

Supplementary Papers for Licensing Sub-Committee

Date: Friday, 10 July 2026



5. Application for a Premises Licence under the Gambling Act 2005 at Primetime Slots, 209 Ashley Road, Poole, BH14 9DR

3 - 6

Supplementary evidence from the applicant is enclosed.

Published: 09 July 2026

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From: [REDACTED]
To: [Councillor Marion LePoidevin](#); [Councillor Millie Earl](#); [Councillor Sandra Mackrow](#); [Councillor Oliver Walters](#)
Cc: [Ellie King](#)
Date: 03 July 2026 10:56:05
Attachments: [Response re Unit 3 209 Ashley Road.pdf](#)

Dear Councillors,

I hope you are all well.

Firstly, I would like to apologise for not reaching out to you sooner. I thought I had responded but the email was sitting in my outbox.

Please see attached a response following your recent objection to the Premises Licence. While I understand your collective hesitancy, now I have provided further information and background from the directors, I hope this has provided a more in-depth understanding of our background and how we will look to operate.

I believe we have a hearing date for 10th July but it would be good to communicate any other matters beforehand that you wish to discuss.

Thank you for your time and I look forward to hearing from you.

Kind regards,

Phil Cook



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Philip Cook On behalf of Primetime Slots Limited

Email: [REDACTED]

Mobile: [REDACTED]

Date: 26 June 2026

To:

Cllr Marion Le Poidevin,

Cllr Millie Earl,

Cllr Sandra Mackrow,

Cllr Oliver Walters

RE: Representation Concerning the Premises Licence Application – Ashley Road, Parkstone, Poole

Dear Councillors,

Thank you for your formal representation regarding the Premises Licence application for the proposed Adult Gaming Centre on Ashley Road. We value the input of local elected representatives and take seriously the concerns raised about demographics, proximity to schools, and cumulative impact. I welcome the opportunity to provide further clarity and reassurance.

1. Directors' Experience and Operational Competence

We believe it is important to outline the background of the Directors to demonstrate our collective capability, professionalism, and commitment to responsible operation.

- **Philip Cook:** With over 15 years as a licensee in Poole (1996–2012), including serving as Chairman of Pub Watch, Philip has extensive experience working with Dorset Police and local licensees. He fully understands the importance of robust ID verification and compliance procedures.
- **Jordan Basing:** Jordan has over 15 years' experience in the gaming industry and has operated his own business for four years. Alongside Jordan's daily operational business of supplying leisure equipment to the hospitality industry, he also manages arcades within holiday parks and has hands-on operational experience with similar venues.
- **Richard Basing:** Richard has more than 30 years' experience in gaming and leisure, including operating arcades, an Adult Gaming Centre, and a successful gaming and leisure machine supply business (sold in 2022).

Collectively, we bring decades of relevant operational knowledge. This experience will be passed on through comprehensive staff training. The Gambling Commission has already recognised our suitability through the granting of our Gaming Licence in February 2026.

2. Demographic Context and Safeguarding Measures

We acknowledge your point that Ashley Road sits between areas with differing demographic profiles. Our risk assessment follows Gambling Commission social responsibility requirements and considers *all* vulnerable groups, not just those within Penn Hill or Newtown & Heatherlands. Our policy is clear: **anyone who appears under 25 will be required to produce valid identification.** Safeguarding is embedded into our operating procedures and staff training.

3. Proximity to Schools and Protection of Children

Thank you for highlighting additional nearby schools, including Heatherlands Primary School, Livingstone Road Schools, and St Aldhelm's Academy. Regardless of which schools pupils attend, our approach remains the same: **children should not be exposed to gambling environments or advertising.**

To ensure this:

- We have implemented a **“blind to the street” policy**.
 - Windows are boarded internally.
 - A new stud wall has been installed at the entrance to prevent visibility into the premises from the street scene.

These measures exceed what is currently seen in other local Adult Gaming Centres, where interiors are visible from the pavement. We consider such visibility inappropriate and have proactively eliminated it.

- We will display **clear signage prohibiting entry to under-18s**, and our Challenge 25 policy will be strictly enforced.

No gambling activity or machines will be visible from the street at any time, including during school travel periods.

4. Existing Facilities and Enforcement Standards

We recognise concerns about cumulative impact given the three existing betting shops nearby. While the Gambling Act 2005 does not permit demand to be considered in licensing decisions, we emphasise that our Adult Gaming Centre will operate under a **distinct model with high levels of supervision and compliance.**

We will implement:

- Mandatory third-party compliance training for all staff
- A strict Challenge 25 policy
- Continuous monitoring and auditing of ID checks and safeguarding procedures
- A participant of the Boomerang SmartEXCLUSION multi-operator self-exclusion scheme, a member of the Bacta the trade body representing industry members.

Our aim is to operate to a standard that strengthens—not burdens—the local regulatory environment.

5. Operating Hours and Community Impact

We understand your concerns regarding the initially proposed opening hours. Although we aligned our application with the hours of nearby betting shops and licensed premises, we are willing to revise this.

We propose **10:00am – 10:00pm as a maximum opening window**, with actual daily hours varying depending on time of year and day of the week. We are committed to ensuring our operation does not contribute to anti-social behaviour or community disturbance.

We welcome ongoing dialogue with BCP Council and local representatives to ensure the premises operates safely, responsibly, and in harmony with the surrounding neighbourhood.

Yours sincerely,

Philip Cook

Director,

Primetime Slots Limited

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