

Merkur Slots, 265 Neasden Lane, Neasden, NW10 1QG

Local Area Risk Assessment

Trading Name:	Merkur Slots
Premise	265 Neasden Lane, Neasden, NW10 1QG
Local Authority:	London Borough of Brent Council
Premise Licence No:	New application
Operator Licence No:	000-003266-N-103444-031 (Merkur Slots UK Limited)
Company Details:	Merkur Slots UK, Matrix House, North Fourth Street, Milton Keynes MK9 1NJ
Name and Title of Assessor:	Ewelina Lesner – Internal Compliance Auditor, Amanda Kiernan – Head of Compliance
Date of Assessment:	22/11/2024
Review Date:	Upon opening in conjunction with local staff

Local Area Profile Risk Factors

Local Risk Profile:	Merkur Slots is located on Neasden Lane, a busy local parade. Nearby occupiers are predominately local independent Barber and Coffee Shops with a handful of national occupiers which include Tesco, Costa, Subway, KFC, and Paddy Power. Directly outside the premise there is a bus stop and phone boxes, the bus routes may well attract children and young person's travelling to places of education. Birse Crescent is to the right of the premise, this road leads into residential areas of houses and flats, there are residential flats above the premise with a private access road running behind the properties. There are garages/storage units in an access road behind the properties on the other side of Birse Crescent.
Establishments of note:	The nearest fast food restaurant is KFC at 286 Neasden Ln, NW10 1QG which may attract children and young persons to congregate in groups. Tiffy Tom's pub is located within 1 minutes' walk away, this pub reopened in 2023 under new management, previously operating as Sal's Bar the licence was revoked in 2021 due to multiple reports of crime and disorder. St Catherines Church Foodbank is located less than 3 minutes' walk from the Merkur Slots premise, the foodbank operates every Tuesday between 5:30pm to 6:30pm and provides lunches on the 1 st and 3 rd Saturday of every month between 12:30 to 1:30pm. The Brent Foodbank located at St Mary's Church End, Neasden Lane, NW10 2TS, distributes food on Tuesdays and Thursdays 12:30 to 15:00pm. Addiction Treatment rehab provide support for gambling and alcohol addiction in the Neasden NW10 area - https://www.addictiontreatmentrehab.co.uk/london/neasden
Adjoining premises:	The premises is a corner unit located next to a charity shop 'Peaceful Solutions' to the left and Birse Crescent to the right. Residential flats are above the premise.
Crime statistics:	Annual total crime rate in local area is 128 per thousand population. This can be rated as 5 out of 10 or medium crime level compared to other local areas in England and Wales. Annual total crime rate in Brent 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. Violence and sexual offences 47.8, Other theft 17.3, Anti-social behaviour 11.4, Burglary 10.8, Vehicle crime 10.2, Public order 8.37, Drugs 6.58, Criminal damage and arson 4.78, Robbery 2.99, Theft from the person 2.99, Shoplifting 2.39, Other crime 1.2, Bicycle theft 0.598, Possession of weapons 0.598. (<i>crystalroof.co.uk</i>)
Population:	Residents of these neighbourhoods include sizable numbers identifying with ethnicities originating outside Europe, particularly in Africa or Bangladesh. The proportion of residents identifying as White, Indian or Pakistani is well below the London average. Neighbourhood age profiles are skewed towards younger adults, and above average numbers of families have children. Rates of use of English at home are below average. Marriage rates are low, and levels of separation or divorce are above average. (<i>crystalroof.co.uk</i>)
Culture:	The main ethnic group is Black African, representing 25% of the population. On average, 8% of the population in London belong to the Black African ethnic group. The following ethnic groups have proportions higher than the average for the London: Other Asian: 8% (London average: 5%), Black African: 25% (London average: 8%), Arab: 20% (London average: 1.6%). Conversely, the following ethnic groups have a proportion lower than the average for London: White British: 7% (London average: 37%), Other, White: 10% (London average: 15%), Indian: 2.9% (London average: 7%), Bangladeshi: 0.6% (London average: 4%). The main religion is Muslim, representing 49% of the population. On average, 15% of the population in London belong to the Muslim religion. Conversely, the following religions have a proportion lower than the average for London: Hindu: 2.3% (London average: 5%), Jewish: 0% (London average: 1.7%), Sikh: 0% (London average: 1.6%), No Religion: 9% (London average: 27%), Religion Not Stated: 4% (London average: 7%). (<i>crystalroof.co.uk</i>)
Unemployment:	Full-Time Employee 12.6%, Part-Time Employee (defined as 30 hours or less per week) 16%, Self Employed 13.6%, Unemployed 5.4%, Full-Time Student (with or without job) 11.7%, Retired 13%, Looking After Home or Family 16.7%, Long-Term Sick or Disabled 5.4%, Other 5.6%. Employment is in caring, leisure, other service occupations, sales and customer service, or process, plant, and machine operation. Part time working and full-time student study are common. Levels of unemployment are slightly above average. (<i>streetcheck.co.uk</i>) (<i>crystalroof.co.uk</i>)
Deprivation:	Index of Multiple Deprivation - 8/10. This is used to characterise the deprivation levels of the neighbourhoods. It takes into account the following domains: Income Deprivation Domain - 8/10, Employment Deprivation Domain - 6/10, Education, Skills and Training Deprivation Domain - 6/10, Health Deprivation and Disability Domain - 2/10, Crime Domain - 10/10, Barriers to Housing and Services Domain - 10/10, Living Environment Deprivation Domain - 9/10, Income Deprivation Affecting Children Index (IDACI) - 8/10, Income Deprivation Affecting Older People Index (IDAOPI) - 8/10. (<i>crystalroof.co.uk</i>)

