap dancing has taken place for many years and in more recent years been controlled.

The application for the SEL should be approved and controlled.

Dear Sir/Madam,

Renewal of Licence for Sexual Entertainment Venue at 30 Cambray Place

My husband and I live in Cheltenham about 7 miles from the application site. We visit Cheltenham town centre frequently and regularly for shopping, coffee, meeting up with family and friends and for other leisure activities. We are regular attendants at the Cambray Baptist Church and have been so for a great many years.

My husband and I object to the proposed license renewal for a Sexual Entertainment Venue (SEV) at this location on the following grounds.

1. The renewal application contradicts provisions in the current CBC Sexual Entertainment Policy

Statement in a number of areas. Firstly, it is inappropriate due to the presence of a place of worship (Sections 3.2(d) and 4.2(d)). Cambray Baptist Church is located directly opposite the SEV. Renewal of the SEV license is extremely insensitive to the Church and its ongoing/future/planned activities. If Cambray Baptist Church was not a Christian organisation but a mosque, we wonder if the Licencing Sub-Committee would still permit such liberal interpretation of their current policies when viewing/debating this application.

2. Cambray Baptist Church service is well attended by children each Sunday morning, as well as men and women of all age groups and of different nationalities. Evening Sunday services are regularly held at the church. Furthermore, the church building is used daily. Throughout the week Cambray Church holds meetings for church members, and events / outreach activities for kids, youths (aged 7-9 and 10-13), young adults, and pensioners. Hallowed Grounds, located at the church forecourt at Cambray Place, welcomes passers-by who are not church goers and offers them coffee, cake and a listening ear particularly to the more vulnerable members of our society.

3. Dropping off/picking up of users/visitors to Cambray Baptist Church at the Church's Rodney

Road back entrance is not practical. Rodney Road is a busy road with on-street parking on both sides and narrow uneven pavements. There is not enough parking for dropping off/picking up people attending church activities after dark. Cambray Place offers a better alternative as it is well lit and more spacious for church users waiting (on foot/in the car) to pick up and/or drop off their kids and other vulnerable persons at church events. We are concerned that the renewal of SEV licence at Cambray Place will continue to make the area in/around the church forecourt area intimidating and potentially unsafe (from a safeguarding perspective) after dark, making it easy for vulnerable young people to be

targeted, and potentially discriminating against any current/future church after dark/evening activities for children, women, young persons or families.

4. The renewal application also contradicts the current CBC Sexual Entertainment Policy Statement

due to the SEV's surrounding area being residential in character (Section 4.2(a)). Cambray Place is predominantly residential with some retail and commercial uses located closer to the pedestrianised High Street. Apart from Cambray Place, residential properties are also located on REF: Renewal of Licence for Sexual Entertainment Venue at 30 Cambray Place Selby Lodge, Cambray Court, and Wellington Street, all within easy walking distance from the application site. The proposal favours the SEV workers/users but is biased against women, kids, young children, young families, elderly and other vulnerable residents living in the vicinity of the SEV. Residents who want to walk to the High Street shops will have no choice but to walk past the SEV and its potential customers queueing or loitering around at Cambray Place most likely under the influence of alcohol or other abuse substances.

Based on the above, we urge the Licensing Sub-Committee to reject the proposed re-licensing of the SEV for the coming year.

Yours faithfully,

Cheltenham License Sections, Cheltenham Borough Council

Ref: Sexual Entertainment Renewal, Cambray Place GL50 1JP

Hello

I'm the managing director of Dragon-star Security Ltd based in Worcestershire. Supplying SIA trained security personnel to the Entertainment leisure and sporting industry throughout the UK.

Dragonstar Security has risk assessed the supplying of security personal to venues in Cheltenham with a full Sexual Entertainment Licence and venues operating under the exemption, a premises providing sexual entertainment on an infrequent basis. Therefore, do not need to offer the same level of safeguards to performers and patrons.

