

# **A comparative Survey of Adult Gaming Centres in King Street and North End Road in relation to a proposed AGC at 490 Fulham Road, London SW6 5NH.**



**Client:**  
Golden Slots (Southern) Limited

**Prepared By:**  
Andrew Bamber

**Reviewed By:**  
Joshua Simons & Associates

## Report details

<b>Project Address</b>	490 Fulham Road, London, SW6 5NH
<b>Report Title</b>	A comparative Survey of AGC in King Street, North End Road in relation to a proposed AGC at 490 Fulham Road SW6 5NH
<b>Prepared For</b>	Golden Slots (Southern) Limited
<b>Report Reference Number</b>	AGC-REP-SW6-5NH-VER-D-OCT-25
<b>Principal Author</b>	Andrew Bamber – Senior crime consultant
<b>Report Checked By</b>	Joshua Simons & Associates – Regulatory and licensing consultants

Document Revision History		
Revision Reference	Issue Date	Purpose and/or Description of Revision
First Issue	23 Sept 2025	Draft report issued from the two surveys conducted by A Bamber. Report reviewed by JSAAL with comments provided to AB for review
Revision A	24 Sept 2025	Review and inclusion of LBHF Gambling policy
Revision B	29 <sup>th</sup> September 2025	Report updated to include conclusions
Revision C	05 <sup>th</sup> October 2025	Complete draft version of survey issued for final review by AB and JSAAL.
Revision D	07 <sup>th</sup> October 2025	Complete draft version of survey issued to client and planning advisor.

  

Principal Contact Details		
Name	Telephone No.	Email Address
Joshua Simons	07725419439	<a href="mailto:jsimons@jsaal.co.uk">jsimons@jsaal.co.uk</a>

## **Glossary of terms**

AGC – Adult Gaming Centres

AWP – Amusements with prizes

ASB – Anti social behaviour

CIZ – Cumulative impact zone/s

LBHF – London Borough of Hammersmith and Fulham

## Table of Contents

Introduction .....	5
Purpose and design of this survey .....	5
Consultant status .....	6
Background to the surveys.....	7
The regulations on Gambling .....	8
Statement of Gambling Policy .....	9
Customer profile of AGCs.....	11
Location .....	11
Analysis of Cumulative impact zones (CIZs) .....	11
Gambling Vulnerability Zones .....	12
Crime data .....	12
The location for a proposed AGC .....	15
Surveys and field observations .....	16
Conclusions .....	23

## **Introduction**

1. I Andrew Bamber was commissioned by Joshua Simons & Associates Ltd (a firm of regulatory licensing agents), to undertake a site survey of adult gaming centres in King Street W6 and the North End Road SW6. The survey was instructed by Golden Slots (Southern) Limited, a limited company registered at Companies House, Head office address Acumen, Connaught House, Luton, LU1 2RD.
2. Golden Slots (Southern) Limited provides non-remote adult gaming, bingo, family entertainment centres. The company has existing trading premises in operation located in two areas Cricklewood (London) and Milton Keynes (Central Bedfordshire).

## **Purpose and design of surveys**

3. The intention, subject to the granting of licences from the Gambling Commission and the Local Authority is to open an Adult Gaming venue with bingo facilities.
4. This survey was designed to collect data through field observations of current AGCs in specified areas of the borough. Data was also collected via desktop research of existing published reports for example the Gambling Policy Area Profile 2024 available in the public domain.
5. The observational data collection included (i) a site assessment of existing AGC venues in King Street and North End Road to understand what if any effect AGC premises in these areas have on the immediate external areas (the macro environment) in relation to noise nuisance, crime and disorder and public safety matters by assessing the behaviour of customers that use AGC premises at each of the locations between the hours of 01.00 and 04.00.
6. These timings were selected because they represent a time where the general activity and background noise levels are lower than during the daytime period. This allows a survey to understand how the operation of AGCs during these quiet times

might affect the macro environment of the two selected locations included in this survey.