Local Police:	Neasden Lane, NW10 1QG is within the Dollis Hill policing neighbourhood, under the Metropolitan Police force area. Wembley Police Station, 603 Harrow Road, HA0 2HH. Current policing priorities are to reduce drug dealing, street drinking and ASB in Neasden Town Centre; reduce crime and fear of violence around Neasden Tube Station and to reduce residential burglaries in the west section of the ward. (<i>police.uk</i>)
Age Verification:	Age verification test purchasing, and mystery shopper visits are frequently carried out by third party companies - ServeLegal and Store Checker. Age verification tests for 2024 current pass rate of 89% is higher than the industry average, all venues receive 2 or 3 random test visits per year.
Independent Security Reviews	<p>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.</p> <p>Key comments from the reports include:</p> <p>'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.'</p> <p>'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'.</p> <p>'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'.</p>

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 Brent Council local authority Statement of Gambling Principles 2022–2025, reference section 8.5 for Bingo Premises and Brent Council Borough Profile.

Environmental Factors

In preparing this assessment Merkur Slots 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
<p>Protecting children and other vulnerable people from being harmed or exploited by gambling</p>	<p>Unemployment Full-Time Employee 12.6%, Part-Time Employee (defined as 30 hours or less per week) 16%, Self Employed 13.6%, Unemployed 5.4%, Full-Time Student (with or without job) 11.7%, Retired 13%, Looking After Home or Family 16.7%, Long-Term Sick or Disabled 5.4%, Other 5.6%. Employment is in caring, leisure, other service occupations, sales and customer service, or process, plant, and machine operation. Part time working and full-time student study are common. Levels of unemployment are slightly above average. (<i>streetcheck.co.uk</i>) (<i>crystalroof.co.uk</i>)</p> <p>Deprivation Index of Multiple Deprivation – 8/10. This is used to characterise the deprivation levels of the neighbourhoods. It takes into account the following domains: Income Deprivation Domain – 8/10, Employment Deprivation Domain – 6/10, Education, Skills and Training Deprivation Domain – 6/10, Health Deprivation and Disability Domain – 2/10, Crime Domain – 10/10, Barriers to Housing and Services Domain – 10/10, Living Environment Deprivation Domain – 9/10, Income Deprivation Affecting Children Index (IDACI) – 8/10, Income Deprivation Affecting Older People Index (IDAOP) – 8/10. (<i>crystalroof.co.uk</i>)</p> <p>Schools and Education Wykeham Primary School, Aboyne Rd, , NW10 0EX Neasden Montessori School, 4 Tanfield Ave, NW2 7RX Braintcroft Primary School, Warren Rd, NW2 7LL The Crest Academy, Crest Rd, NW2 7SN</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 Neasden Premise frontage is 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>The Crest Boys Academy, 80 Crest Rd, NW2 7LX Menorah Girls School, 105 Brook Rd, NW2 7BZ Alnour Arabic School & Tuition Centre, 3 Coombe Rd, NW10 0EB Poplar Grove School, Poplar Grove, Wembley HA9 9DB St Margaret Clitherow RC Primary School, Quainton St, NW10 0BG Our Lady of Grace Junior School, Dollis Hill Ln, NW2 6HS Northview Junior and Infant