

**Cheltenham Borough Council Licensing Sub-Committee – Miscellaneous**

**Meeting Date: 5 February 2025**

**Meeting time: 6:00pm**

**European Events Consultants Limited Disclosures**

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Equality Impact Assessment Report – Sex Establishment Licence for Sexual Entertainment Venue at Under the Prom, 109 Promenade, Cheltenham, GL50 1NW

| <p>           Eroticats SEV<br/>           Renewal         </p>                                                                                                                                                                                                                                                                         | <p>Application for a Sexual Entertainment Licence and Equality Impact Assessment</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| <p> <b>Application:</b><br/><br/>           Eroticats<br/>           Sexual<br/>           Entertainment<br/>           Venue<br/>           (“SEV”)Licence<br/>           Renewal with<br/>           variation to<br/>           standard<br/>           conditions and<br/>           special<br/>           conditions         </p> | <p>           This is an application for the renewal of an existing SEV Licence pursuant to the provisions of the Local Government (Miscellaneous Provisions) Act 1982.         </p> <p>           The applicant was first granted an SEV Licence for these premises in 2023. This was renewed in 2024. Prior to 2023 the applicant has operated focused SEV events to coincide with Cheltenham Race Days since 2012. The applicant has previously relied on the exemption provisions (see Cheltenham BC, Licensing Policy Statement, December 2020, paras 6.35 – paras 6.38).         </p> <p>           The SEV renewal provides for limited and focused operation to coincide with Cheltenham Race Days. SEV led venues address the venue diversity policy (see Cheltenham BC, Licensing Policy Statement, December 2020, paras 6.6 – 6.7).         </p> <p> <u>Event Limited SEV Occasions (Cheltenham Race Days)</u> </p> <p>           The SEV renewal is for no more than 7 occasions in the year. These are for five days in March (the Cheltenham Festival) and two days in November (Friday and Saturday).         </p> <p>           The application is therefore limited in scope, just exceeding the permitted exempt occasions by five days.         </p> <p> <u>Variation of Conditions</u> </p> |

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|                                                      | <p>The SEV has been previously granted with amendments to the standard conditions (see Cheltenham Borough Council SEV Policy) concerning advertisement and external displays and the conduct of the SEV performance.</p> <p>The purpose of the amendments is to facilitate the transportation of clients to and from the venue and for staff to be able to give out flyers for the courtesy bus.</p> <p>The courtesy bus is also independently used by performers before and after the operation of the premises. The bus is not used by performers and customers at the same time.</p> <p>Additionally, the renewal seeks to make an amendment to condition 25 concerning contact between entertainers or performers. The purpose of this amendment is to have a practical solution to avoid technical breaches from passive contact. A literal reading of the current wording would mean that two performers brushing shoulders would be a technical breach of the premises licence condition. The variation therefore seeks to ensure that contact of this kind is not caught, and that it is sexual contact which is prohibited.</p> <p>The Council recognises that sex establishments are lawful and a legitimate part of the retail and leisure industries (see Committee Report, page 12, para 4.3).</p> |
| <b>Authors &amp; Contributors to this EIA Report</b> | <ul style="list-style-type: none"> <li>• Imogen Moss, Solicitor, Poppleston Allen</li> <li>• Steve Burrows, European Events Consultants Limited</li> </ul> <p>The purpose of this EIA Report is:</p> <ul style="list-style-type: none"> <li>• to conscientiously assess the diversity, inclusivity and equalities operation of the premises;</li> <li>• to conscientiously consider the representations made in respect of the application; and</li> <li>• to assist members in the determination of the application.</li> </ul> <p>It is acknowledged that the PSED must be “exercised in substance, with rigour, and with an open mind” by the decision-maker personally and may not be delegated (see summary in <i>R (Bracking &amp; Ors) v Secretary of State for work &amp; Pensions</i> [2013] EWCA Civ 1345 at [73]).</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Context:</b>                                      | <p>On 1<sup>st</sup> October 2014, Cheltenham Borough Council approved the adoption of the amended provision of Schedule 3 of the Local Government (Miscellaneous Provisions) Act to take effect in the borough on 1<sup>st</sup> December 2014.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

