

**Application for a Premises Licence  
under the Gambling Act 2005 (standard form)**

**PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST**

If you are completing this form by hand, please write legibly in block capitals using ink. Use additional sheets if necessary (marked with the number of the relevant question). You may wish to keep a copy of the completed form for your records.

Where the application is—

- In respect of a vessel, or
- To convert an authorisation granted under the Betting, Gaming and Lotteries Act 1963 or the Gaming Act 1968,

the application should be made on the relevant form for that type of premises or application.

**Part 1 – Type of premises licence applied for**

Regional casino ☐      Large casino ☐      Small casino ☐  
Bingo ☐      Adult gaming centre ☐      Family entertainment centre ☐  
Betting (Track) ☐      Betting (Other) ☒

Do you hold a provisional statement in respect of the premises? Yes ☐ No ☒

If the answer is "yes", please give the unique reference number for the provisional statement (as set out at the top of the first page of the statement):

N/A

**Part 2 – Applicant details**

If you are an individual, please fill in section A. If the application is being made on behalf of an organisation (such as a company or partnership), please fill in Section B.

**Section A**

**Individual applicant**

1. Title: Mr ☐ Mrs ☐ Miss ☐ Ms ☐ Dr ☐ Other (please specify)

.....

2. Surname: ..... Other name(s): .....

*[Use the names given in the applicant's operating licence or, if the applicant does not hold an operating licence, as given in any application for an operating licence]*

3. Applicant's address (home or business [delete as appropriate]):

.....  
.....  
..... Postcode:.....

4(a) The number of the applicant's operating licence (as set out in the operating licence):

.....

4(b) If the applicant does not hold an operating licence but is in the process of applying for one, give the date on which the application was made:

.....

5. Tick the box if the application is being made by more than one person. ☐

*[Where there are further applicants, the information required in questions 1 to 4 should be included on additional sheets attached to this form, and those sheets should be clearly marked "Details of further applicants".]*

## Section B

### Application on behalf of an organisation

6. Name of applicant business or organisation:

WILLIAM HILL ORGANIZATION LIMITED

*[Use the names given in the applicant's operating licence or, if the applicant does not hold an operating licence, as given in any application for an operating licence.]*

7. The applicant's registered or principal address:

GREENSIDE HOUSE  
50 STATION ROAD  
WOOD GREEN  
LONDON

Postcode: N22 7TP

8(a) The number of the applicant's operating licence (as given in the operating licence):

004-002752-N-102413-001

8(b) If the applicant does not hold an operating licence but is in the process of applying for one, give the date on which the application was made:

N/A

9. Tick the box if the application is being made by more than one organisation. ☐

*[Where there are further applicants, the information required in questions 6 to 8 should be included on additional sheets attached to this form, and those sheets should be clearly marked "Details of further applicants".]*

### Part 3 – Premises Details

10. Proposed trading name to be used at the premises (if known):

WILLIAM HILL

11. Address of the premises (or, if none, give a description of the premises and their location):

SHOECRAFT HOUSE  
MARKET PLACE  
AMBLESIDE  
LA22 9BU

12. Telephone number at premises (if known):

William Hill Compliance Unit: 0208 918 3608

13. If the premises are in only a part of a building, please describe the nature of the building (for example, a shopping centre or office block). The description should include the number of floors within the building and the floor(s) on which the premises are located.

BETTING OFFICE TO OCCUPY GROUND FLOOR ONLY, WITH ACCESS  
TO BASEMENT STAFF AREA, WITHIN TWO STOREY PREMISES LOCATED  
ON TOWN CENTRE RETAIL HIGH STREET.  
UPPER FLOOR OUTSIDE OUR DEMISE AND LET SEPARATELY BY LANDLORD.

14(a) Are the premises situated in more than one licensing authority area? **NO**  
[delete as appropriate]

14(b) If the answer to question 14(a) is yes, please give the names of all the licensing authorities within whose area the premises are partly located, other than the licensing authority to which this application is made.

N/A

#### Part 4 – Times of operation

15(a) Do you want the licensing authority to exclude a default condition so that the premises may be used for longer periods than would otherwise be the case?

