

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
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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

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