

LOCAL GAMBLING RISK ASSESSMENT

Premises: Golden Slots 169-171 Cricklewood Broadway, London, NW2 3HY

Operator: Golden Slots (Southern) Limited

Operating Licence: 043695-N-323074-010

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Date: 8 February 2024

Local Area Profile: The premises are located on the ground floor of a 4-storey building previously used as a bank on the corner of the junction of Cricklewood Broadway and Chichele Road. Cricklewood Broadway is a busy commercial area with most properties being occupied by retail on the ground floor and residential accommodation above. The retail includes shops, hospitality, professional services such as accountants and solicitors, dentists opticians etc, financial institutions and other gambling premises. Chichele Road is a quieter residential area.

The area is more ethnically diverse than the UK average with more than 60% of the population made up of large ethnic groups. Cricklewood is generally considered a safe area with crime rates below the national average. The most serious crime is anti-social behaviour followed by violence and sexual offences; theft and shoplifting are less common.

There are 3 betting shops within 100m – William Hill, Paddy Power and Star Sports. There is also a Merkur Bingo at 200 Cricklewood Broadway and Admiral Casino at 160 Cricklewood Broadway.

There are a number of primary schools in the local vicinity, Hampstead Secondary School is half a miles away Whitefield Secondary School is 1.3 miles away and The Crest Boys Academy 1.5 miles away.

There are a number of religious places of worship locally including The Mosque and Islamic Centre of Brent on Chichele Road, the Praise Christian Centre on Columbia Avenue, St Gabriels Church, Sisters of St Joseph, our Lady of Mercy Roman Catholic Chapel on Walm Lane, Cricklewood Baptist Church on Sneyd Road and Our Lady of Mercy Roman Catholic Church on Cricklewood Lane

The nearest bank is Santander less than 100m away and a Tesco's ATM next door to the Merkur Bingo premises. Ashford Place a centre helping the homeless and financially vulnerable is less than half a mile from the Premises, Barnet Foyer which offers accommodation to vulnerable young people is half a mile away. The Kilburn Stret Kitchen is 1.6 miles away. Addaction have a centre on Cobbold Road which is nearly 2 miles away, other addiction rehabilitation centres are further way

The Premises

The site will operate as an AGC offering category B3, C and D gaming machines. It has 1 entrance at the front of the premises from Cricklewood Broadway and a fire exit to the rear. The entrance will be monitored by CCTV and staff; signs will be clearly displayed at the entrances advising entry is for persons age 18 and over only. The site is well laid out with a central customer service desk with clear line of sight to all playing positions. A multi-operator self-exclusion scheme is provided through SmartEXCLUSION.

Risks	Level	Impact	Risk Management	Date Reviewed
Children entering the site unnoticed or unchallenged	Low	Severe to business Severe to child	Effective monitoring of entrance by staffs with well positioned customer serviced desk with direct line of sight to the entrances Site frontage designed so as not to be attractive to children CCTV coverage of site linked with offsite monitoring. Think 25 Policy in place and implemented and regularly reviewed; regular staff training; Clear and prominent premises signage and machine labelling Use of 3 rd party age verification testing Policy of preventing the wearing of hoods	08/02/2024
Out of control gambling by other vulnerable people	Low	Moderate to business Severe to vulnerable	Customer interaction policy & procedure/log adhered to Staff are trained on awareness and the use of customer interaction policy Site layout designed for effective monitoring of customers IHL SmarHub MOSES in operation	08/02/2024
Failure to deal with customers making complaints about the outcome of gambling	Moderate	Moderate to business Severe to customers	Machines acquired from licensed suppliers only Machines regularly maintained and switched off immediately an outcome of gambling fault is identified Staff trained on dealing with customer disputes, including referrals to ADR scheme	08/02/2024

Failure to provide information on responsible gambling to players	Low	Severe to business Severe to customers	Stay in control posters displayed prominently Stay in control leaflets available in racks & discreet locations Regular audit of poster & leaflets to maintain stock levels	08/02/2024
Failure to recognise signs associated with problem gambling or substantial changes in gambling style	Moderate	Severe to business Severe to customer	Players' positions effectively monitored Players' behaviour monitored Staff trained in customer interaction & policy on recording interaction & level of staff authorised to intervene	08/02/2024
Failure to properly administer the self-exclusion process & maintain its effectiveness, including breaches & reinstatements	Low	Severe to business Severe to customer	IHL SmartHub MOSES in place CCTV at entrance to aid identification of known excluders Site layout permits effective monitoring of customers entering premises Regular review of self-exclusion data	08/02/2024
Failure to identify attempts by third parties to launder money through the business	Low	Severe to business Low to customers	Effective monitoring of customers' behaviour by good line of sight from cash box and CCTV Staff are regularly trained to identify counterfeit money Change machines & note takers regularly inspected	08/02/2024
Poor security increasing vulnerability to crime	Low	Severe to business Severe to customers	Intruder alarm installed and regularly serviced Effective CCTV with data stored for 30 days Staff provided with personal attach alarms Toughened glass windows and doors Mag locks fitted to doors and kept locked from 10pm to 8am Safe on site for cash and keys All incidents recorded in incident log	08/02/2024
Awareness of heightened local crime			Lower than average crime rate area Monitor: www.police.uk , ukcrimestats.com, www.gov.uk/government/collections/crime-statistics	
Awareness of student learning facilities (schools & colleges) in the nearby vicinity in the nearby vicinity			Aware of location of nearby schools Consideration given to internal layout so as to ensure effective monitoring of customers entering the premises and those that might enter that could be underage.	

Awareness of residential facilities for the vulnerable in the nearby vicinity

Gambling care facilities in the nearby vicinity

No residential care homes close by
Consideration given to internal layout so as to ensure effective monitoring of customers entering the premises and those that might enter that could be vulnerable
Staff trained to be vigilant to vulnerable people entering the premises

Aware of nearby addiction help facilities
www.gamcare.org.uk
www.gordonmoody.org.uk
08088020133