

**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:

MERKUR Slots UK Ltd

7. The applicant's registered or principal address:

**Second Floor
Matrix House
North Fourth Street
Milton Keynes
MK9 1NJ**

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

003266-N-103444

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:

N/A

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):

MERKUR Slots

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

**Part Ground Floor
62 Station Road
Hayes
UB3 4DF**

12. Telephone number at premises (if known): **N/A**

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 located in part of the ground floor of a former Barclays bank.

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

No

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:**

N/A

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?

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.

| | <i>Start</i> | <i>Finish</i> | <i>Details of any seasonal variation</i> |
|-------|--------------|---------------|--|
| Mon | | | |
| Tue | | | |
| Wed | | | |
| Thurs | | | |
| Fri | | | |
| Sat | | | |
| Sun | | | |

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:

N/A

Part 5 – Miscellaneous

17. Proposed commencement date for licence (leave blank if you want the licence to commence as soon as it is issued):

ASAP

18(a). Does the application relate to premises which are part of a track or other sporting venue which already has a premises licence?

No

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?

No

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

N/A

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

Merkur Slots UK Ltd have full authority to provide licensed gaming by the provision of an Operating Licence granted by the Gambling Commission.

The UK's Gambling Regulator has therefore approved the measures implemented to ensure that effective anti-money laundering procedures are applied and policies have been developed to ensure responsible trading in accordance with the gambling legislation, the licensing objectives and the licence conditions and code of practice.

The applicant has comprehensive measures to ensure that all gambling remains socially responsible, which includes detailed staff training on matters such as the protection of the vulnerable, including homeless individuals and young persons.

The applicant is an experienced licenced operator providing a large estate of gambling premises across the United Kingdom.

A copy of Merkur Slots UK Limited's Operational Standards has been provided in support of the application and full copies of the Applicant's policies and procedures are available, if required.

Part 6 – Declarations and Checklist (Please tick)

We confirm that, to the best of our knowledge, the information contained in this application is true. 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.



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:



Print Name: **Poppleston Allen**

Capacity: **Solicitors for & on behalf of the applicant**

Date: **16 June 2025**

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:

Print Name:

Date:

Capacity:

Part 8 – Contact Details

23(a) Please give the name of a person who can be contacted about the application:

Aaron Newbold

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

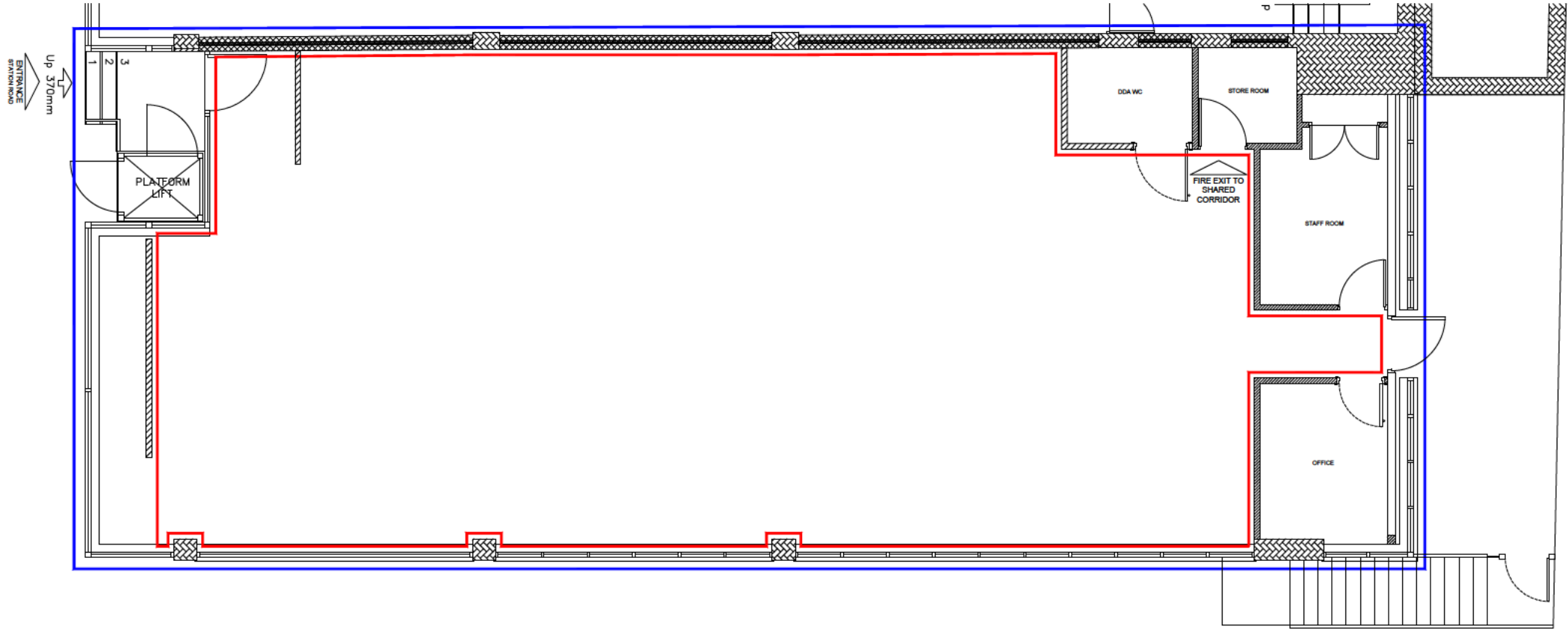
0115 9487406


24. Postal address for correspondence associated with this application:

**Poppleston Allen
27 Stoney Street
The Lace Market
Nottingham
NG1 1LS**

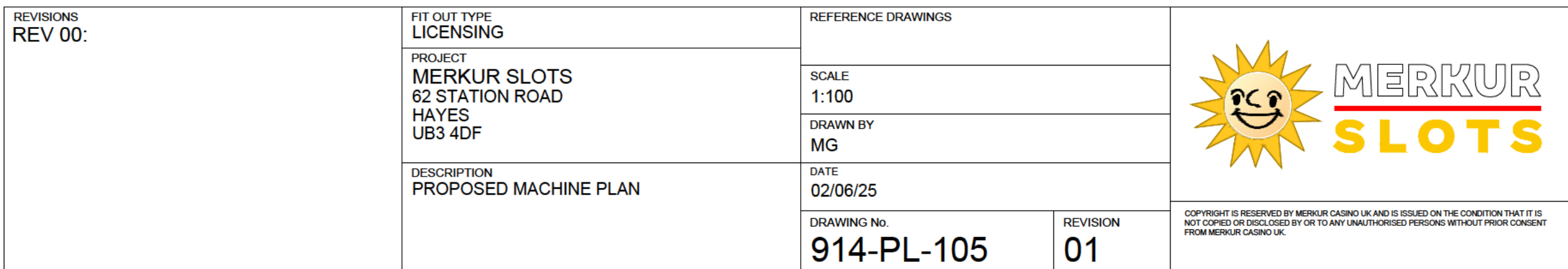
25. If you are happy for correspondence in relation to your application to be sent via e-mail, please give the e-mail address to which you would like correspondence to be sent:

a.newbold@popall.co.uk



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|--|---|----------------------|--|--|----------------------------------|-----------------------|--|
| LICENSE PLAN LEGEND | | REVISIONS REV 00: | FIT OUT TYPE LICENSING | | REFERENCE DRAWINGS | | <div></div> <div>COPYRIGHT IS RESERVED BY MERKUR CASINO UK AND IS ISSUED ON THE CONDITION THAT IT IS NOT COPIED OR DISCLOSED BY OR TO ANY UNAUTHORISED PERSONS WITHOUT PRIOR CONSENT FROM MERKUR CASINO UK.</div> |
| LINE TYPE | LINE TYPE DESCRIPTION | | PROJECT MERKUR SLOTS 62 STATION ROAD HAYES UB3 4DF | | SCALE 1:100 | | |
| <div><div></div></div> | AREA IN WHICH FACILITIES WILL BE PROVIDED FOR GAMING. | | | | DRAWN BY LR | | |
| <div><div></div></div> | EXTENT OF PREMISES | | | | DATE 02/06/25 | | |
| GAMBLING ACT 2005 LICENSING PLAN Anything shown on this plan, which is not required by The Gambling Act 2005 (Premises Licences and Provisional Statements) Regulation 2007 is for illustrative purposes only, and does not form part of the premises licence. | | | DESCRIPTION PROPOSED LICENCE PLAN | | DRAWING No. 914-PL-106 | REVISION 02 | |

