



## Merkur Cashino, 48 Ballards Lane, Finchley, N3 2BX

### Local Area Risk Assessment

<b>Trading Name:</b>	Merkur Cashino
<b>Premise Address:</b>	48 Ballards Lane, Finchley, N3 2BX
<b>Local Authority:</b>	London Borough of Barnet
<b>Premise Licence No:</b>	New application
<b>Operator Licence No:</b>	000-003266-N-103444-024 (Cashino Gaming Ltd)
<b>Company Details:</b>	Praesepe Group, 1a Seebeck House, Seebeck Place, Knowlhill, Milton Keynes MK5 8FR Premise Licence Holder: Cashino Gaming Limited
<b>Name and Title of Assessor:</b>	Amanda Kiernan – Head of Compliance
<b>Date of Assessment:</b>	14 <sup>th</sup> July 2020
<b>Review Date:</b>	On opening in conjunction with local staff

## Local Area Profile Risk Factors

Local Risk Profile:	N3 1XP is a mixed residential and non-residential postcode in Barnet. The premise, a former Bank is located on a corner position of Ballards Lane (A598) with a side street - which has CCTV coverage - Redbourne Avenue on one side. This is predominantly a high street type location containing banks, retail shops, restaurants, cafes and takeaways. There is short term on street parking directly outside.
Establishments of note:	Along Ballards Lane there are four Betting Shops, Betfred, Corals, William Hill and Paddy Power, there is one Cash Converter pawnbrokers.
Adjoining premises:	Merkur Cashino is located on a corner position on Ballards Lane next door to Santander Bank, there is a Yoga studio above, Barclays Bank and Vintage Wealth Management is located on the opposite side of Redbourne Avenue. Tesco supermarket directly opposite on Ballards Lane.
Crime statistics:	<p>Annual crime rate in Barnet is 94.0 which is higher than 8 out of 33 London Boroughs, the local area of N3 2BX is 80.5 which is higher than 40% of local areas in London. Most common crime types during the last 12 months were anti-social behavior (373), violence and sexual offences (252), vehicle crime (230), burglary (134) and other theft (77).</p> <p>For all categories except 'Burglary' and 'Fraud or forgery', crime rates in the year to February 2013 in Barnet were low compared with London as a whole. In the case of Finchley it is below the Barnet average in all categories, except for 'Theft and handling' where it is slightly above. (Source: Metropolitan Police Service).</p>
Population:	<p>Finchley Church End is the smallest ward in 2012 with 15,571 residents. It was projected to increase very slightly over the next decade (0.9%) to 15,710 residents, and will be the 19<sup>th</sup> most populous ward in Barnet, with East Finchley and Coppetts being smaller. (Source: Barnet Hybrid Solution updated for MYE Jan 2012 update)</p> <p>Population Density: 58 per hectare. Ward Rank in Barnet: 10th most dense. No. of Households: 5981. 50% women/50% men. 18% of local population are under the age of 16 years compared to 21% for the borough average and 16% are of retirement age compared to 14% for the borough average.</p>
Culture:	<p>Predominant ethnic group is Other White, comprising 29.1% of the population. On average 13% of London population belong to Other White ethnic group.</p> <p>Proportion of the following ethnic groups is higher than average for London:</p> <ul style="list-style-type: none"> <li>• Other White comprise 29.1%, while average for London is 13%</li> <li>• Indian comprise 9.7%, while average for London is 7%</li> <li>• Other Asian comprise 12.1%, while average for London is 4.9%</li> <li>• Other comprise 6.1%, while average for London is 2.1%</li> </ul> <p>Proportion of the following ethnic groups is lower than average for London:</p> <ul style="list-style-type: none"> <li>• White British comprise 24.2%, while average for London is 45%</li> <li>• Bangladeshi comprise 0.7%, while average for London is 2.7%</li> <li>• Black comprise 4.8%, while average for London is 13%.</li> </ul> <p>In terms of faith this area has a lower proportion of Christians among its residents, 28% as against the borough average of 41% and a higher proportion of Jewish residents, 31% against the borough average of 15%.</p>

Unemployment:	The unemployment rate of N3 2BX is recorded as being 6.5%, which is higher than the UK average. 9.3% are classed as being students in full-time education. The remaining 84.2% of people in N3 2BX are in work.
Deprivation:	Median household income in Barnet is higher than 22 out of 33 London Boroughs, the local area of N3 2BX is 58.9% higher than local areas in London. The 2010 Index of Deprivation shows Barnet as a whole to be the 176th most deprived local authority out of the 354 for England and Wales – slightly below the average. Barnet has become less deprived in relation to England over the last three years. (Source: <a href="http://www.barnet.gov.uk/download/downloads/id/2348/deprivation_in_barnet_2012">http://www.barnet.gov.uk/download/downloads/id/2348/deprivation_in_barnet_2012</a> . The area has a substantially higher than average proportion of households classed as Wealthy people living in the most sought after neighbourhoods and Active elderly people living in pleasant retirement locals (Mosaic data 2010@Copyright 2004 Experian Ltd)
Local Police:	Metropolitan Police, 1069 Finchley Road, London, NW11 0PU. Local Police have commented that the area has a busy nightlife.

**The Gambling Act 2005 sets out the three licensing objectives (LO), which are:**

- Preventing gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime.
- Ensuring that gambling is conducted in a fair and open way.
- Protecting children and other vulnerable people from being harmed or exploited by gambling.

**Localised Risks to the Licensing Objectives**

This Local Area Risk assessment takes into account The London Borough of Barnet Statement of Gambling Principles and reference relevant section 10.12 for Bingo and Ward Profile (Barnet Insight Unit March 2013)

**Environmental Factors**

In preparing this assessment Praesepe has considered the relevance of environmental factors. In this context, environmental factors include the physical location of schools, playgrounds, residential areas, other retail premises and locations (bus stations, tube stations) which have an effect on footfall. We have set out below our position on risk in this area:

Licensing Objectives	Local Risks	Control Measures
Protecting children and other vulnerable people from being harmed or exploited by gambling	<p><b>Unemployment:</b> The unemployment rate of N3 2BX is recorded as being 6.5%, which is higher than the UK average. 9.3% are classed as being students in full-time education. The remaining 84.2% of people in N3 2BX are in work.</p> <p><b>Deprivation:</b> Median household income in Barnet is higher than 22 out of 33 London Boroughs, the local area of N3 2BX is 58.9% higher than local areas in London. The 2010 Index of Deprivation shows Barnet as a whole to be the 176th most deprived local authority out of the 354 for England and Wales – slightly below the average. Barnet has become less deprived in relation to England over the last three years.</p> <p><b>Schools and Education</b> St Mary's CofE Primary School, Dollis Park, Finchley, London, N3 1BT</p>	<p><b>Age Verification</b> <i>Ensuring Under 18's do not have access to licensed premises</i> All Merkur Cashino venues are strictly adult only (over 18's only).</p> <p>Gambling is an age restricted product and Praesepe operates a 'Think 25' policy.</p> <p>Age verification is embedded in training platforms and responsible gambling policies.</p> <p>Over 18's notices are displayed on the entrance.</p> <p>Think 25 advertising is prominently displayed throughout the premise.</p> <p>Merkur Cashino Premise frontage will be of a style which obscures the interior with no advertising depicting images that may appeal to children.</p>



<p> Pardes House Primary School, Hendon Lane, London, Middlesex, N3 1SA  Manorside Primary School, Squires Lane, Finchley, London, N3 2AB  Moss Hall Junior School, 187 Nether Street, Finchley, London, N3 1NR  Moss Hall Infant School, Moss Hall Grove, Finchley, London, N12 8PE  Christ's College Finchley, East End Road, East Finchley, London, N2 0SE  Bishop Douglass School Finchley, Hamilton Road, East Finchley, N2 0SQ  St Michael's Catholic Grammar School, Nether Street, North Finchley, London, N12 7NJ  Hasmonean High School, Holders Hill Road, Hendon, London, NW4 1NA  Wren Academy, Hilton Avenue, North Finchley, London, N12 9HB  The Archer Academy, Eagans Close, London, N2 8GA N2 0GA  The Compton School, Summers Lane, London, N12 0QG  Finchley Catholic High School, Woodside Lane, Finchley, N12 8TA  The Henrietta Barnett School, Central Square, Hampstead Garden Suburb, London, NW11 7BN  Hendon School, Golders Rise, Hendon, London, NW4 2HP  Lexis School of English, 69 Ballards Lane, Finchley, N3 1XT  Explore Learning, 167-169 Ballards Ln, Finchley, London N3 1LP  St Theresa's Catholic Primary School, E End Rd, Finchley, London N3 2TD  Nacel English School, Sovereign House, 1 Albert Place, Finchley, N3 1QB </p> <p> <b>Community Centres and Youth Centres</b>  The nearest Youth facility, The Finchley Youth Activity Centre, 142 High Road, East Finchley, N2 9ED is 1.7 mile away. </p> <p> <b>Parks, play grounds and sports/leisure facilities</b>  Victoria Park, 62 Long Lane, Finchley, London N3 2PX. Situated in Church End, it covers seven hectares. It is on the east side of Ballards Lane and fairly close to Finchley Central and West Finchley tube stations. 0.4 mile, 8 minute walk away. Opening hours 8am to 10pm daily.  The Park, 19 Gordon Road, London, N3 1EL. Park and Garden. 0.6 mile, 12 minute walk away.  Dollis Valley Greenwalk, London, N3 1RN. The Dollis Valley Greenwalk is a 10 mile walk linking green spaces along the Dollis Valley, starting in Moat Mount, Mill Hill through Barnet and into Hampstead Heath. 0.7 mile, 13 minute walk away.  Wilf Slack Sports Ground, E End Rd, Finchley, London N3 2LE. 0.8 mile.  Finchley Lido Leisure Centre, Great North Leisure Park, Chaplin Square, N12 0GL. Finchley Lido is a leisure complex at grid reference TQ266911, just east of the suburb of North Finchley in the London Borough of Barnet. Currently there is a swimming pool and leisure centre, cinema, several food restaurants, bowling facilities and large number of car parking spaces. 1.3 mile away. </p>	<p> Marketing and Promotional activity complies with LCCP and standards set by the Committee of Advertising Practice (CAP) and the Broadcast Committee of Advertising Practice (BCAP). </p> <p> Merkur Cashino operate a comprehensive Think 25 Policy, age verification checks are carried out and recorded, any person unable or unwilling to verify their age with appropriate ID will be told to leave, if they have managed to play machines, their staked money will be returned to them. </p> <p> Age verification test purchasing and mystery shopper visits are frequently carried out by 3rd party companies - Check Policy and Store Checker. Age verification tests for 2019/2020 resulted in a pass rate of 96.09% which is 20% higher than the Industry average, all venues receive 3 or 4 random test visits per year. </p> <p> Test purchase fails are reviewed within 48 hours by the Area Manager, this involves reviewing CCTV footage of the incident and implementing appropriate training or where necessary disciplinary action. </p> <p> All age verification checks are recorded on the IHL SMART Tablet AV App, this data is collated centrally and regularly reviewed by an independent team of compliance auditors. </p> <p> Results of age verification checks and third party results are shared with the Gambling Commission. </p> <p> Proof of Age scheme in place with application forms available in the venue. </p> <p> <b>Vulnerability</b>  Training and guidance is given to Merkur Cashino staff on vulnerability (the inability or limited ability of people to control their actions). This includes addictive gambling, mental health, alcohol or drugs issues. </p> <p> Marketing and Promotional activity complies with LCCP and standards set by the Committee of Advertising Practice (CAP) and the Broadcast Committee of Advertising Practice (BCAP). </p> <p> All staff complete on boarding and 6 monthly refresher training which includes Safeguarding Children and Vulnerable People and Customer Interaction. </p> <p> Staff are trained how to deal with vulnerable customers and how to make effective interactions, any difficult cases are referred to our compliance team for review and resolution. </p>
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<p><b>Homeless shelters and food banks</b> Homeless Action in Barnet, 36b Woodhouse Road, North Finchley, N12 0RG. A centre for homeless people and those in insecure housing. Drop-in with lunch served 12 noon-1.30pm. Rough sleepers' free breakfast 9am-10.30 Mon-Fri. Showers, laundry, benefits advice. Referral to training/education. Access to counselling. GP, chiropodist monthly. Visiting alcohol worker. Tenancy support. 1 mile away.</p> <p><b>Pawnbrokers and Loan Shops</b> Cash Converters, 62 Ballards Lane, Finchley, N3 2BU.</p> <p><b>Vulnerable and charitable support services</b> North London Hospice, 15 Ballards Lane, N3 1UX. All A Board, 96 Ballards Lane, N3 2DL. Cancer Research, 69 Ballards Lane, N3 1XT Sue Ryder, 86 Ballards Lane, N3 2DL. Oxfam, 55 Ballards Lane, N3 1XP.</p> <p><b>Medical Centres, Care Homes and Mental Health facilities</b> Lichfield Grove Surgery, 64 Lichfield Grove, Finchley, N3 2JP Supreme Medical Centre, 300 Regents Park Road, Finchley, N3 2JX Finchley Memorial Hospital, Granville Road, London, N12 0JE Rosemary Medical Centre, 2 Rosemary Ave, Finchley, London N3 2QN</p> <p><b>Gambling premises</b> Betfred, 34 Ballards Lane, Finchley, N3 2HB William Hill, 36 Ballards Lane, Finchley, N3 2BJ Coral Bookmakers, 67 Ballards Lane, Finchley, N3 1XP Paddy Power, 76 Ballards Lane, Finchley, N3 2BU A conversation with the owner of the local hardware store, Daves Trade Centre, 152-154 Ballards Lane - which is located next door to William Hill – noted that historically there have been low levels of incidents associated with the betting shop and surrounding Ballards Lane area. The closest Adult Gaming Centres, Cashino and Palace Amusements are located in Neasden, over 4 miles away.</p> <p><b>Residential Areas</b> Residential streets around Ballards Lane comprise mainly of terraced houses and purpose built flats. The area containing Ballards Lane, contains a higher than average level of rented housing (excluding social housing) - 75% of household spaces. This contrasts with the national average of just over 16%.</p>	<p><b>Customer Interaction</b> Merkur Cashino provide comprehensive customer interaction training, instruction and supporting policies to all staff in this area (via training platforms, training centres and Compliance Manual).</p> <p>Staff are provided with the training to enable them to provide guidance on safer and responsible gambling.</p> <p>Staff are trained on conducting effective customer interactions, identifying behavioural changes and how to identify and interact with players who exhibit signs of developing problems with their gambling.</p> <p>Staff are trained to monitor and record customer behaviour, spend and time spent gambling and customer interactions are used to assess customer source of funds/income where relevant.</p> <p>Customer interactions may result in the customer being guided to gambling support services such as Gamcare; encouraged to use a self-help tool to assist them with managing their gambling behaviour, such as the Playright App or Self-Exclusion.</p> <p>All customer interactions are recorded on the IHL SMART Tablet Interaction App, this data is collated centrally and regularly reviewed by an independent team of compliance auditors.</p> <p><b>Player Protection</b> <i>To identify signs associated with problem gambling and people who may be at risk of gambling related harm</i></p> <p><i>Failure to provide information to customers on responsible gambling</i></p> <p><i>Failure to maintain and administer the self-exclusion process, including breaches and reinstatement reviews</i></p> <p>Staff are aware of the importance of social responsibility and are trained to advise customers on gambling responsibly and the identification of potential gambling harm.</p> <p>'Stay in Control' Posters and Leaflets containing the Gamcare helpline number are located in prominent locations within the premise and in private areas, such as customer toilets.</p> <p>Playright App available for customers to self-manage their play and spend and is able to send alerts to Merkur Cashino if the customer enters at a time they have chosen not to play which instigates an interaction with the customer.</p>
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	<p>Aitch Group have acquired the former Finchley Metropolitan Police Station, 193 Ballards Lane and has plans to develop 53 residential properties.</p> <p><b>Bus stops and other Transport links</b>          Finchley Central underground station is 0.1 mile away          West Finchley underground station is 0.5 mile away          Mill Hill East underground station is 0.9 mile away          Bus stop located opposite in front of Tesco</p> <p><b>Public Houses and Alcohol Licensed Premise</b>          The area is known to have a busy nightlife with a high number of pubs, wine bars and licensed premises.          The Coconut Tree, 5 Ballards Lane, Finchley, London, N3 1UX. 0.1 mile          Dignity (Taylors of Finchley), 363 Regents Park Road, N3 1DH. 0.1 mile          Ahir Lorenzos, 298 Nether Street, Finchley, London, N3 1RJ. 0.1 mile          The Central Pub, 5 Ballards Lane, Finchley, N3 1UX. 0.1 mile          Olivers Wine Bar, 168 Ballards Lane, London N3 2PA. 0.2 mile          The Catcher in the Rye, 317, Regents Park Rd, Finchley, N3 1DP. 0.2 mile          The Joiners Arms, 51 Ballards Lane, London, N3 1XP. 0.2 mile          The Innisfree, 85, Ballards Lane, London, N3 1XT. 0.2 mile          The Queens Head, 248, Regents Park Rd, London, N3 3HN. 0.3 mile          Winter's, 168, Ballards Lane, London, N3 2PA. 0.3 mile          Red Filly, 3, Thornfield Parade, Holders Hill Rd, NW7 1LN. 0.6 mile          The Dick Turpin, 383 Long Lane, London, N2 8JW. 0.8 mile          Elephant Inn, 283, Ballard's Lane, London, N12 8NR. 0.9 mile          The Mill, Holders Hill Road, Mill Hill East, London, NW7 1DN. 0.9 mile          Erris Tavern, 359 Ballards Lane, London N12 8LJ. 1.0 mile          The Railway Engineer, 1, Sanders Lane, Mill Hill, NW7 1BJ. 1.0 mile          Finchley United Services Club, 307 Ballards Lane, North Finchley, London, N12 8LY. 1.0 mile          The Tally Ho, 749 High Road, North Finchley, N12 0BP. 1.0 mile          Autumn House, 744 High Rd, North Finchley, London, N12 9QG. 1.0 mile          Malt and Hops, 91 High Road, London, N12 8QA. 1.1 mile          The Torrington House, 4 Lodge Lane, London, N12 8PR. 1.1 mile          The Old White Lion, The Causeway, Barnet N2 0. 0.8 mile          The Windsor Castle Pub, The Walks, East Finchley, N2 8DL. 1.1 mile          The Finchley Tavern, 686 High Road, London, N12 9PT. 1.1 mile</p>	<p>Merkur Cashino will actively seek to support and be involved in any local initiatives targeted at reducing harm caused by gambling</p> <p>Socially Responsible messaging is implemented on all digital B3 and Cat C machines.</p> <p>All machines display Gamble Responsibly stickers with helpline contact details.</p> <p>Senior Management are members of the Bingo Association Executive and Social Responsible Committees and BACTA Divisional and Social Responsible Committees. They take the opportunity to actively participate with these trade bodies, collaborating with other operators to promote responsible gambling initiatives including the development of an Accredited Gamcare training programme and the Machine Messaging trial and evaluation.</p> <p><b>Deprivation</b>          Merkur Cashino operates on the basis that its controls and best practice is adopted at all times, therefore it is not a question of degrees of vigilance being implemented in different areas.</p> <p><b>Homelessness</b>          Some premises are used by the homeless for warmth and company. Merkur Cashino treats all customers with dignity and has a clear policy on begging.</p> <p>Staff are trained to deal with vulnerable people in a sympathetic manner, any difficult cases are referred to our compliance team for review and resolution.</p> <p>Staff are trained how to manage situations with homeless people seeking refuge.</p> <p><b>Begging</b>          Only genuine customers are permitted to remain in the premise and those that are merely there to beg are asked to leave.</p> <p>All customer are treated with dignity, but where appropriate, known street beggars will be refused service and in extreme cases banned.</p>
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<p>Preventing gambling being a source of crime or disorder, being associated with crime and disorder or being used to support crime</p>		<p><b>Premise Security and violence in the workplace</b>  <i>Poor security control measures which may increase vulnerability to crime</i></p> <p><i>Failure to protect employee and customers from harm during the hours of late night opening</i></p> <p>Merkur Cashino Ballards Lane is subject to a separate security risk assessment, local factors are considered and proportionate control measures/physical security measures are installed.</p> <p>Merkur Cashino Ballards Lane will be fitted with a HD CCTV system with coverage of all public areas including all entry and exits points, CCTV will be clearly advertised to customers with screens visible by staff when working in the service area. Ability to review CCTV remotely and provide footage to relevant parties when required. Floor layout will be designed to avoid blind spots to enable the active management and observation of customers entering and leaving the premises, from the central service area the entrances, machines and toilets can be observed and staff will regularly patrol the gaming floor to supervise and interact with customers to identify underage or vulnerable persons.</p> <p><b>General Crime and Disorder</b>  <i>To identify aggressive customers to prevent crime and disorder</i></p> <p><i>Awareness of local crime issues in the local area</i>  We have reviewed the Police.UK hot-spot mapping for N3 2BX and are aware of the areas of Recorded Crime, Vulnerable People and Vulnerable Places and are very mindful of the potential damage associated with problem gambling. We will make every effort to liaise with Finchley police over reducing our involvement in any incident.</p> <p>Staff are trained to identify suspicious activity and have the ability to interrogate real-time machine data to identify criminal activity and fraudulent incidents which are logged and escalated where appropriate.</p> <p>All incidents are recorded on the IHL SMART Tablet Incident App Inc. crime reference number where applicable.</p> <p>Staff are trained on how to deal with aggressive customers and situations which may also require police assistance.</p> <p>The company operate an internal security alert system and are registered with trade associations for crime bulletins (Bingo Association and BACTA).</p>
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		<p>suspected. Any suspicious activities are reported to the nominated officer who will report to NCA where appropriate.</p> <p>IHL SMART Tablet AML App is used to record AML incidents with emails alerts sent directly to the AMLO.</p> <p>Security alerts and photos of suspects are shared with other operators. CCTV systems available for additional monitoring of activity and MARS (machine data capture system) provides individual transactions and fraud alerts for suspicious activity.</p> <p>Anti-fraud analysis on MARS (machine data capture system) identifies suspicious gaming activity.</p> <p>Adequate staff will be maintained at all times and subject to regular review and risk assessment.</p> <p>Any emergency periods of single-staffing is managed by the lone-working policy, locked door policy, remote monitoring of CCTV and keeping in touch policy.</p> <p>Merkur Cashino will operate TiTo machines with a central redemption change machine GeWeTe, the GeWeTe is fitted with a duress code facility and built in time delay.</p> <p>Staff do not carry cash floats and only management can open the machines and change machines.</p> <p>Venue and machine keys are secured in a time delay safe accessible only by Duty Management.</p> <p>The premise and staff will be protected by a Staffguard security system, Maglock and intruder alarms will be installed.</p> <p>Staff are trained to deal with incidents of a criminal nature and aggressive persons. There are support mechanisms available to staff, including counselling and an Employee Assistance Programme.</p> <p><b>Alcohol and Drugs</b> Anti-social behaviour caused by alcohol is not tolerated within our premises and there are comprehensive security and reporting processes to escalate, report and deal with any issues as they arise.</p> <p>'No Alcohol Allowed' signage on the door.</p>
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Ensuring that gambling is conducted in a fair and open way		<p><b>Bingo/Gaming Machine and Supervision</b> The premise will operate under a Bingo Licence, with proprietary bingo equipment, and a range of category B3 (max stake £2/prize £500), C (max stake £1/prize £100) and D (max stake 10p/prize £5) machines (company average stake is 30/40p).</p> <p>Bingo will be available by means of G-Tab tablets offering a range of Bingo products and Live calling.</p> <p><b>Customer Complaints</b> <i>Failure to prevent customers complaints and disputes regarding gambling within our premises</i></p> <p><i>Failure to resolve customer's complaints and disputes regarding our gambling premises.</i> Merkur Cashino operate a clear customer complaints policy both within venues and via a customer complaints link on the website.</p> <p>The Company Code of Practice and Complaints and Disputes Policy will be displayed on the Customer Information Board at the entrance with leaflets available within the premise - ADR provider is IBAS.</p> <p>Complaints management policy in place for written, telephone and complaints received via the 'customer complaints' link on company website.</p>



		<p>Complaints portal used to collate and manage responses. 4 stage complaints procedure with ADR entity Independent Betting Adjudication Service Ltd (IBAS) for unresolved complaints.</p> <p>Staff are trained and encouraged to use positive discretion to resolve customer complaints in venue.</p> <p><b>Marketing</b> Merkur Cashino promote responsible gambling and social responsibility throughout all marketing campaigns.</p> <p>Marketing and Promotional activity complies with LCCP and standards set by the Committee of Advertising Practice (CAP) and the Broadcast Committee of Advertising Practice (BCAP).</p> <p>External windows will have digital marketing screens which will display safer gambling messages, No Under 18's allowed, Think 25, Bingo Played Here, opening times and promotional activity.</p> <p>All marketing campaigns are reviewed for appropriateness before being launched. No advertising is used that depicts images that may appeal to children.</p>
Other	<p><b>Places of worship and Religious Buildings</b> Masorti Judaism, 3 Shakespeare Rd, Finchley, London N3 1XE St Margaret's URC Church, Victoria Ave, Finchley N3 1BD St Mary's Hall, 26 Hendon Lane, Finchley, London N3 1RT Catholic Church of St. Philip The Apostle, Gravel Hill, Finchley, N3 3RJ Church End Baptist Church, 1 Stanhope Ave, Finchley, London N3 3LX North London Iranian Church, 50 Long Lane, Finchley, London N3 2PU St Paul's Finchley, Church of England, 50 Long Ln, Finchley, N3 2PU Eco Synagogue, 80 E End Rd, Finchley, London N3 2SY New North London Synagogue, 80 E End Rd, Finchley, London N3 2SY Reform Synagogue of Great Britain, 80 E End Rd, Finchley, N3 2SY Saint Luke's Church of England, Montgomery Court, 66 Mountfield Rd, Finchley, London N3 3NP</p>	<p><b>Ethnicity and Local Area Demographic</b> Merkur Cashino does not discriminate on the ground of ethnic or social demographic.</p> <p>Local area profiles which detail deprivation, social, ethnic or population may be used as part of the risk assessment in relation to gambling related harm in conjunction with the company standard controls.</p> <p>Merkur Cashino takes a holistic approach to customers and is aware that the Equalities Act precludes the exclusion of any group for generalised reasons.</p> <p>Merkur Cashino will participate with any local/town centre scheme and actively seek to support and be involved with any local initiatives targeted at reducing deprivation (crime/employment/health) and engage in the sharing of information.</p>



		<p><b>Training &amp; Social Responsibility</b></p> <p>Merkur Cashino take responsible gambling and social responsibility seriously, ensuring all staff are fully trained to carry out their roles in a responsible manner.</p> <p>There are two National Training Centres and a dedicated Learning and Development Team.</p> <p>Bingo Association, Gamcare Accredited training completed by members of management.</p> <p>All staff complete on boarding and 6 monthly refresher training: The Essentials of Compliance, Safeguarding Children and Vulnerable People; Age Verification and Customer Interaction.</p> <p>Staff are aware of the importance of social responsibility, trained to advise customers of gambling responsibly and identifying potential problem gamblers.</p> <p>Compliance and Social Responsibility Folder and Player Protection Framework containing policies and procedures is available to all staff. Venue Mangers review compliance logs monthly, Area Managers Bi monthly and Compliance Auditors twice yearly.</p> <p><b>COVID 19</b></p> <p>All staff receive training on COVID-19 guidelines.</p> <p>Control measures clearly displayed at the entrance, temperature checks prior to entry and hand sanitisers available on entrance and throughout premise.</p> <p>Masks made available to customers.</p> <p>Appropriate social distancing signage throughout the gaming area and maximum capacity limits enforced.</p> <p>COVID-19 Daily Check, B3 Ratio Check and Customer Track and Trace will be recorded on the IHL SMART Tablet.</p>
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## Merkur Slots Ballards Lane Premise Layout

<b>Premise level:</b>	Merkur Cashino Ballards Lane is a high street ground floor location.
<b>Premise frontage:</b>	Merkur Cashino Ballards Lane will be of a style which obscures the interior with digital Marketing Screens displaying safer gambling messages, no under 18's, opening times. Marketing and promotions will comply with LCCP and standards set by the Committee of Advertising Practice (CAP) and Broadcast Committee of Advertising Practice (BCAP)
<b>Counter Position:</b>	Merkur Cashino Ballards Lane service area will be located in a position to avoid blind spots to enable supervision of entrances and machines by staff when they are working in the area preparing customer drinks and snacks. A CCTV monitor will be located in the service area to aid staff supervision. Generally staff regularly patrol the gaming floor to supervise and interact with customers.
<b>Floor layout:</b>	Merkur Cashino Ballards Lane floor layout will be designed to avoid blind spots to enable the active management and observation of customers entering and leaving the premises, from the central service area the entrances, machines and toilet can be observed and staff will regularly patrol the gaming floor and interact with customers allowing identification of underage and vulnerable persons. 'Stay in Control' Posters and Leaflets will be located in prominent locations within the premise.
<b>Machine Positions:</b>	<p>Merkur Cashino Ballards Lane will operate under a Bingo Licence, with proprietary bingo equipment, and a range of category B3 (max stake £2/prize £500), C (max stake £1/prize £100) and D (max stake 10p/prize £5) machines (company average stake is 30/40p).</p> <p>Bingo will be available by means of G-Tab tablets offering a range of Bingo products and Live calling.</p>
<b>Hidden Areas:</b>	Merkur Cashino Ballards Lane layout will be designed to minimize any hidden areas and will be fitted with a HD CCTV system with coverage of all public areas including all entry and exits points, CCTV will be clearly advertised to customers with screens visible by employees when working in the service area.


## Additional Comments

Praesepe Group already operate one other premise under London Borough of Barnet Local Authority, Beacon Bingo, Cricklewood Broadway, NW2 3DU. This premise has never been subject to a local authority or Gambling Commission review.



This document provides an assessment of risk at premise level relating to the provision of these facilities for gambling. Praesepe is a national operator and employs a number of standard policies, procedures and control measures across all premises. These issues are clearly articulated in the "Compliance Manual"; to be found in the premise and in our Player Protection Framework. The company also carries out premises security risk assessments (available on request) and health and safety risk assessments which inter alia relate to the objective of keeping crime out of gambling.

Where relevant, Praesepe has also taken into account any substantive local risks identified in a wide range of policy statements related to gambling and local area profiles specifically related to gambling. However the company does not operate discriminatory policies against any identified groups based on social demographic or ethnic origin. Therefore identification of issues relating to gambling related harm are based on individual customer behaviour; even where particular groups are identified through research at being at greater risk of gambling related harm.

<b>Assessors Name:</b>	Amanda Kiernan
<b>Signature:</b>	
<b>Date:</b>	14/07/2020



