

# Minutes of Licensing Sub Committee 1

**Thursday, 23 September 2021 at 1.30 pm  
at Council Chamber - Sandwell Council House, Oldbury**

**Present:** Councillor Allen (Chair)  
Councillors Chidley and Fenton

**Also present:** Balbir Dhugga (Licensing Officer); David Elliott (Legal Adviser); Trisha Newton (Senior Democratic Services Officer); Gabrielle Evans (Democratic Services Officer); Connor Robinson (Democratic Services Officer)

## **47/21 Apologies for Absence**

No apologies for absence were received.

## **48/21 Application for the grant of a new Premises Licence at Palace Amusements, 562 Bearwood Road, Smethwick, B66 4BS**

The Committee considered an application for the grant of an Adult Gaming Centre premises licence under section 159 of the Gambling Act 2005 in respect of Palace Amusements, 562 Bearwood Road, Smethwick, B66 4BS.

The Licensing Officer noted that the resident who had made representations against the grant of the application was unable to attend the meeting due to work commitments.

In response to the representations made, the applicant's legal representative addressed the Committee, stating that the applicant



was an experienced license holder of similar premises and measures to promote the licensing objectives were in place across all his current premises.

The applicant legal representative outlined the following measures which would be in place at Palace Amusements, 562 Bearwood Road, Smethwick, B66 4BS:

- Challenge 25 Policy
- Staff on the shop floor regularly interacting with customers
- No Televisions or Entertainment
- No comfy seating, however some machines may have a hard stool
- Staff training, policies and procedures that promoted the licensing objectives
- No alcohol sold on premises
- Litter checks outside the premises twice a day
- CCTV

Only one representation had been received in respect of the application. None were received from any of the responsible authorities including the Police, Environmental Health or Child Safeguarding. The Sub-Committee gave full consideration to the representation made by a local resident and were satisfied with the measures outlined by the applicant. The Committee noted that no default condition applied to adult gaming centres and that they were permitted to open 24 hours 7 days a week.

The Sub Committee noted that the risk assessments prepared by the applicant identified all key areas including under - age admission, the use of CCTV, the treatment and management of vulnerable adults, the sharing of intelligence with nearby operators and smoking policy and money handling.

The applicant was a highly experienced operators with some thirty years in the industry. The applicant demonstrated that they had due regard to relevant Codes of Practice, Guidance and the Council's Statement of Principles introduced in May 2020

The Committee took into account that there was no Cumulative Impact Zone as regards Gambling Premises in Sandwell Borough. In the circumstances the Sub-Committee were minded to grant the Licence. Mandatory conditions would be applied to the Licence as follows:-

- (1) A notice stating no person under 18 is allowed on the premises shall be permanently displayed at every entrance
- (2) No person shall access the premises directly from any other premises regulated by the Gambling Act 2005
- (3) Any ATM on the premises shall be in a place that requires any person who wishes to use it to cease gambling in order to do so
- (4) No alcohol is to be consumed on the premises at any time gambling provisions are being provided on the premises.

The above to be confirmed by prominent notices at all entrances.

**Resolved** that the application for an Adult Gaming Centre premises licence under section 159 of the Gambling Act 2005, in respect of Palace Amusements, 562 Bearwood Road, Smethwick, B66 4BS, be approved.

In making its decision the Sub Committee took into account the Gambling Act 2005, the Council Gambling Act Statement of Principles introduced May 2020 and the relevant guidelines and Codes of Practice.

The objector would be advised of their right of appeal within 21 days of receipt of the decision letter.

Meeting ended at 2.29 pm

Contact: [democratic\\_services@sandwell.gov.uk](mailto:democratic_services@sandwell.gov.uk)