



## Who is Paddy Power?

Paddy Power is an international betting and gaming group which was founded in Ireland in 1998 with the aim of making betting an entertaining, fun and fair experience. It is committed to providing customers with the best product range and highest quality customer service.

Paddy Power is a recent addition to UK high streets and has a relatively small number of shops in the UK compared to other bookmakers.

It aims to be a responsible operator on all the high streets it operates on, investing time to train staff and working closely with neighbours and community representatives.

## Purpose of this document

The purpose of this document is to demonstrate that betting shops can provide a high quality environment for responsible betting and bring wider benefits to a local area.

The betting shop industry regularly receives bad press. This document will dispel some of the myths and provide a clearer picture of the betting shop industry and culture in 2014.

Paddy Power will use industry research and its own recent studies to demonstrate how the opening of a new betting shop, and the responsible operation of a trading shop, can bring benefits to a local area by rejuvenating derelict units and generating footfall for the benefit of other businesses.

## Benefits of a Paddy Power shop

***“I am satisfied that on the basis of the evidence before me the use of the shop unit as a betting shop would help to sustain the vitality and viability of the Primary Shopping Area”.***

**Independent Planning Inspector on 28 February 2014**

APP/D3315/A/13/2203877

# The betting industry in 2014\*

In the 1960s there were over 15,000 betting shops and in 1987 over 10,000. The most recent statistics from 2013 confirm there are now less than 9,000\*, which is little more than in 2005.

\*Gambling Commission's records of licences.

- Betting shops contribute £3.2 billion to the UK economy
- They pay £1 billion in taxes per annum – which is more than the profit they make
- Betting shops represent less than 4% of the country's retail units and in most inner London areas less than 3%
- The average betting shop employs six people, with the industry providing a total of 55,000 full and part time jobs
- In London alone, betting shops contribute £420 million in direct GVA (Gross Value Added) terms
- 56% of betting shop employees are women
- 25% of betting shop employees are aged 18-24, compared to 8% of employees across the economy as a whole
- Across the UK, complaints prompted just 45 visits to betting shops by local authorities in 2011/12 – a 33 per cent drop from the previous year
- The average betting shop pays about £10,000 in business rates each year

(\*Sources – Centre for Economic and Business Research, the Association of British Bookmakers and Deloitte)

## Benefits of a Paddy Power shop

*“It is also generally recognised that the number of visits to betting shops is comparable with some A1 uses and it is likely that betting shop customers would also visit shops within the centre. In addition betting shops often stay open into the evening after many A1 uses have closed further contributing to the local economy and employment”.*

**Independent Planning Inspector on 18 March 2013**

APP/N4720/A/12/2182180

Approximately 40 per cent of Paddy Power shops occupy premises that were formerly empty.

On average, Paddy Power invests more than a quarter of a million pounds on each new shop opening and makes a significant contribution to the activity levels in and the visual appearance of the high street.

Paddy Power considers each site individually and has a range of store frontages, including a heritage style, to suit specific environments.

Paddy Power, commissioned an independent survey company, RM Clarity to undertake surveys in November 2012 and April 2013 to help policy makers, planners and local people to understand the impact of a new betting shop on a local shopping area.

The survey results confirmed that Paddy Power betting shops generate footfall and are part of wider linked trips and spending within a centre.

Contrary to popular belief, the majority of customers who visit a betting shop also visit other shops and services, spending money elsewhere within the centre, which contributes to the viability of shopping parades.

Footfall counts were taken at various betting shop locations on a typical weekday and Paddy Power customers were questioned at each site. The reports concluded that betting shops generate high footfall and, by providing a reason to visit the High Street, they support the local economy and the town or community centre.

The survey revealed that:

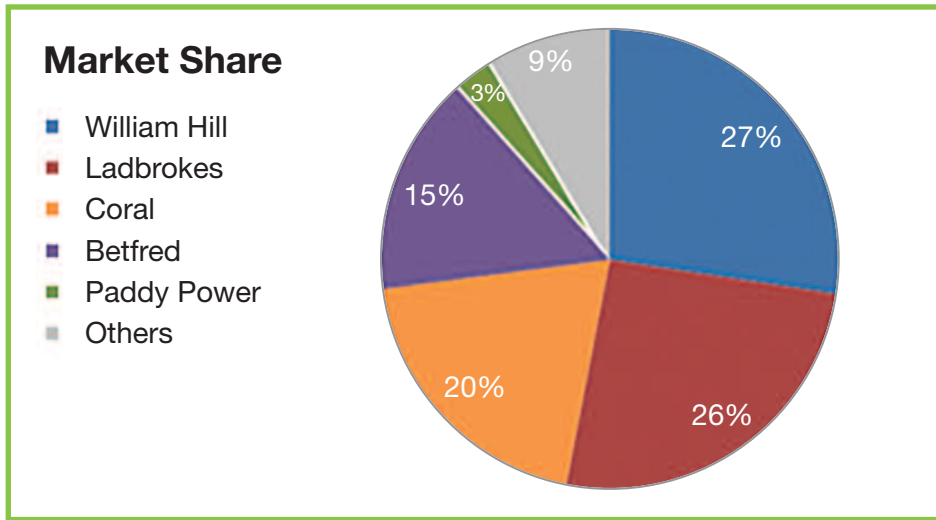
- Between 60%-80% of Paddy Power customers usually visit other shops and services as part of the same trip
- When customers undertake linked trips other shops, the average spend, per head, in other shops is just under £15 and the overall average stake in a betting shop is £8.40

# Paddy Power: an honest insight

Paddy Power is keen to open more shops in the UK, as compared to our competitors we have a very small presence on the high street.

Paddy Power invests over £250,000 in every new shop to provide welcoming environments. They take pride in their shops and ensure each is fitted out to ensure it is attractive, clean, modern and air-conditioned.

Whilst some operators' shops are becoming tired and stale and reaching end of life, Paddy Power is committed to providing an industry-leading customer experience. As a result it leads the competition in customer surveys – based on shop attributes.





## Taking responsibilities seriously

Betting shops rely on regular customers who spend what they can afford. The majority of our customers bet responsibly and on average over 85p in every pound bet over the counter is returned in winnings.

There is no minimum spend in a betting shop so many elderly people enjoy the pastime with the ability to set their own level

of spend, with many bets of low stakes.

Paddy Power strives to protect the small number of customers who may have difficulties with gambling. Our staff are all trained to look out for signs that our customers have lost control of their betting and we have the responsibility of exercising a Duty of Care.

