

GAMBLING ACT 2005

APPLICATION FOR BETTING PREMISES LICENCE

APPLICANT: Ladbrokes Betting and Gaming Limited

PREMISES: 72 Monk Street, Derby, DE22 3QB

Statement of Gavin Dalzell

1. My name is Gavin Dalzell and I am employed by Ladbrokes Betting and Gaming Limited, whose principal office is Imperial House, Imperial Drive, Rayners Lane, Harrow, Middlesex HA2 7JW.
2. I am the Company's National Licensing Manager and have responsibility for dealing with all issues relating to the Company's licensed betting office estate, including dealing with applications such as the one presently under consideration.
3. I have been in the betting industry for over 30 years, and for the past 28 years have been a Licensing Manager.
4. I am aware of the relevant legislation in broad terms and the guidance from the Gambling Commission. I am well aware of the licensing objectives.
5. In preparation for this application I have visited the location and have consulted with our local management team. I have researched websites and I have checked company records.
6. It is my Company's wish to establish a new, modern betting office in these premises. The premises have been lying vacant for some time and at present are in a relatively poor state of repair.
7. I have produced a folder containing some documentary material upon which I wish to rely in connection with my company's application for a new premises licence. I make the following brief observations upon it:-
 - i. Within the folder, on page 2, is a photo of the proposed premises. It is our intention to acquire the freehold of the premises, emphasising our intention to invest in the St Lukes area of Derby. The application site is located in the Abbey electoral ward within Derby and has the second highest population of any electoral ward in Derby of over 11,000 people.
 - ii. On pages 3-5 of the folder there are photographs of the internal shop fit of a typical Ladbrokes shop. Our proposed shop fitting costs for this unit are some £173,000.
 - iii. On page 6 of the folder is a schedule of facilities which will be available to both clients and staff in the proposed premises.

- iv. At the back of the folder, referred to in the document index as Annex 1, is a layout plan of the proposed premises. My Company takes care in the design and layout of our betting offices. This shows :

Entrance – Level, disabled friendly access from street with clear visibility from the counter. Entrance door with staff controlled maglock.

There will be A4 no u18 and Think 21 signage at the entrance, and notification of CCTV coverage within the premises.

Counter – The staff will have excellent supervision of the entire shop area, particularly the area in which the machines are to be located.

Staff will be able to lock the entrance, if there are any concerns, by magnetic door lock controls from the counter. This can also be used, eg, to prevent any excluded person from entering. Staff will exclude any person who behaves in a criminal or anti-social manner. Ladbrokes adopt a zero tolerance towards drugs and alcohol abuse and the Company's strong Zero Tolerance policy will be implemented through staff with assistance of the Central Control team should the need arise. Persons who appear to be under the influence of drugs or alcohol, will be positively deterred from entering the premises.

The staff will have panic alarm buttons through to the Ladbrokes headquarters 24 hr control room. Police visiting this control room have been very impressed by the systems in place.

The safe will be located in the staff room and the safe insert will be operated by controlled time delay. Notices in the customer area will confirm that limited amounts of money are retained in the office.

The committee will be aware that there is an entitlement to 4 fixed odds betting terminals within the premises. These will be very well sited within the shop.

- v. The documents at pages 7 to 10 deal with Ladbrokes instructions to staff concerning the importance of ensuring that no under age persons are admitted to our betting shops.
- vi. At page 11 there is a copy of the Under 21 log which must be completed every time a customer is challenged on age.
- vii. On pages 12-13 are example of the posters which are displayed on the door, at the counter and around the shop to advise customers of our age restrictions.
- viii. Ladbrokes attitude to responsible gambling and self-exclusion is also illustrated by the documents to be found at pages 14 to 18.
- ix. At page 19 is a copy of our self-exclusion form, which allows customers to request that they be refused entry into Ladbroke betting shops.

- x. At pages 20 to 31 there are documents which are available to people who visit our betting offices and which give guidance with regard to responsible gambling, complaints and self-exclusion. Ladbrokes are committed to protecting the vulnerable and young persons, as shown in these documents.
8. As the Committee will be aware, the question of demand for betting is no longer an issue when considering these types of applications. However, it is worth noting in passing that my Company would not be investing a significant sum in the locality unless it was felt that there was a substantial level of demand on the part of both the immediate residential catchment area, but also from the local industrial areas, for facilities of the quality which we hope to provide.
9. I note and welcome the fact that there are no representations from any of the responsible authorities. If there were any perceived problems from us trading at this location, then no doubt the police, the child protection authority or other responsible authorities would have intervened and taken appropriate action and might have made representations to this application.
10. It is also welcome that there are no representations from any of the interested parties connected with the primary school within the immediate area, Becket Primary School being located some 160 metres away.
11. It appears to me that the relevant representations may properly be summarised as expressing concern about the following licensing objectives:-
- (a) Preventing gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime.
 - (b) Protecting children and other vulnerable persons from being harmed or exploited by gambling.
12. Whilst my Company always respects the rights of individuals to their opinions, it is generally recognised now, and is certainly acknowledged by Parliament, that betting and betting shops are part of adult life and betting shops are properly part of shopping centres throughout the country. Operators are subject to strict controls and Ladbrokes, as a major public limited company operating some 2100 betting shops in the UK, are very conscious of their responsibilities. The company holds an operating licence to run betting shops and has many of its senior Directors and Managers as holders of personal management licences with added direct responsibility for ensuring compliance with the duties imposed by the Gambling Commission, and the conditions imposed by the law.

