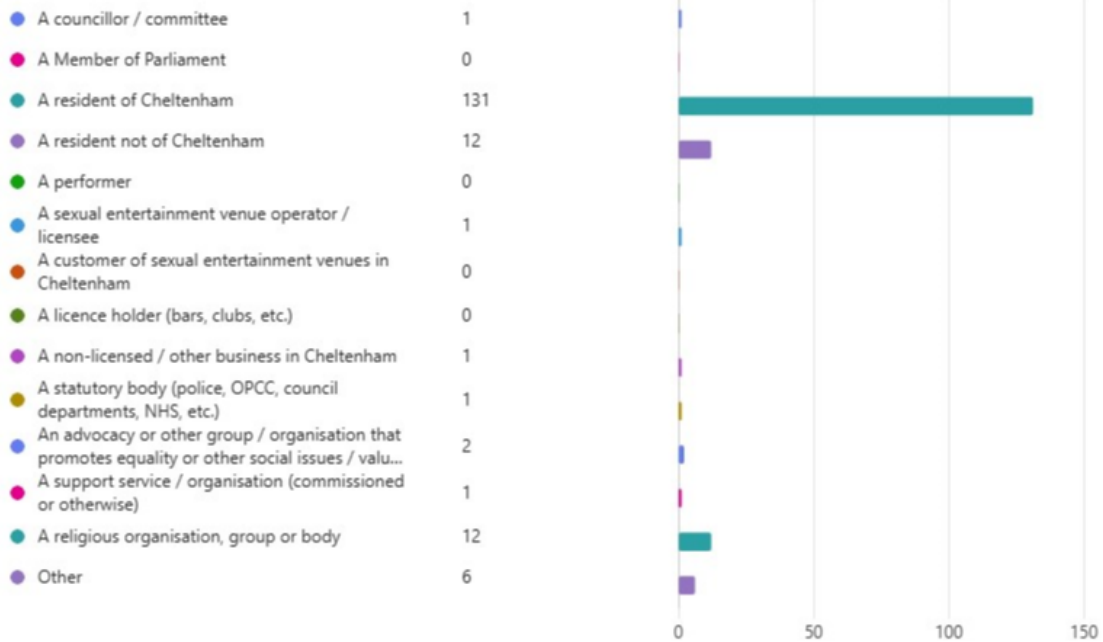


Respondents

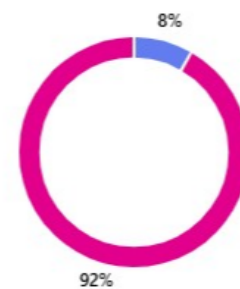
2. Which best describes the capacity in which you are responding to this consultation:



Designated Permitted Area (DPA) responses

3. Do you agree, or disagree, with the proposed changes to the "Designated Permitted Area"?

● Agree	14
● Disagree	154



1. It makes sense to align like this

2. I don't think it should even be allowed at all.

3. SEVs should be in town where the punters, police and no residents would be. This would make it safer for the workers themselves as they can be picked up in well lit,

<p>public areas, where the public and police are present, reducing the chance of abuse. The purple area looks like a logical area to me</p>
<p>4. Not appropriate for a regency spa town After being at these SEVs just endangering the safety of women both in public and in the home</p>
<p>5. Cheltenham should have zero Sexual Entertainment Venues</p>
<p>6. Why? Cheap thrills to those who have money to spend but degrading to those expected to perform in need of money. We are currently becoming a sex on show, rewind life back before social media and show some self respect to us who live around and to those who perform!</p>
<p>7. These venues are way too obvious during the time they are open and make town very unwelcoming and unsafe for young women and children.</p>
<p>8. I would potentially agree if you had put any effort in to making this process clear and easy to read. I'm not clear on what it's being changed to, I can see the proposed area but not the current area.</p>
<p>9. The entire Cheltenham Borough area should have NIL SEV licenses. To allow SEVs in the town centre area means that people will feel unsafe visiting in the evening in an atmosphere charged with toxic masculinity. Fiddling about with the area will do nothing to improve the current situation....merely pass the buck on decision making to some unelected external body. I want our Councillors to take a brave stand not shrug their shoulders and say their hands are tied.</p>
<p>10. If it is a legitimate business which is ran properly. With security and well fair of employees and customers. I feel this is welcome and should be supported.</p>
<p>11. Looking at the different boundaries, to extend to the Purple Flag Area would massively increase the designated area. It would include all of Montpellier, further down each end of the High Street and all the way to the large Post Office. Conversely to the Purple Flag scheme being about keeping people safe at night, this would mean that there is nowhere in town that people (predominantly woman, who are already more at risk of male violence) can go that would be away from these Sexual Entertainment Venue.</p> <p>There were serious breaches reported from the clubs last year and there are always a large number of complaints about the licenses, and the surrounding behaviour of race attendees on local people's feelings of safety during the races.</p> <p>We are told time and time again that the Council's hands are tied as the licenses are legal. The Council have full control over the geographic area that they can be found in, so why make it easier and more attractive for more of these controversial venues to operate?</p>
<p>12. Massively extends the area which is unnecessary and will make it a "no go" area for women, it's bad enough that Cheltenham is full of drunk men on race days never mind if they've been to a sex show and been massively overstimulated.</p>
<p>13. The changes would increase the area of the town that would be made unsafe for women and girls by the licensing of more SEV's over a greater area of town. Men who come to Cheltenham to avail themselves of these disgusting and misogynistic services should not be encouraged. Increasing the area may be discriminatory for women,</p>