**NO**

*[delete as appropriate]*

*[Where the relevant kind of premises licence is not subject to any default conditions, the answer to this question will be no.]*

15(b) If the answer to question 15(a) is yes, please complete the table below to indicate the times when you want the premises to be available for use under the premises licence

	Start	Finish	Details of any seasonal variation
Mon	N/A	N/A	N/A
Tues	N/A	N/A	N/A
Wed	N/A	N/A	N/A
Thurs	N/A	N/A	N/A
Fri	N/A	N/A	N/A
Sat	N/A	N/A	N/A
Sun	N/A	N/A	N/A

16 If you wish to apply for a premises licence with a condition restricting gambling to specific periods in a year, please state the periods below using calendar dates:

N/A

#### Part 5 – Miscellaneous

17. Proposed commencement date for licence (leave blank if you want the licence to commence as soon as it is issued):

...../...../.....(dd/mm/yyyy)

18(a) Does the application relate to premises which are part of a track or other sporting venue which already has a premises licence?

**NO**

*[delete as appropriate]*

18(b) If the answer to question 18(a) is yes, please confirm by ticking the box that an application to vary the main track premises licence has been submitted with this application.

☐

19(a) Do you hold any other premises licences that have been issued by this licensing authority?

**YES**

*[delete as appropriate]*

19(b) If the answer question 19(a) is yes, please provide full details:

WILLIAM HILL – 47/49 HIGHGATE, KENDAL, LA9 4ED  
(LICENCE No. : GPL0018)

20. Please set out any other matters which you consider to be relevant to your application:

N/A

All mandatory conditions are complied with:

- [1] A notice is displayed stating that no person under the age of 18 years is permitted to enter the premises.
- [2] Access is from the street only.
- [3] Premises are used to provide facilities for betting and ancillary services.
- [4] Customers wishing to use an ATM must leave a gaming machine to do so.
- [5] Sound and visual images relate to covering of sporting and betting events only.
- [6] No publications other than racing or specialist betting are offered for sale on the premises.
- [7] No music, dancing or other entertainment is allowed on the premises other than in [5].
- [8] A notice is displayed stating that no alcohol may be consumed on the premises.
- [9] Terms and Conditions of Betting are displayed prominently.

**Part 6 – Declarations and Checklist (*Please tick*)**

**I/ We confirm that, to the best of my/ our knowledge, the information contained in this application is true. I/ We understand that it is an offence under section 342 of the Gambling Act 2005 to give information which is false or misleading in, or in relation to, this application.**



**I confirm that the applicant have the right to occupy the premises.**



**Checklist:**

- **Payment of the appropriate fee has been made/is enclosed.**
- **A plan of the premises is enclosed.**
- **I understand that if the above requirements are not complied with the application may be rejected.**
- **I understand that it is now necessary to advertise the application and give the appropriate notice to the responsible authorities.**



## Part 7 – Signatures

21. Signature of applicant or applicant's solicitor or other duly authorised agent. If signing on behalf of the applicant, please state in what capacity:

Signature: ...

Print Name: ANDREW ASHTON

Date: 24<sup>th</sup> April 2017 Capacity: REGIONAL DEVELOPMENT MANAGER

22. For joint applications, signature of 2nd applicant, or 2nd applicant's solicitor or other authorised agent. If signing on behalf of the applicant, please state in what capacity:

Signature: N/A

Print Name: N/A

Date: N/A Capacity: N/A

*[Where there are more than two applicants, please use an additional sheet clearly marked "Signature(s) of further applicant(s)". The sheet should include all the information requested in paragraphs 21 and 22.]*

*[Where the application is to be submitted in an electronic form, the signature should be generated electronically and should be a copy of the person's written signature.]*

## Part 8 – Contact Details

23(a) Please give the name of a person who can be contacted about the application:

ANDREW ASHTON

23(b) Please give one or more telephone numbers at which the person identified in question 23(a) can be contacted:

