

Clone Zone Sackville Street, Sex Establishment License Renewal 2023.

Back ground.

Clone Zone's Manchester store opened in January 1984 and traded without a Sex Establishment License, selling clothing, top shelf Gay magazines, sex toys etc.
In 2001 Gay R18 videos became available for the first time, in order to sell R18 videos, we needed to apply for a S.E.L. which we did successfully.

In 2018 because of internet streaming new titles of Gay R18 DVD became unavailable due to falling retail sales. After selling through our stock we stopped selling them. Gay magazines had also stopped being printed for the same reason.
We are no longer able to sell any form of pornography as internet streaming has taken over.

Delicensing.

We now wish to delicense because,

1/ we no longer believe we need a license as the reason for holding one has gone.
Westminster and Birmingham have already agreed we no longer need to be licensed that's two of our four stores.

2/ the Ann Summers' chain of 80 stores and does not need a Sex Establishment License, please see the video of the Market Street store. Please see link to video below.



As you can see in the video they display, demonstrate and sell substantial amounts clothing and sex toys the same as we do, albeit to a different market. Our business model is now very similar to that of Ann Summers. Please see attached pictures of Ann Summers internal signage.

3/ as physical pornography disappears the number of licensed stores has fallen quickly, the Private chain of stores closed down last year, at its height it had 120 stores.
We are the last licensed store in Manchester.

4/ enforcement can no longer be carried out as enforceable sex items are no longer available for retail sale.

5/ since the pandemic our sales of sex toys/items in the store has dropped as customers got used to shopping online and of course it's embarrassment free.
In the Manchester store the sale of sex items are down from over 70% of sales in 2010 to 13.9% in 2022 and is no longer a significant amount. Please see audited figures from our accountants attached.

6/ we want to maintain a safe shopping environment for our customers. The majority of our in store sales are now clothing, we want lose the stigma of being a "sex shop". We now identify as a life style store not as a sex shop.

The future.

We are already complying with the "Indecent Displays (control) Act 1981" with the correct signage already in place. This means we will continue not to allow under 18s to enter the store.
We don't intend to change the layout of the store. We opened the basement in 2018 and moved the sex toys downstairs. The ground floor is purely clothing.
It's now clear the business no longer needs a Sex Establishment License because the reason for holding one has gone.



AEQUITAS

CHARTERED ACCOUNTANTS • REGISTERED AUDITORS

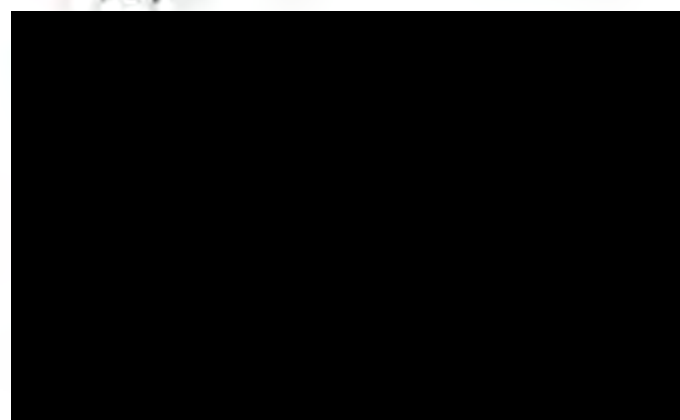
020 8427 5450

enquiries@aequitasaccountants.co.uk

www.aequitasaccountants.co.uk

Eltham Gate, 2nd High Street
Pinner, Middlesex HA5 1QA

To,



12/12/2022

Our Ref: LBUK/2022/AP14

Manchester – 36 Sackville Street, Manchester, M1 3WA ('Manchester')

This is to certify that we have verified the sales figures for Manchester store with the underlying records and invoices for the period 01 January 2022 to 08 December 2022. These sales figures were broadly classified into Toys and other (non-toys) categories.

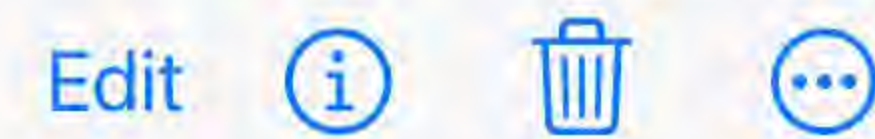
Toys category sales amounted to £115,727 (13.90%) of the total sales. Other categories sales amounted to £716,629 (86.10%) of total sales. Total sales for the reporting period was £832,356.