13. More specifically, and in support of our application:-

- (i) In accordance with guidelines from the Gambling Commission and GamCare, who are a registered charity committed to promoting a responsible attitude to gambling and providing proper care and support to those who are affected by gambling addiction, our staff are trained to monitor customers who may have a gambling problem. Our staff complete a training programme on such matters and attend regular courses to continue the awareness of their responsibilities. We provide a 'staying in control' leaflet (pages 24-27 of the folder), explaining some indicators of problem gambling and providing the GamCare helpline details. We provide a service to our customers known as 'self-exclusion', which allows our customers to enter into a self-exclusion agreement with us whereby a customer can request to be excluded from our shops for a time period between 6 months and 5 years. All shops retain a file on customer exclusions.
- (ii) Ladbrokes operate a strict 'Think 21' policy and are committed to meeting our social responsibilities. This is a nationally recognised initiative to ensure the prevention of underage gambling. We provide a 'Think 21' poster, which is displayed prominently in our shops (see page 12 in the folder). Any person entering our shops who appears to be under the age of 21, will be approached by staff to confirm that they are over 18 years of age by photographic identification or any form of identification that carries the PASS hologram. Failure to provide such identification will result in the person being asked to leave the premises. All instances of customers being approached are logged and retained in the incident book. We are aware of the comparative proximity to Becket Primary School. My Company has an excellent record of preventing underage gambling in our shops, including those with such schools nearby. This is achieved through our shop layout and our strong staff training programmes which I have mentioned earlier in my statement and referred to in my folder. Those responsible for training our staff and management in these premises, should the Committee kindly grant us a licence, will emphasise the need to be aware of the school children and be vigilant in this respect. The fact that this is a primary school will mean that the schoolchildren will always be accompanied by an adult, who will have control over the children and ensure there will be no entry to the betting shop.
- (iii) There are views that our proposed betting office may attract some undesirable behaviour. Ladbrokes have policies and procedures in place to secure the safety of our shop staff and customers. Any incidents of undesirable behaviour are logged and retained in the incident book. Ladbrokes have been at the forefront of ensuring safety and security, as well as crime prevention, in our shops. They helped to formulate the Safe Bet Alliance, which is now the industry standard for security measures and operation. My Company was also the first to provide a dedicated Central Security Control Room and team. This is manned and operates 24/7, with a camera 'eye' in all our betting shops with the ability for Control Room staff to interact with shop staff and police, if necessary, should the need arise. Our premises will be covered by CCTV, which will include a camera covering the entrance and counter. They will also be fitted with intruder alarms and panic alarms can be discreetly and silently activated by staff, should they feel threatened in any way. This again links directly to the Control Room, where instant assistance can be provided. Notices are displayed advising customers that the safe (which will be bolted to the floor in the secure staff area) is on a

time delay mechanism. The staff have a secure area for their safety immediately behind the counter.

(iv) It again should be emphasised that we have not received any representations from any of the responsible authorities to which our application was served, eg the Police, Environmental Health or the Derby Child Protection Authority.

(v) In fact, Mandy McDonald from Derby Child Protection Office has confirmed that in the locations where Ladbrokes have premises within Derby, either near to schools or in the city centre where children have to walk past, there has never been a Child Protection issue reported to Social Care.

14. It is my view that the presence of a Ladbroke betting office at this site will enhance this area. We will occupy premises that have been lying vacant, and are in a poor state of repair, and we will be investing some £173,000 in shop fitting the premises to a very high standard. Throughout the country, Ladbrokes betting shops form an integral part of many local neighbourhood shopping centres and we expect that this will be no different in this location. As is the norm, we would liaise closely with the Police and local authority to ensure the smooth operation of our office.

Gavin Dalzell

6 April 2013

GAMBLING ACT 2005

APPLICATION FOR A PREMISES LICENCE BY

LADBROKES BETTING AND
GAMING LIMITED

IN RESPECT OF PREMISES AT

72 MONK STREET
DERBY
DE22 3QB

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Photos of Proposed Premises







Ladbrokes



Proposed Schedule of Facilities

- 1 staff toilet
- 1 disabled public toilet
- 12 flat-screen displays (2 of which are multi-screen displays)
- 7 customer stools
- 4 customer chairs
- Air conditioning
- Karndean vinyl (wood appearance) flooring
- Gross customer area of 43 sq m
- Customer refreshments
- 4 fixed-odds betting terminals
- 1 self-service betting terminal
- 2 tills
- CCTV camera covering shop floor

Think 21 Procedure

By law no one under the age of 18 is permitted to enter premises licensed for betting. To assist our staff in dealing with this requirement, and have a better chance of preventing those who are under 18 from gambling, we operate a Think 21 procedure. This requires staff to check the age of any customer who appears to be under the age of 21. Those who prove satisfactorily that they are over 18 are permitted to remain in the shop and gamble.

What is Think 21?

Think 21 is a nationally recognised age verification initiative that has been implemented by many retailers nationwide. It requires all staff to seek proof of age prior to serving any customer, and in our case those who are on the premises, who appear to be below the age of 21.

Why did we choose this process?

The law has not changed, no one under the age of 18 is permitted to enter a licensed betting premises. We chose to implement a procedure that requires staff to check the age of any customer who appears to be under 21 to improve our chances of identifying a person that is under the age of 18.

What does it mean to our customers?

Our customers will continue to enjoy the time that they spend in our shops and the majority will be unaffected. However, if a customer enters who appears to be below the age of 21, you are obligated to request proof of age before allowing them to remain on the premises and prior to any transaction taking place.