7. In addition to the site visits I reviewed the
  - Location of other Adult Gaming Centres.
  - Hammersmith and Fulham's Statement of Gambling Policy 2025-2028.
  - The Gambling Policy Local Area Profile 2025.
  - The Gambling Commission website.
  - Metropolitan Police Crime data for the Borough of Hammersmith and Fulham.
8. The survey identified a cluster of Adult Gaming Centres in King Street SW6 (4), one in the Uxbridge Road at Shepherds Bush Green, and one in south of North End Road towards Fulham Road.
9. The survey was conducted with 2 site visits as the benchmark for a potential AGCs - Adult Gaming Centre in the Fulham Road. I selected King Street because there is a cluster of venues all within a short walk of each other so as to assess any cumulative impact of such a cluster. I also looked at the venue in North End Road on the basis that this venue was close to the proposed site at 490 Fulham Road.
10. The survey noted that both of these locations were part of Cumulative Impact Zones within the Hammersmith and Fulham Gambling Policy.

#### **Consultant status**

11. My observations are completely independent of my instructing agent and the owners and the managers of the venue whom I have never met or spoken to prior to my involvement in this matter.
12. I have no personal involvement with any business or resident in the area.

13. I am able to evaluate the operational environment based upon my considerable experience and qualifications. I can view the environment through several perspectives and make objective interpretations.

14. I have attached my personal summary at appendix (1). In brief I have been

- A licensing observation officer,
- A divisional licensing Inspector on a busy and challenging London Borough.
- The operations manager for the central London Clubs and Vice unit.
- A Detective Chief Inspector managing divisional crime investigations.
- A senior investigating Officer.
- A Borough Commander responsible for developing and delivering local policing plans that include the night-time economy challenges.
- As an Assistant Director, for 10 years, on a semi-inner London Borough I was responsible for the Safer Communities portfolio that included the development and delivery of the Partnership Community Safety Strategy. I was directly responsible for the Licensing function and the night-time economy, problem solving local crime and ASB hotspots, and the development and management of Licensing policies.

15. I acknowledge that as an expert witness my primary duty is to the Court and Licensing Sub-Committee. All facts identified in this report are true to the best of my knowledge and experience. They were either witnessed or experienced by me personally or relayed to me in good faith and appear to be credible and reliable.

16. The opinions I have expressed within in this report are honestly held and correct to the best of my judgement and belief. My fee for preparing this report is not conditional on the opinions I have stated within or the eventual outcome of the case.

## **Background to the surveys**

17. Golden Slots (Southern) Limited are seeking to purchase the leasehold of the Redback premises at 490-492 Fulham Road SW6 to operate an Adult Gaming Centre with bingo facilities subject to a gambling and premises licences being granted.
  
18. Adult Gaming Centres (AGCs) are a specific category of gambling premises regulated under the **Gambling Act 2005** in the United Kingdom. They form part of the wider gambling and amusement arcade sector, catering to adults aged **18 and over**. These establishments differ from family amusement arcades and casinos, offering a distinct range of gaming opportunities while being subject to strict gambling licensing and compliance rules.

## **The regulations on Gambling**

19. AGCs are regulated by the Gambling Act 2005 and overseen by the UK Gambling Commission. Unlike casinos, AGCs do not offer table games but instead focus on electronic slot-style machines. These venues contribute to the high-street leisure economy but are also subject to scrutiny regarding their role in problem gambling.
  
20. The Gambling Act 2005 establishes the requirement for two types of licenses:
  - Operating Licence from the UK Gambling Commission.
  - Premises Licence from the local licensing authority.With the granting of the licenses there is the restriction of entry to individuals aged **18 and over**, and the permitted categories of gaming machines and limits on stakes and prizes.

The Gambling Commission issues the operating licence and enforces compliance, with responsibilities including:

- Social responsibility requirements.
- Ensuring fairness and transparency in gaming.
- Protecting vulnerable individuals from gambling-related harm.

21. The Local Authority has responsibility to publish a Statement of Gambling Policy under the Gambling Act 2005 along with a The Gambling Policy Local Area Profile and will, where appropriate, issue a premises licences to operate an Adult Gaming Centre in the Borough.

