| Premises:                 | 17-19 Market Place, Sheffield, S1 2GH  | P         |
|---------------------------|--|-----------|
| Premises Licence Number:  | твс  | 0         |
| Company Details:          | Betextra Limited,  | т         |
|                           | 13 Frederick Street,   | n         |
|                           | ROTHERHAM, S60 1QN   |           |
| Operating Licence Number: | 043440-N-322426-010  | <         |
| Date Assessment:          | January 2023   | iti<br>/a |
| Sources Utilised:         | Sheffield Statement of Gambling Policy, Police   |           |
|                           | Crime Mapping, relevant guidance from the  | al        |
|                           | Gambling Commission, Open source material  |           |
|                           | including the Office for National Statistics   | re        |
| Area Profile:             | Sheffield is one of England's largest cities, with<br>a population of 575,400. It is a culturally diverse<br>city with a large student population and good<br>transport links. The premises are located on<br>Market Place, a busy road in Sheffield City Centre |           |



The machine mix is to be determined and will be supplied by a company licensed by the Gambling Commission.

| Licensing Objective   | Risks  | Existing Control Measures  | Level of Risk of Occurrence /<br>Manageability        |
|---|--|--|---|
| 1.1 Protecting children and<br>other vulnerable<br>persons from being<br>harmed or exploited by<br>gambling | <ul> <li>LOCALITY         <ul> <li>Studio 13 Drama School Castle House,<br/>Castle St, Sheffield City Centre, Sheffield<br/>S3 8LS</li> <li>Sheffield Hallam 1-11 Arundel Gate,<br/>Sheffield City Centre, Sheffield S1 2PN</li> <li>Life Skills Sheffield Churchill House,<br/>Meetinghouse Ln, Sheffield City Centre,<br/>Sheffield S1 2DP</li> <li>Quran Teacher School House Office 33,<br/>Fortuna, 88 Queen St, Sheffield S1 2FW</li> </ul> </li> <li>OTHER:     <ul> <li>Kommon Rooms Castle House, 1 King St,<br/>Sheffield City Centre, Sheffield S3 8LF</li> <li>Sugarcube 14 - 18 Fitzalan Sq, Sheffield<br/>City Centre, Sheffield S1 2AZ</li> <li>The Paperworks Star Residence, Sheffield<br/>City Centre, Sheffield S1 2NY</li> <li>The Marples 2-8 High St, Sheffield City<br/>Centre, Sheffield S1 2AZ</li> <li>Pearl House 41-55 King St, Sheffield City<br/>Centre, Sheffield S3 8LF</li> <li>First Degree Living 15 Arundel Gate,<br/>Sheffield City Centre, Sheffield S1 2PN</li> </ul> </li> </ul> | <ul> <li>The Premises:</li> <li>Signage &amp; window display not to attract under 18s, and advice under 18's access is prohibited.</li> <li>Regular patrols of the premises, to identify any vulnerable and children</li> <li>Posters, 'Stay in Control' leaflets and GamCare leaflets will be on display (near toilets as well as in the main trading area)</li> <li>Staff will ensure a stock of leaflets (stay in control, self-exclusion &amp; Gamcare) through weekly checks of stock</li> <li>GamCare notices with contact number clearly displayed on machines</li> <li>Self-exclusion system in place</li> <li>Photo equipment available for self-exclusions</li> <li>CCTV coverage of all public areas, all entry and exit points to and from the premises enabling frontal identification of every person entering under any light conditions with ability for management to review remotely online.</li> <li>Premises laid out to avoid blind spots</li> <li>Entrance readily visible from throughout the premises to allow customer</li> </ul> | High of Occurrence Initially /<br>Low of not Managing |