either directly or indirectly, as it would increase the size of the no-go area for women wishing to avoid SEV's. It may also lead to claims of harassment by women as more men on the streets seeking this "entertainment" may harass women going about their normal business.

14. I have lived here for 25 years and i will never live anywhere else, race week is exactly what it is and its madness we do not have Designated Permitted Area already.

15. I think the appropriate number of SEVs in Cheltenham is zero for any part of the town at any time. The inclusion, safety and respect for the female half of the town's population should take precedence over an exploitative commercial enterprise during handful of days' horse-racing. CBC has an opportunity here to show some leadership and make a decision appropriate for our society in 2026.

16. We are swamped with sexual entertainment which is not a good thing as it is invariably skewed towards voyeurism, homosexuality or worse.

17. This should not be tolerated in any format in the town

18. There shouldn't be adult entertainment areas in Cheltenham. Even if for a few days during race meetings - it is degrading to women.

19. It should not be in the vicinity of places of worship in particular churches.

20. I strongly disagree with the proposal to redefine the Designated Permitted Area as the Purple Flag accredited area.

Cheltenham's town centre is valued for its character as a family-friendly, cultural, and community-oriented place, not simply as a night-time economy zone. Purple Flag accreditation is intended to recognise safe and well-managed evening activity, but it should not be interpreted as an invitation to introduce sexual entertainment venues into the centre of town.

The presence of SEVs would risk changing the tone and identity of the locality, with potential negative impacts on residents, visitors, and nearby businesses that do not align with this type of venue. A well-regulated area is not automatically an appropriate area for such premises.

Cheltenham's existing nil limit outside the currently designated area reflects the importance of protecting sensitive locations and maintaining public standards. Expanding the permitted area would increase the likelihood of venues being placed near places used by families, young people, and vulnerable individuals, even if technically compliant with distance rules.

This proposal would also normalise sexual entertainment in a way that many residents do not feel reflects the values or reputation of Cheltenham.

For these reasons, I believe the current policy should remain in place, and the Designated Permitted Area should not be expanded.

21. I don't believe it is the nature of Cheltenham to be a host places for SEV's. Regardless of the event being hosted SEV's celebrate promiscuity, an attribute that does not align and should not align with Cheltenham character

