

APPENDIX A

From: Birgit Goldberg <bgoldberg@absholdings.com>

Sent: 29 January 2019 12:35

To: licensing.team@exeter.gov.uk; customer.services@exeter.gov.uk

Subject: Simply Pleasure.com sex shop licence renewal addition

Dear Sir/Madam,

I am emailing you in regards of the renewal licence application for the Simply Pleasure store in Exeter posted to you on 08.01.2019.

The management has requested I find out the following:

We want to put some male and female mannequins in the window. Some life size, some torso size all wearing clothing with nothing exposed. No toys, no bondage etc. just clothing which will be lingerie on the women (similar to M&S) and t-shirts and underwear on the male (similar to a sports shop).

Please let me know if this is possible and if so do I need to fill in any forms to confirm this or do anything else?

I am new to licensing so any help will be very much appreciated

Kind regards,

Birgit Goldberg

Human Resources Manager

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t: 01202 868 525

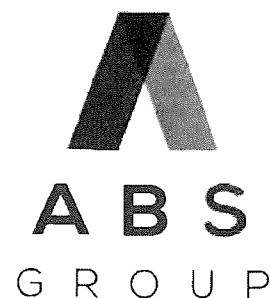
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18th June 2019

Your ref: SS04

Dear Caroline,

Thank you for your letter dated 05th June 2019.

We would further like to request a Variation to Condition 17 of the Standard Conditions to Sex Establishment Licensing Policy.

We have considered the Council's Sex Establishment Licensing Policy ('the Policy'). We would therefore like to submit the details of the proposed variation (1) and the exceptional circumstances of why we consider these changes to be necessary (2).

1. Details of the proposed variation
 - To set up and display clothed male and female mannequins in the window. Some life size, some torso size all wearing clothing with nothing exposed. No toys, no bondage etc. just clothing which will be lingerie on the women (similar to M&S/Debenhams/House of Fraser etc.) and T-shirts and underwear on the male (similar to a sports shops). Allow the use of small signage next to the articles of clothing on the mannequins advising customers the name and brand of the products on show.
 - A change of shop sign to be half Simply Pleasure and half Prowler brand. There will be a paw image next to the word 'Prowler' which is their company logo. Pink paint on the storefront to be changed to grey. Images already provided.

Equally just to clarify, no changes to Condition 18. The window has a solid back cover to it and no person will be able to see inside the store, even when we are making mannequin changes. There is access to the window by a side door.

2. Exceptional circumstances of why we consider these changes to be necessary
 - To be able to promote items in the store whilst still complying with the marketing restrictions on our products – this is good for the store and the business. Increased business for the store equally increases the local economy. More sales, more staff, potential higher levels of employment, again good for the local economy in Exeter.
 - To reduce the view of 'sex shops' as seedy, dark, back-street businesses and to bring this more in line with an open view, displaying clothing items which other stores are permitted



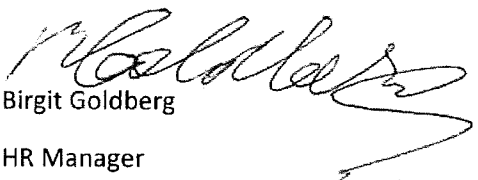
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to display, making our business look more appealing to customers , and in turn making the local area more appealing to shoppers and residents alike. Sexuality and sexual health needs to be promoted in the whole country in a positive manner. Nothing inappropriate will be displayed, this will be the same as other retailers who are permitted to display these sorts of items. The vinyl will still ensure that the inside of the store is not in view from the outside, to continue to comply with the licensing regulations and to prevent those underage from viewing products that are age-restricted. Making the displays friendlier especially that lingerie is displayed by large national firms like Debenhams, M&S, House of Fraser as well as specialised chains such as La Senza, Ann Summers etc. will bring in more people not only to the store by the high street and banish the taboo element to a certain extent.

- Clearly display the nature of the store without being graphic, which makes it easier for potential customers to know what items we sell, encouraging those who are looking to purchase these products, and dissuading those who are not of age from entering the premises.
- Retail suffering all over the country, companies closing and people losing jobs. Changes are clearly needed as in any other business which benefits both the company that provides 140 jobs nationwide. Jobs that are often taken up by minorities, gay community, transgender, single mothers – people who often struggle with employment due to discrimination and general stigma often attached to a variety of minority groups even in the 21st century.
- Advertising Prowler creates a link with the gay community making the store and high street friendlier and more diverse which again benefits the company and all its staff as well as Exeter high street.

Kind regards,


Birgit Goldberg

HR Manager