| <br>Family Services   | monitoring  |
|---|---|
| Family Services<br>There are no family services within a 200m radius<br>of the premises<br>Job / Recruitment Agencies   | <ul> <li>monitoring</li> <li>Monitoring customers as they leave the premises</li> <li>Machines to be properly labelled</li> </ul>   |
| Job / Recruitment Agencies•Local Care Force 8-10 Meetinghouse Ln,<br>Sheffield City Centre, Sheffield S1 2DP•Adecco Synergy Bldg, 3rd Floor, The,<br>Campo Ln, Sheffield S1 2EL•Alpha Recruitment 5-15 Market Pl,<br>Sheffield City Centre, Sheffield S1 2GH•Prime Time Recruitment 40 Castle<br>Square, Sheffield City Centre, Sheffield<br>S1 2GF <b>Community centres</b> •City of Sanctuary 37-39 Chapel Walk,<br>Sheffield City Centre, Sheffield S1 2PD<br>••Victoria Hall Norfolk St, Sheffield City<br>Centre, Sheffield S1 2JB <b>Youth Centres</b> •UCKG 12 Hartshead Square, Sheffield<br>City Centre, Sheffield S1 2EL<br>••UCKG 12 Hartshead Square, Sheffield<br>City Centre, Sheffield S1 2EL<br>••WCKG 12 Hartshead Square, Sheffield<br> | <ul> <li>The Operation:</li> <li>Staff will patrol and supervise the whole of the premises, with particular care in identifying vulnerable</li> <li>Regular Test Purchasing</li> <li>"Know Your Customer" in place, developing customer interaction policies &amp; procedures ( importance of behaviour, time and spend limits)</li> <li>Staff monitors customer activity and behaviour to interact early to recognise customer with potential gambling issues.</li> <li>Staff to be aware of the importance of social responsibility, the causes and consequences of gambling</li> <li>Adequate staffing levels to be maintained at all times</li> <li>Return the stake/retain the prize</li> <li>Staff will review self-excluded data to ensure continued exclusion</li> <li>Sharing of information by staff regarding</li> </ul> |
| <ul> <li>Weindys 25 High St, Sheffield City Centre, Sheffield S1 2GA</li> <li>Macdonalds 20/22 High St, Sheffield City Centre, Sheffield S1 2GE</li> </ul>  | <ul><li>concerns about customers</li><li>Mystery shopper tests</li></ul>  |

| <ul> <li>Burger King High Street (Stop HS4,<br/>Sheffield City Centre, Sheffield S1 2ET</li> <li>KFC 1 Haymarket, Sheffield City Centre,<br/>Sheffield S1 2AW</li> <li>Subway Basement And Ground Floor, 57<br/>King St, Sheffield City Centre, Sheffield S1<br/>2AW</li> <li>Fat Hippo Castle House, Kommune,<br/>Sheffield S3 8LS</li> <li>Café</li> <li>Café Tucci Angel St, Sheffield City Centre,<br/>Sheffield S3 8LF</li> <li>D'cups 7 Castle St, Sheffield City Centre,<br/>Sheffield S3 8LT</li> <li>Chakra 5 Fitzalan Sq, Sheffield City<br/>Centre, Sheffield S1 2AY</li> <li>Cavells 31 High St, Sheffield City<br/>Centre, Sheffield S1 2AY</li> <li>Cavells 31 High St, Sheffield City Centre,<br/>Sheffield S1 2GA</li> <li>Caffe Nero 2 High St, Sheffield City<br/>Centre, Sheffield S1 2GE</li> <li>Starbucks 4 Fargate, Sheffield City<br/>Centre, Sheffield S1 2HE</li> <li>Albies Coffee 22 Snig Hill, Sheffield City<br/>Centre, Sheffield S1 2HE</li> </ul> | <ul> <li>Implementation of Policies &amp;<br/>Procedures including Think / Challenge<br/>25</li> <li>Anyone reluctant in providing<br/>identification or demonstrating<br/>suspicious behaviour will trigger further<br/>investigation. Incident to be logged and<br/>customer removed from the area.</li> <li>Age verification incident report (log)<br/>maintained on licensed premises and<br/>reviewed on regular basis by team staff<br/>members &amp; Compliance Manager</li> <li>Staff Training:</li> </ul> |
|--|--|
| Centre, Sheffield S1 2HE   | <ul> <li>Training of staff with 6 monthly<br/>refreshers/ local area profile/licence<br/>conditions</li> <li>Training and guidance is provided to<br/>staff members regarding customer</li> </ul>  |
| <ul> <li>Banks/Building Society</li> <li>Natwest Esperanto PI, Sheffield City<br/>Centre, Sheffield S1 2FH</li> <li>Coutts 2nd Floor, 42 High St, Sheffield<br/>City Centre, Sheffield S1 2GE</li> </ul>   | <ul> <li>interaction and the implementation of<br/>the ID verification procedure.</li> <li>Staff to be trained in Safeguarding Policy</li> <li>Staff to be aware of refusing customers<br/>entry due to alcohol or drugs</li> </ul>  |

| <ul> <li>Halifax 30/34 High St, Sheffield City<br/>Centre, Sheffield S1 2GE</li> <li>Sainsburys ATM Sheffield S1 2GA</li> <li>Lloyds 1 High St, Sheffield City Centre,<br/>Sheffield S1 2GA</li> <li>Staff to be trained on Anti Money<br/>Laundering, Proceeds of Crime nad<br/>Suspicious Behavior</li> <li>Staff to be trained to look out for signs<br/>of aggressive behaviour or problem play</li> <li>Leisure, Sports Centres, cinemas, bowling alleys</li> <li>Ding Junhui 12-18 Haymarket, Sheffield<br/>City Centre, Sheffield S1 2AX</li> <li>Ponds Forge Sheaf St, Sheffield City<br/>Centre, Sheffield S1 2BP</li> <li>Tenpin 1-13 Angel St, Sheffield City<br/>Centre, Sheffield S1 2PF</li> <li>Care Homes:         <ul> <li>Birchwood and Co 8 Campo Ln, Sheffield<br/>City Centre, Sheffield S1 2EF</li> <li>Hospitals</li> <li>There are no hospitals within a 200m radius</li> </ul> </li> </ul> |
|---|
| GP/Medical Centres         • Clover City Practice 1 Mulberry St,         Sheffield City Centre, Sheffield S1 2PJ         • LR Podiatry 15 N Church St, Sheffield City         Centre, Sheffield S1 2DH         • Elite Care 12-18 Haymarket, Sheffield         City Centre, Sheffield S1 2AX         • Boots Boots 4, 6 High St, Sheffield City   |

| Centre, Sheffield S1 1QF   |  |
|--|--|
|  |  |
|  |  |
| Mental Health:   |  |
| • Sheffield Support Services 44 Bank St,   |  |
| Sheffield City Centre, Sheffield S1 2DS  |  |
|  |  |
|  |  |
| Addiction/Recovery Centres   |  |
|  |  |
| There are no addiction or recovery centres within a                                    |  |
| 200m radius  |  |
|  |  |
|  |  |
| Hostels/Shelters   |  |
|  |  |
| Catherdral Archer Project Sheffield  |  |
| Cathedral, Campo Ln, Sheffield City  |  |
| Centre, Sheffield S1 2EF   |  |
|  |  |
| Food banks   |  |
|  |  |
| There are no food banks within a 200m radius   |  |
|  |  |
| Loan Shops, Pawn Brokers   |  |
|  |  |
| Cash Shop 2-4 Fitzalan Sq, Sheffield City  |  |
| Centre, Sheffield S1 2AZ   |  |
| H&T 27 King St, Sheffield City Centre,     Sheffield City Centre,                      |  |
| <ul> <li>Sheffield S3 8LF</li> <li>Eddys 35 King St, Sheffield City Centre,</li> </ul> |  |
| • Eddys 35 King St, Sheffield City Centre,<br>Sheffield S3 8LF                         |  |
| Small Finance Chambers, 68 Queen St,   |  |
| Sheffield City Centre, Sheffield S1 1WR  |  |
|  |  |
|  |  |

|     |   | Daulta (Diauguaun da   |  | ,   |
|-----|---|--|--|---|
|     |   | <ul> <li>Parks/Playgrounds</li> <li>Fitzalan square Sheffield City Centre,<br/>Sheffield S1 2GD</li> <li>Religious buildings</li> <li>New Hope Christian Church King St,<br/>Sheffield City Centre, Sheffield S3 8LF</li> <li>The Fire of Balor 1ST FLOOR, Castle<br/>House, Castle St, Sheffield City Centre,<br/>Sheffield S3 8LU</li> <li>Sheffield Catherdral Church St, Sheffield<br/>City Centre, Sheffield S1 1HA</li> <li><u>New Development or Shopping centres</u></li> <li>There does not appear to be any new<br/>developments or shopping centres in the area.</li> <li>There are various city centre shopping<br/>opportunities throughout the area</li> </ul> |  |   |
| 1.2 | Preventing Gambling<br>from being a source of<br>crime or disorder, being<br>associated with crime<br>or disorder or being<br>used to support crime | <ul> <li>LOCALITY</li> <li>There are 2 other betting shops within 200m: <ul> <li>Betfred 11 Fitzalan Sq, Sheffield City<br/>Centre, Sheffield S1 2AY</li> <li>Ladbrokes 20-22 Haymarket, Sheffield<br/>City Centre, Sheffield S1 2AX</li> </ul> </li> <li>There are 3 AGCs within 200 metres <ul> <li>Admiral 3 Fitzalan Sq, Sheffield City<br/>Centre, Sheffield S1 2AY</li> <li>Admiral 3 Fitzalan Sq, Sheffield City<br/>Centre, Sheffield S1 2AY</li> <li>Admiral 32 Castle St, Sheffield City<br/>Centre, Sheffield S3 8LT</li> <li>Shipley Slots 17 Haymarket, Sheffield City<br/>Centre, Sheffield S1 2AW</li> </ul> </li> </ul>                                      | <ul> <li>The Premises</li> <li>CCTV coverage of all public areas, all entry and exit points to and from the premises enabling frontal identification of every person entering under any light conditions with ability for management to review remotely online.</li> <li>Toughened/laminated glass to front window</li> <li>The Operation</li> </ul> | Medium of Occurrence<br>Initially / Low of not Managing |

