

GAMBLING ACT 2005
STAGE 2 APPLICATION FORM FOR A
LARGE CASINO PREMISES LICENCE

GREAT YARMOUTH BOROUGH COUNCIL



Application for a Large Casino Premises Licence
to be granted under the Gambling Act 2005

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing the form please refer to the Guidance Notes.

If you are completing this form by hand, please write legibly in block capitals using black ink. Use additional sheets if necessary (marked with the number of the relevant question). You may wish to keep a copy of the completed form for your records.

Part 1 – Applicant Details

If you are an individual, please fill in section A. If the application is being made on behalf of an organisation (such as a company or partnership), please fill in Section B. All applicants must complete Section C.

**Section A
Individual Applicants**

1. Title: Mr Mrs Miss Ms Dr Other (please specify)

2. Surname: Other name(s):
[Use the names given in the applicant's Operating Licence¹ or, if the applicant does not hold an Operating Licence, as given in any application for an Operating Licence]

3. Applicant's address (home or business [delete as appropriate]):
.....
.....
..... Postcode:

4 (a) The number of the applicant's Operating Licence (as set out in the Operating Licence):
.....

4 (b) If the applicant does not hold an Operating Licence but is in the process of applying for one, give the date on which the application was made:
.....

¹ Casino Operating Licence is a separate Licence which is issued by the Gambling Commission see www.gamblingcommission.gov.uk.

5. Tick the box if the application is being made by more than one person:

[Where there are further applicants, the information required in questions 1 to 4 should be included on additional sheets attached to this form, and those sheets should be clearly marked "Details of further applicants".]

Section B
Application on behalf of an organisation

6. Name of applicant business or organisation:

.....
[Use the names given in the applicant's Operating Licence or, if the applicant does not hold an Operating Licence, as given in any application for an Operating Licence.]

7. The applicant's registered address:

.....
.....

Company Registration Number: Company VAT Number:

8 (a) The number of the applicant's Operating Licence² (as given in the Operating Licence):

.....

8 (b) If the applicant does not hold an Operating Licence but is in the process of applying for one, give the date on which the application was made:

.....

9. Tick the box if the application is being made by more than one organisation:

Where there are further applicants, the information required in questions 6 to 8 should be included on additional sheets attached to this form, and those sheets should be clearly marked "Details of further applicants".

² Casino Operating Licence can only be obtained from the Gambling Commission.

14. State whether any of the above plans are illustrative only, giving reasons.

.....
.....

15. State whether the proposal is for the following (delete as appropriate)

- (1) A new build development
- (2) A modification of an existing building

16. If the proposal is for a modification of an existing building, state the current use of the building

.....

17. If the premises are in only a part of a building, please describe the nature of the building (for example, a shopping centre or office block). The description should include the number of floors within the building and the floor(s) on which the premises are located.

.....

Note: Scale plans should be provided to illustrate the above information. Plans must be titled and reference appropriately.

PART 3 – Summary Information

The following section requires summary information of key facts. Applicants are given the opportunity to expand on this information in later questions.

Casino Areas

20. Please quote the following measurements in square metres

Gross Area	
Gross Customer Area	
Table Gaming Area (including electronic gaming)	
Machines Area	
Other Gaming Areas (please specify)	
Non-Gaming Areas (excluding WC's, reception & lobby)	

Great Yarmouth Borough Council's Statement of Licensing Principles sets out the criteria by which the Authority will determine which application at Stage 2 offers the greatest benefit to the Borough. These include the range and nature of non gambling facilities to be offered as part of the proposed development.

28. Is the casino linked to any other development?

Yes/No [delete as appropriate]

29. If so, give details of the development and state whether the casino is dependent on the other development

.....
.....

30. Is so state to what extent the casino is dependent on this other development

.....
.....

31. To what extent is the development dependent upon the casino

.....
.....

32. Identify all plans and documentation submitted to show the linked development

.....
.....