Red Apple Associates Ltd application to renew the SEL demonstrates transparency and open to scrutiny working in partnership with the Cheltenham borough Council and the stringent requirements a more effective approach to controlling and regulating opposed to the exemption option, removes the threat of sexual entertainment going underground in Cheltenham at race festival dates.

In my professional experience the granting of this application provides protection for all performers patrons and would maintain Cheltenham's reputation as a safe, diverse, vibrant well manage night-time economy.

I totally support the application from Red Apples Cambray Place Cheltenham. With the application for a renewal of a SEL

Regards

To whom it may concern,

I am writing to express that as representative of Cheltenham day and night safe, that I have no concerns or objections to Mr Steve Burrows having a SEV license for race week.

Mr Steve Burrows plays a very active part within Cheltenham safe attending all meetings and regularly meets with myself in the daytime and for when we work evenings visiting premises.

Mr Burrows is also part of our banning committee and is very supportive of its process.

As part of recommending safe spaces within Cheltenham and my experience of working alongside, Mr Burrows and how well he looks after his team I would recommend Mr Cambrays as a safe space for women for the nighttime economy.

I object to the licensing of this strip club particularly the licensing variation that ONLY prevents sexual contact/simulated sex in performance areas but NOT elsewhere.

I also call for an end to private booths – where sexual contact has already been observed in another strip club this same operator runs.

With 500 punters/night, much better surveillance is also clearly needed.

A frequency exemption loophole means 'occasional' lap dancing can take place during race weeks in unlicensed venues that the council cannot regulate. This means even licensed venues like this one can do as they chose or they will simply run as an unlicensed venue where the council has no legal powers.

It means you are unable to keep women safe or represent your tax paying residents while this exemption exists. Please redouble your efforts to call on Parliament to end it urgently.

Good Afternoon,

SEL application support

Working in a licensed premises at all times has only a positive attitude, my reasons for this is that there will be rules and regulations that need to be met to ensure the staff and public is safe. This is hugely important for those in this industry of work.

I strongly believe that everyone has the right to be safe at work, this should be in all types of work environments of which 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.

I would like to express my support in granting the SEV licence to Red Apple Associates. I have worked in security at a venue where Red Apple have had dancers & found them very professional in all aspects, with their main concern being the safety of the dancers.

Many of the dancers are trying to earn money to pay off student loans. I have chatted with the dancers & they have said they are the best in the business & everyone wants to dance for them, with a waiting list.

Yours faithfully

Myself and group of friends who are a mix of both male and female have attended Eroticats when out in Cheltenham's nightlife during race week.

Race week is an extremely busy week for Cheltenham and nightlife is at its busiest, something that is rare to see! As many people avoid town centre during this time, I do not. I choose Eroticats to attend, the atmosphere is brilliant.

I have attended a pop up lap dancing venue and it is not the same than attending a venue which holds its licence. Which is why I am in support to this application. It is a venue/entertainment the town wants.

Licensing Section

To whom this may concern

SEV clubs during the Cheltenham horse race events will take place with or without the guidance and control of the police. The granting of the SEV licence with the regular checking from the Cheltenham police ensures a good code of practice is maintained, and the welfare of all performers protected.

SIA FRONTLINE DOORSTAFF LICENCE HOLDER

License Committee

A regulated SEL being a positive and unregulated a negative during the Cheltenham festivals. Lap dancing has taken place for many years and in more recent years been controlled.

The application for the SEL should be approved and controlled.

Good afternoon Cheltenham licensing team,

The licensing of sexual entertainment in Cheltenham when the horse racing festival comes to Cheltenham has been in place for years without any evidence of bad behaviour of 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, should we ban football with same argument of causing bad behaviour? Adults should be held responsible for their own behaviour, not the football, horse racing, or lap dancing industries.

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 pop up clubs. Which without doubt return to Cheltenham for March.

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

I support the granting.

Good Afternoon

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

The venue is full of people who are enjoying an evening out on the busiest week for Cheltenham! Eroticats host a fun and safe evening for everyone.