School, Northview Cres, NW10 1RD North Brent School, 12 Neasden Ln, NW10 2TF Mitchell Brook Primary School, Bridge Rd, NW10 9DG Neasden Tutors, Neasden, NW10 0DY Lead After School Club, 484 Neasden Ln N, Greater, NW10 0DG AlflyCademy, 10B Lansdowne Grove, NW10 1PR College of North West London, Denzil Rd, Dudden Hill Ln, NW10 2XD</p> <p>Community Centres and Youth Centres Kingfisher Community Centre, Crest Rd, NW2 7LG Community Hire - Crest, Crest Rd, NW2 7SN Prajapati Hall, 519 N Circular Rd., NW2 7QG Neasden Advice Ltd, 306 Neasden Ln, NW10 0AD Learie Constantine Centre, 43-47 Dudden Hill Ln, NW10 2ET SWAGAT Hall, 19 Dudden Hill Ln, NW10 2ET Brent District Scouts, Scout Approach, Village Way, NW10 0LH 27th Willesden Scouts, Village Way, NW10 0NE 37th Willesden Scouts, r, o, 121 Randall Ave, NW2 7SX</p> <p>Parks, playgrounds and sports/leisure facilities Neasden Recreation Ground, NW2 7TE Welsh Harp Open Space, NW9 7NB Gladstone Park Pond, Gladstone Park Gardens, NW2 Rose Garden, Brook Road Dudden Hill, NW2 6HU Gladstone Park, 52 Mulgrave Rd, NW10 1JG Gladstone Park, South, 91 Kendal Rd, NW10 1JE Gladstone Park Children's Playground, NW2 6GR playing area (Recreation Ground neasden), NW2 7QH Childrens Play Area, NW10 9EE Gibbons Recreation Ground, NW10 9BX</p> <p>Vulnerable and addiction support services Citizens Advice Brent, 270-272 High Rd, NW10 2EY Neasden Advice Ltd, 306 Neasden Ln, NW10 0AD Launch It Neasden, 60 Neasden Ln, NW10 2UW</p> <p>Addiction Treatment rehab provide support for gambling and alcohol addiction in the Neasden NW10 area - https://www.addictiontreatmentrehab.co.uk/london/neasden</p>	<p>Age verification test purchasing, and mystery shopper visits are frequently carried out by 3rd party companies - Check Policy and Store Checker. Age verification tests for 2024 current results are a pass rate of 94% which is higher than the Industry average, all venues receive 2 or 3 random test visits per year.</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>Proof of Age scheme in place with application forms available in the venue.</p> <p>The children and young persons gambling participation survey shows that the number of 11-16 years olds that say they have gambled on fruit machines of whatever kind in an arcade, pub or club is around 2%. Of those around a half to two-thirds do so legally on Category D fruit machines which are located in FECs or holiday parks, where any play will be of short duration (as families will be on a day trip or holiday), in venues which they can only access with their parents, and in premises licensed to offer Category Ds which are as a result tightly-regulated.</p> <p>We also know from a study by Professor David Forrest and Dr Ian McHale that whilst adolescents at the coast are more likely to participate in gambling activities than those that do not, they are no more likely to be problem gamblers than those that do not live at the coast. This is an important finding. Many people cite early exposure to gambling as a cause of later gambling problems. There is no evidence of a causal link. As David Forrest stated at conference in Toronto in 2012 'marginal gamblers induced to participation by ease of access do not appear prone to problem gambling and more children gambling does not carry through to more children being problem gamblers. Panic about arcades does not appear justified' https://www.gamblingcommission.gov.uk/PDF/Young-People-Gambling-Report-2019</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>
