

Representations – Under the Prom

1. I would like to support European Events T/A Eroticats with the application for a sexual entertainment licence.

I have previously worked for Mr Steven Burrows, team of courtesy bus drivers providing the safe transportation for the lap dancers and staff and the transportation form customers upon requested. The bus service has become a much-valued service, that is not just limited to customers of Eroticats who find themselves in distress.

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

2. I was informed that Under the Prom application for the SEL renewal for the coming year 2025 in partnership with Eroticats.

A sexual entertainment license, Under the Prom 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.

3. I have previously work in Cheltenham for over 25 years at various clubs in the town centre. After SIA training as a close protection officer now working in the close protection sector of the security industry. Which has included in recent years for Steven Burrows and the Eroticats dancers contracted during the Cheltenham March/November festivals.

Regulated sexual entertainment provides a greater protection for all concerned working or attending Cheltenham festivals. The police knowing the operator and venue working together creating the reputation for Cheltenham as a safe and enjoyable experience for all.

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

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

4. I travel every year to Cheltenham for the November meeting and the March Gold Cup without fail from Ireland. These Cheltenham race meeting being unmissable for myself and mixed group of friends.

As I have previously stated in emails of support my group of friends stay in Cheltenham at the same hotel and use the same bars and finish at the Eroticcat club by choice.

A club that provided a safe venue with an escort to our taxi from leaving Eroticats in the early hours November 2024.

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My friends and I would like to confirm our support for the owners who supply the much needed alternative entertainment and takes time and care looking after its customers during and on leaving the Eroticats club.

We all support Under The Prom and its application.

5. Again! I would like to express my concern regarding this SEL application and the effect the refusal of the SEL renewal by a company with a good track record. Could result with the unregulated lap dancing during the Cheltenham race festivalsevents. Would Lap dancing go underground? No control has no advantage or benefit for Cheltenham in anyway. With performers, customers and members of staff's safety during this extremely busy week put at risk.

I do not feel anymore unsafe during the Cheltenham festival dates. I would probably say safer with the number of police and the greater number of doorman.

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.

6. We are residents at (redacted).

We were both born and bred in Cheltenham and have a young Son who works in the night time economy as a cocktail waiter at a hotel in Montpellier.

I am a security officer and my wife is a Psychologist.

This email pertains to the lap dancing clubs during race meetings which, like it or not, have become a mainstay of those events.

We obviously have an interest in our Son and his young friends being safe in Cheltenham during nights out and particularly during busier times at race meetings.

We are concerned that any proposed non renewal for the license would leave a dangerous vacuum for unregulated parties and even organised criminals to drive this market underground - or indeed, to give more clubs and venues an opportunity to exploit that market.

It seems to my wife and I, that it is something of a "no brainer" to support the continuation of a controlled sexual entertainment environment with properly licensed security and oversight during all race meetings.

This issue won't go away anytime soon, but it can be properly contained and regulated. We would be much obliged if this email could be passed on to those who are responsible for considering the licence renewal.

7. I am writing to express my strong objection to the proposal to allow a license to European Events Consultants Limited to open a strip club (sexual entertainment venue) in Cheltenham to coincide with horse racing meetings at Cheltenham Racecourse. Such an establishment raises significant concerns for the welfare and safety of women and girls in our community and perpetuates harmful societal issues that should be actively opposed rather than facilitated.

Allowing this venue to open will contribute to the objectification and commodification of women. It reinforces the idea that women's bodies exist for the consumption and entertainment of men, which directly undermines efforts to promote gender equality. This type of objectification fosters a culture that normalises derogatory attitudes and behaviours towards women, as well as the harmful stereotype that women's worth is tied to their physical appearance or sexuality.

Furthermore, the presence of such a venue, especially during events like horse race days, risks exacerbating dangerous behaviour. Race days already have a reputation for heightened levels of alcohol consumption, and combining this with a strip club creates an environment that is likely to encourage harassment, inappropriate conduct, and other forms of gendered violence. Such settings often serve as breeding grounds for harmful behaviors from men that further marginalise and endanger women.

In a time when society is working to combat gender inequality and violence against women, this proposal feels like a step backward. The normalisation of sexual entertainment venues not only sends a damaging message to women and girls about their roles in society but also perpetuates attitudes that can have real-life consequences, including harassment and abuse. It is vital that Cheltenham strives to be a community where all individuals, regardless of gender, feel valued, safe, and respected.

I urge the council to reconsider this proposal and instead focus on initiatives that uplift the community, promote safety, and foster a culture of respect and equality.

8. I would like to voice my **objection**.

I have three daughters, I don't want them growing up in a town where this type of thing is happening. It cheapens the town and normalizes sleaze.

9. I have worked for Steven and the Eroticats for many years, if I had any concerns it being an unsafe environment for myself I would one hundred percent not return for 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 the same

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as male performer, why are men who attend portrayed as sexual predators and women who attend not.

Was there an inspection of the Dreamboys , Cheltenham Town Hall November 6th 2024 operating under the exemption?

10. A regulated SEL being a positive, and unregulated a negative during the Cheltenham Festival dates I 2025.

Most Cheltenham residents avoid the town centre in March/November and the anti - social behaviour the Cheltenham festival brings tolerated because Cheltenham residents understand the much - needed revenue that helps to support Cheltenham's hospitality industry, many of which would cease to exist without the Cheltenham Festivals Cheltenham Festivals have done and always will attract anti-social behaviour which the festivals bring to Cheltenham, not lap-dancing entertainment.

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

The requested application for the SEL should be approved.

11. I would support the application from European Events/UTP 109-113 The Promenade, Cheltenham, application for a renewal of their lap dancing licence. This is a suitable club in a suitable location with experienced operators.

A regulated SEL licensed venue benefits the Cheltenham town far better than any unregulated lap dancing venue for and during the March Cheltenham festival 2025. Why would any individual even consider a no rules lap dancing venue to be the safer option than a license lap dance venue. Using women's safety and that a lap dance venue responsible for all the anti-social behaviour that Cheltenham experiences in March.

Why reinvent the wheel.