22. Please don't allow this to take place.
23. It's awful
24. Sexual entertainment encourages mis treatment of women
<p>25. Cheltenham has long benefited from a reputation as a refined, cultural, and commercially diverse town, attracting families, visitors, independent retailers, and professional services. The formal designation of a Purple Zone risks altering this perception, repositioning the town centre primarily as a late-night entertainment destination. Such a shift may undermine the town's established identity and deter daytime visitors, families, and higher-value retail activity.</p> <p>Evidence from other UK towns shows that Purple Zones often accelerate the displacement of independent retailers, drive rising commercial rents, and encourage a concentration of hospitality and late-night venues at the expense of balanced, mixed-use commerce. This results in reduced retail diversity, increased vacancy rates for non-hospitality units, and a gradual erosion of the character that makes town centres commercially resilient.</p> <p>There is also a reputational risk. Associating Cheltenham more closely with night-time drinking economies may negatively affect investor confidence, visitor perception, and the appeal of the town as a safe, high-quality destination for shopping, leisure, and cultural activity.</p> <p>For these reasons, I strongly urge the Council to reconsider the proposed Purple Zone designation and instead prioritise policies that protect Cheltenham's reputation, support diverse independent commerce, and promote a balanced town centre economy that benefits all residents, visitors, and businesses.</p>
26. We do not need this in our town. It increases danger for women, it makes me, a young woman, feel unsafe around my own town I've grown up in. I think it is disgusting that we think because it brings in money we should be promoting activities such as this.
27. Many people, including families, live in the centre of town, in the areas indicated above, and whilst general entertainment venues are welcome and can enliven the area, particularly economically, sexual entertainment venues are a very different matter. I completely disagree with the normalisation and legitimisation of these kind of premises. The mob mentality of race week crowds (or just general groups out in town at night) can already be frightening and unpleasant, encouraging people's worst instincts and behaviours. Adding in the encouragement of sexual entertainment would only amplify this. I fear it promotes a very damaging message to both residents and visitors to Cheltenham
28. While framed as a protective or regulatory measure, the creation of a "purple area" would in reality amount to the Council actively facilitating and legitimising the sex industry within Cheltenham. Such a decision risks fuelling the very lust, exploitation, and moral harm it claims to mitigate, while reducing serious ethical concerns to a matter of management rather than principle. If adopted, this policy will place the Council on the wrong side of Cheltenham's history. Imagine if the person being objectified were your own daughter or someone you love; legitimising such treatment under the banner of regulation is not protection, but moral abdication.
29. This proposal is not inline with our town dignity and will effect families and communities that are living in the area

30. I strongly believe we should as a society be championing healthy sexual relationships within the context of loving relationships and nit through satisfying men's serial urges. We also must fight against the exploitation of women.
31. I'm a child. Please protect my town - preserve the dignity of Cheltenham.
32. I strongly object to this and is not suitable for Cheltenham
33. As a resident of Cheltenham and as a Christian, I cannot condone any licensing of this sort, let alone expanding its freedoms. It is degrading of human value and should not be promoted in any means.
34. I believe this change would result in further exploitation of women, potentially being trafficked int the area for race events and other large events that take place in Cheltenham. Women and men being sexually exploited need to be protected and the individuals that arrange these events should be subject to greater scrutiny.
35. I want to live in a place that feels safe for me and my daughters - that respects women as human beings rather than 'sexual entertainers'. My sons are also exposed to the message that women and sex are 'entertainment'. Which in the light of how children are being influenced by the likes of Andrew Tate is horrific, in 2026! Everything about this makes me feel more unsafe and vulnerable in Cheltenham. Especially during busier times like Cheltenham Races which sees the town flooded with mostly men from outside the area, drinking and betting. I know there are benefits to holding events like this for our town (I have lived here all my life) but offering sexual entertainment only gives the message that we don't value women here and 'anything goes'. We have to stay home during those weeks and avoid Cheltenham. Why encourage and promote so much harm for the sake of money?
36. I would agree that these venues are limited to a safe area, and that they be vigorously prevented in other locations. However, I would rather the Council prevent 'sexual entertainment' venues from opening at all. How do we maintain respect or positive culture for women, when men are paying to be 'sexually entertained' by women?
37. Hate it
38. As a valued member of the community, a qualified nurse at Leckhampton hospice for 20years , and widow having brought up 2 girls I am shocked to see the proposals. As a country with horrendous sexual exploits documented, I am aghast that further sexualisation in this way would be allowed. The races bring in trafficked girls already...morally shocking and dehumanising in a country supposed to be civilised. Please do not endanger women and our young people any more to satisfy the appetites of many in a way that can only cause shame and danger. Thankyou for reading this
39. Don't need this. I believe it would be bad for the town
40. As a Christian, I believe that local laws should do as much as possible to protect the victims of sexual trafficking into Cheltenham.
41. There is no need to expand the area

