

Notice of Licensing Sub-Committee

Date: Friday, 10 July 2026 at 10.00 am

Venue: HMS Phoebe, BCP Civic Centre, Bournemouth BH2 6DY



Membership:

Cllr D A Flagg

Cllr M Howell

Cllr L Williams

Reserves:

Cllr A Filer (R1)

Cllr D Farr (R2)

All Members of the Licensing Sub-Committee are summoned to attend this meeting to consider the items of business set out on the agenda below.

The press and public are welcome to view the live stream of this meeting at the following link:

<https://democracy.bcpCouncil.gov.uk/ieListDocuments.aspx?MIId=6805>

If you would like any further information on the items to be considered at the meeting please contact: Sinead O'Callaghan 01202 128814 sinead.ocallaghan@bcpCouncil.gov.uk
Democratic Services on 01202 096660 or email democratic.services@bcpCouncil.gov.uk

Press enquiries should be directed to the Press Office: Tel: 01202 118686 or email press.office@bcpCouncil.gov.uk

This notice and all the papers mentioned within it are available at democracy.bcpCouncil.gov.uk

AIDAN DUNN
CHIEF EXECUTIVE

2 July 2026

**DEBATE
NOT HATE**



Available online and
on the Mod.gov app

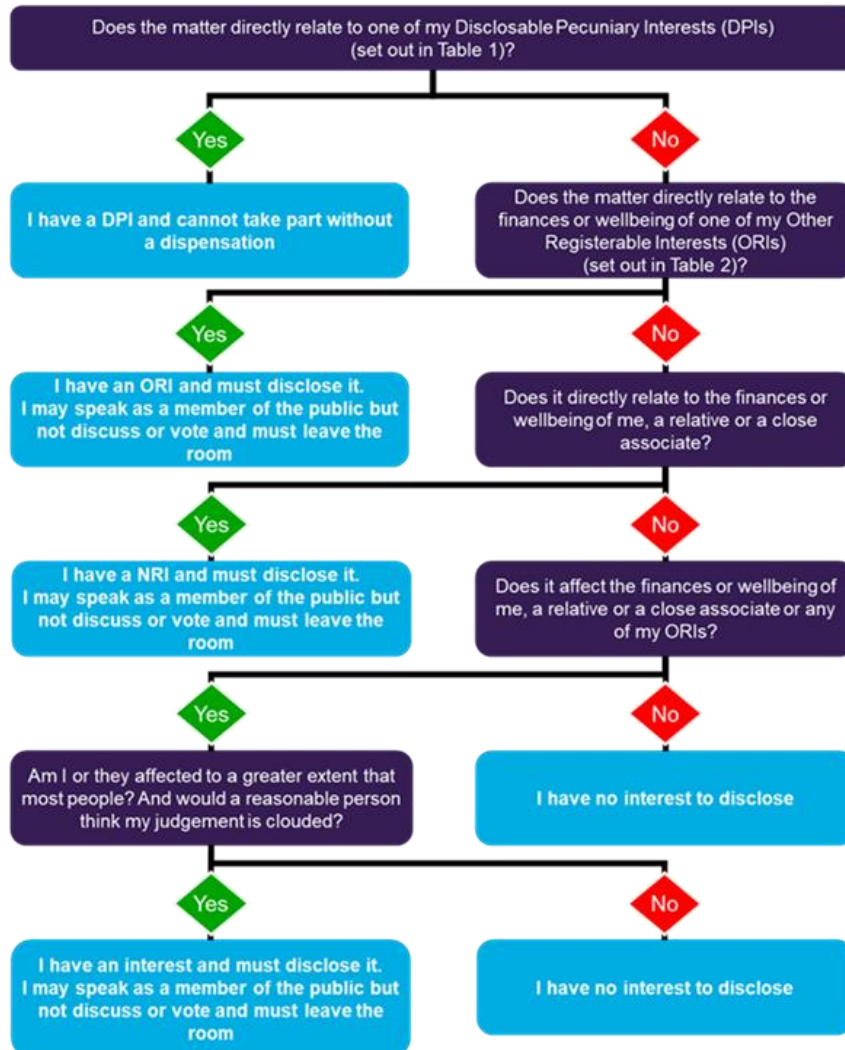


Maintaining and promoting high standards of conduct

Declaring interests at meetings

Familiarise yourself with the Councillor Code of Conduct which can be found in Part 6 of the Council's Constitution.

Before the meeting, read the agenda and reports to see if the matters to be discussed at the meeting concern your interests



What are the principles of bias and pre-determination and how do they affect my participation in the meeting?

Bias and predetermination are common law concepts. If they affect you, your participation in the meeting may call into question the decision arrived at on the item.

Bias Test

In all the circumstances, would it lead a fair minded and informed observer to conclude that there was a real possibility or a real danger that the decision maker was biased?

Predetermination Test

At the time of making the decision, did the decision maker have a closed mind?

If a councillor appears to be biased or to have predetermined their decision, they must NOT participate in the meeting.

For more information or advice please contact the Monitoring Officer

Selflessness

Councillors should act solely in terms of the public interest

Integrity

Councillors must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships

Objectivity

Councillors must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias

Accountability

Councillors are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this

Openness

Councillors should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing

Honesty & Integrity

Councillors should act with honesty and integrity and should not place themselves in situations where their honesty and integrity may be questioned

Leadership

Councillors should exhibit these principles in their own behaviour. They should actively promote and robustly support the principles and be willing to challenge poor behaviour wherever it occurs

AGENDA

Items to be considered while the meeting is open to the public

1. Election of Chair

To elect a Chair of this meeting of the Licensing Sub-Committee.

2. Apologies

To receive any apologies for absence from Members.

3. Declarations of Interests

Councillors are requested to declare any interests on items included in this agenda. Please refer to the workflow on the preceding page for guidance.

Declarations received will be reported at the meeting.

4. Protocol for Public Speaking at Licensing Hearings

5 - 10

The protocol for public speaking at Licensing Sub Committee hearings is included with the agenda sheet for noting.

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

11 - 42

Phil Cook has submitted an application on behalf of Primetime Slots Limited for a Premises Licence for an Adult Gaming Centre under the Gambling Act 2005.

The application seeks authorisation to operate the premises between the hours of 09:00 and 23:00, every day of the week.

The application has attracted four representations from Ward Councillors. The representations raise concerns that granting the licence would be contrary to the licensing objective of protecting children and other vulnerable persons from being harmed or exploited by gambling.

No other items of business can be considered unless the Chairman decides the matter is urgent for reasons that must be specified and recorded in the Minutes.

This page is intentionally left blank

LICENSING COMMITTEE AND SUB COMMITTEE – PROTOCOL FOR PUBLIC SPEAKING

1. Introduction

- 1.1 This protocol for public speaking applies to Licensing Committee and Sub Committee hearings in relation to matters including the licensing of alcohol, regulated entertainment, late night refreshment, gambling, sex establishments and hackney carriage and private hire drivers, vehicles and operators, as set out in Part 3.3 of the Council's Constitution.
- 1.2 These matters are considered in accordance with relevant legislation and associated regulations including the Licensing Act 2003 (as amended by the Police Reform and Social Responsibility Act 2011), the Gambling Act 2005, Part II and Schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982 (as amended by Section 27 of the Policing and Crime Act 2009) and the Local Government (Miscellaneous Provisions) Act 1976.

