



* required information

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You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference This is the unique reference for this application generated by the system.

Your reference You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant? Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

Yes No

Applicant Details

* First name

* Family name

* E-mail

Main telephone number Include country code.

Other telephone number

Indicate here if you would prefer not to be contacted by telephone

Are you:

Applying as a business or organisation, including as a sole trader

Applying as an individual

A sole trader is a business owned by one person without any special legal structure. Applying as an individual means you are applying so you can be employed, or for some other personal reason, such as following a hobby.

Applicant Business

* Is your business registered in the UK with Companies House? Yes No

* Registration number

* Business name If your business is registered, use its registered name.

* VAT number Put "none" if you are not registered for VAT.

* Legal status

Continued from previous page...

* Your position in the business

Home country

The country where the headquarters of your business is located.

Registered Address

Address registered with Companies House.

* Building number or name

* Street

District

* City or town

County or administrative area

* Postcode

* Country

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FURTHER DETAILS ABOUT THE APPLICANT

* Are you applying as an individual (includes sole traders)?

Yes No

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DIRECTORS, PARTNERS, OWNERS AND MANAGERS

You must provide details of all COMPANY DIRECTORS and the SECRETARY (if the applicant is a company), all PARTNERS (if it is a partnership), OFFICE BEARERS (if it is a club or association), all OWNERS of the business or premises and all MANAGERS of the business or organisation, including day-to-day MANAGERS OF THE PREMISES. Check for local guidance notes and conditions which may clarify exact requirements.

* Are there any such people for whom you need to provide details?

Yes No

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TYPE OF APPLICATION

Type of application:

New Renewal Temporary (Scotland only)

Specify the period for which the licence is required (if applicable)

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PREMISES TO BE LICENSED

Continued from previous page...

Type Of Premises

- Building
- Vehicle
- Vessel
- Stall

* Name of premises/
trading name

THE MONKEY SUIT

Premises Address

Is the address the same as (or similar to) the address given in section one?

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

- Yes
- No

* Building number or name

THE MONKEYS SUIT, 161

* Street

SIDWELL STREET

District

* City or town

EXETER

County or administrative area

* Postcode

EX4 6RH

* Country

United Kingdom

Contact Details

Are the contact details the same as (or similar to) those given in section one?

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

- Yes
- No

E-mail

themonkeysuitexe@gmail.com

* Main telephone number

07584209618

Other telephone number

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DETAILS OF THE PREMISES

* Type of sex establishment (check all that apply):

- Sex shop
- Sex cinema (England, Wales and Northern Ireland only)
- Sex encounter establishment (London only)
- Hostess bar (London only)
- Sexual entertainment venue (England and Wales only)

Continued from previous page...

* Provide details of the goods to be offered for sale, films to be shown, the entertainment to be provided and/or (for London only) nature of the sex encounter provided

NO FULL NUDITY IN MAIN CLUB AREA, DANCERS, (MALE, FEMALE AND NON BINARY) WOULD BE ON STAGE FOR ENTERTAINMENT PURPOSES
PRIVATE DANCE TO BE OFFERED WITH STRICT NO TOUCHING AT A DISTANCE WHERE PERFORMER MAY CHOOSE TO REMOVE CLOTHING TO FULL NUDITY (PERFORMERS DECISION)

* Will the sex establishment occupy the entire premises?

Yes No

* Which parts of the premises will be used for the sex establishment?

CURRENT PRIVATE UPSTAIRS FUNCTION ROOM

* What will the rest of the premises be used for?

CURRENT COCKTAIL BAR DOWNSTAIRS

* How will you prevent the interior of the premises being visible to passers by?

FULL SEPERATE ENTRANCE LEADING TO DOUBLE DOORS UP STAIRS TO THE VENUE, NO WINDOWS, IMPOSSIBLE TO SEE ANY OF THE INTERIOR

* Provide details of any advertisements or displays to be exhibited, including sizes

OUTSIDE 1.2M X 0.3M SIGN ABOVE DOUBLE DOORS TO BE COVERED IN DAYTIME

* Are the premises currently in use as a sex establishment?

Yes No

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OPENING TIMES

Give details of proposed opening times for each day of the week

* Day or days

* From

* To

* Day or days

* From

* To

* Day or days

* From

* To

Continued from previous page...

Remove this day

* Day or days

SUNDAY

* From

21.00

* To

04.00

Remove this day

Add another day

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OWNERSHIP OF THE PREMISES AND THE BUSINESS

* In what capacity do you occupy the premises?