42. I want Cheltenham to be a safe and wholesome environment and hope my political leaders will help ensure this. The proposed changes will not help in this aim. Please do not go down this road.
43. We don't want a permitted area in our town where this 'entertainment' (often at the expense of the vulnerable) can take place.
44. Cheltenham should be a safe and welcoming environment for women and men, both in the daytime and at night. Youth and children should be safe to be out in the evenings and witness good role models and society making upright and healthy lifestyles choices. To actively promote and encourage anything other than this is, in my opinion, is wrong.
45. Although I can see the desire to control the types of venue, this policy seeks to expand the amount of adult entertainment establishments. I don't believe we should allow Cheltenham to become a centre for sex tourism during races. That is not what Cheltenham should be and the Council should not be encouraging that.
46. I do not want to promote any sexual activity in Cheltenham which could promote crime against women or human trafficking. The council should not want this either.
47. These institutions perpetuate violence against women and encourage the moral degradation of society.
48. This is for Cheltenham to be a safe place for residents and visitors. It is to uphold values that are for the good of all in our society, whatever their age, demographic and ethnicity. It is to stand for what is right and wholesome and then experience the good consequences of such a stance.
49. Clients of these venues cannot be guaranteed to act in one manner within the venues and another once outside the doors. As such, the inclusion of the main campus of Cheltenham Ladies' College within the permitted area is completely inappropriate, as are any footpaths that might be used by clients going from the centre of Cheltenham to or from these venues coinciding with routes normally used by these female students (Bayshill Road south of St George's Road and adjacent areas.) I disagree with any expansion to the currently permitted area for SEVs beyond that in the July 2020 policy.
50. Im against such license
51. As I responded to the last survey on this, it is not the right thing for Cheltenham, we need a smaller not larger area. As a mother to young children, I want to preserve the dignity of Cheltenham so that it is a safe and pleasant place to live and socialise. I also care about women's rights and do not feel that pandering to the racegoer's whims is the right message to give to women in cheltenham.
52. The number of SEVs to be 3. I understand there may be a need for some but should not be pop-up and should be heavily regulated.
53. Whatever SEV policy is in place, Cheltenham town centre will be extremely busy during race weeks and provide vital income for Cheltenham businesses, especially pubs/bars/nightclubs. Allowing SEVs, even in limited numbers via a licence, surely has a negligible impact on this, and comes at the cost of risking increases in sexual harassment or assault, making areas of Cheltenham feel unsafe to women (both local and visiting), and creating a poor image of Cheltenham during its most important

<p>weeks of the year for tourism. Therefore, whilst I am glad that the “infrequency exemption” loophole is being removed, I believe it is in Cheltenham's best interests to not be licensing SEVs.</p>
<p>54. I think SEVs are detrimental to the reputation of our town. These venues often prey on vulnerable women and cannot guarantee their safety. I think it's wrong to use women for monetary gain and therefore I oppose SEVs in our town.</p>
<p>55. Subjects impressionable young people, upright residents and visitors to an increasingly unhealthy and seedy culture in what should be an honourable town of good character. Sends a signal of moral degeneration in the historic town of Cheltenham Spa.</p>
<p>56. As a resident of Cheltenham, I am concerned about the proposed expansion of the permitted area for Sexual Entertainment Venues in the town centre. With Cheltenham Races approaching and our community about to be especially busy, I believe this is the wrong direction for our town. Cheltenham should be a place that reflects dignity, safety, and respect for all people. Expanding this policy risks normalising an environment that undermines those values. I urge the council to consider what is truly good for the wellbeing of our community and to uphold what is honouring in the sight of God.</p>
<p>57. This should not happen and will be damaging to Cheltenham</p>
<p>58. This is Cheltenham. Do we really want more sexual entertainment venues for the Races? Would it not be signalling the further disintegration of the moral tone of the town?</p>
<p>59. The last thing we need is anything which could corrupt our teenagers.</p>
<p>60. Rather than reducing the number of SEVs in our town, this proposal would significantly increase the geographical area in which they could operate. I do not believe Cheltenham needs an expansion of SEVs, and I am concerned that broadening the permitted zone risks normalising and increasing their presence in key parts of the town centre.</p> <p>The existing permitted area does not include sensitive and prominent locations such as the Town Hall and the Montpellier area. Expanding to the Purple Flag zone would change this, allowing SEVs in areas that are widely used for community events, cultural activities, family gatherings, and tourism. This would fundamentally alter the character of those spaces.</p> <p>I strongly believe that the Council should instead be seeking to reduce the number of SEVs and introduce tighter controls, not expand opportunities for further licences. There are also wider concerns about the potential exploitation of vulnerable individuals who may become involved in the sexual entertainment industry. Any policy change should prioritise safeguarding and community wellbeing over commercial expansion.</p> <p>For these reasons, I do not support the adoption of the Purple Flag zone for SEVs and urge the Council to reconsider this proposal.</p>
<p>61. How should I explain to a young child i.e. our family living in this area what these establishments are all about? Better still, let's have our children attend a presentation given by Cheltenham Borough Councillors on the purpose of these establishments.</p>

Go on... you explain it. You're considering licensing these premises exactly where we live.