2. Conduct of Hearings

- 2.1 Chair welcomes everyone, matters of general housekeeping are dealt with, notification that the hearing may be recorded for live and subsequent broadcast on the Council's website, reminder to switch mobile phones to silent, etc.
- 2.2 Chair asks everyone present to introduce themselves and state their role.
- 2.3 Chair checks that all persons who have given notice of their intention to speak and any person who wishes to withdraw a representation or wishes not to speak have been identified.
- 2.4 Chair explains proposed procedure and order of speaking for hearing as set out in Appendix A or B of this protocol as appropriate. All parties confirm agreement or make representations on procedure proposed.
- 2.5 Licensing Officer's report is presented.
- 2.6 Parties speak in the order agreed.
- 2.7 With the exception of hackney carriage and private hire hearings, parties who are speaking should not repeat the information which they have already given in writing in their representation. They will be able to expand on the written information given, provided the information remains relevant. Any additional information should be limited to the grounds of their representation(s). For example, if they are objecting on the grounds of Public Nuisance, then they should confine their comments to matters relating to Public Nuisance.

- 2.8 Members of the Licensing Committee or Sub Committee may ask questions after each party has spoken and once all parties have spoken. Parties will be allowed to ask questions through the Chair.
- 2.9 Once all parties have been heard, the parties will be given the opportunity to sum up. Party who spoke first to go last. The hearing will then conclude.
- 2.10 Members will deliberate in private with the clerk and legal representative as appropriate present.
- 2.11 The decision will be taken by the Committee and notification of the decision will be given as follows:
 - 2.11.1 For Licensing Act 2003 and Gambling Act 2005 hearings, determination must be within the period of five working days beginning with the day or the last day on which the hearing was held in accordance with the relevant Regulations, unless otherwise specified (for example, the issuing of a counter notice following objection to a TEN, in which case the determination must be at the conclusion of the hearing).
 - 2.11.2 For Sex Establishment and other hearings, where possible determination will be within the period of five working days beginning with the day or the last day on which the hearing was held.
 - 2.11.3 For Hackney Carriage and Private Hire hearings, notification of the decision will be given at the conclusion of the hearing, followed by a written decision letter where possible within the period of five working days beginning with the day or the last day on which the hearing was held.
- 2.12 Notification of the decision will include information for all parties of any right of appeal as appropriate.

3 General points

- 3.1 Hearings convened under the Licensing Act 2003 and the Gambling Act 2005 and associated regulations may be held remotely as required, if the Chairman agrees it is expedient to do so in the circumstances.
- 3.2 The hearing may be adjourned at any time at the discretion of the Members.
- 3.3 Members may amend the procedure at any time if they consider it to be in the public interest or in the interest of a fair hearing.
- 3.4 The Sub Committee may decide to conduct all or part of a hearing in non-public session in accordance with the relevant Regulations and/or where exempt information is likely to be disclosed.

- 3.5 The Chair may exclude any person from a hearing for being disruptive.
- 3.6 Meetings of the Licensing Committee in public session are recorded by the Council for live and subsequent broadcast on its website.
- 3.7 The hearing will take the form of a discussion.
- 3.8 Only persons (or their representatives) who have made an application, are subject to an application or have submitted a written representation or objection to the Licensing Authority under the relevant Act are permitted to speak at the hearing.
- 3.9 Any further information to support an application, representation, objection or notice (as applicable) can be submitted before the hearing. It may only be submitted at the hearing with the consent of all parties in accordance with any relevant Regulations. Wherever possible the Licensing Authority encourages parties to submit information at the earliest opportunity to allow sufficient time for this to be considered before the hearing and avoid the need for adjournment.
- 3.10 If a party has informed the Authority that they do not intend to participate, or be represented at the hearing, or has failed to advise whether they intend to participate or not, the hearing may proceed in their absence.
- 3.11 For other matters which are the responsibility of the Licensing Committee and not included in this protocol, the Meeting Procedure Rules in Part 4D of the Council's Constitution in relation to public questions, statements and petitions shall apply. This includes such matters as making recommendations on relevant licensing policies, approving the level of fees charged by the Council, and making decisions on tariffs charged by the Public Carriage Trade.
- 3.12 The Council's Constitution can be accessed using the following link:
<https://democracy.bcpccouncil.gov.uk/ieListMeetings.aspx?CommitteeID=151&Info=1&bcr=1>

For further information please contact democratic.services@bcpcouncil.gov.uk

Appendix A

Proposed procedure and order of speaking for hearings (other than hackney carriage and private hire hearings)

1. The Licensing Officer presents report.
2. Questions of the Licensing Officer on their report. Members of the Sub-Committee to go first, then the applicant/licence holder.
3. Applicant will make their Application.
4. Questions of the Applicant by all parties, Members of the Committee/Sub-Committee to go first.
5. Responsible Authorities and Other Persons will make their representations.
6. Questions of the Responsible Authorities and Other Persons. Members of the Committee/Sub-Committee to go first.
7. All parties will be given an opportunity to sum up (with the party who spoke last to go first). The hearing will then conclude.
8. Sub-Committee will deliberate in private with Legal Adviser and Clerk present. (Councillors new to Licensing may observe but will not take part in the decision making).
9. Notification of the Sub Committee's decision will be given in accordance with the requirements of the Licensing Act and Gambling Act regulations. For other hearings, where possible determination will be within the period of five working days beginning with the day or the last day on which the hearing was held.
10. The notification of decision will include information about the right of appeal as appropriate.

Appendix B

Proposed procedure and order of speaking for Hackney Carriage and Private Hire hearings

1. The Licensing Officer presents their report.
2. Questions of the Licensing Officer on their report. Members of the Sub-Committee to go first, then the applicant/licence holder.
3. Applicant/licence holder presents their case.
4. Questions of the applicant/licence holder by all parties, Members of the Committee/Sub-Committee to go first.
5. All parties will be given an opportunity to sum up (with the party who spoke last to go first). The Hearing will then conclude.
6. Sub-Committee will deliberate in private with Legal Adviser and Clerk present. (Councillors new to Licensing may observe deliberations but will not take part in the decision making).
7. Notification of the decision will be given following deliberations at the conclusion of the hearing, to be followed by a written decision letter where possible within the period of five working days beginning with the day or the last day on which the hearing was held.
8. The Legal Adviser will advise parties of any right of appeal as appropriate at the conclusion of the Hearing. Information about the right of appeal as appropriate will also be included in the written decision letter.

