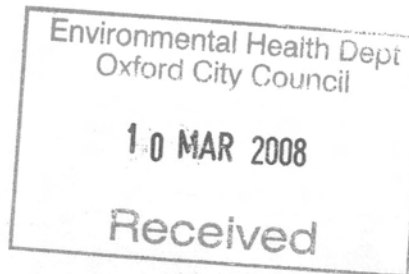


6th March 2008

Oxford City Council
Environmental Health
Ramsay House
10 St Ebbe's Street
Oxford
OX1 1PT



Dear Sir

Ref: License Fees – Simply Pleasure – 181 Cowley Road, Oxford, OX4 1UX

I would like to bring to your attention to the license fees which we are paying for the renewal at the above named premises.

As a company we have been trading for over 20 years and have 37 licensed premises throughout the country. The renewal license fees I am currently paying vary from council to council. I can pay anything from £500 to £29,102. Under your council laws we are paying £6,000 for our license renewal each year.

We understand from the law that the councils are not permitted to making a profit from the fee and it is to cover the administrative costs involved in processing the license.

We are members of IATA which represents the adult industry and know that they are lobbying government and other officials to reduce the fees across the country.

The industry has changed since licenses were first introduced and the burden of large license fees is detrimental to our business. We have enclosed samples of fees which have been reduced by the council.

We would ask you to investigate the possibility in reducing your fees and look forward to your early reply.

Yours faithfully

A handwritten signature in black ink, appearing to read "Tim Hemming". The signature is fluid and cursive.

Tim Hemming

Encl.



A MEMBER OF
Simply Pleasure Limited t/a Simply Pleasure.com
Unit B Stirling Business Park 6 Nimrod Way East Dorset Trade Park Wimborne Dorset BH21 7SH England
T: +44 (0) 1202 868533 F: +44 (0) 1202 868534 E: enquiries@simplypleasure.com



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Licence for sex shops cut but taxis pay more

By Matt Smith

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THE cost of a sex shop licence in Southampton has been slashed while the cost of taxi licences are to rise.



Councillors reduced the cost of the fee for a sex shop from £11,610 to £7,500 to avoid accusations of profiteering.

Licensing chiefs insisted the move was not intended to encourage more sex shops to open. There are four in the city. The cash will be ringfenced to pay for the administration and enforcement of licences for sex shops.

Additional cash Licensing officer Richard Black admitted the fee could be reduced further in coming years.

Meanwhile, licences for taxis are to go up for the first time in seven years to bring in an additional £28,483.

Licences for hackney carriages and private hire vehicles will go up by eight per cent to £150. New driver licences will be slightly reduced although annual renewals will go up by 14 per cent, to £50.

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A new three-year driving tax licence costing £120 will be introduced. Charges will also be increased for replacement plates and documents and transfers of ownership.

Operators will have to pay a new £50 licence and pay a 39 per cent hike on fees for each vehicle up to a maximum of £1,000.

There are currently 263 hackney carriages licensed in the city - and these are due for a review in the spring.

A further 449 private hire cars are licensed, although the number fluctuates with public

demand.

Clive Johnson from the Southampton Taxi Trade Consultative Council said trade representatives had agreed to the council's proposals.

"The extra fees are supposed to enhance our service by having more enforcement officers," he said.

The new taxi fees will be put out to two weeks' public consultation after they were agreed by the city council's licensing committee.

5:30am Tuesday 20th November 2007

Print | Email this | Comment

Posted by: Swinger, Soton on 9:03am Tue 20 Nov 07

GOOD!!

The price of taxi fares are high enough... UNLUCKY!!!

Quote | Report this post

Posted by: Robert on 10:26am Tue 20 Nov 07

More sex, less taxis. Are they trying to get us to lose weight?

Quote | Report this post

Posted by: George on 10:37am Tue 20 Nov 07

I fail to see the point of this story. The Echo is implying that there is a moral imbalance here, that for some arbitrary reason sex shops should be more heavily licenced, and taxis less. Why? Is the Echo now an instrument of moral propaganda? Clearly someone at the Echo feels sex shops are undesirable, if this is the angle from

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NEED A BUILDER?

Before you leave..

Tim Hemming

From: Trish Murray [trish@nicennaughty.co.uk]
Sent: 03 March 2008 21:56
To: Tim Hemming
Subject: FW: license fees

Hi Tim

Hope you are well. Simon has asked me to send an update on the councils we are currently corresponding with in attempt to have the renewal fees reduced.

I am attaching copies of letters I have sent to Sandwell as this is one that I think effects one of your stores.

I have spoken to Allen Tolley at Sandwell Council who believes we have a very valid point and encouraged me to write to the Committee Chairman and I believe Mike arranged for a letter with similar content to be sent on behalf of Darker Enterprises. We have also sent letters to all our other councils and most have agreed to put it on the agenda of their next committee meeting to discuss.

To date the only Council that have actually reduced the fees are Gwynedd Council which covers our Bangor store and they have agreed to ½ the application fee. I am currently waiting on a response from Sandwell, Chester, Warrington, Bolton, Manchester, Liverpool, and Wigan.

Wigan Council have agreed to assess cost over the coming year and agreed to reset the fees prior to our renewal next year. Some of the Council have been very positive and seem to understand that the fees need to be readdressed. If we keep putting on the pressure together I am sure we can win this battle.

If you need any more information don't hesitate to contact me on my mobile 07971 451 905. I look forward to seeing you at your open day in May.

Regards
Trish

From: Simon Prescott [mailto:simon@nicennaughty.co.uk]
Sent: 28 February 2008 10:31
To: 'Tim Hemming'
Cc: 'Trish Murray'
Subject: RE: license fees

Hi Tim,

Leave it with me, I am out of town at the moment so will talk to Trish when I am back tomorrow and get the details emailed over.

Thanks

Simon Prescott

Director

Nice 'n' Naughty

www.nicennaughty.co.uk

www.nicennaughtywholesale.co.uk



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