33. State the progress and anticipated timing of the linked development

.....

Number of jobs created

34. Total number of direct full time equivalent jobs created in the proposed casino

35. Total number of direct full time equivalent jobs created in the other development (excluding casino jobs)

.....

36. Number of jobs safeguarded in the Borough as a result of the development (casino and associated other development)

.....

37. State anticipated opening date for the casino and (where applicable) associated development

.....

Part 4 – Evaluation Framework

As a guide, suggested information requirements have been listed under each criteria. It should be noted that information listed under a particular criteria is not necessarily exclusive to that criteria and may be used to inform assessment of another criteria. Applicants should use separate sheets to address these requirements or provide the information in a separate document(s). It is requested that applicants ensure that information provided is relevant, concise and specific. Reference should be made to Great Yarmouth Borough Council's Statement of Licensing Principles and to the Guidance Notes and Evaluation Framework document that form part of this application pack.

CRITERIA A – DELIVERABILITY

1. Business Plan
2. Project Implementation Plan and Risk Assessment
3. State anticipated opening date(s) for the casino and any associated development/component parts
4. State anticipated and outstanding financial commitments that may impact on the deliverability of the casino and associated developments
5. Provide audited financial statements for the last three years for the applicant(s) and for the ultimate parent companies of both the casino operator and developer(s) of the site evidencing availability of funds
6. Provide audited accounts for any Guarantor evidencing availability of funds
7. Description of company tasked with delivering the development (if different from operator/developer)
8. Details of any phases to the development (including timescales and construction phases)
9. Provide evidence of ability to fund the proposed development
10. Describe the proposed delivery arrangements for the scheme (including proposed contractual arrangements between all companies involved)
11. Set out development cost assumptions (open book appraisal)
12. Set out evidence of the professional team to execute delivery
13. State whether there are any restraints upon delivery of the project and how the applicant proposes to overcome them. (Note the authority may not take account of constraints in obtaining planning or building consent).
14. Other information supplied by the applicant as to deliverability

CRITERIA B – PROTECTION OF CHILDREN AND OTHER VULNERABLE PEOPLE FROM HARM OR EXPLOITATION ARISING FROM GAMBLING

1. Policy and procedures to promote responsible gambling
2. Policy on how patrons will be made aware of the risks of gambling and on how to gamble safely (eg advertising at premises, leaflets etc) and how to access help
3. Policy with regard to identification of problem gamblers and the actions to be taken upon such identification
4. Investment in problem gambling schemes and funding of treatment programmes
5. Self exclusion policy
6. Proposals for monitoring of rest areas and non-gambling areas
7. Policy on cashless gambling, allowing credit, use of credit cards or any form of collateral, and the monitoring of this policy
8. Policy on the availability of player's guides to any game etc
9. Policy with regard to the monitoring of, and surveys to ascertain the following in relation to persons visiting the casino (and any associated development):
 - (a) gender
 - (b) age
 - (c) ethnic origin
 - (d) reason for visiting (gambling or other)
 - (e) home location
 - (f) employment status and type
10. Identification of security precautions and monitoring measures (eg security personnel, CCTV systems)
11. Passive and reactive systems (including building environment design, street furniture, lighting, recording systems)
12. Policy on co-operation and liaison with Police and other appropriate bodies
13. Policy on banning persons
14. Policy on intoxicated persons
15. Staff training policy (including refresher training, in-house and qualification courses)
16. Young persons' policies with regard to preventing underage gambling and underage access to the premises, including:-
 - (a) Supervisors at entrances (numbers, responsibilities, training)
 - (b) Proof of age verification
 - (c) CCTV monitoring

