

Dear Sir / Madam

I wish to strongly object to the application of Newmarket Entertainment Ltd to renew the Sex Establishment Licence for Heaven located 109 High Street Newmarket.

Grounds for **refusal** stated in West Suffolk Council's **own policy** include **3(d) that the grant or renewal of the licence would be inappropriate having regard to:-**

- i. the character of the relevant locality;**
- ii. the use to which any premises in the vicinity are put;**

The premises seeking renewal of the licence is in such a prominent position, at the junction of the historic High Street with close proximity to the Jockey Club, King Edward VII Memorial Hall and many other surreptitiously hidden gems of Newmarket. The premises seeking renewal of the license dominates this important gateway junction of the High Street and The Avenue, the main entrance to the Town from Cambridge. It is therefore not an appropriate position for such a business of this type and creates a negative impact being detrimental to the Town.

In addition , West Suffolk Council purchased the adjacent building to be used as a unit for the homeless, adding weight to West Suffolk's own policy about the suitability of renewing the license of a sex establishment within an increased residential area, not only within the area but next door.

West Suffolk policy continues:

6.3 The Council will **not normally** grant a license where any premises within the vicinity are used for the following:

- (a) **school;** whilst there is not a school in close proximity many school children walk past the premises due to its Town location and surrounding residential area
- (b) **place of worship;** The Memorial Hall is increasingly used as a place of worship, The Stable in the High Street, St Mary's Church and All Saints Church
- (c) **family leisure;** The Memorial Hall, The Memorial Gardens both generate income to the Town. The Memorial Hall is a venue for hire, increasingly used by families at times that coincide with the operating hours of the premises seeking renewal. The Memorial Gardens have had extensive refurbishment increasing the use of the facilities.
- (d) **domestic residential buildings;** Residential property of 105 High Street, residential homes in The Avenue. New residential homes opposite the sex establishment premises and more recently the prospect of residential development in the building previously occupied by Rushtons & Lloyd
- (e) **important historic buildings;** The historical buildings of The Jockey Club, The King Edward VII Memorial Hall (directly opposite), National Heritage Centre for Horseracing & Sporting Art which is attracting visitors to Newmarket contributing to the economic growth of the area to which West Suffolk Council and previously FHDC have made a financial commitment and support
- (f) **youth facilities;** The Memorial Hall and gardens used daily and generates income to the Town
- (g) **important public and cultural facilities;** Newmarket itself is the international home of

horse racing attracting visitors to the many facets of the industry that are situated within the Town and to soak up the atmosphere generated by the unique features of Newmarket. The High Street is not a suitable or appropriate location for such a premises.

*£740,000 was spent to buy 10 new sheltered accommodation units at The Avenue and High Street junction. The location of this type of accommodation for the intended use adds weight to the fact that the location of Heaven Awaits is totally unsuitable and **inappropriate** and the license should not be renewed.*

I wish to make it clear that it is the location of the premises that I object to, for all the reasons above, which relate directly to the West Suffolk Council Sex Establishment Licensing Policy, this application should be refused.

I am happy to provide details of my address for use by the Authority for purposes of consideration of the application but would be grateful if you could inform me of the progress of the application and therefore not divulge my details for public use or directly to the applicant without informing me of the need to do so.

I would like to draw your attention to the fact that officers work within a suite of legal rules and policies. West Suffolk Council and the previous Forest Heath District Council do not and did not comply with their own policies in relation to continually renewing the License for these premises. I cannot understand the reason for doing so. What is the point of producing policies to just ignore them? The Licensing Committee, made up of Councillors who were elected to represent their residents, should strongly consider this application adhering to the Council's own policies. Councillors should have the will to make the right decision for the electorate.

I would also dispute some of the information contained within the application related to the presence of security at the entrance and have concerns about enforcement of conditions, which should be the concern of officers and Councillors.