

20<sup>th</sup> January 2011



Licensing Officer  
Community and Environment  
Exeter City Council  
Civic Centre  
Paris Street  
Exeter  
EX1 1RQ

Dear Sir

**Renewal of Local Government Sex Establishment License at  
Simply Pleasure – 156 Sidwell Street, Exeter EX4 6RT**

We would like to apply for the above license and enclose the following:

1. Payment by BACS of £3,625.00 – reference 60422236 – payment date 21/01/2011 from account 58430717 Simply Pleasure.
2. Completed Application Form
3. Copy of advertisement to appear in the Express & Echo on 28<sup>th</sup> January 2011. The original newspaper will be forwarded to you in due course.
4. Copy of our letter to the Chief Superintendent of Police.
5. The Notice will be displayed on the premises for a period of 21 days from 24<sup>th</sup> January 2011 being the date of application.

I trust I have not overlooked anything and that my application can proceed.

Yours faithfully

Tim Hemming

Cc Chief Superintendent of Police



Simply Pleasure Limited  
Unit B Stirling Business Park 6 Nimrod Way East Dorset Trade Park Wimborne Dorset BH21 7SH England  
T: +44 (0)1202 868511 F: +44 (0)1202 868522 E: sales@absholdings.com

Fax: 01752 76 55 64  
Tel: 01392 44 22 11

To: Public Notices  
From: Lisa Moss - 01202 868525

19<sup>th</sup> January 2011

Express & Echo



### Public Notices Section

Please place the notice set out below in the Express & Echo on **Friday 28<sup>th</sup> January 2011**. Please send us the original Newspaper so that we may send confirmation to the Council.

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#### **NOTICE OF APPLICATION FOR RENEWAL OF A SEX ESTABLISHMENT LICENCE**

Notice is given that Timothy Hemming of Simply Pleasure Ltd, Unit B Stirling Business Park, 6 Nimrod Way, East Dorset Trade Park, Wimborne, Dorset, BH21 7SH, applied on the 24<sup>th</sup> January 2011, to the Exeter City Council in respect of the premises known as Simply Pleasure.com 156 Sidwell Street, Exeter, Devon, EX4 6RT under the Provisions of the Local Government (Miscellaneous Provisions) Act 1982, Part II, Schedule 3, for the renewal of a License to use the premises as a sex shop.

Any objections to this application must be sent in writing to:

Head of Environmental Services  
Community and Environment Directorate  
Exeter City Council  
Civic Centre  
Exeter  
EX1 1RQ

No later than 28 days after the date of this application, stating the grounds of objection. The identity of objectors will not be revealed to the applicant unless the objectors so agree in writing.

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Please confirm receipt of this fax and date of insertion.

Thank you for your assistance.

Best regards

Lisa Moss  
Cc. Exeter City Council  
Cc. Chief Superintendent of Police ✓



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19<sup>th</sup> January 2011

Chief Superintendent of Police  
Heavitree Road Police Station  
Exeter  
Devon

Dear Sir

**Renewal of a Sex Establishment License at Simply Pleasure –  
156 Sidwell Street, Exeter, Devon EX4 6RT**

We are applying for the above license on 24<sup>th</sup> January 2011 and have enclosed all relevant documentation for your records.

Should you require any further information please do not hesitate to contact me.

Yours faithfully

Tim Hemming

Cc Exeter Council ✓



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Exeter City Council

COMMUNITY & ENVIRONMENT DIRECTORATE
21 JAN 2011
TICKETS TO: .....

**ENVIRONMENTAL HEALTH SERVICES**

**APPLICATION FOR A LICENCE FOR A SEX ESTABLISHMENT.**

**LOCAL GOVERNMENT (MISCELLANEOUS PROVISIONS) ACT 1982**  
**PART II SCHEDULE 3.**

All applicants are required to send with this application two plans showing the premises or part of the premises to be licensed.

The fullest possible information must be given in answer to each question.

1. Individuals and others e.g. body corporate Application is hereby made and the necessary fee enclosed (tick where appropriate).					
(a) For a Sex Cinema	Tick	(b) For a Sex Shop	Tick	(c) For a Sex Entertainment Venue	Tick
New Licence	<input type="checkbox"/>	New Licence	<input type="checkbox"/>	New Licence	<input type="checkbox"/>
Transfer of licence	<input type="checkbox"/>	Transfer of Licence	<input type="checkbox"/>	Transfer of Licence	<input type="checkbox"/>
Renewal of Licence	<input type="checkbox"/>	Renewal of Licence	<input checked="" type="checkbox"/>	Renewal of Licence	<input type="checkbox"/>

2. Individuals only

Full Names of Applicant: .....

Date of Birth: .....

Occupation: .....  
(During preceding six months)

3. Individuals only

Permanent Address: .....

.....

.....

.....

Telephone No: ..... Post Code: .....