How is this communicated to our customers?

Posters are displayed on entrance doors and in our machine zones and are also sited in such a way that they are visible to customers as they approach the counter. These posters convey the message that anyone who is lucky enough to look under 21 will be asked for proof of age.

What identification is accepted as proof of age?

We accept three forms of identification:

- A driving licence (including a provisional licence), with a photo
- A passport
- Any form of identification that carries the PASS hologram (eg the citizen card)

Think 21 Procedure

What is the PASS Hologram?

It indicates that the card scheme has been approved by the national Proof of Age Standards Scheme (PASS) and any card carrying the hologram provides a genuine and reputable form of proof of age ID for young people. Along with our CitizenCard we will accept any identification which carries the hologram including the following schemes: Validate Card, Young Scot card, Portman Group card and the Connexions Card.

What happens if a customer cannot provide any of the above documents?

If the customer is unable to present any acceptable documents you should then explain that we require proof of age prior to permitting them to bet or remain on the premises. If they are unable to provide any of the acceptable documents you must ask them to leave.

What do I do if a customer refuses to provide proof of age?

You must reiterate to the customer that we require them to verify their age for them to remain in the shop. If they continue to refuse, then, due to our belief that they may be under 18, we must ask them to leave and only return when they have the required documentation.

What should a member of staff do if a customer enters their shop accompanied by a child?

Children are not permitted on our premises at any time. A member of staff must ask the person to leave as soon as they are noticed. Under no circumstances must the person be allowed to place a bet.

What would happen if a member of staff allowed an under 21 to remain on the premises or served a person accompanied by a child?

Both instances are viewed as acts of gross misconduct; failure to comply with these guidelines could result in summary dismissal. It is also a criminal offence and could result in criminal proceedings against the member of staff involved.

Do I need to do anything further once I have spoken to a customer I believe to be below the age of 21?

Yes, the incident should be recorded in the under 21 log.

Think 21 Procedure

What if the person has already gambled?

If the person concerned has already placed a bet or played a machine, prior to being noticed, then this is more serious and as such our procedures are increased and must be dealt with as follows

A customer who appears to be under the age of 21 but does not have acceptable Proof of Age that they are 18 or over, should:

- Be paid any outstanding machine balance or bet returns and asked to leave
- They should also be informed that should they only return to the shop when they can provide suitable Proof of Age ID
- This must be reported to Central Security and the details recorded in the under 21 log
- Any customer who indicates that they do not have acceptable Proof of Age should be offered a CitizenCard application form

A customer who is either known to be under 18, or produces Acceptable ID which proves they are under 18, must be dealt with as follows:

- Under no circumstances can any winnings be paid, only stake money returned.
- Stakes should also be returned on any bets not yet finished.
- Return all money placed in a machine.
- Obtain contact details regarding any claim for previously lost stakes
- They should be asked to leave and not return until they are of legal age to gamble.
- Central Security and your AOM must be informed immediately
- The details must be recorded in the under 21 log
- Any claim for additional payment regarding previously lost stakes must be referred to your Area Manager.
- Do not attempt to reclaim any winnings already paid

Balancing Customer Service and Compliance

Many of our customers who will be affected by our Think 21 policy may be familiar with the age verification process through using pubs, bars, restaurants and off licences. This being the case, most genuine young looking customers will carry a suitable form of ID and be used to being asked to produce it.

We should, however, recognise that this could be new to some customers and at times may present an issue if they are unhappy about the fact that they cannot gamble immediately. Some customers may also become upset when they are asked to leave because they have brought children into the shop. To ensure that you and your shop team deliver good customer service whilst operating this policy, you should prepare for the fact that a small number of customers might react badly.

There are a number of reasons why a customer might react negatively to a request for identification or to take an accompanying child out of the shop:

- Frustration that they cannot place a bet or play a machine
- Embarrassment in front of other customers
- The customer is actually over 21, let alone 18 and can't understand why you don't see that
- Not used to being asked for identification
- Fed up of being asked for identification
- Not aware of the legislation requiring people to be 18 to be on the premises (remember that many pubs do now allow children on the premises)
- Has been allowed in without challenge previously
- Is permitted to gamble elsewhere
- Is allowed to take children into our competitors

By placing yourself in the customer's shoes, it is easier to understand why the customer might react with annoyance and frustration. By anticipating that the customer may have an issue with a request for identification or being told they cannot be served because they have a child with them then you will find it easier to manage both these situations.

What is important is that you respond to the customer with positive behaviour. Remain calm and polite and never belittle the customer for not knowing the law or our policies.

When handling customers who are dissatisfied or even angry you should:

- **Remain calm** - understanding that providing identification could cause a customer a genuine inconvenience will help you remain calm and deal with the situation objectively
- **Show empathy** - use phrases such as 'I understand what you're saying' or 'I can see you're annoyed'
- **Be polite and respectful** - remember that other customers in the shop will see how you interact with people in this situation
- **Speak slowly and calmly** - if a customer is annoyed and feeling frustrated, they are unlikely to hear what you are saying if you speak quickly
- **Apologise when appropriate to do so** - this is common courtesy and if the customer is over 18, you will be taking the opportunity to show your high levels of customer service to someone who could become a regular customer in your shop
- **Don't get defensive or imply that they are at fault** - it never helps to respond angrily to a customer