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

12. November 16th, 2024, myself and the girls spent the day at the races and during the evening at Under The Prom night hosted by Eroticats. The girls and I never felt unsafe at any time and with the security escorting to our waiting taxis on leaving, the age of chivalry is not dead ...

My male partner and I both went to the lap dancing in Cheltenham March. Due to the cost of tickets and overpriced drinks watched the races at one of the town centre bars soaking up the atmosphere the festivals bring to town. Cheltenham can be a bit rowdier in March the festival brings to Cheltenham. Lap dancing should not be held responsible for the increased population and the anti-social behaviour the festival brings to town.

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

In support of a licensing lap dancing during the festivals.

13. As a regular customer at Eroticats during race week and the dream boys when they come to Cheltenham. Both offering adult entertainment. Eroticats is attended by a mixed audience male and female with stringent rules!

Dream boys' audience female with no rules and behaviour towards the male performers, would not be acceptable if the performers were female.

I believe both sexes should be treated equally. If female performers dance for the sexual gratification of men, male performers must be dancing for the sexual gratification of women.

Sexual entertainment is a lawful form of entertainment and very popular with males and females, not for everyone. Just because one person does not agree or even findsoffensive, does not mean they are right!

I could not attend the hearing on Wednesday November 6th watching the Dream boys at Cheltenham Town Hall. I would like the same opportunity to watch the Eroticats at Under the Prom in March 2025.

“What’s sauce for the goose is sauce for the gander”

14. 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.

15. I’m writing in regards to the receiving applied for license from European Events Consultants Ltd, for the use of a venue on the Promenade for a strip club during race meets.

I’d like to object to this license being granted. I strongly feel allowing such events will attract undesirable clientele to a much loved area of town during an already hugely busy period.

As a young woman, I already feel too worried to walk through town in the evenings on my own. It has even stopped me from attending gym classes due to some of the people I have encountered on our streets.

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I, and many others, only wish to enjoy race meets in our town, without being borderline harassed by aggressive and sexually exploitive men. The same clientele who attend these strip club events, even without the copious amount of alcohol in their systems.

I eagerly await to hear the outcome of this license application.

16. Dragonstar Security Ltd is a female owned and managed Security company 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.

Concerns regarding the increase of the safety of women and venues operating with an SEL coinciding with the Cheltenham festivals and their patrons being responsible. This is unjustified and incorrect. Evidence March 2024 would support the benefits that well operated SEL venue contributes to Cheltenham town centre working with the police preventing a potentially serious incident.

European Events 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 European Events Consultants renewal.

17. I'm repeating my support for a licenced Sexual entertainment club. Having worked for Mr Steven Burrows over the past 5 years as a receptionist at the lap dancing during the 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 dancers, not tolerating any bad behaviour from any customers towards any of his staff. This does not happen very often in many clubs. I can honestly say I enjoy working even though it can be a long night. Transport to 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 care he shows 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.

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18. I would like to make my support for the above license known.

I have worked for Eroticats for 13 years as a performer and also as my position not as senior house mother. Granting this licence means we have a regular safe environment to work under strict conditions which I welcome.

I would like the opportunity to speak at the hearing as I have done in the past where I will outline my experience of working with Eroticats and my reasons for supporting this license.

19. I would like to express my support for the renewal of SEL Under The Prom UTP, Cheltenham.

Comments made on social women and girls being unsafe during the Cheltenham festivals, one group supporting this narrative having run a raffle previously with 2 tickets as a prize for the Cheltenham festival on ladies' day.

Cheltenham resident's male and female do avoid Cheltenham not because of a club being granted a sexual entertainment licence. The Cheltenham horse racing festival attracts the large numbers of people to Cheltenham and with it the increased crime and public disorder.

With or without sexual entertainment licence lap dancing can and will take place in Cheltenham. America during the prohibition period, the banning of alcohol led to going underground and uncontrol by gangsters!

I believe controlling sexual entertainment during the Cheltenham festivals promotes a safer environment for women and girls.

20. I email in relation to a Sexual Entertainment License SEL being a lawful activity, this gives accountability and the responsibility from the operators of a sexual entertainment venue also 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.

I support to the granting of the license and my details can be found below if needed:

21. I would like to confirm my support for the above proposed licence. I am a female resident of Cheltenham and have visited many time with my partner. We find this event to be ran very well and enjoy attending very much! The security are great and the dancers are very professional.
22. Despite my request for any notifications with reference to SEL applications in Cheltenham from a creditable source a courtesy shown to objectors! Both supporters and objectors should be treated with the same respect.

Social media has made me aware the Prom club t/a Eroticats application for renewal of their existing licence I would like to express my support with this email and my previous emails of support.

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I support licenced sexual entertainment during the race festivals, without any evidence causing domestic violence towards women in Cheltenham. There was more reports of domestic violence during covid in Cheltenham and at the Christmas break.

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.

23. I am writing to give my support for Eroticats sexual entertainment license for Under the Prom. I have worked for this company in March and found it very safe, well executed and enjoyable to be part of. It would be a shame if it was forced to operate under the exemption when clearly the current business model is so efficient.
 24. I have visited Eroticats on a number of occasions during the festivals and would like to support the licensing of any future event.
 25. Although I am not a performer or a patron of these events I do have friends in the industry that have worked for Eroticats and the general feedback I have got is that it is a very important part of their work calendar and in an already hard line of work we do need companies like Eroticats that provide a safe environment for dancers and clients. Therefore I give my full support of this licence.
 26. I am writing to give my support for Eroticats sexual entertainment licence for under the prom. I am a performer there and have been for multiple years. I always enjoy working for this company during race meets in Cheltenham both in November and March. Having a licensed venue means, we the dancers, have a safe and regular place to work which I feel is so important for the women's safety; otherwise it will push us to work in more underground and unsafe conditions thus putting us at risk of danger and extortion.
- Sex work is work, and the workers deserve to have safe working conditions just as any other industry.
27. I am writing to give my support for Eroticats sexual entertainment licence for under the prom that is up for public consultation at present.
 28. I am writing to give my support for Eroticats sexual entertainment licence for under the prom. I am a Cheltenham resident and feel it's important to license such events as unlicensed activities could be putting performers and clients at risk of exploitation.
 29. I am compelled to show my continued support for a sexual entertainment licence.

