

cast of good-looking playmates. What is wonderful about Belle Baise is that if you are involved in a pile-up of beautiful bodies you don't have to worry if you can't see the face of the person touching your thigh, because you know that they're attractive. This allows people to be much more uninhibited and relaxed. When people apply, they have to fill in an application form and email us a few pictures. We do this to make sure that our parties really are for the young and beautiful. Anyone whom we feel would not be popular with the other guests is gently turned down.'

Passing the 'gorgeous' test

In her twenties also, Kensington is at particular pains to make young female guests feel at home with the environment.

'My parties are aimed at bisexual women, and I didn't want women to feel they had to wear PVC nurses' uniforms or tacky lingerie to turn on the men,' she explains.

'I wanted them to wear something that made them feel sexy and confident. I also wanted an environment that made people feel comfortable, even if they were new to swinging and weren't sure if they wanted to get involved. It's intimidating for newbies if they feel they have to wear something ultra-sexual or even strip to a towel when they arrive. That's why I decided to make the dress-code cocktail- or party-dress for women and suits for men. The women dress to impress the other women rather than the men! Belle Baise is all about celebrating female sexuality. Most of the single girls who attend are interested in exploring sex with other women and relish the chance to be the centre of attention.'

Physical attraction tops the Belle Baise membership conditions, with age a close second. So, in theory, there's no reason why a

thirty-five-year old Adonis shouldn't get in. 'The average age of Belle Baise guests is twenty-seven, and we aim membership at the under-thirty-fives,' says Kensington. 'The majority are under thirty, and some as young as nineteen. We don't have a strict upper age-limit, as we go on attractiveness rather than age, but it is rare that people in their late thirties or early forties are accepted unless they are exceptionally attractive.'

An elite female niche

This youthful membership displays a demographic mix of location and backgrounds – 'Guests come from all over the country – and they even fly in from Europe to be with us,' she reports. 'They are mostly well-educated – but because they are young, not all of them are wealthy. This is why I keep our ticket-price as reasonable as possible – we want the young and beautiful, rather than the rich, to apply for our parties. Many of our guests are students or professionals, early in their career. If entry was expensive, they might feel pressured to get involved to 'get their money's worth'.

I like to feel that even if you don't get involved in the play, you'll still have had a great night. The value is in our beautifully-furnished penthouse apartments, lit with dozens of candles, scattered silk cushions, fresh flowers and chilled champagne."

Evidently, drawing from such a defined sector of the public has not limited Belle Baise's guest and variety quota. 'We attract a large number of first-timers because of the low average age,' says Kensington. 'However, we have a large number of guests who frequently return, so everyone at the party is either new – or remembers what it was like to be new. I like to make sure that there are no more than around forty guests at each party. Our parties sometimes sell out months before the dates, and we have a waiting-list of people wanting to attend. I never realised that people would travel across the UK to spend the weekend in the East Midlands in order to attend an orgy!'

The good news is that, no matter where you're from or who you are, the country's swinging clubs and parties have a distinct Quality Street factor – every one is someone's favourite!

WHAT SORT OF PEOPLE SWING

Hedonism UK gave us an interesting insight into the make-up of their membership from figures compiled over the last year... Take a look and draw your own conclusions – but one thing's for sure, those 'middle years' people are having a good time...

Out of the current membership:

66 per cent are couples
28 per cent are single men
6 per cent are single ladies

Occupation

- At 35.71 per cent, the largest group of members were in business or self-employed.
- Almost 12 per cent of members came from the media, arts and entertainment.
- The next greatest group was banking, insurance and finance (7.68 per cent), followed by computing and IT (6.54 per cent), and advertising, marketing and sales (6.24 per cent)
- Then came construction and property (5.28 per cent), education, science and academic (5.22 per cent), and catering and services (4.98 per cent)
- The next groups were engineering (3.96 per cent), medical (3.66 per cent) and transport (2.46 per cent), law (1.8 per cent), civil service and admin (1.56 per cent each), and sport and leisure (1.48 per cent)
- Farming/agriculture and other occupations accounted for the rest of the membership

Age groups

From the total number

- At 10.48 per cent, the largest number of women are between the ages of 35 and 39
- The next largest group of women are between 40 and 44
- The figures are reversed for men, with 12.52 per cent aged 35 and 39, and 15.14 per cent between 40 and 44

Of the couples

- With over 26 per cent, women between the ages of 35 and 39 were by far the largest group, followed by just over 21 per cent between 40 and 44
- At 19.3 per cent, men between the ages of 35 and 39 were the second largest group, the greatest number (29.9 per cent) were between 40 and 44

Of the singles

- There is a similar balance to the couples among women – 20 per cent between 35 and 39, and 30 per cent between 40 and 44
- Younger men come into the picture with almost 24 per cent between 30 and 34 and almost 25 per cent between 35 and 39 (the figure for 45-49 year-olds drops to just over 17 per cent)

