

## Eroticats 2025 representations – 109 Promenade

1.

Under The Prom, 2026 renewal licence

Hello Licensing team

I have worked as a doorman for more than 30 years, holding a current SIA licence.

Head doorman at Under the Prom, Cheltenham. I have worked in clubs making use of the exemption with no guidelines or rules to be followed. In my experience working as a professional door person have witnessed the advantages with clubs operating with an SEL including Under The Prom race meetings March and November 2023/24 and March 2025

Women's safety in Cheltenham is an ongoing issue beyond race meetings. In my experience, Eroticats, an outside promoter, uses professional practices and works closely with security to help prevent incidents unrelated to UTP March and November.

Based on my experience working at a club with an SEL, I have seen the big difference from unregulated to regulated environments and the application of guidelines and rules. The club ensures safe transport for dancers and staff at the end of each night—a service I've not experienced elsewhere.

I would assist and support UTP / Eroticats SEL renewal application.

2.

SEL Renewal Under the Prom GL50 1NW

I am writing in support of European Events SEL application.

As a licensed SIA individual, I have previously worked under Mr Burrows as a member of the courtesy bus driver team. We provided safe transportation for lap dancers, staff, and customers upon request. This courtesy bus service has become highly valued, extending beyond Eroticats' clientele to assist those in distress during the Cheltenham festivals.

I trust the council committee will evaluate this licence application based on its merits

3.

Under the Prom, Sexual License

I 'am in support of the SEL application from Under the Prom Cheltenham, for the renewal of their lap dancing licence. I have visited the club thought the year and when sexual entertainment takes place. In my humble opinion believe a suitable club within a suitable location and it's only a few nights according to the licence application.

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

4.

SEL Renewal application UTP Cheltenham

I reiterate my support for an SEL renewal at the above premises. I have previously work in Cheltenham for over 26 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 for Mr Steven Burrows, being 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 being 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 during granting of this application.

5.

Licensing Committee

Lap dancing and Cheltenham

I support UTP's licence application. My attendance at their events in Cheltenham during March and November festivals is my personal decision. Negative opinions about lap dancing do not make those views valid.

Cheltenham Borough Council's licensing team oversees lap dancing venues to ensure visitor safety. These regulations aim to address concerns related to Cheltenham nightlife during the Gold Cup Festival.

I advocate regulation of lap dancing in Cheltenham for March and November festival.

6.

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7.

Dear Committee

SEL: Under The Prom, Promenade Cheltenham

I travel every year to Cheltenham in March for the Gold Cup and for the November meeting without fail from Ireland. These Cheltenham race meeting being unmissable for my wife and friends.

We have stayed in Cheltenham at the same hotel and use the same bars and finish the night at the Eroticcat club by choice, a club which is not just full of drunken males

The wife and friends and I would all confirm our support with the much-needed alternative entertainment which we all enjoy when in Cheltenham especially after a day on the racecourse.

I have never witnessed any anti-social behaviour unlike other bars we have visited during the Cheltenham festivals.

8.

### Cheltenham Licensing

To whom this application may concern

Email regarding a licensed and regulated lap dancing events scheduled for 2026.

I have worked with Steven and the Eroticats dancers for several years. In my experience, a licensed club with a strict door policy establishes a safe working environment for dancers and staff.

March is both challenging and rewarding. Applying for a lap dancing licence reflects a collaborative approach with Cheltenham licensing authorities and the police, ensuring a secure and regulated environment. During the festival, I have observed officials conducting venue inspections and engaging with dancers—oversight that would not be present under the exemption rule. In my experience, I feel significantly safer working in a licensed lap dancing club compared to other licensed establishments.

Based on my experience, I support a licensed lap dance club in March.

Many thanks

9.

To whom it concerns,

Cheltenham SEV renewal

An SIA licence holder based in Gloucestershire has experience working at both a licensed lap dancing venue and a venue operating under an exemption in Cheltenham.

An SEV maintains a structured environment for dancers and customers by implementing clear rules and welfare guidelines that are regularly reviewed and inspected.

Misconceptions circulating on social media and in tabloids regarding SEVs, particularly concerning clientele. Recent inspections have shown that SEVs are increasingly attended by

women and couples following racing events. These venues operate under council guidelines and SEV policies to ensure safety for visitors and employees.

In my experience, implementing a regulated SEV licence contributes to a safer environment for both employees and customers.

10.

A regulated SEL-licensed venue offers far greater benefits to Cheltenham town during the March Cheltenham Festival 2026 than any unregulated lap-dancing venue. It is challenging to comprehend why anyone would consider a no-rules lap-dancing venue to be a safer option than a licensed one.