Yours faithfully,

*Aequitas*Aequitas
Chartered Accountants



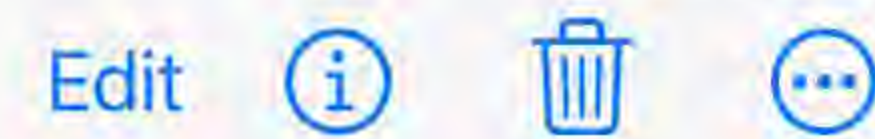
Today
12:54







Today
12:54



From: [REDACTED]

Sent: 11 May 2023 11:27

To: Fraser Swift [REDACTED]

Cc: [REDACTED]

Subject: Re: Clone Zone S.E.L renewal

Hi Fraser,

I don't know if you have looked at the video of Ann Summers on Market Street, Manchester?



[mediafire.com](https://www.mediafire.com)

Here's the link again.

I do want this video to be viewed by the committee members during any hearing.

As you can see from the video they are displaying/selling a substantial amount of clothing, sex item/toys without a license on the City's main shopping street. All I am asking is to be treated the same as Ann Summers.

The size of our display is really a moot point.

Westminster and Birmingham accepted the fact that our store sales have fallen to below 20% of total store sales (our accountants have audited the numbers and I have given you Manchester stores figures) and therefore not a significant amount. They were not bothered about our display size because you get bogged down as to what is a sex toy/item or not and also the display will vary depending on stock levels. They take sales over display size as the most important. Manchester's sex toy sales are the lowest in the company at 13.9% of total store sales.

This is the logical way to look at "significant amount" because if you don't make the sales you don't have a business no matter the size of the display. When we sold R18 DVD it took up 10% of the floor space but was 50% of the sales.

So which is the most significant?

I look forward to hearing from you.

Regards,

[REDACTED]

From: Fraser Swift [REDACTED]

Sent: 11 May 2023 10:28

To: [REDACTED]

Cc: [REDACTED]

[REDACTED]

Subject: RE: Clone Zone S.E.L renewal

Hi [REDACTED]

I'm glad to see GMP now have a suspect in custody in respect of the attacks.

As in my previous correspondence, the intention is for the committee to consider the 'significant degree' matter as part of their consideration of your renewal application. Of course, if you no longer wish to be licensed, you are able to withdraw the application.

It may be helpful if you could provide details of the confirmation from Birmingham and Westminster and comparisons with those stores and your Manchester one, although it's a matter for you what information you wish to rely on.

Regards

Fraser

-----Original Message-----

From: [REDACTED]

Sent: 26 April 2023 18:53

To: Fraser Swift <[REDACTED]>

Cc: [REDACTED]

[REDACTED]

Subject: Clone Zone S.E.L renewal

Hi Fraser

Here's the latest article in MEN.

We are now getting national press interest.

I hope you can help us in getting ride of "adult license"?

We are being targeted because of it.

Can you please call me tomorrow to discuss the situation?

[REDACTED]

From: Licensing <licensing@birmingham.gov.uk>

Date: 20 December 2022 at 16:55:04 CET

To: [REDACTED]

Cc: [REDACTED]

Subject: RE: Renewal of S.E.L. Clone Zone 86 Hurst Street Birmingham B5 4TD.

Dear [REDACTED]

I acknowledge receipt of your request to withdraw the Sex Shop Renewal Application you submitted in respect of the above premises.

I can confirm that as per your request the application has been withdrawn and is therefore no longer under consideration.

I can also confirm that as a result of the application being withdrawn there is no longer a Sex Shop licence in force for the above premises.

Regards

Mr. Shaid Yasser | Senior Licensing Officer | Licensing Section | Regulation & Enforcement | City Operations Directorate

Email: licensing@birmingham.gov.uk

Web address: www.birmingham.gov.uk/licensing | Twitter: [@BCCLicensing](https://twitter.com/BCCLicensing)

"Locally accountable and responsive fair regulation for all - achieving a safe, healthy, clean, green and fair trading city for residents, business and visitors"



From: [REDACTED]

Sent: 13 December 2022 14:52

To: Licensing <licensing@birmingham.gov.uk>

Cc: [REDACTED]

Subject: Renewal of S.E.L. Clone Zone 86 Hurst Street Birmingham B5 4TD.