PLEASE NOTE: SPACERS ARE NOT GAMING MACHINES



Merkur Slots, Part Ground Floor, 62 Station Road, Hayes, UB3 4DF

Local Area Risk Assessment

| | |
|-----------------------------|---|
| Trading Name: | Merkur Slots |
| Premise: | Part Ground Floor, 62 Station Road, Hayes, UB3 4DF |
| Local Authority: | London Borough of Hillingdon |
| Premise Licence No: | New application |
| Operator Licence No: | 000-003266-N-103444-031 (Merkur Slots UK Limited) |
| Company Details: | Merkur Slots UK, Second Floor Matrix House, North Fourth Street, Milton Keynes, MK9 1NJ |
| Name and Title of Assessor: | Ewelina Lesner – Internal Compliance Auditor and Amanda Kiernan – Head of Compliance |
| Date of Assessment: | 05/06/2025 |
| Review Date: | On opening in conjunction with local staff |

Local Area Profile Risk Factors

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|--------------------------------|--|
| Local Risk Profile: | The premise, a former Barclays Bank is situated at 62 Station Road. The postcode is within the Hayes Town ward/electoral division, which is in the constituency of Hayes and Harlington. Is located just 3-minutes' walk away from Hayes Town centre. Train station is within 0.1 mile away and Heathrow Airport 2.5 miles away. Nearby occupiers include KFC and other restaurants, coffee shops, pharmacies, banks, amongst several other retailers. The Old Crown Pub is located opposite the premises. The YMCA is a short distance from the premise. Hayes Town ward has a very large concentration of residents that are aged 20-30, this age group are classed as potentially vulnerable to being effected by gambling harm. |
| Establishments of note: | KFC restaurant, 60 Station Rd, Hayes UB3 4DF; Hayes & Harlington Station, Station Approach, Hayes UB3 4BX |
| Adjoining premises: | 62 Station Road, UB3 4DF is located next to KFC restaurant. No premise on the other site as bridge is running across the canal. |
| Crime statistics: | (Data: Mar 2024 - Feb 2025) Annual total crime rate in local area is 249 per thousand population. This can be rated as 7 out of 10 or high crime level compared to other local areas in England and Wales. Annual total crime rate in Hillingdon is 89 per thousand population, which can be rated as 4 out of 10 or low crime level compared to other local authority districts in England and Wales. Below are annual crime rates by crime type. Figures represent the number of crimes of a certain type per thousand population and indicate the relative ratings of the local area for a specific crime type compared to other local areas. Violence and sexual offences 58.8 (6/10), Anti-social behaviour 57.5 (7/10), Public order 25.4 (7/10), Theft from the person 21.4 (5/10), Other theft 15.4 (6/10), Shoplifting 12 (4/10), Drugs 10.7 (6/10), Robbery 10 (8/10), Vehicle crime 10 (6/10), Burglary 9.36 (7/10), Criminal damage and arson 8.69 (5/10), Bicycle theft 6.68 (7/10), Other crime 2.01 (4/10), Possession of weapons 1.34 (4/10). (<i>Crystalroof.co.uk</i>) |
| Population: | Across the UK, the gender split is roughly equal at 49% male, 51% female. This address in Hayes and Harlington constituency is broadly in line with those figures, with 52% male. 72% of residents that are single. (<i>streetcheck.co.uk</i>) |
| Culture: | The main ethnic group is White British, representing 20% of the population. On average, 37% of the population in London belong to the White British ethnic group. Other ethnic groups are: Black African 17%, Other Asian 16%, Indian 9%, Other White 8%, White Irish 6%, Pakistani 6%, Other 6%, Black Caribbean 4%, Other Black 2.6%, Mixed 1.7%, Arab 1.7%, Roma 0.9%. The main religions are Christian and Muslim, each representing 35% of the population. On average, 41% of the population in London belong to the Christian religion and 15% belong to Muslim. Other religions are: No Religion 11%, Hindu 9%, Religion Not Stated 7%, Buddhist 0.9%, Jewish 0.9%, Other Religion 0.9%. (<i>Crystalroof.co.uk</i>) |
| Unemployment: | Full-Time Employee 10.5%, Part-Time Employee 5.7%, Self Employed 0.9%, Unemployed 19%, Full-Time Student 21.9%, Retired 4.7%, Looking After Home or Family 3.8%, Other 33.5%. (<i>streetcheck.co.uk</i>) |
| Deprivation: | Index of Multiple Deprivation - 7/10. This is used to characterise the deprivation levels of the neighbourhoods. It takes into account the following domains: Income Deprivation Domain - 7/10, Employment Deprivation Domain - 5/10, Education, Skills and Training Deprivation Domain - 6/10, Health Deprivation and Disability Domain - 3/10, Crime Domain - 9/10, Barriers to Housing and Services Domain - 10/10, Living Environment Deprivation Domain - 8/10, Income Deprivation Affecting Children Index (IDACI) - 7/10, Income Deprivation Affecting Older People Index (IDAOPI) - 8/10. (<i>Crystalroof.co.uk</i>) |
| Local Police: | Station Road, Hayes, UB3 4DF is within the Hayes Town policing neighbourhood, under the Metropolitan Police Service force area. Police Station address: 755 Uxbridge Road, UB4 8HU. During due diligence the police have advised this areas has a few issues with ASB, alcohol and drug abuse. Current policing priorities include: Violent crimes related to females; targeting street drinking, begging & ASB and the tower blocks being subject to drug dealing, noise, rough sleepers and ASB leaving residents feeling unsafe. |
| Age Verification Test results: | Age verification test purchasing, and mystery shopper visits are frequently carried out by third party companies - ServeLegal and Store Checker. All venues receive 2 or 3 random test visits per year. |
| Independent Security Reviews | MERKUR Slots UK appointed Leveche Associates Ltd to conduct independent covert visits on numerous AGC/Bingo venues that operate throughout the UK 24-hrs, 7 days a week including six venues in and around the London area. Key comments from the reports include: 'Visits to these premises established that they are well run and that there are clearly defined systems in place to ensure the premises operate in support of the gambling objectives and do not attract or take advantage of juveniles or other vulnerable persons. The visits also established that MERKUR Slots customer do not cause crime or anti-social behaviour.' 'MERKUR Slots UK and their premises operate in support of the principles of Secured by Design, the company recommended by the Chief Officers of UK Police Forces for Crime Prevention standards'. 'The presence of MERKUR Slots does not lead to or result in people, who have been on a night out, staying in the area any longer than they had planned to'. |

The Gambling Act 2005 sets out the three licensing objectives (LO), which are:

- Preventing gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime.
- Ensuring that gambling is conducted in a fair and open way.
- Protecting children and other vulnerable people from being harmed or exploited by gambling.

Localised Risks to the Licensing Objectives

This Local Area Risk assessment takes into consideration London Borough of Hillingdon Council local authority Statement of Gambling Policy (2025 – 2028) and Hillingdon Council Borough Profile.

Environmental Factors

In preparing this assessment Merkur Casino has considered the relevance of environmental factors. In this context, environmental factors include the physical location of schools, playgrounds, residential areas, other retail premises and locations (bus stations, tube stations) which influence footfall. We have set out below our position on risk in this area:

| Licensing Objectives | Local Risks | Control Measures |
|--|---|---|
| Protecting children and other vulnerable people from being harmed or exploited by gambling | <p>Unemployment: Full-Time Employee 10.5%, Part-Time Employee 5.7%, Self Employed 0.9%, Unemployed 19%, Full-Time Student 21.9%, Retired 4.7%, Looking After Home or Family 3.8%, Other 33.5%. (<i>streetcheck.co.uk</i>)</p> <p>Deprivation: Index of Multiple Deprivation – 7/10. This is used to characterise the deprivation levels of the neighbourhoods. It takes into account the following domains: Income Deprivation Domain – 7/10, Employment Deprivation Domain – 5/10, Education, Skills and Training Deprivation Domain – 6/10, Health Deprivation and Disability Domain – 3/10, Crime Domain – 9/10, Barriers to Housing and Services Domain – 10/10, Living Environment Deprivation Domain – 8/10, Income Deprivation Affecting Children Index (IDACI) – 7/10, Income Deprivation Affecting Older People Index (IDAOP) – 8/10. (<i>Crystalroof.co.uk</i>)</p> <p>Schools and Education The British International School, 27-37 Station Rd, UB3 4DX International School of Learning, 1st, 10a Station Rd, UB3 4DA Botwell House Catholic Primary School, Botwell Ln, UB3 2AB Iqra Academy, 52 Coldharbour Ln, Hayes Town, UB3 3EP Lake Farm Park Academy, Botwell Common Rd, UB3 1JA Minet Infant School, Avondale Dr, UB3 3NR Minet Junior School, Avondale Dr, UB3 3NR Wonderland Nursery, 150 Clayton Rd, UB3 1RX Global Academy, The Old Vinyl Factory 1 Record Walk, UB3 1DH Cranford Park Academy, Phelps Way, UB3 4LQ Dr Triplett's CofE Primary School, Hemmen Lane, UB3 2JQ Harlington School, Pinkwell Lane, Harlington, UB3 1PB</p> | <p>Age Verification <i>Ensuring Under 18's do not have access to licensed premises.</i></p> <p>All Merkur Slots venues are strictly adult only (over 18's only).</p> <p>Gambling is an age restricted product and Merkur Slots operates a 'Think 25' policy.</p> <p>Age verification is embedded in training platforms and responsible gambling policies.</p> <p>Over 18's notices are displayed on the entrance.</p> <p>Think 25 advertising is prominently displayed throughout the premise.</p> <p>Merkur Slots Hayes Premise frontage will be of a style which obscures the interior with no advertising depicting images that may appeal to children.</p> <p>Marketing and Promotional activity complies with LCCP, and standards set by the Committee of Advertising Practice (CAP) and the Broadcast Committee of Advertising Practice (BCAP).</p> <p>Merkur Slots operate a comprehensive Think 25 Policy Age verification checks are carried out and recorded, any person unable or unwilling to verify their age with appropriate ID will be told to leave, if they have managed to play machines, their staked money will be returned to them.</p> <p>Age verification test purchasing, and mystery shopper visits are frequently carried out by third party companies – ServeLegal and Store Checker. All venues receive 2 or 3 random test visits per year.</p> |

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| | <p>Guru Nanak Sikh Academy, Springfield Road, UB4 0LT Nanaksar Primary School, Springfield Road, UB4 0LT Pinkwell Primary School, Pinkwell Lane, UB3 1PG Oxfordian College, The Winning Box, Aquis House, 27-37 Station Rd, UB3 4DX Rayners College London, 10a Station Rd, UB3 4DA Uxbridge College – Hayes Campus, College Way, Coldharbour Ln, UB3 3BB</p> <p>Community Centres and Youth Centres Haya Community Centre, 90 East Ave, UB3 2HR YMCA Youth Programmes, 72-74 Station Rd, UB3 4DQ Crane Youth and Community Association, Fuller Way, UB3 4LW Harlington Young Peoples Centre, Pinkwell Ln, UB3 1PB</p> <p>Parks, playgrounds and sports/leisure facilities Lake Farm Country Park, Dawley Rd, UB3 1EJ Barra Hall Park Bandstand, Freemans Ln, UB3 2NJ Crane Park, Watersplash Ln, UB3 4QX Minet Country Park, Springfield Rd, UB4 0LL Botwell Leisure Centre Playground, East Ave, Hayes Town, UB3 Botwell Green Sports and Leisure Centre, East Ave, UB3 2HW Taekwon-Do Academy, Labour Hall, Pump Ln, UB3 3NB Energie Fitness, 20 Blyth Rd, UB3 1BY The Nest Climbing, The Nest Climbing, Material Walk, UB3 1DP Maiwand art of Warriors MMA, Fairey Corner, UB3 4HW Shaolin Gym Kung Fu, 65 Wentworth Cres, UB3 1NW Harlington Sports Centre, Pinkwell Ln, UB3 1PB</p> <p>Vulnerable and addiction support services The Addictions Counselling Service, Unit 4, Business Part, Sandow Cres, UB3 4QH</p> <p>Homeless shelters and food banks Dastak Welfare Foundation, 2nd Floor, The Winning Box, 27-37 Station Rd, UB3 4DX</p> <p>Medical Centres, Care Homes and Mental Health facilities Botwell Medical Centre, 238 Botwell Ln, UB3 2AP Townfield Doctors Surgery, 34 College Way, UB3 3DZ Kincora Doctors Surgery, 134 Coldharbour Ln, UB3 3HG Travel Clinic Hayes Hillingdon, 24 Coldharbour Ln, UB3 3EW PRAKASH RAJ AYURVEDIC SEVA CENTRE, Station Rd, UB3 4DD HESA Medical Centre, 52 Station Rd, UB3 4DS Hayes Medical Centre, 157 Old Station Rd, UB3 4NA North Hyde Practice, 167 N Hyde Rd, UB3 4NS Homewatch Care Limited, 19 Coldharbour Ln, UB3 3EA Quest Recovery Services, Westminster Business Centre, Printing House Ln, UB3 1AP Laurels Care, Aquis House, 27-37 Station Rd, UB3 4DX Telzom, Access Self Storage, 1 Nestles Ave, UB3 4UZ</p> | <p>Test purchase fails are reviewed within 48 hours by the Area Manager, this involves reviewing CCTV footage of the incident and implementing appropriate training or where necessary disciplinary action.</p> <p>All age verification checks are recorded on the SMART Tablet AV App, this data is collated centrally and regularly reviewed by an independent team of compliance auditors.</p> <p>Results of age verification checks, and third-party results are shared with the Gambling Commission.</p> <p>A Proof of Age scheme is in place with application forms available in the venue.</p> <p>The Gambling Commission has published its 2024 Young People and Gambling Report – its annual study into children’s and young people’s exposure to, and involvement in, all types of gambling.</p> <p>The research was conducted in schools, with pupils completing online self-completion surveys in class. The study collected data from a sample of 3,869 11- to 17-year-olds between January and June 2024.</p> <p>Headline statistics include: 27 percent of young people spent their own money on gambling in the 12 months prior to taking part in the survey, the most common types of gambling activity that young people spent their own money on were legal or did not feature age restricted products, namely: arcade gaming machines such as penny pushers or claw grab machines (20 percent) placing a bet for money between friends or family (11 percent) playing cards with friends or family for money (5 percent) 21 percent of young people were spending their own money on regulated forms of gambling (which includes some activities that are legal and played within licensed premises), and 15 percent on unregulated forms of gambling (gambling activities which fall outside the remit of the Gambling Commission)</p> <p>the proportion of young people scoring 4 or more on the DSM-IV-MR-J, representing a young person experiencing problem gambling, has seen a statistically significant increase from 0.7 percent in 2023 to 1.5 percent in 2024. https://www.gamblingcommission.gov.uk/news/article/2024-young-people-and-gambling-report</p> <p>Vulnerability Training and guidance are given to Merkur Slots staff on vulnerability (the inability or limited ability of people to control their actions). This includes addictive gambling, mental health, alcohol or drugs issues.</p> <p>Marketing and Promotional activity complies with LCCP, and standards set by the Committee of Advertising Practice (CAP) and the Broadcast Committee of Advertising Practice (BCAP).</p> <p>All staff complete on boarding and 6 monthly refresher training which includes Safeguarding Children and Vulnerable People and Customer Interaction.</p> |
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| | <p>Pawnbrokers and Loan Shops H&T Pawnbrokers, 46 Station Rd, UB3 4DD H&T Pawnbrokers, 9 Coldharbour Ln, UB3 3EA Cash Converters, 13 Botwell Ln, UB3 2AB</p> <p>Gambling premises Admiral Casino: Hayes, 32-36 Station Rd, UB3 4DD Little Vegas, 14-16 Station Rd, UB3 4DA Ladbroke's, 9, 13 Botwell Ln, UB3 2AB Betfred, 1 Dawley Rd, UB3 1LS Paddy Power, 39 Station Rd, UB3 4BE William Hill, 57 Station Rd, UB3 4BA William Hill, 2 Botwell Ln, Hayes Town, UB3 2AA Jennings Bet, 19b Station Rd, UB3 4BD</p> <p>Public Houses and Alcohol Licensed Premise The Old Crown, 81 Station Rd, UB3 4BG Captain Morgans Hayes, 9 Clayton Rd, Harlington, UB3 1AX The Botwell Inn, 25-29 Coldharbour Ln, Hayes Town, UB3 3EB Pub Punjabi, 10 Coldharbour Ln, UB3 3HE The Woolpack, Dawley Rd, UB3 1EJ The Music Box, Bourne Ave, UB3 1QT The Great Western, Dawley Rd, UB3 1NF</p> <p>Residential Areas The area containing Station Road, Hayes contains a higher-than-average level of social housing – 80% of household spaces, predominantly of single-person households. This contrasts with the national average of just under 17.5%. The area containing Station Road, Hayes consists predominantly of caravans or other mobile and temporary dwellings</p> <p>Bus stops and other Transport links. Hayes & Harlington train station, Hayes UB3 4BX Clayton Road (Stop M), Hayes UB3 4DF Hayes Town Centre (Stop D) Hayes Town Centre (Stop P) Botwell Green (Stop SP) Blyth Road Hayes (Stop Z4) Hayes & Harlington Station (Stop L) Hayes & Harlington Station (Stop E)</p> <p>Locally Identified Premises None</p> <p>Regular Festivals, Town Events and Mass Gatherings There are no reported specific events or announcements for mass gatherings at Station Road in Hayes.</p> | <p>Staff are trained how to deal with vulnerable customers and how to make effective interactions, any difficult cases are referred to our compliance team for review and resolution.</p> <p>Merkur Slots take 'know your customer' seriously including affordability checks, engaging with customer on products to enable an informed choice and take a risk-based approach to harm minimization.</p> <p>Customer Interaction Merkur Slots provide comprehensive customer interaction training, instruction and supporting policies to all staff in this area (via training platforms, training centres and Compliance Manual).</p> <p>Staff are provided with the training to enable them to provide guidance on safer and responsible gambling.</p> <p>Staff are trained on conducting effective customer interactions, identifying behavioural changes and how to identify and interact with players who exhibit signs of developing problems with their gambling.</p> <p>Staff are trained to monitor and record customer behaviour, spend and time spent gambling and customer interactions are used to assess customer source of funds/income where relevant.</p> <p>Customer interactions may result in the customer being guided to gambling support services such as Gamcare & encouraged to use a self-help tool to assist them with managing their gambling behaviour, such as Self-Exclusion.</p> <p>Whilst most customers can enjoy and manage their gambling, Merkur Slots recognises it has a duty of care to those who struggle to manage their gambling and may be experiencing harm from gambling. Accordingly, we provide a self-exclusion facility for those customers that wish to request an exclusion for a fixed period, which is for a minimum of not less than 6 months, nor more than 12 months, with the customer, on request, having the option to extend one or more periods for a further 6 months. During the exclusion process the person is guided towards gambling support services.</p> <p>Merkur Slots are members of both the Bingo Association and BACTA industry self-exclusion schemes which adhere to the below LCCP codes: LCCP 3.5 – Self-exclusion 3.5.1 – Self-exclusion – non remote SR code 3.5.2 – Self-exclusion non-remote ordinary code 3.5.6 – multi-operator non-remote SR code 3.5.7 – multi-operator non-remote ordinary code</p> <p>Once a person has entered the self-exclusion scheme their image will appear on the Smart Tablet exclusion carousel. Staff are required to view the carousel at the start of every shift to ensure they are aware of any new exclusions so they may recognise the person should they attempt to enter the premises during their exclusion period. Any such attempts to enter the premise are recorded as a breach on the Smart Tablet.</p> |
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| | | <p>Once the self-excluded period has ended and the person wishes to return to the premise, they are required to engage in a reinstatement interview to discuss their return to gambling, following this they enter a 24-hour cooling-off period before their self-exclusion is lifted and they can return to the premise. Any previously self-excluded person returning to the premise to gamble will be noted as an at-risk customer requiring close monitoring of their gambling behaviour with regular interactions.</p> <p>All customer interactions are recorded on the SMART Tablet Interaction App, this data is collated centrally and regularly reviewed by an independent team of compliance auditors.</p> <p>Player Protection <i>To identify signs associated with problem gambling and people who may be at risk of gambling related harm.</i> <i>Failure to provide information to customers on responsible gambling.</i> <i>Failure to maintain and administer the self-exclusion process, including breaches and reinstatement reviews.</i></p> <p>Staff are aware of the importance of social responsibility and are trained to advise customers on gambling responsibly and the identification of potential gambling harm.</p> <p>'Stay in Control' Posters and Leaflets containing the Gamcare helpline number are in prominent locations within the premise and in private areas, such as customer toilets.</p> <p>Merkur Slots will actively seek to support and be involved in any local initiatives targeted at reducing harm caused by gambling. Socially Responsible messaging is implemented on all digital B3 and Cat C machines.</p> <p>All machines display Gamble Responsibly stickers with helpline contact details.</p> <p>Senior Management are members of the BACTA Divisional and Socially Responsible Committees and Bingo Association Executive and Socially Responsible Committees. They take the opportunity to actively participate with these trade bodies, collaborating with other operators to promote responsible gambling initiatives including the development of an Accredited Gamcare training programme and the Machine Messaging trial and evaluation.</p> <p>Gamcare Annual Report 2023-2024 <i>GamCare's National Gambling Helpline received a record 55,228 calls and online chats from people experiencing gambling harm in 2023-24 – a 25% increase from the previous year – according to the charity's Annual Report.</i> https://www.gamcare.org.uk/news-and-blog/news/gamcare-releases-annual-report-following-record-breaking-year-of-support-on-the-national-gambling-helpline/</p> |
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| | | <p>Deprivation Whilst the premise may be near or in an area of relative deprivation, Merkur Slots takes the view that individual customers must be treated holistically, and the information provided in this document are designed to identify individuals that could potentially be at risk of gambling related harm.</p> <p>Merkur Slots operates on the basis that its controls and best practice is always adopted; therefore, it is not a question of degrees of vigilance being implemented in different areas.</p> <p>Homelessness Some premises are used by the homeless for warmth and company. Merkur Slots treats all customers with dignity and has a clear policy on begging.</p> <p>Staff are trained to deal with vulnerable people in a sympathetic manner, any difficult cases are referred to our compliance team for review and resolution.</p> <p>Staff are trained how to manage situations with homeless people seeking refuge.</p> <p>A line of contact will be created with local high-risk premises, homeless shelters, foodbanks to provide social responsibility information.</p> <p>Merkur Slots staff are aware of where rough sleepers sleep and beggars loiter in the local area and actively prevent them from entering the premise, including close monitoring of individuals spending coins/low level amounts on a frequent basis.</p> <p>Should loitering increase due to extended hours additional notices will be added about loitering without play not being tolerated.</p> |
| Preventing gambling being a source of crime or disorder, being associated with crime and disorder or being used to support crime. | <p>Crime statistics: (Data: Mar 2024 – Feb 2025) Annual total crime rate in local area is 249 per thousand population. This can be rated as 7 out of 10 or high crime level compared to other local areas in England and Wales. Annual total crime rate in Hillingdon is 89 per thousand population, which can be rated as 4 out of 10 or low crime level compared to other local authority districts in England and Wales. Below are annual crime rates by crime type. Figures represent the number of crimes of a certain type per thousand population and indicate the relative ratings of the local area for a specific crime type compared to other local areas. Violence and sexual offences 58.8 (6/10), Anti-social behaviour 57.5 (7/10), Public order 25.4 (7/10), Theft from the person 21.4 (5/10), Other theft 15.4 (6/10), Shoplifting 12 (4/10), Drugs 10.7 (6/10), Robbery 10 (8/10), Vehicle crime 10 (6/10), Burglary 9.36 (7/10), Criminal damage and arson 8.69 (5/10), Bicycle theft 6.68 (7/10), Other crime 2.01 (4/10), Possession of weapons 1.34 (4/10). (<i>Crystalroof.co.uk</i>)</p> | <p>Premise Security and violence in the workplace <i>Poor security control measures which may increase vulnerability to crime. Failure to protect employee and customers from harm during the hours of late-night opening.</i></p> <p>Merkur Slots Hayes is subject to a separate security risk assessment, local factors are considered, and proportionate control measures/physical security measures will be installed.</p> <p>Merkur Slots Hayes will be fitted with a HD CCTV system with coverage of all public areas including all entry and exits points, CCTV will be clearly advertised to customers with screens visible by staff when working in the service area. Ability to review CCTV remotely and provide footage to relevant parties when required.</p> <p>Floor layout will be designed to avoid blind spots to enable the active management and observation of customers entering and leaving the premises, from the central service area the entrances, machines and toilets</p> |

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| <p>Local Police: Station Road, Hayes, UB3 4DF is within the Hayes Town policing neighbourhood, under the Metropolitan Police Service force area. Police Station address: 755 Uxbridge Road, UB4 8HU. During due diligence the police have advised this areas has a few issues with ASB, alcohol and drug abuse. Current policing priorities include: Violent crimes related to females; targeting street drinking, begging & ASB and the tower blocks being subject to drug dealing, noise, rough sleepers and ASB leaving residents feeling unsafe.</p> <p>Public Houses and Alcohol Licensed Premise The Old Crown, 81 Station Rd, UB3 4BG Captain Morgans Hayes, 9 Clayton Rd, Harlington, UB3 1AX The Botwell Inn, 25-29 Coldharbour Ln, Hayes Town, UB3 3EB Pub Punjabi, 10 Coldharbour Ln, UB3 3HE The Woolpack, Dawley Rd, UB3 1EJ The Music Box, Bourne Ave, UB3 1QT The Great Western, Dawley Rd, UB3 1NF</p> <p>Pawnbrokers and Loan Shops H&T Pawnbrokers, 46 Station Rd, UB3 4DD H&T Pawnbrokers, 9 Coldharbour Ln, UB3 3EA Cash Converters, 13 Botwell Ln, UB3 2AB</p> <p>Gambling premises Admiral Casino: Hayes, 32-36 Station Rd, UB3 4DD Little Vegas, 14-16 Station Rd, UB3 4DA Ladbroke's, 9, 13 Botwell Ln, UB3 2AB Betfred, 1 Dawley Rd, UB3 1LS Paddy Power, 39 Station Rd, UB3 4BE William Hill, 57 Station Rd, UB3 4BA William Hill, 2 Botwell Ln, Hayes Town, UB3 2AA Jennings Bet, 19b Station Rd, UB3 4BD</p> <p>Residential Areas (impacted by Anti-Social Behaviour) Police priority: Targeting street drinking, begging and all ASB within the Ward in partnership with the Council's Anti-social Behaviour Team.</p> <p>Action taken: Frequent patrols of ASB hotspots take place, alcoholic drinks have been seized, we endeavour to issue community protections warning notices when the opportunities arise, criminal behaviour orders have been submitted for at least 1 prolific offender, more 1 x stop and search which led to the issue of a Community Resolution for cannabis possession Males moved on in Botwell Leisure Centre for drinking alcohol, 5x stop searches for suspected cannabis use. Males moved on alley by Subway, East Ave Known street drinker issued with a Community Protection Notice Leaflet drop residential blocks warning about cannabis use Address on Little Road visited with council following ASB</p> | <p>can be observed, and staff will regularly patrol the gaming floor to supervise and interact with customers to identify underage or vulnerable persons.</p> <p>General Crime and Disorder <i>To identify aggressive customers to prevent crime and disorder.</i> <i>Awareness of local crime issues in the local area</i></p> <p>We have reviewed the Police.UK hot-spot mapping for the local policing neighbourhood and are aware of the areas of Recorded Crime, Vulnerable People and Vulnerable Places and are very mindful of the potential damage associated with problem gambling. We will make every effort to liaise with local Police over reducing our involvement in any incident.</p> <p>Staff are trained to identify suspicious activity and have the ability to interrogate real-time machine data to identify criminal activity and fraudulent incidents which are logged and escalated where appropriate.</p> <p>All incidents are recorded on the SMART Tablet Incident App inc. crime reference number where applicable.</p> <p>Staff are trained on how to deal with aggressive customers and situations which may also require police assistance.</p> <p>The company operates an internal security alert system and are registered with trade associations for crime bulletins (BACTA and Association).</p> <p>Machine data is captured in real-time and full secure cash reconciliation is completed on a weekly basis, the machine exceptions are monitored by a centrally based income protection team and all exceptional cash losses are investigated by the internal audit compliance team.</p> <p>Merkur Slots Hayes will participate with any local/town centre scheme and actively seek to support and be involved with any local initiatives targeted at reducing crime and/or disorder and will engage in the sharing of information with other businesses to support the local community.</p> <p>Anti-social behaviour outside the premise Whilst Public Nuisance is not a Licensing Objective and the Gambling Commission has made clear that 'disorder' means serious disorder, Merkur Slots recognise that public nuisance can escalate in certain circumstances and as a corporate citizen, it has a responsibility to work in partnership with local residents and authorities to reduce environmental impacts.</p> <p>Staff are aware to monitor the outside of the premise and surrounding area for anti-social behaviour and take appropriate steps within reason to minimise the risks. The CCTV monitor on the central desk allows staff to view the exterior at all times.</p> <p>Incidents of anti-social behaviour are recorded on the SMART Tablet Incident App.</p> |
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| | <p>complaints, venue has been closed down Plans to fix gate to carpark behind Methodist church, funding available and bid being submitted Attempting to get fobs for Venue who are not replying to applications likely for other persistent offender will follow.</p> | <p>Staff are trained to be extra vigilant where there is clear evidence of continued anti-social behaviour occurring in the vicinity and encourages a partnership approach with local authorities.</p> <p>Where short term risk is created by young people congregating nearby or attempting to enter the premise staff are trained to closely monitor the entrance. In extreme cases the maglock system would be deployed.</p> <p>Should there be an increase in people congregating outside the premise due to extended trading hours, appropriate signage will be displayed to deter people from loitering.</p> <p>Additional signage 'leave quietly' will be added to advise customers to respect local residents.</p> <p>Money Laundering <i>Failure to identify the occurrence to launder money on our premises (e.g., dyed stained notes, fake notes, foreign coins) and to adhere to reporting policies and procedures.</i></p> <p>Merkur Slots has a designated Anti Money Laundering Officer (AMLO), and AML policies with clear escalation and reporting processes.</p> <p>Where there are pawnbrokers and loan shops in the vicinity, staff are trained to monitor and record customer behaviour, spend and time spent gambling and customer interactions are used to assess customer source of funds/income where relevant, enhanced scrutiny will be implemented where concerns of criminal activity or association of are suspected. Any suspicious activities are reported to the nominated officer who will report to NCA where appropriate.</p> <p>SMART Tablet AML App is used to record AML incidents with emails alerts sent directly to the AMLO.</p> <p>Security alerts and photos of suspects are shared with other operators. CCTV systems available for additional monitoring of activity and MARS (machine data capture system) provides individual transactions and fraud alerts for suspicious activity.</p> <p>Anti-fraud analysis on MARS (machine data capture system) identifies suspicious gaming activity.</p> <p>Adequate staff will always be maintained and subject to regular review and risk assessment.</p> <p>Merkur Slots, in line with many businesses on the high street will at times operate with a single staff member.</p> <p>In considering when it is appropriate for a venue to operate with one member of staff Merkur Slots will primarily consider the security of the employees by</p> |
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| | | <p>reviewing customer levels, cash control needs and the activity within the local area such as licensed premises closing times.</p> <p>Any period of single-staffing is managed by the lone-working policy, locked door policy, remote monitoring of CCTV and keeping in touch policy.</p> <p>Merkur Slots Hayes will operate TiTo machines with a central redemption change machine GeWeTe, the GeWeTe is fitted with a duress code facility and built in time delay. Staff do not carry cash floats and only management can open the gaming machines and change machines.</p> <p>As such staff are based predominately on the venue floor and have very little need to work in a back area, any back-office work is planned when the venue is closed (cash collections) or where customer numbers are low and sufficient staff available.</p> <p>Venue and machine keys are secured in a time delay safe accessible only by Duty Management who require very limited access due to the TITO and GeWeTe management of cash within the venue.</p> <p>Operating 24hrs removes the risk of venue staff opening and closing the venue. MERKUR operate a 'refresh period' in all 24hr venues that allows for any cash empties and refills to take place when the venues are closed to the public.</p> <p>The premise and staff will be protected by a Staffguard security system, Maglock and intruder alarm will be installed. Staffguard provides instant access to live security support and there are panic alarms giving direct contact with the Police.</p> <p>Staff are trained to deal with incidents of a criminal nature and aggressive persons. There are support mechanisms available to staff, including counselling and an Employee Assistance Programme.</p> <p>Alcohol and Drugs Anti-social behaviour caused by alcohol is not tolerated within our premises and there are comprehensive security and reporting processes to escalate, report and deal with any issues as they arise. 'No Alcohol Allowed' signage on the door.</p> <p>Drug misuse is not tolerated within the premise and in locations where there is heightened risk, the toilets are locked with access monitored and controlled by the staff.</p> <p>Staff are aware to refuse access to any person who is or appears to be under the influence of alcohol or drugs, or adopting anti-social behaviour, any such incident will be logged on the SMART Tablet Incident App and depending on severity will be reported to the police.</p> |
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| | | <p>Staff are trained to be extra vigilant where there is clear evidence of street drinking in the vicinity and encourages a partnership approach with local authorities.</p> <p>Maglock systems where available will be deployed during times of public houses closing.</p> <p>Money Lending Money lending is not tolerated within our premises.</p> <p>Suspensions of organised money lending by illegal money lenders are escalated to the audit compliance team and onwards to local authority money lending teams.</p> <p>Late Night Operation Maglock systems are often made available for staff to deploy at any point in time to protect against crime or disorder and are always deployed during times of public houses closing.</p> <p>Dedicated Regional Night Managers are employed to support venues with security incidents.</p> <p>Area Manager's operate a late-night rota system to ensure the 'late night contact number' is monitored so venues always have an Operational Manager to call upon for support with any issues during late night operation.</p> <p>The premise and staff will be protected by a Staffguard security system, Maglock where available and intruder alarms are installed. Staffguard provides instant access to live security support and there are panic alarms giving direct contact with the Police.</p> |
| Ensuring that gambling is conducted in a fair and open way | | <p>Gaming Machine and Supervision The premise will operate under a Bingo Licence, with proprietary bingo equipment, and a range of category B3 (max stake £2/prize £500), C (max stake £1/prize £100) and D (max stake 10p/prize £5) machines (company average stake is 30/40p).</p> <p>Bingo will be available by means of Bingo tablets offering a range of Bingo products and Live calling. Bingo Tablets are linked to Merkur venues and other operators across the country and allow customers to play Bingo including the National Game which is played twice per day in the venue when customer numbers are as low as one. Tablet systems now account for most of the bingo play in venues of all sizes.</p> <p>Customer Complaints <i>Failure to prevent customers complaints and disputes regarding gambling within our premises. Failure to resolve customer's complaints and disputes regarding our gambling premises.</i></p> |

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| | | <p>Merkur Slots operates a clear customer complaints policy both within venues and via a customer complaints link on the website. Complaints management policy in place for written, telephone and complaints received via the 'customer complaints' link on company website.</p> <p>The Company Code of Practice and Complaints and Disputes Policy will be displayed on the Customer Information Board at the entrance with leaflets available within the premise – ADR provider is IBAS.</p> <p>Complaints portal used to collate and manage responses. 4 stage complaints procedure with ADR entity Independent Betting Adjudication Service Ltd (IBAS) for unresolved complaints. Staff are trained and encouraged to use positive discretion to resolve customer complaints in venue.</p> <p>Marketing Merkur Slots promotes responsible gambling and social responsibility throughout all marketing campaigns. Marketing and Promotional activity complies with LCCP, and standards set by the Committee of Advertising Practice (CAP) and the Broadcast Committee of Advertising Practice (BCAP).</p> <p>External windows will have digital marketing screens which will display safer gambling messages, No Under 18's allowed, think 25, opening times and promotional activity.</p> <p>All marketing campaigns are reviewed for appropriateness before being launched. No advertising is used that depicts images that may appeal to children.</p> |
| Other | <p>Places of worship and Religious Buildings United Apostolic Church, 286 Church Rd, UB3 2LQ Hayes Town Chapel, St Mary's Rd, UB3 2LN Loveworld Hayes Church, 141 Church Rd, UB3 2LE The Baptist Church, 136 Coldharbour Ln, UB3 3HG Immaculate Heart of Mary Church, Botwell Ln, UB3 2AB Hayes Methodist Church, 4 Station Rd, UB3 4DA Living Church, The Old Vinyl Factory, 1 Record Walk, UB3 1DH Hayes Elim Christian Centre, Keith Rd, UB3 4HP Harlington New Church Hall, UB3 4JF Quba Masjid & Education Centre, Golden Cres, UB3 1AQ Hayes Muslim Centre, 3 Pump Ln, Hayes Town, UB3 3NB Hayes Sikh Gurdwara, Golden Cres, UB3 1AQ Hope UK Church, Keith Rd, UB3 4HP Hillingdon Borough Central Masjid, Unit 1, Johnson Industrial Estate, Silverdale Rd, UB3 3BA</p> | <p>Ethnicity and Local Area Demographic Merkur Slots does not discriminate on the ground of ethnic or social demographic.</p> <p>Local area profiles which detail deprivation, social, ethnic or population may be used as part of the risk assessment in relation to gambling related harm in conjunction with the company standard controls.</p> <p>Merkur Slots takes a holistic approach to customers and is aware that the Equality Act precludes the exclusion of any group for generalised reasons.</p> <p>Merkur Slots will participate with any local/town centre scheme and actively seek to support and be involved with any local initiatives targeted at reducing deprivation (crime/employment/health) and engage in the sharing of information.</p> |

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| | | <p>Training & Social Responsibility</p> <p>Merkur Slots takes responsible gambling and social responsibility seriously, ensuring all staff are fully trained to carry out their roles in a responsible manner.</p> <p>Merkur Slots has attained Responsible Gambling Accreditation from the G4 Global Gambling Guidance Group.</p> <p>Merkur Slots works with YGAM (Young Gamers and Gamblers Education Trust) and Betknowmore to deliver City and Guilds accredited training on vulnerable and gambling harm to all levels of management.</p> <p>Merkur Casino has a dedicated Learning and Development Team and a Safer Gambling team that deliver face to face compliance and social responsibility training. Safer Gambling team review and evaluate the effectiveness of training.</p> <p>Gambling Accredited training completed by members of management that hold Personal Management Licences (PML).</p> <p>All staff complete on boarding and 6 monthly refresher training: The Essentials of Compliance and annually: Safeguarding Children and Vulnerable People Age Verification and Customer Interaction.</p> <p>Staff are aware of the importance of social responsibility, trained to advise customers of gambling responsibly and identifying potential problem gamblers.</p> <p>Compliance and Social Responsibility Folder and Player Protection Framework containing policies and procedures is available to all staff via MyMerkur intranet. Venue Managers review compliance logs weekly, Area Managers Monthly, Safer Gambling team monthly and Compliance Auditors annually.</p> |
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Merkur Slots Hayes Premise Layout

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| Premise level: | Merkur Slots Hayes will be a ground floor premise. |
| Premise frontage: | Merkur Slots Hayes will be a property of a style which obscures the interior with digital Marketing Screens displaying safer gambling messages, no under 18's, opening times. Marketing and promotions will comply with LCCP, and standards set by the Committee of Advertising Practice (CAP) and Broadcast Committee of Advertising Practice (BCAP). |
| Counter Position: | <p>Merkur Slots Hayes floor layout will be of the design to avoid blind spots and enable supervision of entrances and machines from the central service area and staff will regularly patrol the gaming floor to supervise and interact with customers and identify underage or vulnerable persons.</p> <p>The central service area serves as the main support area for staff to manage the venue without having to leave the floor:</p> <ul style="list-style-type: none"> - TiTo machines with a central redemption change machine GeWeTe, the GeWeTe is fitted with a duress code facility and built in time delay. Staff do not carry cash floats and only management can open the gaming machines and change machines. - Beverage and snacks are provided from the service area. - SMART Tablet located on the service desk provides the facility to record age verification checks, customer interactions, incidents, self-exclusions, reinstatements, track and trace and general venue management checklists. - The CCTV monitor on the central desk allows staff to view the exterior at all times. |
| Floor layout: | Merkur Slots Hayes floor layout will be designed to avoid blind spots to enable the active management and observation of customers entering and leaving the premises, from the central service area the entrances, machines and toilet can be observed, and staff will regularly patrol the gaming floor and interact with customers allowing identification of underage and vulnerable persons. 'Stay in Control' Posters and Leaflets will be located in prominent locations within the premise. |
| Machine Positions: | <p>Merkur Slots Hayes will operate under a Bingo Licence, with proprietary bingo equipment, and a range of category B3 (max stake £2/prize £500), C (max stake £1/prize £100) and D (max stake 10p/prize £5) machines (company average stake is 30/40p).</p> <p>Bingo will be available by means of Tablets offering a range of Bingo products and Live calling. Bingo Tablets are linked to Merkur bingo venues and other operators across the country and allow customers to play Bingo including the National Game which is played twice per day in the venue when customer numbers are as low as one.</p> |
| Hidden Areas: | Merkur Slots Hayes will be fitted with a HD CCTV system with coverage of all public areas including all entry and exits points, CCTV will be clearly advertised to customers with screens visible by employees when working in the service area. |


Additional Comments

Merkur Slots has attained the prestigious Global Gaming Guidance Group (G4) accreditation for Responsible Gambling. This is only awarded after a rigorous audit of the company's safer gambling measures. Furthermore, ongoing accreditation requires reassessment every 18 months.

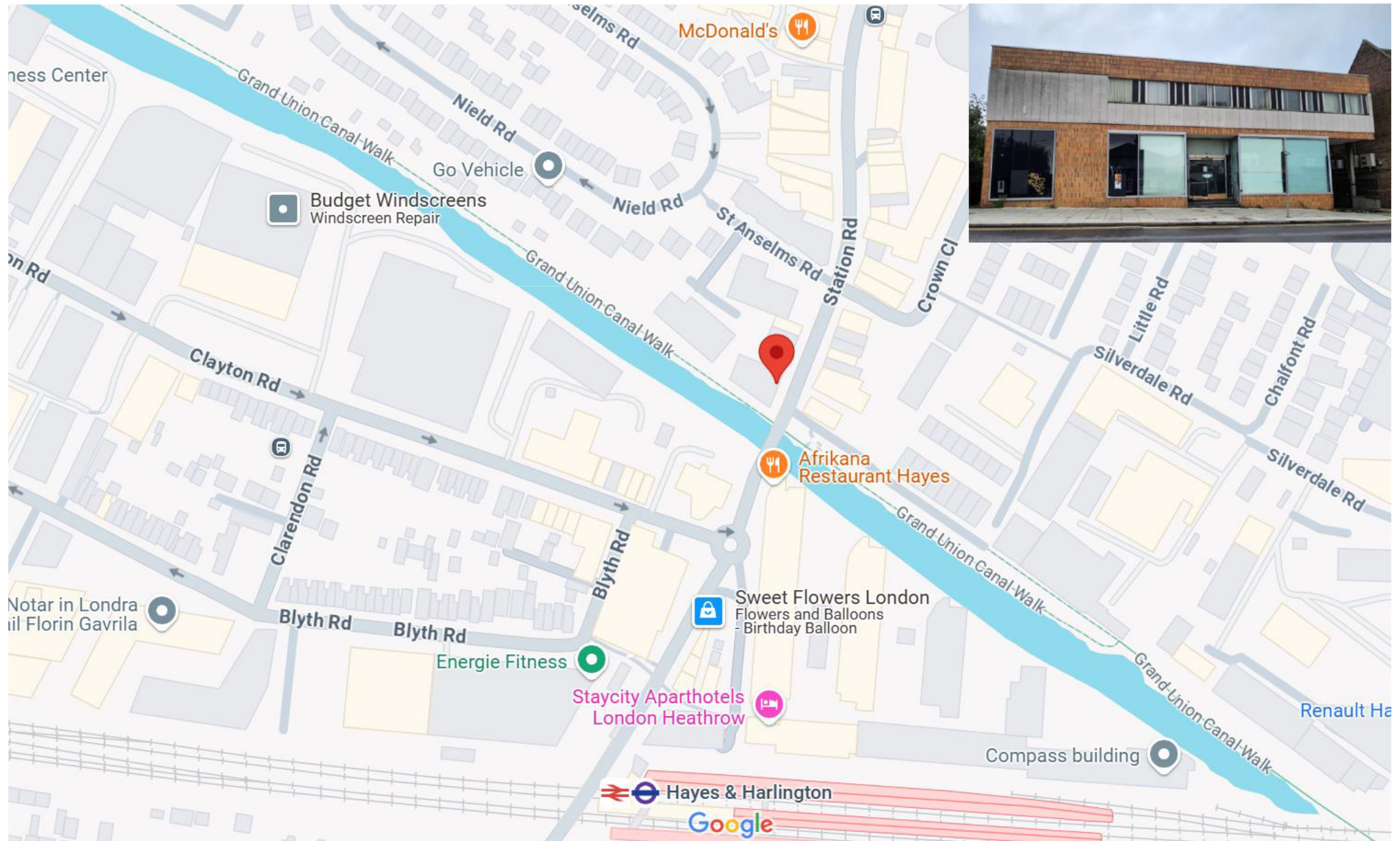
None of our operational venues have been subject to review proceedings.

This document provides an assessment of risk at premise level relating to the provision of these facilities for gambling. Merkur Slots is a national operator and employs several standard policies, procedures and control measures across all premises. These issues are clearly articulated in the "Compliance Manual" to be found in the premise and in our Player Protection Framework. The company also carries out premise's security risk assessments (available on request) and health and safety risk assessments which inter alia relate to the objective of keeping crime out of gambling.

Where relevant, Merkur Slots has also considered any substantive local risks identified in a wide range of policy statements related to gambling and local area profiles specifically related to gambling. However, the company does not operate discriminatory policies against any identified groups based on social demographic or ethnic origin. Therefore, identification of issues relating to gambling related harm are based on individual customer behaviour even where particular groups are identified through research as being at greater risk of gambling related harm.

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| Assessors Name: | Amanda Kiernan |
| Signature: |  |
| Date: | 05/06/2025 |

Merkur Slots, Part Ground Floor, 62 Station Road, Hayes, UB3 4DF, map:



Merkur Slots, Part Ground Floor, 62 Station Road, Hayes, UB3 4DF:



Merkur Slots – Shop frontage example:



NOTICE OF APPLICATION FOR A PREMISES LICENCE

This notice is issued in accordance with regulations made under section 160 of the Gambling Act 2005

Notice is hereby given that **MERKUR Slots UK Limited**

of the following address: **Second Floor
Matrix House
North Fourth Street
Milton Keynes
MK9 1NJ**

the number of whose operating licence is **003266-N-103444** has made an application for a **Bingo Premises Licence**.

The application relates to the following premises

**MERKUR Slots
Part Ground Floor
62 Station Road
Hayes
UB3 4DF**

The application for a premises licence has been made to the following licensing authority:

**The Licensing Service
London Borough of Hillingdon
Civic Centre
Uxbridge
UB8 1UW
W: www.hillingdon.gov.uk**

Information about the application is available from the licensing authority, including the arrangements for viewing the details of the application.

The following person connected with the applicant is able to give further information about the application:

**Aaron Newbold
Poppleston Allen
37 Stoney Street
The Lace Market
Nottingham
NG1 1LS
E: a.newbold@popall.co.uk
T: 0115 9487406**

Any representations under section 161 of the Gambling Act 2005 must be made no later than the following date: 14 July 2025

Merkur Slots UK Limited

Operational Standards



THE LICENSING OBJECTIVES UNDER THE GAMBLING ACT 2005

- Preventing gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime
- Ensuring that gambling is conducted in a fair and open way
- Protecting children and other vulnerable persons from being harmed or exploited by gambling

Objective 1 - Preventing gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime.

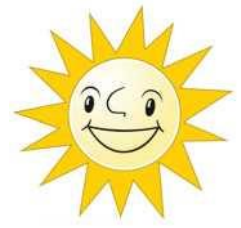
- Merkur Slots UK Limited is aware that it must notify the Gambling Commission should we suspect that offences under the Gambling Act 2005 are being committed.
- Merkur Slots UK Limited complies with the Commission's advice on the Proceeds of Crime Act 2002.
- Merkur Slots UK Limited has completed its own Business Anti-money laundering risk assessment, local area risk assessments and implements anti-money laundering policies and procedures.
- If we suspect anyone of using our premises for the furtherance of criminal activity (for instance drug dealing, using counterfeit money, selling suspected stolen property and criminal damage) we will contact the police immediately, report to our Head of Compliance and record the instance in the AML and Incidents modules of the electronic Smart Tablet system.
- All Merkur Slots UK Limited premises operate digital CCTV and customer areas are supervised.
- Merkur Slots UK operates a group-wide Security Alert system where incidents are shared instantly with all licenced premises. We have an internal Fraud Measures Team that respond to and investigate incidents. As a BACTA member, we receive nationwide Security Alerts, which are circulated via the Security Alert system to all licenced premises.
- All Merkur Slots UK premises provide a static alarm system which is also supported by Staff Guard, a nationwide security company that offers 24hr support via a monitoring centre with fully trained operatives who advise on difficult situations and escalate appropriately.
- Merkur Slots UK Limited has an extensive security, audit and money laundering team monitoring employees and customer activity.
- All Merkur Slots UK employees complete six-monthly refresher training which covers this licencing objective; anti-money laundering policies and procedures; and guidance on the Proceeds of Crime Act 2002.
- Merkur Slots UK operate a robust late night working policy, which is fully supported by a fulltime Night Manager.
- Merkur Slots UK does not operate a single-manning policy between 10pm and close, however, should an emergency occur a 'locked door' and 'keep in touch' policy is implemented.

Objective 2 - Ensuring that gambling is conducted in a fair and open way.

- Our gaming rules are prominently displayed in each of our licensed premises.
- Our employees have a full understanding of machine gaming rules.

Merkur Slots UK Limited

Operational Standards



- We encourage customer-facing employees to use positive discretion to resolve customer issues at a local level, where possible.
- Our Customer Complaints procedure is displayed prominently in every venue. Where customer disputes cannot be resolved satisfactorily, we refer all potential disputes to our appointed Alternate Dispute Resolution provider (IBAS).
- All venue managers complete a comprehensive 13 week induction programme prior to taking on responsibility of their own venue and team.
- All licensed premises employees receive induction and six-monthly refresher training during their employment to ensure that potential issues can be addressed at the earliest opportunity.