Adopted by the Licensing Committee on 7.12.23

This page is intentionally left blank

LICENSING SUB-COMMITTEE



Report subject	Application for a Premises Licence under the Gambling Act 2005 at Primetime Slots, 209 Ashley Road, Poole, BH14 9DR
Meeting date	10 July 2026
Status	Public Report
Executive summary	Phil Cook has submitted an application on behalf of Primetime Slots Limited for a Premises Licence for an Adult Gaming Centre under the Gambling Act 2005. The application seeks authorisation to operate the premises between the hours of 09:00 and 23:00, every day of the week. The application has attracted four representations from Ward Councillors. The representations raise concerns that granting the licence would be contrary to the licensing objective of protecting children and other vulnerable persons from being harmed or exploited by gambling.
Recommendations	It is RECOMMENDED that: Members consider the proposed application and either a) Grant the application for a premises licence as made; b) Refuse the application for a premises licence; c) Grant the premises licence with modifications, adding specific additional conditions; d) Exclude a default condition; Members of the Licensing Sub-Committee are asked to make a decision at the end of the hearing after all relevant parties have been given the opportunity to speak. Members must give full reasons for their decision.
Reason for recommendations	The Licensing Authority may only consider aspects relevant to the application that have been raised in the representation. Where representations have been received from a responsible authority or any other person, and the concerns have not been resolved through mediation between all parties, the Scheme of Delegation set out in the Council's Constitution states that these

	applications should be dealt with by the Licensing Sub-Committee.
--	---

Portfolio Holder(s):	Cllr Kieron Wilson – Portfolio Holder for Housing and Regulation
Corporate Director	Laura Ambler – Corporate Director for Wellbeing
Report Authors	Ellie King - Licensing Officer
Wards	Penn Hill;
Classification	For Decision

Background

1. An application was received from Phil Cook on behalf of Primetime Slots Limited for the grant of a Premises Licence for an Adult Gaming Centre under section 159 of the Gambling Act 2005. The application was submitted on 20 May 2026.
2. Adult Gaming Centres are permitted to make available Category B3, B4, C and D gaming machines, in accordance with the Gambling Act 2005.
3. The applicant has submitted a Local Area Risk Assessment in accordance with the Gambling Commission's Licence Conditions and Codes of Practice (LCCP), which identifies potential risks to the licensing objectives and the measures proposed to mitigate those risks. The LCCP, including the Arcades sector extract applicable to Adult Gaming Centres, can be accessed via the Gambling Commission's website: <https://www.gamblingcommission.gov.uk/licensees-and-businesses/lccp>
4. A copy of the application, including the layout plan and Local Area Risk Assessment, is attached at Appendix 1.
5. The premises is a former bank located on Ashley Road, a busy main road in Parkstone, comprising a mix of licensed premises and retail outlets. The building has been subdivided into three units, with Primetime Slots Limited occupying unit 3.
6. A location plan is attached at Appendix 2.
7. Primetime Slots Limited holds an Operating Licence issued by the Gambling Commission authorising the provision of Adult Gaming Centre facilities.
8. In order to lawfully operate an Adult Gaming Centre, Primetime Slots Limited must hold both an Operating Licence issued by the Gambling Commission and a Premises Licence granted by the local authority.
9. Any Adult Gaming Centre Premises Licence, if granted, will be subject to mandatory conditions as set out in the Gambling Act 2005 (Mandatory and Default Conditions) (England and Wales) Regulations 2007.
10. A summary of these mandatory conditions is attached at Appendix 3.

Consultation

11. The application was served on all Responsible Authorities in accordance with statutory requirements. The applicant has confirmed that the required site notices

were displayed at the premises and that a notice was published in a local newspaper.

12. Four representations were received from Ward Councillors on the grounds that granting the licence would undermine the 'protecting children and other vulnerable persons from being harmed or exploited by gambling' licensing objective.
13. A copy of the representations is attached at Appendix 4.
14. In response to the representations received, I emailed the Ward Councillors to acknowledge receipt of their representation and to provide further information regarding the application process, including the opportunity for engagement with the applicant. At the time of writing this report, no further communication has been received.
15. A copy of the email is attached at Appendix 5

Options Appraisal

16. Before making a decision, Members are asked to consider the following matters: -
 - The representations made against the application.
 - The relevant licensing objectives, specifically, the protecting children and other vulnerable persons from being harmed or exploited by gambling
 - The Gambling Act 2005 and appropriate Regulations.

Summary of financial implications

17. An appeal may be made against the decision of the Sub-Committee, by the applicant or any party making representation, to the Magistrates' Court which could have a financial impact on the Council.

Summary of legal implications

18. If Members decide to refuse the application or attach conditions to the licence which the applicant, or the other person who made a representation do not agree to, the applicant or such other person may appeal to the Magistrates' Court within a period of 21 days beginning with the day that the applicant is notified, in writing, of the decision.

Summary of human resources implications

19. There are no human resources implications.

Summary of sustainability impact

20. There are no sustainability impact implications.

Summary of public health implications

21. There are no public health implications.

Summary of equality implications

22. There are no equality implications.

Summary of risk assessment

23. There are no equality implications.

Background papers

BCP Council – Gambling Act 2005 Statement of Licensing Principles 2025 - 2028

[Gambling licensing policy | BCP](#)

Hearing Regulations

[The Gambling Act 2005 \(Proceedings of Licensing Committees and Sub-committees\) \(Premises Licences and Provisional Statements\) \(England and Wales\) Regulations 2007](#)

Appendices

Appendix 1 - Copy of premises licence application, layout plan and Local Area Risk Assessment

Appendix 2 - Location plan

Appendix 3 - Summary of Mandatory Conditions

Appendix 4 - Copy of representations

Appendix 5 – Copy of email sent to Ward Councillors

This page is intentionally left blank

Appendix 1

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):

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: **PRIMETIME SLOTS 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:

**25 STONE CLOSE
POOLE
DORSET**

Postcode: **BH15 4GS**

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

000-100249-N-341804-001

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:

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):

PRIMETIME SLOTS

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

**UNIT 3
209 ASHLEY ROAD
PARKSTONE
POOLE
DORSET**

Postcode: **BH14 9JR**

12. Telephone number at premises (if known):

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.

THE PREMISES ARE FORMERLY A NATWEST BANK THAT HAS BEEN SPLIT INTO 3 UNITS OF WHICH ONE IS FOR THIS PURPOSE. THE UNIT IS LOCATED ON THE GROUND FLOOR, OF WHICH THE FIRST FLOOR IS RESIDENTIAL (2 FLOORS IN TOTAL).

14(a) Are the premises situated in more than one licensing authority area?

~~Yes~~/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:**

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? Yes/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	09:00hh:mm	23:00hh:mm	
Tue	09:00	23:00	
Wed	09:00	23:00	
Thurs	09:00	23:00	
Fri	09:00	23:00	
Sat	09:00	23:00	
Sun	09:00	23:00	

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:

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? ~~Yes~~/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~~/No [delete as appropriate]

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

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

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/ We confirm that the applicant(s) 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/~~ we understand that if the above requirements are not complied with the application may be rejected
- ~~I/~~ we 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:

[Redacted Signature]

Print Name:

[Redacted Name]

Date: 30-04-2026 (dd/mm/yyyy)

Capacity: DIRECTOR

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:

[Redacted Signature]

Print Name:

[Redacted Name]

Date: 30-04-2026 (dd/mm/yyyy)

Capacity: DIRECTOR

[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:

[Redacted Name]

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

[Redacted Telephone Number]