Dear Shahid,

Thanks for your email of 28/11/22

Please see the certificate below from our accountants that shows our sales of sex toys are at an all time low of 16.7% of total store sales from a high of over 70% in the early 2000s.

We have seen a change in the sales pattern with the COVID Pandemic of the last two years. Customers were forced to shop online for sex toys and haven't returned to the store in the numbers we had hoped for. As you are aware pornographic magazines and R18 DVDs have been replaced by streaming and we haven't sold these items for over 5 years. It now looks like sex toys sales are going the same way.

As our sex toy sales are no longer a significant amount of our total shop sales we believe we no longer require a sex establishment license. I understand that Ann Summers used a ratio of 25%. We therefore wish to withdraw our renewal application for 2022/2023.

Going forward we are prepared to trade under the Indecent Displays (control) Act 1981 and I will arrange for the correct signage to be displayed asap.

I would appreciate a speedy response as we have a board meeting planned for Monday 19/12/22.

I look forward to hearing from you.

Kind regards,

[REDACTED]

Director,
Libertybelle U.K. Ltd.



AEQUITAS

CHARTERED ACCOUNTANTS • REGISTERED AUDITORS

020 8427 5550
enquiries@aequitasaccountants.co.uk
www.aequitasaccountants.co.uk
Elthorne Gate, 64 High Street
Pinner, Middlesex HA5 5QA

12/12/2022

Our Ref: LBUK/2022/AP14

Birmingham – 84 Hurst Street, Birmingham B5 4TD ('Birmingham')

This is to certify that we have verified the sales figures for Birmingham store with the underlying records and invoices for the period 01 January 2022 to 08 December 2022. These sales figures were broadly classified into Toys and other (non-toys) categories.

Toys category sales amounted to £50,887 (16.69%) of the total sales. Other categories sales amounted to £254,032 (83.31%) of total sales. Total sales for the reporting period was £304,909.

Yours faithfully,

Aequitas

Aequitas
Chartered Accountants

From: [REDACTED]
Sent: 11 May 2023 15:03
To: Premises Licensing <Premises.Licensing@manchester.gov.uk>
Subject: Fwd: 21/12055/LISEXR & 22/08304/LISEXR Clone Zone 35 Old Compton Street,London W1D 5JX.

Hi Ashia,

Here's the email I sent to Westminster it's along the same lines as to Birmingham. Confirmation was given verbally that we no longer need a license. Please note that in both cases the licensing dept made the decision and it was not necessary to go to committee.

[REDACTED]
[REDACTED]

From: [REDACTED]
Date: 13 December 2022 at 15:17:46 CET
To: "[REDACTED]"
[REDACTED]
Cc: [REDACTED]
"[REDACTED]"
[REDACTED]
Subject: *Re:21/12055/LISEXR & 22/08304/LISEXR Clone Zone 35 Old Compton Street,London W1D 5JX.*

Dear [REDACTED]

Please see the certificate below from our accountants that shows our sales of sex toys are at an all time low of 16.3% of total store sales from a high of over 70% in the early 2000s.

As I mentioned in my email of 25/11/22 the COVID Pandemic, of the last two years, has had effect on sex toy sales as customers switched to online shopping and haven't returned to the stores in the numbers we hoped for. As you are aware phonographic magazines and R18 DVD have been replaced by online streaming and we haven't sold these items for over 5 years. Now it looks like sex toy sales are going the same way.

As our sex toy sales are no longer a significant amount of our total shop sales we believe we no longer require a sex establishment license. I understand the ratio that Ann Summers used was 25%.

Going forward we are prepared to trade under the Indecent Displays (control) Act 1981 and I will arrange for the correct signage to be displayed asap.

I would appreciate a speedy response as we have a board meeting planned for Monday 19/12/22.

Looking forward to hearing from you.

Kind regards,



*Director,
Libertybelle U.K. Ltd.*



AEQUITAS

CHARTERED ACCOUNTANTS • REGISTERED AUDITORS



020 8427 5550



enquiries@aequitasaccountants.co.uk



www.aequitasaccountants.co.uk



Elthorne Gate, 64 High Street
Pinner, Middlesex HA5 5QA

12/12/2022

Our Ref: LBUK/2022/AP14

Soho - 35 Old Street London W1D 5JX ('Soho')

This is to certify that we have verified the sales figures for Soho store with the underlying records and invoices for the period 01 January 2022 to 08 December 2022. These sales figures were broadly classified into Toys and other (non-toys) categories.

Toys category sales amounted to £108,520 (16.3%) of the total sales. Other categories sales amounted to £557,294 (83.7%) of total sales. Total sales for the reporting period was £665,814.

Yours faithfully,

Aequitas

Aequitas
Chartered Accountants



From: [REDACTED]
Sent: Thursday, May 11, 2023 16:23 PM
To: Premises Licensing <Premises.Licensing@manchester.gov.uk>
Cc: Fraser Swift <[REDACTED]>
Subject: Sex Shops in London | London's 14 best adult stores

Hi Ashia,

Please add this link to the pack for the committee members.

Please note none of these top London adult stores have a sex establishment license as none of them sell pornography.

The only licensed shops I can find sell pornography.

<https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.timeout.com%2Flondon%2Fshopping%2Flondons-best-sex-shops&data=05%7C01%7Cpremises.licensing%40manchester.gov.uk%7Cfe1cb9e8ae2f4f99b67d08db52341544%7Cb0ce7d5e81cd47fb94f7276c626b7b09%7C0%7C0%7C638194155871116695%7CUnknown%7CTWFpbGZsb3d8eyJWljojMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6Ikk1haWwiLCJXVCi6Mn0%3D%7C3000%7C%7C%7C&sdata=r%2F8fha2RZwEH3geiubHHmWt18xMyBlKoNgmNm8yJjzl%3D&reserved=0>

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

From: [REDACTED]
Sent: 11 May 2023 16:30
To: Premises Licensing <Premises.Licensing@manchester.gov.uk>
Cc: Fraser Swift <[REDACTED]>
Subject: Re: Sex Shops in London | London's 14 best adult stores

Hi Ashia,

Correction Prowler do have a license but they sell pornography, the rest don't.

Kind regards,
[REDACTED]



Photograph: Shutterstock

London's best sex shops

From fetishwear to sex toys, latex to erotica, find it all at the city's best sex shops

Written by [Sophie Tighe](#) Wednesday 31 August 2022



ADVERTISING

London sex shops aren't what they used to be. Gone are the days of furtively peeling back a dusty old velvet curtain or sneaking off into some grotty basement to browse through a dusty DVD collection.

These days, the capital's adult stores are often loud, proud and actually quite a pleasurable experience to, erm, be inside of. Not to mention way more diverse, with loads more places for women and queer people to get their kicks.

Whether you're after a discrete little vibrator or a full-on latex maid's costume, you'll find it all in here, from saucy lingerie to sex toys, nipple clamps to ball gags. Go forth and let your freak flag fly, London!

RECOMMENDED: [The not-so-secret new wave of London's sex-positive parties](#)

Sex shops in London



© Alys Tomlinson

1. Agent Provocateur

Shopping **Soho**

Agent Provocateur's trademark baby pink boxes are to undies what a turquoise Tiffany package is to jewellery. Expect hyperventilation: from her, when she receives it; from you, when she puts it on. Originally founded by Vivienne Westwood's son Joseph Corr   and his then wife, in addition to bras, knickers and sizzling scraps of saucy silk, Agent Provocateur sell cutting-edge swimwear in distinctive strappy styles that tend to give rise to distinctive, strappy tan lines to match, yet still have lines of ladies queuing to buy them because they look hotter than the equatorial sun.

Read more

An email you'll actually love

Get into a relationship with our newsletter. Discover the best of the city, first.

Enter email address

Subscribe

By entering your email address you agree to our Terms of Use and Privacy Policy and consent to receive emails from Time Out about news, events, offers and partner promotions.

2. Atsuko Kudo

Shopping Womenswear Holloway Road

Rihanna to Miley, Kim K to Kate Moss, Billie Eilish to Lady Gaga (who wore her red rubber outfit to meet Her Madge The Queen): the list of celebrities who've been pictured in Atsuko Kudo's multi award-winning couture latex is longer than Rapunzel's crowning glory. The rubber clothing specialists are known for their fine filigree details, custom leopard and lace prints, striking colourways, and their perfect tailoring. Vacuum-pack yourself in AK, don one of their signature cat ear hairbands and you're guaranteed to be feline sexy.

[Read more](#)

ADVERTISING

3. Breathless

Shopping Womenswear Euston

Join the rubber band at latex fashion specialists Breathless, where owner and designer Dolenta Debarna (who used to work with Katherine Hamnett) offers top quality made-to-measure and fitting services, ensuring every item hugs you in a perfect racy embrace, while also directing customers to the best parties in town to show off their highly polished purchases. Breathless collections include military-style costumes and caps; retro-influenced cute, flared babydoll dresses; tailored jackets and waistcoats; leopard-print catsuits; and truly magnificent corseted gowns.

Read more

Photograph: Clonezone

4. Clonezone

Traditionally for cisgender gay men and still doing a roaring trade in jockstraps, cock rings and prostate massagers, Clonezone now also stocks vaginal and clitoral toys, as well as revolutionary trans masturbator The Buck Off. Staffed by queer people and always supporting LGBTQ+ charities and events, it's part of the new wave of conscious and inclusive sex shops.

ADVERTISING

5. Coco de Mer

Shopping **Home decor** **Seven Dials**

Just as deluxe chocolates often boast that they contain a high percentage of cocoa, deluxe sex lives may boast that they incorporate an indulgent amount of Coco de Mer. Named after the enormous, bum-shaped seeds of rare variety of exotic palm tree, this is London’s most glamorous, upmarket erotic emporium. Browse toys, accessories, jewellery and lingerie made from the finest materials: stunning sterling silver nipple shields and gold-gilded clamps; beautiful, subtly sexual rings that double as massage aids; leather reins and harnesses to transform your partner into the dressiest of dressage ponies; and love eggs made from rose quartz and jade.

Read more

6. Fetish Freak

Shopping Kennington

Fetish Freak are specialists in men's made-to-measure latex and leather. Their prices are fair, even if their breeches, chaps, harnesses and body bags (yup, leather body bags, for those who like to completely hide inside hide) are as indecent as they get; custom-crafted items can cost less than some other places charge for off-the-peg stock. They also carry a whole host of accessories and sex toys, from inflatable dildos to horse bit gags to nipple clamps to ball stretchers. Everything you need to get your freak on.

[Read more](#)

ADVERTISING

7. Honour

Shopping Shoes **Waterloo**

Traditional marriage vows require that partners swear to love, honour and obey each other; and if either of you have been to Honour, someone’s definitely going to end up obeying. And loving it.

Honour stock a wide range of kinky clothing, toys and equipment designed to suit all budgets and tastes, including an abundance of very affordable yet gloriously deplorable goodies. Refreshingly for a store not exclusively aimed at gay guys, there's plenty of fetish-wear for men (on the upstairs floor) as well as women, and a great range of plus-size items too. There are catsuits, costumes, wigs, uniforms, lingerie... a veritable cornucopia of sexy accessories.

[Read more](#)

8. House of Harlot

Shopping **Womenswear** **Spitalfields**

Handmade latex mastery for Masters, Mistresses, fetishistas, fashionistas, kinksters, and hijinxsters. Designer Robin Archer and his team are famous worldwide for their brilliantly made, imaginatively conceived haute-couture rubber clothing, and have increasingly collaborated with high fashion houses in recent years; Giles Deacon called upon them to create a series of tie dye

latex dresses, for example, and they also worked with Loewe to transfer archive silk scarf patterns onto stunning rubber shirts. Hot and haute.

Read more

ADVERTISING

9. Liberation

Shopping **Womenswear** **Covent Garden**

Liberation carries a wide range of off-the-peg clothing for women and men that's ready to wear if you're ready to dare, or commission something custom-made after trying on items to see what flatters and flaunts. Celebrity customers include Julian Clary and Lady Gaga, and Libidex have also worked with fashion houses including Vivienne Westwood, Dolce & Gabbana and the late Alexander McQueen, although they greet everyone who walks through their doors with open arms and a welcome warmer than the inside of a freshly grilled cheese toastie.