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	<p>Homeless shelters and food banks Open Soulz, 7 Forty Ln, Wembley HA9 9EA Brent Foodbank, Vestry Hall, 21 Neasden Ln, NW10 2TS St Catherines Church, Neasden Lane, Neasden, NW10 1QB</p> <p>St Catherines Church Foodbank is located less than 3 minutes' walk from the Merkur Slots premise, the foodbank operates every Tuesday between 5:30pm to 6:30pm and provides lunches on the 1st and 3rd Saturday of every month between 12:30 to 1:30pm. The Brent Foodbank located at St Mary's Church End, Neasden Lane, NW10 2TS, distributes food on Tuesdays and Thursdays 12:30 to 15:00pm.</p> <p>Pawnbrokers and Loan Shops No pawnbrokers or loan shops within 1 mile of venue.</p> <p>Medical Centres, Care Homes and Mental Health facilities E&J Bio UK Ltd, 305 Neasden Ln, NW10 1QR Neasden Medical Centre, 21 Tanfield Ave, NW2 7SA St. Georges Medical Centre, St Georges Medical Centre, Park Hill House, 9 Dollis Hill Ln, NW2 6JH Gladstone Medical Centre, 5 Dollis Hill Ln, NW2 6JH Simply Bright, Dental Surgery, 1 Dollis Hill Ln, NW2 6JH Brent Ambulance Station, Unit 2, Falcon Park Industrial Estate, Neasden Ln, NW10 1RZ Medical Diagnosis Ltd, 12 Great Central Way, NW10 OUR Brentfield Medical Centre, 10 Kingfisher Way, NW10 8TF Church End Medical Centre, 66 Mayo Rd, NW10 9HP Tudor House Medical Centre, 1 Chalkhill Rd, HA9 9DS Crest Medical Centre, 157 Crest Rd, , NW2 7NA Voyage Care: 16 Balnacraig Avenue, 16 Balnacraig Ave, NW10 1TH Randall Care Homes, 80 Randall Ave, NW2 7SS Jude House, 92 Randall Ave, NW2 7SU Arran Court, Press Rd, NW10 OEE Ogilvy Court Care Home - DMP Healthcare, 13-23 The Dr, HA9 9EF Tudor Gardens Care Home, 31 Tudor Gardens, NW9 8RL Franklyn Lodge, 8 Forty Ln, HA9 9EB Spring Lake Care Home Ltd, Forty Ln, HA9 9EU MHA Riverview Lodge - Dementia Care Home, Birchen Grove, NW9 8SE Roberts Court, 19 Neasden Ln, W10 2RS Inspired Coaching & Therapy, 1 Verney St, NW10 OAY EXPERT THERAPY, 54 Randall Ave, NW2 7ST</p> <p>Gambling premises Merkur Slots, 304 Neasden Ln, Neasden, NW10 OAD Admiral Casino, 251 Neasden Lane, Neasden, NW10 1QG Coral, 310 Neasden Lane, NW10 OAD Coral, 29 Blackbird Hill, NW9 8RS Paddy Power, 328A Neasden Lane, NW10 OEP Jennings Bet, Neasden, NW10 1QG</p>	<p>All staff complete on boarding and 6 monthly refresher training which includes Safeguarding Children and Vulnerable People and Customer Interaction. 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 enabled 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>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>
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<p>Preventing gambling being a source of crime or disorder, being associated with crime and disorder or being used to support crime</p>	<p>Crime statistics Annual total crime rate in local area is 128 per thousand population. This can be rated as 5 out of 10 or medium crime level compared to other local areas in England and Wales. Annual total crime rate in Brent 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. Violence and sexual offences 47.8, Other theft 17.3, Anti-social behaviour 11.4, Burglary 10.8, Vehicle crime 10.2, Public order 8.37, Drugs 6.58, Criminal damage and arson 4.78, Robbery 2.99, Theft from the person 2.99, Shoplifting 2.39, Other crime 1.2, Bicycle theft 0.598, Possession of weapons 0.598. (<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</i> <i>Failure to protect employee and customers from harm during the hours of late-night opening</i></p> <p>Merkur Slots Neasden is subject to a separate security risk assessment, local factors are considered, and proportionate control measures/physical security measures are installed.