| 316 local authorities in England<br>(excluding the Isles of Scilly),<br>Sheffield is ranked 61st most  | customers exchanging large volumes of<br>paper notes for alternative<br>denominations  |
|--|--|
| bloyment<br>Unemployment rate 3.6%<br>Most commonly reported crimes<br>during Dec 2023<br>- Violent and Sexual Offences 218<br>- Shoplifting 130 | <ul> <li>Staff to be alert to customer redeeming<br/>stake with little or no play</li> <li>Staff trained about AML basics, strange<br/>transaction behaviour</li> <li>Extra Training and guidance is provided<br/>to staff members regarding Anti-Social<br/>Behaviour</li> <li>Staff fully trained how to deal with</li> </ul>      |
| - Public Order 97<br>PORT & CAR PARK FACILITIES<br>emises are on transport routes and<br>are several bus stops and tram stops                    | <ul> <li>homeless people seeking refuge</li> <li>Staff to be trained on local area risk assessment</li> </ul>  |
| CP Sheffield Hartshead Square is the   | <ul> <li>Suspicious activity to be written down in<br/>the log</li> <li>Customer interaction may provide<br/>knowledge of criminal background<br/>and/or association leading to closer<br/>security and monitoring of such a</li> </ul>  |
|  | <ul> <li>customer.</li> <li>Customers are efficiently monitored<br/>throughout the time they are on the<br/>premises to ensure prevention of<br/>machine related crime (money<br/>laundering).</li> </ul>  |
|  | <ul> <li>(excluding the Isles of Scilly),<br/>Sheffield is ranked 61st most<br/>income-deprived.</li> <li>ployment<br/>Unemployment rate 3.6%</li> <li>Most commonly reported crimes<br/>during Dec 2023 <ul> <li>Violent and Sexual Offences 218</li> <li>Shoplifting 130</li> <li>Anti-Social behaviour 110</li> </ul> </li> </ul> |

|     |  |  | Nominated Officer who will then report<br>to NCA   |           |
|-----|--|--|--|-----------|
| 1.3 | Ensuring that gambling<br>is conducted in a fair<br>and open way | <ul> <li>EQUIPMENT <ul> <li>Information must be clearly displayed</li> <li>Maintenance to reduce potential issues</li> <li>Compliance</li> </ul> </li> <li>PREMISES <ul> <li>Promotions</li> <li>Advertising</li> </ul> </li> <li>CUSTOMERS <ul> <li>Treatment of customers</li> <li>Complaints</li> </ul> </li> </ul> | <ul> <li>Equipment</li> <li>Machines only obtained from licensed suppliers</li> <li>Machines to be properly labelled</li> <li>Implementation of policies</li> <li>Machines to be maintained/serviced regularly / turned off if a fault occurs</li> <li>Procedure for making refunds</li> <li>Details of machine operation and winning combinations to be clearly shown on machines</li> <li>Premises</li> <li>Clear terms &amp; conditions provided within the licensed premises.</li> <li>Any promotions or advertising to be ASA and LCCP compliant</li> </ul> | Low / Low |

| machine.         Customers         • Review advertising material and promotions for compliance with LCCP         • Complaints policy visibly displayed for customer information. All complaints to be fully investigated in accordance with policy and referred to nominated ADR 3rd party as required         • Suitable public liability Insurance         • Council conditions openly displayed | Staff Training         • Training of staff with 6 monthly refreshers         • Staff to have full understanding of stakes and prizes, and odds associated with each   |
|--|---|
|  | <ul> <li>Customers</li> <li>Review advertising material and promotions for compliance with LCCP</li> <li>Complaints policy visibly displayed for customer information. All complaints to be fully investigated in accordance with policy and referred to nominated ADR 3rd party as required</li> </ul> |