August

Date	Time	Employee Name	Challenged no valid ID		Challenged valid ID provided		
			Not yet Challenged	Challenged	Passport	Driving Licence	Valid other ID's, hologram
02/08/09	11.15am	John Smith	0	0		0	
02/08/09	1.15pm	Mary White	✓				
03/08/09	6.35pm	Mary White			✓		
05/08/09	3.30pm	Steve Jones	✓				
09/08/09	7.35pm	John Smith		✓			
10/08/09	11.07pm	John Smith	✓			✓	
10/08/09	2.08pm	Brande Wilson					
10/08/09	7.45pm	Steve Jones				✓	
12/08/09	8.37pm	John Smith					
14/08/09	5.12pm	Mary White		✓			
15/08/09	3.50pm	Mary White	✓				
15/08/09	7.08pm	Steve Jones			✓		
18/08/09	6.35pm	Steve Jones	✓				
19/08/09	4.27pm	Brande Wilson	✓				
Regulatory Return - monthly event/sub-total (use as appropriate)			6	2		6	✓

**?
THINK**

21

**Ladbrokes operates a Think 21
policy in all shops**

**If you LOOK under 21
YOU WILL BE ASKED to prove
that you are over 18**

**Please don't be offended if
asked and help our staff to do
their job**

Forms of acceptable identity:

- Cards bearing the PASS hologram
- Photographic Driving Licence
- Passport

*If you are under 18 you are committing an offence
by being in a betting establishment*

Ladbrokes

Bet responsibly. www.gambleaware.co.uk

Ladbrokes

IT'S THE LAW



UNDER 18s ARE NOT ALLOWED TO ENTER OUR PREMISES.

WE WILL ALSO NOT ALLOW ANYONE TO ENCOURAGE UNDER 18s TO GAMBLE.

YOU CAN HELP US BY:

*NOT BRINGING CHILDREN INTO OUR SHOPS. PRODUCING APPROPRIATE
IDENTIFICATION WHEN REQUESTED TO DO SO.*

**YOUR UNDERSTANDING IN THESE MATTERS
IS APPRECIATED**

Serious about Social Responsibility

Gambling is an exciting adult leisure pursuit and we want our customers to enjoy betting & gaming in a secure, fair and socially responsible environment. For most people, gambling is an enjoyable and harmless activity, however for a small number it can become a problem. As a Company, we recognise our responsibility to help tackle problem gambling, understand its cause and promote its treatment. We continue to work with our peers and the government to improve responsible behaviour across the industry and in particular have helped the Association of British Bookmakers and the Remote Gambling Association establish industry wide social responsibility standards. We also, through The GREaT Foundation (Gambling Research, Education and Treatment) an independent charity formerly known as the Responsibility in Gambling Trust (RIGT), fund GamCare and the Gordon Moody Association and, working closely with GamCare, we played a leading role in the drafting of the Code of Social Responsibility for Licensed Betting Offices.

We were the first bookmaker to adopt the code and that put us in good position regarding the implementation of the Gambling Act 2005 and the development of our procedures to meet the requirements of the Gambling Commission's Licence Conditions and Codes of Practice. As well as offering our customers the facility to self-exclude we include awareness of the indicators of problem gambling in our training programmes and promote responsible gambling in our shop operation. We also include GamCare in our responsible gambling information literature and in circumstances where a customer appears not to be in control of their gambling, or where we are provided with reliable information of that fact, we offer them appropriate advice and guidance.

'Staying in Control' and self-exclusion

Circumstances where help and advice will be offered

- When a customer approaches us and says that they have lost control of their gambling
- When a customer appears not to be in control of their gambling, in particular when a customer appears to be acutely distressed as a result of their gambling
- When a relative or third party asks for help or information on behalf of someone they feel has a problem with their gambling

Help and advice offered

In the above circumstances, we respond positively to the situation by:

- Informing the customer of the sources of advice and help available, ensuring they have a copy of the 'Staying in Control' leaflet and are aware of the possibility of self-exclusion
- Advising the relative or third party of help available, including the possibility of self-exclusion, providing them with copies of the 'Staying in Control' leaflet and inviting them to return with the customer so that we can offer help and advice directly

Serious about Social Responsibility

How this works in practice

1 The starting point can be with the customer, a relative or third party or with both, as follows

- When a customer approaches us and says that they have lost control of their gambling
- When a customer appears not to be in control of their gambling, in particular when a customer appears to be acutely distressed as a result of their gambling
- When a relative or third party calls in and suggests a customer has a gambling problem
- When a relative or third party returns to the shop with a customer, having asked for help or information on behalf of the customer

2 In such circumstances responsibility for meeting with the customer, or the relative/third party, or both, is with the Shop Manager or duty manager. The Shop Manager or duty manager will have received appropriate training so that they are able to act with integrity, support the customer's wishes and provide practical help and advice. There may be situations where the advice and support of the District Supervisor is required and the Supervisor may decide to meet the customer with the Shop Manager.

3 The customer and/or the relative/third party will be informed of the options available, provided with information about GamCare including the contact details for the GamCare National helpline, provided with copies of the 'Staying in Control' leaflet and informed about the option of self exclusion.

4 If the customer wishes to take up self exclusion, the Shop Manager or duty manager will explain the procedure, provide the customer with a copy of the 'Self exclusion leaflet' and formalise this with the customer in accordance with the company's Customer Self exclusion Procedure.

In extreme circumstances the Company may decide to refuse service to a person exhibiting severe and repeated indicators of problem gambling who has not taken up the option of self exclusion. This would only be done in the best interests of the customer and in consultation with the Local Area Manager.

