

NOTICE OF APPLICATION FOR A PROVISIONAL STATEMENT  
(Form A)



This notice is issued in accordance with regulations made under section 160 of the Gambling Act 2005

Notice is hereby given that:  
ASPERS UNIVERSAL LIMITED

of the following address:  
1 HANS STREET  
LONDON

Postcode: SW1X 0JD

the number of whose operating licence is N/A  
who applied for an operating licence on N/A

has made an application for a provisional statement in respect of the following type of premises:  
LARGE CASINO

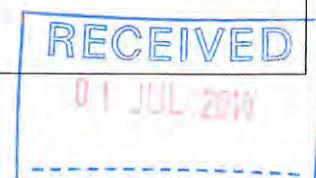
The application relates to the following premises or proposed premises:  
ASPERS  
CASINO LOCATION ZONE  
ROYAL PIER WATERFRONT DEVELOPMENT  
MAYFLOWER PARK  
SOUTHAMPTON  
SO14 2AQ

The application has been made to the following licensing authority:

SOUTHAMPTON CITY COUNCIL  
LICENSING TEAM  
CIVIC CENTRE  
SOUTHAMPTON SO14 7LY

Postcode: SO14 7LY

Website: [WWW.SOUTHAMPTON.GOV.UK](http://WWW.SOUTHAMPTON.GOV.UK)




Information about the application is available from the licensing authority, including the arrangements for viewing the details of the application.

The following person connected with the applicant is able to give further information about the application:

MARTYN KENNEDY  
ASPERS UNIVERSAL LIMITED  
1 HANS STREET  
LONDON  
SW1X 0JD  
TEL: 020 7235 2768  
EMAIL: [MARTYN.KENNEDY@ASPERS.CO.UK](mailto:MARTYN.KENNEDY@ASPERS.CO.UK)

**Any representations under section 161 of the Gambling Act 2005 must be made no later than the following date: 29 July 2014**

<p>Application for a provisional statement under the Gambling Act 2005 (standard form)</p>	
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**PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST**

If you are completing this form by hand, please write legibly in block capitals using 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.

Where the application is in respect of a vessel the application should be made on the relevant form for that type of premises.

**Part 1 – Type of premises to which the application relates**

Regional Casino <input type="checkbox"/>	Large Casino <input checked="" type="checkbox"/>	Small Casino <input type="checkbox"/>
Bingo <input type="checkbox"/>	Adult Gaming Centre <input type="checkbox"/>	Family Entertainment Centre <input type="checkbox"/>
Betting (Track) <input type="checkbox"/>	Betting (Other) <input type="checkbox"/>	

**Part 2 – 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.

**Section A**  
**Individual applicant**

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

2. Surname: \_\_\_\_\_ Other name(s): \_\_\_\_\_  
*[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]*

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): N/A

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: N/A



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:

ASPERS UNIVERSAL LIMITED

*[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 or principal address:

1 HANS STREET  
LONDON

Postcode: SW1X 0JD

8(a) The number of the applicant's operating licence (as given in the operating licence):  
N/A

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: N/A

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".]*

**Part 3 – Premises Details**

10. Proposed trading name to be used at the premises (if known): ASPERS

11. Address of the premises (or, if none, give a description of the premises or proposed premises and their location):

CASINO LOCATION ZONE  
ROYAL PIER WATERFRONT DEVELOPMENT  
MAYFLOWER PARK  
SOUTHAMPTON

Postcode: SO14 2AQ

12. Telephone number at premises (if known):

13. 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.

PLEASE SEE CONTINUATION SHEET 1

14(a) Are the premises or proposed premises situated in more than one licensing authority area?  
NO *[delete as appropriate]*

14(b). If the answer to question 14(a) is yes, please give the names of all the licensing authorities within whose area the premises or proposed premises are partly located, **other than the licensing authority to which this application is made:**

N/A

**Part 4 – Times of Operation**

15(a) Do you want the licensing authority to exclude a default condition so that the premises may be used for longer periods than would otherwise be the case? YES *[delete as appropriate]*  
*[Where the relevant kind of premises licence is not subject to any default conditions, the answer to this question will be no.]*

15(b) If the answer to question 15(a) is yes, please complete the table below to indicate the times when you want the premises to be available for use under the premises licence.

	<i>Start</i>	<i>Finish</i>	<i>Details of any seasonal variation</i>
Mon	00:00 <i>hh:mm</i>	00:00 <i>hh:mm</i>	
Tue	00:00	00:00	
Wed	00:00	00:00	
Thurs	00:00	00:00	
Fri	00:00	00:00	
Sat	00:00	00:00	
Sun	00:00	00:00	

16. If you want the premises licence to have a condition restricting gambling to specific periods in a year, please state the periods below using calendar dates:

N/A

**Part 5 – Miscellaneous**

17(a) Does the application relate to premises or proposed premises which are part of a track or other sporting venue which already has a premises licence: NO *[delete as appropriate]*

17(b) If the answer to question 17(a) is yes, please confirm by ticking the box that an application to vary the main track premises licence has been submitted with this application:

18(a) Do you hold any other premises licences that have been issued by this licensing authority?  
 NO *[delete as appropriate]*

18(b) If the answer to question 18(a) is yes, please provide full details:  
 N/A

19. Please set out any other matters which you consider to be relevant to your application:  
 PLEASE SEE CONTINUATION SHEET 2

**Part 6 – Declarations and Checklist (Please tick)**

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

Checklist:

- Payment of the appropriate fee has been made/is enclosed
- A plan of the premises or proposed premises is enclosed
- I/ we understand that if the above requirements are not complied with the application may be rejected
- I/ we understand that it is now necessary to advertise the application and give the appropriate notice to the responsible authorities

**Part 7 – Signatures**

20. Signature of applicant or applicant's solicitor or other duly authorised agent. If signing on behalf of the applicant, please state in what capacity:

Signature: [REDACTED]

Print Name: MARTYN KENNEDY

Date: 30.06.14 (dd/mm/yyyy)

Capacity: DIRECTOR

21. For joint applications, signature of 2nd applicant, or 2nd applicant's solicitor or other authorised agent. If signing on behalf of the applicant, please state in what capacity:

Signature:

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_ (dd/mm/yyyy) Capacity: \_\_\_\_\_

*[Where there are more than two applicants, please use an additional sheet clearly marked "Signature(s) of further applicant(s)". The sheet should include all the information requested in paragraphs 20 and 21.]*

*[Where the application is to be submitted in an electronic form, the signature should be generated electronically and should be a copy of the person's written signature.]*

### **Part 8 – Contact Details**

22(a) Please give the name of a person who can be contacted about the application:

MARTYN KENNEDY

22(b) Please give one or more telephone numbers at which the person identified in question 22(a) can be contacted:

020 7235 2768

23. Postal address for correspondence associated with this application:

ASPERS UNIVERSAL LIMITED

1 HANS STREET

LONDON

Postcode: SW1X 0JD

24. 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:

MARTYN.KENNEDY@ASPERS.CO.UK



## GAMBLING AND SOCIAL RESPONSIBILITY

### CODE OF PRACTICE

***For the vast majority of people, gambling is an enjoyable leisure and entertainment activity. The responsibility for an individual's gambling is their own, our responsibility is to promote a socially responsible approach to gambling for our customers.***

***Aspers Group Limited is committed to promoting a responsible attitude to gambling and thus supports its Corporate Compliance Statement.***

The social impact of gambling has become integral to the gaming sector and the most effective way forward is for the industry and Aspers Group Limited to continue to work together and address the social impact. This will be achieved by:

- Recognising that social responsibility is advantageous to Aspers as well as our customers.
- Supporting and encouraging the work of charitable organisations that research the development and treatment and work with organisations who are addressing the social impact of gambling.
- Introducing Community Action for Responsible Gaming (CARG) to all Aspers Casinos.

#### **Commitment**

Aspers are committed to ensuring that responsible gambling policies and practices are adopted. This will be done by:

- Recognising that social responsibility is essential to the effective development of the gaming industry.
- Continuing to develop a company culture that is supported by policies and procedures that demonstrate total commitment towards social responsibility.
- Striving to achieve an appropriate and fair balance between maximising opportunity and minimising harm.
- Positively protecting customers in the long term by adhering to our self exclusion policy.



- Adequately equipping all customer facing employees with the skills and knowledge to promote Aspers Group as a responsible gambling company.

### **Compliance with Codes of Conduct**

Aspers "Responsible Gambling" Policy is designed to protect the business ensure the safety of staff and enhance the experience for the customer. Therefore, it is important that:

- All customer facing employees are made aware and understand the Company's "Code of Practice" and the "Social Responsibility Provisions" included in the Commission's "Licence Condition and Codes of Practice"
- All aspects of the Aspers Code of Practice and Responsible Gambling Policy are adhered to at all times.

### **Staff Training**

So as to ensure that all our employees are adequately equipped to respond to problem gambling, through Aspers Code of Practice, Aspers is committed to train every customer facing employee in the area of Social Responsibility.

Through the programme of responsible gambling training, Aspers will:

- Ensure ownership of the Aspers Code of Practice is transferred to all employees.
- Raise awareness of the importance of taking responsible action towards social responsibility.
- Emphasise the importance of responding to customers expressing concerns about their gambling.
- Provide employees with the necessary skills and confidence to respond to customers.
- Recognise that some members of staff may have a gambling problem, and provide appropriate help and support.
- Work closely with GamCare and actively participate in measures designed to address social impact of problem gambling.

The training will be carried out during Induction of new employees and on-going annual training.

### **Appropriate Intervention**

Whether to intervene or not in the case of a suspected problem gambler is a delicate matter that must be approached with sensitivity. Aspers employees will be trained to respond accordingly and there will always be a member of management on duty who has had adequate level of training to deal with the situation.

## Customer Relations

It is appropriate to welcome customer requests, to advise on gambling activities and to assist their overall understanding. Customers will not be encouraged to:

- Re-stake their winnings, it must be their own decision.
- Chase losses in an attempt to re-coup money.
- Continue to play when indicating they wish to stop.

## Advertising & Promotion

Whilst it is appropriate for gambling activities and venues to be advertised, this will only be done within the guidance set down by the Commission, in the Gambling Industry Code of Practice for Socially Responsible Advertising and any CAP and BCAP Codes of Practice. The following guidelines will apply to advertisements and other promotional material:

- All advertisements will be in line with legal requirements and prepared with a sense of responsibility to customers and society.
- Advertisements will not promote excessive gambling and will not exploit the young or socially vulnerable.
- Advertisements will not be directed at people under the age of 18 through the selection of media, style of presentation, content or context.
- Advertisements will not mislead and will not breach ethical and presentational standards.
- No adverts will present gambling as an alternative to work or a way out of financial difficulties.

## Under-Age Gambling

To ensure that regulations regarding underage gambling are adhered to, measures will be implemented to ensure that under 18's do not have access to Aspers premises. The following procedures will apply:

- Clear signage at each entrance stating the minimum age of entry.
- Controlled and supervised reception areas.
- Checks on proof of identification for all customers who appear to be under the age of 21.
- Ensuring staff are made aware of the rule and have been trained to deal with customers who are, or who appear to be underage.
- Making disciplinary action the penalty for any member of staff who is negligent.

## **Information Advice & Sources of Help**

At the core of exercising a duty of care is the principle of assisting customers to address any concern about their gambling should they wish to do so. This will be drawn to the attention of patrons in the following ways:

- Responsible gambling leaflets located in rest rooms/toilets, reception and gambling floor areas.
- All responsible gambling information leaflets carry information about referral organisations, helpline number and self-exclusion policy.
- ATM's and gaming machines carry the helpline number.

## **Community Action for Responsible Gaming (CARG)**

Aspers set up the Community Action for Responsible Gaming (CARG) programme. CARG seeks to constructively address problem gambling issues in the community. It is a voluntary, not-for-profit group, a working partnership between Aspers and local based interest groups, which is designed to facilitate discussion, increase knowledge and reduce the risks of problem gambling.

Groups include a cross selection of community representatives with a working interest in the social effects of gambling. CARG's primary functions are to:

- Discuss fact finding and research on gambling trends.
- Resource and develop responsible gambling educational materials and information.
- Evaluate and review the quality of customer information on problem gambling.

CARG groups involve a range of organisations, including local churches, the police, GamCare, local authority, local universities, alongside Aspers management and other interested stakeholders. The groups meet four times a year. Similar schemes will be implemented across all of Aspers' UK sites.

**CONTINUATION SHEET 2**  
**QUESTION 19 – ADDITIONAL INFORMATION**

SOUTHAMPTON CITY COUNCIL  
APPLICATION FOR A PROVISIONAL STATEMENT BY  
ASPERS UNIVERSAL LIMITED

**Introduction**

Aspers Group Limited is a British company which is a joint venture between the Aspinall family and Crown Limited, the leading Australian based international gaming operator. The Aspinall family have been involved in operating casinos in the UK for over forty years. Indeed, the late John Aspinall, father of Damian Aspinall, the current Chairman and Chief Executive of Aspers, opened the first licensed casino in the UK in 1962. Crown Limited operates, or has significant interests in, major casino leisure and entertainment destinations in Australia, Macau, Canada and the US.

Aspers currently has four operational casinos:

- (i) Aspers Casino, Westfield Stratford City, London;
- (ii) The Casino, Xscape MK, Milton Keynes;
- (iii) Aspers Casino, The Gate, Newcastle; and
- (iv) Aspers Casino, Northampton.

The casinos in London and Milton Keynes are the first and only Large Casinos to be operational in the UK, opening in 2011 and 2013 respectively.

Aspers has a proven track record of successful operation in the UK. Its strategy is to locate Aspers casinos within prime leisure and entertainment areas to facilitate the natural synergy between its venues and other popular, mainstream leisure and entertainment offerings.

Aspers has a national reputation as a leading responsible gaming operator. The company prides itself on its approach to social responsibility, the ethos of which is embedded throughout its operations. The key features of Aspers' approach to social responsibility are outlined below, followed by a copy of its Gambling and Social Responsibility Code of Practice.

**Aspers Approach to Social Responsibility*****Proof of Age Schemes***

Aspers operates a 'Challenge 21' policy. Aspers controls all customer entrances to its premises with fully trained in-house SIA licensed door supervisors.

Anyone who appears under the age of 21 is required to produce photographic identification bearing their photograph, date of birth and a holographic mark and is refused entry without proof of age. No person under the age of 18 is ever permitted entry to Aspers premises.

### **CCTV**

Aspers casinos operational standards require that each of its casinos has a comprehensive integrated digital CCTV system in operation 24 hours a day, 365 days a year. The CCTV installation is a high specification comprising both fixed and pan tilt zoom cameras recorded at 25 frames a second in 4 CIF with synchronised audio recording in cash and other vulnerable areas. The system is maintained under a maintenance contract and operated by professional surveillance staff and management in compliance with the Data Protection Act 1998 and the CCTV Code of Practice issued by the Data Commissioner.

CCTV covers all entrances and exits from the casino premises, cash areas, gambling areas, bar and restaurant areas and back of house areas.

### ***Supervision of Entrances and Machine Areas***

The entire security team is comprised of staff employed by Aspers; contractors are not used in this field. Surveillance staff are licensed by the Gambling Commission as required and the whole security team is trained to a high standard in entry control, incident management, first aid and their duties under the Licensing Act 2003, Gambling Act 2005, the Gambling Commission's "Licence Conditions and Codes of Practice" as well as all relevant Aspers policies and procedures. The team is trained to recognise people who have previously self excluded and individuals who have been excluded for their conduct or for reasons of law enforcement.

Aspers also has staff trained in the supervision of machine areas, rest areas and non-gambling areas. All staff are trained in Aspers' "Responsible Gambling" policy.

### ***Physical Separation of Areas***

Aspers will provide a separate room for customers to take a break or for quiet contemplation. This quiet room will be free from gambling to allow customers an area to remove themselves entirely from seeing or hearing gambling activity. There will also be the facility to telephone the national helpline, access an online counselling facility and contact face-to-face counselling services including GamCare. Leaflets with contact addresses and telephone numbers will be prominently displayed within this room.

### ***Notices/Signage and Provision of Information***

Aspers is committed to ensuring that young and vulnerable persons are protected from being harmed or exploited by gambling and to promoting safe and responsible gambling practices on its premises.

A notice stating that no person under the age of 18 years is permitted to enter the premises shall be displayed in a prominent place at every entrance to the premises.

Both passive and active initiatives are used to raise customers' awareness to the issue of problem gambling, to reduce the risks of out-of-control gambling on the premises and to develop a culture of awareness amongst employees.

Responsible gambling leaflets and posters are displayed at prominent and discreet locations throughout the premises, offering confidential problem gambling help and providing information on self-exclusion and treatment services.

Where appropriate responsible gambling leaflets will be available in a foreign language.

The phone number of a gambling helpline is displayed on all ATMs and all gaming machines. Advertising and Marketing Codes for responsible gambling advertising are adhered to.

"How to play" leaflets detailing the rules of the games, house edge and guide to equal chance games are available and on display throughout the gambling areas.

Casino Rules are displayed and are also available on the web-site.

### ***Self-Exclusion Scheme***

Aspers operates a self-exclusion programme whereby customers can ask that they be excluded from the casino for a pre-determined and substantial period.

Details of this are displayed on leaflets/posters throughout the casino and all gaming and reception staff are familiar with the scheme.

The self-exclusion period is a minimum of six months and we give the customer the option of extending this to a total of at least five years. Customers who enter into a self-exclusion agreement are given the opportunity to do so immediately without any cooling-off period.

Aspers removes the name and details of a self-excluded individual from any marketing database within 48 hours of receiving the completed self-exclusion notification.

At the end of the period chosen by the customer the self-exclusion remains in place, unless the customer takes positive action in order to gamble again.

Before any self-exclusion can be lifted the customer is required by Aspers to discuss their situation with the General Manager. If it is agreed to lift the exclusion, the customer is given one day to cool off before being allowed access to gambling facilities.

**CONTINUATION SHEET 1**

**QUESTION 13 – DESCRIPTION OF PREMISES**

SOUTHAMPTON CITY COUNCIL

APPLICATION FOR A PROVISIONAL STATEMENT BY

ASPERS UNIVERSAL LIMITED

The casino will be located within the Casino Location Zone at the Royal Pier Waterfront Development. The casino building will be a multi-use building of four or more levels. The casino will be located on the ground floor along with shops, bars and restaurants. The upper levels will be a car park.