There is a demand for this type of venue and having a venue which has a licence is less of a concern than one that does not!

I am fully supporting another application for this event!

I object to the licensing of this strip club particularly the licensing variation that ONLY prevents sexual contact/simulated sex in performance areas but NOT elsewhere.

I also call for an end to private booths – where sexual contact has already been observed in another strip club this same operator runs.

With 500 punters/night, much better surveillance is also clearly needed.

A frequency exemption loophole means ‘occasional’ lap dancing can take place during race weeks in unlicensed venues that the council cannot regulate. This means even licensed venues like this one can do as they chose or they will simply run as an unlicensed venue where the council has no legal powers.

It means you are unable to keep women safe or represent your tax paying residents while this exemption exists. Please redouble your efforts to call on Parliament to end it urgently.

As a visitor to Cheltenham races I object to the licensing of this strip club particularly the licensing variation that now ONLY prevents sexual contact/simulated sex in performance areas but NOT elsewhere.

I also call for an end to its private booths – sexual contact has already been observed in the private booths at another strip club run by the same operator.

With 500 punters/night, much better, fully independent, surveillance is clearly also needed.

I understand that a frequency exemption loop hole means ‘occasional’ lap dancing may legally happen during race weeks in totally unlicensed venues that the council has no powers whatsoever to regulate. This not only forces the council’s hand to license strip clubs but means even licensed venues like this can (and do) basically as they chose. Even if they are then denied a license in future, they simply set up as an unlicensed venue where the council has zero legal powers.

You are unable to keep women safe while this exemption exists. Please re double efforts to call on Parliament to close it now.

I object to the licensing of this strip club particularly the licensing variation that ONLY prevents sexual contact/simulated sex in performance areas but NOT elsewhere.

I also call for an end to private booths – where sexual contact has already been observed in another strip club this same operator runs.

With 500 punters per night, much better surveillance is also clearly needed.

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It means you are unable to keep women safe or represent your tax paying residents while this exemption exists. Please redouble your efforts to call on Parliament to end it urgently.

Dear Sir/Madam,

I am emailing my **very strong objection** to the above application.

1) The position of such a venue is totally inappropriate. It is in a main, elegant and very busy part of our "heritage" town of which we must remain proud. It is not in a part of the town where there should be any hint of sleaze.

- 2) It is a very busy thoroughfare with women, children and young people passing by
- 3) It is within metres of a thriving Place of Worship where many evening activities are held for young people and children as well as for adults.

Politicians, the media and many organisations are at this time being made very aware, with extensive proof, of the worsening of men and boy's attitude, behaviour and respect for the female sex. Much is being discussed about how to address this increase in misogyny and abuse.

Can you honestly accept this application with a clear, moral conscience that it is not encouraging this serious downturn of behaviour?

A very concerned Cheltenham resident

Dear Sir/Madam,

I object to the licensing of this strip club particularly the licensing variation that ONLY prevents sexual contact/simulated sex in performance areas but NOT elsewhere.

I also call for an end to private booths – where sexual contact has already been observed in another strip club this same operator runs.

With 500 punters/night, much better surveillance is also clearly needed.

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It means you are unable to keep women safe or represent your tax paying residents while this exemption exists. Please redouble your efforts to call on Parliament to end it urgently.

Yours faithfully,

Councillors

Licence renewal application

The application for a sexual entertainment licence strip club to coincide with Cheltenham race days October, November, December, January, March, April and May during Cheltenham race days. A SEL venue is always busy on the Cheltenham race days if not the busiest venue in the town.

A SEL venue previously based at the 2 Pigs in Church Street, operating under the exemption 2010 and then with the SEL from 2017 and more recently, 30 Cambray Place without any reports of anti-social behaviour or violence towards women and fighting between large groups of men a far different story from other venues in the town centre on race days. Lap dancing is a lawful form of entertainment which comes under a lot of scrutiny every year from the media coverage and scaremongering from people with their own motivated agenda, the accreditation of the purple flag speaks for itself.