Numerous objections to previous applications have frequently cited women's safety, attributing anti-social behaviour to sexual entertainment venues. However, there is a lack of evidence to support such claims. As stated by Police and Crime Commissioner Chris Nelson on 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. I have looked at this quite closely." It is important to remind such individuals that this form of entertainment is lawful, even if they disagree with it on moral grounds.

Cheltenham has proudly retained its Purple Flag award for the tenth consecutive year. This accreditation recognises Cheltenham's excellence in the evening and night-time economy, underscoring the Cheltenham Borough Council's commitment to ensuring the safety of residents and visitors, particularly during the Cheltenham horse race Festivals.

The Cheltenham horse racing festivals provide a crucial lifeline for many hospitality businesses in Cheltenham. Clubs that choose to diversify into this legitimate form of entertainment respond to supply and demand. By demonstrating transparency and collaborating with local authorities, they should not be penalised for adhering to the rules and creating a safer environment for performers and patrons.

Please note, I find the term 'Sex club' used by the Police & Crime Commissioner to be both offensive and misleading. It creates a false impression of lap dancing in Cheltenham.

Thank you for taking the time to consider my email supporting this application.

11.

SEL Renewal

1st November 2025

Supporting Mr Burrows's application highlights his commitment to Cheltenham's night-time economy, proven adaptability in a shrinking industry, and his experience as a licensed SEV operator. His professionalism, knowledge of health and safety, and efforts during festivals contribute to maintaining Cheltenham's reputation as a safe town year-round.

We all 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 grounds of morality.

Approve this application based on merit

12.

The Licensing Section Cheltenham

email of support SEL application

Under the Prom, Cheltenham

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 increase of the unregulated lap dancing run by persons unknow removing everything achieved by Cheltenham Borough Council licencing committee over the past number of years in the creation of a safe working environment for performers and the customers at Cheltenham festivals.

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 in fact I would say feel safer the number of police and door staff on duty.

Thank you for reviewing my support email.

13.

Committee members

Regarding the Promenade Place Renewal Application

I wish to express my ongoing support for this sexual entertainment licences.

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.

At first, I doubted whether Cheltenham was suitable for lap dancing. However, after meeting Eroticats' management in 2010, their thorough planning and commitment to health and safety reassured me, all the dancers are regarded with respect according to the established guidelines.

Incidents of anti-social behaviour tend to rise during the Cheltenham festivals, which places increased demands on the resources of the Gloucestershire constabulary. A regulated SEV allows Cheltenham council to collaborate with an entity that helps maintain a safe working environment for dancers, staff, and customers in Cheltenham particularly when the towns nightlife becomes significantly more active.

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

14.

Cheltenham Borough Council

Sexual entertainment renewal application,

The application to renew the Sexual Entertainment Licence (SEL) for Under The Prom, located at 109-113 Promenade, Cheltenham, GL50 1NW, underscores the transparent partnership with Cheltenham Borough Council and strict adherence to regulations. This approach allows for better control compared to the exemption ruling, thereby reducing the high risk of sexual entertainment going underground during the Cheltenham horse race festivals.

SEL venues in Cheltenham have collaborated with the police to reduce serious incidents during festivals. Compared to venues operating under the exemption ruling, regulated SEL venues offer better welfare and health safety measures for both performers and the public.

I endorse the application.

15.

FAO: Sexual Entertainment License Committee

Another year, another email to share my support for Sexual Entertainment License held at Under The Prom, Cheltenham. As previous emails I have addressed to you, my support and decisions remain the same.

Working in a licensed premises is better for everyone involved. There are rules and regulations in which are needed to be met while holding a license, this ensures performers, staff, customers and general public are kept safe. A company who is working along side the local authorities will ensure that everyone is protected. This is hugely important 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. Allowing performers and all the staff who work in Cheltenham during the festivals the support they deserve.

16.

Cheltenham Gold Cup Week,

Cheltenham residents alter their behaviour during Gold Cup Week. Many avoid Cheltenham town centre during the Gold Cup, not due to lap dancing but because of the large crowds attending the races.

There is no evidence linking lap dancing to safety concerns for women in Cheltenham in March. Were any incidents reported under last year's license? As a regular visitor to UTP, I find that safety measures are stricter during March festival days, making it clearly the safest venue in town which is not exclusively attended by men.

Some individuals choose not to attend horse racing due to personal disagreement, just as others may choose not to participate in lap dancing. Both are legal and regulated forms of entertainment and prohibiting either could result in the emergence of unregulated alternatives.

Supporter of regulated lap dancing policies.