Product purchase

It is appropriate that we make our customers feel welcome, advise them about the gambling activities available and help them if they do not understand, but customers are never encouraged to

- Re stake their winnings: it is their own decision
- Increase the amount they have decided to commit to gamble
- Chase their losses
- Continue gambling when they have indicated that they wish to stop
- Enter into continuous play on a machine for a prolonged period of time

Serious about Social Responsibility

Underage gambling

We have measures in place designed to prevent occurrences of underage gambling that include:

- Clear signage at the front doors and within the shop stating the minimum age of entry
- Think 21, the requirement for anyone who appears to be under the age of 21 to provide proof of age before they are permitted to gamble
- CitizenCard, a Government recommended proof of age identity card scheme, and will only accept a Passport, photographic Driving Licence or other photographic proof of age card carrying the Pass hologram as an appropriate form of age verification
- Clear staff instructions and training with regard to our policy and procedure in relation to the prevention of underage gambling
- Internal audits and age test procedures to measure our level of compliance
- Disciplinary action against members of staff who fail to apply our under-age policies
- Ensuring our window displays or the external appearance of our premises are not attractive to persons under the age of eighteen

Staff training

Our training programmes:

- Include all members of staff
- Encourage ownership of our policies and procedures that are designed to minimise harm to our customers
- Raise awareness of the issues, emphasising the importance of taking social responsibility seriously and enable our staff to deal with relevant situations in an appropriate manner
- Inform staff at all levels and give them the skills and confidence to respond appropriately when customers express concern about their gambling or as a problem gambling issue arises
- Incorporate social responsibility requirements in induction and on going staff training
- Involve the appropriate external organisations where necessary to assist in the development of our staff training programmes

Sequence of Events

The following is the sequence of responses to a request for help from a person who believes that they might have a problem with gambling:

- 1 Give the customer a *Staying in Control* leaflet and discuss the details
 - 2 Encourage them to phone the GamCare helpline on 0845 6000 133
 - 3 Discuss the option of self-exclusion
 - a If the customer wishes to self-exclude they can do so immediately, or alternatively, having obtained the necessary information, they may wish to take some time to consider this option and possibly discuss with another person
 - b If they do not wish to self-exclude immediately inform them if they prefer that they do not have to return to the shop to do so, they can also self-exclude over the phone by contacting customer services on 0800 169 4334
 - 4 Give the customer a copy of the self-exclusion leaflet, explain the procedure in full and remind them that a self-exclusion scheme can be actioned immediately
 - 5 Should the customer elect to self-exclude at that time, or later, complete the form in conjunction with them ensuring that all the details are correct
 - 6 Ask the customer to supply two photographs and explain that without a photograph the likelihood of a member of staff recognising them is greatly reduced, particularly where more than one shop is included
 - 7 Explain to the customer that the self-exclusion period must be for a minimum of 6 months and can be for a period of up to 5 years
 - 8 Confirm the self-exclusion dates requested with the customer before entering on the form (must be for a minimum of six months)
 - 9 Inform the customer that all forms of Ladbrokes account betting will be automatically included in their self-exclusion. If they indicate that they are already an account customer, request their account numbers and enter them in the box provided
 - 10 If they are an Odds On! card holder, inform them that they will no longer be able to use the card and that their points balance will be forfeited (This is covered in the Odds On! card scheme terms and conditions)
 - 11 Ask the customer if they wish to self-exclude from any other Ladbrokes shop. Inform them that the maximum number of shops that can be agreed at this point is five (your shop plus four others) and that the exclusion will take effect immediately in this shop, but may take up to five working days for any other shop included. Consider where the customer lives, works and frequents on a regular basis when agreeing additional shops
 - 12 If the customer requests more than five shops inform them that they need to discuss their request for additional shops with the Area Manager and should indicate this on the form in the box provided and note a contact number to allow them to do so
- NOTE: The Area Manager will contact the customer within seven days to discuss the additional shops they wish to exclude from and will confirm in writing within seven days of that discussion the shops they have agreed to add to the self-exclusion scheme. This may include a reduction in the number of additional shops requested or a refusal to include any additional shops at all.

Sequence of Events

13. Review the details of the self-exclusion scheme with the customer prior to obtaining their signature.
14. Explain to the customer that at the end of the chosen period the exclusion will remain in force until such time that the customer makes a positive declaration to re-commence gambling.
 15. Inform the customer that at the end of the period of self-exclusion should they wish to re-commence gambling they will be required to:
 - a. Meet with the shop or duty manager to discuss their return to gambling.
 - b. Not enter the premises, or any other shop/facility included in the scheme, for the purpose of gambling following their initial request to re-commence gambling until a further twenty four hours have passed, to allow them time to consider their decision.
 - c. Complete and sign a re-commence gambling form after that time should they still wish to return to gambling.
16. Inform the customer that they have now self-excluded from the Ladbrokes premises included in their scheme and any betting accounts they also have in place and therefore should not attempt to enter or use them.
17. Explain that this scheme does not apply to other operators and that they might wish to contact them to extend their self-exclusion.
18. Give the customer their copy of the form, scan the shop copy, inform other staff and file in the Serious about Compliance folder, forward the Area Manager copy to the base office with the second photograph, where provided.
19. Log the customer inquiry as an interaction in the Customer interaction log, whether they take the receipt and advice only or also go on to self-exclude, and if they inquire more than once, log each discussion as a separate interaction.