Cheltenham race days. SEL venues working with the Cheltenham licensing and police with the increased population and women safety having worked previously. why change a winning formula

Supportive of a winning formula with safety of the Cheltenham residents and racing fraternity

To whom it may concern,

I'm repeating my support for a licensed sexual entertainment club.

Having worked for Mr Steven Burrows over the past 5 years as a receptionist at the lap dancing during March and November Cheltenham Festivals. I would like to give my full support for the new application for a lap dancing club.

Having worked at other venues during the Cheltenham festival, I would not work for any other club or bar after working for Steven at his lap dancing club. The support and care he showed me and all the girls and dancing, not tolerating any bad behaviour from any customers towards any of his staff. This does not happen very often at many clubs.

I can honestly say I enjoy working even though it can be a long night. Transport too and from the club, which I had never experienced at any club or bar in Cheltenham before. Waiting for an expensive taxi that might not even turn up! May be some of the other owners of managers should be encouraged to follow his lead, with the car he shows to his staff as a responsible employer.

I would appreciate you considering the granting of his application for a well-run club. The alternative is a not so well-run club, by a not so responsible person.

Licensing Committee

Red Apple Company, 30 Cambray place, Cheltenham

Lap dancing in Cheltenham has taken place for many years with the same objectors on each SEL application. Claiming several different reasons. When the truth is they don't simply agree with lap dancing on moral grounds.

Red Apple recognizing the market for lap dancing during race festival dates in Cheltenham and now operating successfully for more than 15 years with more than 8/9 years with an SEL. Forming a working relationship with the local authorities providing safe working conditions for all employees and the Eroticats dancers.

The refusal of a licence could see the opening of underground clubs and the increase of clubs operating under the exemption rule which has no restrictions and can run be persons, from who knows where?

If Cheltenham has the purple flag, it shows something is working.

Keep up the good work and grant the SEL.

I am the former premises licence holder for Aquavitae / 21 Club, 10 Ormond Pl, Cheltenham GL50 1JD and previous SIA door supervisor licence and active former member of the Cheltenham Night-Safe scheme.

Mr Steven Burrow/ Eroticats SEL application. Having a working knowledge of Eroticats, I would support the granting of the licence which I believe to be beneficial to Cheltenham during March 2025.

I support 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 small every year. Also, Steven Burrows who is a very experienced SEV operator working in Cheltenham for many years. He has a working knowledge of applying health and safety to create a safe environment for all which I have witnessed as a licensee.

Alongside their experience and professionalism, their ongoing efforts help to reaffirm Cheltenham's purple flag accreditation as a safe town throughout the year and March. They continue to work closely with Cheltenham borough council which has generated a proven model of sustainability and growth.

I 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 ground of morality, as being only for 4 days.

I would like to support the proposed SEV application Under the Prom, GL50 1NW

Good evening,

I am continuing to support the application for SEL.

As a female who attends Cheltenham town centre during the race festivals for most meets, I would feel safer attending a venue which has a licence rather than an unlicensed venue.

Please take my constant support in to consideration along with my email.

Many thanks

EMAIL TO SUPPORT SEXUAL ENTERTAINMENT VENUE

Attending a licensed premises or attending a non licensed premises? I know which I would prefer to.

I have a group of female and male friends who have all visited Eroticats, I have nothing negative to say. We all look forward to attending the venue it is on our list of venues to attend each year!

Dear Sir/Madam,

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

I attend nightclubs during the Cheltenham festival, including Cambray Place.

Being a female who attends this nightclub, I'd like to attend while there is a licence in play for this event. To my understanding this means that they are abiding by all rules and regulations needed for this event.

Kind regards

Dear licensing committee,

The reason for my email is to share my support for Eroticats in Cheltenham.

As a woman I believe that Eroticats gives a huge job opportunity for those who wish to work as dancers. When choosing your career you have to do what you enjoy and what benefits your life style, being a dancer you can earn your money while doing something you enjoy! But many people may not agree with this choice of work, why does that mean that it makes it harder to work in a licensed premises? Working in a licensed premises means that as a dancer you are working in a venue which is safe for the public and staff.