4. Individuals only Has the applicant been resident in the U.K. throughout the six months preceding the date of this application?	
5. Individuals and others e.g. body corporate Name, description and location of premises to which this application relates. Telephone No:	SIMPLY PLEASURE LON 156 SIDWELL STREET EXETER DEVON EX4 6BT
6. Individuals only Address(es) at which applicant has been residing during the five years preceding the date of this application	N/A
7. Body Corporate/others Name of applicant body, state whether a corporate or unincorporated body.	SIMPLY PLEASURE LTD
8. Body Corporate/others Address of registered or principal office.	HEAD OFFICE:- UNIT B STIRLING BUSINESS PK 6 MINARD WAY EAST DORSET TRADE PK WIMBORNE DORSET. BH21 7SH
9. Body Corporate/others Full names, ages and private addresses of all directors and other persons responsible for the management of the body, including if applicable the names of managers, company secretary and similar officers and the manager of the establishment.  Have the persons so named been resident in the U.K. for at least the past six months?	TIMOTHY HOLLING - DIRECTOR 3 HARTLEY RD SOUTH BERMSIDE PC POOLE, DORSET BH13 7HF <hr/> STREED HOLLING 32 LATIMER RD - HANTS EXETER DEVON. EX4 7JP
10. Body Corporate/others Full names, ages and private addresses of all persons for whose benefit the business at the sex establishment is proposed to be conducted, i.e. if the applicant is a body corporate, give names and addresses of members of the body and if the applicant is an unincorporated body or an individual, give names and addresses of persons who will receive the proceeds of the business.  Have the persons so named been resident in the U.K. for at least the past six months?	TIMOTHY HOLLING (AS INDICATED ABOVE)  YES

<p>11. Individuals and others e.g. body corporate</p> <p>Name, private address and age of any other person(s) who will be engaged in managing the premises?</p>	<p>AS PER QUESTION 9</p>
<p>12. Individuals and others e.g. body corporate</p> <p>If the premises are not open between 9.00am and 4.00pm, state name, address and telephone number of persons responsible for keys to the premises.</p>	<p>N/A</p>
<p>13. Individuals and others e.g. body corporate</p> <p>If only part of the building is to be licensed, give details:-</p> <p>(a) Of the use (s) to which the remainder of the premises will be put:</p> <p>(b) The names of those who are responsible for the management of the remainder of the premises:</p>	<p>ALL TO BE LICENSED</p> <p>SHARON MOTTRELL (AS PER QUESTION 9)</p>
<p>14. Individuals and others e.g. body corporate</p> <p>What hours and days do you require the licence to cover?</p>	<p>9am - 6pm Monday - Saturday 10am - 4pm Sunday (except Easter Sunday)</p>
<p>15. Individuals and others e.g. body corporate</p> <p>Will any part of the premises be used for the exhibition of moving pictures?</p>	<p>NO</p>
<p>16. Individuals and others e.g. body corporate</p> <p>If this application relates to a vehicle, vessel or stall, state where it is to be used as a sex establishment.</p>	<p>N/A</p>
<p>17. Individuals and others e.g. body corporate</p> <p>Are the premises or the vehicle, vessel or stall to be used as a sex shop or a sex cinema or both?</p>	<p>SEX SHOP</p>

18. Individuals and others e.g. body corporate Give full details of the ownership of the premises (or the vehicle, vessel or stall) including details of leases, tenancies, mortgages, licences and any other interests.	LANDLORD - WESTROCK LTD OF WESTROCK HSE ULYSSES PARK, HEARN RD, SAWTON INDUSTRIAL ESTATE, EXETER, DEVON EX2 7LL		
19. Individuals and others e.g. body corporate Give full details of the type of business to be conducted at the establishment. If it is to be a sex shop, what types of goods are to be sold? If it is to be a cinema what types of moving pictures are to be exhibited?	RIB DUDS / LINGKIE / ADULT NOVELTIES		
20. Individuals and others e.g. body corporate Full name and private address of registered offices of major suppliers of goods to be sold, displayed or exhibited at the sex establishment.	REGISTERED OFFICE :- PRINCECREST LILLS KUNSAZE HSE 2-8 PARK DRIVE RD PARKSTONE POOLE BH15 2PW		
21. Individuals and others e.g. body corporate Do any persons or companies who supply articles for sale at the premises to which this application refers have any interest in the ownership or management of the business for which a licence is sought?	NO		
22. Individuals and others e.g. body corporate Give date and name of newspaper in which public notice of this application is to be made.	EXPRESS - 1 ECHO		
23. Individuals and others e.g. body corporate Give the names and addresses of two referees, none of whom shall be related to the applicant, the partners, the directors, or the secretary, neither should they be a fellow director, partner or the secretary. The referees should be either an M.P., J.P., Minister of Religion, City Councillor, Lawyer, Bank Officer, School Teacher, Police Officer or other person of a similar standing.	ALISTAIR HOAG WILLIAMSTON ROAD 4 BRIDGE STREET, CHRISTCHURCH DORSET - BH23 1DX - 01202 431242  MIKE BRISTON C/O NARVEST BANK NORFOLK EISE, 10 CHURCH RD BLUNTH, DORSET BH1 3NR 01202 444 923		
24. Individuals and others e.g. body corporate In respect of each of the persons or bodies whose names are given in response to questions 2, 9, 10 and 11, give details of their previous convictions and of any previous convictions of their spouses.			
NAME	COURT	OFFENCE	RESULT
	N/A		


I/We enclose the required fee of £

(cheques should be made payable to  
EXETER CITY COUNCIL).

I/We confirm that the notice of this application in the form prescribed by the Exeter City Council will be published in a local newspaper circulating in Exeter not later than seven days after the date of this application and that such notice will be displayed for the period of twenty-one days beginning with the date of this application or near the premises and in a place where the notice can be conveniently be read by the public.

I/we confirm that a copy of this application will be sent to the Chief Superintendent of Police at Heavitree Road Police Station, Exeter, after the date of this application.

I/We understand that if any of the information given above is false in any material respect, I/We may be guilty of an offence for which I/We may be liable to a fine of up to £20,000.

Applicant's Signature: ..... the Honorary .....  
(or representative of applicant body)

Date: ..... 24/01/2011 .....