Ladbrokes customer self-exclusion scheme

This self-exclusion scheme allows you the customer to request that you be refused entry to the Ladbrokes shop or shops (maximum 5) listed below. The period of self-exclusion is decided by you but shall in any case be for a minimum period of six months and up to a maximum period of five years from the date of your signature on this form.

Shop Location No: _____ Date: _____

Shop Address: _____

Customer Name: _____

Home Address: _____

Post Code: _____ Date of Birth: _____

Please attach photograph (1 type)

Without a photograph the likelihood of Ladbrokes staff recognising a self-excluded customer is greatly reduced

I request that I be refused entry to the above shop and those shops operated by Ladbrokes listed below for the period up to and including _____ and that I am not allowed to change or withdraw my self-exclusion prior to the end of the term of the self-exclusion scheme.

The other Ladbrokes shops from which I wish to self-exclude are (maximum 4 shops):
 (*This section to be completed by the shop manager after agreement with the customer)

Shop Numbers:

Account Betting - e.g. Ladbrokes Ford, Interbet, Express, etc.
 (Please note that self-exclusion from a Ladbrokes betting shop automatically excludes you from all forms of Ladbrokes account betting. To assist us in closing any existing accounts please provide us with your account numbers)

Account No: _____

I agree not to enter any of the Ladbrokes betting shops listed (maximum 5) or use any of Ladbrokes account betting services during the period of this self-exclusion scheme.

I have not provided photographs/self-portraits of myself to assist in the application of this request, from whenever I understand that without a photograph the likelihood of Ladbrokes confirming my identity, particularly after a long period of time, is greatly reduced.

At the end of the period specified above I understand that I can review this request with the shop manager or duty manager and choose to either renew it for a further period of between six months and five years or decide that further self-exclusion is unnecessary.

At this stage should I request a further period of self-exclusion I acknowledge that I will be required to complete a new self-exclusion form and will continue not to be permitted to bet in the shops/accounts that I am excluded from until I do so.

If I decide to re-commence gambling I understand that I must discuss this intention with a member of Ladbrokes staff and I will not be permitted to gamble in the shops/accounts that I have previously excluded from until a further period of 24 hours has elapsed. I acknowledge that I will be required to sign a declaration and complete a form requesting that I return to gambling.

Signed: _____ Date: _____

Witnessed: _____ Date: _____
 (This Manager is Not Required)

Please note Ladbrokes will make all reasonable endeavours to assist you in fulfilling your self-exclusion, nevertheless, you must remember the onus is on you to self-exclude and that Ladbrokes, its officers and employees will not be held liable for any claim whatsoever or howsoever arising in the event that you fail to comply with your voluntary self-exclusion.

Should you wish to apply for the inclusion of more shops in your self-exclusion scheme please tick here and provide details of a contact number in the box provided. The local Area Manager will contact you within the next 7 days to discuss.

Please see further details in relation to this scheme on the reverse of this form.

*Note to Ladbrokes staff: Please check that all relevant details are entered on this form before asking the customer to sign it. The shop copy of this form must be entered and then retained in the shop for future reference. The customer copy must be given to the customer and the Area Manager copy forwarded to your Area Manager with the second photograph of the customer where provided. Your Area Manager will make arrangements for a copy of this form to be sent to any other shop included and contact the customer if they have requested that additional shops be included in their scheme.

Ladbrokes

Did we get it right today?



On an average day, we process over one million bets in our shops. Despite the huge number of bets we take, we pride ourselves on the fact that we have very few complaints. Inevitably, though, there are occasions when our customers are unhappy, either about the way their bets have been settled or with the service they have received in our shops. We are committed to dealing with any problems quickly and fairly. This leaflet explains how we can help you to do this.

Stage 1

As all our staff receive training in customer services skills, we are confident that the majority of problems can be dealt with face to face. In the first instance, we suggest that you bring the matter up at the time with the shop staff. In most cases, this will be the Manager or Deputy Manager who is on duty. We always try to take a sensible and fair approach in dealing with problems and our staff are encouraged to use their discretion as our way of recognising the value and loyalty of your business.



Stage 2

If having spoken to our shop staff your query is not resolved, then you can contact our Customer Services Team by phone on:

0800 7314171

or by e-mail: care@ladbrokes.co.uk

One of our telephonists will take down the details of your query and pass it on to our dedicated Customer Solutions Team. They will look into your complaint in detail and liaise with shop staff and the shop management team. They promise to get back to you within 48 hours of receiving your initial call. In the meantime, you will be given an individual reference number and a separate phone number that you can use to check on the progress of your query.

Stage 3

If you are unhappy with the solution offered by our Customer Solutions Team then you can take the matter further. If your complaint is about the way your bet has been settled then you can go to the Independent Betting Adjudication Service (IBAS). They are an independent body who will investigate your complaint and their independent panel of experts will rule on the correct settlement of your bet. In doing this they will ask us to provide any relevant information, such as betting slips. Ladbrokes will always abide by a decision made by IBAS.

The details for IBAS are given below. Please note that IBAS needs you to have already contacted the Customer Solutions Team and have obtained a reference number before they will look at your complaint.