- Freehold
 Leasehold
 Tenant
 Other

* Give details of the lease, tenancy or other arrangement, including the name and address of the landlord

lease until 2028
landlord EI GROUP/STONEGATE
3 Monkspath Hall Road, Solihull, West Midlands B90 4SJ

* Is the applicant sole owner of the business?

- Yes No

* Is the applicant a partly or wholly owned subsidiary of another company?

- Yes No

OTHER BUSINESS INTERESTS

* Is the applicant, or any person named in this application, involved in any way with any other similar establishment?

- Yes No

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PREVIOUS APPLICATIONS

* Have you, or any person named in or associated with this application, previously applied for a similar licence or registration? (check all that apply)

- No Yes - application granted and revoked
 Yes - application granted Yes - application refused

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CONVICTIONS

Continued from previous page...

* Have you, or any person named in or associated with this application, been convicted of any crime or offence?

Yes

No

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PUBLIC NOTICE

* Is your application to a local authority in:

Scotland

England, Wales or Northern Ireland

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ADDITIONAL DETAILS

Provide any additional information which is required or relevant to your application (check for local guidance notes and conditions which may provide details of specific requirements in your area)

I am Mark Sherman, Director of Bar Dynamics Ltd which has owned The Monkey Suit on 161 Sidwell street since November 2018. I have been in the Bar/ Restaurant and Nightclub business for 20 years. I have worked my way from a pot wash, Kitchen Porter at 14 into bartending, Managing and operating multi site venues in both the UK and France, I returned back to the UK in 2014 and became General Manager of Cote Brasserie in Exeter, following a short period here after missing the late night scene I was headhunted to become Operations Manager of Sugar Hut VIP Nightclub in Brentwood Essex. I wanted a venue of my own in Exeter near to my family and found The Monkey Suit.

I have worked hard to bring Monkey Suit in the light as a great Cocktail Bar accessible to all, offering great cocktails at a very reasonable prices attracting many student and local groups to create a really nice mix of people over multiple days - Over the years I have developed strong network with other business owners such as; Timepiece, The Terrace, Vaults, Hotel Indigo, Cote, The Ivy, Wagamama's. I am an active member of the Best Bar None initiative, a member of InExeter and regularly attend licensing meetings.

Please find below all key features and aspects of the proposal.

Index.

1. Proposal
2. Existing Business and License
3. Entertainment and Ethics
4. Safety and Risk Assessment
5. Market Research and Demographics
6. Community Engagement and Economy
7. Plans for Venue and Layout
8. Promotion and Advertising

Associated Documents have been hyperlinked in each section of relevance

1. Proposal

- To use the upstairs 'Club Room' currently fully private hire as a SEV

- The reason for this is I see a huge number of groups coming to visit Exeter week in and out, coming to sporting events gigs and general weekend visitors, which combined with the huge business hub that Exeter is growing into I feel that an SEV would be a good addition. I would like to change this room from fully private hire also to attract a more consistent crowd, after covid we have seen group bookings at a similar level but with fewer guests and feel that we can return to pre covid trading levels with a more consistent use of this space

Continued from previous page...

- I would propose that the 'Club Room' only be used for 3 nights a week as an SEV

Monday- private hire only- hours to remain as current

Tuesday- private hire only-hours to remain as current

Wednesday- private hire only- hours to remain as current

Thursday – to be used as SEV- 21:00-04:00.

Friday- to be used as SEV-20:00-04:00.

Saturday- to be used as SEV 20:00-04:00.

Sunday- Closed (excluding bank holidays and NYE)

2. Existing Business and Licensing

The Monkey Suit has been in Exeter for 10 years this year, trading as a craft beer and cocktail bar on the main downstairs at street level. Through separate main front doors, you can access the first floor to 2 function room, one, The Club room of 180 capacity and the smaller room is 40 capacity. This also has separate ample male and female restrooms. Both rooms have separate wide fire escapes to both front and rear of the building.

The customer base in the Main Street level bar is mainly female and a mix at the weekends, we are predominantly student led during the week changing on a Thursday to locals, tourists and visitors and also some student groups. The club room is a mix of student societies during the week and usually birthday parties and celebrations, fundraisers at the weekend.

Licence – I would not be looking to make any changes to the current licence except to serve until 03.30 and close at 4am on Thursday Friday and Saturday night and to add Sexual entertainment and partial nudity in the club room and smaller room in private booths. I would also be looking to reduce the club capacity from 180 down to 100 whilst any sexual entertainment was on.

3. Entertainment and Ethics

Our vision is to challenge the stereotyping of SEV performers which is predominantly a female industry. We aim to change the stigmatization of female sexuality and sexual expression that has been rooted in misogyny and contributed to the historic and current national crisis of VAWAG. By being open and transparent of who we are and what we do, we choose pride instead of shame and suppressant, which only achieves further marginalisation those groups in society. This then makes them become more vulnerable to abuse, have less support in enforcing their rights and impacts their economic opportunity and choices.