24. Postal address for correspondence associated with this application:

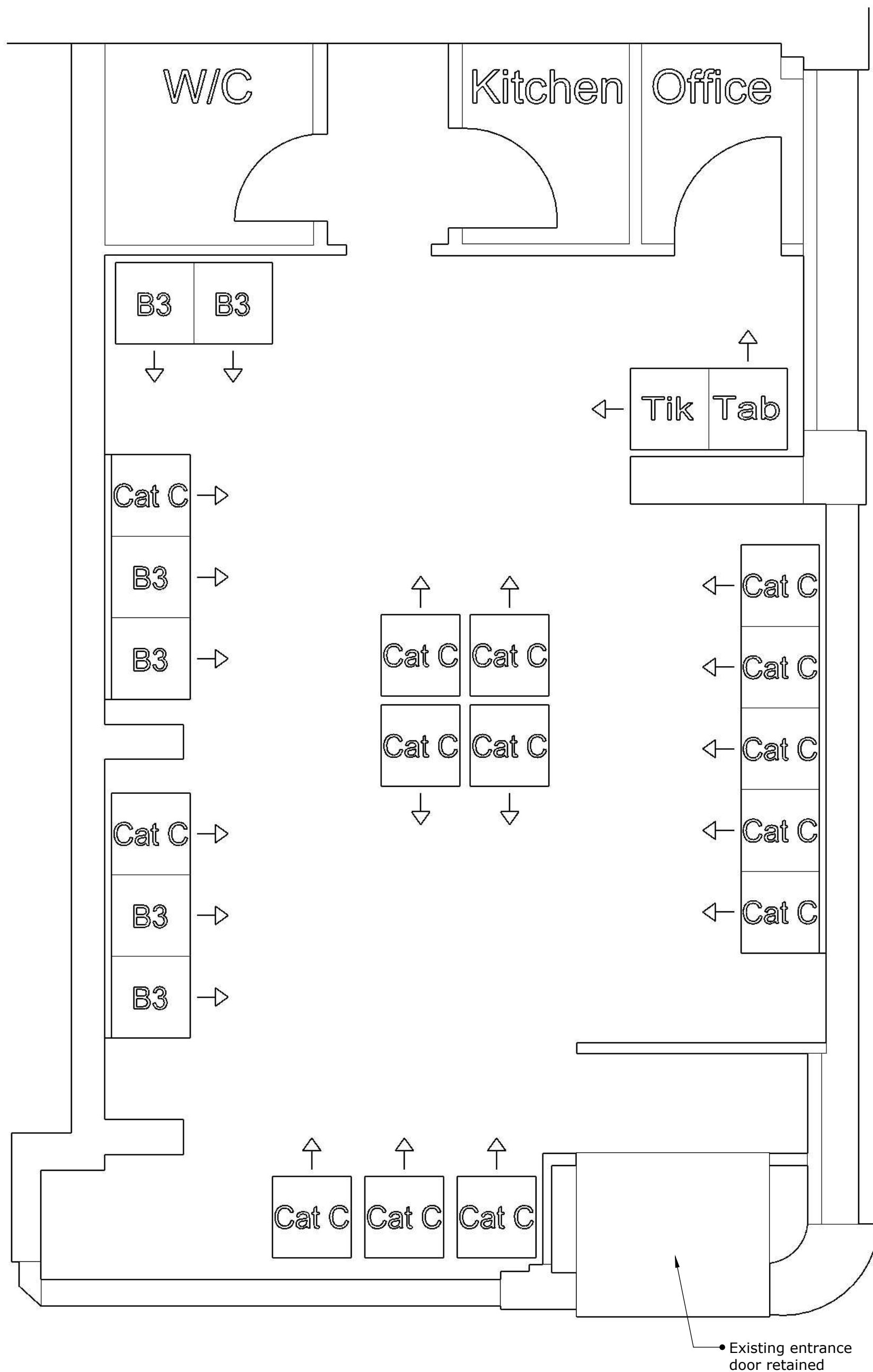
[Redacted Postal Address]

Postcode:

[Redacted Postcode]

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:

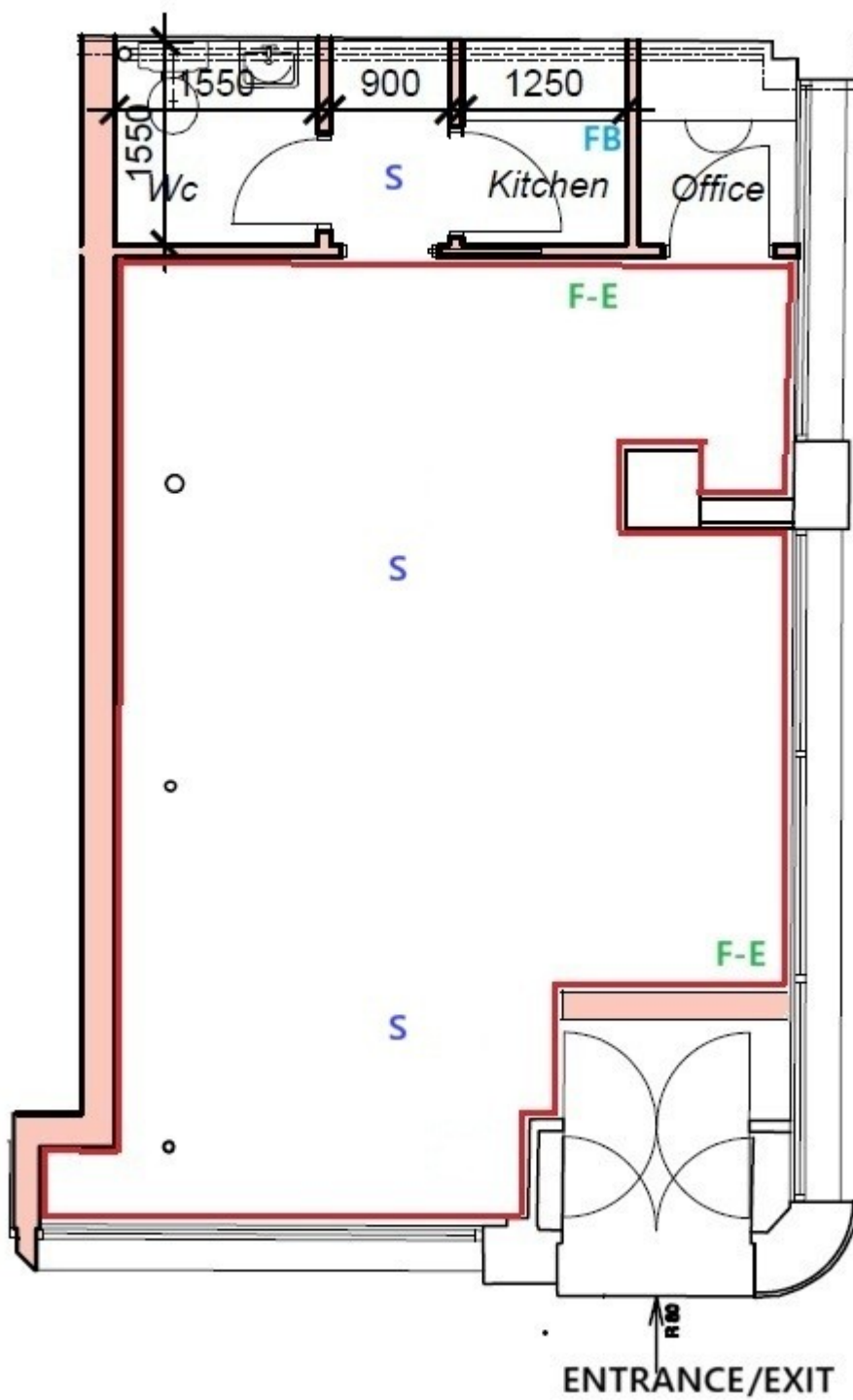
[Redacted E-mail Address]



AGC - Plan Elevation

Scale - NTS

Rev:	Changes	Key	Description
-	-	Tik	Ticket Station
		Tab	Tablet Station
		Cat C	Category C Gaming Machine
		B3	B3 Gaming Machine
Date: 20/01/2026	Page: 1 of 1	22	



Details of Plans for Submission of Premises Licence

Unit 3, 209 Ashley Road, Poole, Dorset. BH15 4GG.