IBAS

PO Box 62639

London EC3P 3AS

Tel: 020 7347 5883

Email: Postmaster@ibas-uk.co.uk

Website: www.ibas-uk.com

If your query is about the service you received either from our shop staff or from our customer service staff then you should ask for the matter to be escalated to a supervisor or manager within Customer Services. They will take the opportunity to review the solution offered and will be happy to discuss the matter further with you.

www.gambleaware.co.uk

Ladbrokes

staying in control



GAMCARE

a guide to responsible gambling
(in association with GamCare)

Ladbrokes is committed to ensuring that our customers gain maximum enjoyment from their gambling and seek to promote responsible attitudes to betting in our shops. For those customers who have difficulty controlling their gambling, we have a responsibility to offer help and advice.

We fully support GamCare in dealing with the social impact of gambling.

Ladbrokes

Gambling – a safe bet?

Betting is an exciting way of taking a risk as long as the risk is kept under control.

The great majority of people who bet enjoy the experience without any problems, but a very small number lose control of what they are doing. For these players, gambling ceases to be fun and can come to dominate their life.

Responsible Gambling

- Your gambling provides you with fun and entertainment
- You set yourself money and time limits, and stick to them
- Gambling is only one of your interests, you have time for other interests, family & friends
- You are aware of, and take breaks in, the time you use to gamble
- You don't gamble to solve your financial problems, or as an escape from your personal problems
- The key is to bet responsibly, not recklessly

If you have access to the internet further information can be obtained by visiting

www.gambleaware.co.uk

This web site is managed by The GREaT Foundation (Gambling Research, Education and Treatment) an independent charity, formerly known as the Responsibility in Gambling Trust (RIGT), that funds treatment, research and education about problem gambling. It was developed by a Task Force made up of representatives from the Gambling Commission, the Department of Culture, Media and Sport (DCMS), academia and industry.

Problem Gambling

If you think you might have a gambling problem, then consider the following:

- Do you stay away from work to gamble?
- Do you ever gamble to get money with which to pay debts or to solve financial difficulties?
- After losing, do you feel you must try and win back your losses as soon as possible?
- Do you ever borrow to finance your gambling?
- Are you reluctant to spend "gambling money" on anything else?
- Have you lost interest in family and friends due to gambling?
- Do you ever gamble longer than you planned?
- Do you ever gamble to escape worry or trouble?

If you generally answer "yes" to these questions and want to talk to someone about problem gambling, GamCare can give you practical help and advice. You also have the option of excluding yourself from gambling.

Who Is GamCare?

GamCare, a registered charity, offer their services across the range of gambling choices and opportunities available in the UK.

They are committed to promoting a responsible attitude to gambling and providing proper care and support to those who are affected by gambling addiction.

GamCare provides information, advice and counselling services to individuals and their family and friends who have concerns about problem gambling.

If you think that you, or someone you know, might have a gambling problem, then GamCare can help.

If you require advice, information or practical help, call the lo-call **GamCare National Helpline** on:

0845 6000 133

or look on the **GamCare** website

www.gamcare.org.uk

What is Self-exclusion?

To assist our customers who wish to refrain from betting until such time that they no longer consider that they have a problem with gambling we operate a self-exclusion scheme.

- This procedure requires you to enter into a self-exclusion agreement with us.
- The self-exclusion period will be for a minimum of six months and up to a maximum of five years.
- A self-exclusion agreement remains in place for the full period and cannot be withdrawn or amended at any time during that period.
- You can commence self-exclusion immediately should you wish to do so.
- You will automatically be excluded from any Ladbrokes betting accounts that you have or attempt to open during the Self-Exclusion period using details you provide on the self-exclusion form.

If you want to find out more about self-exclusion then please speak to any member of our shop staff, or contact our customer service department on 0800 169 4334 who can also process your self-exclusion request, but without you having to visit a shop to do so.

THG10

Self-exclusion

To assist our customers who wish to refrain from betting until such time that they no longer consider that they have a problem with gambling we operate a self-exclusion procedure.

Before considering self-exclusion please refer to our *Staying in Control* leaflet and discuss your concerns with a member of our staff.

This procedure requires you to enter into a self-exclusion agreement with us.

The self-exclusion period will be for a minimum of six months and up to a maximum of five years.

A self-exclusion agreement remains in place for the full period and cannot be withdrawn or amended at any time during that period.

You can commence self-exclusion immediately should you wish to do so.

You will automatically be excluded, during the self-exclusion period and until such time that you inform us of your intention to return to gambling, from any Ladbrokes betting accounts that you have or attempt to open using details you provide on the Self-Exclusion Form.

Should you decide to take up the option of self-exclusion:-

Ladbrokes

We will :-

- Discuss fully with you the procedure for self-exclusion
- Ensure that you have been provided with a Staying in Control leaflet which contains advice, guidance and a contact number for GamCare
- Request photographs of you so that we can assist you in complying with the self-exclusion scheme
- Circulate the details of the self-exclusion to the Ladbrokes shops you have requested
- Advise you to contact other companies that you may gamble with to self-exclude with them also
- Remove your details from any Ladbrokes marketing database that they are included in
- Ask you to leave the shop if we see you trying to enter during the period of self-exclusion
- At the end of the self-exclusion period be happy to meet with you to discuss your needs at that stage
- Should you inform us that you have decided to return to gambling you will not be permitted to gamble for a period of 24 hours to allow you time to further consider that decision
- Should you decide not to return to gambling we will discuss self-exclusion with you again

We will expect you :-

- To complete and sign a self-exclusion scheme form in conjunction with a member of our staff
- To assist us in complying with your request to self-exclude, provide us with photographs and limit the shops you exclude from to those you would normally use or the areas you would visit as part of your regular routine
- To allow five days for your self-exclusion to take effect in any additional shops included in your self-exclusion or betting accounts affected by your self-exclusion
- To honour this agreement and not attempt to gamble with us in person or through another person during the period of self-exclusion
- Not to enter or attempt to enter any of the Ladbrokes betting shops you wish to be excluded from during the self-exclusion period
- Not to attempt to gamble on our internet site, with our telephone betting service or any other Ladbrokes remote gambling
- To contact us at the end of the period of self-exclusion before attempting to place a bet
- To complete and sign a declaration to recommence gambling should you decide at the end of the self-exclusion period to do so

If you require advice, information or practical help during your period of self-exclusion GamCare can help.