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| <p>The<br/>Cheltenham<br/>Borough<br/>Council<br/>SEV Policy</p> | <p>For fuller discussion of the legislative regime see the Committee Report, pages 11 – 17).</p> <p>The Policy provides the following important statement:</p> <p>“The Council does not take any moral stand in adopting this policy. The Council recognises that Parliament has made it lawful to operate Sexual Entertainment Venues, and that such businesses are a legitimate part of the retail and leisure industries. It is this Council’s role as the Licensing Authority to administer the licensing regime in accordance with the law.” Para 12.3 states that “Objections should not be made on moral grounds or values.”</p> <p>The Policy states (1.3) that “Each application to be determined will be done so on its own merits.” This is described as the “overriding principle” (4.3) (see also 11.2).</p> <p>The premises is located within the designated permitted area as defined in the policy (see Committee Report, page 14).</p> <p>See also Cheltenham BC, Licensing Policy Statement (December 2020) and the current version of the Licensing Act 2003, s 182 Guidance.</p> <p>It is accepted that sex equality-based concerns are relevant to the due regard of the PSED in the context of an application for a sex establishment under the 1982 Act (see <i>R (oao CDE) v Bournemouth, Christchurch &amp; Poole Council</i> [2023] EWHC 194 (Admin)).</p> <p>The Consultation on the SEV policy (2019): The Police advised that they had not identified any correlation between SEV’s and an increase in disorder and Crime. Members noted during discussion with the Police that there was inevitably a spike in crime rates during race week due to the increased number of people coming into the town who were intoxicated and there was no evidence to suggest that SEVs contributed to an increase in crime. The Police summary states that ‘From research there is no connection between SEVs and prostitution...’</p> <p>The 2019 EIA acknowledges that there are strong opinions on the provisions set out in the policy from both sides of the argument. There is strong opposition to sexual entertainment in Cheltenham and the council’s role</p> |
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|                                                | as licensing authority in this. There is equal recognition that Parliament has made it lawful to operate a sex establishment and that such businesses are a legitimate part of the retail and leisure industries.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Who is affected by the SEV application?</b> | The application will need to be determined on its own merits, giving due weight and regard to relevant evidence. See also Committee Report, page 17, para 6.7.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Public Sector Equality Duty (PSED)</b>      | <p>The Council has a legal duty under the Equality Act 2010 to have due regard to the need to eliminate unlawful discrimination, harassment and victimisation; to advance equality of opportunity; and to foster good relations, between persons with different protected characteristics in the discharge of its licensing functions. The protected characteristics are age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.</p> <p>See Committee Report at pages 17 – 18.</p> <p>See Cheltenham Borough Council SEV Policy (1.23); see also Cheltenham SEV Policy, para 18.3:” When making such decisions, local authorities must take into account any rights the existing operators have under Article 1, Protocol 1 of the European Convention on Human Rights (which entitles every person to peaceful enjoyment of their possessions) and Article 10 (freedom of expression).”</p> <p>Parliament has made it lawful to operate a sex establishment. The Council recognises that sex establishments are lawful and a legitimate part of the retail and leisure industries (see Committee Report, page 12, para 4.3).</p> <p>Some or all of the equality issues may be addressed through appropriate conditions and enforcement by the council. The PSED is not “<i>a duty to achieve results</i>” but a duty “<i>to have due regard to the need to achieve the goals identified in paras (a) to (c) of section 149(1)</i>” (<i>Hotak v Southwark London Borough Council</i> [2015] 2 WLR 1341 at para 73).</p> <p>For its part the applicant adopts policies in respect of customer and performer safety through the adoption of internal guidelines, internal and external training and on-going engagement with the relevant authorities.</p> |