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

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I was very sceptical and question 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.

A lap dancing club operating during the Cheltenham festivals does not make a difference to the safety of women.

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

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

I attend the venues with my group of friends both female and male each year and I live in Cheltenham. Every time I have attended the Eroticats venues I feel safe and enjoy my evenings/nights.

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.

31. I am writing to help give my support for Eroticats sexual entertainment licence for under the prom. I am a dancer there and feel that it's really important to have licensed events to ensure our safety, Eroticats is a reputable company and I have always felt safe and looked after during my time working for them. The club is full of bouncers and security inside and outside which is always a good thing, they also make sure that the girls are walked to their taxis or cars at the end of every shift.

I think it's important to have a controlled and licensed and safe place for erotic dancers like myself to be able to work and earn money, it is not a sex worker Club, and operates under a no touching policy, so it's a great place for women like me who just want to dance and entertain and host willing customers and feel safe and secure.

32. Owner of a nationwide promotional company based in Bristol. A company supplying promotional staff to venues in the Cheltenham area throughout the year including European Events /Eroticats dancers during the Cheltenham festivals.

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I have found European Events Consultants 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 Erotocats courtesy bus returning them to their accommodation, March 2024 the police being contacted via Erotocats regarding some serious anti- social behaviour in Cheltenham town centre.

Female team members concerns do not increase during Cheltenham festivals any more so than quieter periods thought the year. However, March 2024 with several non-racing patrons wandering round Cheltenham town centre, information was relayed to the police. Which I have been informed is part of a ongoing police investigation

European Events working with CBC has benefited during the Cheltenham festivals. With professional and proactive attitude towards SEL Management in Cheltenham.

I support the granting of the Under the Prom, Promenade SEL 2025 application.

33. I repeat my email of support for a licensed lap dance venue. The majority of Cheltenham folk know the need for lap dancing in the town at festivals when Cheltenham is overwhelmed with the tweed & trilby hat brigade. Lap dancing being a 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 March and November meetings and possibly some of the smaller race meets 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 dates. There is no evidence to link lap dancing to the safety of women in Cheltenham during festivals, if there was we would have heard via Gloucestershire live.

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

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

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

I continue my support for the granting of an SEL .

35. As a local Cheltenham person, I feel compelled to support a controlled SEL.

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

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

I support this application.

36. I've attended many events at Under the Prom and have always been impressed with their attention to safety with particular reference to female attendees. They use the Ask Angela procedure and have processes that have helped my partner when she had been followed by a male that made her feel uncomfortable. My partner and I frequent the event regularly together and think it offers what Cheltenham needs during the races.

I think this attention to detail is crucial for events like this to be run well and as such I support their application.

37. As a personal licence holder and owner of 2 licensed premises in Cheltenham, (COCO and Under the Prom), the chairperson of the Cheltenham night-safe and director of the Cheltenham BID I wanted to convey my support for the SEL application made by Mr Steven Burrows and Red Apple Associates Ltd.

I have first-hand experience, (8 years), of how Steven Burrows and Red Apple Associates operate. Throughout that time I have always been impressed with their professionalism and exemplary attitude towards security, safety and employee and guest well-being at Under the Prom. I look forward to working with them in this capacity for the duration of my tenancy at Under the Prom.

I understand and appreciate that not everyone shares the same perspective regards this type of operation. And as a religious man myself, I was initially sceptical, as it made me question elements of my morality. However, I have noted, (through experience), attendance of lap dancing entertainment has become popular with females and couples during Cheltenham festivals. I have also observed that this facility has had a positive impact on levels of anti-social behaviour during this increasingly popular March festival, which invariably supports the resources of Cheltenham and Gloucestershire's police force.

In my humble opinion there is a definite requirement for lap dancing entertainment during the March festivals, where the population in Cheltenham increases dramatically. The granting of a regulated licence with all restrictions in place gives the police, Cheltenham licensing and it's population the confidence that a responsible person and company would be operating in this capacity in March 2023, which would be a constructive and positive move forward.

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I would urge this to be considered for all involved in process of reviewing this licence application.

38. I am writing with regard to the licensing of sexual entertainment in Cheltenham when the horse racing festival comes to Cheltenham. This has been happening for many years without any evidence of bad behaviour from people who visit the lap dancing venue. I have personally witnessed more unacceptable behaviours during the day and early evening when Cheltenham town football club play at Whaddon Road. All adults should be held responsible for their own behaviour which would include football, horse racing fans etc and not just blaming lap dancing customers. A Sexual entertainment license with the police and the people of Cheltenham knowing where they are located for the week would be the better option to the popup clubs which without doubt return to Cheltenham for March.

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

I support the granting.

39. I am writing in regard to Under the Promenade, t/a Eroticals...

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

The absence of a regulated and control 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, Imperial Square, GL50 1QA

I am in support of the licensing.

40. Lap dancing has taken place for many years and in more recent years with strict controlled, my friend and I tend to avoid the Cheltenham town centre during the day. I don't think these clubs open during the day. Point being it's the Cheltenham festival that brings the unacceptable behaviour not the lap dance clubs.

No festivals would mean no lap dancing, using lap dancing as the main reason for the concerns of women's safety is unjustified.

Thank you for taking the time to consider the application, can you please register my support.

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41. I contacting you with regards to application 23/01946/SEXR (European Events Consultants Limited trading as Eroticats) and the variations they have requested for a strip club at 'Under the Prom' in Cheltenham.

First I would like to point to the fact that the venue falls outside of the council's designated permitted area as stipulated under point 12.2. of Cheltenham Borough Council's SEV Licensing Policy (2020) which states that *"it is the authority's policy therefore that there is no locality outside the Designated Permitted Area in which it would be appropriate to license a SEV. Accordingly the appropriate number of SEVs for outside of the Designated Permitted Area is nil."*

In March of this year, during race week, a large number of severe breaches of the licence were witnessed. These breaches include performers touching each other and touching between performers and customers. This is a clear breach of points 18 and 25 of the 'Standard Conditions regarding SEVs' in Cheltenham Borough Council's SEV Licensing Policy.

