



Licensing Section
Cheshire East Council
Westfields
Middlewich Road
Sandbach CW11 1HZ

18 October 2012

Dear Sir or Madam,

Thank you for your recent letter regarding Cheshire East Council's review of its Statement of Principles (Gambling Act 2005).

The Association of British Bookmakers (ABB) is the leading trade association for high street bookmakers and represents the operators of around 7,000 betting shops in the UK, including Gala Coral, Ladbrokes, William Hill and about 130 independent bookmakers.

Betting is an everyday leisure activity which is more popular than ever, with 8 million people visiting betting shops every year. Betting shops are modern leisure retail businesses offering customers state-of-the-art video and audio systems, comfortable furniture, alcohol-free refreshments and friendly staff. They are an important part of the retail mix on high streets generating more footfall than other similar sized outlets apart from post offices and pharmacies.

We also play our part in supporting the UK economy, despite challenging conditions for the industry, contributing nearly £1 billion in tax every year - about £400 million more than we make in profit – and support 100,000 jobs. The industry takes on a relatively high proportion of staff with few qualifications and provides them with structured training and long term career opportunities.

Betting shops are highly regulated, licensed, responsible businesses who work pro-actively to tackle any issues in communities alongside the police, regulator and local authority.

We believe the Council's current Gambling Policy has been effective in promoting the licensing objectives as set out in Section 1 of the Gambling Act 2005, and we are satisfied with the proposed Policy.

If the Council considers any further changes I should be grateful if you would let me know.

Please do let me know if you would require further background information on the LBO sector and/or our responsible gambling procedures.

Yours faithfully,

Dirk Vennix
Chief Executive
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