Regards

Licensing Section Cheltenham

SIA licence holder in support of SEL application GL50 1JP

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 events and any other events 2025 give a positive action.

I'm a very experienced SIA licence holder convinced having work in licensed 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

Hello Committee,

Supportive email

I repeat my email of support for a licensed venue. The majority of Cheltenham know the need for lap dancing in the town at festivals when Cheltenham is overwhelmed with the tweed & trilby hat brigade. Lap dancing is lawful activity but not to everyone one's taste of entertainment on the grounds morally. With a common-sense approach toward Cheltenham lap dancing during the Gold Cup and November Meeting and possibly some of the smaller race calendar events. If you like or dislike lap dancing. it can take place for a 24-hour period at any venue anywhere with no rules, with yourselves and the police unaware and unprepared, with knowledge being power.

The solution is to use the knowledge with the control and grant the licence on the Cheltenham festivals. However, I don't believe there is a call for a lap dancing club at other periods of the year.

Hello Cheltenham committee, I have been informed on my social media a lap dance application renewal been applied for and have now read the application, to which I express my support with this email. With reference regarding previous emails of support, I have requested I'm sent notifications! Having received information persons objecting receive this

courtesy. 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 provides any gender the safe protection from any criminal deception and the performers the safe working environment and taken advantage by any untrustworthy promoters. I would urge the granting of a sexual entertainment licence in Cheltenham at the festivals 2025.

I am the CEO ITUS Risk Group Ltd and wholeheartedly support the application for the SEL for the venue and its owners.

The purple flag awarded to Cheltenham indicates an entertaining, diverse, safe and enjoyable night out, including the Cheltenham Gold Cup festival the first major British horse racing event in the race calendar with the attendance more than doubling Cheltenham town's population together with the explosion on the nighttime economy. Gloucestershire police constabulary raising to the challenge with limited resources. An SEL enables the Gloucestershire constabulary to work with Partners and sexual entertainment and using their resource's maintaining the safety of the public during the Gold Cup festival, March 2024 being the perfect example.

Previous debates and hearing on SEL in Cheltenham, Cheltenham borough Council licensing section decisions have been made difficult with criticism of the committees and granting an SEL. The former Cheltenham MP Alex Chalk and the GPCC Chris Nelson using the media for their own Political gain.

Regulating & control of SEL prevents the exploitation of all who visit Cheltenham, I support this application, as only for limited number of days!

Cheltenham Licensing Team

Public notice 30 Cambray Place

Most Cheltenham people are supportive of the controlling of the sex entertainment when the racing is on in Cheltenham. We all understand the need for this entertainment if only being at the bigger festival's A controlled club is far more desirable to poorly run pop-up strip clubs in days gone by having visited both.

I object to the licensing of this strip club particularly the licensing variation that ONLY prevents sexual contact/simulated sex in performance areas but NOT elsewhere.

I also call for an end to private booths – where sexual contact has already been observed in another strip club this same operator runs.

With 500 punters/night, much better surveillance is also clearly needed.

A frequency exemption loophole means 'occasional' lap dancing can take place during race weeks in unlicensed venues that the council cannot regulate. This means even licensed venues like this one can do as they chose or they will simply run as an unlicensed venue where the council has no legal powers.

It means you are unable to keep women safe or represent your tax paying residents while this exemption exists. Please redouble your efforts to call on Parliament to end it urgently.

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It means you are unable to keep women safe or represent your tax paying residents while this exemption exists. Please redouble your efforts to call on Parliament to end it urgently.

SEV Licence Application - 24/01577/SEXA

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'.¹

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.²

Plan International's recent 'The State of Girls' Rights in the UK Report' (July 2024) made for bleak reading³. 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'.