We will do this by:

Taking ownership of the narrative.

We will achieve this by celebrating female sexuality and reinforcing empowering and dignified advertising imagery promoted on all our media platforms. We will commit to working with the community and our industry colleagues to inform and influence promote this message.

We will put the welfare and safety of our staff and customers at the heart of everything we do.

This will be achieved by providing training to all our staff on standards of inclusive, respectful and professional behaviour and challenging discrimination and unconscious bias. There will be zero tolerance of any abuse, discrimination, behaviours or attitudes expressed of any members of staff that do not meet this standard.

We will listen to our community, customers and staff and provide an environment where everyone is encouraged and supported in raising concerns of abuse or discrimination, regardless of it taking place in a personal environment or at work. Disclosures of abuse or discrimination will be addressed as an operational priority, and this will immediately trigger our welfare and safeguarding practices. Any offences reported to us will be reported to the police and we will support any victim in making a complaint.

We will ask and listen to entertainers lived experiences, making sure we form policies based of this knowledge that were

Continued from previous page...

previously ostracized / discriminated against woman for wanting to pursue this career & the law for example the gender pay gap. We also identify many dance classes emerging in Exeter that are pro dancer and celebrate powerful women through heels dance classes which promotes female empowerment

- Full nudity will not be permitted in the main club area
- Male and female entertainers topless for entertainment performance
- Full Nudity of performers in private booths – At present this has not been decided as a direction we would like to go in. This is an evolving conversation that we are not definitive on yet. Prior to any decision being made discussions will be held with entertainers who regardless of outcome will have final discretion
- Cultures community and equal opportunities - we will be an inclusive venue that promotes all cultures and communities, we will look to employ staff, performers under equal opportunities regardless of their religion, sexual preference or identities
- SWAN / Best Bar None
as one of the founding members of the Safer Women at Night campaign we will continue to promote a safe environment for women, we encourage the Ask for Angela campaign and champion safe nights out in Exeter
The Monkey Suit has now been accredited by Best Bar None for 2023 (see link attached below)

4. Safety and Risk Assessments

- proven history – engagement with neighbourhood police teams – No L10's ever submitted
- Best Bar None- 'as mentioned in section 3
- EBAC
- Good 950 City CCTV coverage with brand new 360 camera on our outside of the building
- Main route and Easy access for emergency responders
- Taxi locations just along the street
- Current legal requirement for security is 3 We will Increase our security contract by an additional three extra security guards on SEV open hours
- We will continue to work with safer women at night
- Staff who are first aid and fire Marshall trained
- Staff equality and diversity training with focus on VAWAG

We will increase our CCTV coverage to all areas. This will be implemented by having an additional 8 cameras in the main club room, private booths and communal areas. Current CCTV is HD 4K imagery. Currently there is no legal requirement to have 100% coverage of a NTE / SEV venue. Locally The latest Office of National Statistics (ONS) crime figures, which detail recorded crimes for the year ending September 2021, show a one per cent increase in recorded crime. However, 'victim-based crime' has gone down by 0.6 per cent, the figures show. Public order offenses also rose - by 13%. But the Devon and Cornwall police area continues to have the third lowest crime rate out of the 42 forces in the country. We know that a significant factor in securing successful charges and convictions of offenders is due to lack of evidence – mainly CCTV. The result of this is increased reliance on police resources to obtain and secure other types of evidence. This then impacts the confidence of victims reporting crimes and engaging with the criminal justice system, as well as feeling safe in the community and NTE.

- Increase to 6 Security staff when SEV is open
- The legal maximum capacity limit for the first-floor lounge/club is currently 180. We will reduce this to 100.
- CCTV – additional cameras will cover 100% of areas in full HD 4K night vision quality including private booths and club room, as per current license this will be stored for 30 days and can be requested at any time from authorities via myself as DPS and owner.
- Security Staff Rendezvous Point (RP) will be in the smaller VIP room where security monitors will be placed. This point will have access to all CCTV monitors and staffed at all times when the venue is open for performance.
- Radio communication between all door staff.