</p> <p>Merkur Slots Neasden is fitted with a HD CCTV system with coverage of all public areas including all entry and exits points, CCTV is 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>Local Police Neasden Lane, NW10 1QG is within the Dollis Hill policing neighborhood, under the Metropolitan Police force area. Wembley Police Station, 603 Harrow Road, HA0 2HH. Current policing priorities are to reduce drug dealing, street drinking and ASB in Neasden Town Centre; reduce crime and fear of violence around Neasden Tube Station and to reduce residential burglaries in the west section of the ward. <i>(Police.uk)</i></p> <p>Public Houses and Alcohol Licensed Premise Greens, 362-364 Neasden Ln N, NW10 0BT Katie's Bar (Neasden), 350 Neasden Ln, NW10 0AD Venue 295, 295 Neasden Ln, NW10 1QR Sal's Bar, 249 Neasden Ln, NW10 1QG TIFFTY TOMS, 249A Neasden Ln, NW10 1QG Ox & Gate, 341 Oxgate Ln, NW2 7HS Moloney's London, 429 High Rd, NW10 2JN Tony's Bar London, 356-360 High Rd, NW10 2EG Family Restaurant, 236 Neasden Ln, NW10 0AA Sham Rose Restaurant and Cafe, 281 Neasden Ln, NW10 1QJ</p> <p>Pawnbrokers and Loan Shops No pawnbrokers or loan shops within 1 mile of venue.</p> <p>Gambling premises Merkur Slots, 304 Neasden Ln, Neasden, NW10 0AD Admiral Casino, 251 Neasden Lane, Neasden, NW10 1QG Coral, 310 Neasden Lane, NW10 0AD Coral, 29 Blackbird Hill, NW9 8RS Paddy Power, 328A Neasden Lane, NW10 0EP Jennings Bet, Neasden, NW10 1QG</p>	<p>Floor layout is 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 can be observed and staff 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 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. Staff are trained on how to deal with aggressive customers and situations which may also require police assistance.</p> <p>The company operate 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 Neasden participates 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>
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		<p>Incidents of anti-social behaviour are recorded on the SMART Tablet Incident App.</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' signage 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 polices 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 is implemented where concerns of criminal activity or association of are suspected. Any suspicious activities are reported to the nominated officer who 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 always be maintained and subject to regular review and risk assessment.</p> <p>Merkur Slots, in line with many businesses on the high street at times operate with a single staff member.</p>
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In considering when it is appropriate for a venue to operate with one member of staff Merkur Slots primarily consider the security of the employees by reviewing customer levels, cash control needs and the activity within the local area such as licensed premises closing times.