These breaches of the licence means that the women's safety at the events was jeopardised.

These breaches happened despite visits by councillors, inspections by the licensing team and police, as well as the presence of floor walkers and CCTV cameras. It is clear that despite these precautions European Events Consultants Limited (trading as Eroticats) cannot be trusted to comply to the legal obligations they agree to.

It is also important to note that these concerns were raised by objectors previously, calling for an end to performances in booths which we ask again to be stopped.

We also strongly object to the 'marketing' of these events in the town. Soliciting custom by employing leafletters in the town is completely unnecessary and creates an intimidating and unpleasant environment for women and girls.

We are aware of the impact of the frequency exemption in Cheltenham. Whilst we (men) men continue to be able to buy and access women and their bodies to satisfy ourselves sexually, we will never have equality between the sexes.

Strips clubs perpetuate sexist and misogynistic stereotypes. They are a breeding ground for attitudes that lead men to feel entitled that any woman / girl someone sexually available to them. In the midst of an epidemic of male violence against women and girls it is beyond time that this ends.

I want to end my objection by reminding the licensing committee that Gloucestershire County Council became White Ribbon Accredited in July 2023. The 'Motion Monitoring' document (correct on 8 Nov. 2023) it is written that Gloucestershire County Council resolves that it wants to "ensure [it] is the safest in the country for women and girls" (see <https://www.gloucestershire.gov.uk/media/ly0i44ju/november-motion-report-for-members.pdf>).

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It is unrealistic to think that this is achievable for the County Council if Borough Councils like Cheltenham continue to licence SEVs as they serve to perpetuate sexist and objectifying views of women and encourage behaviours like sexual harassment and sexual assault.

It would be even more detrimental to the County Council's aim to be safe for women and girls if Cheltenham renewed the licence for a SEV that has severely breached a number of licensing conditions, which put their female performers at significant risk of harm from the men in the audience.

If severe licence breaches and a large number of objections from the public do not result in a refusal to renew a licence, then how can women and girls in particular and the public in general be expected to believe that the licensing committee, the police, Cheltenham Council or Gloucester Council are seriously invested in stopping male violence against women and girls and making women and girls feel safe?

42. My reason for this email is to share my support for SEL venue in Cheltenham at Under the Prom during the Cheltenham Festivals again. As my previous emails I have sent my opinions remain the same.

Therefore, 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.

43. Lap dancing in Cheltenham has taken place for many years with the same objectors every SEL application, boring. When the truth is they don't simply agree with lap dancing on moral grounds. Just because they find it offensive does not make them right.

Under The Prom, recognizing the market for lap dancing during race festival dates in Cheltenham and now operating successfully for many years with an SEL. Forming a working relationship with the local authorities providing safe working conditions for all employees and the lap dancers.

The refusal of a licence could see the opening of underground clubs which would be more worrying. Objectors and concerns for the safety of women should welcome CBC efforts to control sexual entertainment. The accreditation of the purple flag award shows something is working.

Keep up the good work and grant the SEL.

44. I am the former premises licence holder for (redacted) and previous SIA door supervisor licence and active former member of the Cheltenham Night-Safe scheme.

Having a working knowledge of sexual entertain aka lap dancing coinciding with the Cheltenham festivals. I would support the granting of the licence which I believe to be beneficial to Cheltenham from a personal experience.

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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 an 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 especially the Cheltenham festivals. Continuing 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 small number of 4 days.

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

45. I (redacted), object to the licensing of this strip club particularly its private booths and flyering. I understand your hands might be tied in having to license this club due to the frequency exemption, but you could end its private booths and flyering to solicit customers.

Significant sexual contact has apparently already been observed in this club, causing police to issue a written warning. Allowing private booths, especially with up to 500 punters a night, is clearly putting women at very considerable risk.

Please also redouble your efforts to call on Parliament to end the frequency exemption loophole as a matter of urgency.

46. I object to the licensing of Eroticats (at Under the Prom) but understand that while the frequency exemption exists the council may feel it has no choice but to license it. But I call on you to stop allowing it to operate private booths. With such significant sexual contact already observed that the police had to send a written caution and an estimated 500 punters a night, this is clearly putting women at high risk.

The club should also not be allowed to flier (none of your strip clubs should) – this is contrary to standard conditions across the strip industry.

47. I object to the licensing of this strip club particularly its private booths and flyering. I understand your hands might be tied in having to license this club due to the frequency exemption, but you could end its private booths and flyering to solicit customers.

Significant sexual contact has apparently already been observed in this club, causing police to issue a written warning. Allowing private booths, especially with up to 500 punters a night, is clearly putting women at very considerable risk.

Please also redouble your efforts to call on Parliament to end the frequency exemption loophole as a matter of urgency.

Representations – Under the Prom

48. I object to the licensing of this strip club particularly its private booths and flyering. I understand your hands might be tied in having to license this club due to the frequency exemption, but you could end its private booths and flyering to solicit customers.

Significant sexual contact has apparently already been observed in this club, causing police to issue a written warning. Allowing private booths, especially with up to 500 punters a night, is clearly putting women at very considerable risk.

Please also redouble your efforts to call on Parliament to end the frequency exemption loophole as a matter of urgency.

When will you start protecting children from seeing this filth.

49. I am writing to object and to urge the council to prioritise lobbying Parliament to close the frequency exemption loophole, which has allowed establishments like "Eroticats" to operate under insufficient regulation. This outdated provision urgently needs to be addressed to better protect public safety and the community.

In the meantime, I strongly object to the licensing of Eroticats Under the Prom, particularly its use of private booths and the practice of flyering to solicit customers. Reports of significant sexual contact at this venue, leading to a police warning, are deeply concerning. Allowing private booths, especially with up to 500 patrons a night, creates an environment that puts women at considerable risk.

Even within the current legal framework, the council has the authority to restrict activities like private booths and flyering. I urge you to use this power to address the immediate risks associated with this venue.