62. It is degrading and encouraging the sexual abuse of people. Prostitution and people trafficking at race week is already well established and this will just perpetuate it further

63. I want to start by saying I am an 18 year old male.

Does this make Cheltenham better? It's a very straight and obvious "no". No one will benefit and no one will win. This will only deface Cheltenham. This will result in more depression, not joy, more loneliness, not social wellbeing, more suffering, not success.

This lowers the standards of living in such a great place like Cheltenham. It's unsafe for both women and men to have this in the area, encouraging objectification and gender-based violence. There is no need for making something like this available, and it's solely for money-making and success via manipulation. This is not something anyone (resident or not) should be exposed to, young people in particular.

You know the crowd which will be manipulated by this. Young, impressionable people. If introduced, there will be the temptation for it to grow and grow.

There are so many better areas to grow, to invest in. Don't force Cheltenham to stoop this low. Preserve the beauty you know it has.

64. What type of society are we allowing our children and young adults to grow into. These venues must stop . They are exploiting women . If this doesn't stop now then what will be next?

So No to any venues or zones in town for sexual entertainment.

65. Although only anecdotal to my ears, I am assured by those in the know that the law has been broken by those using SEVs around race days in the town, principally in the form of the sex trafficking of some of the women involved in the venues. I am sure that there will be those in the town who would be able to provide prima facie evidence of this having happened historically. It is a breach of the law and a principal reason for my disagreement

66. I wouldn't want to see any expansion of the permitted area. The races for example seem to attract high levels of excess which in my view don't add anything to Cheltenham being a safe, friendly town. Expanding the permitted area just seems to encourage more of the bad stuff that comes with the races. Why do we want to encourage that?

67. Sex trade is appalling. We can't permit it. It puts women, men, girls, daughters, nieces, future wives etc at massive risk and treats humans as commodities, we are not. The fact that this is even being considered is utter madness. What on earth?

68. I don't think this helps the violence against women campaign - at its heart I think it's a way to make money fundamentally and it's hiding under regulation claiming this is a better way to protect women.

I think we should be aiming higher for our town and the women who live and visit here.

69. Cheltenham already has an appropriate SEV ratio to maintain its reputation as a decent and alluring town
70. I am concerned about the safety of women. I am also concerned about families being able to access parts of the town without being exposed to very adult scenes which are completely unsuitable.
71. As a women who was approached once myself, by someone looking to coerce a young naive girl into a job 'dancing with free accommodation', I am so keenly aware of the darker side that goes on at race week (the tradition of which I do love). I am certain that to expand the 'permitted zone' would only encourage more people to be attracted to Cheltenham that week, not for the races, but to take advantage of the opportunities of the party alongside it, for human trafficking, forced a labour and all the grey around area it.
72. I would want no sexual entertainment venues to exist in Cheltenham.
73. I'm opposed to there being sexual entertainment venues in Cheltenham.
74. This undermines the safety in they area for my family and especially my young adult daughter.
75. The current area is enough. There are school sites within the proposed area.
76. I am opposed to the licensing of sexual entertainment venues in Cheltenham Borough due to the risk of sexual exploitation and human trafficking
77. I disagree with this provision due to high risks of trafficked individuals to meet the demand
78. I see no reason to change the designated area.
79. The proposed extension is in effect licensing an extension to the exploitation of women and the commodification of sexual relationships
80. Enabling licensed operators to consider the location of their premises within the Designated Permitted Area "so to not offend locations/premises or uses deemed sensitive" is to allow them to mark their own homework and remove responsibility for this from the council to private companies with no elected role and no reason to undertake these considerations if it is not in the interest of their business. Rather than a simple Designated Permitted Area consisting of a polygon, the council should identify sensitive locations and have buffers around them within the DPA so as to be able to maintain control over planning applications.
81. I do not believe that extending the designated permitted area is consistent with the current usage of the area subject to expansion. These licences should be kept within a very tight area of the town centre where they can be monitored managed and any difficulties addressed. The new area includes spaces that are primarily residential.
82. To allow more flexibility in location of venues to avoid sensitive areas but not to increase no. of venues
83. we need to make Cheltenham SPA again - not SEV again, this whole matter is desperately sad and regressive, impossible to prevent abuse, particularly for the

slaves, on matters relating to:

