

Premises: 141 - 143 King Street London W6 9JG

Premises Licence Number: TBC

Company Details: Chongie Entertainment Limited,
3-5 Wardour St, London

Operating Licence Number: 000-057549-N-333196-001

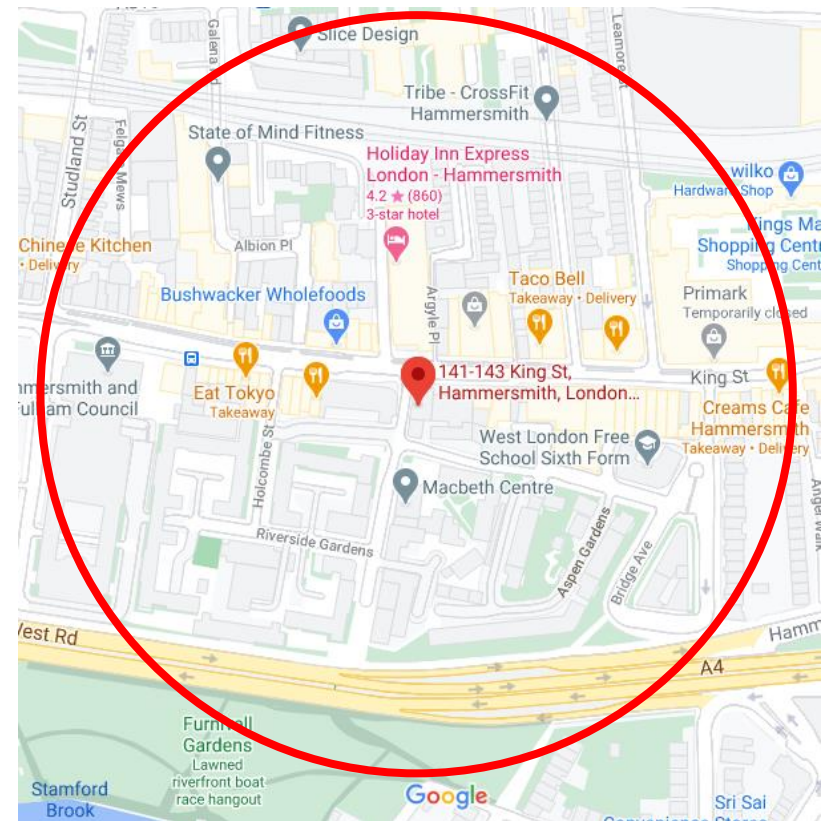
Date Assessment: March 2021

Assessor: [REDACTED]

Sources Utilised: Hammersmith and Fulham Statement of Gambling Policy, Hammersmith and Fulham Ward Profiles, Police Crime Mapping, relevant guidance from the Gambling Commission, Open source

Area Profile: These premises are situated on King Street in the Hammersmith Broadway Ward. Hammersmith and Fulham is one of 13 inner London Boroughs. It is the third smallest borough, not including the City of London. The ward is generally a very affluent area. The overall population is middle-aged and young, single, healthy and skilled.

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



Local Area				
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	<p>LOCALITY</p> <ul style="list-style-type: none"> West London Free School Sixth Form Franklin House, 2 Bridge Ave, Hammersmith, London W6 9JP Professional Language Solutions Unit 7, King Street Cloisters, Clifton Walk, Hammersmith, London W6 0GY The Stage School Westside School 8-30 Galena Rd, Hammersmith, London W6 0LT TLG West London Centre St Pauls' Centre, Hammersmith, London W6 9JJ Montessori by Busy Bees 30-40 Dalling Rd, Hammersmith, London W6 0JD Flora Gardens Hammersmith, London W6 0UD Prime Tutors First Floor Rear Premises, 141-143 King Street, Hammersmith, W6 9JG, London <p>OTHER:</p> <p>Student accommodation:</p> <p>There is no student accommodation within a 200m radius of the premises</p> <p>Family Services</p> <ul style="list-style-type: none"> West London Centre for Counselling 	<p>The Premises:</p> <ul style="list-style-type: none"> 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 provided by BACTA 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 	<p>High of Occurrence Initially / Low of not Managing</p>

		<p>Glenthorne Mews, 115A Glenthorne Rd, Hammersmith, London W6 0LJ</p> <p><u>Job / Recruitment Agencies</u></p> <p>There are no job or recruitment agencies within a 200m radius of the premises</p> <p><u>Community centres</u></p> <ul style="list-style-type: none"> • Adult Learning and Skills service Macbeth St, Hammersmith, London W6 9JJ • Irish Cultural Centre 5 Black's Rd, Hammersmith, London W6 9DT <p><u>Youth Centres</u></p> <p>There are no youth centres within a 200m radius</p> <p><u>Fast food</u></p> <ul style="list-style-type: none"> • Subway 126 King St, Hammersmith, London W6 0QU • Apettite Fish and Chips and Kebabs 171 King St, Hammersmith, London W6 9JT • Taco Bell 100 King St, Hammersmith, London W6 0QW • KFC 88-90 King St, Hammersmith, London W6 0QW <p><u>Café</u></p> <ul style="list-style-type: none"> • Coffee Station 167 King St, Hammersmith, London W6 9JT • Creams 83 King St, Hammersmith, London W6 9HW • Greggs 129 King St, Hammersmith, London W6 9JG 	<p>monitoring</p> <ul style="list-style-type: none"> • Monitoring customers as they leave the premises • Machines to be properly labelled <p>The Operation:</p> <ul style="list-style-type: none"> • 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 concerns about customers • Mystery shopper tests by BACTA 	
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		<p>W6 OLT</p> <p><u>New Development or Shopping centres</u></p> <p>There does not appear to be any new developments in the area.</p> <ul style="list-style-type: none"> • Kings Mall Shopping Centre King St, Hammersmith, London W6 9HW 		
<p>1.2</p>	<p>Preventing Gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime</p>	<p>LOCALITY</p> <p>There is 1 betting shops within 200m:</p> <ul style="list-style-type: none"> • Paddy Power 118 King St, Hammersmith, London W6 0QP <p>There are 2 AGCs within 200 metres</p> <ul style="list-style-type: none"> • Admiral Casino 97-99 King St, Hammersmith, London W6 9JG • Merkur 86 King St, Hammersmith, London W6 0QW <p>There a 0 casinos.</p> <p>There are several premises licensed under the Licensing Act 2003 within distance, including:</p> <ul style="list-style-type: none"> • The Salutation and Thai Restaurant 154 King St, Hammersmith, London W6 0QU • The Hammersmith Ram 81 King St, Hammersmith, London W6 9HW • The Plough and Harrow 120-124 King St, Hammersmith, London W6 0QU <p>Several premises are not operating at the time of this risk assessment due to Covid-19.</p> <p>LOCAL AREA PROFILE</p>	<p>The Premises</p> <ul style="list-style-type: none"> • 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 <p>The Operation</p> <ul style="list-style-type: none"> • Machine door opening keys only available to management • Log visits by Police, Local Authority and Gambling Commission officers • Review unusual patterns of play (as per PoCA), ‘non-regular’ players and consider exclusion/reporting • Exclude badly behaved customers and 	<p>Medium of Occurrence Initially / Low of not Managing</p>

		<p>Population</p> <ul style="list-style-type: none"> • In 2018 there were an estimated 12,750 people living in the ward • The overall population is middle-aged and young, single, healthy and skilled • The ward has the tenth highest proportion of households that have no people who speak English as a first language <p>Footfall</p> <ul style="list-style-type: none"> • King Street is considered primary retail in Hammersmith and consequently has a high footfall <p>Deprivation</p> <ul style="list-style-type: none"> • The ward is made up of 8 Lower Super Output Areas (LSOAs). • Three LSOAs are ranked in the 20% most deprived nationally. There are seven deprivation 'domains' within the IMD 2015 and the highest scores for the ward are in the Living Environment, Crime, and Barriers to Housing and Services. <p>Unemployment</p> <ul style="list-style-type: none"> • 63% of residents are in employment (12% are self-employed). • 39% of employed residents are working as managers, directors, senior officials or in professional occupations 	<p>look out for problem behaviour or aggression</p> <ul style="list-style-type: none"> • Maintain contact with local traders and Police, including working with police to combat local issues • Limited staff floats • CCTV coverage over all cash transactions • Full machine audit on all machines on a weekly basis – ad hoc spot-check in case of any suspicion • Gaming machines are supplied and maintained by businesses licensed by the Gambling Commission • Company registered to receive crime bulletins from BACTA. <p>Staff Training</p> <ul style="list-style-type: none"> • Social Responsibility training and incident recording logs available to all staff. • Staff trained to look out for unusual/dyed notes • Staff & management to be alert to customers exchanging large volumes of paper notes for alternative denominations • Staff to be alert to customer redeeming stake with little or no play • Staff trained about AML basics, strange transaction behaviour 	
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<p>1.3</p>	<p>Ensuring that gambling is conducted in a fair and open way</p>	<p>EQUIPMENT</p> <ul style="list-style-type: none"> • Information must be clearly displayed • Maintenance to reduce potential issues • Compliance <p>PREMISES</p> <ul style="list-style-type: none"> • Promotions • Advertising <p>CUSTOMERS</p> <ul style="list-style-type: none"> • Treatment of customers • Complaints 	<p>Equipment</p> <ul style="list-style-type: none"> • Machines only obtained from licensed suppliers • Machines to be properly labelled • Implementation of the BACTA Toolkit 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 <p>Premises</p> <ul style="list-style-type: none"> • Clear terms & conditions provided within the licensed premises. • Any promotions or advertising to be ASA and LCCP compliant <p>Staff Training</p> <ul style="list-style-type: none"> • Training of staff with 6 monthly refreshers • Staff to have full understanding of stakes and prizes, and odds associated with each machine. <p>Customers</p>	<p>Low / Low</p>

			<ul style="list-style-type: none"> • 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 • Regular Compliance Audits 	
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Gambling Operation and Physical Design (Internal and External)				
Licensing Objective		Risks	Existing Control Measures	Level of Risk of Occurrence / Manageability
2.1	Protecting children and other vulnerable persons from being harmed or exploited by gambling	<p>CUSTOMERS</p> <ul style="list-style-type: none"> • U18s entering • Problem Gambling • Providing Information • Administering self-exclusion • Signage <p>PREMISES</p> <ul style="list-style-type: none"> • Consider 'blind spots' • Visibility of the entrance • Signage • Presentation of premises 	<p>Equipment and Operation</p> <ul style="list-style-type: none"> • Machines to be properly labelled • Staffing levels will be risk assessed to ensure they reflect any risk to staff, customers and promotion of the licensing objectives • There would be no advertising locally. As part of the Licence Conditions and Codes of Practice issued by the Gambling Commission - Any Media displayed on the premises will comply with LCCP: Social responsibility code 5.1.6 (Compliance with advertising codes) The advertising of gambling products and services must be undertaken in a socially 	<p>Low/Low considering design features</p>

		<p>(signage/window display)</p>	<p>responsible manner and we must comply 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 Adult Gaming Centre premises in Hammersmith.</p> <p>Premises</p> <ul style="list-style-type: none"> • 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 	
<p>2.2</p>	<p>Preventing Gambling from being a source of</p>	<p>CUSTOMERS Customer behaviour</p>	<p>Staff Training Full Staff training on Money Laundering and the</p>	

	<p>crime or disorder, being associated with crime or disorder or being used to support crime</p>	<p>PREMISES Layout to be considered:</p> <ul style="list-style-type: none"> • Consider 'blind spots' • Visibility of the entrance • Design out crime <p>STAFF</p> <ul style="list-style-type: none"> • Personal protection • Security • Staff behaviour <p>Money Laundering</p> <ul style="list-style-type: none"> - Customer behaviour - Staff monitoring 	<p>Proceeds of Crime Act as well as customer behaviour, particularly suspicious or aggressive customers</p> <p>Premises and Operation</p> <ul style="list-style-type: none"> • 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. • Regular patrols of the premises, including external areas to identify any vulnerable and children • Monitoring of customers as they leave the premises • Design out crime to be implemented • Toughened/laminated glass to front window • Lock on front door • Intruder alarm installed and regularly serviced • Panic Button linked to Police 	<p>Low/Low considering design features</p>
<p>2.3</p>	<p>Ensuring that gambling is conducted in a fair and open way</p>	<p>PREMISES</p> <ul style="list-style-type: none"> • Promotions • Advertising <p>EQUIPMENT</p> <ul style="list-style-type: none"> • Information clearly displayed 	<p>Premises</p> <ul style="list-style-type: none"> • CCTV coverage of all public areas, office, frontage and rear door with recording device and ability for management to review remotely online • Clear terms & conditions provided within the 	

		<ul style="list-style-type: none"> • Maintenance • Compliance 	<p>licensed premises.</p> <p>Equipment</p> <ul style="list-style-type: none"> • Machines only obtained from licensed suppliers • Machines to be properly labelled • Implementation of the BACTA Toolkit policies • Machines to be maintained/serviced 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 <p>Customers</p> <ul style="list-style-type: none"> • 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 	<p style="text-align: center;">Low / Low</p>
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