Thank you for taking these concerns seriously.

50. I object to the licensing of this strip club particularly its private booths and flyering. I understand your hands might be tied in having to license this club due to the frequency exemption, but you could end its private booths and flyering to solicit customers.

Significant sexual contact has apparently already been observed in this club, causing police to issue a written warning. Allowing private booths, especially with up to 500 punters a night, is clearly putting women at very considerable risk.

Please also redouble your efforts to call on Parliament to end the frequency exemption loophole as a matter of urgency.

51. I would like to support the application from Mr Philip Jordan Co-owner UTP on the request to renew the hosting of lap dancing in conjunction with a professional and experienced SEL company this forth coming year March 2025, UTP Cheltenham GL50 1NW. Cheltenham residents must endure a lot of anti-social behaviour that the customers of the March festival attract to Cheltenham. A club looking to maximise trade cannot be held responsible for all the anti-sociable behaviour and the misogynistic toward women that happens all year round

Representations – Under the Prom

A clear case of low hanging fruit.

52. I write to object to the European Events Consultants Ltd application to use Under the Prom as a sexual entertainment venue. (see Glos Live "[Bid for strip club to renew licence to open at venue club during Cheltenham Festival](#)")

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

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."

License conditions are an attempt to safeguard women and girls against the financial, mental and physical harm associated with strip clubs ([Not Buying It FAQs and Myth Buster](#)). Please enforce them.

In particular, please enforce the licence conditions that stop Eroticats touting for business by soliciting, leafleting or using a marked vehicle.

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

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

53. I object to the licensing of this strip club particularly its private booths and flyering. I understand your hands might be tied in having to license this club due to the frequency exemption, but you could end its private booths and flyering to solicit customers.

Significant sexual contact has apparently already been observed in this club, causing police to issue a written warning. Allowing private booths, especially with up to 500 punters a night, is clearly putting women at very considerable risk.

Please also redouble your efforts to call on Parliament to end the frequency exemption loophole as a matter of urgency.

54. I object to the licensing of Eroticats (at Under the Prom) but understand that while the frequency exemption exists the council may feel it has no choice but to license it. But I call on you to stop allowing it to operate private booths. With such significant sexual contact already observed that the police had to send a written caution and an estimated 500 punters a night, this is clearly putting women at high risk.

The club should also not be allowed to flier (none of your strip clubs should) – this is contrary to standard conditions across the strip industry.

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Please also continue to lobby the Home Office to end the frequency exemption, urgently.

55. I am writing to object to the re-licensing of the Eroticats Strip Club in Cheltenham (at Under the Prom). I believe however that the council may feel it has no choice in the matter while the frequency exemption exists. Even so, I do feel strongly that it should not be allowed to operate private booths, in order to protect the women employed there. I understand the police have already had to send a written caution due to the level of sexual contact, demonstrating that the club is not showing sufficient concern for its female workers.

This club (and all the other strip clubs) should also not be allowed to place fliers around the town, as this is contrary to standard conditions across the strip industry. I, and probably many other members of the public, do not wish to be reminded of the way women are exploited in our town.

56. I object to the licensing of Eroticats (at Under the Prom).

I understand that while the frequency exemption exists the council feels it has to license it, but I ask you to stop the operation of private booths.

The level of significant sexual contact already observed means the police had to send a written caution. With an estimated 500 visitors a night, this is clearly putting women at high risk. The club should also not be allowed to flier (none of your strip clubs should) – this is contrary to standard conditions across the strip industry.

57. Hi, i'm writing this letter to show my Support for under the prom owned by mr Phil Jordan' application to host a lap dancing club in March 2025 as you are aware a lot of people from many different towns and different cultures and different religions or come Cheltenham for the races, I've been coming to Cheltenham for many years and enjoy coming every year and as a group we always end up going to the dancing club in Cheltham where we have a good time and am looked after I never have any trouble and the manger team are absolutely brilliant as you can understand where from out town shown utter respect by the staff the management. I would like to show my support in this application for license for 2025 March Races.

58. I object to the licensing of this strip club particularly its private booths and flyering. I understand your hands might be tied in having to license this club due to the frequency exemption, but you could end its private booths and flyering to solicit customers.

Significant sexual contact has apparently already been observed in this club, causing police to issue a written warning. Allowing private booths, especially with up to 500 punters a night, is clearly putting women at very considerable risk.

Please also redouble your efforts to call on Parliament to end the frequency exemption loophole as a matter of urgency.

59. Whenever I see the strip club, Eroticats, I think of the [Gisèle Pelicot rape trial](#) and I cry.

Gisele Pelicot's husband and at least 50 other men over many years decided they could rape and abuse Gisele and other women because we live in a culture where we encourage men to see women and girls as objects that they can use, as violently as they wish. Strip clubs are part of that culture. I ask you please to do what you can to stop this happening in our beautiful town of Cheltenham so that we can become a town that instead teaches men and boys to respect and care for women and girls.

I object to your licensing of Eroticats and any other such business, both at their club and at any ad hoc events such as Under the Prom, which is making Cheltenham into a tourist attraction for sexual abuse. We don't need any more drunk men in our town who are high on abuse of women. You are putting local women and girls at particular risk of sexual assault and harassment.

I understand there have already been many cases of breach of their licensing conditions and that police have had to caution them. I also understand that the club has been leafletting around town, which is illegal.

Please will you do whatever you can within your licensing and other legal powers to stop or reduce the activities of Eroticats, including events at Under the Prom?

Please also ask our Councillors and lawyers to write to the Government to explain the problems with your limited powers and ask for better powers for local authorities so that you can close loopholes and better protect us.

Many thanks, and I wish you all a safe Christmas holiday.

60. It is a human rights violation against women to license this strip club, particularly its private booths and flyering. I have heard your hands might be tied in licensing this club due to the frequency exemption, but you could end its private booths and flyering to solicit customers.

There has been sexual contact in this club, leading the police to issue a written warning. Allowing private booths, especially with up to 500 punters a night, is putting women at enormous risk.

Please continue to call Parliament to end the frequency exemption loophole as soon as possible.