- (a) Slavery,
- (b) Abuse,
- (c) Coercive control,
- (d) Rape and sexual assault,

84. I am writing as a 29 year old, female, resident of Cheltenham. I wish to formally object to the proposal to redefine the Designated Permitted Area for Sexual Entertainment Venues (SEVs) to align with the Purple Flag accredited area.

While I appreciate the effort to align policy boundaries with recognised night-time economy zones, I do not believe this change serves the long-term wellbeing of Cheltenham.

1. Character of the Locality

The authority is required to consider the character of the relevant locality. Cheltenham is widely known for its cultural festivals, Regency heritage, and family-oriented events. Although the town has a night-time economy, it is not defined by it.

Expanding the Designated Permitted Area risks further embedding sexual entertainment into the identity of the town centre. In my view, this does not reflect the character many residents value or wish to promote.

2. Increasing Sexualisation of the Town

Cheltenham already experiences periods, particularly during high-profile events such as race week, where the town becomes visibly more sexualised. Many residents express discomfort about this shift in atmosphere, myself included.

Rather than widening the area in which SEVs may operate, I believe the council should consider whether the appropriate number for the locality is in fact nil.

The law explicitly allows the authority to determine that the appropriate number of SEVs is zero. Given Cheltenham's size, character, and community profile, that option should be seriously considered.

3. Impact on Community Wellbeing

This consultation is framed in terms of locality and regulation. However, the wider social impact should not be ignored.

Sexual entertainment venues contribute to the normalisation of commercialised sexual objectification. There is increasing public debate and research linking such environments to:

- Harmful attitudes towards women
- The commodification of intimacy
- Negative impacts on relationships and marriages

- Broader cultural sexualisation

Even if such impacts are difficult to quantify, they are not irrelevant when considering the character and wellbeing of a community.

Cheltenham should aspire to be a healthy town, not only economically, but socially and relationally.

4. Purple Flag Accreditation

Purple Flag accreditation recognises safety, management, and vibrancy within the night-time economy. It does not require or depend upon the presence of sexual entertainment venues.

Linking the Designated Permitted Area to the Purple Flag boundary risks implying that SEVs are a natural or necessary component of a well-managed evening economy. They are not.

A safe and vibrant town centre can exist, and often thrives, without sexual entertainment venues.

5. Sensitive Locations and Cultural Identity

While the policy references avoidance of sensitive locations, Cheltenham is a relatively compact town. Expanding the permitted area increases the likelihood of proximity to:

- Churches and places of worship
- Family-oriented venues
- Residential areas
- Community spaces

As someone working within a church context, I am particularly concerned about the cultural message this sends and the normalisation of sexualised entertainment within close proximity to community and faith settings.

6. Conclusion

For these reasons, I urge the authority:

Not to expand the Designated Permitted Area; and

To seriously consider whether the appropriate number of SEVs for Cheltenham is nil.

Economic vibrancy and cultural health are not the same thing. Cheltenham's

reputation, community wellbeing, and long-term social health should take precedence over widening opportunities for sexual entertainment venues.

85. Unpleasant environment for therapy clients next door

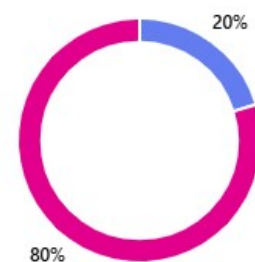
86. I believe extending the designated permitted area will only allow for greater problems to occur in our town regarding sexual exploitation and trafficking. It is a sad fact that particularly the Gold Cup Race Week in March brings in a lot of sexual trafficking and exploitation particularly of vulnerable women. I do not think it is a good idea to be promoting anything that would lean into these types of things happening more, as a resident of Cheltenham I wish for it to be a safe environment for everyone. I don't think it is currently a well managed issue in our town and so I think extending the permitted area will not help in monitoring the safety and wellbeing of people out particularly at night-time in our town, I think the council need to seriously think about the current permissions in our town and how it is not promoting safety or promoting a high level of human value. I work with teenagers in this town and I think it is very dangerous to be extending such permissions when we have so many teenagers who are often around the town centre in the night-time hours. I hope our council takes this policy and decision very seriously.

