

Simply Pleasure Ltd.
Unit B Sterling Business Park
6 Nimrod Way
Ferndown Industrial Estate
Wimbourne
Dorset
BH21 7SH

Philip Bayliss

01604 837099

26th July 2011

pbayliss@northampton.gov.uk

Dear Ms Moss

Open Window Display Request - Simply Pleasure, 86 Wellingborough Road,
Northampton.

I refer to your letter received 25th July 2011 and acknowledge their contents.

I intend to place your application for an Open Window Display before the Licensing Committee on 27th September 2011. You will be contacted before the hearing and provided with a copy of the committee report.

I also enclose your application form for the renewal/variation of your licence. This is due to expire on 30th September 2011 both matters will be heard together.

To allow the display would mean a change to the relevant conditions and this has to be agreed by the Licensing Committee.

As regards your request to extend your opening hours of trading to include Sunday opening.

The conditions on your licence do not impose a restriction on your days of opening and previous contact with our Planning Department reveal that they have no objections to your request.

In view of this we would have no objection to your opening on the days requested.

If I can be of further help do feel free to contact me.

Yours sincerely



Philip Bayliss
Principal Licensing Officer

Philip Bayliss
Northampton Borough Council
Meeting Services & Licensing
The Guildhall
St. Giles Street
Northampton
NN1 1DE



Dear Philip

**Ref: Open Window Display Request – Simply Pleasure 86
Wellingborough Road, Northampton, NN1 4DP**

I write with regards to the above as we would like to be granted permission to have an open window display.

I have attached images of our other stores which have been granted an open window. We can assure you that the inside of the shop will not be visible to passersby and we will not be displaying anything of an explicit/erotic nature. We feel that having an open window will make the front of the shop look more appealing.

Our shops which already have an open window currently display lingerie and club wear, which you can see from the images I have provided.

We would also like permission to trade on Sunday. Many of our stores trade on a Sunday and we feel that this would be very beneficial to us in the Northampton area. The hours would be 10am to 4pm and we would of course not wish to trade on Easter Sunday.

If you can advise when the next committee meeting will be I will ensure that the Area Manager for the store is available to attend.

Yours faithfully

Lisa Moss
HR & Licensing



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West Brom



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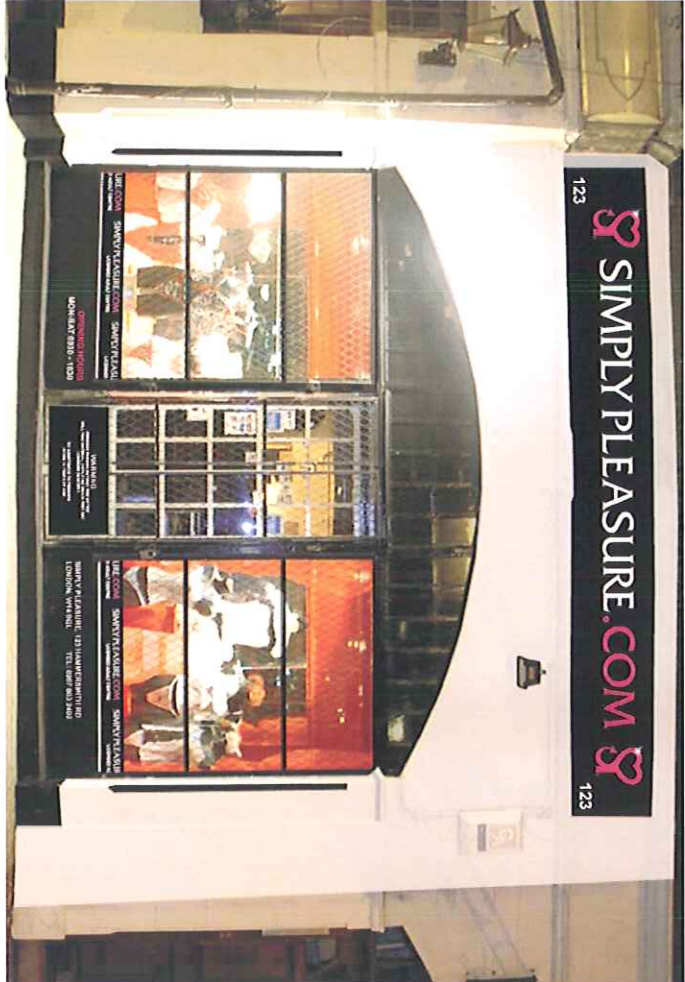
Massfield



Exeter



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