61. I object to the licensing of Eroticats (at Under the Prom) and call on you to stop allowing it to operate private booths which has led to the police had to sending a written caution and an estimated 500 punters a night.

The way this club operates is clearly putting women at high risk.

62. I commute to cheltenham often for work. I would like to ask the committee to consider the impact of the premises you are considering licensing.

Lap dance clubs portray women as commodities for male pleasure. This can undermine efforts to achieve gender equity and sends a message to women and girls that their worth is primarily tied to their physical appearance and sexuality, rather than their skills and capabilities. Lap dance clubs can also contribute to a broader culture of sexual harassment. Men who frequent such establishments may be more likely to engage in disrespectful and harassing behaviour towards women outside of these venues, including in public spaces. This poses a direct threat to the safety and well-being of young women and girls.

So I object to the licensing of Eroticats (at Under the Prom). I understand that while the frequency exemption exists the council feels it has to license it, but I ask you to stop the operation of private booths. The level of significant sexual contact already observed means the police had to send a written caution. With an estimated 500 punters a night, this is clearly putting women at high risk.

The club should also not be allowed to flier (none of your strip clubs should) – this is contrary to standard conditions across the strip industry.

Please also continue to lobby the Home Office to end the exemption, urgently.

63. Please stop the pornification of Cheltenham.

I am extremely displeased at the flyers and that there are private booths.

This place should be closed down.

Make Britain decent again and safe for women.

64. My objection is to the licensing of Eroticats (at Under the Prom).

They operate in a way that breaks the terms of the license, which may well be achieved through the frequency exemption.

Significant sexual contact is already reported and so widespread that the police had to send a written caution I call on you to stop allowing it to operate private booths.

Spreading publicity via fliers contravenes regulations and must be stopped.

With an estimated 500 punters a night, this is clearly putting women at high risk.

Please also continue to lobby the Home Office to end the frequency exemption, urgently.

65. 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. I strongly disagree with sexual

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entertainment responsible for the concerns of the safety of women during the Cheltenham festivals.

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

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

66. I wish to object strongly to any continued licensing of this strip club, particularly its private booths and flyering. By allowing private booths with up to 500 punters a night, there is a clear and significant risk to the women involved. Flyering should also be banned in your district, as it is contrary to standards observed within the sex industry.

I understand that there have already been examples of sexual abuse within the club, which have caused the police to issue a written warning. If you will say that your hands are tied in this matter because of a loophole called the "frequency exemption", then may I ask you to join protesters in lobbying Parliament for a change in the law.

67. SIA licence holder in support of SEL application GL50 1NW.

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 a positive action.

I'm a very experienced SIA licence holder convinced having work in licenced and the pop-up style sexual entertainment venues in Cheltenham.

A regulated sexual entertainment licence the correct course of action and highly reduces the risk to customers and the safety of all member's staff

Regulated + Positive

Unregulated + Negative

Underground + Dangerous

68. We are writing on behalf of our members to object to the application submitted by European Events Consultants Limited, trading as 'Eroticats' ('the Applicant') to renew and vary a Sexual Entertainment Venue licence to allow for stripping at Under the Prom, 109-113 The Promenade, Cheltenham to coincide with race meets at Cheltenham Racecourse in November and during Race Week.

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 reading.³ 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'.

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.'

As part of the Cheltenham Borough Council VAWG Safety Survey, women were asked what they would want prioritised in response to the harassment of women in Cheltenham. Women said that their top priority was a zero tolerance approach. 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.

Public Sector Equality Duty

We would remind CBC that 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.

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

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

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

Whilst deciding previous SEV licence applications, CBC's Licensing Committee have fallen short of considering all of the Public Sector Equality Duty statutory criteria. The continued failure to fully engage with the need to eliminate discrimination, harassment and victimisation of women and girls and foster good relations between men and women, leaves us with the impression that CBC just do not care about the lives of women and girls in Cheltenham.

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 touching between customers and performers) were identified during inspections at Under the Prom, 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.

At the November Licensing Committee meeting (which considered a SEV application submitted by the Applicant for a different venue), we were left astonished that, despite the March 2024 breaches, CBC's Licensing Committee allowed SEV policy standard condition 25 to be varied to allow for touching between performers.

We note that the Applicant is asking for the same amendment to SEV policy standard condition 25 as part of this SEV application. We remain extremely concerned by the requested relaxation of this standard condition and the potential for this to negatively impact the women working in the club.

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, operating hours and now touching- 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.

69. I am writing to object to this application for the renewal and variations of a licence to operate a strip club at Under the Prom in Cheltenham. (Number 23/01946/SEX).

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

It merits mention that outside of race events there is no demand for stripping in Cheltenham. There are no permanent strip clubs 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.

I note that the location for the venue is outside of the councils designated permitted zone. Whilst there are other licensed premises in the location, none operate as licensed strip clubs.

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 multiple breaches of these conditions were observed at Under the Prom during a number of inspections resulting in a written warning being issued by the police.

It merits mention that these breaches have occurred despite the assurances of the venue owner whose statement to this committee on 4th October 2023 noted the following:

“ He has an impeccable record because he follows the law, he stated that the licence stipulates 4 door staff whereas they always have 8. There will be added security for Eroticats (who also provide their own extra security). Licence stipulates 16 security cameras but they have 48. Eroticats also provide their own whilst they operate on the premises.”

The reality is Under the Prom has joined the very long list of strip clubs in the UK where breaches of conditions (viewed as essential for the regulation of stripping) are frequently observed. In spite of all of these measures it is clear that breaches of these conditions cannot be prevented in the current format of performances in private booths.

It is further concerning that the applicant is requesting a variation to standard condition 25. This will be argued as clarification to avoid “technical” breaches in relation to bodily contact between performers.

However, as outlined by Philip Kolvin in “Sex Licensing”, the “intention of the performer is not the test” or indeed “whether actually anyone be stimulated”, so long as the “inference is that that is its aim”. I believe that the variation being requested by the applicant would for allow bodily contact between performers which could sexually stimulate a customer given the *raison d’être* for strip clubs is the sexual stimulation of its customers.