- (d) Actions to be taken when underage persons attempt to enter the premises (especially when an underage person repeatedly tries to do so)
 - (e) How the facilities for gambling are to be provided in such a way so as not to deliberately appeal to children and young persons
 - (f) Evidence of measures to ensure that advertising and promotion does not target or attract young or vulnerable people
 - (g) Policy on contribution to public education in Great Yarmouth on the risks of gambling
17. Vulnerable persons policies:-
- (a) How the facilities for gambling are to be provided in such a way so as not to deliberately appeal to vulnerable persons
 - (b) Advertising and promotion Policy
 - (c) Policy on contribution to public education in Great Yarmouth on the risks of gambling
 - (d) Policy on who they would define to be a vulnerable person and the steps that they would take to prevent such a person accessing the gambling facilities and to help such a person
18. Statement of commitment to the monitoring of social impacts and problem gambling within a monitoring strategy to be agreed with Great Yarmouth Borough Council and reviewed on an ongoing basis
19. Policy on responsible marketing
20. Other information supplied by the applicant as to the protection of children and vulnerable people

CRITERIA C – PREVENTING GAMBLING FROM BEING A SOURCE OF CRIME OR DISORDER OR BEING ASSOCIATED WITH CRIME OR DISORDER OR BEING USED TO SUPPORT CRIME

1. Steps taken to promote safe evening and night time economy
2. Identification of security precautions and monitoring measures (eg security personnel, CCTV systems)
3. Passive and reactive systems (including building environment design, street furniture, lighting, recording systems)
4. Policy on co-operation and liaison with Police and other appropriate bodies
5. Policy on banning persons
6. Policy on intoxicated persons
7. Policy on monitoring of noise levels and anti-social behaviour
8. Arrangements to be put into place to minimise the potential for nuisance from customers arriving and leaving the casino and associated development
9. Traffic management plan

10. Policy with regard to large single sex groups attending the casino and associated development
11. Policy with regard to responsible drinking at the casino and associated development and measures to prevent intoxicated persons creating disorder/disturbance
12. Staff training policy (including refresher training, in-house and qualification courses)
13. Other information supplied by the applicant as to prevention of crime and disorder

CRITERIA D – ENSURING THAT GAMBLING IS CONDUCTED IN A FAIR AND OPEN WAY

1. Proposals for monitoring of gambling areas
2. Provision of separate areas/rooms to allow customers to familiarise themselves with the rules of the games
3. Displaying and communicating the rules of the games
4. Staff training policy
5. Fair and effective complaints procedure
6. Monitoring and recording of complaints and disputes
7. Other information supplied by the applicant as to fairness and openness

CRITERIA E – EMPLOYMENT

1. Details of construction phase jobs
2. Estimate of the construction costs of the casino and any associated development
3. The number of FTE jobs created overall
4. The number of FTE jobs created within (a) the casino and (b) any associated development
5. Organisation structures and a breakdown of jobs created within the various facilities proposed within the casino and associated development
6. The number of jobs that will be open to young people
7. The number of apprenticeships
8. The number of indirect jobs generated by the scheme as a whole
9. Details of the range of jobs and the skills and qualifications associated with each role
10. Anticipated future requirements – which may be annual and/or in accordance with planned growth – for staff during the operation of the casino and associated development
11. Details of the pay scale related to the job roles created