Read more

10. Le Boutique Bazaar

Shopping Shoreditch

Le Boutique Bazaar is a regular pop-up shopping and social afternoon, co-produced by world-famous fetish club Torture Garden, along with the team behind the popular Wasted Chic fashion sales. Each event gathers together a changing roster of more than 40 of London's most intriguing unusual, underground and erotic clothing and accessory designers, all in one place (usually swanky lounge bar McQueen, in Shoreditch). There are deals on cocktails so you can sip tipples while choosing one-off diamante covers for your nipples, and DJs encouraging you to have a bop after investing in a rubber top...or bottom.

[Read more](#)

Recommended

The best half-term activities in London

12 flower-filled day trips from London

Top 10 art exhibitions in London

The best restaurants in Clapham

ADVERTISING

© Scratch & Co.

11. London Alternative Market

Shopping **City of London**

London Alternative Market is a monthly fetish shopping and kinky community event. Whatever your particular peccadillo - be it adult baby scenarios, bondage, medical play, cross dressing, or if you're simply a curious newbie working out which way you're wired – at LAM, you'll never feel like the black sheep of the family. An extremely friendly, down-to-earth affair, every outing of LAM features a variety of exhibitors – often small businesses run by kinsters who've identified a gap in the marvelously mucky fetish market and developed an innovative product or line to fill it.

Read more

12. Prowler Soho

Shopping Soho

The flagship outlet of the UK's largest gay lifestyle superstore, Prowler Soho stocks all the good-time goodies you'd expect, in fantastic abundance: there's a veritable apothecary of poppers; a vast collection of male sex toys, many with an appealingly manly aesthetic, including inflatable anal dongs and robust cock rings that look like one of the Mario Bros' pipes; plus a huge array of jockstraps, super-snug boxers and more banana hammocks than you'd find at a fruit-themed beach resort.

[Read more](#)

ADVERTISING

13. Regulation

Shopping Womenswear Islington

If Warren G and friends shop at Regulation, we can only wonder what exactly they're mounting, as the fetish and gay lifestyle store stocks the UK's widest range of Square Peg silicone ass toys. They specialise in tailored latex and leather clothing handmade in London, plus a seemingly infinite variety of innovative and darkly imaginative sex equipment, carrying a tonne of brands well known to the discriminating pervert. Staff are friendly and well informed, and they even offer a 15% student discount.

Read more

14. Sh!

Shopping Electronics Hoxton

Sh! is a sex shop truly worth shouting about. When it opened in 1992, it was the first ever ‘women only’ erotic boutique, designed to give ladies a welcoming, safe place to shop for intimate items and get sound sexual advice. Thirty years later, Sh! might have had to shut up shop during the pandemic, but it’s still pushing boundaries and championing female pleasure. Look out for its regular events around the city, from erotic book readings and tutorials to pop-ups and launch parties.

Read more

Show more

An email you'll actually love

Get into a relationship with our newsletter. Discover the best of the city, first.

Enter email address

Subscribe

By entering your email address you agree to our [Terms of Use](#) and [Privacy Policy](#) and consent to receive emails from Time Out about news, events, offers and partner promotions.

Popular on Time Out



London train strikes: everything you need to know



The best restaurants in London you should be booking



Things to do in London this weekend



Legendary Soho restaurant L'Escargot is back, baby





These are the films Keanu Reeves thinks everyone should watch



ADVERTISING

Get us in your inbox

Sign up to our newsletter for the latest and greatest from your city and beyond

Enter email address

Subscribe now

By entering your email address you agree to our [Terms of Use](#) and [Privacy Policy](#), and consent to receive emails from Time Out about news, events, offers and partner promotions.

Follow us

About us

- Press office
- Investor relations
- Our awards
- Work for Time Out
- Editorial guidelines
- Privacy notice
- Do not sell my information
- Cookie policy
- Accessibility statement
- Terms of use
- Modern slavery statement
- Manage cookies

Contact us

- Get Listed
- Claim your listing
- Time Out Offers FAQ
- Local Marketing Solutions
- Advertising
- E-Commerce
- Time Out Market

Time Out products

- Time Out Offers
- Time Out Worldwide
- Guidebook

© 2023 Time Out England Limited and affiliated companies owned by Time Out Group Plc. All rights reserved. Time Out is a registered trademark of Time Out Digital Limited.