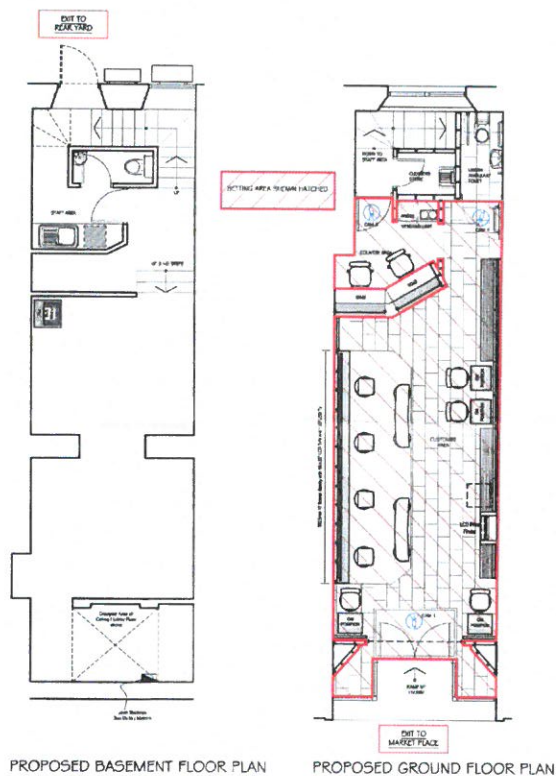
0113 233 8721 - or - 07738 312 077

24. Postal address for correspondence associated with this application:

**WILLIAM HILL ORGANIZATION LIMITED  
DEVELOPMENT DEPARTMENT  
PO BOX 170  
LEEDS  
LS2 8JF**

25. If you are happy for correspondence in relation to your application to be sent via e-mail, please give the e-mail address to which you would like correspondence to be sent:

aashton@williamhill.co.uk



#### SECURITY PROVISIONS

CCTV camera numbers and locations are illustrative only and subject to modification, following a full on-site security assessment. The CCTV recording equipment will operate with at least a 21 day recording cycle.

A polycarbonate security screen will be installed on the counter.

A safe with a time delay insert will also be installed.

Anything shown on this plan which is not required by Regulations 4(2) and 4(8) of the Gambling Act 2005 (Premises Licences and Provisional Statements) Regulations 2007, is for illustrative purposes only and does not form part of the premises licence.

#### IMPORTANT NOTICE

This drawing is not to be used for any purpose other than that for which it was prepared and is not to be used for any other purpose without the prior written consent of the author.

#### PROPOSED

GROSS UNIT AREA 1087 SQI

GROSS CUSTOMER AREA 420 SQI

NET CUSTOMER AREA 334 SQI

NEWSPAPER DISPLAY AREA 80 LI

DO NOT SCALE OFF THIS DRAWING



SHOE CRAFT HOUSE  
MARKET PLACE, AMBLESIDE  
LA22 9BU

LICENCE DRAWING

Date: 10/01/2017

Drawn: 10/01/2017

Created: 10/01/2017

Final: 10/01/2017

Final: 10/01/2017

## William Hill Local Gambling Risk Assessment

This document provides an assessment of risk at premises level relating to the provision of these facilities for gambling. William Hill is a national operator and employs a number of standard policies, procedures and control measures across all its betting shop premises. These issues are clearly articulated in the “Gambling Compliance Manual”; to be found in this premise.

The company also carries out premises security risk assessments (available on request) and health and safety risk assessments (in shop) which *inter alia* relate to the objective of keeping crime out of gambling.

Where relevant, William Hill has also taken into account any substantive local risks identified in a wide range of policy statements related to gambling and local area profiles specifically related to gambling. However the company does not operate discriminatory policies against any identified groups based on social demographic or ethnic origin. Therefore identification of issues relating to gambling related harm are based on individual customer behaviour; even where particular groups are identified through research at being at greater risk of gambling related harm.

William Hill operates a centralised reporting process (fully detailed in shop compliance manual) and requests for specific shop information or data relating to this betting shop should be made to: Compliance Team, 0208 918 3608.

Shop number	TBC	Shop name	TBC	Cluster		Area		Region	
Shop Address	SHOECRAFT HOUSE, MARKET PLACE, AMBLESIDE, LA22 9BU								
Date of Assessment		Assessor	Stephen Ramsey						
Review Date		Assessor							
Review Date		Assessor							



## Localised Risks to the Licensing Objectives

Licensing Objective	Risks	Control Measures	Remarks/Recommendations
Preventing gambling being a source of crime or disorder, being associated with crime and disorder or being used to support crime	Money Laundering	<p>William Hill has a designated Group Money laundering reporting officer (GMLRO) and clear escalation and reporting processes in respect of all products including gaming machines.</p> <p>Anti-fraud software on gaming machines identifies suspicious gaming machine use for reporting.</p>	<p>See section on money laundering and POCA in Compliance Manual.</p> <p>Colleague training takes place in this area.</p>
	Shop Security, and Violence in the workplace	<p>Each premise is subject to a separate security risk assessment carried out by an accredited Security Investigator. Local factors (including crime trends) are considered as part of this assessment and proportionate control measures/physical security measures are installed accordingly.</p> <p>All William Hill shops are fitted with networked CCTV, time-delay safes and have a third-party monitoring system "StaffSafe".</p>	<p>There is no planned lone working in shops deemed higher risk.</p> <p>Colleagues receive "Counter Plan" training, which deals with robbery and other risks. There are a number of support mechanisms available to employees, including counselling and an Employee Assistance Programme.</p> <p>Please consult the Health and Safety manual for policies relating to lone working, magnetic door, security screen, robbery prevention, violence in the workplace and other relevant policies.</p>
	General Crime and Disorder	<p>Like all high street premises, betting shops have an exposure to crime and disorder. Crime and disorder is not tolerated within the betting shop and as detailed above, there are comprehensive security and reporting processes to escalate, record and deal with such issues where they arise.</p>	<p>William Hill carries out regular trend identification and exception reporting to identify outliers.</p> <p>Each betting shop has a dedicated Security Investigator responsible for it and there is a service level agreement in place regarding security response.</p>

