

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