

**In the application of Cleveland Leisure Centres Limited for an Adult Gaming Centre at
17a Parkway, Coulby Newham TS8 0TJ**

Mandela Room Middlesbrough Town Hall 7 February 2024 10.00.

Evidence of John Graham (applicant)

1. I am John Andrew GRAHAM, 47, managing director of the applicant company, Cleveland Leisure Centres Limited of 36-38 Kings Road, Middlesbrough, TS3 6NF. I am also managing director of our sister company, Luxor Leisure Limited.
2. Cleveland Leisure, founded in the 1960s and incorporated by my mother and father on 14th August 1973 has been operating for over 50 years with no issues with the licensing authorities or any of the regulatory authorities.
3. Luxor Leisure Limited was incorporated in 2001 to administer the AGC in Thornaby Town Centre where there have likewise been no issues.
4. Both Cleveland and Luxor Leisure Limited make annual donations to GambleAware in excess of the recommended amounts.
5. I joined the business as a trainee manager in 1994 shortly after I left school, gradually taking more responsibility until I became managing director in 2019 following the passing of my mother.
6. Cleveland Leisure Centres Limited and Luxor Leisure Limited are both members of BACTA being the trade association for the gaming machine industry in the UK.
7. The companies currently operate the following three sites
 - Leisureland Casino Slots – Melton Mowbray (Cleveland Leisure)
 - Leisureland Casino Slots- North Ormesby (Cleveland Leisure)
 - Leisureland Casino Slots-Thornaby (Luxor Leisure)
8. I have held an operator's licence for Luxor Leisure Limited in my personal name since 2001 and hold the current premises licenses for both Thornaby and Norton.

9. I attend the EAG (Entertainment, attractions & Gaming International Expo) conference annually and as a company, share the same aims of safer, fairer and crime free gambling discussed by Andrew Rhodes at the GambleAware Annual conference 6th December 2023.

10. All our sites are part of SMARTHUB IHL (a specialist industry software delivering an array of support applications and products for the gaming industry). The IHL Hub is accessed through a single launcher interface, the protective solutions including.

(i) **SmartExclusion** – Tablet based paperless self-exclusion providing instant player protection.

(ii) **SmartALERT**- Secure incident reporting solution to prevent crime and fraud in our venues.

(iii) **SmartINTERACTION**- Customer interaction application to improve customer satisfaction.

(iv) **SmartINCIDENT** – Secure logging of in-venue incidents regarding customer behaviour

(v) **AV & AML Logs** (Automatic age Verification & Anti Money Laundering)–
Provide Venue Protection

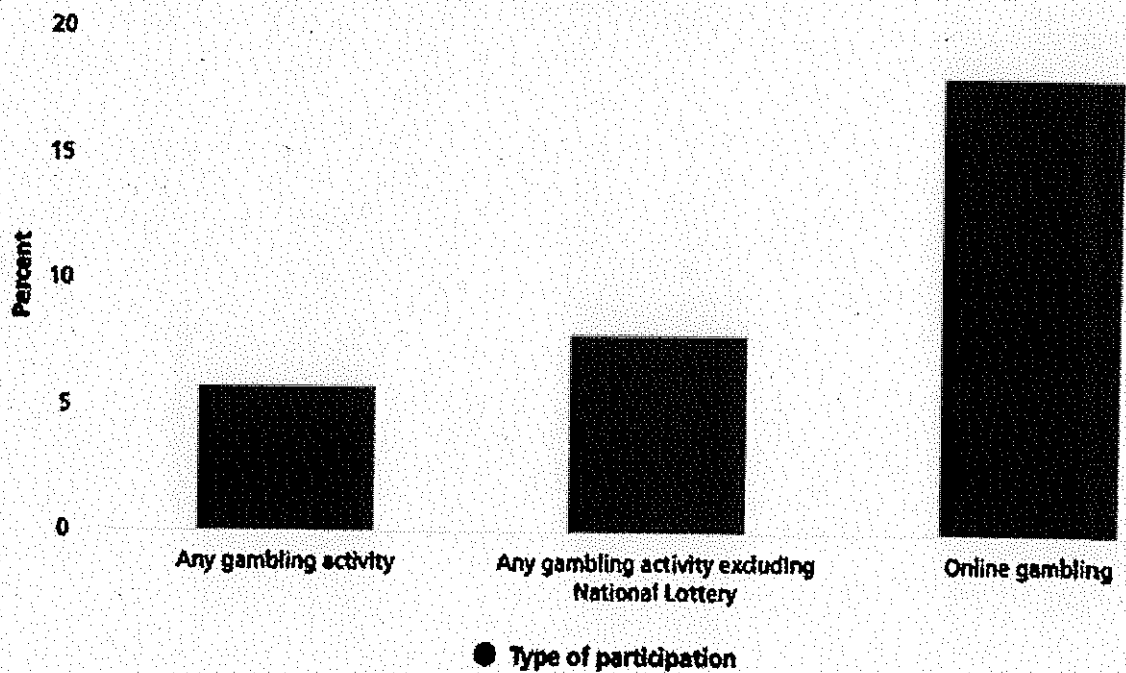
11. In addition to permanent self-exclusion, we have introduced an optional 2/4 week break for customers, which if elected and served is automatically reviewed after 1 month. This is an additional measure to promote and sustain responsible/safer gambling.

12. We wholly understand our legal and moral responsibility to provide a safe gambling environment. We have policies and procedures in place that encourage customers to accept their personal responsibility to gamble within their means and signposting and blocking those that cannot, aiming to further reduce the possibility of harm.

13. According to BACTA Chief executive John White stated on 10th November 2023 that the numbers within our sector who experience problems is at a record low level.

14. According to the PGSI (Problem Gambling Severity Index) problem gambling prevalence among adults was 0.5%. The confidence interval around the estimate for all adults is 0.3% to 0.7%, meaning we can be 95% confident that the true estimate falls

Prevalence of at-risk and problem gambling (PGSI), by type of activity undertaken



between these two values.

John Graham

29 January 2023

