

Alexandra Park & Palace Advisory Committee on 7th September 2010

Report Title: Update on the provision of a track betting licence for the Ladbrokes World Darts Championships at Alexandra Palace

Report of: Stephen Garner, Head of Events and Leisure

1. Purpose

- 1.1 To update the committee that it is the intention of Alexandra Palace Trading Limited (APTL) to move the existing track betting licence from the Panorama Room to the Great Hall for the World Darts Championships between 16th December 2010 – 3rd January 2011

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2. Recommendations

- 2.1 That the Advisory Committee consider and note the report.

3. Executive Summary

- 3.1 Ladbrokes have been providing a betting facility within Alexandra Palace since PDC started hosting the World Darts Championships at Alexandra Palace. To date there have been no issues with the provision of a betting facility during this event.
- 3.2 In order to improve the customer experience and profitability of this event further, it has been decided to combine the activity in the Panorama Room (which includes the betting) and the food court into one facility which will be hosted in the Great Hall. The Great Hall will also become the main entrance to the event.
- 3.3 This change also enables APTL to host seasonal activities in areas of the Palace which are no longer required by the PDC World Darts Championships.

4. Reasons for any change in policy or for new policy development (if applicable)

- 4.1 N/A.

5. Local Government (Access to Information) Act 1985

5.1 No specific background papers other than those appended were used in compiling this report.

6. Description

- 6.1 APTL applied for and were awarded a Betting (track) Premises Licence on the 1st November 2008 to support the Ladbrokes operation during the World Championship darts event that is held in the West Hall.
- 6.2 The licence was specific to the Panorama Room which was the preferred location for this activity at the time of application.
- 6.3 Whilst reviewing 2009's event it became apparent that it would be more efficient to move the Ladbrokes operation into the Great Hall which previously served as a food court. .
- 6.4 The benefit of moving the Ladbrokes operation into the Great Hall is that there are cost savings in not having to heat and light both the Panorama and the Great Hall for the two week tenancy. In addition, by excluding the Panorama Room from the Darts, the APTL sales team are able to sell this space, the Palm Court and the Londesborough Room as standalone venues for Christmas parties.
- 6.5 APTL will re-submit the Betting (track) Premises Licence application and simply amend the location from Panorama Room to the Great Hall. The intention is NOT to licence both areas or to increase the scale of the betting operation. The number of people will also remain static as this is guided by the capacity of the West Hall.
- 6.6 The betting operation will run in exactly the same way as it has for the past couple of years and Ladbrokes, who will be fully responsible for their obligation under their gambling operation licence, will ensure that they work within the restrictions of the Gambling Act 2005.
- 6.7 The Betting (track) Premises Licence will be owned by APTL but does not give APTL the right to carry out any betting activities. It only permits APTL to have companies with a Gambling Operators licence on the premise (ie Ladbrokes). It is the company with a Gambling Operators licence that are permitted to carry out betting and they are strongly regulated by the Gambling Commission.
- 6.8 The World Darts Championships will employ professional security to manage the area within the Great Hall and there will be a strict security regime in place to ensure that the event is run professionally and well within the law.

- 6.9 The objective of this change is simply to be able to free up the Panorama Room, Palm Court and Londesborough Room for the Christmas period and improve the customer experience for those attending the darts and it is not intended to generate more gambling or promote betting.

7. Consultation

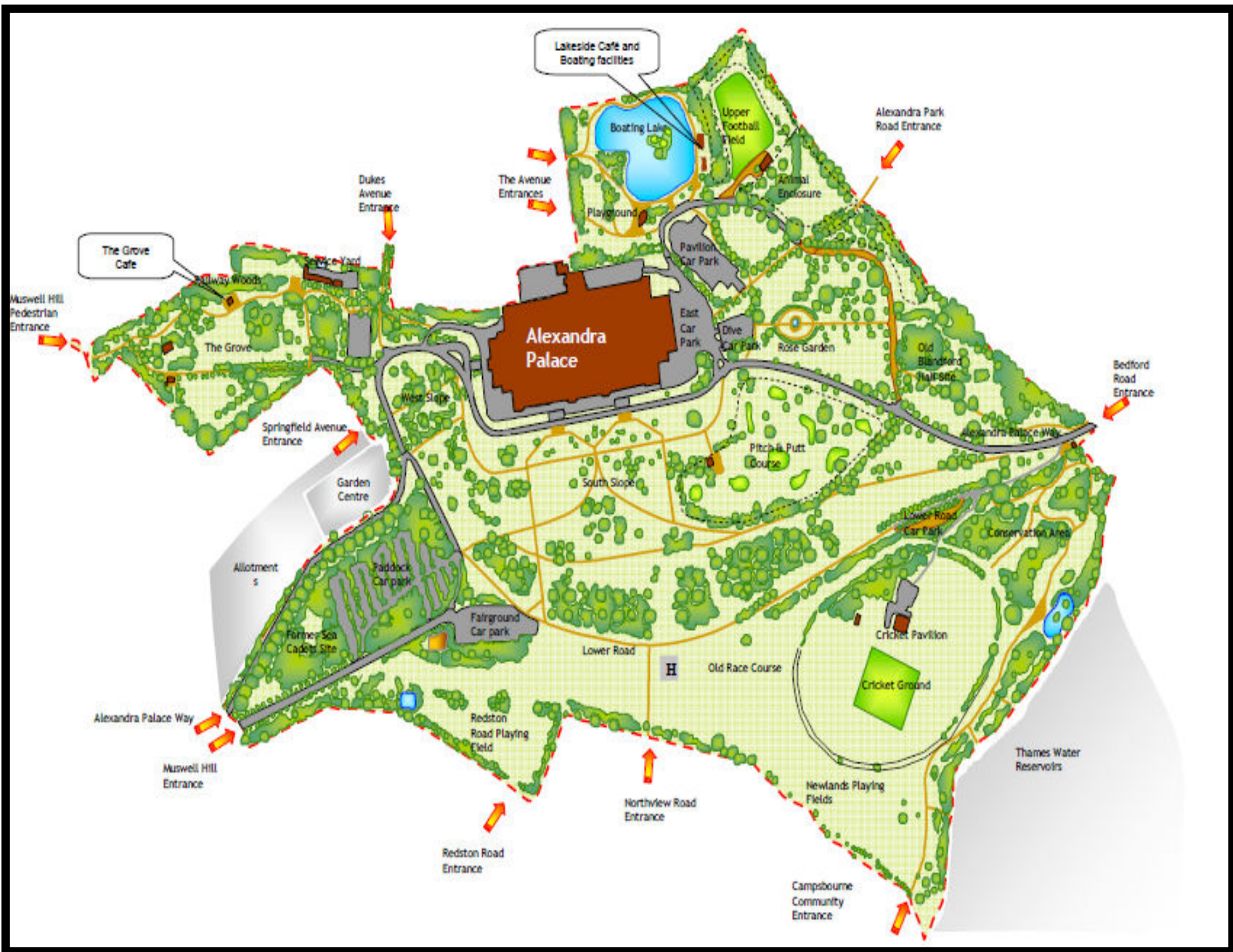
This report has been approved by the Interim General Manager of Alexandra Park and Palace Charitable Trust and the Managing Director of Alexandra Palace Trading Limited.

8. Financial Implications

- 8.1 The objective of moving the licence is to free up the Panorama Room, the Palm Court and Londesborough Room over the Christmas period which will in turn allow the APTL sales team to maximise revenues on Christmas parties.

9. Use of Appendices/Tables/Photographs

- 9.1 This plan shows the location of the Palace
- 9.2 This plan shows the layout of the World Championship darts from last year
- 9.3 This plan show the proposed layout out of the world darts championship for 2010 and beyond



Previous layout
for 2009

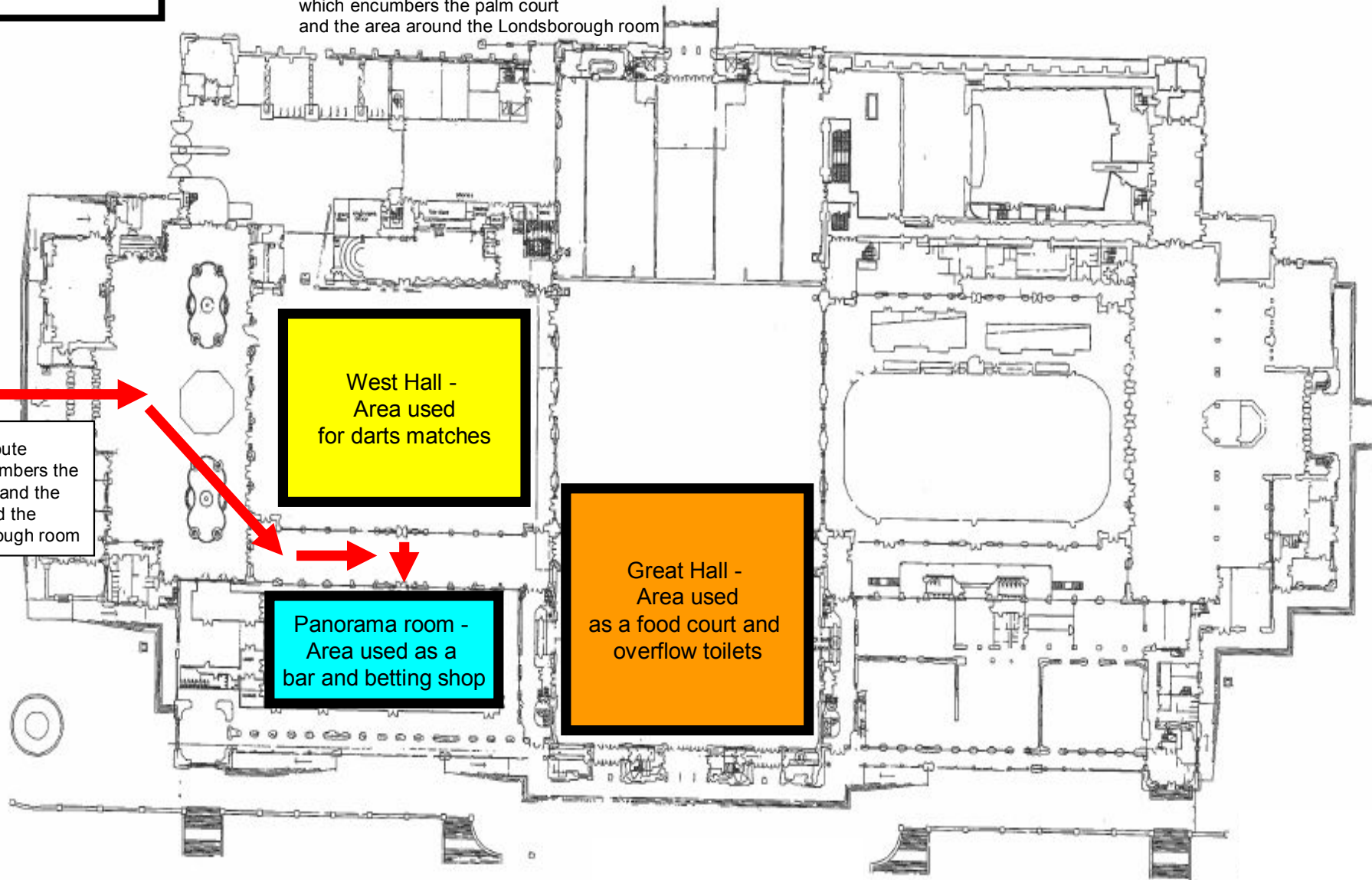
Entrance route
which encumbers the palm court
and the area around the Lonsborough room

West Hall -
Area used
for darts matches

Entrance route
which encumbers the
Palm court and the
area around the
Lonsborough room

Panorama room -
Area used as a
bar and betting shop

Great Hall -
Area used
as a food court and
overflow toilets



Proposed layout
for 2010

Londesborough room
– Area available for
private hire

Palm court -
area available
for private hire

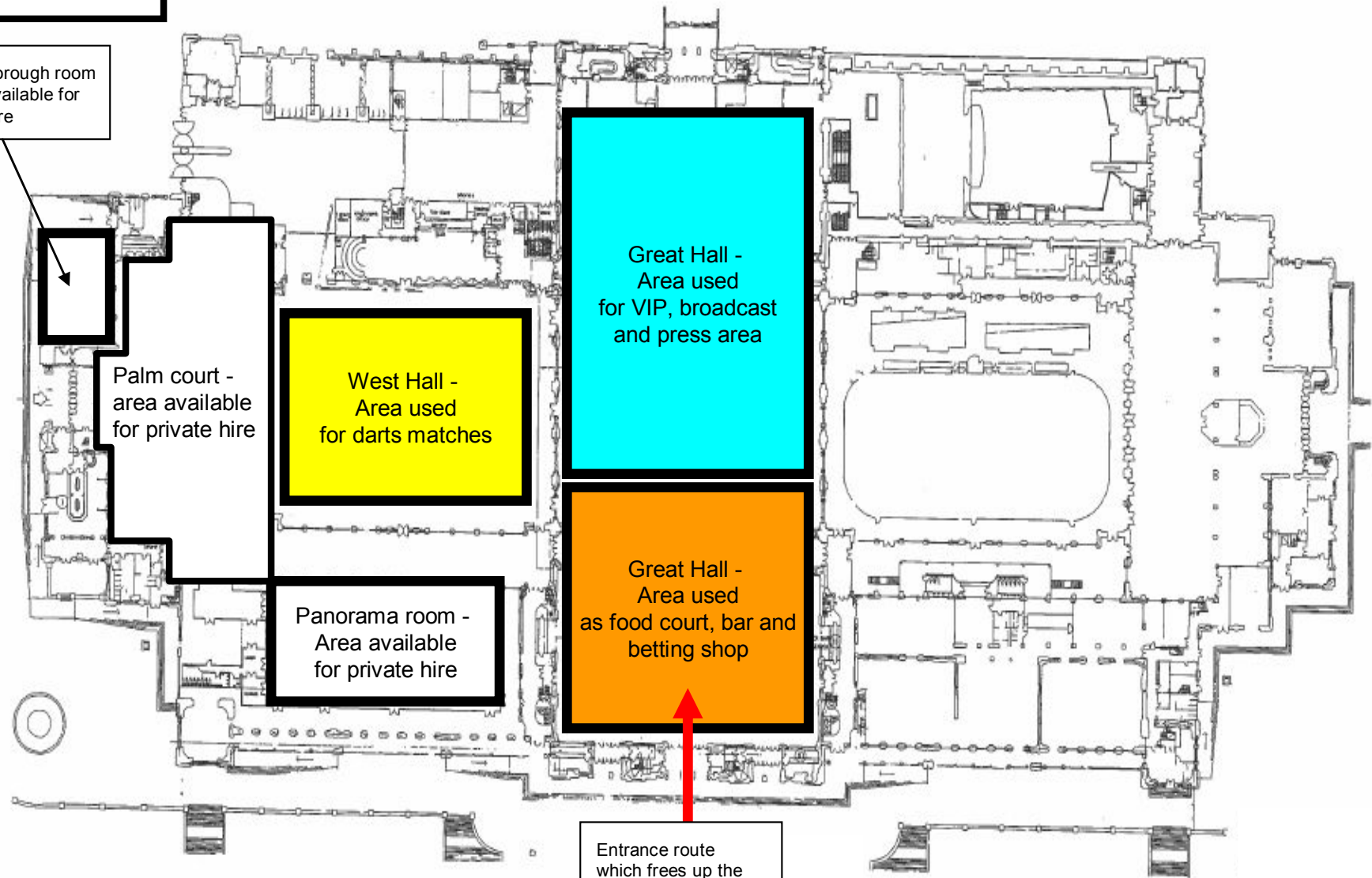
West Hall -
Area used
for darts matches

Panorama room -
Area available
for private hire

Great Hall -
Area used
for VIP, broadcast
and press area

Great Hall -
Area used
as food court, bar and
betting shop

Entrance route
which frees up the
area around Palm
court and the
Londesborough room



Proposed position
for betting shop