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |         |       |         |       |                |    |    |    |
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|                                   | <p>Careful regard is had to the external appearance and operation of the premises during the very limited days and hours of its operation.</p> <p>See witness statement of Steve Burrows, Director, European Events Consultants Limited.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |         |       |         |       |                |    |    |    |
| Potential Sources of Information: | <p>Representations received:</p> <table><tr><td></td><td>FOR</td><td>AGAINST</td><td>TOTAL</td></tr><tr><td>NUMBER OF REPS</td><td>61</td><td>27</td><td>88</td></tr></table> <p>The Objections include:</p> <ul style="list-style-type: none"><li>• General concerns and general principled objections to SEVs per se. For example that strip clubs are outdated, exploit women, debase women, exploit weak minds.</li><li>• Regard to Cheltenham's White Ribbon Accredited status (see below).</li><li>• Regard to Cheltenham's 2020 Community impact assessment (see below).</li><li>• Tackling violence against women and girls.</li></ul> <p>The Representations in favour include comments from (former and current) employees and customers who have worked for the applicant or have attended the venue. These comments demonstrate that customers are both male and female and hold the premises in high regard. The customers and employees recognise that the applicant is a responsible operator who provides a safe and welcoming environment.</p> <p>Cheltenham Borough Council – Safety of Women at Night Survey</p> <p><a href="https://democracy.cheltenham.gov.uk/documents/s38549/2021_10_18_COU_Safety_Women_At_Night.pdf">https://democracy.cheltenham.gov.uk/documents/s38549/2021_10_18_COU_Safety_Women_At_Night.pdf</a></p> |         | FOR   | AGAINST | TOTAL | NUMBER OF REPS | 61 | 27 | 88 |
|                                   | FOR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | AGAINST | TOTAL |         |       |                |    |    |    |
| NUMBER OF REPS                    | 61                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 27      | 88    |         |       |                |    |    |    |

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|  | <p>Cheltenham Borough Profile<br/> <a href="https://www.cheltenham.gov.uk/info/63/equality_and_diversity/1801/key_demographic_information/22">https://www.cheltenham.gov.uk/info/63/equality_and_diversity/1801/key_demographic_information/22</a></p> <p>House of Commons: Tackling Violence against women and girls<br/> <a href="#">Tackling violence against women and girls - House of Commons Library</a></p> <p>Gloucestershire County Council: Motion Monitoring<br/> <a href="https://www.gloucestershire.gov.uk/media/ly0i44ju/november-motion-report-for-members.pdf">https://www.gloucestershire.gov.uk/media/ly0i44ju/november-motion-report-for-members.pdf</a></p> <p>Cheltenham Borough Council: Community Impact Assessment<br/> <a href="#">community impact statement</a></p> <p>National Papers on Sexual Entertainment Venues</p> <p><a href="#">The Regulatory Dance :Sexual Consumption in the Night Time Economy</a></p> <p>The research concluded that lap dancing continued to be a popular mean of employment for some women motivated by future mobility, but that income remained precarious. Women reported feeling safe in work but almost half reported frequent verbal harassment and unwanted touching by customers. The research did not find evidence of forced labour or trafficking.</p> <p><a href="#">RegulatingStrip-BasedEntertainment-SexualEntertainmentVenuePolicyandtheExInclusionofDancersPerspectivesandNeeds.pdf</a></p> <p>Research findings include one in four lap dancers has a degree. Those dancers with degrees had not chosen dancing in place of a career in their chosen subjects after university but instead were combining it with other forms of employment or education. One third of women interviewed were using dancing to fund new forms of education or training. No evidence or anecdotes of forced labour or trafficking of women.</p> <p><a href="#">Centre for Crime and Justice Studies: License to cause harm?</a></p> <p>Findings raised concerns that women's sense of safety and well being in public spaces is compromised by the widespread use of sexualised imagery of women and girls in public spaces and by the growth of Sexual Entertainment Venues.</p> |
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| Protected Characteristics from the Equality Act 2010. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <i>Age</i>                                            | <p>The legislation prohibits persons under the age of 18 being admitted to or employed on licensed premises. The premises does not otherwise seek to discriminate based on age in respect of customers or performers. The typical age of customers is over 25. The age of performers varies considerably from 20 – 55.</p> <p>The premises has robust policies in place regarding age verification for performers to be 18 or over. The premises has an appropriate age verification policy in place (Challenge 25) to prevent underage entry and staff are trained on acceptable forms of photographic/Pass ID that can be accepted.</p> <p><b>Cheltenham Borough Profile</b><br/> <a href="https://www.cheltenham.gov.uk/info/63/equality_and_diversity/1801/key_demographic_information/22">https://www.cheltenham.gov.uk/info/63/equality_and_diversity/1801/key_demographic_information/22</a></p> <p>118,836 people live in Cheltenham borough.<br/>         People aged 0-19 make up 21.7% of the population.<br/>         The largest age group is 20-64 at 59% of the population.<br/>         Those aged 65+ are 19.3% of the population.</p> <p><a href="#">The Regulatory Dance: Sexual Consumption in the Night Time Economy</a></p> <p>60% of dancers were aged between 22 and 29. The age range spanned from 18 -53 years.</p> <p>Save for compliance with the age limit the premises does not impose any limits on the age of customers or performers.</p> |
| <i>Disability</i>                                     | <p><b>Cheltenham Borough Profile</b><br/> <a href="https://www.cheltenham.gov.uk/info/63/equality_and_diversity/1801/key_demographic_information/22">https://www.cheltenham.gov.uk/info/63/equality_and_diversity/1801/key_demographic_information/22</a></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |



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|                                       | <p><b>Disability under Equality Act – excerpt from the Cheltenham Borough profile:</b><br/> 84.1% of the not considered disabled<br/> 15.9% considered disabled</p> <p>There is no specific information on the proportion of disabled users of sexual entertainment venues (that the authors and contributors to this report could find). Disability encompasses a wide range of factors as set out in the Equality Act 2010 definitions.</p> <p>Premises seeks to promote accessibility and inclusion. No complaints have been received by the operator about access to the premises or working conditions.</p> |
| <i><b>Gender Reassignment</b></i>     | <p>No details available from Cheltenham Borough Profile.</p> <p>The premises does not discriminate on the grounds of gender reassignment. There is no barrier to performers or customers in the premises in respect of gender identity.</p>                                                                                                                                                                                                                                                                                                                                                                      |
| <i><b>Pregnancy and maternity</b></i> | <p>No details available from Cheltenham Borough Profile.</p> <p><a href="#"><u>The Regulatory Dance: Sexual Consumption in the Night Time Economy</u></a><br/> Only 13.5% of dancers had children.</p> <p>The premises does not discriminate on the grounds of pregnancy and maternity.</p>                                                                                                                                                                                                                                                                                                                      |
| <i><b>Race</b></i>                    | <p><b>Excerpt from the Cheltenham Borough profile:</b><br/> <i><b>Ethnic group</b></i><br/> English, Welsh, Scottish, Northern Irish, British: 83.3%<br/> Other White: 7%<br/> Asian, Asian British or Asian Welsh: 4.1%<br/> Mixed or multiple ethnic groups: 2.5%</p>                                                                                                                                                                                                                                                                                                                                          |

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|                           | <p>Irish: 0.9%</p> <p>Other ethnic group: 1%</p> <p>Black, Black British, Black Welsh, Caribbean, African: 1%</p> <p>Roma: 0.1%</p> <p>Gypsy or Irish traveller: 0.1%</p> <p>There is no specific information on the proportion of users of SEVs.</p> <p>The premises does not discriminate on the grounds of race/ethnicity; all races and ethnicities are equally welcome either as customers or performers.</p>                                                                                             |
| <i>Religion or belief</i> | <p>Excerpt from the Cheltenham Borough profile:</p> <p><b>Religion</b></p> <p>No religion: 44.4%</p> <p>Christian: 45.5%</p> <p>Not answered: 6.3%</p> <p>Muslim: 1.5%</p> <p>Hindu: 1%</p> <p>Buddhist: 0.5%</p> <p>Other religion: 0.5%</p> <p>Jewish: 0.2%</p> <p>Sikh: 0.2%</p> <p>There is no specific information on the religion of users of SEVs. The premises does not discriminate on the grounds of religion or belief; persons of all beliefs and none are welcome as customers or performers.</p> |
| Sex                       | <p>Excerpt from the Cheltenham Borough profile:</p> <p><b>Sex</b></p> <p>48.9% are male</p> <p>51.1% are female</p>                                                                                                                                                                                                                                                                                                                                                                                            |

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|  | <p>Cheltenham Borough Council – Safety of Women at Night Survey</p> <p><a href="https://democracy.cheltenham.gov.uk/documents/s38549/2021_10_18_COU_Safety_Women_At_Night.pdf">https://democracy.cheltenham.gov.uk/documents/s38549/2021_10_18_COU_Safety_Women_At_Night.pdf</a></p> <p>638 responses – 95% of which were female. 72% of respondents told us that that they don't feel safe at night, rising to 75% not feeling safe during race week.</p> <p>The 3% rise during race week, taking into consideration the number of people coming into Cheltenham, has to be considered in view of the night time economy as a whole. The SEV at Under the Prom is only operational during specific times of the year.</p> <p>The Consultation on the Cheltenham SEV policy (2019): The Police advised that they had not identified any correlation between SEV's and an increase in disorder and Crime. Members noted during discussion with the Police that there was inevitably a spike in crime rates during race week due to the increased number of people coming into the town who were intoxicated and there was no evidence to suggest that SEVs contributed to an increase in crime. The Police summary states that 'From research there is no connection between SEVs and prostitution...'</p> <p>The 2019 EIA acknowledges that there are strong opinions on the provisions set out in the policy from both sides of the argument. There is strong opposition to sexual entertainment in Cheltenham and the council's role as licensing authority in this. There is equal recognition that Parliament has made it lawful to operate a sex establishment and that such businesses are a legitimate part of the retail and leisure industries.</p> <p><a href="#">The Regulatory Dance: Sexual Consumption in the Night Time Economy</a></p> <p>This report considered reasons for dancing citing advantages such as flexibility and independence.</p> <p>The premises has strict rules to follow in respect of the standard conditions and their own policies and procedures limiting physical contact, where a performance can take place and the nature of the performance.</p> |
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|  | <p>Operator is conscious of concerns raised by objectors in relation to women's safety. The operator has taken a proactive approach to addressing these concerns including all members of management attending a course on vulnerability, anti-sexual harassment and bystander training which was organised by Cheltenham Borough Council. The course was endorsed and funded by the Police and Crime Commissioner. Course date was 13 July 2023 and was a 2-hour session.</p> <p>All staff who work within Cheltenham providing leaflets for the courtesy bus are trained in bystander intervention which adds another layer of assistance and visible persons within the town during busy race week / events.</p> <p><a href="#">Tackling violence against women and girls - House of Commons Library</a></p> <p>The most recent debate on Tackling Violence against Women and Girls took place on 9 January 2025.</p> <p>There was no evidence to suggest that SEVs are contributing to the nature and scale of violence against women and girls.</p> <p>Premises have worked with GRASAC who have provided additional literature to the performers welfare folder. See witness statement of Steve Burrows, Director, European Events Consultants Limited.</p> <p>Robust conditions via the SEV licence which aid in assisting concerns raised in respect of performer welfare and customer safety.</p> |
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| <i><b>Sexual orientation</b></i> | <p>Excerpt from the Cheltenham Borough profile:<br/>No data available.</p> <p>Some people may feel less safe depending on their sexual orientation.</p> <p>The premises does not discriminate on the grounds of sexual orientation and prides itself on being a welcoming venue. Persons of all sexual orientations are welcomed on the premises either as customers or performers.</p>                                                                              |
| <b>Conclusion</b>                | <p>The applicant is aware of diversity, inclusion and equality impacts. The sensitivities to the nature of the lawful entertainment on the premises is acknowledged and the applicant works with the relevant responsible authorities to ensure regulatory compliance by way of on-going consultation and engagement.</p> <p>The number of representations provide a snap shot broadly in favour of the continued limited and focused operation of the premises.</p> |

APPLICATION FOR RENEWAL OF SEXUAL ENTERTAINMENT VENUE LICENCE  
EROTICATS, UNDER THE PROM, 109 PROMENADE, CHELTENHAM

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WITNESS STATEMENT OF STEVE BURROWS

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Introduction

1. I am the Director of European Events Consultants Limited. I am making this statement as part of the submission by European Events Consultants Limited in respect of an application for the renewal of the Sexual Entertainment Venue Licence for Eroticats, Under the Prom, 109 Promenade, Cheltenham, GL50 1NW.
2. Save where otherwise stated, I have direct knowledge of the contents of this statement, which are true. Where I do not have direct knowledge, the source and grounds of my knowledge are stated, and the contents are true to the best of my knowledge and belief.

My Background

3. I have a degree in Marketing Management as well as a foundation degree in Leadership and Management in Late Night Entertainment.
4. I have over 23 years' experience in the leisure and hospitality sector having worked as a Manager of nightclub venues, and having been a Designated Premises Supervisor ('DPS') for Luminar Leisure. I have also been an Area Manager for No Saints, responsible for 10 venues across the UK. I hold a Personal Licence and have been a DPS at a number of the venues where I have worked including currently at Mr Cambray's Curiosity, 30 Cambray Place, Cheltenham. As owner and DPS of Mr Cambray's Curiosity I am in day to day control of the venue. Alongside my team, we have successfully operated the venue for over 12 months.
5. I have been involved with the operation and management of Sexual Entertainment Venues (SEVs) for 9 years with 17 years' experience in running sexual entertainment events in Cheltenham and have been an active night safe member for Cheltenham for over 23 years.

6. I have been the Night Safe representative on the Business Crime Reduction Committee for 3 months. As the Night Safe Representative I take any issues or comments raised within the Night Safe forum, including wider town issues, to the Business Crime Reduction Committee to assist in the reduction of crime and disorder within Cheltenham.
7. We have historically liaised with the Gloucestershire Rape and Sexual Abuse Centre who provided additional literature to put into our performer welfare folder. This relationship has led to my role within Cheltenham's Violence against Women and Girls (VAWG) group. I joined the group as the representative for Cheltenham Day and Night Safe and our first meeting is on 4 March 2025. I am passionate about the work done by VAWG and will continue to work closely with them as the Day and Night Safe Representative.

#### Background to applicants' operation of SEVs in Cheltenham

8. European Events Consultants Limited used to operate sexual entertainment by way of the frequency exemption under Schedule 3 para 2A (3)(b) of the Local Government (Miscellaneous Provisions) Act 1982. I have successfully operated the frequency exemption at over 10 different licensed venues across Cheltenham during my career.
9. European Events Consultants Limited was first granted a Sexual Entertainment Venue Licence for Under the Prom, 109 Promenade, Cheltenham, GL50 1NW in 2023 and has renewed its licence annually.
10. I am also the Director of Red Apple Associates Ltd. Red Apple operated under the frequency exemption for approximately 8 years, after which we applied for a Sexual Entertainment Venue Licence for the 2 Pigs in Cheltenham which operated for certain race week events only. This venue operated for around 5 years with no issues and we surrendered that SEV licence after the building became no longer suitable for use.

#### Management and policies and procedures

11. I have been involved with the operation of Sexual Entertainment Venues for many years, which has led to me being able to put into place effective policies and procedures for the operation of this style of venue. I have an open and collaborative style of working with the

authorities to ensure that we operate to the high standards for both performer and customer safety.

12. Supplied with the disclosure documents is a General Management Document which outlines specific processes that are in place including:
  - a) A performers application to work at events which outlines accepted ID documentation and the requirement for right to work checks.
  - b) Performer check in process including signing of house rules, contract checks, ID checks and venue tour.
  - c) Performer changing room provisions.
  - d) Intoxication procedure.
  - e) Performer smoking area.
  - f) Transactions and how customer payments are facilitated.
  - g) Booth Walkers.
  - h) Cashing up process.
  - i) Courtesy Bus Service and history.
13. All members of our management team have attended a course on vulnerability, anti-sexual harassment and bystander training which was organised by Cheltenham Borough Council. The course was endorsed and funded by the Police and Crime Commissioner. The course date was 13 July 2023 and was a 2-hour session.
14. All promotional staff who work within Cheltenham providing leaflets for the courtesy bus are trained in bystander intervention which adds another layer of assistance and visible persons within the town during busy race week / events. Bystander intervention is reiterated to all promotional staff at the start of each shift by myself, or deputy management. Staff are reminded of their obligations and how to react to any instances of harm they may witness.
15. We contacted the Police on 20 November 2024 to ask if they would like to arrange a debrief following the November Festival Weekend. The Police confirmed that no debrief was required.

#### Equality Impact Assessment

16. I worked with our Legal Advisors to draft the Equality Impact Assessment which forms part of our disclosures. In doing so I reviewed the representations received and am aware of the



concerns raised by objectors. European Events Consultants Limited implement a number of policies and procedures to safeguard our staff and customers.

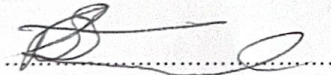
17. European Events Consultants Limited do not discriminate on any grounds. The age of our performers ranges between 20 and 55 and our customer base is made up of men and women. The average age of our customers is over 25.

18. European Events Consultants Limited promote diversity, inclusion and equality within our venue at all times. We are proud to contribute to the vibrant and varied offerings available during Cheltenham race week.

#### Conclusion

19. With the detailed conditions we have in place through the SEV licence as well as the Premises Licence issued under the Licensing Act 2003, should the renewal be granted I am confident that we will continue to set high standards in terms of operational excellence and regulatory control for SEV operation. Those standards will set a benchmark for SEVs in Cheltenham.

20. The contents of this statement are true to the best of my knowledge and belief.



Steve John Burrows

January 2025





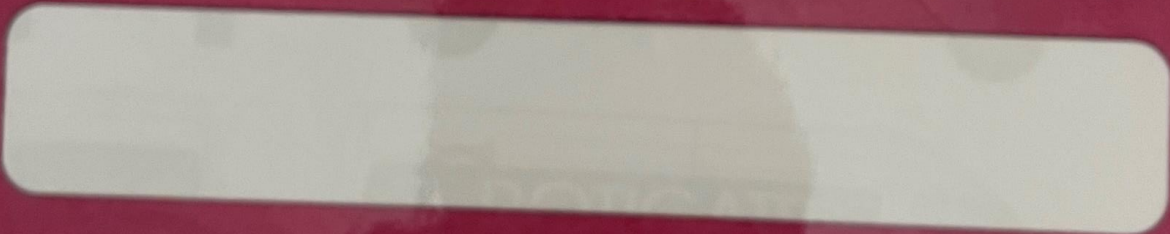
[info@eroticats.co.uk](mailto:info@eroticats.co.uk)

**CALL  
FOR FREE BUS**

**FREE COURTESY BUS:  
07977 436 395**

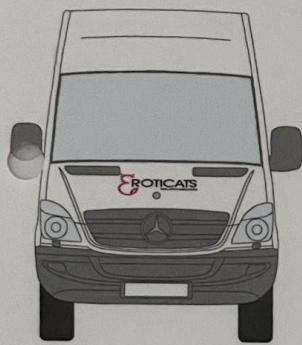


**FREE COURTESY BUS:**  
**07977 436 395**

  
**EROTICATS**

Pink Apple Associates OL20 7TU







# EROTICAT HOUSE RULES

- 1 Information details submitted are correct and up to date.
- 2 House fees to be paid in full on signing in, no refunds will given.
- 3 Arriving late increased house fee will be charged
- 4 Leaving early check out fee will be charged, unless agreed with House Mother.
- 5 Cancelling without 24 hrs notice. Cancellation fee of 25% of house fee will be charged.
- 6 House Mother must be informed if leaving venue, eg breaks.
- 7 No direct cash payments to be received from customers.
- 8 If any cash received must be declared and exchanged for Eroticcat chip
- 9 No use of PDQ machines on customers behalf.
- 10 No contact details to be exchanged with customers.
- 11 No arrangements to meet with customers .
- 12 All sexual entertainment will only take place in the designated areas.
- 13 Performances will only take place inside private booths, in the designated area.
- 14 During performance there must be no physical contact.
- 15 Performance shall not include any sexual act with other dancers
- 16 Customers must at all times remain fully-clothed.
- 17 Customers must remain seated during the performance
- 18 If asked by any member of staff to maintain a clear distance from customer during performance, you are to do so without question.
- 19 Eroticcats reserves the right to close earlier than times advertised
- 20 Any abusive or violent behaviour towards customs or members of staff will result in the termination of contract.

I have read and understand and signed this agreement  
Failure to comply with Eroticcat house rules could lead to the  
termination of your contract and any future work with Eroticcats.



# REFUSAL ENTRY LOG

Venue;

Name;

Name;

[illegible]

PTO

# **General Management Document**

## **Performers Application**

Performers complete an application via a website providing.

No application is accepted on anybody else's behalf.

- Full name
- Date of Birth
- Postal address
- Contact details: Telephone / Email address

All information supported by Photographic I.D - passport, driving licence which includes prove of address. Once various checks have been completed, including right to work checks with original copies of ID to be provided.

Performers receive an email to confirm application has been approved.

## **Events**

Registered performers receive an email regarding up-and coming event/s offering them the opportunity to request to work a venue/event.

Only emails with the registered email addresses are considered, all performers when applying to register agree to update any changes to their details.

