
LICENSING COMMITTEE HEARING - 21 OCTOBER 2014

SUPPLEMENTAL EVIDENCE IN SUPPORT OF THE APPLICATION

Paddy Power

1. Paddy Power is Ireland's biggest Bookmaker and operates both a retail business through licensed betting offices and online/telephone business. Paddy Power operates 251 licensed betting offices in Ireland, and 300 betting offices in the United Kingdom.
2. Paddy Power is a leading national operator of betting premises with clear and proactive policies to promote the Gambling Licensing Objectives. We always endeavour to liaise with responsible authorities concerning the operation of our premises and pre-consult with the police prior to making new applications.
3. Paddy Power has full authority to provide betting facilities through the grant of an Operators' Licence by the Gambling Commission, which has approved the measures which Paddy Power has put in place to ensure that it implements effective anti-money laundering procedures and trades responsibly in accordance with gambling legislation, the licensing objectives and the Licence Conditions and Codes of Practice.
4. Paddy Power currently operates seven betting offices throughout Tower Hamlets and no complaints have been received concerning their operation.
5. Paddy Power has never had a review of a betting premises licence.

Relationship with the Responsible Authorities and Interested Parties

6. Paddy Power takes very seriously its duty to operate safe and Gambling Act compliant premises. To this end it has always sought to maintain good relations with the police and licensing authority.
7. For the purposes of these premises the Police and Licensing Authority were initially consulted in May 2014.
8. PC Mark Perry of the Metropolitan Police indicated to us in July that he was not aware of any particular reason why the police would object to the application although he would have to consider the security measures to be implemented and contact the local Safe Neighbourhood Team.
9. Following consultation and consideration of Paddy Power's security procedures, no additional conditions beyond the standard mandatory and default conditions have been considered necessary and have not been requested by the police licensing officer.
10. The Police have not made a representation in respect of this application.

Paddy Power Compliance – Protection of the Vulnerable

11. Our training procedures require staff to notice certain recognised behaviours which are sometimes indicative of individuals' being problem gamblers.
12. All Paddy Power's training and compliance policies and procedures have been audited by the Gambling Commission and comply with the Operating Licence conditions.
13. Paddy Power regularly engages with external agencies to ensure that its policies and procedures are continually reassessed and improved. Recently, Paddy Power contacted St Mungo's, a charity

dedicated to helping the homeless, to review its Retail Compliance Manual. As a result we are making a revision that will identify the homeless to be protected against gambling related harm.

14. In addition to this engagement, we have introduced further training aimed at ensuring that all our staff promote responsible gambling through customer behaviour observation and interaction.

Proposed site location

15. Beyond consulting with the Police and as a further measure Paddy Power have also carried out a local Risk Assessment. No identifiable risks have been highlighted.

Premises Operation

16. The premises will be managed by an experienced shop manager who will in turn be supported by a complement of staff who will all have received the comprehensive level of training appropriate to their specific role. Training focuses on the promotion of the licensing objectives and a copy of our Retail Operations Manual has been provided as part of the applicant's hearing brochure.

Conclusion

17. The business of Paddy Power is the provision of safe, pleasant betting environments in which those who wish to gamble may attend to place bets on a variety of sporting and other events. It is obviously crucial to the business that customers feel safe and welcome in Paddy Power betting offices, so that they will return. This is at the forefront of management thinking, from the head office to shop level.
18. When and if issues of any kind do arise, the resources and commitment are in place to ensure that they are speedily resolved. For obvious reasons, Paddy Power does not wish to run betting offices which cause regulatory issues, and it devotes a great deal of attention to ensuring that there are none.
19. In my experience a good manager and his team will know every one of his regular customers well: new customers will always attract raised awareness.
20. Having worked in the industry, including at shop level, for many years and for another leading national bookmaker, I can say that it is rare for betting offices to be the cause of, or otherwise associated with, crime and disorder in the area. Paddy Power, like other leading bookmakers, would and do take very seriously any issue which their presence creates, both out of respect for the local community and because their licence and commercial reputation depends upon it.

Signature:



Mr Narinder Dhanjal, Development Manager for Power Leisure Bookmakers Limited

Date: 14.10.14