| Gam                 | Gambling Operation and Physical Design (Internal and External)    |  |   |  |  |
|---------------------|---|--|---|--|--|
| Licensing Objective |   | Risks Existing Control Measures  |   | Level of Risk of Occurrence /<br>Manageability |  |
|                     |   | CUSTOMERS  | Equipment and Operation   |  |  |
| 2.1                 | Protecting children and<br>other vulnerable<br>persons from being | <ul> <li>U18s entering</li> <li>Problem Gambling</li> </ul>                                      | <ul> <li>Machines to be properly labelled</li> <li>Staffing levels will be risk assessed to ensure<br/>they reflect any risk to staff, customers and</li> </ul> |  |  |
|                     | harmed or exploited by gambling                                   | <ul> <li>Providing Information</li> <li>Administering self-exclusion</li> <li>Signage</li> </ul> | <ul> <li>There would be no advertising locally. As<br/>part of the Licence Conditions and Codes of<br/>Practice issued by the Gambling Commission</li> </ul>    |  |  |

| PREMISES  | - Any Media displayed on the premises will                 |  |  |
|---|--|--|--|
|   | comply with LCCP: Social responsibility code               | Low/Low considering design<br>features |  |
| <ul><li>Consider 'blind spots'</li><li>Visibility of the entrance</li></ul> | 5.1.6 (Compliance with advertising codes)                  |  |  |
| Signage   | The advertising of gambling products and                   |  |  |
| <ul> <li>Presentation of premises</li> </ul>                                | services must be undertaken in a socially                  |  |  |
| (signage/window   | responsible manner and we must comply                      |  |  |
| display)  | with the UK Advertising Codes issued by the                |  |  |
|   | Committees of Advertising Practice (CAP)                   |  |  |
|   | and administered by the Advertising                        |  |  |
|   | Standards Authority (ASA). Advertising on                  |  |  |
|   | the premises will not differ from that of any              |  |  |
|   | other betting premises in Sheffield.                       |  |  |
|   |  |  |  |
|   | Premises   |  |  |
|   | CCTV coverage of all public areas, all entry               |  |  |
|   | and exit points to and from the premises                   |  |  |
|   | enabling frontal identification of every                   |  |  |
|   | person entering under any light conditions                 |  |  |
|   | with ability for management to review                      |  |  |
|   | remotely online.   |  |  |
|   | Premises laid out to avoid blind spots                     |  |  |
|   | Ensure entrance readily visible from                       |  |  |
|   | throughout the premises                                    |  |  |
|   | • Signage & window display not to attract                  |  |  |
|   | under 18s, and advise under 18's access is                 |  |  |
|   | prohibited.  |  |  |
|   | <ul> <li>The entrance layout to enable staff to</li> </ul> |  |  |
|   | monitor those entering the premises                        |  |  |
|   |  |  |  |

| 2.3 Ensuring that gambling PREMISES Premises |
|--|
|--|

| is conducted in a fair<br>and open way | <ul><li>Promotions</li><li>Advertising</li></ul> | • CCTV coverage of all public areas, office,<br>frontage and rear door with recording device |           |
|--|--|--|-----------|
| and open way                           |  |  |           |
|  |  | and ability for management to review   |           |
|  | EQUIPMENT  | remotely online  |           |
|  | Information clearly displayed     Maintonance    | Clear terms & conditions provided within the   |           |
|  | <ul><li>Maintenance</li><li>Compliance</li></ul> | licensed premises.   |           |
|  |  |  |           |
|  |  | Equipment  |           |
|  |  | Machines only obtained from licensed   |           |
|  |  | suppliers  |           |
|  |  | Machines to be properly labelled   |           |
|  |  | Implementation of policies   |           |
|  |  | Machines to be maintained/serviced   | Low / Low |
|  |  | regularly  |           |
|  |  | Machines to be turned off should a fault   |           |
|  |  | occur  |           |
|  |  | Procedure for making refunds   |           |
|  |  | Details of machine operation and winning   |           |
|  |  | combinations to be clearly shown on  |           |
|  |  | machines   |           |
|  |  | Customers  |           |
|  |  | Complaints policy visibly displayed for  |           |
|  |  | customer information. All complaints to be   |           |
|  |  | fully investigated in accordance with policy   |           |
|  |  | and referred to nominated ADR 3rd party as   |           |
|  |  | required   |           |
|  |  | Suitable public liability Insurance  |           |
|  |  | Council conditions openly displayed  |           |

|  | • | Regular Compliance Audits |  |
|--|---|---------------------------|--|
|  |   |                           |  |

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