17.

Public Notice Licensing Act 2003

SEV application Cheltenham

I'm a lifelong Cheltenham resident who enjoys socialising throughout the year, including the Lady's Day at the Gold Cup week festivals.

Cheltenham's racing community has been noted for instances of antisocial and drunken behaviour, and in recent years, the town has become a popular destination for stag and hen parties during the Cheltenham Gold Cup. Measures that are implemented to manage the high number of individuals in the town centre following their departure from Cheltenham racecourse, particularly since many have consumed alcohol throughout the day and intoxicated.

The increased presence of police and security door staff during the festival aims to enhance safety for all attendees, regardless of gender. Officers patrol the town on foot as well as by vehicle to help ensure a secure environment. A controlled SEL provides law enforcement with a regulated partner, unlike unregulated entities that could appear and disappear with no accountability.

Cheltenham MP Max Wilkinson interview Lucy McDaid Political Correspondent, ITV News West Country Monday 10th March 2025 at 5:09pm

"Most of the people who are attending Cheltenham are men and that does create the demand for Sexual Entertainment Venues"

"I don't think anyone would say we want strip clubs in Cheltenham, but it's better that it happens in a licensed way rather than an unlicensed way"

"At least if we've got licences there is some kind of monitoring that can be done by the local authority and the police"

Sexual entertainment is in demand and is enjoyed by both genders at festivals. A full-time strip club year-round isn't necessary. The Cheltenham festival dates it's a case of "horses for courses". Licensed, unlicensed, regulated, unregulated, controlled, or uncontrolled?.

18.

Dear licensing team,

I write to object to the European Events Consultants application to renew their licence to use Under The Prom as a sexual entertainment venue, the strip club Erotocats.

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.

These conditions, including those relating to advertising, did not come out of thin air. They are based on the council's own [2020 community impact statement](#) which describes the "inherent risk for performers" who work 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."

Given this context, it is concerning that the applicant has again requested a variation to their license conditions which means they can continue to hand out flyers advertising the Erotocats bus which will be cruising around Cheltenham during race meetings plastered with the Erotocats logo.

Would the council allow this advertising if Eroticats was a brand of tobacco?

The inherent risk of tobacco means there are strict limits on the way it is advertised. Strip clubs carry an “inherent risk for performers” and make women feel objectified and intimidated, so surely they should be treated in the same way.

I also ask the council to continue to lobby the Home Office to remove the frequency exemption. Other councils have issued complete bans on strip clubs operating in their area. It's undemocratic that this isn't even an option in Cheltenham, thanks to the 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](#))

Some believe that even if the law was changed it would be better to license strip clubs, otherwise they will be driven underground. Evidence from other areas, suggests this is not the case. The more clubs you license the more clubs you get. Licensing strip clubs means they are normalised. Men are groomed into paying for so-called sexual entertainment and women are groomed into providing it. See [Still Stripping The Illusion](#) by Not Buying It.

Please stop allowing the advertising of Eroticats and please do all you can to lobby for a change in the law.

19.

Lap dancing is not offered year-round in Cheltenham. Several clubs have explored operating a full-time lap dancing club, but these ventures were unsuccessful due to insufficient demand. There is increased activity during Cheltenham horse racing events, resulting in the appearance of pop-up venues operating under the exemption law. That indicates demand for lap dancing at Cheltenham horse racing events.

Opposing licensed lap dancing is effectively supporting unlicensed lap dancing, so arguments about the performer and women's safety lack logic.

For the past ten years, the applicant has consistently applied for Sexual Entertainment Licences, all of which have been granted. I have attended and listened to the online hearings with interest

This application is supported.

20.

Dear Licensing Team Date: 12 November 2025

**SEV Licence Application - 25/01966/SEXR**

We are writing on behalf of our members to object to the renewal Sexual Entertainment Venue application submitted by European Events Consultants Limited, trading as ‘Eroticats’ (‘the Applicant’) to allow for stripping at Under the Prom, 109-113 Promenade, Cheltenham to coincide with race meets at Cheltenham Racecourse in November 2025 and during Race Week in March 2026.



### **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'.<sup>1</sup>

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.<sup>2</sup>

Plan International's recent 'The State of Girls' Rights in the UK Report' (July 2024) made for bleak reading<sup>3</sup>. 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.

<sup>3</sup> Plan International - The State of Girls' Rights In the UK Report 2024 - <https://plan-uk.org/state-of-girls-rights> <sup>2</sup> Safe and Equal Bristol Report: Sexual Entertainment Venue Policy Review 2021 -

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

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

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.’

A culture where sexual harassment is unacceptable cannot be created when Cheltenham Borough Council (‘CBC’) enables the continued sexual objectification and dehumanisation of women and girls by way of SEVs.

We would remind CBC it must take into account its statutory duties under the Public Sector Equality Duty in its decision making and have due regard to the need to:

- eliminate discrimination, harassment, victimisation and any other conduct that

is prohibited by or under the Equality Act;

- advance equality of opportunity between persons who share a relevant

protected characteristic and persons who do not share it;

- foster good relations between persons who share a relevant protected

characteristic and persons who do not share it.

### **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 continue to 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.

GlosWomen has written to Jess Phillips MP, Minister for Safeguarding and Violence Against Women and Girls to request that the Sexual Entertainment Venue (SEV) ‘frequency exemption’ is reviewed as a matter of urgency. In their response to us, the Home Office noted that they are considering, as part of the government’s VAWG Strategy, how they can address the various drivers of VAWG, including the objectification of women and girls.

### **Variations to SEV Policy Standard Conditions**

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 in areas such as advertising, soliciting and operating hours - with scant evidence to justify such changes. We note such variations have again been submitted as part of this application.

We also note that a proposed variation to Standard Condition 25, to allow for bodily contact between performers has also been submitted as part of this application. We remain concerned that such a variation represents a blurring of boundaries, which could put women performing in the venue at an increased risk of harassment and/or assault.

### **SEV Policy Consultation**

We note that progress in respect of the SEV Policy Consultation has been paused following the receipt of further representations which were made to councillors after the SEV Policy Consultation period. We understand that, as a result of these further representations, a working group is to be formed to consider the SEV Policy in more detail, with the potential for further changes to be made for approval by Cabinet.

Whilst reviewing the SEV Policy Consultation documentation, GlosWomen were concerned that CBC's Equality Impact Assessment focussed primarily on public safety and performer welfare and failed to adequately consider the impact on **all** women and girls, of the sexist attitudes which are reinforced by sexual entertainment.

The judgement in *CDE v Bournemouth, Christchurch and Poole Council* [2023] EWHC 194 (Admin) was clear that a focus on public safety and dancer welfare is insufficient to discharge the Public Sector Equality Duty. Whilst it seems that CBC's Equality Impact Assessment has been amended to include reference to research related to these concerns, we hope that CBC's SEV Policy working group will ensure that the Council's obligations under the Public Sector Equality Duty are properly considered as part of their review.

We hope that CBC will listen to the voices of women and girls and show a commitment to their Public Sector Equality Duty in deciding the outcome of this application.

Yours faithfully

Gloucestershire Women's Liberation Collective (GlosWomen)

21.

Hello,

I am writing to give my support for the SEV licence applied for by Eroticats for under the prom:-

I've worked with Eroticats for well over a decade now. As a performer and as house mother which is my current position. My role includes a range of responsibilities and safety of performers is a big part of that.

Eroticats is the only event/club I have encountered that takes performer, customer and staff safety as seriously as they do and that is one of the main reasons I continue to be involved in the operation.

I work alongside an excellent security team and feel incredibly supported during and after my shift. It's very rare to find clubs that make sure every performer and staff member gets home okay, in fact it's pretty unheard of in the industry these days. The courtesy bus plays a vital role in doing that.

Whilst I understand the reasons behind some of the objections this licence receives every year but I do feel that many of them fail to recognise the facts. Eroticats is a well run, safe, organised,

conscientious and legal business. I would not continue to be involved in the events if I didn't fully agree with the way things are conducted.

The statistics that show women feeling unsafe during racing dates in Cheltenham are certainly very disappointing. However, correlation does not equal causation.

As a woman, who knows this industry inside and out, I can categorically say that not granting this license would leave a gap in the market to be filled by another provider who is highly likely to exploit performers and customers for quick cash whilst taking no accountability for the security and safety of either. During my time in the industry I have encountered club owners and events organisers who do just that regularly.

To grant this license means structured, regulated and safe experiences for all involved.

Thank you

22.

Hello

I would like to give my support for the SEV licence that has been applied for under the prom.

I class myself as a feminist and that means I support all women and their choices to earn money how they want to.

23.

To whom it may concern,

I am writing to give my support for the Red Apple / Eroticats SEV licence for the venue "Under the Prom".

I have worked as a cashier for Eroticats a few years now and am always supported and respected. I am taken home after my shift in the mini bus and rely on this money to top up my income throughout the year.

Kind regards

24.

I'm writing to offer my support for the above. I've been to their events before and they have always been professionally run and I have felt safe, confident and had fun.

Yours faithfully