Please see enclosed two sets of floorplans for the premises licence for an Adult Gaming Centre (AGC) at the above address. The floorplans set out the internal layout and the proposed locations of the machines within the AGC.

Building layout floorplans

The internal layout shows the important areas within the building. This floorplan shows the total floorspace of the AGC with the gaming area outlined in red with it being used exclusively for an AGC. As shown, there is only one location for access and egress, which faces Ashley Road. The WC and kitchen are clearly shown on the plans at the rear of the property.

The building is classed as locally listed in relation to the front façade of the property. While it is important to retain the existing look of the property it is also important to ensure that under 18's cannot see within to adhere to gambling regulations and for security. Therefore, the external windows have been retained fully and internally an FD30 and acoustic stud wall has been built to ensure security and help prevent people seeing inside the property from the street scene. The windows will have safety film over every pane for two reasons; to prevent glass related injuries and making it difficult for any potential break-ins. To add to this, a new additional stud wall has been built at the front entrance to prevent the public looking inside from the street with the relevant mandatory advertising to prevent under 18's entering the building. A CCTV system will be installed with cameras covering the internal and external aspects. Additionally, a burglar alarm system with a smoke system will be installed to help deter break-ins and disorient any burglars.

The fire extinguisher locations are shown on the plans as F-E. These consist of a co2 and a water extinguisher in each location with the co2 for electrical fires and water for general. In the kitchen the location of a Fire Blanket is shown as FB with S for smoke detectors. An illuminated fire exit sign will be displayed at the entrance/exit with emergency lighting throughout. The three commercial units at 209 Ashley road and linked via a fire alarm system and comply with an independent Fire Risk Assessment.

AGC layout floorplans

The second floorplan clearly shows the proposed locations of the machines within the AGC.

The proposal is in line with the Gambling Act 2005 with the 80/20 rule where we will offer 80% of the machines as category C and D and 20% as category B3. On the plan attached it clearly identifies six B3 machines, fourteen category C machines and 'Tab'; a tablet station for a further ten category C gaming opportunities. Next to the Tablet Station is a 'Ticket In, Ticket Out' station as known as TITO. As a business our goal is to minimise cash transactions as much as possible.

LOCAL GAMBLING RISK ASSESSMENT

Premises: Unit 3, 209 Ashley Road, Parkstone, Poole, Dorset. BH14 9DL
Operator: Primetime Slots Limited
Operating Licence: 000-100249-N-341804-001

Prepared by: [REDACTED]
Date: May 2026

This Local Gambling Risk Assessment has been completed with the Gambling Act 2005 BCP Statement of Licensing Principles 2025-2028 and Local Area Profile; Accessibility Disclaimer used for reference and guidance.

Premises Location

The Premises are located on the ground floor of a two-storey building previously occupied by a bank which has recently been split into 4 units; 3 facing Ashley Road and one storage facility. Unit 3 has permission for Sui Generis use.

The premises will be open between 9am and 11pm with staff working on site at any given time. The Company is a participant of the Boomerang SmartEXCLUSION multi-operator self-exclusion scheme, a member of the Bacta the trade body representing industry members.

The site is in Parkstone, 3 miles from Poole Town Centre, 3.5 miles to Bournemouth Town Centre, located on the corner of Ashley Road and Maderia Road, with a single entrance off Ashley Road. Ashley Road is the primary transport corridor between Poole and Bournemouth and is lined with a variety of typical high street businesses, often with residential and offices above. To the north and south sides of Ashley Road opposite and behind the proposed Adult Gaming Centre is mainly low density residential properties. To the East is the main commercial centre with a mix of commercial and residential bounded to the west facing the main Ashley Road thoroughfare. At the time of the 2021 census there were 2,088 detached house, 587 semi-detached, 254 terraced houses and 984 apartments.

Immediately next door is a Pilates studio, and opposite Maderia Road is an Italian takeaway. Ashley Road comprises of a mixture of retail, food outlets, personal care salons, estate agencies and public amenities. There are 3 Betting shops on Ashley Road – two Coral and one Jennings Bet within 250 meters of the location on either side of the road. Both are part of large national chains with robust compliance policies in place particularly around social responsibility. The nearest Adult Gaming Centre is Admiral Casino in Poole High Street 3 miles away with the Buzz Bingo at Tower Park as the nearest Bingo Hall.