Whilst it is possible for the committee to deviate from the Council's SEV policy, a good reason is required for any deviation. The key question is whether an exception can be made without harming the point of the policy's purpose.

I do not believe that a case can be made for this variation, particularly in light of the multiple breaches in March 2024. Watering down rules governing no contact fundamentally undermine the purpose of the council's own SEV policy.

It appears to be more a case of "we can't stick to the rules, so let's change the rules".

Men's violence against women and girls

A large body of evidence has been provided numerous times to this committee by residents and organisations actively working in the VAWG sector. The evidence highlights 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.

During race weeks it is evident that the vast majority of customers are men, with performers mostly being women.

Special Condition – Joint working with Cheltenham Borough Council in relation to VAWG

It is unclear from the application whether the applicant is seeking to include the special condition which was added in 2023 and reads as follows:

"1. The licence holder will work with Cheltenham Borough Council to promote the safety of women in relation to race week each year. This may be through activities in relation to performers at the venue and /or through the activities of those persons that distribute flyers in the town centre, and through training of management and staff of the venue".

An FOI request to the council to ascertain what joint work was agreed and undertaken in race weeks 2023 and 2024 was responded to as follows:

Q1. The year that this special condition was applied to the licence.

A1. [Meeting of Licensing Sub-Committee - Miscellaneous, Wednesday, 1st February, 2023.](#)

Q2. For each year that the special condition has been in place please confirm details of the work that the licence holder has undertaken in conjunction with Cheltenham BC.

A2. No relevant records found on case management system. This may be due to the fact that the previous licensing Team Leader, who would have been leading on this work, has since left CBC and their files and mailbox has been removed from the system.

Q3. For each year that the special condition has been in place please provide copies of correspondence where Cheltenham BC and the licence holder have agreed the work to be undertaken and any way that the effectiveness of this work will be measured.

A3. There is only one document in the system that may be relevant to this.

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The document referred to was an email exchange involving the previous licensing officer about a meeting where matters were discussed but nothing substantive to show that any VAWG initiative was agreed. A further request to the Council to clarify this matter has not been responded to.

Taking the FOI response on face value, combined with the lack of response from the wider council (which was an opportunity for details of any joint working to be shared), this raises serious questions for both this committee and the council in relation to the inclusion of this condition and the apparent subsequent lack of action or monitoring by the licensing team, this committee and the council members responsible.

I would remind this committee that during Cheltenham 2024 race week the county's SARC (sexual assault referral centre) had a presence on Cheltenham High Street. The results of the council's own safety surveys highlight the impact of race week on women in the town. It is an acknowledged fact that perpetrators of sexual violence are overwhelmingly men, with victim / survivors being female.

I would suggest that, if not already removed, this condition is not granted, given it appears there is nothing substantive behind it. If the condition is maintained I would recommend that the Council's VAWG partnership group is tasked with agreeing and monitoring any actions.

Conclusion

If the committee grants this renewal there is no compelling rationale or argument that supports deviating from the standard licensing conditions within the council's current SEV policy.

I would ask that the variations requested are not permitted and that the committee stops allowing performances in booths, given the multiple breaches in March 2024.

As noted above I would suggest that the special condition is removed given the apparent lack of action or monitoring by Cheltenham Borough Council.

70. I wish to object to the licensing of Eroticats, at Under the Prom, but have received an email from the council to advise that while the frequency exemption exists the council feels it must license it. However, I urge you to stop allowing Eroticats to operate private booths.

With such significant sexual contact already observed that the police had to send a written caution and an estimated 500 customers a night, this is clearly putting women at high risk.

The club should also not be allowed to flyer; this is contrary to standard conditions across the strip industry.

Please also continue to lobby the Home Office to end the frequency exemption, urgently.

71. 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.

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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 at Under The Prom, Cheltenham.

72. 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 at Under the Prom!

73. I object to the licensing of this strip club particularly its private booths and flyering. I understand your hands might be tied in having to license this club due to the frequency exemption, but you could end its private booths and flyering to solicit customers.

Significant sexual contact has apparently already been observed in this club, causing police to issue a written warning. Allowing private booths, especially with up to 500 punters a night, is clearly putting women at very considerable risk.

Please also redouble your efforts to call on Parliament to end the frequency exemption loophole as a matter of urgency.

74. My friends and I all keen National hunt racing enthusiasts. March in Cheltenham the pinnacle travelling for the Cheltenham Gold Cup not the lap dancing and enjoying the atmosphere in the evening in the City. However, in the recent years found us ending the evening at the lap dance club as it is not limited to men, popular with women and couples in recent years being under control, SEL. You can read about Cheltenham National hunt festival to keep you informed, but if you read about Cheltenham lap dancing at festival you are miss informed.

A licensed lap dance club protects men, women and couples. Cheltenham City licensing keeping lap dancing in accordance with regulations out of reach of the imported criminal element gaining a control.

75. As a group of avid National Hunt racing enthusiasts, my friends and I eagerly anticipate travelling to Cheltenham each March to experience the pinnacle of the sport—the Cheltenham Gold Cup. While our primary focus is enjoying the racing and the vibrant

atmosphere the city offers during the festival, we have noticed a growing trend in evening entertainment options, including lap dance clubs, which have become increasingly popular among men, women, and couples alike.

In recent years, we have found ourselves ending the evening at one of these establishments. Contrary to outdated stereotypes, licensed lap dance clubs have become well-regulated venues that provide a safe and controlled environment for all patrons, irrespective of gender or relationship status.

I firmly believe that maintaining licensed lap dance clubs in Cheltenham during the festival is essential for several reasons:

1. **Safety and Regulation:** Licensing ensures that these venues operate within strict guidelines, protecting patrons and performers alike. This prevents unregulated activities from taking root and safeguards the community.
2. **Preventing Criminal Influence:** By keeping such venues under the oversight of Cheltenham Borough Council, the risk of criminal elements exploiting unlicensed or underground establishments is significantly reduced.
3. **Inclusivity:** The modern appeal of these clubs extends beyond traditional demographics, attracting diverse groups, including women and couples. These establishments provide a welcoming environment when operated within the law.

