

**APPLICATION FOR AN ADULT GAMING CENTRE PREMISES  
LICENCE TO BE GRANTED UNDER THE GAMBLING ACT 2005**

If you wish to make any representations in relation to this application, please do so in writing no later than Monday 30<sup>th</sup> March 2026 to the following address:

London Borough of Croydon  
Streets & Environment Department, Licensing Team,  
3<sup>rd</sup> Floor, Zone B  
Bernard Weatherill House  
8 Mint Walk  
Croydon, CR0 1EA

Or By Email to: [licensing@croydon.gov.uk](mailto:licensing@croydon.gov.uk)

It is an offence under section 342 of the Gambling Act 2005 for any person, without reasonable excuse, to give false or misleading information in connection with an application. If convicted, the person may be imprisoned for up to 51 weeks in England and Wales, or 6 months in Scotland, and may also be fined an amount up to level 5 on the standard scale.

**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:

**MERKUR Slots UK Ltd**

7. The applicant's registered or principal address:

**Second Floor  
Matrix House  
North Fourth Street  
Milton Keynes  
MK9 1NJ**

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

**003266-N-103444**

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:

**N/A**

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):

**MERKUR Slots**

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

**1393 London Road  
Norbury  
London  
SW16 4AN**

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 to which this application relates are located on the ground floor of the unit only.**

14(a) Are the premises situated in more than one licensing authority area?

**No**

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:**

**N/A**

#### **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**

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			
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:

**N/A**

## **Part 5 – Miscellaneous**

17. Proposed commencement date for licence (leave blank if you want the licence to commence as soon as it is issued):

**ASAP**

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**

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:

**Bingo Premises Licence: 22/00564/GAMBIN**

**MERKUR Slots, 1432-1434 London Road, Norbury, London, SW16 4BZ**

**Bingo Premises Licence: 24/02816/GAMBIN**

**MERKUR Slots, 41 George Street, Croydon, CR0 1LB**

**Bingo Premises Licence: 13/00074/GAMBIN**

**MERKUR Slots, 12 High Street, Croydon, CR0 1YA**

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

**Merkur Slots UK Ltd have full authority to provide licensed gaming by the provision of an Operating Licence granted by the Gambling Commission.**

**The UK's Gambling regulator has therefore approved the measures implemented to ensure that effective anti-money laundering procedures are applied and policies have been developed to ensure responsible trading in accordance with the gambling legislation, the licensing objectives and the licence conditions and code of practice.**

**The applicant has comprehensive measures to ensure that all gambling remains socially responsible, which includes detailed staff training on matters such as the protection of the vulnerable, including homeless individuals and young persons.**

**The applicant is an experienced licenced operator providing a large estate of gambling premises across the United Kingdom.**

A copy of Merkur Slots UK Limited's Operational Standards has been provided in support of the application and full copies of the Applicant's policies and procedures are available, if required.

Following initial due-diligence undertaken on this application, MERKUR Slots UK Ltd agreed with [REDACTED], of the Metropolitan Police for Croydon, that the following conditions be attached to the licence upon successful grant of the application;

**1. An incident log shall be kept at the premises and made available on request to an authorised officer of the Licensing Authority or the Police. Details to include:**

- all crimes reported to the venue
- all ejections of patrons
- any complaints received concerning crime and disorder
- any incidents of disorder
- all seizures of drugs or offensive weapons
- any visit by a relevant authority or emergency service.
- any attempts by children and young persons to gain access to the premises to gamble
- any Challenge 25 Refusals
- Any faults with the CCTV system

**2. The premises shall install and maintain a comprehensive CCTV system, which shall continually record whilst the premises are open. All recordings shall be stored for a minimum period of 31 days. Viewing of recordings shall be made available upon the request of Police or an authorised officer of the Licensing Authority, subject to data protection legislative requirements..**

**3. Notices shall be prominently displayed within the premises stating that CCTV is in operation.**

**4. The licensee shall participate in a local Betwatch or similar scheme, where available.**

**5. A think 25 proof of age scheme shall be operated at the premises where any person who appears to be under 25 years of age, and who has not previously provided satisfactory proof to the contrary, is challenged at the point of entry. Acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.**

**6. The licensee shall implement and maintain a policy of banning any customers who engage in crime, disorder or anti-social behaviour within or outside of the premises.**

**7. The licensee shall take all reasonable steps to prevent street drinking of alcohol directly outside the premises and to ban from the premises those who do so.**

**8. A magnetic locking device, commonly referred to as a Maglock will be installed and maintained on the main entrance/exit to the premises which will be operable by staff.**

**9. The Company's staff guard system or similar shall be installed and maintained at the premises.**

**10. There shall be no pre-planned single staffing at the premises from 20:00 until 06:00.**

**Part 6 – Declarations and Checklist (Please tick)**

We confirm that, to the best of our knowledge, the information contained in this application is true. 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.

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
- We understand that if the above requirements are not complied with the application may be rejected
- 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: **Poppleston Allen**

Date: **2 March 2026**

Capacity: **Solicitors for & on behalf of the applicant**

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: \_\_\_\_\_

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:

[REDACTED]

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

[REDACTED]

24. Postal address for correspondence associated with this application:

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

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:

[REDACTED]