12. Details of the strategies that would be adopted for the recruitment, training and career development of local people and evidence of the success of such strategies in the past. This should include provision of and/or access to childcare for employees
13. Details of lost or displaced jobs and any mitigation measures proposed
14. Commitment to working with the Authority's Economic Development Unit and its partners to ensure that local people and local businesses are afforded the opportunity to access jobs, training and business development opportunities
15. The selected applicant(s) will be expected to pass on local labour obligations to all contractors and sub-contractors, to include:-
 - (a) A percentage of the total construction jobs will be assigned as employed status apprenticeship places; further commitment should be made to employ a percentage of improvers on site
 - (b) The main contractor to inform the Authority of the contract details and skills projections, scope and quantum at the earliest reasonable opportunity
 - (c) To encourage and demonstrate a commitment to workforce development
 - (d) To provide regular quarterly monitoring information to the Authority regarding employment and training information
 - (e) End user employment and training
 - (f) To use all reasonable endeavours to maximise local employment in end-user uses of retail, commercial and leisure
 - (g) To work proactively with the Authority to promote end user vacancies and design appropriate training and support for incoming businesses to this end
16. Selected applicant(s) and their contractors will be encouraged to provide training and education opportunities tailored to the needs of local adults and to the needs of young people through building links with local schools and colleges
17. The proposals should clearly state how the selected applicant(s) will interact with local schools, colleges and partnerships to achieve this and note the agencies they will be working with.
18. Strategy for ensuring that the applicant(s) shall use reasonable endeavours to ensure that local businesses benefit directly from the opportunities arising from the construction and operation of the development such measures to include:-
 - (a) Upon implementation and at six monthly intervals thereafter, the provision of a list by the selected bidder to the Authority containing details of the gross composite value and proportion of the total value of all contracts between the selected bidder and its contractors with companies based in the Borough and including the name of businesses to which contracts have been let and the location of such businesses (but not the individual value attributable to each contract); and
 - (b) Upon implementation and at six monthly intervals thereafter, the provision by the selected applicant(s) to the Authority of a schedule identifying opportunities existing or anticipated to exist at the development for contracted and sub-contracted work;

- (c) Following implementation, frequent liaison by the selected applicant(s) and its contractors with the Authority's Economic Development Team and partners; and
 - (d) Advertising construction and other contracts associated with the proposals and its end use (including leases of floorspace available) in the local area and the local press and on the internet
19. Recruitment Strategy that maximises opportunities for the recruitment of local people (including the long term unemployed) and identification of measures to establish and identify the workforce catchments area
 20. Evidence of applicants ability to provide relevant training and setting out how training initiatives will be tailored to the needs of the Great Yarmouth community (both in terms of creating opportunities for local people to access training and in ensuring that staff are trained to understand the dynamics of the Great Yarmouth community)
 21. Detailed stakeholder communications and involvement strategy illustrating how the applicant proposes to work with the Authority to engage with residents, businesses and relevant bodies to ensure that key groups are informed and key community issues addressed
 22. The bid should provide examples of current supply chains and how they will be adapted to meeting local supplier requirements supported by evidence (case studies) of where this has been achieved by the applicant elsewhere
 23. Proposals to involve local supply chains to bring goods and services to the organisation
 24. Proposed framework and methodology for the monitoring of employment, training opportunities and community benefits
 25. Estimated number of visitors per year, both to the casino and any associated development
 26. Forecast average expenditure per visit within the casino (and any associated development) and evidence of this level of visitor spend being achieved elsewhere
 27. Origin of casino visitors (eg day trippers who have travelled from home or business and leisure tourists staying in or around Great Yarmouth) and proposals for ongoing monitoring of visitors
 28. Details of the expected scale and type of expenditure by the casino on local goods and services. Evidence of the success of the development of local supply chains elsewhere
 29. Evidence of understanding of the current economic development and regeneration needs, challenges and opportunities in Great Yarmouth and its surrounding area
 30. Socio Economic Impact Assessment detailing what impacts the proposals will have upon the area
 31. Regeneration Statement detailing how the proposals contribute to regeneration in Great Yarmouth
 32. Corporate Social Responsibility Policy/Statement from the applicant and other partners/stakeholders in the casino and any associated development
 33. Other information supplied by the applicant as to job creation and employment

CRITERIA F – REGENERATION

Much of the information relevant to the Employment criteria will be relevant. In addition:-

1. The extent to which the proposal acts as a direct catalyst for ancillary development
2. The extent to which the casino and associated development would create an all year round, diverse tourism/leisure economy such as permanent all year round employment, and generation of further investment
3. Steps taken to broaden the visitor demographic
4. Steps taken to promote a vibrant night time economy
5. The extent to which the casino and associated development increases the provision of high quality and innovative leisure services/cultural amenities
6. The extent to which the casino and associated development compliments existing businesses
7. Measures to assist transport infrastructure
8. Operational plan including hours of operation and measures to ensure that a high quality sustainable leisure and entertainment destination is maintained
9. Other information supplied by the applicant as to regeneration

CRITERIA G – DESIGN

1. Masterplanning/Design Statement (to include built fabric, landscaping/public realm, infrastructure)
2. Associated drawings, plans and images
3. Vision Statement expressing quality of offer and range of facilities/services being provided within the casino and associated development
4. Community engagement consultations and involvement in design
5. Accessibility Statement
6. Transport Strategy
7. Traffic Impact Assessment
8. Environment and Sustainability Statement
9. Security, Management and Maintenance Strategy relating to the construction and operation phases (including areas of public realm and car parking)
10. Other information supplied by the applicant as to design

CRITERIA H – LOCATION

1. Accessibility Statement
2. Transport strategy
3. Impact on existing facilities
4. Impact on neighbouring businesses and residents (during construction and afterwards)
5. Impact on locality
6. Any potential to enhance conservation areas
7. Potential to secure/re-use brownfield sites
8. Social, environmental and economic impacts to local residents and the business communities
9. Other information supplied by the applicant as to location

CRITERIA I – RANGE OF OTHER ANCILLARY FACILITIES

Much of the information relating to the Regeneration criteria will be relevant. In addition:-

1. Other information supplied by the applicant as to the range of other ancillary facilities

CRITERIA J – FINANCIAL AND OTHER CONTRIBUTIONS

1. Provide forecast profit and loss statements for a minimum of five years from the date of opening of the casino
2. Set out the key assumptions supporting the trading projections, to include (as a minimum)
 - (a) projected visitor numbers
 - (b) average spend, split between food and beverage and gambling
 - (c) drop ratio
 - (d) number of gaming tables and slot machines
 - (e) overhead projections
 - (f) amounts provided annually in relation to problem gambling
3. Set out the financial projections for a minimum of five years from the date of opening of the non-casino elements of the development (including development appraisals if necessary)
4. Set out the mechanism by which the casino will contribute to a programme for investment in the community (eg sports, arts, culture, charities, community groups). This should include as a minimum

- (a) details of any one-off up front contribution
- (b) proposed partnerships with community bodies
- (c) supporting assumptions for any annual income stream, including:-
 - (i) basis of revenue/profit share arrangements
 - (ii) details of any minimum annual revenue contribution
 - (iii) timing of payments
 - (iv) details of all other conditions attached to revenue or profit share arrangements
 - (v) the period to which the arrangements will relate
- 5. Anticipated value of public benefits, for example, number of jobs created, value of investment in public realm etc
- 6. Value of any other additional payments offered whether in cash or in kind
- 7. Supporting assumptions for the monetarisation of any of the above benefits
- 8. Full financial risk assessment including any financial commitments that may impact on the deliverability of the casino and wider development
- 9. If proposal involves a loss of existing facilities, details of whether and how the facilities will be replaced
- 10. Other information supplied by the applicants as to financial and other contributions

CRITERIA K – ANY OTHER MATTERS THAT WILL BENEFIT THE BOROUGH

- 1. Such information as the applicant considers relevant

Part 5 – Contact Details

38. Please give the name and contact details of the person who can be contacted about the application:

Name:

Address:

.....

Daytime Telephone Number:

Mobile Number:

39. Postal address for correspondence associated with this application:

.....
.....
..... Postcode:

40. If you are happy for correspondence in relation to your application to be sent via e-mail, please give the e-mail address to which you would like correspondence to be sent:

.....

Part 6 – Declaration and Signature

I confirm that, to the best of my knowledge, the information contained in this application and accompanying documents is true. I understand that it is an offence under section 342 of the Gambling Act 2005 to give information which is false or misleading.

I confirm that I am authorised by the applicant to sign this form on its behalf.

Signature:

Print Name:

Position:

Address:

.....

..... Postcode:

Date: