

## 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):

N/A

#### 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:

WILLIAM HILL ORGANIZATION 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:

GREENSIDE HOUSE  
50 STATION ROAD  
WOOD GREEN  
LONDON

Postcode: N22 7TP

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

004-002752-N-102413-001

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:

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):

WILLIAM HILL

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

19/21 HIGH STREET  
SANDBACH  
CW11 1AJ

12. Telephone number at premises (if known):

William Hill Compliance Unit: 0208 918 3608

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.

BETTING SHOP TO OCCUPY GROUND FLOOR ONLY WITHIN THREE STOREY  
FORMER BANK PREMISES, UPPER FLOORS UTILISED AS ANCILLARY.  
PREMISES LOCATED ON HIGH STREET WITHIN TOWN CENTRE.

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

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**

*[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

	<i>Start</i>	<i>Finish</i>	<i>Details of any seasonal variation</i>
Mon	N/A	N/A	N/A
Tues	N/A	N/A	N/A
Wed	N/A	N/A	N/A
Thurs	N/A	N/A	N/A
Fri	N/A	N/A	N/A
Sat	N/A	N/A	N/A
Sun	N/A	N/A	N/A

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):

...../...../.....(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?

**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**

*[delete as appropriate]*

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

PLEASE SEE ATTACHED SCHEDULE

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

N/A

All mandatory conditions are complied with:

- [1] A notice is displayed stating that no person under the age of 18 years is permitted to enter the premises.
- [2] Access is from the street only.
- [3] Premises are used to provide facilities for betting and ancillary services.
- [4] Customers wishing to use an ATM must leave a gaming machine to do so.
- [5] Sound and visual images relate to covering of sporting and betting events only.
- [6] No publications other than racing or specialist betting are offered for sale on the premises.
- [7] No music, dancing or other entertainment is allowed on the premises other than in [5].
- [8] A notice is displayed stating that no alcohol may be consumed on the premises.
- [9] Terms and Conditions of Betting are displayed prominently.

#### **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 confirm that the applicant 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 understand that if the above requirements are not complied with the application may be rejected.** ☒
- **I 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: Andrew Ashton

Date: 14 May 2013

Capacity: Development Manager

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: N/A

Print Name: N/A

Date: N/A

Capacity: N/A

*[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:

Andrew Ashton - or - Karen Paraskeva

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

0113 233 8727 - or - 0113 233 8721

24. Postal address for correspondence associated with this application:

**DEVELOPMENT DEPT  
WILLIAM HILL ORGANIZATION LIMITED  
PO BOX 170  
LEEDS  
LS2 8JF**

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:

[aashton@williamhill.co.uk](mailto:aashton@williamhill.co.uk) - or - [kparaskeva@williamhill.co.uk](mailto:kparaskeva@williamhill.co.uk)

## 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:

WILLIAM HILL ORGANIZATION LIMITED trading as William Hill

of the following address:

Greenside House  
50 Station Road  
Wood Green  
London  
N22 7TP

the number of whose Operating Licence is : 004-002752-N-102413-001

has made an application for a **Betting (Other)** Premises Licence.

The application relates to the following premises:

WILLIAM HILL

19/21 HIGH STREET  
SANDBACH  
CW11 1AJ

The application for a Premises Licence has been made to the following Licensing Authority:

Cheshire East Council  
Westfields  
Middlewich Road  
Sandbach  
Cheshire  
CW11 1HZ

Website: [www.cheshireeast.gov.uk](http://www.cheshireeast.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:

Mr Andrew Ashton - Tel : 0113 233 8727 - or - Email : [aashton@williamhill.co.uk](mailto:aashton@williamhill.co.uk)

**Any representations under Section 161 of the Gambling Act 2005 must be made no later than the following date:**

**12 June 2013**

RECEIVED

6 JUN 2013

APPENDIX -2

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6 JUN 2013

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6 JUN 2013

The Planning Department  
Cheshire East Council  
Middlewich Road  
SANDBACH  
CW11 1HZ

4<sup>th</sup> June 2013

**Betting Premises Licence**  
**William Hill – 19/21 High Street, Sandbach. CW11 1AL**

I would like to lodge my objections to the proposed Betting Licence.

Whilst I accept that empty/unoccupied premises within a town centre are not a good sign for that town centre, we must be careful as to what we allow to occupy these very prominent, influential sites.

We already have an established, local bookmaker in Bradwall Road and we have allowed Ladbrokes to open Licenced, betting premises in the Market Square. Considering the difficult, financial times we are experiencing, I feel it to lack common sense to allow another building in which people will be allowed to gamble away their income.

This type of premises, like Ladbrokes, is not the same as the "standard bookmaker" like we have in Bradwall Road as these premises have drink making facilities as well as gambling machines.

No doubt William Hill have realised that Labrokes are making a considerable amount of money from their gambling machines, IN MY OPINION, perhaps more than they are admitting to, and would like to infiltrate into this market. **In brief, we would be allowing a Casino type premises to open its doors in the middle of town.** In addition to this, if regulations do exist which limit the type of and number of gambling machines located at a particular address, would the "double premises" 19 and 21 High Street allow William Hill's to double the number of Gambling Machines they would be allowed to install?

There may well be people betting on racing in different parts of the world, but it does seem to me, to be unreasonable, for a bookmaker to be open on a Sunday, until late at night, when there are no horses involved in races in the UK.

In addition, this building has a history, confirmed by the 1752 date on the drainpipe, and I would prefer its new owners/occupants to be in keeping with the town centre and safety within the town. **The whole matter beggars belief.**

I remember, as a boy, the shops being Randle Lunt Ironmonger, a chemist plus Dickinson's and the frontage was within keeping with that required of this historic town. I felt we should object on the grounds that this was a listed building only to be informed that it was not. I believe that 13/2034C 19-21 High Street CW11 1AJ has no archaeological implications and no mitigation is advised. I find this to be totally unacceptable – look at the roof, the right hand side is flat and the left hand side matches the buildings to the left. If this building, even if confined to the left hand side, is not a listed building, then WHY NOT? I have made



attempts, without success, to contact Mark Leah of the Cheshire Archaeological Planning Advisory Service, but where does the historical value along with building preservation enter into the equation?

Would it be wise to locate a betting shop/casino, open well into the evening, next to a public house and is there not a law which refers to not allowing a "casino/gambling premises" to be located next to a public house?

Yours sincerely

RECEIVED

1 8 JUN 2013

The Licensing Department  
Cheshire East Council  
Middlewich Road  
SANDBACH  
CW11 1HZ

17<sup>th</sup> June 2013

**Betting Premises Licence**  
**William Hill – 19/21 High Street, Sandbach. CW11 1AL**

Thank you for confirming the receipt of my objection to the above licence being issued.

Unfortunately, due to a hospital appointment, I will be unable to attend the hearing at 2pm on Thursday 4<sup>th</sup> July 2013 at 2pm in Macclesfield.

**I would like to add the concerns as expressed in the attached article.**

I do so hope that the licence is not granted as this, I fear, would represent the "tip of the iceberg".

We already have Ladbrokes located in the centre of the town and another licenced premises, especially as large as this one, located within the centre of the town will not enhance the town centre nor be in keeping with the historical values of the town.

A real concern is its location next door to a public house.

People already gather outside the public house to smoke and to drink and a Gaming Premises next door would only add to the number on the street.

I have lived in Sandbach all my life and am reluctant to walk past this particular area in the evenings, especially at the week end.

Yours sincerely

Mr Cameron yesterday added to Labour's queasiness by exposing its recent tax-avoidance scam with a rich donor.

This from the same party which has railed against 'Tory tax cuts for millionaires'. The Comrades

tions, either by making some gesture or by nodding/shaking his head.

This gives Mr Cameron an opportunity to say, 'oh, they WOULD, would they?' or 'oh, they don't know!'

And this only makes Mr Miliband look peripheral - not much more than a pair of teeth off which there dangle four flappy limbs.

Mr Miliband needs either to sack Mr Balls or to ask him to sit elsewhere. Having him near the despatch box is toxic to the Labour leader.

Mr Cameron left the Chamber yesterday to the echo of blood-sated Tory roars.

A couple of hours later, MPs tore into two senior bods from the National Health Service. At times it was hard to watch. Paddles, nurse, pronto! Soon-to-depart NHS chief executive Sir David Nicholson was quizzed hard about stonking payouts

to running a carry loss stall on Morecambe seafront.

**H**E AND Sir David were subjected to prolonged, derisive, destructive scrutiny by the Public Accounts Committee. A trio of Lady Hodge (Lab, Barking), Richard Bacon (Con, S Norfolk) and Stephen Barclay (Con, NE Cambs) set about them like three wolfhounds. The NHS twosome gulped and gaped.

If I were Sir David, I think I'd cash in my substantial bag of chips tomorrow and say 'stuff you lot, I'm off to the beach'. That option may not be open to Mr Donohoe, who is at an earlier stage in his career, if he still has one.

Westminster: not so much a tourist trap as an abattoir of ambitions.

# Betting shop machines that spark street fights, by MP

By Keith Gladdis

A FORMER minister has warned that high-stakes casino-style gambling machines in betting shops cause violence which can spill out into the high street.

Stephen Timms said the fixed odds betting terminals (FOBTs) - branded the crack cocaine of gambling - were so addictive that users were often sent into a fury if they did not win.

He said one betting chain had been forced to upgrade the reinforcement of its machines because they had been damaged so often by angry users. And he claimed the violence and abuse they cause inside betting shops is being continued out on to the street.

The former Treasury Minister was giving evidence at Thames Magistrates' Court where bookmakers Paddy Power is challenging a decision to block a licence for a new shop in Newham, east London.

Newham Council states that betting shops fuel violent crime, street drinking and underage gambling.

It claims that bookmakers are targeting poorer areas such as Newham with the roulette-style FOBTs, which can take stakes of up to £100 a spin every 20 seconds.

Newark already has 81 betting shops, with 18 on one road alone.

Mr Timms, the Labour MP for East Ham, said: 'The proliferation of these shops and these very addictive terminals within them is destroying people's lives. We are seeing families broken up and houses repossessed.'

'What happens is that people who lose money in these shops become very angry.'

'I'm told Paddy Power has had to upgrade the robustness of the

machines because people so often try to bash them up. And that is what often spills out on to the high street.'

Mr Timms, now the shadow minister of state for employment, added: 'It's the case that betting shops attract anti-social behaviour, including street drinking.'

'Some people tell me they walk a considerable distance to avoid it. It's intimidating and stops people using the high street for what it is meant to be used for: shopping.'

Mr Timms was a member of the Labour government that brought in the 2005 Gambling Act which many claim has led to the proliferation of the casino-style machines.

However he claimed the technology behind the machines has developed quicker than ministers at the time could have expected.

He said: 'As a Treasury Minister I formed the view there was quite a sense of responsibility within the betting industry. Now it seems to have been entirely lost since the proliferation of these machines.'

Newham Council initially wanted to make this licensing decision a test case that could halt the tide of FOBTs taking over the high street.

It had employed a private detective to compile evidence from inside betting shops in the borough on the use of the machines. The report found up to 82 per cent of customers in Newham betting shops used FOBTs.

But District Judge Paul Goldspring has declined to hear the evidence, claiming the machines were the primary source of profit for any future betting shop.

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RECEIVED

7 JUN 2013

**7<sup>th</sup> June 2013**

Licencing Department  
Cheshire East Council  
Westfields,  
Middlewich Road  
Sandbach,  
Cheshire

Dear Sir

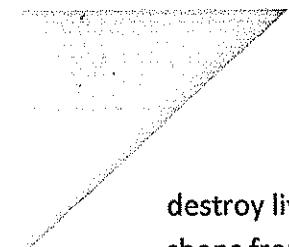
**Betting Premise Licence – William Hill 19/21 High Street Sandbach CW11 1AJ**

There are two reasons why I would like to object to the above licensing application. Firstly, it would effect my business and secondly as a Sandbach householder I think that it would spoil the town especially in a conservation area.

I have been a bookmaker in Sandbach since my Father died in 1971, my Father had been a bookmaker since 1943 and I would like to think that my Son would be the third generation. He has worked with me for the last 13 yrs. I would say that we are one of the oldest firms in Sandbach. There have been three betting shops in Sandbach before. We were the first betting shop in Sandbach when betting became legal in 1961 and our shop was then over an antique shop which later became Jack and Jills. My Father then moved to Bradwall Road in 1964. Harold Penks then came into the town and there shop was in Welles Street.

Ladbrokes came into the town in 1971 and after a year Harold Penks closed because there was not enough business. Later on a Mrs Thompson applied for a licence and her shop was opposite Scotch Common but again this closed because there is not enough trade and I feel with two businesses such as Ladbrokes and William Hill it will be our turn to close this time.

Bookmaking has changed since I first started out and not for the better. They are feeding on vulnerable people with an addiction. Why do William Hills want to open a shop, not for betting but to have these casino machines in. The Fixed Odds Betting Terminal is described as the cocaine of betting and that is what it is. The machines are worth 1.4 billion a year to the gambling industry. Half of William Hill and Ladbrokes profits comes from these machine. Its possible to bet £100 every 20 seconds. Just think how much somebody with a problem could lose in 5 minutes. I am a bookmaker, I rely on the laying of horses and football, what little profit I make I think will be taken by these two national companies. Gambling can



destroy lives and needs careful regulation. Councils have the right to stop more betting shops from opening and therefore I think you should refuse this application on the grounds that it is unsuitable for the local area. In Newham London the council were the first to turn down a betting premise licence on the guidance of the Gambling Commission. The council invoked the primary clause under the 2005 Gambling Act to reject the application. The clause states that at least 50% of gambling on any betting shop premises must be traditional betting rather gaming machines. William Hill are coming into the town not for a betting shop but to have a casino. I would ask you to get in touch with the Gambling Commission (telephone 0121230666) and ask them of their concerns on these FOBT or casino machines.

As regards living in Sandbach, I feel that this a lovely little market town. There are a few shops which I would say are out of place such as the gold and silver shop and the kebab shop in the middle of the High Street but shops like Waitrose, Dennis Peovers, Burnells card shop, Godfrey Williams, Boots, Chatwins, Wills Shoe Shop and W H Smith make up for it. I feel that having another Betting Shop in a conservation area opposite the Crosses and cobbled market place would look out of place and give out the wrong signs to visitors and shoppers. I think it would put off more desirable businesses from moving in and furthermore, it would encourage a toxic economy of pawnbrokers and pay day loan shops.

On the internet the Sandbach Town Planning have written

#### A Vision for Sandbach

7 The Market Square (The Cobbles) will become the distinctive and historic focal point of the town for local people and visitors alike, providing an attractive setting for shoppers, social visitors, public activities and events.

10 Businesses, appropriate agencies and representatives organisations will be actively engaged with preserving the architectural heritage and adoption of carefully designed themes and signage to give a coherent and pleasing town centre.

How many visitors or residents for that matter would like to walk down High Street and go past the Red Lion and then a betting shop while the punters and drinkers are having a cigarette. I would feel that it would be very intimidating.

My question to you is would a betting office at 19/21 High Street improve Sandbach. In the short term it will get rid of an empty shop but what are the long term implications. Would it lead to problem gambling, crime and disorder with issues such as violence and street drinkers.

Yours faithfully

## Appendix B: Summary of gaming machine categories and entitlements

Category of machine	Maximum stake (from July 2011)	Maximum prize (from July 2011)
<b>A</b>	Unlimited - No category A gaming machines are currently permitted	
<b>B1</b>	£2	£4,000
<b>B2</b>	£100 (in multiples of £10)	£500
<b>B3A</b>	£1	£500
<b>B3</b>	£2	£500
<b>B4</b>	£1	£250
<b>C</b>	£1	£70
<b>D - non-money prize (other than a crane grab machine or a coin pusher or penny falls machine)</b>	30p	£8
<b>D - non-money prize (crane grab machine)</b>	£1	£50
<b>D - money prize (other than a coin pusher or penny falls machine)</b>	10p	£5
<b>D - combined money and non-money prize (other than a coin pusher or penny falls machine)</b>	10p	£8 (of which no more than £5 may be a money prize)
<b>D - combined money and non-money prize (coin pusher or penny falls machine)</b>	10p	£15 (of which no more than £8 may be a money prize)

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