3 Plan International - The State of Girls' Rights In the UK Report 2024 -

<https://plan-uk.org/state-of-girls-rights>

2 Safe and Equal Bristol Report: Sexual Entertainment Venue Policy Review 2021 -

(<https://www.bristolwomensvoice.org.uk/wp-content/uploads/2021/11/SEVReport2021FINAL.pdf>)

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

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.

Race Week 2024 - Licensing Breaches

We understand that during race week in March 2024, breaches of SEV policy standard conditions 18 and 25 (touching between performers and between customers and performers) were identified during inspections at another venue operated by the Applicant, which resulted in a written warning being issued by the police.

We are concerned that, despite reassurances given by the Applicant that performance areas are constantly monitored by 'booth walkers', breaches of licensing conditions have occurred that may have harmed women performing in the venue and increased risk for other women working there.

We are extremely concerned, given the breaches that occurred in March, that the Applicant has requested a variation to standard condition 25 to read as follows:

Any bodily contact between entertainers or performers or any movement that indicates sexual activity or simulated sex between entertainers or performers is strictly forbidden in the performance area.

This suggests that the Applicant is seeking permission for performers to simulate sexual acts in non performance areas. This could put the women performing in the venue at an increased risk of harassment and/or assault in areas of the venue which may not be actively monitored. If a SEV licence is granted, we would ask that this variation of the standard conditions is not permitted. Additionally, we would ask that performances in booths are not permitted, to ensure that performance areas can be better supervised.

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 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.

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 (which were agreed in consultation with local people) in areas such as advertising, soliciting and operating hours - with scant evidence to justify such changes.

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)

I object to the licensing of this strip club particularly the licensing variation that now ONLY prevents sexual contact/simulated sex in performance areas but NOT elsewhere.

I also call for an end to its private booths – sexual contact has already been observed in the private booths at another strip club run by the same operator.

With 500 punters/night, much better, fully independent, surveillance is clearly also needed. I understand that a frequency exemption loop hole means 'occasional' lap dancing may legally happen during race weeks in totally unlicensed venues that the council has no powers whatsoever to regulate. This not only forces the council's hand to license strip clubs but means even licensed venues like this can (and do) basically as they chose. Even if they are then denied a license in future, they simply set up as an unlicensed venue where the council has zero legal powers.

You are unable to keep women safe or represent your tax paying residents while this exemption exists. Please re double efforts to call on Parliament to close it now.

Licensing Section, Cheltenham Borough Council

Ref; Red Apple Associates Ltd, Sexual entertainment licence renewal

Gloucestershire Live article 17th September 2024

· **"Whilst legislation allows for objectification of women, for the gratification of some men"** Is the DREAMBOYS at the Cheltenham town hall on November 6th, 2024, then not the objectification of men for the sexual gratification of some women?

· **"69 per cent in the most recent survey. We know that during race weeks women change their behaviour, this is unacceptable"**. Most Cheltenham resident's women and men change their behaviour avoiding Cheltenham town centre in March. Cheltenham Monday to Friday the nighttime economy throughout the year is very quiet many businesses choosing not to open or close early.

· **"Outside of race weeks there is no demand for lap dancing in Cheltenham, there are no venues that operate permanently"**. No demand reason for the absence of an SEL on a permanent basis, application applied for on festival dates & times.

· **"However, the existence of the frequency exemption, which enables venues to operate without a licence or any regulatory control, means that the venues can operate regardless of decisions made by a licensing"** SEL being the answer to the exemption regarding SEL in Cheltenham.

· **"But more and more people have become more upset about it even though there has been no campaigning. Nobody is drumming up opposition against it but it's rising nonetheless."** This simply not true! with more people supporting a sensible approach due to the constant media campaign regarding lap dancing in Cheltenham during the Cheltenham festivals

A licence renewal granted over the Cheltenham during any racing festivals, with all the restrictions & conditions imposed by the committee provides visitors who chose to attend entertainment of this nature and performers the protection from exploitation and the safe working environment they rightly deserve.

I would urge the health and safety of all performers and members of the public attending a sexual entertainment venue be considered with the granting of this licence renewal application.

Regards