Who Is GamCare?

GamCare, a registered charity, offers services across the range of gambling choices and opportunities available in the UK.

They are committed to promoting a responsible attitude to gambling and providing proper care and support to those who are affected by gambling addiction.

GamCare provides information, advice and counselling services to individuals, their family and friends who have concerns about problem gambling.

To contact them call the lo-call **GamCare National Helpline** on:

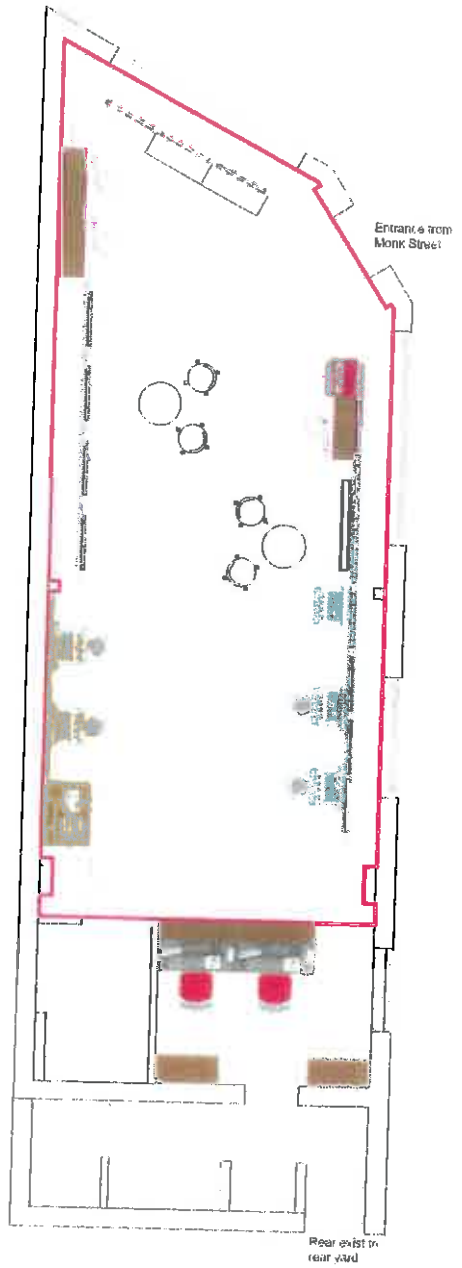
0845 6000 133

or look on the **GamCare** website
www.gamcare.org.uk

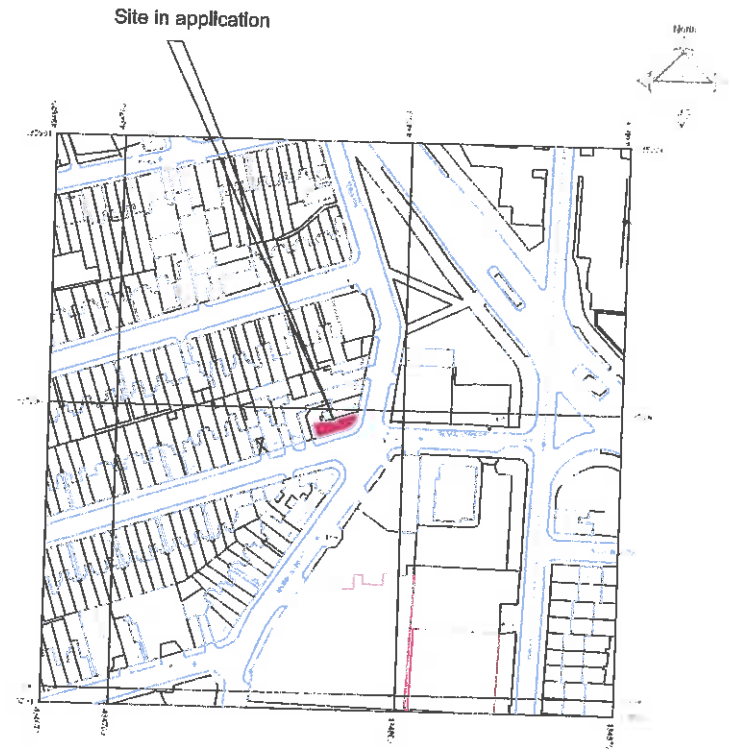
alternatively visit:
www.gambleaware.co.uk



This layout is indicative only and may change from time to time and all customer/public floor areas will be used for gambling.



Proposed Ground Floor Layout - Scale 1:50



Site Location Plan - Scale 1:1250

Rev	Date	Description
Ladbrokes		
Address: 72 Monk Street Darby DE22 3QB		
Title: Proposed Licensed Betting Office Proposed Internal Layout		
Drawn: EP	Date: 19/11/12	Scale: 1:50
Rev: 116	Location: XXXX	Customer Area: As noted
Drawing Number: License Dwg	Rev: R01	PROPERTY DEVELOPMENT
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