Any period of single-staffing is managed by the lone-working policy, locked door policy, remote monitoring of CCTV and keeping in touch policy.

Merkur Slots Neasden operates 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.

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.

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.

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 is closed to the public.

The premise and staff are protected by Staffguard security system and intruder alarms are installed. Staffguard provides instant access to live security support and there are panic alarms giving direct contact with the Police.

Venue and machine keys are secured in a time delay safe accessible only by Duty Management.

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.

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.

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.

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

		<p>incident are be logged on the SMART Tablet Incident App and depending on severity is reported to the police.</p> <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 is deployed during times of public houses closing.</p> <p>Money Lending Money lending is not tolerated within our premises.</p> <p>Suspicious 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 Dedicated Regional Night Managers are employed to support venues with security incidents.</p> <p>Area Manager's operate 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. The premise and staff are protected by Staffguard security system 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>
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<p>Ensuring that gambling is conducted in a fair and open way</p>		<p>Gaming Machine and Supervision The premise operates 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 is 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> <p>Merkur Slots operate 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 are 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 promote 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 have digital marketing screens which 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>
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<p>Other</p>	<p>Places of worship and Religious Buildings Alpha & Omega Christian Fellowship Outreach Ministries, Wykeham Family Centre, Annesley Cl, NW10 0ES Neasden Methodist Church, 331 Neasden Ln N, NW10 OAF Islamic Cultural Centre (Neasden), 259 Neasden Ln, NW10 1QG St Catherine’s Church, Neasden Ln, NW10 1QB Christ Temple, 2 Clifford Way, NW10 1AN WISPM Women Welfare London, 23 Baskerville Gardens, Dog lane, NW10 1PF Kamara Youths, Neasden Ln, NW10 1QB LoveWorld North West London (Christ Embassy), Crest Academy, Crest Rd, NW2 7LY The Oasis Church Neasden, Crest Road, NW2 7LG St Mary's, Willesden, Neasden Ln, NW10 2TS BAPS Shri Swaminarayan Mandir, London, Pramukh Swami Rd, NW10 8HW English Martyrs Roman Catholic Church, Chalkhill Rd, Wembley HA9 9EW St. Francis of Assisi Church, Cullingworth Rd, NW10 1NR</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 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> <p>Training & Social Responsibility Merkur Slots take 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 have attained Responsible Gambling Accreditation from the G4 Global Gambling Guidance Group.</p> <p>Merkur Slots work with YGAM (Young Gamers and Gamblers Education Trust) 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 social responsibility training.</p> <p>Gamcare Accredited training completed by members of management.</p> <p>All staff complete on boarding and 6 monthly refresher training: The Essentials of Compliance, 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. Venue Mangers review compliance logs monthly, Area Managers Bi monthly and Compliance Auditors annually.</p>
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Merkur Slots Neasden Premise Layout

Premise level:	The venue is a ground floor premise.
Premise frontage:	Merkur Slots Neasden is 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 Neasden floor layout is 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 Neasden floor layout is 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 regularly patrol the gaming floor and interact with customers allowing identification of underage and vulnerable persons. 'Stay in Control' Posters and Leaflets are located in prominent locations within the premise.
Machine Positions:	<p>Merkur Slots Neasden operates 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 is available by means of G-Tab tablets offering a range of Bingo products and Live calling. G Tabs 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 Neasden is fitted with a HD CCTV system with coverage of all public areas including all entry and exits points, CCTV is 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.

