



Main Offices  
CHELTENHAM BOROUGH  
COUNCIL  
MUNICIPAL OFFICES  
PROMENADE  
CHELTENHAM  
GL50 1PP

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[www.cheltenham.gov.uk](http://www.cheltenham.gov.uk)

## LICENCE APPLICATION

\*NOTE\* Please read the explanatory notes attached before completing this application form

### Local Government (Miscellaneous Provisions) Act 1982 Schedule 3 APPLICATION FOR A SEXUAL ENTERTAINMENT VENUE LICENCE

#### PLEASE NOTE

All applicants must complete Section A.  
Section B to be completed if applicant is a company.  
All applicants must sign declaration in Section C.

#### SECTION A

Application type

( please tick ✓ )

☐ New application

☒ Renewal of existing licence

☐ Transfer of licence

☐ Variation of licence

If renewal please state existing  
licence number

24/02/87 / SEAR

Applicant's details:

Surname

Forename(s)

Address:

Post Code:

Date of birth [dd/mm/yyyy]

National Insurance number

Daytime telephone number

Fax number

Email address

Agent acting on behalf of applicant  
(eg solicitor) if applicable:

Name of agent:

Address of agent:

POPPCESTON ACEN SOLICITORS

POPPCESTON ACEN SOLICITORS

37 STONEY STREET  
NOTTINGHAM

Post code NE1 1LS

Daytime telephone number of agent

Email address of agent

Name under which the business is to  
be known and traded as

ENCICATS

Address of premises for which this  
application is made

UNDER THE PROM  
109-113 THE PROMENADE  
CHESTERHAM

Post code ELSO INW

For what purpose do you intend to  
use this premises?

eg sex shop, sex entertainment venue

SEXUAL ENTERTAINMENT VENUE

Do you have planning consent to use  
the premises stated above for the  
purpose intended?

(please provide details, and forward appropriate  
documentation to evidence this)

If this application relates to a vehicle,  
vessel or stall please give description  
(including site to be situated on)

Proposed days and hours of  
operation

(please tick ✓ and specify times for each day  
using the 24 hour clock)

eg: 23:00 that day or 02:00 on the  
day following

SEE  
ATTACHED

<input type="checkbox"/> Sunday -	from	until	hours
<input type="checkbox"/> Monday -	from	until	hours
<input type="checkbox"/> Tuesday -	from	until	hours
<input type="checkbox"/> Wednesday -	from	until	hours
<input type="checkbox"/> Thursday -	from	until	hours
<input type="checkbox"/> Friday -	from	until	hours

☐ Saturday - from                      until                      hours

SEE ATTACHED

Have you ever been convicted by a Court for any offence which is not now spent under the terms of the Rehabilitation of Offenders Act 1974?

☐ Yes

☒ No

(please tick ✓ as appropriate)

If **Yes**, please give details  
All unspent convictions must be disclosed (if renewal application, since you last applied for a licence)

(please continue on a separate sheet if necessary)

Date of Conviction	Name of Convicting Court	Nature of Offence

Are there any criminal proceedings against you pending?

☐ Yes

☒ No

(please tick ✓ as appropriate)

If **Yes**, please give full details including date of hearing and name of Court

Have you been a director or company secretary of a company involved in the ownership or operation of a sexual entertainment venue licence previously?

☒ Yes

☐ No

(please tick ✓ as appropriate)

If **yes**, please give details

1) TWO PIGS CHELTENHAM

2) SEXO HOUSE, CHELTENHAM

Were there any convictions recorded against that company?

☐ Yes

☒ No

(please tick ✓ as appropriate)

If **yes**, please give details

**SECTION B****To be completed if the applicant is a company**

Company name

EUROPEAN EVENTS CONSULTANTS LTD

Company address





UNIT 3 AMBROSE HOUSE  
METECOR COURTPost code EL4 3EG

Company telephone number

Company fax number

Company email address

Full names and private addresses of all directors or other persons responsible for management of the company:

1	2	3
Name	Name:	Name:
<u>SEVEN John Burrows</u>		
Address:	Address:	Address:
		
Post Code:	Post Code:	Post Code:
		
Date of birth:	Date of birth:	Date of birth:
		
National Insurance no.	National Insurance no.	National Insurance no.
		

Any convictions recorded against that person or those persons

Name and date of conviction	Name of convicting Court	Nature of offence	Sentence (if imposed)

Are there any criminal proceedings  
against that person or those persons  
pending?☐ Yes☒ No

(please tick ✓ as appropriate)

If **Yes**, please give full details  
including date of hearing and name  
of Court

<b>SECTION C</b>
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<b>Declaration</b>
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All new and variation applications for sexual entertainment venue licences are considered by the Licensing Committee. Opposed applications for renewal and/or transfer will also be considered by the Licensing Committee. The applicant and/or their representative are required to attend the meeting of the Licensing Committee at which their application is due to be considered to speak in support of their application. They should be prepared to answer any questions which the Licensing Committee may wish to ask.

<b>PLEASE NOTE</b>
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<b>This application must be signed by the applicant personally or, in the case of a company, by a director or other duly authorised agent of the company.</b>
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I/We confirm that the contents of this application are true and correct.

I/We agree that if a licence is granted by Cheltenham Borough Council for a sexual entertainment venue licence, that I/we will comply with all Acts, Byelaws, Regulations and Conditions relating thereto and for the time being in force.

I/We understand that non-compliance with any relevant Acts, Byelaws, Regulations and Conditions will prejudice the continuance of any licence granted.

I/We understand that the council may utilise the information contained herein for internal purposes and may disclose the information to persons or organisations in accordance with the council's registration under the Data Protection Act 1998.

I/We, the undersigned, hereby apply for registration as a sexual entertainment venue licence within the Borough of Cheltenham and I/we declare that to the best of my/our knowledge and belief the foregoing statements are true and correct.

I/We understand that this licence will expire 1 year after it has first been granted or after a period of time decreed by the Licensing Committee, and a newly completed application form will need to be submitted to the local authority **two months before the expire of the existing licence, together with the licence fee current at that time.**

I/We further understand that once the completed application form has been submitted it will be submitted to environmental health, planning, building control and community safety officers of Cheltenham Borough Council together with the local police, fire service, parish councils, ward members or any other interested party for comment.

I/We understand that I/we must submit a copy of this application form to the chief officer of police for the area in which the premises are located and all other Responsible Authorities.

Signature of applicant (s) \_\_\_\_\_

Name (s) in BLOCK CAPITALS \_\_\_\_\_

Capacity in which application is signed \_\_\_\_\_  
(see note above)

Date \_\_\_\_\_

#### How to apply for a sexual entertainment venue licence

This application and the appropriate supporting documentation should be forwarded to the Licensing Team at the address on the front of this form.

**Please read the guidance notes that accompany this application form.** Failure to comply with the application procedure could result in a licence not being granted.

The following are required in order to proceed with the application:-  
please tick the boxes below ✓ to confirm you have sent them

- **Application form** (all sections completed) ☐
- **Copies of plans** delineating the specific rooms or premises to which this application relates, with escape routes (in case of emergency) indicated. ☐
- **Copies of a location plan** showing the vicinity of the proposed premises with the premises themselves clearly marked. ☐
- **Planning consent documentation** as confirmation that you have permission to use the premises for the purpose for which you are making this application. ☐
- Any **additional information** in support of the application. ☐
- **What you need to show to establish your identity**  
*This will be required from the applicant named in Section A*
  - **Driving Licence original(s) for inspection (paper and photo card counterpart)** which will be photocopied by an officer from Licensing Team. *If you do not have a valid photo card driving licence then a valid passport must be shown to the Licensing Officer.* ☐
  - **If none of the above are available then please supply one of the following original documents-**  
Original birth certificate (or similar official document if born outside UK )  
P45 / P60 Statement  
Marriage certificate, passport ☐

If you have any queries or require assistance in completing the application form, please contact our Licensing Team at the address on the front of this form, or telephone 01242 775200.

Signature of applicant

Name (s) in BLOCK CAPITALS

STEVE BULLOWS

Capacity in which application is signed  
(see note above)

DIRECTOR

Date

14/10/25

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- **Planning consent documentation** as confirmation that you have permission to use the premises for the purpose for which you are making this application. ☐
- Any **additional information** in support of the application. ☐
- **What you need to show to establish your identity**  
*This will be required from the applicant named in Section A*
  - **Driving Licence original(s) for inspection (paper and photo card counterpart)**  
which will be photocopied by an officer from Licensing Team. *If you do not have a valid photo card driving licence then a valid passport must be shown to the Licensing Officer.* ☐
  - **If none of the above are available then please supply one of the following original documents-**
    - Original birth certificate (or similar official document if born outside UK)
    - P45 / P60 Statement
    - Marriage certificate, passport

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**Days/ Hours to be applied for:**

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

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

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

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

March – Cheltenham Festival Monday 8pm to 5am the day following

Cheltenham Festival Tuesday 6pm to 5am the day following

Cheltenham Festival Wednesday 6pm to 5am the day following

Cheltenham Festival Thursday 6pm to 5am the day following

Cheltenham Festival Friday 6pm to 5am the day following



Standard Conditions to be varied:

**Standard Condition 6 to be varied to read as follows:**

There shall not be displayed outside the premises, in the immediate vicinity, or elsewhere within the Town any advertisements that indicate or suggest that any form of Relevant Entertainment takes place on the premises. This includes the display of any advertisement, word, letter, model, sign, light, placard, board, notice, device, representation, drawing, writing or any matter or thing (where illuminated or not) by means of externally displayed advertisement (such as on billboards or posters) within the councils administrative area.

1. The Applicant is allowed to solicit individuals to attend the premises during the hours the licence is in operation, provided that no solicitation takes place to anyone who appears to be under the age of 25.
2. The Applicant is allowed to operate a courtesy vehicle to transport dancers and clientele to and from the venue at all times. Further to be allowed to advertise, including by way of leaflets, the courtesy vehicle at all times during the permitted licence hours. No music will be played that can be heard from outside the vehicle. The use of the name 'Eroticats' is permitted.

The reason for the variation of this condition is permit a vehicle to transport clientele to and from the venue at all times and for staff to be permitted to give out leaflets for the courtesy bus in the Town.

**Standard Condition 25 to be varied to read as follows:**

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