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- Group limit policy: 6 people maximum

5. Market Research and Demographics

- 18+ guests spanning the local area including visitors in all capacity's visiting Exeter
- LGBTQ+... current and continuation of LGBTQ+ night on a monthly basis – Network contact 'HERE AND QUEER' promotion of inclusiveness
- Currently one SEV in city
- Precedence – Eden lounge/Stagedoor / Exmoor hotel. We know for many years EX4 (Eden) held an SEV licence, we recognise that their location was not the best and with The Monkey Suit being that little bit further away from the center it's an ideal location with no residential neighbours. We have also viewed the licence and rules in Torquay set out by Torbay Council for Stage Door on the harbourside which is set upstairs also. We would like to be operating similarly
- Comparable cities (statistics) – Torquay / Bath / Cardiff
- Torquay 2 registered SEV's
- Bath 3 registered SEV's
- Cardiff 8 registered SEV's
- There are currently 576 adult entertainment clubs in the UK, 1 in Exeter in comparison Exeter's population 132,827 in 2023, Berkshire has 17 SEVs predominantly 'Strip Clubs' to serve its population of 154,000, or 11.038 per 100,000 people.

6. Community Engagement and Economy

- Current customer base primarily students / society's / locals of all ages. Offering LGBTQ nights/ Afro Beats parties, Latin fusion, Cocktail crowd plus private hire for birthdays anniversary's etc– we would also like to aim to some of the stag and hen groups visiting Exeter with hope they choose Exeter over another city as a SEV is in the vicinity.
- a more inclusive clientele of all ages/ as well as target professional customer base i.e corporate events
- Neurodivergent customers – less busy due to capacity limit/ sensory issues better than clubs / disability sexual inclusivity
- Exeter's economy growth / supporting local employment / current staffing we would be employing more staff, extended hours creating more jobs and locals earning more income.
- Many of our products are from local suppliers therefore an increase in trade and consistent nights would have a need for more stock and products from local businesses– Higher pay for manual labour jobs/students/gender/age/location pay gap
- We currently also work with Exeter Universities Pole Fitness Society so would be looking to let them use the space to practice as a closed event.

7. Plans for Venue and Layout

Interior & Aesthetics

- VIP - 40 capacity room that would be changed purpose along with the club room, there would be
- five small, (one to 2 people at a max) where a private session can take place this will be monitored by CCTV and also the security guard stood just outside of the curtained off area. Again, we have not decided if we would like to go for full nudity in this private booth, or whether topless at a distance of 1 m is preferable.
- Club room to incorporate a staged area for performance, some fixed seating installed and tables of 4-6 persons. Seating capacity for 60 people standing for 40 in bar area.
- Entry/Dress code: we will operate a strict dress code and no single entry would be allowed.
- Disability/accessibility we have full access to the street level bar area but currently no wheelchair access to the upstairs club room, this is something that if possible we would look into to have that accessibility to all

Continued from previous page...

- We would be looking to use entertainment from licensed agency's therefore having industry professional entertainers working each weekend
- CURRENT FLOOR PLAN ATTACHED
- PROPOSED FLOOR PLAN ATTACHED, NO MAJOR CHANGES TO FLOOR PLANS

Planned operating hours

- Monday-private hire only as current licence permits-no adult entertainment
- Tuesday- as Monday
- Wednesday-as Monday
- Thursday- 21:00-04.00 for exclusive use as SEV
- Friday- 21:00-04.00 for exclusive use as SEV
- Saturday- 21:00-04.00 for exclusive use as SEV
- Sunday-Closed (unless NYE falls on a Sunday-2023) open for bank holidays until 4am.

Promotion and Advertising

Associated Licence/Policy

- No external promotion within the city
- Media advertising outlets: social media and website only
- The exterior of the building will have no advertising other than that of The Monkey Suit and smaller removable sign for upstairs
- SEV signage: smaller logo (1200cmx30cm) above the main doors to the upstairs club which would be covered/removed in daytime

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PAYMENT DETAILS

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.
This formality requires a fixed fee of £3750

ATTACHMENTS

AUTHORITY POSTAL ADDRESS

Continued from previous page...

Address

Building number or name	<input type="text"/>
Street	<input type="text"/>
District	<input type="text"/>
City or town	<input type="text"/>
County or administrative area	<input type="text"/>
Postcode	<input type="text"/>
Country	<input type="text" value="United Kingdom"/>

DECLARATION

* I am aware of the provisions of The Local Government (Miscellaneous Provisions) Act 1982. The details contained in the application form and any attached documentation are correct to the best of my knowledge and belief.

Ticking this box indicates you have read and understood the above declaration

This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"

* Full name	<input type="text"/>
* Capacity	<input type="text"/>
Date (dd/mm/yyyy)	<input type="text"/>

Once you're finished you need to do the following:

1. Save this form to your computer by clicking file/save as...
2. Go back to <https://www.gov.uk/apply-for-a-licence/sex-shop-and-cinema-licence/exeter/apply-1> to upload this file and continue with your application.

Don't forget to make sure you have all your supporting documentation to hand.