## **Confirmation on working**

If successful on being accepted for an event/venue. An email is sent offering night/s with information Venue, Dates, Times and a copy of the house rules. Which a copy is made available in writing and verbally on checking in. Which is made clear they will be expected to comply with the house rules, if they do not comply with the house rules their contract is terminated

## **Performers check-in**

Checking in, event opens an hour before venue, with SIA security on duty. Performers details are confirmed checked against records and copies of photographic ID taken. They then sign the contract and issued with a unique numbered wristband.

The wristband confirms they are registered to work event, have completed all checks contracts, house rules signed, and ID proof has been provided on check in.

No performer can work without a unique numbered wristband.

Any new performers will receive a guided tour of the venue with an induction on how the system operates from one of the house mothers.

### *Changing Rooms:*

- The changing rooms will have seats and the bag area/ cloakroom is manned at all times and their wrist band number matches the number assigned to their bags so no one else has access to their belongings.

### *Intoxication procedure;*

- If identified, they are escorted to the dressing room by house mum or female member of security who have received intoxication training.
- They then sit with them talking to them whilst providing them with glasses of water and assessing their level of intoxication.
- The performer continues to be monitored until we believe she is in a fit condition to leave the venue.
- Performers then get dressed and we arrange transport for both of them back to their accommodation along with a female member of staff.



### *Smoking Area:*

- A member of door staff is stood at the exit to the garden with dressing gowns and performers are not permitted out unless wearing a dressing gown or suitably covered up.

## **Transactions**

Performers will take the customer to the booth payment reception area, where payment is taken, and which is recorded on video and audio. The receptionist receives payment, by cash or card from the customer directly

- The performer does not any cash payment.
- The performer does not touch the customers card at any time.
- The performer does not touch the PDQ machine or enter the customer's pin.
- All larger than normal payments must be signed off by manager on duty.
- Receptionist will contact duty manager about any concerns regarding unusual customer spending

## **Approved transactions**

- A Chip/token is given to the performer for a cash payment, made by customer
- A voucher/cheque is given to performer for PDQ payment made by customer
- The customer and performer are shown to a numbered booth, the computer timing system sets the time allocated for the performance which is monitored by SIA security staff.

## **Performances**

The booth area is constantly patrolled by booth walkers, the front of the booth curtains are see-through, always giving a clear view. Booth walkers duties include monitoring the timing screen located in the booth area and ensuring the safety of both performers and customers.

At the end of the allotted performance time, the booth walker directs the customer to the exit while performer dresses.

## **Cashing Up**

At the end of the night all the performers must go to the office to cash in the tokens/vouchers received for performances. The girls are not permitted to carry large amounts of cash for their own safety and as such they are paid via cheque over certain limit.

## **Courtesy bus service**

The courtesy bus service allows performers and indeed any member of staff, female or male the opportunity to use this service. Not only at the end of the night leaving the venue but also to the venue.

- To and from train/bus station their hotel, accommodation and safe transportation to and from parked cars.
- Performers are made aware of this service and are always requested by management and all members of staff to make use of this service.

Sign written vehicle/s

- Performers able to identify the vehicle.
- Local authorities and police to identify vehicle
- Taxi drivers to identify this is not an illegal taxi service,

Avoiding any unwanted confrontation from taxi driver and persons trying to get a taxi, all of which has been experienced in the past:

## **Courtesy bus history**

The service has been in operation for over 10years and was created initially for the safety of the performers visiting Cheltenham.

- No available taxis
- Unlicensed taxis operating in and around Cheltenham
- Long waits for a taxi
- Taxis not turning up
- Extortionate prices charged

## **Customer courtesy bus service**

During Cheltenham race festivals this service become more and more popular each year with customers.

- Both visiting the venue and when leaving venue.
- To avoid the antisocial behaviour in and around the town.
- Which more and more women are using.
- This service has been used with great success with returning vulnerable lost and confused persons to the safety of the accommodation or to the police

Promotional Staff in the Town handing out the courtesy bus printed material are briefed at the beginning of the shift on how to behave approach people and to pick up all disregarded printed material.

They are all briefed on how to identify intoxicated people and any vulnerable people that may need assistance. If an individual needs assistance, the promotional staff can phone the promotional manager with the incident which is relayed to the front door of the venue where door staff then inform the police over the radio of the incident.