

# *Cocktails Ltd*

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Mr Tim Matthews  
Environmental Health Manager  
Lichfield District Council  
Council House  
Frog Lane  
Lichfield  
Staffordshire  
WS13 6ZE

19<sup>th</sup> June 2012

Dear Mr Matthews

**Sex Establishment Licence at Pulse & Cocktails, A38 Northbound  
Carriageway, Fradley, Lichfield, Staffordshire, WS13 8RE.**

We are writing to request approval from the Council to alter the appearance of the outside of the premises to allow window displays and graphics, as proposed with this letter.

Since opening the store in December 2011, we have experienced a much lower level of customers visiting the store than we predicted. We based these predictions on turnover and footfall at other stores that we have opened in the past couple of years at very similar locations to this store.

The store is located on an extremely busy road, which should attract a healthy flow of customers and we are concerned that the appearance of the premises is having a negative affect on the growth of the business. The store has limited signage, poor visibility and no window displays and passers-by do not know what the store is or whether it is even open as a business.

We have also had feedback from customers who said that they thought the store looks closed and the staff have witnessed cars driving in to the car park and then leaving, which may be because they are unsure whether the store is actually open. We have also had comments from customers saying that they were hesitant about entering the store because they thought it looked like a brothel from the outside.

Images 1 and 2 show the current, external appearance of the premises, consisting of 8 boarded up windows. We believe that this not very attractive or appealing to our customers and does not fall in line with the company profile, at our other stores, in which we promote a bright, modern and female friendly outlet for couples to shop together.



Enclosed are examples of the external appearance at some of our other stores, which include window displays and graphics.

Images 3, 4 and 5 are of our store on the A1(M) motorway, near Grantham. The store is fully exposed to the traffic and has 4 boxed window displays, signage and an illuminated totem sign.

Images 6 and 7 are of our store on the A57, near Lincoln, which has boxed window displays and window graphics. These are just two examples of stores in a very similar location to the A38 store, which already have displays that we would like to replicate.

We would like approval to make alterations as proposed in visuals 8,9 & 10.

1. (8) Front of premises adjacent to the A38

We propose that the boarding is removed from the left window and a boxed window created, displaying flowers and lingerie, as shown on the image. There will be no items of a sexual nature and the lingerie/ clothing will be similar to that displayed in the windows of Marks & Spencer. The second window will remain boarded up but with graphics added containing our company logo and the words 'adult store' so that it is clear to passers-by what the store is.

2. (9) Side of premises

We propose that the boarding is removed from the far right window to create a boxed window, with graphics added to the two remaining windows.

3. (10) Rear of premises

We propose that graphics are added to the boarded windows. These images are slightly more risqué than the images proposed for the side of the premises, as they are next to the entrance and only visible within the compound, once customers have entered the private car park.

All graphics/ images are in keeping with the nature of the business without being overtly sexual or offensive.

We also would like to confirm that these alterations comply with the conditions of the licence to ensure that the inside of the premises and any items of a sexual nature are not visible from outside.

We appreciate that the committee considered objections at the grant of the licence relating to the safety of traffic passing the store on the A38. Concerns were raised that if the premises were too prominent, then it would distract drivers and potentially cause accidents. We can assure the Council that this has not been a problem or concern at any of our other stores at comparable locations, as this would have been raised by the Highways Agency.



We would also like to remind the committee of the business that previously occupied the premises that was a restaurant with open windows fronting the A38, which allowed passers-by to see directly in to the restaurant. This would also have been far more visible at night with the restaurant illuminated from the inside.

When applying for a new licence, it is impossible to predict whether any local conditions or restrictions will be attached to the licence. On this occasion, new conditions were put in place and we did overlook the impact that the condition relating to displays would have on the success of the business.

Unfortunately, unless improvements are made then we may have to look at reducing the employment at the store and assess whether the business will be viable to continue. We are confident, however, that the alterations proposed will improve business and make the store a more inviting environment for customers to come and shop at.

We look forward to hearing your comments on this matter and should you require any further information, please do not hesitate to contact me on 07740106729.

Yours faithfully

*P.P. Kidd*

Graham Kidd

Director  
Cocktails Ltd



Image 1





Image 2





3

IMAGE 3



IMAGE 3



47

IMAGE 4



48



5

IMAGE 5





6

IMAGE 6





7

IMAGE 7





Image 8

Front of Premises - Existing



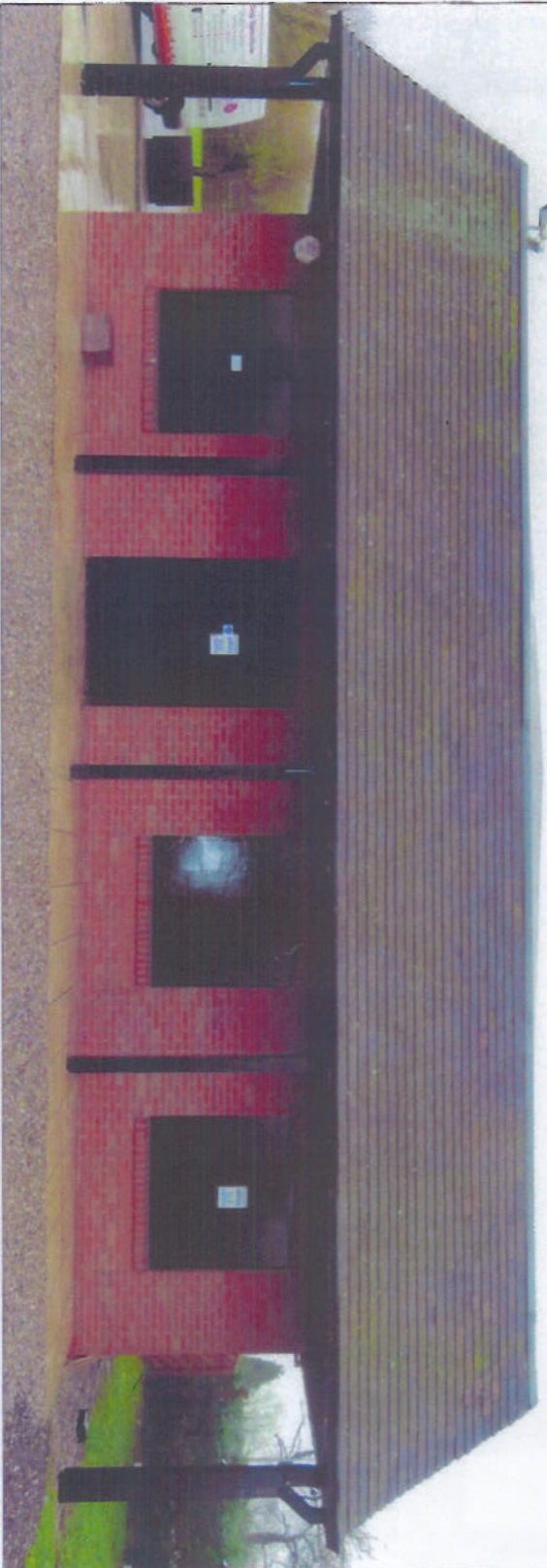
Front of Premises - Proposed





**Image 9**

**Side of Premises - Existing**



**Side of Premises - Proposed**





Rear of Premises - Existing



Image 10

Rear of Premises - Proposed