#### **Statement of Gambling Policy (Hammersmith and Fulham)**

22. The local licensing authority for the area that was surveyed and where the proposed premises is located is LBHF London Borough of Hammersmith & Fulham. The authorities current Statement of Gambling Police was issued in January 2025 and is valid until 2028. The gambling policy is renewable every 3 years.

23. The policy sets out the licensing objectives as set out in section 1 of the Gambling Act 2005. The licensing objectives are:

- preventing gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime;
- making sure that gambling is carried out in a fair and open way; and
- protecting children and other vulnerable people from being harmed/exploited by gambling.

24. Under section 153 of the Gambling Act, when making decisions about premises licences the council should allow the premises to be used for gambling if.

- it is in line with any relevant code of practice and guidance issued by the Gambling Commission; and
- in line with the principles set out in the policy and consistent with the licensing objectives.

25. Section 153 of the Gambling Act 2005 sets out the principles that are to be applied and the licensing authority shall aim to permit the use of premises for gambling if the authority believe that the venue operates.

- in accordance with any relevant code of practice. (**Gambling Commissions Guidance to Licensing Authorities**).

- in accordance with any relevant guidance issued by the Commission.
- reasonably consistent with the licensing objectives and
- in accordance with the statement published by the authority

26. In determining whether to grant a premises licence a licensing authority may not have regard to the expected demand for the facilities which it is proposed to provide.

27. The Gambling Act and the updated 2023 White Paper, High Stakes: Gambling Reform for the Digital Age both recognise that - "Gambling is a widely participated in leisure activity in Great Britain, with millions of adults taking part each year across land-based and online products." (Appendix 2) See extracts from the white paper 'Gambling Prevalence & Cultural Context – 2023 White Paper Extract'. Extract: 2023 Gambling Act White Paper – Adult Gaming Centres & Land-Based Gambling

28. AGC venues sit somewhere between seaside family arcades and casinos. They focus on low to medium stake electronic gaming in a safe, secure, adult only environment.

29. Venues offer gambling on category B3 and category C machines.

30. Category B3 machines

- a) Max stake: £2 per spin.
- b) Max prize: £500.
- c) Usually modern slot-style games with reels, themes, and bonus features.

31. Category C machines (also known as "fruit machines" or "AWPs" – amusement with prizes).

- a) Max stake: £1.
- b) Max prize: £100.

32. According to the UK Gambling Commission, as of 2022-24 there were approximately 1450- 1500 Adult Gaming Centres in Great Britain, which represents a 7% that reverses a longer-term decline.

### **Customer profile for AGCs**

33. The UK Gambling Commission does not provide any detailed analysis of the customer profile for Adult Gaming Centres and this survey could not find any publicly available study that gives a comprehensive breakdown specifically for AGC customers by age, gender, or income.
34. It appears that AGC's are disproportionately in or adjacent to more deprived areas and the customer base is likely to come from the lower income levels.
35. The age of customers appears to be 30+ with younger people probably engaging with, and more comfortable with, online gambling or casinos.
36. Older people may feel less comfortable with digital gambling. The brick and mortar high street/town centre venues may offer an accessible, safe, and social environment.

### **Location**

37. The proposed site of the Golden Slots venue (the Redback premises) at 490-492 Fulham Road SW6 is not within any of the councils cumulative impact zones or within a vulnerability zone.

### **Analysis of Cumulative Impact Zones (CIZs)**

38. Data from the Gambling Policy Area Profile 2024 identifies that in July of 2024 there were 30 licensed venues in the borough and that there are 3 cumulative impact zones.
  - Shepherds Bush containing 7 venues.
  - Hammersmith containing 8 venues
  - Fulham containing 4 venues
39. The cumulative impact zones accounted for 63% of all licensed premises.

40. The Redback site is located approximately 1 kilometre south of the Fulham Cumulative Impact Zone.
41. There is another licensed premises (Betfred) about 1 kilometre east in Fulham Broadway.
42. Both venues are not within the North End Road Cumulative Impact Zone.

### **Gambling Vulnerability Zones**

43. There are 5 areas identified as Gambling Vulnerability Zones.
  - Zone 1 covering Shepherds Bush and White City.
  - Zone 2 covering Hammersmith Broadway surrounds and west towards Ravenscourt. This zone includes the cluster of AGS's in King Street.
  - Zone 3 on the east side of the borough boundary, north and south of the Talgarth Road extending west around Normand Park.
  - Zone 4 an area south of the junction of North End Road and the junction with the Fulham Road roughly between Barclay Road and Burnthwaite Road.
  - Zone 5 is in the south of the borough lying between the Hurlingham Club in the west and Althea Street in the east.
44. The Redback site at 490 Fulham Road does not sit within any of the Gambling Vulnerability Zones.
45. There are 2 zones that are relatively close, zone 3 and zone 4. Zone 3 to the north is approximately 1 kilometre away and zone 4 is about 500 metres southwest of the proposed venue.

### **Crime data**

46. Using the data provided in the Gambling Policy Area Profile 2024 (crime analysis gambling premises) the crime hotspots for 'Statistically Significant Hotspots 2023

by offence harm index and Statistically Significant Hotspots 2023 for ASB' highlight that the areas around Shepherds Bush and Hammersmith Broadway have the highest number of offences.

47. The ASB and Crime heat maps for Hammersmith and Fulham (page 21) for the 12 months July 2023 to August 2024 indicates that ASB is more prevalent in the north of Hammersmith and Fulham borough during this period. The crime map indicates that the hotspots are in the vicinity of White City, Hammersmith Broadway, and the North End Road.
48. Page 23 of the local Area profile gives a heat map of Fulham that indicates that the Fulham Road and around Fulham Broadway is an area of interest for crime. However, there is no commentary on what the crimes are, the time of day or the days of the week. It is essentially a number count of offences.
49. Looking at the map the heat trail appears to follow the route to the Chelsea football ground which may be an indication that match days are a crime generator for the local area.
50. To place the crime levels in these licensed premises into context I looked at the Metropolitan Police Crime data for the borough over the same period (January 2022 to December 2023).
51. The Metropolitan Police data records a total of 41,472 recordable offences in the Borough of Hammersmith and Fulham over the same period.
52. The Gambling Policy Area Profile 2024 identifies that there were 129 offences recorded against the licensed premises over that same period.

53. Accepting that each licensed premises will record different level of offending the 129 offences over the 2 year period averages out with the 30 venues being responsible for 5 offences a month. This translates to 0.2 offences in each venue.
54. When assessing the number of offences in Licensed premises over the 2 years against the borough crime total then these licensed premises account for 0.3% of all recorded crime across the borough in the 2 year period.
55. The survey looked at the Metropolitan Police Safer Neighbourhood policing priorities for the 2 hotspots within 2 cumulative impact zones mentioned in the Gambling Policy Area Profile 2024. Neither Hammersmith Broadway nor Shepherds Bush policing teams identify that licensed premises in their respective areas that are associated with the policy, are a crime concern or problem venue.
56. The Shepherds Bush team identifies robberies around the tube station exits, ASB on Shepherds Bush Green, and the prevalence of shoplifting.
57. The Hammersmith Broadway team identify robbery and shoplifting in the Broadway Shopping Centre and begging in King Street.
58. In addition, this survey looked at the 'Lillie' Safer Neighbourhood Team website where the location of the Adult Gaming Centre sits in the cumulative impact zone in North End Road.
59. The priorities of the Lillie team do not highlight a problem with the Adult Gaming Centre. It focuses upon drug use in enclosed spaces (building stairwells, car parks, and open spaces). Aggressive behaviour and verbal abuse in public spaces and reducing violent crime by repeat offenders.

60. Given the very levels of crime associated with Adult Gaming Centres and the absence of any police concern, In my opinion, I would not consider such venues linked to the Gambling Policy to be a crime driver for the borough.

#### **The location for a proposed AGC**

61. The location of 490 Fulham Road is in the Welham Green ward. Within the Local Area Profile there are a series of maps highlighting the location of Children's Centres, Health Services, Primary Schools, and Secondary Schools.

62. There is one children's centre in the ward at Shottendane Road SW6. The distance between the 2 venues is about 1 Kilometre.

63. At 446 Fulham Road there is the Fulham Medical Centre. The centre is about a 5 minute walk from 490 Fulham Road, beyond Fulham Broadway,

64. The nearest Primary Schools are some distance from 490 Fulham Road SW6. The closest are the Holy Cross Primary School in Basuto Road, Parsons Green ward and Evergreen Primary School in Swan Mews SW6, also in the Parsons Green Ward. Both locations are just under 1 kilometre from 490 Fulham Road, about a 7-10 minute walk.

65. There is one secondary school within the Welham Green Ward. The Fulham Boys School is at 532 Fulham Road, approximately half a kilometre from 490 Fulham Road.

66. Unlike King Street, Hammersmith Town Hall is a few hundred metres from the cluster of Adult Gaming Centres in the Hammersmith Broadway Cumulative Impact Zone. I have been unable to identify any council buildings close to 490 Fulham Road. The closest I could locate is the South Area Housing Office at 226 Fulham Palace Road SW6. Approximately 1.5 Kilometres from the proposed venue.

67. In relation to places of worship I have located one place of worship that is within half a kilometre of 490 Fulham Road. The venue is St John's Church in the North End Road. It is a few hundred metres from 490 Fulham Road, a BetFred betting office, in Fulham Broadway, and the North End Road gambling cumulative impact zone.

### **Surveys and field observations**

68. The surveys were conducted on the 13<sup>th</sup> and 14<sup>th</sup> September 2025.

69. The location in King Street, just west of Hammersmith Broadway, has 4 Adult Gaming Centres. These venues are relatively close to each other in a short stretch of the road between Leamore Street and Macbeth Street W6.

70. They are

- Admiral Slots at 97-99 King Street.
- Merkur Slots at 86 King Street.
- Royal Casino Slots at 102 King Street
- Little Vegas 141-143 King Street.

71. North End Road Location - There is a single site in the North End Road opposite Racton Road.

- Merkur Slots 272 North End Road SW6.

**King Street Visit 13<sup>th</sup> September 2025**

72. King Street is a one way street for vehicular traffic travelling west from Hammersmith Broadway to Studland Street.

73. There are bollards along the road defining the west bound flow of traffic (on the south side of the road) from the north side of the road which is a cycle lane used by both west and east bound cyclists.

74. Both sides of the road have retail outlets along the length of King Street between Hammersmith Broadway and Studland Street.

75. There appeared to be some residential properties above the retail outlets on both sides of the road. The areas beyond King Street and the streets running off King Street are heavily residential. These streets include Studland Street, Albion Place, Argyle Place, Cambridge Grove, Leamore Street, and the streets beyond on the north side of King Street.

76. On the south side there is Angel Walk, Bridge Avenue, Down Place, Macbeth Street, Holcombe Street all leading to residential areas beyond.

77. I arrived in King Street just before 01.00. The public House close to the junction with Hammersmith Broadway was clearly closing for the night. The only other late night entertainment venue that I could locate, that was open, was a sexual entertainment venue (known as Secrets) in Glenthorne Road.

78. Having arrived in King Street just before 01.00 I initially orientated myself with the local area.

79. I noted that the 4 venues, Admiral Slots at 97-99 King Street. Merkur Slots at 86 King Street. Royal Casino Slots at 102 King Street, and Little Vegas 141-143 King Street were all relatively close to each other.

80. I was able to position my vehicle in King Street so that I had a clear view of Little Vegas and Casino Slots, with Admiral Slots and Merkur further east.

81. I could also park my vehicle at the junction of King Street and Leamore Street where I had a clear view of both Admiral Slots and Merkur Slots.

82. Between the hours of 01.00, I either parked in these locations, drove my vehicle along King Street into Studland Street, along Glenthorpe Road, and down Leamore Street back into King Street or walked along King Street between Leamore Street and Macbeth Street.

83. King Street at this time of the day has virtually no traffic. For most of the evening, apart from delivery vehicles and the occasional night bus, I was the only motorist in King Street.

84. The cycle lane had intermittent use in both directions.

85. The pedestrian flow was particularly sparse with long periods of no pedestrian flow.

86. At 01.00 all 4 venues were very quiet. The doors to each venue were closed, and apart from Little Vegas, there was no view of the inside of the other 3 venues. Nobody was stood outside and there were no pedestrians.

87. At 0140. A female walked outside Little Vegas and stood in a dark corner next to the entrance. She appeared to be vaping and had a cup in her hand. After a few minutes she squatted and continued to drink and vape. She did not make any noise and at 01.54 she re-entered the venue.

88. Between 02.01 and 02.07 a male and female left Casino Slots. They stood briefly at the entrance and had a short conversation. The conversation could not be heard. After a few minutes they walked into Dimes Place and within a minute or two both exited Dimes Place. The male was pushing a pedal cycle and both the male and female walked west, in conversation with the male pushing the cycle.

89. At 02.12 a female exited Little Vegas while talking on a mobile device. She stood next to the entrance and occasionally walked into Macbeth Street while having a

conversation. She was shortly joined by a male who stood outside as if waiting for the female on the phone. At 02.17 both of them re-entered Little Vegas.

90. Both Admiral Slots and Merkur Slots had no activity outside the venue during this period.
91. At 02.30 a male came out of Merkur Slots and stood in the entrance. He held a mobile device and was looking at the screen. By his dress he appeared to be a member of staff. He stood in the entrance for about 4 minutes and then re-entered the venue.
92. The female and male that had stood outside Little Vegas earlier left the venue at 02.35 and walked east where they entered Admiral Slots.
93. At 3.17 two males entered Casino Slots and then left after 5 minutes and walked away.
94. At 03.40 two women and one male ride up to Little Vegas on pedal cycles. The male stays outside with his bike and appears to be intoxicated. One female places her bike against the frontage of the building. Both females enter the venue with one female pushing her cycle inside Little Vegas. They did not cause any disturbance. While the male appeared to be intoxicated he stood outside on the pavement and walked around the paved area.
95. At 03.45 the female that had left Little Vegas at 02.35 with a male, was standing in the doorway of Admiral Slots smoking a cigarette. After finishing the cigarette, she entered Admiral Slots.
96. I left the area at 04.00.

97. The general age profile of the clientele appeared to be within the age range of late 20s to late 50s.
98. There were no large groups of people and looking into Little Vegas from the pavement the customer base appeared to be single people.
99. There was no noise outside the venues and the customers that entered or left the venue did not create a disturbance. The customers and staff that stood briefly outside the venues were well behaved and did not cause any nuisance.

#### **North End Road visit 14<sup>th</sup> September 2025**

100. North End Road runs roughly north to south between Hammersmith Road and Fulham Road.
101. Merkur slots is on the west side of North End Road between the main junctions of Lillie Road and the Fulham Road. The specific location of 272 North End Road is directly opposite Racton Road.
102. The North End Road is a main traffic route with 2 way traffic. On either side of the road, between Lillie Road and Fulham Road, there are retail units. It has the feel of a local High Street.
103. There is residential accommodation above the retail units and the area extending East and West from the North End Road appears to be comprehensively residential.
104. Between the hours of 01.00 and 04.00 the vehicular traffic was very light but it was continuous.
105. The pedestrian footfall was exceptionally light and I gained the impression that it consisted of people returning home from a night out and people making their way home from work or making their way to work.

106. I was able to park my vehicle on the south side of Racton Road facing the North End Road. I was close to the junction with no other vehicles in front of me and I had a clear and unobstructed view of the whole venue. The view included the premises either side of Merkur Slots and the entrance to Coomer Place.
107. On my arrival the area was very quiet. Traffic in the North End Road was exceptionally light and there were no pedestrians.
108. I parked my vehicle and walked around into the North End Road and Coomer Place.
109. The entrance door of Merkur Slots was propped open and I had a clear view into the venue. There was a member of staff walking around and a small number of customers. It was a quiet environment.
110. I returned to my vehicle and observed the area around Merkur.
111. A small number of pedestrians, mainly walking South, passed the venue and took no notice of it. Those on the west footway, directly outside Merkur, walked past the open door without looking inside.
112. At 02.00 a lone female walked out of the venue and stood on the pavement adjacent to the entrance. Two minutes later she was joined by a male and they walked off.
113. At 02.54 the member of staff that I had seen through the open door came outside and stood just beyond the building line of Merkur, she appeared to start smoking a cigarette.
114. Just after 03.00 a white vehicle turned into Racton Road from North End Road and parked opposite me. A middle aged male climbed from the vehicle and walked to the entrance of Merkur. There appeared to be brief comments between the male

and the member of staff outside. The male entered Merkur and was followed by the member of staff. The male remained inside the venue for around 10 minutes then left driving back south in the North End Road.

115. At 03.13 a male walked out of Merkur and stood outside talking on a mobile device. After approximately one minute he walked back into the venue.
116. He then walked back out and was met by a male who cycled up to the venue. After a very brief conversation both men entered the venue taking the cycle inside with them.
117. There was no other activity by customers around the venue. I could see inside through the open door and it was very quiet.
118. There remained very light pedestrian and vehicle flow.
119. The clientele did not cause any disturbance and there was no anti-social behaviour. The age profile during my observation appeared to be people over the apparent age of 40 years.
120. It was a warm evening and I sat in my vehicle with the driver's window down and I did not hear any noise from the venue or from any customer outside the venue.
121. During my visit to North End Road, the site of Merkur Slots, I also looked at the site of the Redback venue at 490 Fulham Road.
122. The location is just east of the junction of North End Road and the Fulham Road.
123. The block that the building sits in is roughly triangular in shape and has its boundary with the North End Road, Fulham Road, and Jerdan Place.

124. The Fulham Road is a main arterial road in this part of London running east and west. The road runs through Fulham Broadway and past Chelsea football ground in the east. To the west Fulham Road links with Fulham Palace Road/ Fulham High Street running to Putney Bridge, a gateway to south London.
125. During the day and early evening, the area around Fulham Road and Fulham Broadway is very busy. However the environment outside 490 Fulham Road between 01.00 and 04.00 was extremely quiet and mirrored the environment of the North End Road where Merkur slots is located.

### **Conclusions**

126. The crime data indicates that the gambling venues on the borough are not a crime drivers or problem premises. Over a 2 year period there were 129 recorded offences in licensed gambling venues that equates to 0.3% of borough crime over the 2 year period. Unlike other retail premises where shoplifting is a prevalent crime.
127. The proposed site of the Adult Gaming Centre at 490 Fulham Road W6 is not within any of the boroughs Cumulative Impact Zones or Vulnerability Areas.
128. The location of 490 Fulham Road SW6 is approximately 1.5 kilometres south of the North End Road Cumulative Impact Zone.
129. There is no potential over concentration of AGCs or other gambling venues in the Fulham Road. The only other gambling venue close to this location is a Betfred betting office in Fulham Broadway
130. Other than St John's Church, in North End Road and Fulham Boys School in the Fulham Road, I have been unable to locate any potentially sensitive venues within half a kilometre of 490 North End Road.

131. Both the church and the secondary school have existed alongside a local betting office and the proximity of the cumulative impact zone for some time without apparent issue. Similar it would seem with the proximity of the council offices in King Street and the cluster of Adult Gaming Centres a few hundred metres from the council offices in a cumulative impact zone.
132. The period between 01.00 and 04.00 is a very quiet. The venues at both locations had very few customers and there was no anti-social behaviour or any other nuisance outside any of the venues.
133. Little Vegas appeared to be the busier of the 5 venues that I looked at. However, it was only marginally busier and there were no problems directly outside the venue or the wider areas.
134. I would conclude that if an AGC licence were to be granted for the premises known formally as the Redback the presence of an Adult Gaming Centre in the Fulham Road SW6 would not adversely impact upon the community or the local environment and would not negatively impact upon the licensing objectives.

**End of report**