Objective 3 - Protecting children and other vulnerable persons from being harmed or exploited by gambling

- All our licensed premises are strictly adult only and we provide appropriate notification on entry, on all marketing material and throughout our premises.
- We operate a Think 25 policy as standard and all employees are trained to request a photographic form of identity if they suspect that a customer is under age. All challenges are recorded on our Smart Tablet system under Age Verification Checks and ServeLegal are our third-party independent partner for compliance testing. Test results are reported to the Gambling Commission.
- All licensed premise employees receive induction and six-monthly refresher training during their employment on social responsibility and safeguarding children and vulnerable people, with a particular focus on the prevention of harm.
- We prominently display information throughout our licensed premises on responsible gambling and provide details of organisations that can provide support and guidance such as BeGambleAware.
- Socially Responsible messaging is implemented on B3 and Category C digital machines.
- All licensed premise employees are trained to identify potential at risk customers and conduct effective interactions. Customer interactions are recorded on the Interactions module on the electronic Smart Tablet and reviewed centrally by the Compliance team.
- Merkur Slots UK have a Safer Gambling Team dedicated to supporting venues with meeting this licensing objective and their socially responsible requirements.
- We implement a self-exclusion policy throughout our licensed premises and operate a Smart Tablet system for recording self-exclusions, reinstatements, and breaches. We are also members of the Bingo Association Multi-Operator Self-exclusion Scheme.
- The layout of our premises is designed to facilitate customer supervision by employees.
- We provide an annual donation in support of research, prevention, and treatment (RPT) of problem gambling.

All three licensing objectives are embedded at all levels within the organisation via training both online and face to face, during Operational meetings, Business Bulletin communications, Compliance/Audit visits, Safer Gambling Workshops and Annual Conferences.

WORKING TOGETHER



Accredited by the Global
Gambling Guidance Group

THE MERKUR FAMILY



PART OF THE MERKUR GROUP

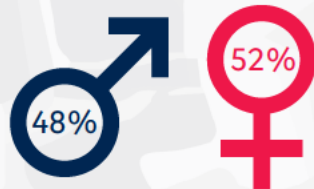
A Strong Partner For More Than 60 Years



MERKUR
CASINO

MERKUR Casino UK is a subsidiary of the family run MERKUR Group who are based in Espelkamp (Germany). Over the last 60 years the group has grown to operate more than 700 venues across Europe under the MERKUR Brand. Millions of enthusiastic guests at home and abroad know our logo. The laughing MERKUR Sun is a guarantor for the best entertainment.

MERKUR Casino UK employs over 2,000 people in over 220 High Street gaming centres.



52% of employees are female
48% of employees are male

MERKUR Slots is the main UK brand. All MERKUR Cashino and Cashino Gaming venues will be rebranded into this new name over time. Our venues represent the very best in terms of exciting 'slot gaming' entertainment through delivering to our customers the latest in venue product and atmosphere. These venues are known for their highly trained teams and first class face to face service.



MERKUR
SLOTS

MYTHBUSTERS

We Are Not Betting Shops

MERKUR Casino UK is one of the UK's largest operators of High Street Adult Gaming Centres (AGCs) and High Street bingo venues. AGCs are often, unfortunately, put into the same category as betting shops. This is because there is a widespread misunderstanding of how AGCs operate and who our customers are. We want to address these misconceptions and demonstrate that a new AGC on your local high street is a good thing. Public concerns surrounding betting shops were largely due to the presence of Fixed Odds Betting Terminals (FOBTs). Our venues do not offer these types of machines. Our machines offer low stakes ranging from 10p to a maximum of £2, plus a variety of bingo products are also available. These machines have been around for many, many years.

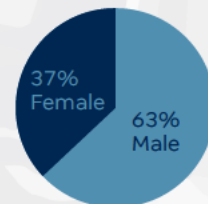


Our AGCs are where people come to spend their spare change, have a game of bingo and enjoy their favourite pastime in convenient locations.

The market on the high street has evolved with venues now providing electronic bingo tablets.



Our machines operate at low stakes.



Our venues appeal to all ages with our membership gender database split of 63% male & 37% female.



Our teams remain with the customers on the venue floor rather than behind a counter.

We provide complimentary refreshments, teas and coffees, to customers and our AGCs do not offer or sell alcohol. Our staff will not allow anyone into the premises who appears to be intoxicated.





OUR OPERATION

We Are Not Noisy Neighbours

Whilst we sit within the leisure sector, noise levels are very low and limited from our venues. We currently operate 24 hours in over 150 venues.



Our machines generate low levels of noise.



We do not have tannoy systems that you find in seaside amusement centres.



We only play background music like at any other high street shop.



We do not offer or serve alcohol in our High Street Bingo premises.



Our customer base after midnight is predominantly the local entertainment workforce and shift workers who like to relax after their busy shifts.



Customers tend to visit on their own or in couples. We rarely see large groups.



RESPONSIBILITY IS THE FOUNDATION OF OUR BUSINESS

Think 25 Messaging



Players in Venue



We Are Not A Problem

Being a responsible operator is high priority across the MERKUR group and in the UK, MERKUR Casino is always looking at ways to adhere to the three licensing objectives as technology and customer behaviour changes.

GAMBLING COMMISSION

MERKUR Casino is regulated by the Gambling Commission and Licensing Authorities

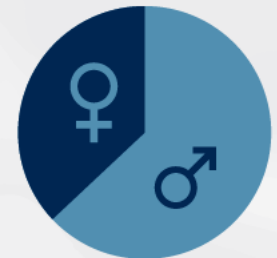


We do not sell or serve alcohol in our venues. We provide complimentary refreshments, teas and coffees, to customers. Our staff will not allow anyone into the premises who appears to be intoxicated.



Our venues operate a Think 25 policy whereby any persons who look under 25 have to produce a form of photo ID.

Our venues appeal to all ages with our membership gender database split of 63% Male / 37% Female



We are subject to regular independent test purchases and are consistently above the average leisure pass rate.

SOCIAL RESPONSIBILITY MEASURES IN PLACE



In Venue

Operationally we have a number of measures in place to protect our customers. Throughout the business MERKUR Casino also has a number of socially responsible gambling tools, and management and training initiatives that include:



All staff complete on-boarding and six-monthly refresher training on "The Essentials of Compliance and Social Responsibility" and "Safeguarding Children and Vulnerable People".



Dedicated Learning & Development Team and National training centres.

SMARThub tablet in every venue for the recording of customer interactions, self-exclusions, incidents and alerts.

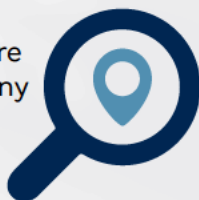


All data is centrally reviewed and evaluated by an independent Audit/Compliance team.



Six monthly compliance audits to help identify training needs in venue.

Local Area Risk Assessments are updated annually to identify any changes in the local area.



Our Category B3 machines support safer gambling by having time and limit settings available to customers.

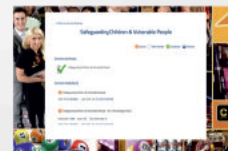
Compliance



Training Centre



Online Training

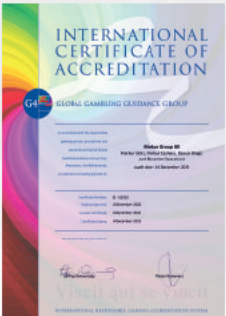




Machine Messaging



Customer Interaction Training



SOCIAL RESPONSIBILITY MEASURES IN PLACE

All Levels

We provide an annual assurance statement to the Gambling Commission. This officially details the Board's commitment to the company values, purpose and culture and the accountability placed on delivery of the licensing objectives.



The statement contains information on how we operate effective governance, regulatory risk management, compliance controls, social responsibility and safer gambling initiatives.



It is also an opportunity to set out any initiatives relating to significant changes being introduced to improve control systems, risk-management, governance and safer gambling. Our recent commitments include: Socially Responsible Machine Messaging; Customer Set Your Limits; SMART Alert application to report criminal activity; opening our Second National Training Centre; Think 25 messaging and Customer Interaction Training.



MERKUR Casino UK received the international certificate of accreditation from the Global Gambling Guidance Group (G4). Our MERKUR 360 programme showcases how we are continually improving our social responsibility commitments throughout all levels of the business.

MERKUR Casino UK also engages with the Bingo Association, Bacta and Gambling Business Group bodies.



- Senior Manager representation from MERKUR Group.
- Member of the National Council.
- Head of Compliance is Vice Chair of the Social Responsibility Committee.



- Operations Director and Head of Compliance are Directors.
- Head of Compliance is a member of the Safer Gambling Committee.

BENEFITS TO THE HIGH STREET



Benefits for your High Street include:



Over 90% of new MERKUR Slots venues occupy former vacant units.



Investment from £100,000 to £250,000 in long-standing vacant venues.



Linked trips with other shops helping to support other businesses.



Local jobs for between 6 and 12 people depending on the hours of operation.



Increased footfall to the High Street.



We provide an important natural surveillance on the high street, particularly late into the evenings.

COMMUNITY & CHARITY

MERKUR Initiative

Supporting Local Charities and Good Causes



Amongst other charities, some of your donations have helped:



MERKUR Casino UK has raised in excess of
£1.4 million for good causes since 2005

Please contact us

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