

**Application for a premises licence
under the Gambling Act 2005 (standard form)**

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, or
- To convert an authorisation granted under the Betting, Gaming and Lotteries Act 1963 or the Gaming Act 1968,

the application should be made on the relevant form for that type of premises or application.

Part 1 – Type of premises licence applied for

Regional Casino ☐

Large Casino ☐

Small Casino ☐

Bingo ☐

Adult Gaming Centre ☒

Family Entertainment Centre
☐

Betting (Track) ☐

Betting (Other) ☐

Do you hold a provisional statement in respect of the premises? Yes ☐ No ☒

If the answer is "yes", please give the unique reference number for the provisional statement (as set out at the top of the first page of the statement):

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):

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:

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:

LUXURY LEISURE

[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:

**FIFTH AVENUE PLAZA
QUEENSWAY
TEAM VALLEY TRADING ESTATE
GATESHEAD
TYNE AND WEAR**

Postcode: **NE11 0BL**

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

000-001876-N-103087-026

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:

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):

ADMIRAL

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

**UNIT 13-14 COLLINGWOOD CENTRE
PRESTON NORTH ROAD
NORTH SHIELDS**

Postcode: **NE29 9QR**

12. Telephone number at premises (if known): **N/A**

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.

THE PREMISES ARE LOCATED ON THE GROUND FLOOR OF A SINGLE-STOREY, END OF TERRACE BUILDING IN A RETAIL PARADE

14(a) Are the 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 are partly located, **other than the licensing authority to which this application is made:**

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? **NO** *[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	<i>hh:mm</i>	<i>hh:mm</i>	
Tue			
Wed			
Thurs			
Fri			
Sat			
Sun			

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

Part 5 – Miscellaneous

17. Proposed commencement date for licence (leave blank if you want the licence to commence as soon as it is issued): **SEE COVERING LETTER** (dd/mm/yyyy)

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

18(b). If the answer to question 18(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. ☐

19(a). Do you hold any other premises licences that have been issued by this licensing authority?

YES

19(b). If the answer to question 19(a) is yes, please provide full details:

AGC PREMISES LICENCE 15/0052/GAMPRE FOR
ADMIRAL, 61 NILE STREET, NORTH SHIELDS, TYNE AND WEAR, NE29 0BJ

AGC PREMISES LICENCE 16/2492/GAMPRE FOR
ADMIRAL, 26-28 HIGH STREET WEST, WALLSEND, TYNE AND WEAR, NE28 8HU

20. Please set out any other matters which you consider to be relevant to your application:

WE ARE A NATIONAL OPERATOR WITH EXTENSIVE EXPERIENCE AND HOLD ALL NECESSARY LICENCES UNDER THE GAMBLING ACT 2005.

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. ☒

I/ We confirm that the applicant(s) have the right to occupy the premises. ☒

Checklist:

- Payment of the appropriate fee has been made/is enclosed ☒
- A plan of the 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

21. 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:



Print Name: **ELIZABETH SPEED**

Date: **18TH DECEMBER 2025**

Capacity: **GROUP GENERAL COUNSEL**

22. 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 21 and 22.]

[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

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

ELIZABETH SPEED – GROUP GENERAL COUNSEL

23(b) Please give one or more telephone numbers at which the person identified in question 23(a) can be contacted:

24. Postal address for correspondence associated with this application:

**LUXURY LEISURE
FIFTH AVENUE PLAZA
QUEENSWAY
TEAM VALLEY TRADING ESTATE
GATESHEAD
TYNE AND WEAR**

Postcode: **NE11 0BL**

25. 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:

espeed@novomatic.co.uk

18th December 2025

North Tyneside Council
Licensing Team
Block A
Harvey Combe
Killingworth
NE12 6QQ

Our Ref: TCR/GA05/AGC-NewV2

By e-mail only:-
liquor.licensing@northtyneside.gov.uk

Dear Team

**Re: Gambling Act 2005 ("the Act")
Application for an Adult Gaming Centre Premises Licence ('AGC') for
Admiral, Unit 13-14 Collingwood Centre, Preston North Road, North Shields, NE29 9QR
Applicant – Luxury Leisure**

As you know, Luxury Leisure has traded in both North Shields and Wallsend at Admiral, 61 Nile Street, North Shields, Tyne and Wear, NE29 0BJ and Admiral, 26-28 High Street West, Wallsend, Tyne and Wear, NE28 8HU (respectively) for many years.

We wish to apply for an AGC premises licence for Unit 13-14 Collingwood Centre, Preston North Road, North Shields, NE29 9QR (the "Premises"). As you may know, the Premises are currently vacant, having previously been used as a butcher's shop, and have remained closed since 2017. We have been granted planning permission to operate the premises as an AGC, and I confirm that Luxury Leisure has the right to occupy the Premises.

You have confirmed that you are happy to receive this application and supporting documents by e-mail and that on filing, we can make payment of the £1,800.00 application fee by credit card.

Luxury Leisure is the sister company of Talarius Limited and together they are the largest operator of AGCs in the UK. We are long established, having held operating licences since the inception of the Gambling Commission and are now part of the global Novomatic Group of companies. We have a long record of effective and responsible management throughout Great Britain. We are founder members of the industry trade association BACTA, where we are members of the governing committees; I am the past Chairman of the AGC division and am the current Chairman of its Social Responsibility committee.

Historically, we always had a good relationship with GambleAware, to whom we made substantial annual contributions towards research, education and the treatment of gambling harm. Under the new regime, we pay a statutory levy to the Gambling Commission to administer for these purposes, but also continue to support charities such as Betknowmore, a charity which seeks to address gambling related harm in UK communities.

We place a high premium on excellent staff training which is refreshed regularly and the grant to Luxury Leisure of its operating licence evidences the Gambling Commission's satisfaction with its integrity, competence, finances and operating model. All required personal management licences (including but not limited to those for every director, regional manager and area manager, as well as for our head of compliance, namely our Risk and Compliance Director) are in place and maintained centrally.

We have been audited by the internationally recognised expert body, Global Gambling Guidance Group (G4) and are proud to have been the first land-based operator in the UK to have gained the G4 accreditation for Responsible Gambling. We have since been re-audited and again been certified and accredited.

As with all of our sites, the operation of the Premises will be fully compliant with applicable legislation, including compliance with the relevant mandatory and default conditions set out in the Gambling Act 2005 (Mandatory and Default Conditions (England and Wales) Regulations 2007). Our operations at the Premises will reinforce the licensing objectives and in particular in the following ways: -

1. Prevent gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime
 - a) A local risk assessment (enclosed) has been prepared for the site using the details contained in the Authority's Statement of Principles, local knowledge and a third-party mapping tool.
 - b) As with our other local sites, the Premises will have a fully up to date CCTV system with records kept for an appropriate length of time and signage to indicate the presence of the system. I refer you to the details of the local risk assessment.
 - c) A Maglock entry system will be in use during later opening hours and available for staff to use at other times.
 - d) Staff numbers on duty at any time will be risk assessed but there will always be at least two members of staff rota'd at any time.
 - e) All of our staff will be provided with local and emergency contact details for emergency services and these will be displayed clearly in the office areas of the Premises.
 - f) We are always keen to join any crime prevention/reduction scheme and will additionally as appropriate hold regular security reviews with a Crime Reduction Officer within the local police team if requested by them.
 - g) Our cash handling processes are detailed, safe and secure and all staff are trained in recognising individuals who might be under the influence of drink or drugs. It is our policy to refuse entry to people apparently intoxicated.
 - h) We will provide a safe system for payment of winnings. The majority of the machines in the Premises will be "ticket in ticket out" (TITO), which is a system that gives tickets on winning, which can be redeemed for cash at the customer's convenience and time of choosing.
 - i) We have a nominated officer for money laundering, even though not technically required under the regulations. We also have an AML risk assessment in place.
 - j) The Premises will have adequate lighting inside and out and the lighting, layout and fitting out will be designed to minimize conflict and opportunities for organized crime and disorder.
 - k) Staff will be provided with portable alarm activators, and the Premises will be fitted with a live monitored hold-up alarm system.

2. Ensure that gambling is conducted in a fair and open way

- a) As you are aware, adherence to this licensing objective is primarily a matter for the Gambling Commission and the operator and the Gambling Commission granted Luxury Leisure an operating licence for the relevant activities as soon as the regime was implemented in 2007. Nonetheless, I confirm that the layout, lighting and fitting out of the premises will provide good lines of sight and ensure that this licensing objective is supported.
- b) Our management measures and procedures are detailed and transparent. All Machine Technical Standards issued by the Gambling Commission are adhered to – for example, the details of return to player percentages are provided for each game. Similarly, all Codes of Practice issued by the Gambling Commission are adhered to.
- c) We have good relations with the police and other enforcement officers wherever we operate, including Wandsworth.

3. Protect children and other vulnerable persons from being harmed or exploited by gambling

- a) For these purposes, we adopt the definition of “vulnerable” as suggested by the Gambling Commission.
- b) Again, our local risk assessment is enclosed and refers to the protection measures and safeguarding policies we have in place to protect children and other vulnerable persons from being harmed or exploited by gambling.
- c) The layout, lighting and fitting out of the premises will be designed to enhance this objective and so not to attract children or other vulnerable people. Furthermore, all advertising for the Premises, including the games within it, is neither aimed at nor designed to be attractive to children.
- d) As with all of our national AGC operations we will operate a **Challenge 25** policy at the Premises and are happy to agree to a condition to that effect and stating that notices advising customers of the same are displayed at this venue. Training on this policy will be given to all members of staff and refreshed regularly.
- e) Staff will be trained in relation to customer interaction and records of customer interactions will be maintained. Our model (and indeed that of AGCs generally) differs from that of betting premises. Our staff constantly patrol the gaming floor, speaking with and observing customers. Observation and interaction are key parts of our bespoke staff training and staff observe customers' patterns of play as part of getting to know and supporting them. They are also trained to recognise customers who may be experiencing difficulties or stress and are able to signpost individuals to external support services as part of such an interaction. I deal further with training generally as a separate item below.
- f) As we do at all of our AGC sites (including our existing venues in Nile Street, North Shields and High Street West, Wallsend) in accordance with our operating licence conditions, we will offer self-exclusion to customers who experience difficulties with gambling. We are members of a multi-operator self-exclusion scheme for AGCs. At the end of any self-exclusion period, the self-exclusion will remain in place for a further 6 months unless the customer takes positive action in order to gamble again and will be given one day to cool off before being allowed to access gambling facilities.

- g) We will install i-beacon technology to operate the GambleWise app for customers who wish to use it to help manage their time spent in the venue. We operate this system throughout our national estate, offering the service to customers free of charge.
- h) We retain the services of a third-party independent test purchasing organisation, Serve Legal, to conduct unannounced test purchases at all of our age restricted sites twice a year and this will apply to the Premises. As you are aware, the results are reported to the relevant local authority and to the Gambling Commission. Our "pass rate" is higher than the industry average and indeed higher than testing for other age restricted products. Any issues are investigated promptly and dealt with.
- i) Appropriate amounts of problem gambling leaflets and posters will be available on the Premises, both within the gaming areas and for collection in more discreet locations, such as the toilet areas. These leaflets and posters include details of the BeGambleAware website and the GamCare helpline.
- j) The Premises will be appropriately staffed to reflect customer numbers, ensuring the safety of both staff and customers and upholding the licensing objectives. In addition, staff are strictly prohibited from participating in any form of gaming or gambling on the premises at all times.

In compliance with legislation, there will be notices displayed in a prominent place at the entrances to the Premises stating that no persons under the age of 18 will be permitted to enter and that the consumption of alcohol will not be permitted on the Premises at any time.

As members of the WalkSafe scheme, the Premises will, in line with all of our venues, provide safe spaces for individuals in need of support. The WalkSafe scheme helps members of the public plan their routes and stay safe while walking alone, and our venues act as a 'safe haven' for anyone who feels they are being followed, harassed, or threatened.

In terms of training generally, our staff are provided with detailed tuition (both through e-learning and face to face training) as part of their induction and it is refreshed at regular intervals. Training covers a wide range of areas including legislative and licence requirements and matters of social responsibility (such as categories and numbers of gaming machines; stakes and prizes; age verification procedures; identification of and interaction with vulnerable persons; signposting; and the importance of not encouraging customers to enter into harmful gambling activity). In recent years, we have also introduced a module on child sexual exploitation as part of our ongoing efforts to ensure measures are in place to mitigate risks to vulnerable individuals.

We are additionally very proud of our bespoke training and career development programme developed with Blackpool and Fylde College, called Admiral Academy, which will be available to all of our staff employed at this venue. For your information I enclose a short introductory brochure.

I believe that the above and the enclosed LRA are fulsome, but in the event that you would like to explore further detail, we would be pleased to discuss that with you.

Defibrillator

Finally, we are delighted to confirm that the venue will house a public access defibrillator, supplied by the British Heart Foundation and registered on the national defibrillator network. This is part of our national project, of which we are particularly proud.

I trust that the above will provide you with the information you require to process the application, but if anything further is required, please let me know.

On the basis of the above, I accordingly enclose: -

- an application form;
- a drawing referenced NEW-LICEN-1A. You will see that the drawing is coloured to show the boundary of the premises marked red and the gaming machine area marked green. We draw your attention to the notes on the drawing;
- a Local Risk Assessment for the site. As you will note, it has been prepared as if we were trading at the Premises;
- Our current G4 certificate;
- Our Social Responsibility Policies and Procedures; and
- A brochure on the Admiral Academy professional development programme.

I also confirm that within 7 days beginning on the date on which the application is made (ie today), the Responsible Authorities (details of which have been kindly confirmed by your licensing officers) will be served with notice of the application in statutory form. The requisite press notice will be published in The Chronicle newspaper within 10 working days, starting on the day after the date the application is made. The requisite site notice will, from the date on which the application is made, be displayed for 28 consecutive days, again in accordance with regulations.

We will contact you in early course to discuss the application in more detail and to answer any outstanding questions.

In the meantime, please acknowledge receipt of the application and confirm that it is in order, so that we can pay and serve the requisite notices on the Responsible Authorities as soon as possible.

Yours sincerely



Elizabeth Speed
Group General Counsel
Novomatic UK
For Luxury Leisure

espeed@novomatic.co.uk

Enclosures