It is vital to recognize that the presence of licensed lap dance clubs during the festival contributes to the broader entertainment landscape without detracting from the rich heritage and prestige of the National Hunt Festival itself. Cheltenham's licensing system ensures these venues remain safe, respectful, and free from harmful influences.

Thank you for taking the time to consider my views on this matter. I trust that the Licensing Committee will continue to prioritize the safety and well-being of all who visit Cheltenham during this internationally renowned event.

76. A frequency exemption means that any venue in any UK city including Cheltenham can put occasional events. This includes males stripping in Cheltenham at the Cheltenham Town Hall and female members of the audience are invited to participate during the performance. These unlicensed performances simply run unregulated where the council has zero legal powers.

An SEL during the Cheltenham race festivals maintain a stringent code of conduct with no audience participation with the female performers. No licence with the stringent guidelines and code of conduct would lead to lap dancing simply unlicensed where the council has zero legal powers.

Cheltenham venues that make use the frequency exemption during the Cheltenham festival with female performers receive a regular inspection. Venues with male performers make use of the frequency exemption throughout the year in do receive any inspection whatsoever.

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If any female by their own choice chooses to be a performer it is their right to do so without criticism from any other person and treated equally with the same respect shown to a male performer

This form of entertainment and should be allowed regulated and licensed.

77. Licencing sexual entertainment provides the accountability for a safer working environment and the protection from exploitation the performers rightly deserve. Patrons' male and female who chose lap dancing as a form of entertainment the reassurance Cheltenham Borough Council and the purple flag accreditation are committed to provide a safe venue with this controversial form of entertainment at Cheltenham festival dates.

Unfounded accusations and claims about lap dancing have created misconceptions about lap dancing in Cheltenham on race days and as the scape goat and the answer to the safety of women in Cheltenham. These accusations damage the good reputation within the racing fraternity who visit Cheltenham as a safe town.

A recent survey by Cheltenham Borough Council that women did not feel safe throughout the year, revealed an increase of 3% on Cheltenham race festival days from the 72% when there is no Cheltenham festival and any SEL in Cheltenham. The Police and Crime Commissioner by his own admission no evidence sexual assaults have been cause by a SEL club.

The Police and Crime Commissioner, Chris Nelson

Gloucestershire Live 4th November 2021

"It is hard to find specific evidence outside 2 Pigs, that sexual assaults have been caused by that **sex club**, but I have looked at this quite closely"

A Sex club, the name implies a club where people go to have sex. They're often styled like a typical nightclub, with room for socializing and dancing, but usually include more private areas with beds and other props for sex play. Comments have and are taken seriously as the police conducted a recorded uniformed search of a venue in March 2023. Police officer "we had received creditable information of secret rooms at this venue".

Comments from some individuals for their own ends creating a media storm giving rise to misconceptions regarding lap dancing in Cheltenham.

- SEL causes anti-social behaviour and the safety of women and girls in Cheltenham on festival days.
- Describing a club with a Sexual Entertainment Licence "**SEX CLUB**", "**SEX WORKERS**" and "**SEX BUS**".
- Cheltenham has become a sex destination in March

Supportive the granting of licensing during the Cheltenham festival days.

78. I have worked as a doorman for over 30 years, holding a current SIA license. Now working as head door person Under The Prom in Cheltenham. Having worked in the club making use of the exemption with no guidelines or rules to followed. Now at UTP operating with an SEL on

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race meeting in March 2023/24. Women's safety in Cheltenham is concerning it happens all year round which does increase at Christmas and noticeably during COVID 2020 when lap dance clubs closed. My experience working within a club with a SRL and the guidelines and rules offers a safe space for women and girls and important for protection and safety for all

I support regulation of an SEL.

79. 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 and we attend Under the Prom in Cheltenham each year it operates.

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 and there is a demand for!

80. 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.

81. 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 Under The Prom.

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.

82. I have been a customer at Under the Prom, Eroticats in March and November 2024 after a day of horse racing. From my personal experience Under the Prom/ Eroticats the safest club in town and if open throughout the year would be, group of girls, mixed ages can go avoiding the constant harassment from men which takes place on any given night out in Cheltenham the rest of the year.

If I can go to the Cheltenham town hall to watch The Forbidden Nights & The Dream boys most recently on the 6th November at Cheltenham town hall. Why should I be restricted on watching Eroticats girls. I have never heard any men objecting to male strippers dancing for women or any form of inspection by the Police at any time.

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I do hope you will support the granting of this licence on the grounds of gender equality.

83. I am feeling the same regarding a SEL as all my previous emails sent to yourselves. 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 at both venues they operate at, 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!

84. As Cheltenham resident I would like to express my full support regarding the application of Sexual Entertainment club to operate during the Cheltenham horse festivals.
I support this SEL application as it would be run at a licence and regulated responsible club.

Opposed to the “here today gone tomorrow from the inexperience run one-night clubs which have occurred at previous horse race festivals.

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

85. 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.

86. I am continuing to support the application for SEL at Under the Prom.

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.

87. I have been attending the National Hunt racing events in Cheltenham for many years and thoroughly enjoy the experience. Each year, I travel to Cheltenham with friends and work colleagues, and we always make the most of the day by continuing our evening at local venues.

One of the highlights for us is visiting the lap dancing club after the events. We appreciate the atmosphere and the security, which makes us feel safe as a large group of women. I am

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subscribed to the club's mailing list, and I recently noticed information suggesting that the venue may not be open this year.

Could you kindly clarify if this is the case? It would be disappointing if the club were to close, as it has become a key part of our tradition and post-event plans.

Licensed venues such as this play an important role in providing safe and regulated environments for women, couples, and men.

Maintaining such establishments ensures the safety of patrons and helps prevent unlicensed and potentially unsafe alternatives from emerging. It is crucial to uphold these spaces in accordance with regulations, keeping them out of reach of criminal elements seeking to exploit gaps in oversight.

I would appreciate any information you can provide regarding this matter.

Thank you for your time and attention.

88. Sexual Entertainment is popular with both genders and lap dancing during the Cheltenham festival is 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?