87. I strongly believe the number of SEV in the designated area should be nil

Relevant considerations

Do you agree, or disagree, with the proposed changes to the relevant considerations?

● Agree 34
● Disagree 134



1. I think the distinction of "during operating hours" is important, the granting of a licence to a premises shouldn't impact the operation of a sensitive premises but simple proximity to a building shouldn't be a consideration if it is not in use at the same time as the proposed SEV
2. None of the above is relevant if SEVs only operate at night and are within the designated area. Children, religions and people of a sensitive nature would not be able to see any of the activities in these buildings anyway so would only cause offence if they decide they don't like something they can't even see. Offence is a personal opinion and is down to the individual, who should be able to regulate their emotions and actions, such as their location at night when they know SEVs are operating, for example, as ENTERING a SEV, which are well sign posted to avoid such situations.
3. Cheltenham should have zero Sexual Entertainment Venue
4. I don't like that Mr Cambrays turns into one during race week makes me not want to go back to a place I once had drinks/afternoon teas at, knowing what happens there. Places like Under the Prom and 2 Pigs are vile anyway and I would never go there. It's like saying The Botanist will turn into one.
5. Pay grant to something more needed, not feed the pockets of those who already have money
6. Councillors seem to forget that the town centre is ALSO a residential area with high numbers of children residing.
7. Since the entire town centre is a "residential area" with flats above businesses, does this mean that the SEVs can be banned?
8. Why don't you protect women for a change?
9. I think these considerations should go further, as per my earlier comments. Proximity to premises or areas frequented by women on their own should also be included in the list ideally. They are the most unsafe as a result of this - not families.
10. We are hidebound by rules and regulations, many of a highly dubious nature.
11. Sexual entertainment is not welcome in cheltenham
12. Please do not grant any further licences. It tarnishes the image of the town. I know when race week starts as I see the promotional cards for the adult venue on the pavement.
13. I agree in particular that it should be on a case by case basis looking to what is in the best interests of those living in, or using facilities particularly close by.
14. as before Cheltenham has long benefited from a reputation as a refined, cultural, and commercially diverse town, attracting families, visitors, independent retailers, and professional services. The formal designation of a Purple Zone risks altering this perception, repositioning the town centre primarily as a late-night entertainment destination. Such a shift may undermine the town's established identity and deter daytime visitors, families, and higher-value retail activity. Evidence from other UK towns shows that Purple Zones often accelerate the displacement of independent retailers, drive rising commercial rents, and encourage a concentration of hospitality and late-night venues at the expense of balanced, mixed-use commerce. This results in reduced retail diversity, increased vacancy rates for non-hospitality units, and a gradual erosion of the character that makes town centres commercially resilient. There is also a reputational risk. Associating Cheltenham more closely with night-time drinking economies may negatively affect investor confidence, visitor perception, and the appeal of the town as a safe, high-quality destination for shopping, leisure, and cultural activity. For these reasons, I strongly urge the Council to reconsider the proposed Purple Zone designation and instead prioritise policies that protect Cheltenham's reputation, support diverse independent commerce, and promote a balanced town centre economy that benefits all residents, visitors, and businesses.

