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 /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 a population of 575,400. It is a culturally diverse city with a large student population and good transport links. The premises are located on 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 / Manageability
1.1 Protecting children and other vulnerable persons from being harmed or exploited by gambling	 LOCALITY Studio 13 Drama School Castle House, Castle St, Sheffield City Centre, Sheffield S3 8LS Sheffield Hallam 1-11 Arundel Gate, Sheffield City Centre, Sheffield S1 2PN Life Skills Sheffield Churchill House, Meetinghouse Ln, Sheffield City Centre, Sheffield S1 2DP Quran Teacher School House Office 33, Fortuna, 88 Queen St, Sheffield S1 2FW OTHER: Kommon Rooms Castle House, 1 King St, Sheffield City Centre, Sheffield S3 8LF Sugarcube 14 - 18 Fitzalan Sq, Sheffield City Centre, Sheffield S1 2AZ The Paperworks Star Residence, Sheffield City Centre, Sheffield S1 2NY The Marples 2-8 High St, Sheffield City Centre, Sheffield S1 2AZ Pearl House 41-55 King St, Sheffield City Centre, Sheffield S3 8LF First Degree Living 15 Arundel Gate, Sheffield City Centre, Sheffield S1 2PN 	 The Premises: Signage & window display not to attract under 18s, and advice under 18's access is prohibited. Regular patrols of the premises, to identify any vulnerable and children Posters, 'Stay in Control' leaflets and GamCare leaflets will be on display (near toilets as well as in the main trading area) Staff will ensure a stock of leaflets (stay in control, self-exclusion & Gamcare) through weekly checks of stock GamCare notices with contact number clearly displayed on machines Self-exclusion system in place Photo equipment available for self-exclusions 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 Entrance readily visible from throughout the premises to allow customer 	High of Occurrence Initially / Low of not Managing

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

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

 Halifax 30/34 High St, Sheffield City Centre, Sheffield S1 2GE Sainsburys ATM Sheffield S1 2GA Lloyds 1 High St, Sheffield City Centre, Sheffield S1 2GA Staff to be trained on Anti Money Laundering, Proceeds of Crime nad Suspicious Behavior Staff to be trained to look out for signs of aggressive behaviour or problem play Leisure, Sports Centres, cinemas, bowling alleys Ding Junhui 12-18 Haymarket, Sheffield City Centre, Sheffield S1 2AX Ponds Forge Sheaf St, Sheffield City Centre, Sheffield S1 2BP Tenpin 1-13 Angel St, Sheffield City Centre, Sheffield S1 2PF Care Homes: Birchwood and Co 8 Campo Ln, Sheffield City Centre, Sheffield S1 2EF Hospitals There are no hospitals within a 200m radius
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,	
 Sheffield S3 8LF Eddys 35 King St, Sheffield City Centre, 	
• Eddys 35 King St, Sheffield City Centre, Sheffield S3 8LF	
Small Finance Chambers, 68 Queen St,	
Sheffield City Centre, Sheffield S1 1WR	

		Daulta (Diauguaun da		,
		 Parks/Playgrounds Fitzalan square Sheffield City Centre, Sheffield S1 2GD Religious buildings New Hope Christian Church King St, Sheffield City Centre, Sheffield S3 8LF The Fire of Balor 1ST FLOOR, Castle House, Castle St, Sheffield City Centre, Sheffield S3 8LU Sheffield Catherdral Church St, Sheffield City Centre, Sheffield S1 1HA <u>New Development or Shopping centres</u> There does not appear to be any new developments or shopping centres in the area. There are various city centre shopping opportunities throughout the area 		
1.2	Preventing Gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime	 LOCALITY There are 2 other betting shops within 200m: Betfred 11 Fitzalan Sq, Sheffield City Centre, Sheffield S1 2AY Ladbrokes 20-22 Haymarket, Sheffield City Centre, Sheffield S1 2AX There are 3 AGCs within 200 metres Admiral 3 Fitzalan Sq, Sheffield City Centre, Sheffield S1 2AY Admiral 3 Fitzalan Sq, Sheffield City Centre, Sheffield S1 2AY Admiral 32 Castle St, Sheffield City Centre, Sheffield S3 8LT Shipley Slots 17 Haymarket, Sheffield City Centre, Sheffield S1 2AW 	 The 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. Toughened/laminated glass to front window The Operation 	Medium of Occurrence Initially / Low of not Managing

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

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

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

PREMISES	- Any Media displayed on the premises will		
	comply with LCCP: Social responsibility code	Low/Low considering design features	
Consider 'blind spots'Visibility of the entrance	5.1.6 (Compliance with advertising codes)		
Signage	The advertising of gambling products and		
 Presentation of premises 	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.		
	 The entrance layout to enable staff to 		
	monitor those entering the premises		

2.3 Ensuring that gambling PREMISES Premises
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is conducted in a fair and open way	PromotionsAdvertising	• CCTV coverage of all public areas, office, 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	
	MaintenanceCompliance	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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