	Alcohol	Consumption of Alcohol on premises is prohibited under the premises licence conditions and William Hill has an alcohol management policy which makes clear a zero tolerance approach to consumption on premises.	The Alcohol Policy makes clear that extra vigilance is needed where there is clear evidence of street drinking in the vicinity and encourages a partnership approach with local authorities.
	Begging	Only genuine customers are permitted to remain in shop and those that are merely there to beg from other customers are asked to leave.	All customers are treated with dignity, but where appropriate, known street beggars can be refused service. Please see references to homelessness (below).
	Money lending	William Hill's Begging policy includes a section on money lending.	Suspensions of organised money lending by illegal money lenders are escalated to security and onwards to local authority money lending investigation teams.
	Drug Misuse	Drug misuse is not tolerated in the betting shop and in locations where there is heightened risk, toilets are locked with access monitored and controlled from behind the counter.	Consistent problems with drugs misuse are escalated to the security team and where police concerns or operations are brought to our attention, security work alongside police to facilitate evidence gathering.
	Disorder	Disorder is not tolerated within the betting shop environment and William Hill has a comprehensive incident reporting and escalation process.	As detailed above, each shop is subject to a security risk assessment that considers local risks and the nature of security controls. Where appropriate William Hill provides conflict management training and anti – social behaviour workshops for colleagues.

	Anti-social behaviour outside the shop	Whilst Public Nuisance (e.g. loitering or littering) is not a Licensing Objective and the Gambling Commission has made clear that 'disorder' means serious disorder, William Hill recognizes that public nuisance can escalate in certain circumstances and that as a corporate citizen, it has a responsibility to work in partnership with local residents and the authorities to reduce environmental impacts.	William Hill operates a "good neighbour" reporting line to ensure escalation and early intervention.  See environmental risks below.
Protecting Children and other vulnerable persons being harmed or exploited by gambling	Age Verification	Gambling is an age restricted product and William Hill operates a "Think 21" policy. William Hill provides training and comprehensive guidance in this area (see compliance manual).  Over 18 notices are displayed at the shop entrance.	William Hill has a comprehensive centralised reporting process in this area used for management reporting and quality control purposes. William Hill carries out independent third party testing with results being shared with the Gambling Commission and Westminster City Council (Primary Authority partner).
	Vulnerability	Guidance is issued to colleagues on vulnerability (the inability or limited ability of people to control their actions). This includes those clearly under the influence of drink or drugs, those with mental health issues and those with addictive gambling issues.	William Hill takes a holistic approach to customers and is aware that the Equalities Act precludes the exclusion of any group for generalised reason. Capacity is a sensitive issue and difficult cases are referred to our central compliance team for review and resolution.
	Interaction	Comprehensive training and instruction is provided to colleagues in this area (see compliance manual). All interactions are reported and recorded.	Requests for shop specific data should be made to the central compliance team.  Interaction may result in the offer of self-exclusion and/or signposting.

	Gaming Machine and General Supervision	Gaming machines have a back office function (to assist monitoring) and machines can be switched off from behind the counter. Machines are positioned in line of sight of the counter or subject to CCTV monitoring. Where there are identified problems with challenge at entry, machines are re-sited.	Gaming machines now have mandatory limits and the capacity for customers to set their own limits. All customers staking over £50 in a single action must use registered play or interact at the counter. William Hill has a comprehensive lone working policy and supervision aspects are considered alongside the health and safety aspects of lone working. Shops are also subject to lone working risk assessment.
	Homelessness	Some betting shops are used by the homeless for warmth and company. William Hill treats all customers with dignity and has clear policies on begging. However homeless people who are small staking, genuine customers, who do not display signs of wider vulnerability (see above) will not be refused service.	The Gambling Act is clear that the Authority cannot entertain licence objection on the basis of moral objection.
	Deprivation	Whilst a locality may be near or in an area of relative deprivation, William Hill takes the view that individual customers must be treated holistically and that the controls detailed in this document are designed to identify individuals who may be at risk of gambling related harm. William Hill does not discriminate against any individual on the grounds of ethnic origin or social demographic.	William Hill operates on the basis that its controls and best practice will be employed at all times. Therefore it is not a question of different degrees of vigilance being employed in different locations.  Local Area profiles which detail deprivation, social, ethnic or population demographics may be used as part of the assessment of risk in relation to gambling related harm, in conjunction with the standardised controls employed by William Hill.