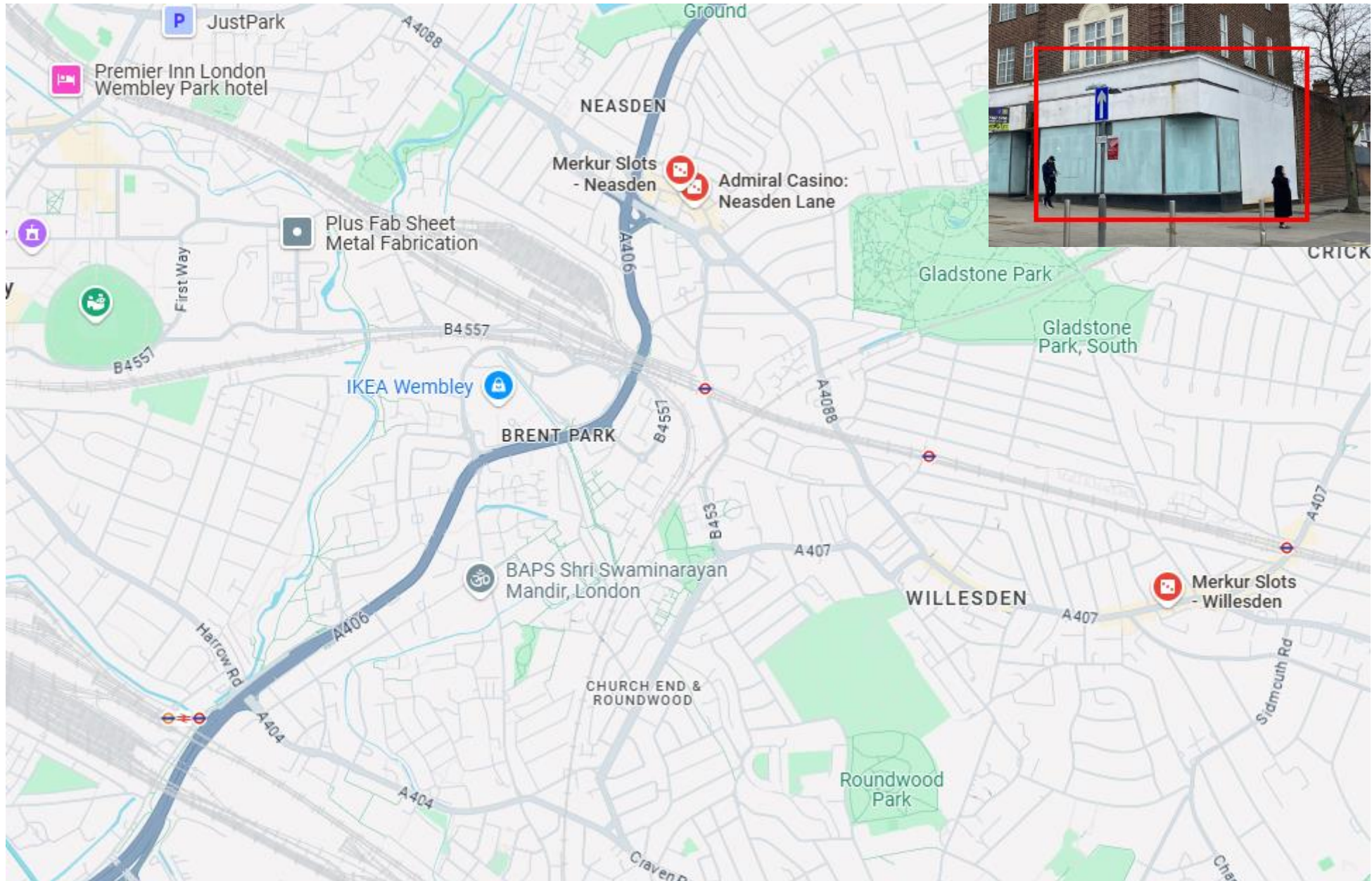
MERKUR Slots UK have operated other premises within the local authority area at 304 Neasden Lane, NW10 0AD since 2007, 478 High Road, Wembley, HA9 7BH since 2007 and 51-55 High Road, Willesden, NW10 2SU since 2021. None of our operational venues have been subject to review proceedings.

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 at being at greater risk of gambling related harm.

Assessors Name:	Amanda Kiernan
Signature:	
Date:	22/11/2024

Merkur Slots, 265 Neadens Lane, Neasden, NW10 1QG:



Merkur Slots – example premise frontage