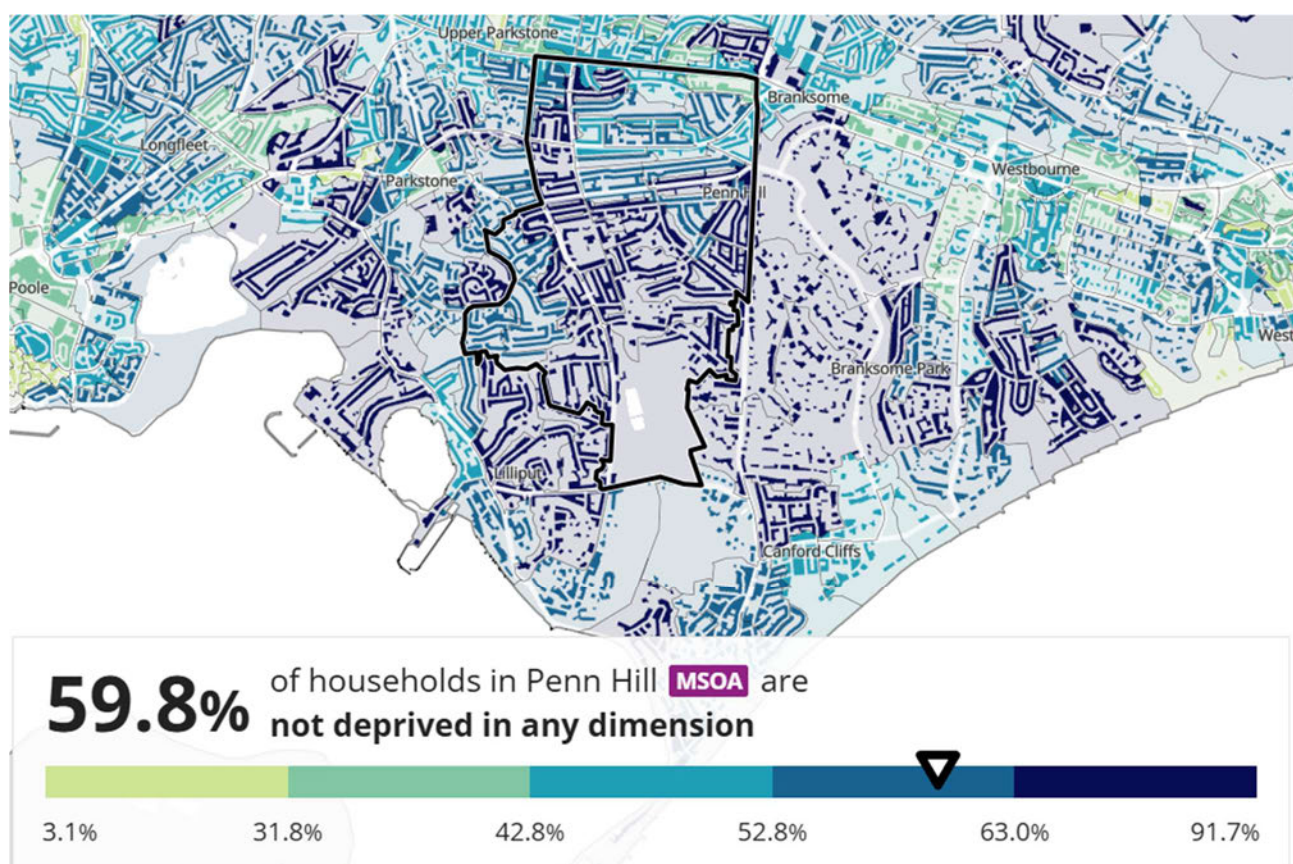
Local Area Profile

Demographics

- Parkstone is a **less deprived area within BCP**, with most neighbourhoods in the **least deprived 5–10% nationally** (Index of Multiple Deprivation).
- **Population:** BCP as a whole has a population of circa 400,000 with Parkstone between 13,000–15,000 residents and 7500 being of working age and predominantly white British ethnicity.
- **Child poverty:** ~9–10% (below the national average of 17–22%).
- **Unemployment rate:** ~3.5%, slightly lower than the UK average (3.7%).
- **Average wages:** ~£44,900 per year, slightly below the UK average of £48,500.

Local deprivation context:

- Parkstone is considered **less deprived than other BCP wards**, such as Boscombe West, Kinson, and East Cliff & Springbourne.
- Household debt in Parkstone is likely **lower than the UK average**, with unsecured debt estimates around £2,400–£4,300 per adult.



Implications:

- Low levels of deprivation suggest that the **local population is relatively affluent**, potentially reducing financial vulnerability to problem gambling.
- Nonetheless, vulnerable adults, those on low incomes, or with existing gambling problems must be considered.

Health:

- The health of people living in Parkstone is slightly above the UK average with males living 79.8 years and females 83 years compared to 78.7 for men and 82.8 for women as a national average.

Crime

- The crime rate in Parkstone is considered low compared to most areas of the UK with 44-54 crimes per 1000 residents per year. This is compared to the UK average of 83 crimes per 1000 residents.

Schools

Primary Schools (Age 3-11)

- | | |
|---|-----------|
| • Courthill Infant School (Good): Courthill Road, BH14 9HL | 0.8 miles |
| • Ocean Academy Poole (Good): Constitution Hill Road, BH14 0PZ | 1.5 miles |
| • Lilliput Church of England School (Good): 51 Sandbanks Rd, BH14 8JX | 2.3 miles |
| • Old Town Infant School and Nursery (Good): Green Road, BH15 1QB | 3.2 miles |

Secondary Schools & Grammar (Age 11-18)

- | | |
|--|-----------|
| • Poole High School (Good): Wimborne Road, BH15 2BW | 2.6 miles |
| • Parkstone Grammar School (Good): Sopers Lane, BH17 7EP | 4.0 miles |
| • Poole Grammar School (Good): Gravel Hill, BH17 9JU | 5.0 miles |

Banks & ATMs

- | | |
|----------------------------------|---------------------|
| • Post Office (Everyday Banking) | less than 0.1 mile |
| • Post Office ATM | less than 0.1 miles |
| • Nationwide Building Society | 0.3 miles |

Pawn Shops

- | | |
|----------------|-----------|
| • Cash Recycle | 0.2 miles |
|----------------|-----------|

Pubs and Bars

- | | |
|----------------------|-----------|
| • The Churchill | 0.3 miles |
| • The Victoria Cross | 0.4 miles |

Churches and Mosques

- | | |
|----------------------------------|-----------|
| • Parkstone Baptist Church | 0.2 miles |
| • St. John's Heatherlands Church | 0.4 miles |
| • Poole Mosque | 0.4 miles |

Care Homes

- | | |
|-------------------------------|-----------|
| • Edward Court | 0.2 miles |
| • Priory Beach House | 0.2 miles |
| • Park Manor Residential Care | 0.9 miles |

Transport Hubs

- | | |
|-------------------------------|--------------------|
| • Bus stop Ashley Road (west) | less than 0.1 mile |
| • Bus stop Ashley Road (east) | less than 0.1 mile |
| • Branksome Railway Station | 0.6 miles |

RISKS	LEVEL	IMPACT	RISK MANAGEMENT	DATE REVIEW ED
Children entering the site unnoticed or unchallenged particularly after school and during school holidays	Low	Severe to Businesses Severe to Child	The latest gambling participation survey (2024) reports the most common types of gambling activity that young people participated in were legal such as penny pushers or claw grab machines (20%), 4% played on fruit or slot machines and did not feature age restricted products, but only. The site is strictly 18+ and the Operator has a Think 25 policy in place. Staff age verification training is delivered, with staff receiving training on induction and at least annually. Additional/remedial training is given when considered necessary. There is only one entrance/exit from Ashley Road which is effectively monitored by staff at all times from the customer service desk. The site frontage is designed to obscure the interior so as not to be attractive to children Over 18s notices are clearly displayed at entrance to the Premises Age verification checks are carried out on anyone who appears to be under the age of 25 and anyone unable to verify their age is asked to leave immediately. States are returned to anyone who has played a machine and unable to verify their age Age test purchasing is undertaken at least annually and the results are reported to Gambling Commission. Any failure will be reviewed by senior management and additional training put in place. Further testing will be arranged asap Clear and prominent premises signage and machine labelling	May 2026
Out of control gambling by other vulnerable people and failure to recognise signs associated with problem gambling or substantial changes in	Low	Moderate to business Severe to Vulnerable people	The Operator has a robust customer interaction policy & procedure Staff receive training on induction and at least annually on how to identify customers who are or may be at risk of harm from gambling and how to interact with them. Customers are offered a number of self-help tools including timers, time outs and self-exclusion. Customer interactions are reviewed and assessed weekly for effectiveness. Where appropriate further and alternative interactions are used if no change in behaviour is seen. Operator led exclusions are used as a last resort where a customer displaying problems refuses to engage in customer	May 2026

gambling behaviour			interactions and continues to display signs of extreme problem gambling The site is designed to have effective monitoring of all customers at all times The results of all customer interactions are recorded on SmartEXCLUSION tablet and reported to the Gambling Commission Marketing and advertising complies with the LCCPs, the CAP and BCAP standards	
Failure to provide information on responsible gambling to players	Low	Severe to business Severe to customers	The Operator has stay in control posters displayed prominently The Cat B gaming machines display safer gambling messages and are programmed with reality checks Stay in control leaflets are made available in racks & discreet locations Regular audit of poster & leaflets to maintain stock levels	May 2026
Failure to properly administer the self-exclusion process & maintain its effectiveness, including breaches & reinstatements	Low	Severe to business Severe to customer	Site layout permits effective monitoring of customers entering premises CCTV at entrance to aid identification of known excluders Use of on-site & SmartEXCLUSION self-exclusion schemes Staff review the self-exclusion data before starting each shift Use of group WhatsApp to notify staff of customers attempting to, or actual breaches of self-exclusions	May 2026
Failure to deal with customers making complaints about the gaming machines	Moderate	Moderate to business Severe to customers	All gaming machines are sourced from licensed suppliers only. All gaming machines are regularly maintained and switched off immediately where the outcome of a gambling fault is identified. Terms and conditions displayed at premises provide details of how to make a complaint Paper copies of complaints procedure and complaints form are available Staff are trained on induction on how to deal with customer disputes, including referrals to IBAS the ADR provider	May 2026

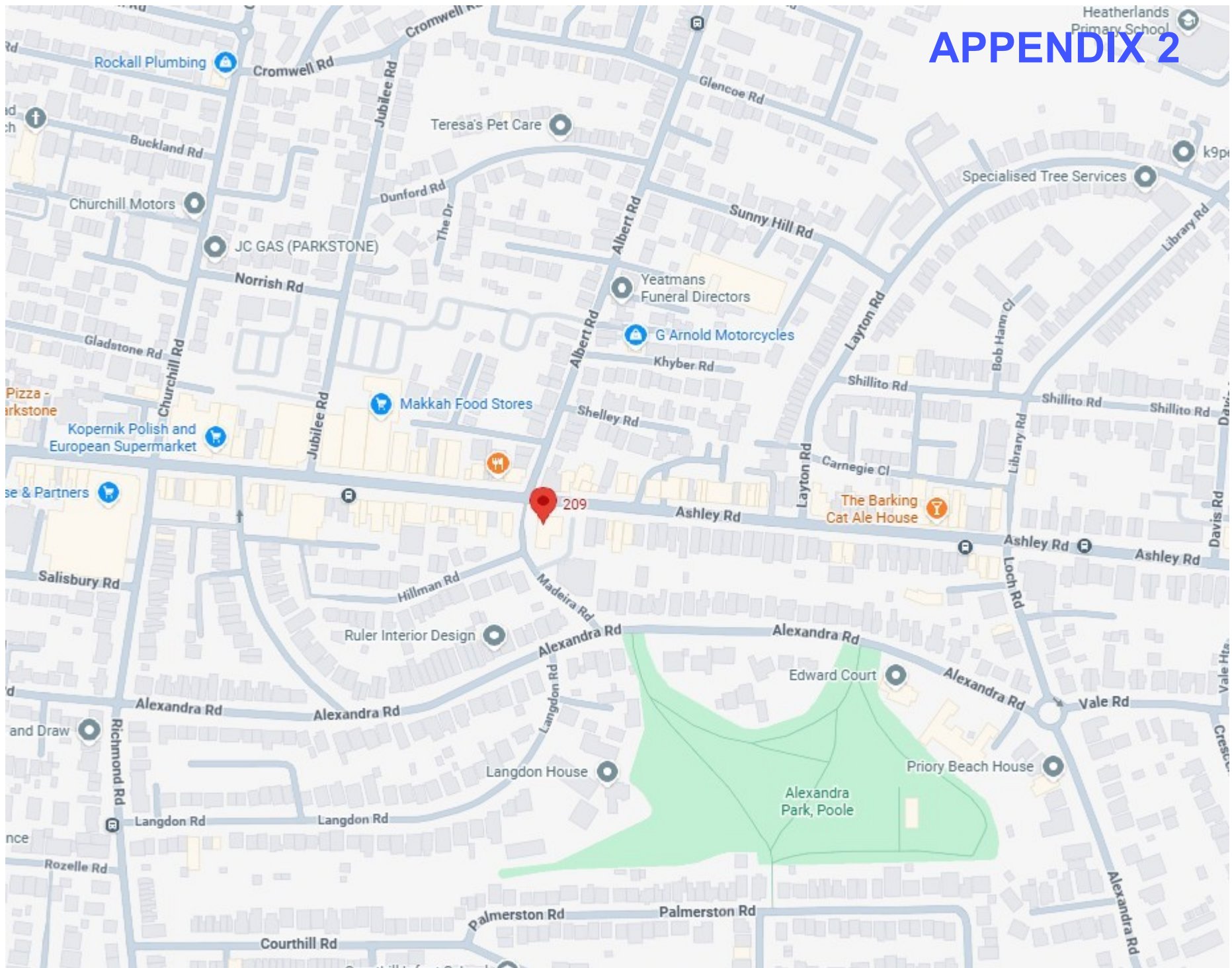
Failure to identify attempts by third parties to launder money through the business	Low	Severe to business Low to customers	Effective monitoring of customers' behaviour by good line of sight from customer service desk and CCTV Staff are regularly trained to identify counterfeit money Change machines & note takers regularly inspected Incidents of concern including money lending are reported through the SmartEXCLUSION system and to the MRLRO	May 2026
Poor security increasing vulnerability to crime	Low	Severe to business Severe to customers	Liaison with local police teams as appropriate Effective CCTV with data stored for 30 days Glass windows fitted with security film and internally the windows boarded with FD30 and acoustic boards. The front entrance door fitted with mag-lock fitted and in operation during quiet hours Safe on site for cash and keys All incidents recorded in incident log and reported to the Gambling Commission Intruder alarm installed and regularly serviced	May 2026
Anti-social behaviour outside the premises	Low	Moderate to business Low to customers	The Operator acknowledges its public responsibility to ensure its Premises are not a source that public nuisance and disorder. It will work closely with the police and other local partnerships to reduce the risk of any impact. Staff are trained to monitor the external area around the entrance for any anti-social behaviour and to take appropriate steps. Where an incident appears to be escalating the staff will use the mag-lock and engage with local partnerships to minimise the risk	May 2026

Conclusions

Parkstone, Poole is a **relatively low-risk location** for an adult gaming centre due to its low deprivation and moderate unemployment levels. However, like all regions in the UK **vulnerable adults remain the key risk group**, and robust staff training, responsible gambling measures, and community engagement are essential to minimize gambling-related harm.

This page is intentionally left blank

APPENDIX 2



This page is intentionally left blank

Appendix 3

Mandatory Conditions (Adult Gaming Centre Premises Licence)

Any Premises Licence granted for an Adult Gaming Centre is subject to mandatory conditions prescribed by the Gambling Act 2005 (Mandatory and Default Conditions) (England and Wales) Regulations 2007.

The following is a summary of the mandatory conditions prescribed by legislation.

The mandatory conditions are as follows:

1. **Access to the premises**
No person under the age of 18 shall be permitted to enter the premises at any time.
2. **Location and operation of gaming machines**
The holder of the licence shall ensure that the gaming machines made available for use on the premises comply with the categories of machines permitted under the Gambling Act 2005.
3. **Supervision of the premises**
The licence holder shall ensure that the premises are supervised at all times when it is open for gambling, in accordance with the requirements of the Gambling Commission.
4. **Visibility into the premises**
The layout of the premises shall be such that all gaming machines are readily visible from the counter or from a designated supervision point.
5. **Access and egress**
The premises shall not be used for any purpose other than as an Adult Gaming Centre, and access to the premises shall be from a street or other public place.
6. **Separation from other premises**
The premises shall be configured so that it is not directly accessible from any other premises capable of being used for gambling (except where permitted by the Regulations).
7. **Display of notices**
Clear and prominent notices shall be displayed at all entrances to the premises stating that no person under the age of 18 is permitted to enter.

This page is intentionally left blank

Appendix 4

From: [Councillor Marion LePoidevin](#)
To: [Ellie King](#)
Cc: [Councillor Millie Earl](#); [Councillor Sandra Mackrow](#); [Councillor Oliver Walters](#)
Subject: Objection to Licencing application for 209 Ashley Road
Date: 15 June 2026 10:48:25

Submitted on behalf of Cllrs. Millie Earl, Sandra Mackrow and Oliver Walters, BCP councillors for the area.

As local Councillors for the adjacent wards to this site, Penn Hill and Newtown and Heatherlands, we have grave concerns about this application.

The documentation submitted by the applicants seeks to maintain that the site lies in, and would serve, a largely affluent area by only using data for Penn Hill ward. This data is heavily affected by the wealthy areas to the south, further away from Ashley Road; nearer to Ashley Road it is noticeably less affluent. They have also chosen to ignore the fact that Newtown and Heatherlands ward on the opposite side of Ashley Road presents a much less affluent demographic with a greater proportion of smaller semi-detached and terraced houses as well as flats and several HMOs, with pockets of deprivation.

Similarly in listing schools there is no mention of Heatherlands Primary, Livingstone Road schools and St. Aldhelm's Academy, all closer to the site than many of the small number of schools listed. This is a family area, and children and young people are a huge part of the community.

With 3 betting shops already in place close by we are concerned at the prospect of a further gambling facility. While we note the strong words about making sure that there is no visual attraction for young people and that strict age verification will be in place the test will be what happens in practice, should a licence be granted. Inspections and enforcement will be key. There is also concern about the long hours of opening that are envisaged.

Marion Le Poidevin

This page is intentionally left blank

From: [Ellie King](#)
To: [Councillor Marion LePoidevin](#)
Cc: [Councillor Millie Earl](#); [Councillor Sandra Mackrow](#); [Councillor Oliver Walters](#)
Subject: FW: M236944 - M236944 -Application for a Gambling Premises Licence - Adult Gaming Centre - Primetime Slots, 209 Ashley Road, Poole
Date: 18 June 2026 15:31:00

Good afternoon Councillor LePoidevin,

Further to my email below, please accept my apologies as I omitted to advise that, as part of the application process, we are required to provide the applicant with a copy of your representation, including your contact details, to enable direct mediation.

I note that you are making representations on behalf of others. Could you please confirm, as soon as possible, whether the contact details for all councillors should be shared with the applicant, or if all correspondence and contact should be directed via yourself?

Kind regards

Ellie

Ellie King
Licensing Officer
Housing and Public Protection
T. [REDACTED]
Ellie.king@bcpcouncil.gov.uk
bcpcouncil.gov.uk

[Sign up](#) to BCP Council's email news service

From: Ellie King
Sent: 18 June 2026 12:47
To: Councillor Marion LePoidevin <Marion.LePoidevin@bcpcouncil.gov.uk>
Cc: Councillor Millie Earl <Millie.Earl@bcpcouncil.gov.uk>; Councillor Sandra Mackrow <Sandra.Mackrow@bcpcouncil.gov.uk>; Councillor Oliver Walters <Oliver.Walters@bcpcouncil.gov.uk>
Subject: M236944 - M236944 -Application for a Gambling Premises Licence - Adult Gaming Centre - Primetime Slots, 209 Ashley Road, Poole

Good Afternoon Councillor LePoidevin,

Thank you for your email. I can confirm that your correspondence has been accepted as a formal representation (objection) in respect of the above application and will be fully considered as part of the determination process.

Licensing framework and presumption to grant

Under the Gambling Act 2005, the Council is required to determine applications with a view to promoting the three licensing objectives, including the objective of protecting children and other vulnerable persons from being harmed or exploited by gambling. In carrying out this function, the Licensing Authority must aim to permit gambling where it is reasonably consistent with the relevant codes of practice issued by the Gambling Commission, national guidance, the Council's Statement of Licensing Principles, and

the licensing objectives themselves.

This establishes a statutory presumption in favour of granting applications. Accordingly, any decision to refuse or impose additional controls must be supported by evidence demonstrating that the proposal would give rise to risks that are inconsistent with the licensing objectives.

Requirement for evidence

Representations received under the Act must be relevant and supported by evidence. It is therefore important that any concerns raised clearly demonstrate how the application may impact upon the licensing objectives, particularly in relation to the protection of children and vulnerable persons.

While the Council recognises wider concerns regarding deprivation and vulnerability, such matters must be evidenced and, crucially, linked to the specific premises and the risks arising from the proposed operation in order to carry weight in the decision-making process. As today is the last day to receive representation we have accepted your email as is but it would be helpful if you could expand further on your concerns and relate them to the licensing objective of protecting children and vulnerable persons.

Protecting children and vulnerable persons

The Council affords significant weight to the protection of children and vulnerable persons when considering applications. Applicants are expected to demonstrate that appropriate and proportionate measures are in place to mitigate risk. This includes controls to prevent underage access, appropriate supervision and layout of the premises, and adherence to the Gambling Commission's Licence Conditions and Codes of Practice, including social responsibility measures.

Vulnerability is understood broadly and may include individuals affected by gambling addiction, poor mental health, or financial hardship, and operators are expected to have suitable measures in place to identify and respond to such risks.

Vulnerability, deprivation and local area considerations

The concerns you have raised in relation to deprivation and the potential for increased vulnerability are recognised. The Council's Local Area Profile highlights that vulnerability may vary across different communities and requires careful local consideration.

Applicants are therefore required to undertake a Local Area Risk Assessment, identifying risks specific to the locality and setting out measures to mitigate them.

However, it is important to note that, unlike the Licensing Act 2003, the Gambling Act 2005 does not provide specific powers to control the number or concentration of gambling premises. As such, applications must be determined on their individual merits, based on evidence relating to the licensing objectives rather than the general characteristics of an area alone.

Submission of further evidence

Should you wish to provide additional information in support of your representation, this should clearly set out the nature of your concerns, explain how they relate to the licensing objective of protecting children and vulnerable persons, and include any supporting information or data that demonstrates risk associated with the application or its location.

All additional documentation must be submitted in good time ahead of the hearing to ensure that all parties have a fair opportunity to consider the information in advance. An notice of hearing will be sent to you in due course. Evidence submitted after this deadline may only be admitted at the discretion of the Licensing Sub-Committee.

Next steps

The application, together with all valid representations, will be referred to a Licensing Sub-Committee for determination. You will receive formal notification of the hearing date in due course.

You will have the opportunity to attend the hearing, either in person or remotely where applicable, and present your representation directly to Members. You may also appoint a representative to speak on your behalf should you wish to do so.

Summary

In summary, your representation has been formally accepted and will be considered by Members. However, as there is a presumption to grant under the Gambling Act, it is important that any objection is supported by clear and relevant evidence demonstrating a risk to the licensing objectives. You will have the opportunity to provide further information and to address the Licensing Sub-Committee at the hearing.

Please don't hesitate to contact me should you require any further clarification or assistance in advance of the hearing.

Kind Regards

Ellie

Ellie King

Licensing Officer

Housing and Public Protection

T. [REDACTED]

Ellie.king@bcpcouncil.gov.uk

bcpcouncil.gov.uk

[Sign up](#) to BCP Council's email news service

This page is intentionally left blank