## Environmental Factors

In preparing this assessment William Hill has considered the relevance of environmental factors. In this context, environmental factors include the physical location of schools, playgrounds, residential areas, other retail premises and locations (bus stations, tube stations) which have an effect on footfall. We have set out below our position on risk in this area:

Location	Issue	Remarks/Recommendations
Schools, playgrounds, youth centres, entertainment centres (cinemas) and residential areas	Gambling is an age restricted product, and as such, betting shops cannot be accessed by under 18s. William Hill operates a 'Think 21' policy, in order to control access to those over the age of 18 only, reducing any risk caused by the presence of such establishments.	Where there is indication of control weaknesses, these are addressed by central Compliance and local Line Management. Colleagues who serve an under 18 or who do not operate "think 21" are subject to investigation and disciplinary processes
Other betting shops in the immediate vicinity	There is no empirical evidence that "Clustering" of betting shops impacts on the prevalence of problem gambling.	Where there are evidenced factors of negative cumulative impact then William Hill willingly enters into collective schemes such as "Betwatch".
Pay day loan shops	There is no empirical evidence that the bulk of pay day loans are taken out for gambling purposes and pay day loan companies now have to conduct affordability checks.	In the unlikely event that an individual indicated that pay day loans had been taken out for gambling purposes then this may trigger a responsible gambling interaction.
Bus stops and other transport links	Population and footfall are two of the main factors driving betting shop location and relocation, but changes in or the nature of these locations do not affect the control measures employed within the betting shop.	Where short term risk is created by young people congregating near and clearly attempting to enter the shop then this can be dealt with by the deployment of a floor walker or the temporary deployment of a maglock.
Alcohol licensed premises	People who are obviously under the influence of alcohol are not allowed to place a bet or remain on premises. Refusals of service are reported and recorded centrally.	See reference to alcohol policy above
Faith buildings (churches, Mosques etc.)	No objection can be accepted to gambling on moral grounds and whilst William Hill is sensitive to particular community concerns, the location of a betting shop in relation to such premises is not material from a legal perspective.	

### Local Risk Factors

Local Risk Profile:	The proposed unit is situated on Market Place, Ambleside which is one of the main streets in Ambleside Town Centre. The area is a popular location for "Ramblers" and Walkers" who visit during the summer months.
Establishments of note:	There are no betting shops within the town centre and the nearest school is Ambleside Church of England Primary School approximately 0.12 miles away. There are several hostels in the area which are popular with visitors and tourists.
Adjoining properties:	There are A1 retailers to either side.
Potential crime generators:	Low levels of crime in this area, latest statistics from December 2016 exhibit a total number of recorded crimes at 16, this included 3 counts of ASB and 6 counts of violent crime, however there is a slight increase in reported crime during the summer months which will be related to the increase in footfall during the months of April to September inclusive. There are numerous public houses in Ambleside, the nearest being The Royal Oak, The White Lion and Golden Rule.
Passing traffic:	A busy pedestrian area flow throughout the day and into the evening. Traffic flow can be heavier during summer months due to this being a popular tourist attraction.
SNT Details:	Ambleside Police Station RYDAL ROAD Ambleside Cumbria, LA22 9AY <a href="http://www.cumbria.police.uk">www.cumbria.police.uk</a>

**Site Attributes:**

Risk level:	1	Size:	Gross Unit Area 893sq. ft.
Shop level:	Ground	Shape:	Broadly rectangular
Counter position:	Rear corner left hand side from front door.	Machine positions:	1 machine at either side of the front door and two near the counter on the right.
Hidden areas:	No hidden areas, the shop has been designed to eliminate any hidden areas	Miscellaneous:	

**Shop-Specific Control Measures:**

This shop does have a security screen.

This shop does have a safe haven.

There are 4 cameras in this shop.

This shop does not have external CCTV.

This shop does not have a remote front door lock

**Additional Questions:**

Are current control measures sufficient that there are no additional risks to employees working alone: Yes

If no, detail times when lone working should not happen in normal circumstances:

If the shop is a member of a wider Betwatch or similar information sharing scheme : No

If yes, please detail:

LBO Manager:

Signature:

Date: