

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: PRIME TIME 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):

PRIME TIME 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:

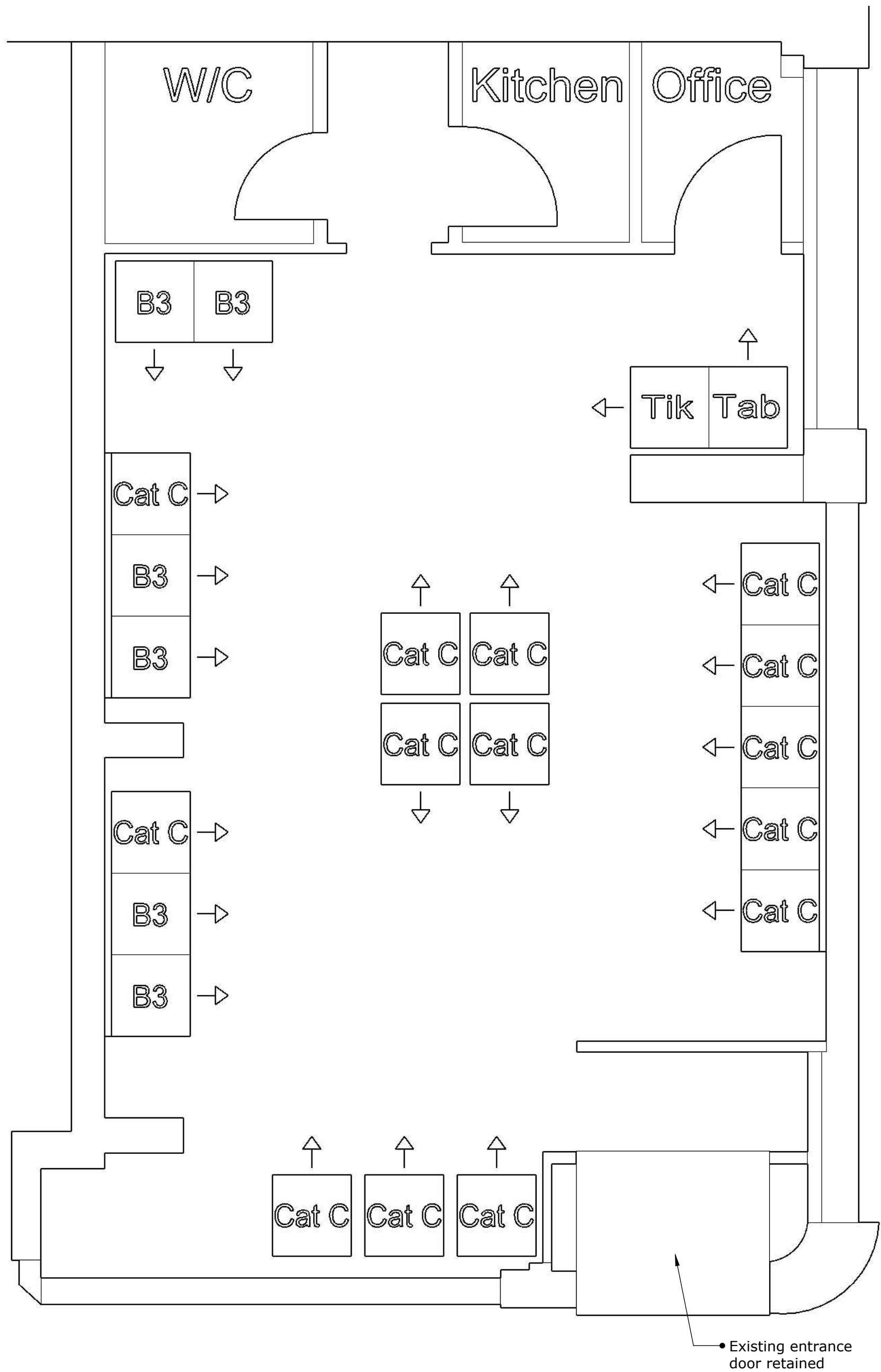
[Redacted Postal Address]

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:

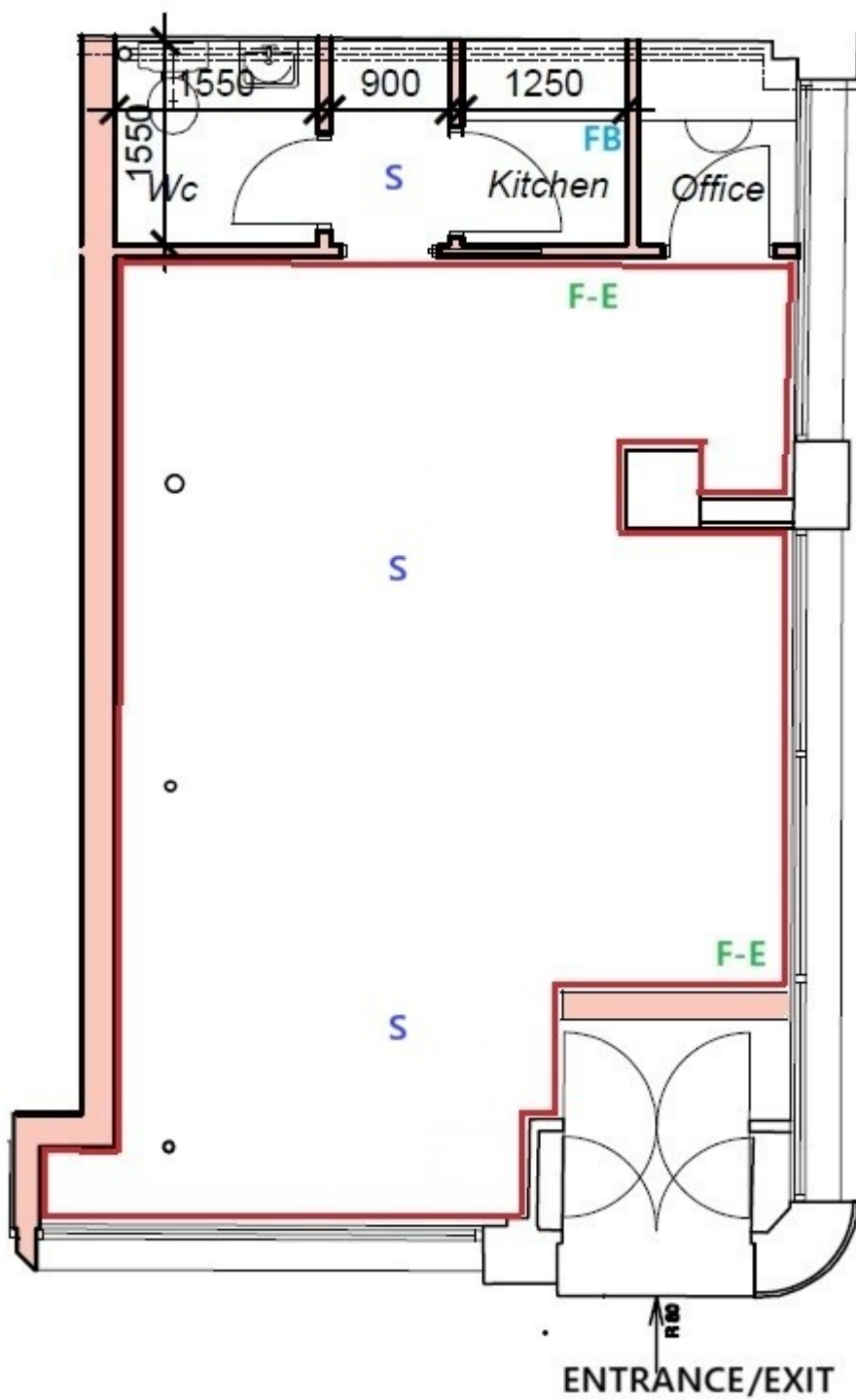
[Redacted E-mail Address]



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		



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.

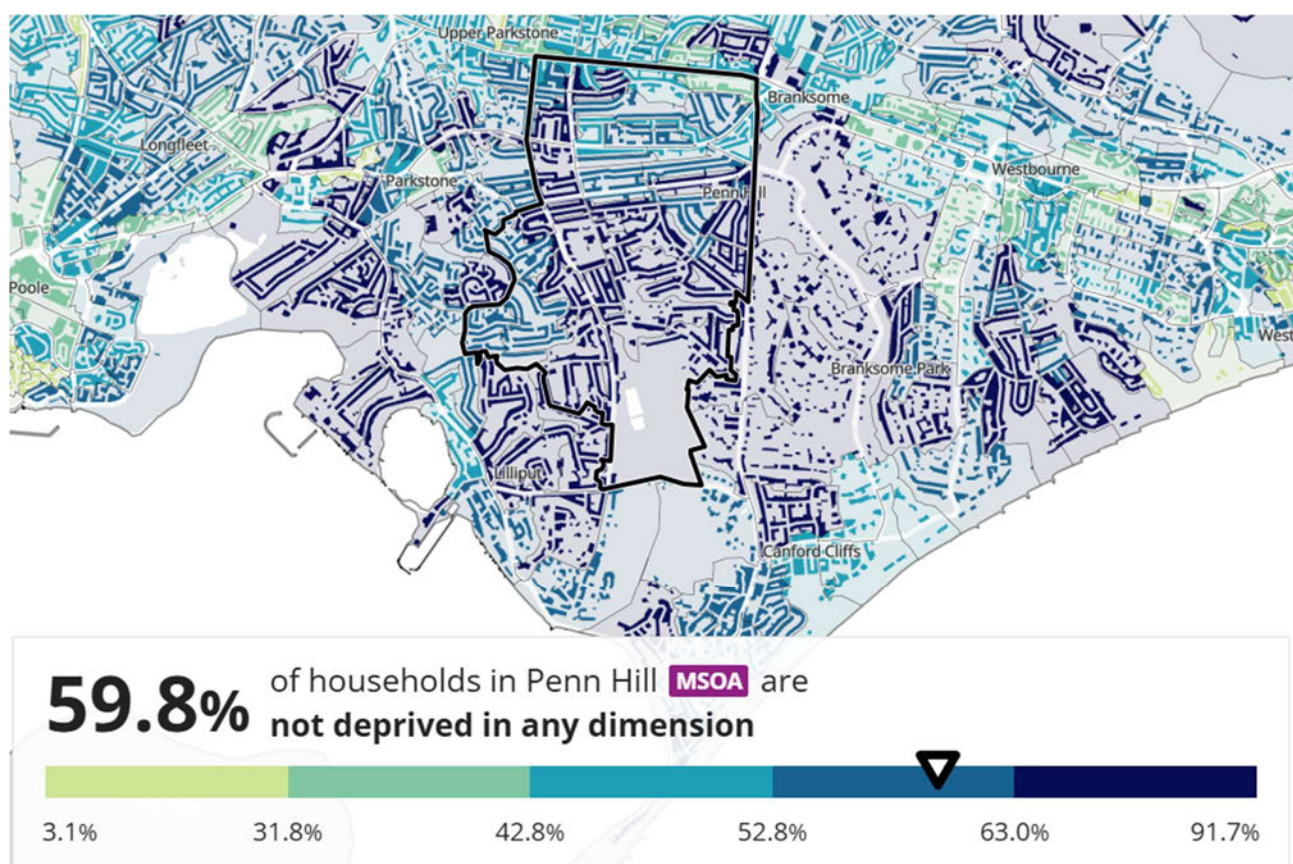
Local Area Profile

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.