15. I agree that these extra considerations should be made but I believe that when taking these into account, it would not be permissible to license anywhere in Cheltenham. (Personally though, I believe it shouldn't be allowed anywhere anyway for numerous reasons.)
16. I don't believe this will be 'policed' or 'protected' - it feels like you're opening the flood gates, not closing them.
17. These venues by their nature exist in the public space, and people who have been 'sexually entertained' then leave these venues and pass through the remainder of the town, where the full range of society live, work and walk. Concern about protected characteristics should take second place to our town and society.
18. Just don't expand area
19. No licences for adult venues should be permitted anywhere in town.
20. These institutions perpetuate violence against women and encourage the moral degradation of society.
21. Should be well hidden and not obvious.
22. Please don't allow SEVs to operate in Cheltenham.
23. Only a tiny minority of people want this, either to satisfy debased desires or to capitalise by exploiting people. This is not what good governance looks like on behalf of the good citizens of Cheltenham.
24. Rather than reducing the number of SEVs in our town, this proposal would significantly increase the geographical area in which they could operate. I do not believe Cheltenham needs an expansion of SEVs, and I am concerned that broadening the permitted zone risks normalising and increasing their presence in key parts of the town centre. The existing permitted area does not include sensitive and prominent locations such as the Town Hall and the Montpellier area. Expanding to the Purple Flag zone would change this, allowing SEVs in areas that are widely used for community events, cultural activities, family gatherings, and tourism. This would fundamentally alter the character of those spaces. I strongly believe that the Council should instead be seeking to reduce the number of SEVs and introduce tighter controls, not expand opportunities for further licences. There are also wider concerns about the potential exploitation of vulnerable individuals who may become involved in the sexual entertainment industry. Any policy change should prioritise safeguarding and community wellbeing over commercial expansion. For these reasons, I do not support the adoption of the Purple Flag zone for SEVs and urge the Council to reconsider this proposal.
25. Who is being considered? Children? If children were being considered at all, this wouldn't be being proposed. You know this!
26. These "considerations" don't make proposals objectively right or justify such things. Considerations can be a force for good, to protect and serve. So, "consider" us all, not just the owners of these premises, and disregard this proposal. Again, ask yourself this question: Does this make Cheltenham better? Does this make you happier with your town? It's your town as well as mine. And if this is not a town you consider yourself to be a part of, how much more unjust are your intentions.
27. No to any venues
28. Agree with considering the number of other licensed premises in the surrounding area (although it would be better if that were nil), the history of complaints and whether other premises may have to change their operating hours. Disagree with adding the caveat of operating hours of sensitive properties
29. I do not agree with any of the legislation being considered, so the above is not relevant.

30. This doesn't consider the elderly, the homeless, healthcare services or religious organisations to name a few
31. Cheltenham already has an appropriate SEV ratio to maintain its reputation as a decent and alluring town
32. I am concerned for the safety of women. I am also concerned for the safety of families with younger children being exposed to extremely adult scenes and atmosphere that is completely inappropriate.
33. As a women who was approached once myself, by someone looking to coerce a young naive girl into a job 'dancing with free accommodation', I am so keenly aware of the darker side that goes on at race week (the tradition of which I do love). I am certain that to expand the 'permitted zone' would only encourage more people to be attracted to Cheltenham that week, not for the races, but to take advantage of the opportunities of the party alongside it, for human trafficking, forced a labour and all the grey around area it.
34. I believe we should not have sexual entertainment venues in Cheltenham, therefore defining acceptable locations is superfluous.
35. I'm opposed to there being sexual entertainment venues in Cheltenham.
36. Cheltenham should not encourage business from these services by permitting licences. Undermines our towns value.
37. The impact of sexual entertainment venues is hard to measure, and my concern is not only children/families, but also vulnerable adults may be in the vicinity during operating hours. Also vulnerable adults may also be involved in the provision of sexual entertainment, either by free will or under duress, therefore robust safeguarding cannot be ensured by the provision of temporary (or permanent) licenses.
38. There must be additional considerations
39. I don't agree that current/ previous licenses held should be included.
40. Operating hours of locations supporting protected characteristics are often variable and not predictable so this additional clause is arbitrary. The authority is also not an authority on opening hours nor should seek to dictate opening hours based on the siting of an SEV - "deemed to be so by the authority" is therefore both an overreach and an arbitrary decision.
41. we need to make Cheltenham SPA again - not SEV again, this whole matter is desperately sad and regressive, impossible to prevent abuse, particularly for the slaves, on matters relating to: (a) Slavery, (b) Abuse, (c) Coercive control, (d) Rape and sexual assault
41. The extensive list of location-based restrictions within the policy illustrates that Sexual Entertainment Venues are recognised as a high-impact land use requiring careful mitigation. Where a use necessitates significant control to avoid harm to residential areas, children, sensitive premises, and community facilities, the authority is entitled to consider whether the more proportionate approach is to determine that the appropriate number for Cheltenham is nil. The legislation expressly permits such a determination. Cheltenham's character as a cultural, heritage and family-oriented town does not require SEVs to sustain its evening economy, and economic arguments alone are insufficient to justify their presence.